

Waipa Community Facilities Trust

2025 Annual Customer Satisfaction Survey (CSS) Overview

March 2025

1. SUMMARY

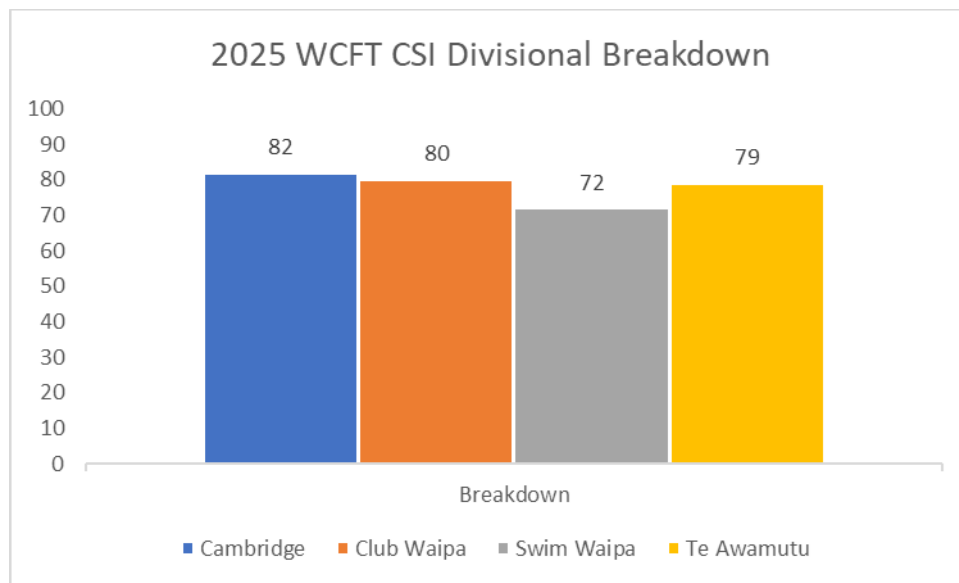
Our annual Customer Satisfaction Survey opened to the public for feedback from 13 February – 12 March 2025 and we had total 783 completed responses over the 4-week period. This is down -330 responses or -30% over 2024 (1,113).

Overall Customer Satisfaction Index (CSI) Rating was 78% down 2% on last year (80%) but overall, the Trust still maintained last year's 78-81 Very Good Performance rating

1.1 CSI BENCHMARK RATINGS

84 or higher	Exceptional Performance
82-83	Excellent Performance
78-81	Very Good Performance
73-77	Good performance – but with potential for improvement
67-72	Fair – needs improvement
66 or lower	Needs significant improvement

2.0 DEPARTMENT BREAKDOWN - 2025



Cambridge (PAC) 82% our best rated service - Excellent Performance from the highest number of respondents (404) from this year's survey. This result was up 4% from last year 78% where the department was rated at Very Good Performance in 2024.

