



Moreland City Council

Policy ID no: DSD 3-CL

# ACTIVE MORELAND AQUATIC AND LEISURE SERVICES FEES AND CHARGES POLICY

<b>Date Authorised by Council:</b>	April 2017
<b>Commencement Date:</b>	1 July 2017
<b>Review Date (10 years from authorised date):</b>	April 2021
<b>Responsible Department</b>	Social Development

This policy has been authorised.

Nerina Di Lorenzo  
Chief Executive Officer

## **1 INTRODUCTION**

The policy is to guide the setting of fees and charges for the aquatic and leisure services contract 1866 and single service specification. With the purpose to increase choices and provide improved value to all Aquatic and Leisure centres by ensuring fees and charges are structured in a way that are fair equitable across Councils aquatic and leisure centres, that maximises participation, including minimising barriers to participation, are consistent with the objective of 'more people, more active, more often' at all stages of life.

The policy also aligns with Council's pricing principles:

- Where there is a private benefit, users pay for the full cost of the service provided; unless:
  - There is an identifiable community benefit
  - A subsidy is required to enable low income earners to access the service
- In a competitive Market, Council will charge market prices;
  - Council is required to comply with the Federal Competitive Neutrality Policy provisions.

## **2 CONTEXT**

Council adopted a Fees and Charges policy in July 2006 in order to reduce the large variation in fees and charges that was evident between the six centres. The initial policy established an agreed set of guidelines for setting of fees and charges for aquatic and leisure centres, and reduced the variation in descriptions of products and services.

Fees and charges for core services were gradually aligned over a four year period from 2006 to 2010 within the constraints of reasonable percentage increases.

The policy was updated in October 2009 to provide further clarity of definitions and additional formulas for new products and again updated in March 2011, June 2012, February 2013 and April 2014 to support the principles adopted by Council to introduce a single service specification for aquatic and leisure services, including the service specification objective of 'Integration, Standardisation and Value' and, reciprocal rights program and the requirement to align products and services and introduce the Active Moreland Universal Membership.

Following the implementation, the policy has again been reviewed for 2018 - 2021 in line with the development proposal of the 2017-2018 fees and charges and application of multiple levels and formulas to each service line as per the discounts and relative values outlined in this policy. Consideration has also been applied to providing cost effective programs and services contributing to the sustainable financial position for the service.

### **2.1 Alignment**

The Policy ensures that the requirements of the Australian Government National Competition Policy are met in conjunction with a responsible and efficient approach to the financial sustainability of the aquatic and leisure services.

### **2.2 Research and other drivers**

Industry benchmarking is reviewed annually along with benchmarking against neighbouring municipalities and commonwealth concession applications.

### **3 OBJECTIVES**

The objectives of the Active Moreland, Aquatic and Leisure services Fees and charges Policy are:

- To provide a rationale for the consistent application of fees and charges across Councils six aquatic and leisure facilities and services
- To provide guidelines to ensure Aquatic and Leisure fees and charges are set at appropriate levels, provide relative value and support the sustainability of the service
- To ensure consistent terminology and definition of all aquatic and leisure services offered by Moreland City Council
- To ensure a consistent method for setting fees and charges for aquatic leisure services including calculation of discount rates, approval and notification
- To enable aquatic and leisure services to trial new products and services to suit market and community need
- To ensure that fees and charges for all new products and services, including those introduced by trial, are approved by Council
- To enable operators and Council to budget more accurately over a longer timeframe
- To ensure customers are notified with appropriate advance notice of fee increases and
- To ensure an incremental approach to fee increases with consideration of, and relative to, increasing costs of providing the service and fees and charges for comparative aquatic and leisure facilities and services provided by others.

### **4 POLICY DETAILS**

#### **4.1 Setting Fees and charges**

- Fees will be set on an annual basis and the commencement of new fee schedules to occur on or after 1 July each year. This is subject to the Council budget approval timetable and a four week notice period for any changes to fees and charges prior to implementation.
- Communication includes direct supply of proposed fees and charges to customers on databases (members, aquatic education customers) and display in prominent positions in the facility and promotion via websites and social media as appropriate
- The fees and charges endorsed by Council annually set out the maximum fees and charges to be applied for the respective service. Lower fees and charges may be offered at the discretion of the service provider, based on their acceptance of the financial implications and an understanding that Council will not share responsibility for any impact on the contract as a result of waiving or discounting fees.
- Centre managers will discuss irregular requests for hire of facilities or activities (i.e. filming outside normal hours of operation, corporate events) with the Unit Manager Aquatic and Leisure Services prior to accepting the request or quoting fees and charges
- Aquatic and leisure services may trial new products and services to suit market and community need, with approval from the Unit Manager Aquatic and Leisure Services.

