

Chewton Pool Inc
2024/2025 Annual Report

September 2025

1. Executive Summary

The 2024/2025 season of the Chewton Community Swimming Pool, is the fourteenth season operated by Chewton Pool Inc. Our Committee of Management and 20 casual staff continue to work hard to maintain and manage this key community facility, throughout the year.

Through our programs and maintenance and management of the pool facility, the Chewton Pool Inc. makes a practical investment into the community:

- We provide learn to swim and aquatic awareness programs that educate and promote safety around water.
- Chewton Pool Inc. invests in young people by providing employment and training for lifeguards, including a number of 16-18 year old juniors. We also ensure regular ongoing training in emergency responsiveness for staff and our community volunteers.
- Chewton Pool Inc. seeks to create innovative programs and partners with other local organisations such as the CFA, local schools, Nalderun, Loddon Campaspe Multicultural Services and Goldfields Football to deliver recreation and social services for the community.

The Chewton Community have continued to demonstrate their strong commitment to the pool:

- The number of volunteers who regularly participate form a significant portion of the Chewton population. The breadth of activities conducted by these volunteers includes regular work on the grounds, undertaking work to improve the amenity of the pool, staffing the kiosk and assisting programs and fundraising.
- The community invest in the pool by purchasing yearly memberships which are a crucial source of revenue and provides a level of income certainty that allows for better budgeting each year.
-
- The community, local organisations such as Rotary and Lions Club and local businesses, such as Cantwell Real Estate, provide donations for ongoing maintenance programs and specific purchases.
- The community attend pool events and programs and support us in our fundraising efforts, particularly the annual bonfire held with the Chewton CFA.

2. Staffing and committee

Chewton Pool Inc. provided seasonal employment for 20 staff. This includes a Pool Operations Manager, a Deputy Manager, a Pool Plant Technician, 16 Lifeguards and 1 swim teacher. Some of our staff undertake two or more roles, which provides more certainty of employment for them.

In line with the GSPO's, in addition to lifeguard training undertaken prior to the season, ongoing professional training was provided to the lifeguards throughout the season.

The committee of management continues to guide the pool and its finances so that we are operating in a sustainable manner. Savings of \$10,000 each year for the past four years, have been put aside in order to undertake the concrete repairs identified in the last condition audit. These are now scheduled to occur to the main pool in September and October 2025. This will see our healthy surplus spent. These repairs are urgent and necessary and will see the shell looking fresh and clean with new paint and cracks repaired. The toddler pool will require more savings to be allocated and works will be scheduled for 2026, if funds are available.

The committee of management continues with eight members, though we will see three members retire at the forthcoming AGM. Two new members were very welcomed during the recent season. The president and the treasurer will be retiring at the AGM and we are seeking replacements to these elected roles.

The current committee are:
 President – Sera-Jane Peters
 Vice-President – Vacant
 Treasurer – Sally McCarthy
 Secretary – Caroline Scott
 Member – Sarah Myles
 Member - Jess carter
 Member - Ro Luke
 Member – Jessie Giles
 Member – Sarah Maher

3. Ticketing and memberships

Ticket categories

We continued to offer both casual entry tickets and memberships which provide good value to regular users of the pool. The ticket categories and prices last season were:

Season Membership

Adult (17+)	\$84
Adult concession/volunteer (17+)	\$75
Child (2-16)	\$58
Family (two adults & four children)	\$243
Family concession (two adults & four children)	\$219
Parent/carer and Child concession	\$121.50
Member Only (entry not included)	\$10
Chewton Primary school student	\$35

Casual Entry

Adult (17+)	\$6.50
Adult concession (17+)	\$5.50
Child entry (2-16)	\$4.50

Family (two adults & 4 children)	\$17
Family concession (two adults & 4 children)	\$15
Carer & child concession	\$10
Under 2 and non-swimmer	\$0

Book of 10 swims (12% discount)

Adult (17+)	\$57.50
Adult concession (17+)	\$48.50
Child entry (2-16)	\$36
Family (two adults & 4 children)	\$149.50
Family concession (two adults & 4 children)	\$132
Carer & child concession	\$88

Attendance Summary

Season 23/24

Season 24/25

Days open	86	99
Total pool entries	5,677	7,451
member entries	2758	3570
casual entries	2919	3881
Membership passes sold	100	114
Chewton swim enrolments	189	98

In looking at the above figures, it is clear that we had a very, very good season, being open 13 days longer than the year before and 1,774 more visitors to the pool than the year before, which is an astounding number.