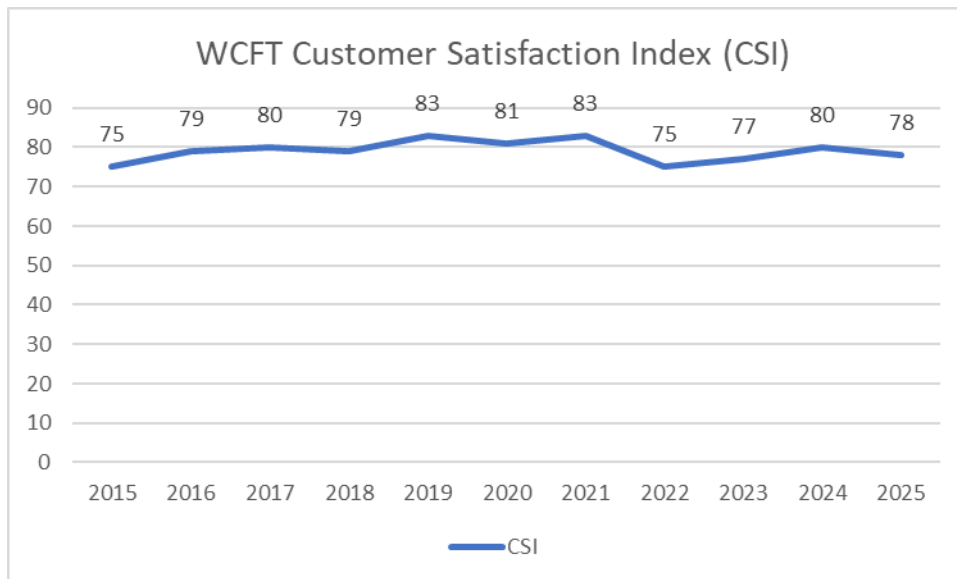
Club Waipa maintained their rating, improving by 1% from 79% to 80% - Very Good Performance from 194 respondents. While this does not appear to be a big improvement it is an excellent result given the increase in average membership from 925 to 1,168 over the past 12 months

Livingstone Aquatics (TAEC) 79% was our biggest improving area up 5% from 74% rating Good Performance but potential for improvement to 79% - Very Good Performance. This result was from 389 respondents, and it is great to see from our oldest service.

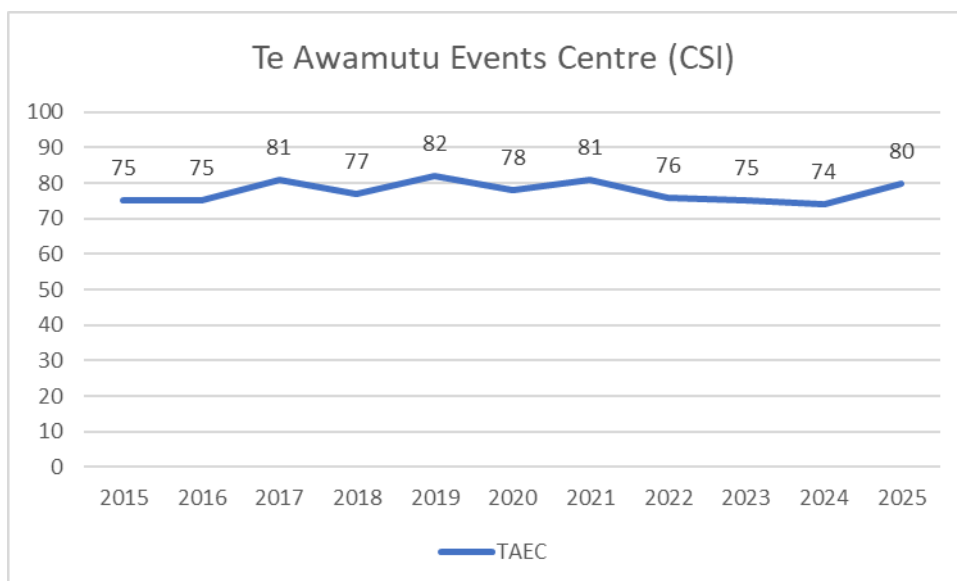
Swim Waipa 72% was our lowest rated service – Fair - need improvement from 188 respondents. SW TAEC achieving 76% down -9% from 85% last year and SW PAC 69% down -17% from 86%. This result and moves the overall SW rating from Excellent down 3 scales to Fair – needs improvement. This service has already been identified as an area for development and will be a key focus over the next 12 months.