#### **4.2 Relative value**

The application of pricing formulas are relative to type and length of service, as well as the physical aspects of each facility.

Price points are applied either for casual, multi visit or membership options. (Refer to Appendix A for the application)

### 4.3 Memberships

There are a number of membership options and discounts applicable to membership types. (Refer to Appendix B for a description)

## 5 ROLES AND RESPONSIBILITIES

Party/parties	Roles and responsibilities	Timelines
MCC and Contracted Service Provider	Review and benchmark fees and charges	Annually - January

## 6 MONITORING, EVALUATION AND REVIEW

The Aquatic and Leisure Centres Fees and Charges Policy will be reviewed annually and adjustments made as required to reflect any changes in circumstance.

## 7 DEFINITIONS

Term	Definition and General Discounts
Toddler	A person aged 0 - 4 years (applies to swimming only)
	No fee (applies to swimming only)
Child	A person aged 5 - 15 years (applies to swimming only)
	65% of an adult fee (applies to swimming only)
Youth (Concession)	Young people aged 14 – 18 years of age still attending school (applies to swimming, membership and health club access)
	60% of full fee (applies to health club and memberships only) Concession discount (applies to swimming only)
Concession	Applies to holders of Health Care Cards, Pensioner Concession Cards, Veterans Cards, Full Time Student Cards and Victorian Carer Card. Seniors Card (applied to casual and multi visit swimming only)
	75% of full fee (applies to all services)
Adult	A person aged 16 years and over
Seniors (Concession)	A person aged 60 years and over who holds either an Aged Pension Card or a Commonwealth Seniors Health Care Concession Card, both of which are means tested (Seniors cards do not apply)
	65% of full fee (applies to all services)
Family	A maximum of five people, one of which must be an adult (to a maximum of 2 adults), or more than five people as listed on the Medicare Card.
	Equivalent to value of two x adults and two x children less 20% (applies to swimming only)

Term	Definition and General Discounts
Supervisory Adult	<p>An Adult accompanying a child under ten years of age for casual/ recreational swimming.</p> <ul style="list-style-type: none"> <li>• A Child (5 - 9 years of age) must be accompanied by an Adult (over 16 years of age) ready to enter the water. Therefore the Supervisor fee applies</li> <li>• A Toddler (0 – 4 years) must be supervised by an Adult (aged 16 years and over of age) who is expected to accompany the Toddler in the water. Therefore the Adult fee applies (Toddler enters free of charge).</li> <li>• An adult accompanying a child over 10 years of age is required to pay the Adult fee as their attendance is optional from a safety and supervision perspective.</li> </ul> <p><i>These supervision requirements are consistent with the Royal Life Saving Society of Australia Guidelines for Safe Pool Operations and the 'Watch Around Water' safety campaign.</i></p>
	50% of full fee (applies to swimming only)
Spectator	<p>A person who is accompanying / watching a Child or Toddler who is participating in a structured program such as learn to swim, school carnivals and parties. This includes siblings who may be required to accompany the Adult but are not participating in the program and / or have no intention of using the facilities (i.e. entering the water). The spectator category does not apply for casual entry / recreational swimming</p>
Support (Concession)	<p>Applies to holders of a Disability Pension Cards or any person with a disability who is able to establish disability status (i.e. through a disability pension card, or a special school card which identifies the individual as having a disability).</p>
	45% of full fee (applies to all services)
	50% of full fee (applies to membership and start-up fee)
Asylum Seeker	<p>Asylum seekers who hold appropriate visas or a client of a community detention program administered by an agency on behalf of the Australian Government Department of Immigration and Citizenship</p>
	Free 3 month membership (for use at off-peak times - 9am-4pm weekdays and all day on weekends)
	Free term learn to swim classes for children
Disadvantaged	<p>An individual or group who have been identified through specified criteria and referred by a support agencies (recognised by Moreland City Council) to qualify for assistance to participate in aquatic and leisure services (refer to Appendix B)</p>
In Centre Occasional Child Care	<p>Care provided within the facility to a child of a parent / guardian using the aquatic and leisure services</p>
	57.5% of full fee

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<b>Term</b>	<b>Definition and General Discounts</b>
Occasional Child Care	Care provided within the facility to a child of a parent guardian who leaves the centre to undertake other non-leisure centre related activities. Occasional child care is offered at aquatic and leisure centres to fill places not occupied for in-centre child care

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(Refer to Appendix C for examples of Concession and health care cards)

## **8 ASSOCIATED DOCUMENTS**

Contract 1866 – Part C Service Specification

## **9 REFERENCES**

Australian Government, Department of Human Services - Concession and health care cards.

