

EXECUTIVE SUMMARY

FEEDBACK WEEK 2023



OVERVIEW

The 2023 Feedback Week presented a fantastic opportunity for University Recreation to gather valuable input from our members and program participants regarding our current offerings and their perceived impact on their academic pursuits and overall well-being. This year, we saw a significant rise in the number of survey participants, with a total of 311 individuals providing feedback across all our services.

The feedback collected during the 2023 survey has granted our team a deeper understanding of how we can enhance our services for our users. We recognize the pivotal role we play in students' lives and are fully committed to delivering our services with dedication and passion, especially in the realm of improving fitness and well-being. As the world gradually returns to normalcy after the pandemic, our dedication to shaping University Recreation's core services and prioritizing inclusivity, accessibility, and engagement remains unwavering.

This Executive Summary highlights areas where we have identified opportunities for improvement and outlines our planned actions to implement new operational processes and advancements.



OPERATIONS

CUSTOMER SATISFACTION

Our overall satisfaction score of 7.93 out of 10 reflects University Recreation's exceptional performance in delivering a positive user experience. Furthermore, our dedication to inclusivity and accessibility is evident, with 87% of survey participants affirming our commitment to these principles. The customer service experience provided by University Recreation garnered an impressive satisfaction rating of 8.22 out of 10. We are more determined than ever to enhance our presence and visibility for our members.

"I am also a member at another gym, which is a good gym, but the membership and service is a different caliber. I use the other gym but I don't think I belong there, at Vic I want to come to the gym"

Although the majority of feedback has been predominantly positive, one noticeable trend is the decline in satisfaction regarding our equipment compared to previous years. This indicates a clear need for improvement and investment, and we are diligently working to enhance it to deliver the highest-quality service possible.

University Recreation is a student service and primarily relies on funding from student levy fees which has led to decreased financial resources due to lower student enrollments and limitations imposed by the university's financial environment. Nevertheless, based on the feedback we received, we are committed to prioritizing any available spending or budget allocations to enhance our equipment offerings.



MEMBERSHIP RATES

The majority of feedback concerning our current fitness membership rates and options indicates that effectively cater to our users' needs. However, we have received several comments regarding our penalty fee for Direct Debit members, with most expressing dissatisfaction regarding the \$14.95 penalty for missed payments.

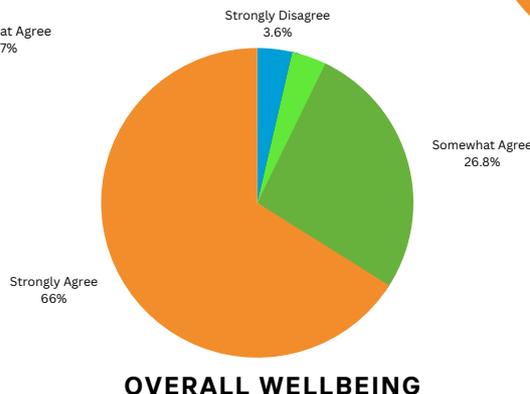
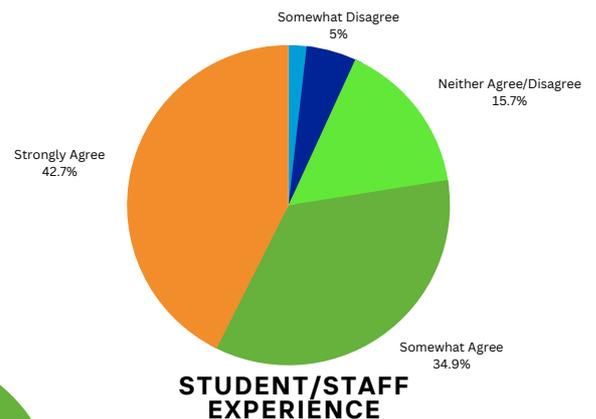
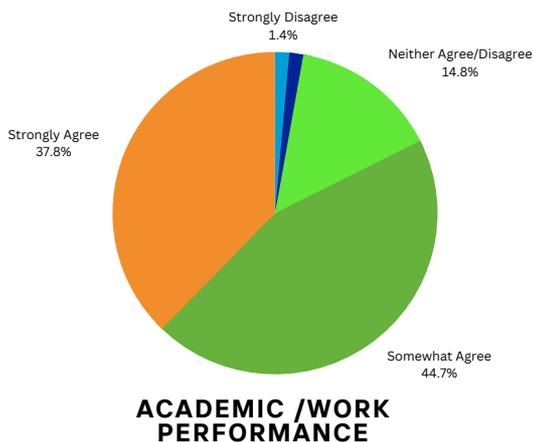
We are committed to enhancing our communication with our members and are more dedicated than ever to ensuring that we provide comprehensive information about additional fees during the sign up process. Nevertheless, it's important to acknowledge that while we understand the frustration, the responsibility for reading and understanding the Terms and Conditions rests with our members before they sign up for their membership, and we will continue to encourage members to do so. The Terms and Conditions explicitly state that direct debit members may incur a penalty fee if a payment is missed.