2. WCFT HISTORICAL RESULTS – 2015-2024

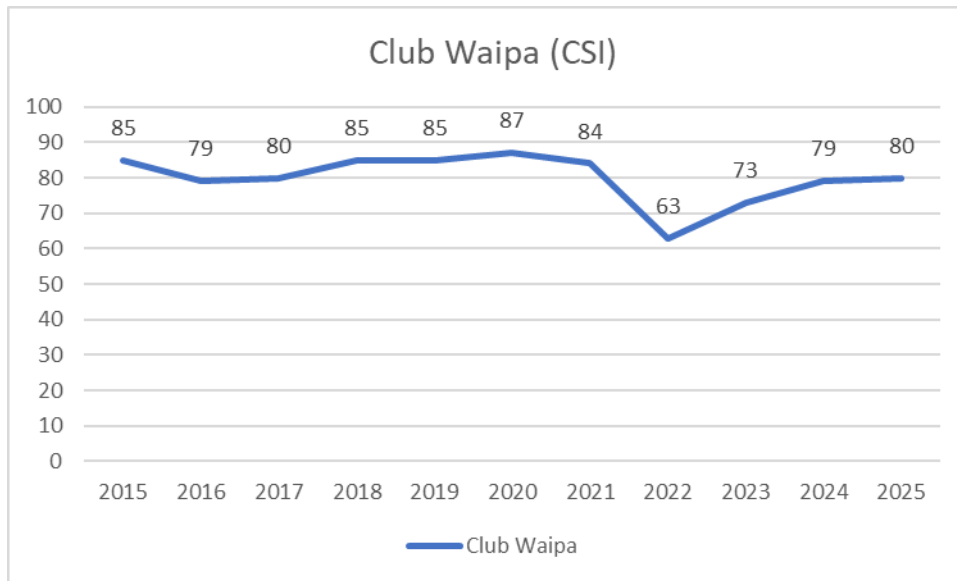
Over the past 10 years the Trust has managed to maintain an overall Customer Satisfaction Index (CSI) average of 79 – Very Good Performance.



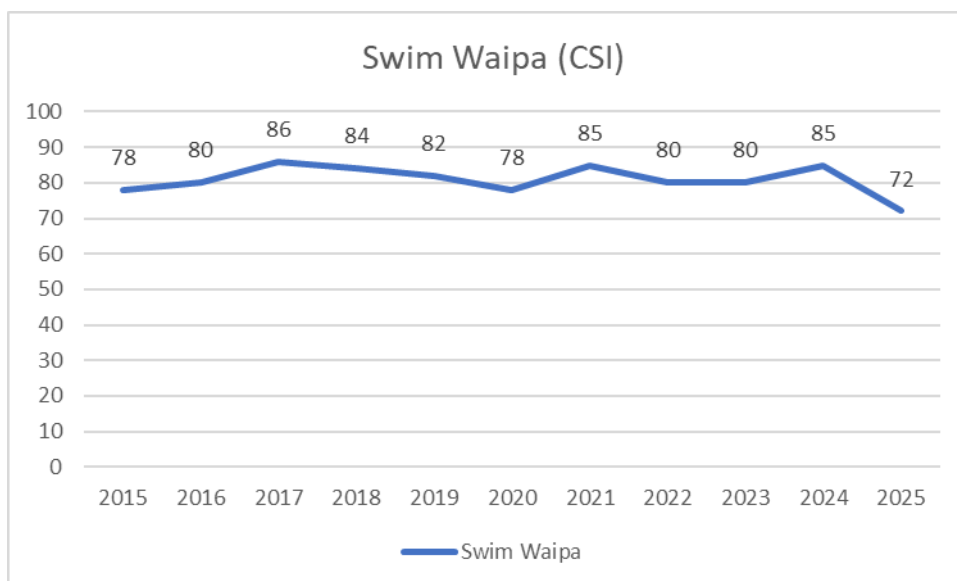
The TAEC has maintained an overall Customer Satisfaction Index (CSI) average of 78 – Very Good Performance.



