

AQUATIC CENTRE PASSES INFORMATION

MAJOR CHANGES

- Swim For Fitness NOT included in Gold Pass (aquajogging still included)
- 12month and 3month Pool Passes
- Monthly Swim For Fitness passes

RATIONALE FOR CHANGES

- Swim for fitness offers a choice of 15 sessions per week, of coached swimming sessions. No other centre offers this in their memberships, most centres have an external swim coach who offers half this number of classes and pool entry is usually paid on top of sessions fees.
- The new pricing still represents excellent value and will only affect those who normally purchase a Gold Pass and use Swim For Fitness and other services within the centre (they will be \$10/mth worse off)
- Pool Only passes are offered at all other centres and give people a choice who may only utilise the pool.

12 MONTH and 3 MONTH POOL ONLY VISIT PASS

- Allows access to Pool only (no Swim For Fitness or Aquajogging)
- Targeting people who use the pool frequently, but may not use the rest of the centre.
- Beneficial for those who use the pool more than once per week every week.

25 VISIT SWIM PASSES

- Allows access to Pool only (no Swim For Fitness or Aquajogging)
- Targeting people who use the pool infrequently, but is cheaper and more convenient than paying each visit.
- No expiry

SWIM FOR FITNESS MONTHLY PASS

- Allows access to any of the Swim For Fitness Classes or Swim For Fun
- Allows access to pool
- Option of 15 Classes per week (as per time table)
- One month is 30 days from start date
- Targeting people who would like to improve their swimming fitness and technique and who will attend more than once per week.

SWIM FOR FITNESS 10 VISIT PASS

- Allows access to any of the Swim For Fitness Classes or Swim For Fun
- Option of 15 Classes per week (as per time table)
- Targeting people who would like to improve their swimming fitness and technique and who are infrequent attendees.
- No expiry.

SELLING PASSES

- Both Pool Passes and Monthly SwimFor Fitness will be set up as memberships and sold accordingly.