MERCHANDISE

We've received a considerable amount of feedback regarding our merchandise choices, and the prevailing sentiment is that many of our members are not fully aware of the merchandise we offer. We'd like to take this opportunity to remind you that we have a variety of merchandise available at our Reception, such as protein bars, pre-workout supplements, and more. Additionally, we're open to hearing your suggestions for any merchandise items you believe we should consider adding to our selection.

PARTICIPATION

- 92.9% of respondents indicated agreement, either somewhat or strongly, that their engagement with University Recreation positively influences their overall well-being
- 77.6% of respondents expressed agreement, either partially or strongly, that University Recreation contributes to an improved student/staff experience
- 82.5% of respondents stated their agreement, either somewhat or strongly, with the idea that University Recreation positively impacts their academic/work performance
- These findings represent a notably positive outcome for us as we continue to serve a crucial role in promoting the health and well-being of our students.



FACILITIES

OVERALL SATISFACTION

When we inquired about the overall satisfaction with our facilities, we received a diverse range of feedback. The majority of this feedback was positive, as evident from the high ratings we attained for the cleanliness, usability, and accessibility of our facilities. However, in contrast, it is clear that our members express less satisfaction when it comes to our equipment and its availability during peak hours.

Regarding our equipment, we have received several comments about maintenance wait times for our fitness studio machines. It's important to note that we employ external contractors for equipment maintenance, and we promptly submit maintenance requests upon notification of any issues. If you happen to come across any malfunctioning equipment or encounter problems, please inform a staff member so that we can address the issue as quickly as possible.

Additionally, to assist users in selecting less crowded times to visit our facilities, we've introduced a new visual representation of average peak hours. This information is now displayed on the doors of both the Fitness Studio and FTR. The visual guide should help you identify busier periods, allowing you to choose a more suitable time for your facility use. We also have plans to share this information on our social media platforms for your convenience.



OPENING HOURS

Although most of our members express satisfaction with our current operating hours, we have received suggestions to extend the opening hours for Pipitea Fitness. Similar requests have been made in previous years. We did conduct a trial extension in 2022, but unfortunately, it didn't receive significant participation, and it made it financially difficult for us to justify. Nonetheless, we remain dedicated to continuously evaluating our operating hours to align with the demands of our users. If we can feasibly accommodate the operational requirements, we are open to making adjustments as needed.

BATHROOM CLEANLINESS

We have received feedback regarding the cleanliness of our bathroom facilities falling short of expectations. Survey results have indicated that satisfaction levels for our bathrooms are lower in comparison to other facilities.

We take this matter seriously and will implement immediate improvements in the cleanliness standards of our restrooms. This commitment involves conducting daily inspections, monthly reviews with our cleaning contractors, and promptly addressing any identified issues.



SPORTS

Your feedback holds significant value for us as it guides our efforts to enhance the overall quality of our services. One notable area where your input has made a difference is in relation to the quality of our Main Gym flooring, particularly regarding concerns about health and safety. Your feedback has reinforced previous discussions we've had with Property Services, underscoring the necessity for maintenance work. These essential improvements will enable us to enhance our premier court space for the benefit of all users. Some work has already been undertaken and the full refurbishment project will be completed before the end of the year.

For the seamless operation of our Sports Leagues, the role of our referees is paramount. While we appreciate the competitive nature of sports, we kindly request all members of our Sports Leagues to keep in mind that the primary aim of these leagues is enjoyment, and to treat everyone with respect. If you ever have safety concerns, please feel free to email them to our Sports team for further attention.



CLUBS

The Feedback Week survey conducted in 2023 yielded diverse results for the Clubs team:

- Clubs services received an overall satisfaction rating of 8.71, which is the highest when compared to other areas. This signifies that our Clubs are maintaining a high level of performance in 2023.
- In terms of our clubs' facilities, they consistently received high satisfaction ratings in all three categories (cleanliness, usability, and accessibility), with an overall average rating of 8.63 out of 10

While our feedback data indicates several noteworthy positives, we also received constructive feedback comments. The most frequently mentioned feedback pertains to our current booking system. Our goal is to respond to all requests within 48 hours. However, we kindly request that our users utilize our online booking form, complete all necessary information, and submit their request at least 7-days in advance. Additionally, we ask for your understanding that our Clubs team experiences a substantial volume of requests during peak times.