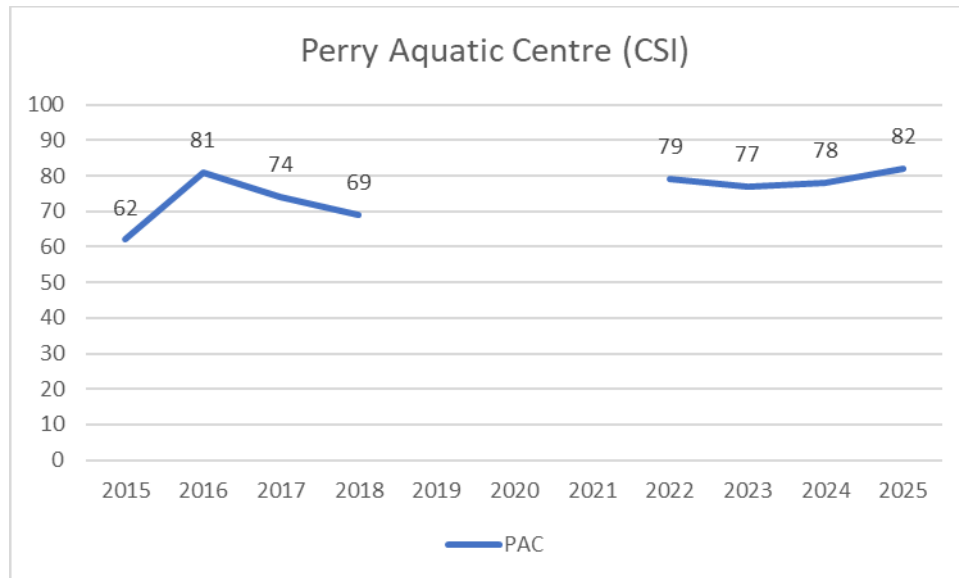
Club Waipa have managed to maintain an overall average of 80 – Very Good Performance over the past 10 years. Since the end of COVID our average membership base has increased from 758 to 1337 members (76%).



Traditionally Swim Waipa has been our consistently best performing service and while we had a disappointing result for 2025, it has still maintained an overall average of 81 – Excellent Performance over the past 11 years.



The Perry Aquatic Centre has an overall average of 79% - Very Good Performance since the inception of the new year-round facility in 2021.

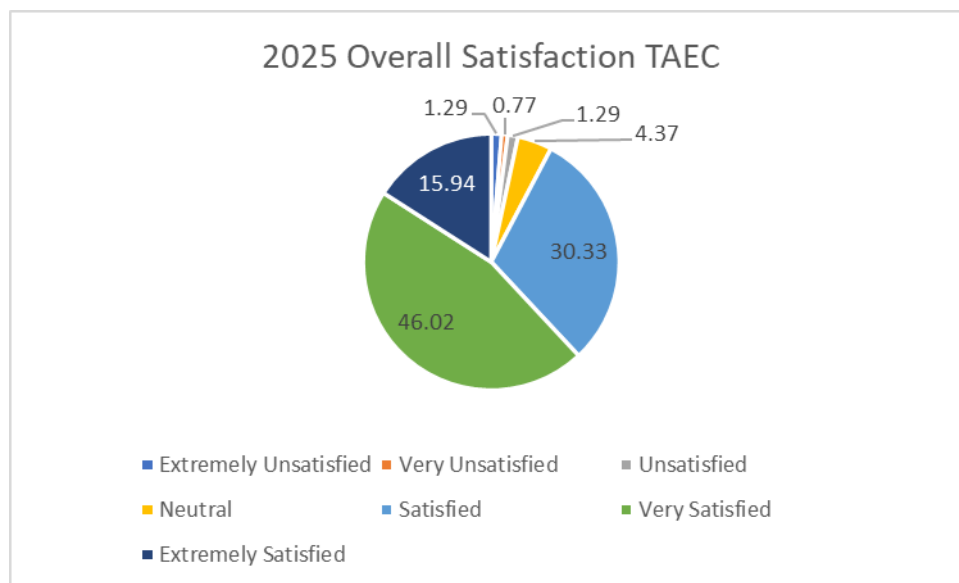


3. OVERALL SATISFACTION BREAKDOWN - 2025

Our overall satisfaction for each service with the two highest and lowest responses. If the lowest response from the previous year is still rated in either of the 2x lowest questions the difference will be identified in red (2024).

