

# Media Release

For Immediate Release

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## State award for YMCA at Fleurieu Aquatic Centre

YMCA South Australia (YMCA SA) at Fleurieu Aquatic Centre has been recognised as a leader in community recreation excellence this week, winning the South Australia Parks and Leisure Association (PLA) award for Best Region/Rural Contribution.

The leading not for profit organisation manages the \$20 million facility in partnership with the Fleurieu Regional Aquatic Centre Authority, a joint initiative of the Alexandrina Council and the City of Victor Harbor.

The PLA award acknowledged that YMCA SA had created a positive social, environmental and economic impact from a range of community based programs and initiatives, making a significant contribution to the local and regional community over the past 12 months.

YMCA Regional Development Manager (Southern), James Lomax, said the award was a fitting reward for the dedication and effort of the locally based staff team since the Centre opened under YMCA management in March 2017.

“Fleurieu Aquatic Centre has become a community hub and a great example of how regional aquatic centres can engage with, and positively impact, the local regional community,” he said.

“Gaining traction across communities spanning two Local Government Areas was a challenge at the start, however innovative marketing and communication strategies have seen participation grow to new levels over the last 12 months.”

Highlights of Fleurieu Aquatic Centre’s innovations included:

- Implementation of Strength for Life aqua classes (YMCA is the largest provider of Strength for Life gym programs in regional South Australia)
- Free hearing tests for members in partnership with Hearing Australia
- Partnering with the Continence Foundation to deliver community workshops
- Partnering with SAPOL to deliver Blue Light pool parties
- Implementation of Salti-board work outs to engage a new community segment
- Implementation of a new Mega Splash inflatable to engage youth
- Successful accreditation with Fitness Australia



- Working with local community transport providers to ensure timetabling provided the maximum access to programs and services at the Centre
- Partnership with local Exercise Physiologists and Physiotherapists to provide services to a broad range of community members
- First regional facility in SA to offer a social water polo competition

Mr Lomax said that Centre attendance had risen consistently year on year and was just under 108,000 in 2019-20 - an eight per cent rise on the previous 12 months. Health and fitness memberships peaked at 1,316, a rise of 12 per cent, while Swimming Lessons participants also recorded a rise, peaking at 530.

“We have an average of nearly 20,000 visits per month and that has a huge positive benefit on the local rural and regional population. We are continuing to develop new engagement activities aimed at increasing facility usage and engagement across all community segments,” he said.

The Centre will now receive an automatic nomination for the national PLA award, which will be presented at a function in late October with the final date and venue yet to be announced.

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**Picture captions:**

1. YMCA at Fleurieu Aquatic Centre won the PLA state award for best region/Rural contribution.
2. PLA award for best region/Rural contribution.

For more information contact:

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