## Appendix A

### AQUATIC AND LEISURE SERVICES - Relative value and formula application for fees and charges.

#### 1. Multi visit passes (Non direct services programming)

Visit type	Relative value/discount
10 visit multi pass	Equivalent to value of 10 visits less 15% for general services, (excluding direct service programming)
20 visit multi pass	Equivalent to value of 20 visits less 20% for general services, (excluding direct service programming)

#### 2. Memberships (Non direct services programming)

Membership type	Relative value
Active Moreland - Universal	105% of base rate
Brunswick Baths – Centre based	100% - Base rate
Coburg Leisure Centre – Centre based	95% of base rate
Fawkner Leisure Centre – Centre based	90% of base rate
All (BB, CLC and FLC) - Aquatics	62.5% of base rate of universal or centre based respectively
Season Passes	Base monthly fee applied to the number of months each outdoor pool centre is open

Membership length	Relative value
Fortnightly direct debit	100% - Base rate
12 month pre-paid	100% - Base rate
6 month pre-paid	100% of base rate
3 month pre-paid/invoiced	115% of base rate
1 month pre-paid/invoiced	120% of base rate

Start-up fee	Relative value
Commitment	100% - Base rate
No commitment	125% of base rate

**\*\* Applicable to both prepaid and direct debit memberships.**

### 3. Lane/Pool hire (Non direct services programming)

Lane hire	Relative value
20m – Outdoor non heated	70% of base rate (PVOP and COSP)
20m – Outdoor heated	80% of base rate (OPAC and FLC)
25m – Indoor heated	100% - Base rate (CLC and FLC)
33m – Outdoor non heated	80% of base rate (PVOP)
50m – Outdoor non heated	110% of base rate (COSP)
50m – Outdoor heated	115% of base rate (FLC)
50m Olympic pool – Outdoor heated	120% of base rate (BB and OPAC)
25m - Permanent lane hire	75% of base rate
50m – Permanent lane hire	75% of base rate
Pool hire	Relative value
General pool hire – per hour	10% discount – Based on lane hire calculations
School carnival – per hour	20% discount – Based on lane hire calculations
School carnival – per day (9am – 3pm)	20% discount – Based on lane hire calculations <i>** No entry fees apply</i>

*\*\* Brunswick Baths indoor program pool is not available for hire*

### 4. Personal Training (Direct service programming)

Personal training options	Relative value
1 client - 30 minutes (member)	72.5% of base rate
1 client - 60 minutes (member)	100% - Base rate
2 clients - 30 minutes (member)	125% of base rate
Non members	110% of base rate
Multi visit passes	Equivalent to value of 10 visits less 10%



## 5. Occasional care (Direct service programming)

Occasional options	Relative value
Occasional child care (out of centre care)	100% - Base rate
In centre occasional child care	57.5% of base rate
Multi visit passes	Equivalent to value of 10 visits less 10%

## 6. Learn to swim programs (Direct service programming)

Lesson options	Relative value
Single lesson fee	100% - Base rate.
Term based program <i>Access to enrolled swim lessons only including recreational swim before and after lesson time only.</i>	Base rate - application calculated based on number of lesson weeks per individual school term
Enrolled membership program <i>Access to enrolled swim lessons as well as recreational swim at any time (except January if suspension applied), access to the 4 seasonal outdoor pools, 1 complimentary holiday intensive program.</i>	Base rate – application calculated based on number of lesson weeks per calendar year (divided by 24 fortnights – no debit January, if suspension is applied)
Squad sessions <i>Development squad, based on 2 lessons per week</i>	150% of base rate