3.1 TAEC OVERALL SATISFACTION

TAEC had 389 responses with 359 out of 389 or 92.28% scoring satisfied or better with their satisfaction rating.



Highest Rated Responses:

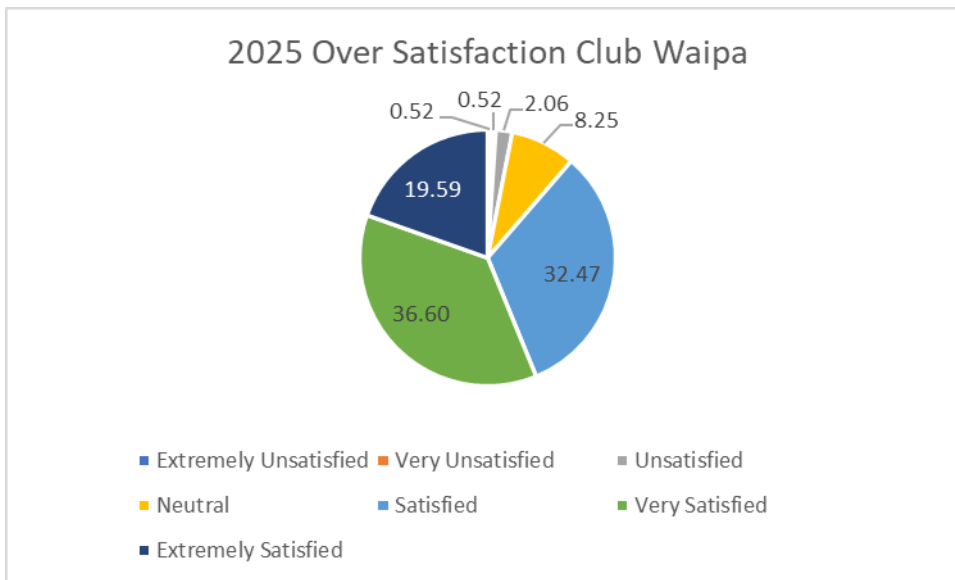
1. Staff providing accurate information – 91.32%
2. Reception customer service – 89.93%

Lowest Rated Responses:

1. Facility Bookings – 52.73% (35.92%)
2. Satisfaction Pools/Spa/Sauna – 67.18% (57.96%)

3.2 CLUB WAIPA OVERALL SATISFACTION

Club Waipa had 194 responses with 172 out of 194 or 88.6% scoring satisfied or better with their satisfaction rating.



Highest Rated Responses:

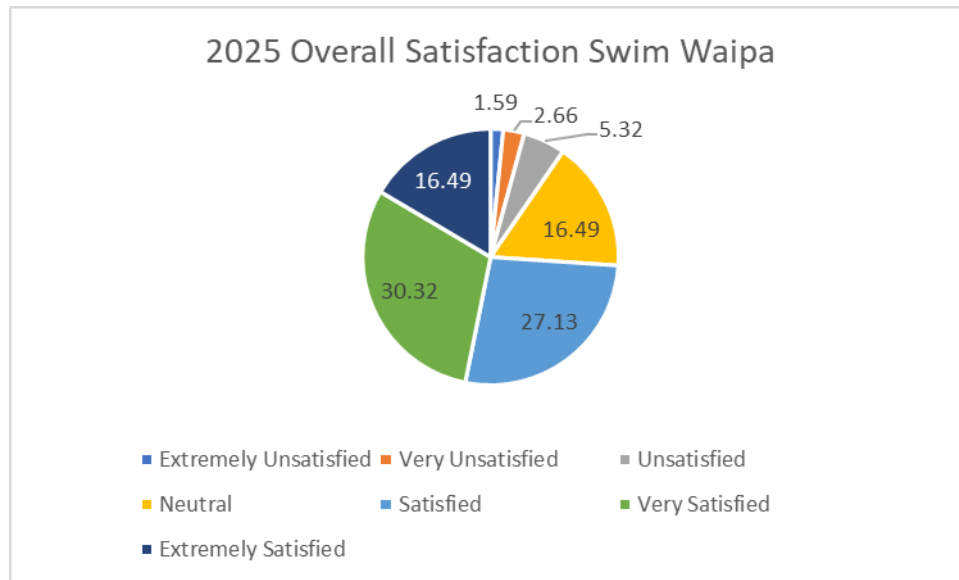
1. Gym equipment – 91.30%
2. Gym cleanliness – 82.98%