Memberships stayed fairly steady which is interesting given the savings on entry fees that can be made by purchasing a membership at the start of the season. Memberships may need to be more actively promoted at the start of the next season.

When looking over the financial report it is clear that the increase in entries has had a direct bearing on the income and bank balance, which is looking very healthy.

5. Program of Activities

The Pool provides the community with a range of programs:

- Aquadux

This popular program provides a chance for adults to have a swimming session without children. A number of the participants are older people who prefer the quieter environment. There are also people who work at home or in the home and it provides an opportunity to connect with other adults during the day. Many people swim laps, some do aquatic exercise or rehabilitation activities. Some people appreciate the

social atmosphere, and it has been a place where connections and friendships have been formed. The aquadux crew have also been active and excellent supporters of the pool.

- Chewton Swim

Chewton Swim continued last season but it was very difficult due to a lack of swim teachers. We ran three weeks of Swim and Survive intensive 5-day programs as well as weekly classes on Saturdays in February. Many of these were disrupted due to illness and lack of availability of swim teachers. A new approach to swim school will need to be trialled this year and if we cannot get a strong commitment from a swim teacher and manager, the committee will be cancelling the program. This will be terribly disappointing to all as it caters to 100 families who will have to look elsewhere for lessons.

- School swimming

We provide a venue for a number of local schools to undertake fun water activities and swimming programs. Chewton Primary School is of course our primary focus for school swimming with a special discount price for CPS students and bookings.

- Lap swimming

Three sessions of morning lap swimming were offered over the season and two evening sessions. On average there were 8 adults attending each of the three lap swimming sessions. Most of these were not existing members or users of the pool. Evening swimming was not well attended and so will probably be discontinued next season.

- Aqua exercise

We offered two sessions of Aqua aerobic exercise each week with an average of 8-10 attendees.

6. Hours of Operation

In 2024/25, the Chewton Pool Committee decided to implement an all-season opening hours with a standard opening time for mid-week and weekends to make communication with the general public easier.

For the general public our opening hours were:

Monday to Friday - 3pm to 7.00pm

Saturday and Sunday– 2pm to 7.00pm

Early morning laps on Monday, Wednesday, Friday 7.30am to 9.30am

Evening laps operated on Tuesday and Thursday 6.00pm to 7.00pm

Aquadux sessions for older people on Monday and Thursday 2.00pm to 3.00pm

Saturday 1.00pm to 2.00pm

Aqua aerobics

Wednesday 2.00pm to 3.00pm

Sunday 1.00pm to 2.00pm

Yoga sessions were held on Saturday 12.00pm to 1.00pm

As always, these hours of operation and programs will be evaluated at the start of next season to ensure that we met the needs and expectations of members as well as budget alignment.

7. 2024/2025 Finances

Last season was the last in the three year funding agreement with Mount Alexander Shire Council that was in place since 2021 and so we put in a budget bid to council this year for an increase in funds and a renewal of the three year agreement. This was passed in the recent MASC budget meeting, with a small increase in the total funding amount.

The Council have very kindly agreed to provide an annual budget of \$79,000 with CPI increases over the next three years. With careful management of our staffing rosters and programming, the committee should be able to stretch that amount to cover most of our staffing and associated training costs for the next three years.

As always, we are thankful and very grateful for the financial contribution of the Mount Alexander Shire Council to the Chewton Pool.

The full financial report is presented by our treasurer.

We are pleased to present this report of the operation of our pool during the 2024/25 season.

Yours sincerely,

Sera-Jane Peters
President
September 10, 2025

Caroline Scott
Secretary
September 10, 2025