## Appendix B

### AQUATIC AND LEISURE SERVICES – Membership Categories

Membership Category	Description and Entitlements
Active Moreland Universal Aquatics & Leisure	Access to all Council aquatic and leisure facilities during general operating times. Includes all dry and aquatic programs and services with the exception of Aquatic Education, Personal Training, Childcare and Allied Health Services such as massage and physiotherapy.
Active Centre Based - Aquatics & Leisure	Access to nominated year round centre only and 3 stand-alone seasonal outdoor pools during general operating hours. Includes all dry and aquatic programs and services with the exception of Aquatic Education, Personal Training, Childcare and Allied Health Services such as massage and physiotherapy
Active Centre Based – Aquatics & Leisure Seniors Concession	As per Centre Based - Aquatic & Leisure Membership for those with a senior's health care card however limited to low-impact/senior friendly group fitness classes. Access to 3 stand-alone seasonal outdoor pools during general operating times. (65% of full membership). Seniors who wish to access all group fitness classes can purchase a Aquatic and Leisure Membership
Active Centre Based – Aquatics & Leisure Youth Concession	As per Centre Based- Aquatic & Leisure Membership for youth, however restrictions apply. Access to 3 stand-alone seasonal outdoor pools during general operating times. (60% of full membership). <b>Active Teens</b> 13-16 years of age. No time restrictions. Access to timetabled Group Fitness classes following induction and or family friendly classes only. No access to spa, steam or sauna. <b>Active Kids</b> 10-12 years of age. Restrictions on time access to gym. Access to active kids and family friendly classes only. No access to spa, steam or sauna.
Active Moreland Universal Aquatics	Access to all Council 3 aquatic year round centres and 3 stand-alone seasonal outdoor pools during general operating times. Includes, pool, spa, steam and/or sauna and aqua aerobics classes
Active Centre Based - Aquatics	Access to nominated aquatic year round centre only and 3 stand-alone seasonal outdoor pools during general operating times. Includes, pool, spa, steam and/or sauna and aqua aerobics classes
Active Centre Based – Aquatics Senior Concession	As per Centre Based –Aquatic Membership for those with a senior's health care card. Access to nominated aquatic year round centre only and 3 stand-alone seasonal outdoor pools during general operating times. Includes, pool, spa, steam and/or sauna and aqua aerobics classes(65% of full aquatic membership)
Active Centre Based – Aquatic Education	Program Memberships includes aquatic education lessons – school term based, access to swimming pool all year round, access to 3 stand-alone seasonal outdoor pools, 1 x holiday intensive program, locker hire and spectator access.
Moreland - Seasonal Pool	Access to nominated seasonal outdoor pools only during general operating times.
Moreland Corporate Membership	As per Active Moreland or Active Centre Based Membership - 8 people from the same organisation receive concession price and no joining fee

Membership Category	Description and Entitlements
Moreland - Community Health and Wellbeing	12 month centre based term membership at full price purchased by agencies supporting disadvantaged groups. This allows 10 registered users of the membership. The centre manager has discretion to reach agreement for level of involvement of the agency at the time of purchase, including initial support and supervision by the agency if required, with the aim of transitioning the users to independent use of the facility. Centre manager has ongoing liaison with the agency. A range of centre initiatives and programs can support this category, including the proposed Activity Match model.
Moreland - Participation Support  Moreland Concession Support	A part of the Council identified initiatives and Participation Support, and Concession Support program based on a set of eligibility criteria. Available for those demonstrating disadvantage. Can also be used as a transition from specific programs and or the 'Moreland Community Health and Wellbeing' Membership
Moreland - Asylum Seeker	Free access to aquatic and leisure facilities via a free centre based term membership for use at off peak times, and free access to aquatic education program for children only. (Off-peak times are 9am-4pm weekdays and all day on weekends).

## Appendix C

### AQUATIC AND LEISURE SERVICES – Concession and health care cards accepted

Health care concession card



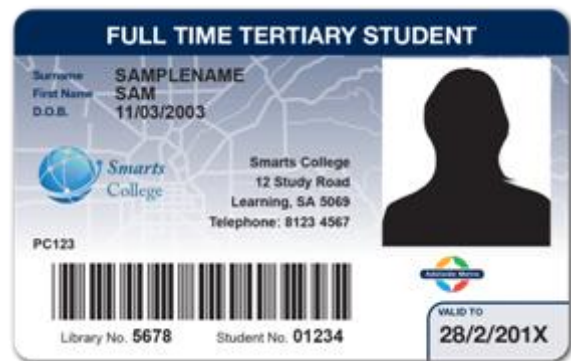
Seniors health care concession card



Pension concession card



Fulltime student card



Companion card



Carer card



Card holders cannot combine fee relief for memberships, discounts and concessions therefore cannot 'double dip' in relation to eligibility.