Lowest Rated Responses:

1. Fitness Programmes – 67.30% (66.66%)
2. Staff Knowledge – 72.46%

3.3 SWIM WAIPA OVERALL SATISFACTION

Swim Waipa had 188 responses with 139 out of 188 or 74% scoring, satisfied or better with their satisfaction rating. We are introducing a new LTS software package in mid-2025 that will include a customer portal and other new additional features that we hope will address many of the level of service concerns.



Highest Rated Responses:

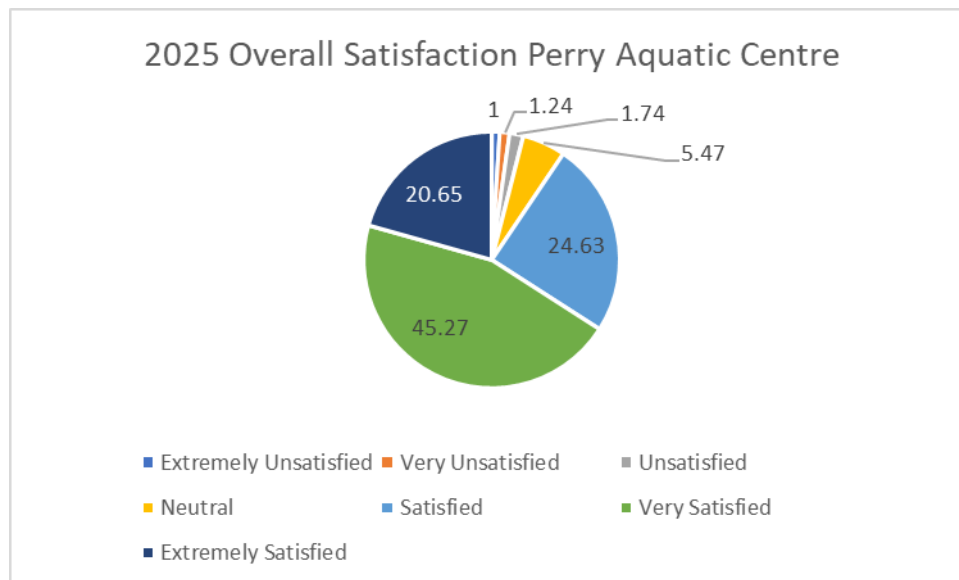
1. Satisfaction with class times and availability – 85.10%
2. Booking and Payment – 84.57%

Lowest Rated Responses:

1. Feedback on child's progress – 48.40%
2. Staff ability to build a rapport – 71.50% (82.83%)

3.4. PERRY AQUATIC CENTRE OVERALL SATISFACTION

PAC had 404 responses with 366 out of 404 or 90.6% scoring satisfied or better with their satisfaction rating.



Highest Rated Responses:

1. Reception and Customer Service – 91.21%
2. Staff providing accurate information – 90.97%

Lowest Rated Responses:

1. Creating successful events – 66.66%
2. Satisfaction Pools/Spa/Sauna – 70.31% (64.60%)

Most of the lowest rated questions have already been identified as areas for improvement and are being addressed as part of our strategic plan.