



Thinking Differently – Designs and Collaborations to Attract More Users

Partnerships to Bring Diverse Stakeholders Together
for Future Provision –

A case study that demonstrates a State or regional
centre can also achieve local outcomes and exceed
performance objectives



Thinking Differently – Designs and Collaborations to Attract More Users

PLAYTRAINPERFORM

How did the SA Aquatic & Leisure Centre come about?

A DEFINING MOMENT



The Advertiser

When Glen's glory was taken away

Article by Jesper Fjeldstad

March 10, 2012 10:00pm

ON the eve of Adelaide's return to swimming's big time, Jesper Fjeldstad looks back on a day when SA's image took a battering.

IT was the night the swimming career of a flying Queensland teenager took a body blow and Adelaide was embarrassed by the world record that just slipped away.

Glen Housman, back then an 18-year-old bound to be the world's best distance swimmer, is now an anonymous Queenslander who has faded from the public spotlight.

There was another factor for his drop into anonymity, namely the emergence of Kieren Perkins, but the night in Adelaide will be the one he remembers for all the wrong reasons. As will all of those there at the Commonwealth Games trials' first session on December 13, 1989.

No Australian had broken the 15-minute barrier for the 1500m freestyle but there had been whispers about Housman, which meant News Ltd chief swimming writer Ian Hanson had parked himself at the back of the North Adelaide swimming centre even though it was just the first session.

Hanson, who would later work as Swimming Australia's media man, takes up the story. I'd learnt from past experiences that you can't afford to miss a session - and what a session it was," Hanson recalled.

"We were sitting up on the back of the stairs and we'd had a bit of a sniff that Housman had been in really good form, from the (Laurie) Lawrence camp and (Housman's coach) Ian Findlay, that he was going to have a crack at this.

"And he got into this really good rhythm. There had been so much talk about breaking the 15 minutes and no Australian had ever done it. Vladimir Salnikov had set the record and he was a magical name in world sport.

"Salnikov just had that mystique about him and then Housman was coming up and he was going to have a crack at this.

"Perkins was only young, in an outside lane, and Housman was the man."

What ensued was drama of the highest order. Housman was flying. Those there called it a magical 15 minutes as he stormed towards the world record. They celebrated afterwards - Findlay even jumped into the pool - only to watch it go horribly wrong.

At the corner of the keen pressmen's eyes was the scoreboard that still hadn't stopped.

After a few chuffed remarks from Housman to the inquiring media contingent, the nagging feeling that something was wrong grew stronger.

The handheld stopwatches left no doubt - 14:53.59. The 15-minute barrier was broken.

Swimming chief Craig McLatchey, having noted the commotion and the electronic clock that wouldn't stop, called a press conference saying it would take a day or so to confirm whether the record was official.

Some there already knew. Roger Smith, a decorated swimming official, later tested the device and said it was functioning. But it was too late.

The after-effects would last for a lifetime. For Adelaide, which was embarrassed, and for Housman, despite continuing to have a fine career.

"It was very sad," Hanson recalled. "I think looking back over Glen's career ... he paid the price for it and I don't think he was ever the same person.

"He did come back and swam very well, won the gold medal at the Commonwealth Games, and I think that was a credit to him. But I think it played on his mind - he wasn't going to get the due recognition that he deserved.

A photograph of an official opening ceremony at the SA Aquatic & Leisure Centre. Three people are standing in front of a large, modern building with a glass and steel roof. A woman in a light blue patterned dress is shaking hands with a man in a dark suit and blue striped tie. Another man in a dark suit and blue striped tie stands next to him, looking on. In the background, a large sign is visible, which reads: "SA AQUATIC & LEISURE CENTRE was officially opened by The Hon Mike Rann MP Premier of South Australia on 9 April 2011 with the support of MARION".

9
April 2011

OFFICIAL OPENING

The Hon Mike Rann Premier of South Australia

"It enables elite competition to be operated within the two 50-metre pool areas whilst the community continue to access the facility in the remainder of the areas; the leisure water space and the future health and wellness facilities that will be opening in July"

- State Government Spokesman -



PLAYTRAINPERFORM –

a strategy to bring all stakeholder needs together.



SA
AQUATIC
& LEISURE CENTRE

HOME TO



South Australian Sports Institute



Strategic Stakeholder Engagement



Partnering

Two parties come together to manage the contract. The Owner and Operator.

Phase 1. Contract compliance



Strategy

Phase 2. Needs vs. opportunities developed by seeking out stakeholders and their views on services & programs



Engage and collaborate

Phase 3. Maturing of partnership.

Listen to our stakeholders using different engagement activities.



Review & report

Phase 4. Strategic alignment continues and opportunities explored to develop 'win win' contract environments by;

Intervention, information, introrespective reviews.

The contract model evolves - REPEAT...



How strategies become reality-

'The Game plan' to great business outcomes.

Separate the people from the problem.

Listen and Let the stakeholder talk.

Learn to manage emotions.

Express appreciation.

Put a positive spin on your message.

Focus on interests , not positions.

Invent solutions of mutual benefit.

Customise solutions to meet the market.

Develop a 'win, win' outcome.

The logo for SA Aquatic & Leisure Centre is a circular emblem. It features a horizontal row of colored dots (blue, grey, orange) above the text "SA AQUATIC" in a bold, sans-serif font. Below this, in a smaller font, is "& LEISURE CENTRE". The background of the emblem is white, and it is surrounded by a blue circular border.

SA
AQUATIC
& LEISURE CENTRE

2017/18
Business Plan

CENTRE VISITS
1,015,000
AVERAGE PER YEAR

3

SUCCESSIVE
OLYMPIC SWIM
TRIALS+
WORLD
CHAMPIONSHIPS

\$65
MILLION

OF
ECONOMIC
BENEFIT
FROM
EVENTS
IN 7
YEARS

6

WE HOST
**NATIONAL
CHAMPIONSHIPS**
COMPRISING
27,100 SPECTATORS
3,855 ATHLETES

GROUP
FITNESS
CLASSES

5,620 PER
YEAR

SWIMMING
LESSONS

40,002 PER
YEAR

HEALTH &
WELLNESS

214,240 PER
YEAR



SA
AQUATIC
& LEISURE CENTRE

OUR SUCCESS



Credit to ABC Radio

OUR SUCCESS—AND THIS ONE



SAALC



THE ENVIRONMENT AND TAKE AWAYS FROM THIS PRESENTATIONS