



Central Coast Council

# Leisure and Aquatic Strategy 2025-2030

Consultation Report

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August 2025

Central  
Coast  
Council

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# 1. Introduction

## 1.1 Background

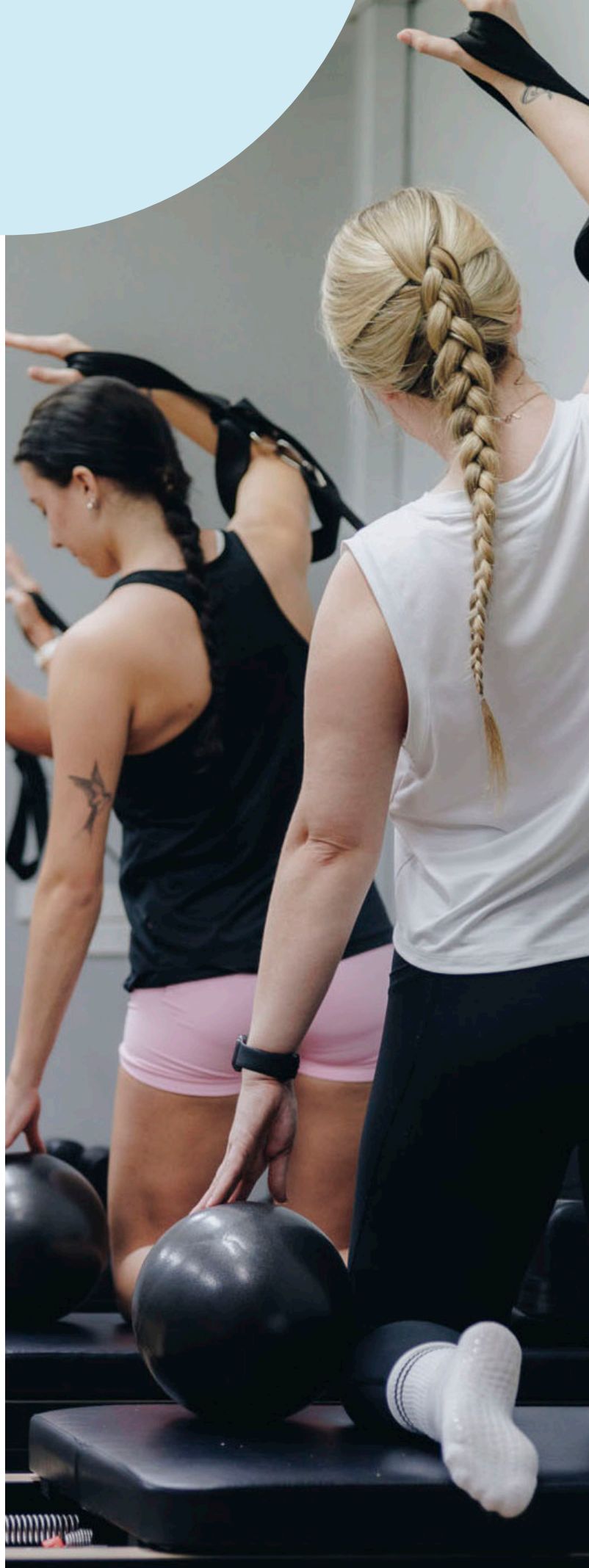
Council has developed a draft Central Coast Leisure and Aquatic Strategy 2025-2035 to guide the future of leisure and aquatic services and facilities across the Coast.

This is a 10-year framework with a focus on infrastructure upgrades, asset management and program expansion - designed to support active lifestyles, improve community wellbeing and maximise participation opportunities.

The draft strategy was informed through:

- Community engagement via Leisure and Aquatic centre customer satisfaction surveys
- Industry trends analysis
- Demographic trend analysis
- Facility audits (challenges and future opportunities)

At the Community and Culture Committee meeting on 13 May 2025, the draft Leisure and Aquatic Strategy was endorsed to be placed on public exhibition for 28 days. This consultation report details the engagement activities and feedback received during the exhibition period and next steps.



## 2. Engagement Approach

### 2.1 Purpose of Engagement

The purpose of engagement was to:

- Inform the community about the draft strategy, including its guiding principles, strategic directions and action plans for each facility.
- Consult the community to gather their feedback on the draft strategy.
- Provide a range of opportunities for community members and stakeholders to share their feedback, including face-to-face and online.

### 2.2 Our Engagement Strategy

Consultation has been designed in accordance with Central Coast Council's Community Engagement Strategy.

The Community Engagement Strategy is available to view [here](#).

### 2.3 How we consulted

#### Consultation methods

##### Online submission form

All residents and stakeholders could make a written submission via the online submission form on [yourvoiceourcoast.com](https://yourvoiceourcoast.com).

A copy of the online submission form can be found in **Appendix A**. Detailed survey results are available in the What We Heard section.

**88 online submissions were submitted.**

##### Written submissions

All residents and stakeholders could make a written submission via email, handwritten submission forms provided at the pop-up events, or via post.

**7 submissions were received via email.**

##### Pop-up events

Two pop-up events were held on:

- Monday 16 June 4.30-6.30pm  
– **56 conversations**
- Wednesday 18 June 9-11am  
– **30 conversations**

## Promotion of activities

We carried out promotion of the public exhibition to ensure the community and stakeholders were aware of the opportunity to participate.

A copy of the media release and promotional activities can be found in **Appendix C and D**.



### Your Voice Our Coast Website

[www.yourvoiceourcoast.com/leisure-and-aquatic-strategy](http://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy)

For the exhibition period  
(5 June – 3 July)

- **2,170** views
- **1,623** visitors
- **43** project followers
- **574** downloads of the draft strategy
- **116** downloads of the draft strategy 'simple versions'



### Media Release/Web News

Issued 5 June

[Have your say on the future of the Coast's leisure and aquatic facilities](#)



### Coast Connect eNews

Issued 11 June

[The future of our facilities](#)

Delivered to **19,267** recipients



### Coast Connect Print in Coast Community News

Issued 12 June

Readership of **60,000**



### Social Media

#### Facebook

- Posted June 10 – **13,964** views
- Posted June 27 – **2,953** views

#### Instagram

- Posted June 10 – **636** views
- Posted June 27 – **895** views

#### LinkedIn

- Posted June 10 – **513** views

#### Meta paid

- Reach of **9,243** and **23,136** impressions



### Leisure Centres eNews

Issued 26 June

**Draft Leisure and Aquatic Strategy 2025-2035 now on exhibition**

Delivered to **11,663** subscribers



### Stakeholder Email

Issued 27 June

Distributed to **69** key stakeholders who help deliver, supply, maintain or regularly use facilities



### Digital Facility Slide

Displayed at Council's leisure and aquatic facilities



### Flyer

- Distributed at Council's leisure and aquatic facilities
- Handed out during pop-up events



### A3 poster

Distributed internally and externally to Council facilities

### 3. What we heard

Council sought feedback from the community between **Thursday 5 June and Thursday 3 July 2025**.

The overall feedback collected during consultation revealed a mixed response, with support for the strategy varying based on factors such as type of facility user and primary facility. Wyong Olympic Pool users were most likely to not support the strategy, Gosford Olympic Pool users were most likely to be unsure, and Peninsula Leisure Centre users were most likely to support the strategy.

#### 3.1 Method 1 – Online submission form

A total of **88** online submissions were received on the Your Voice Our Coast webpage during the exhibition period.

The online submission form included a total of 21 questions. To view the questions asked in the form, see Appendix A.

##### 3.1.1 Who we heard from

Figure 1: Gender of respondents

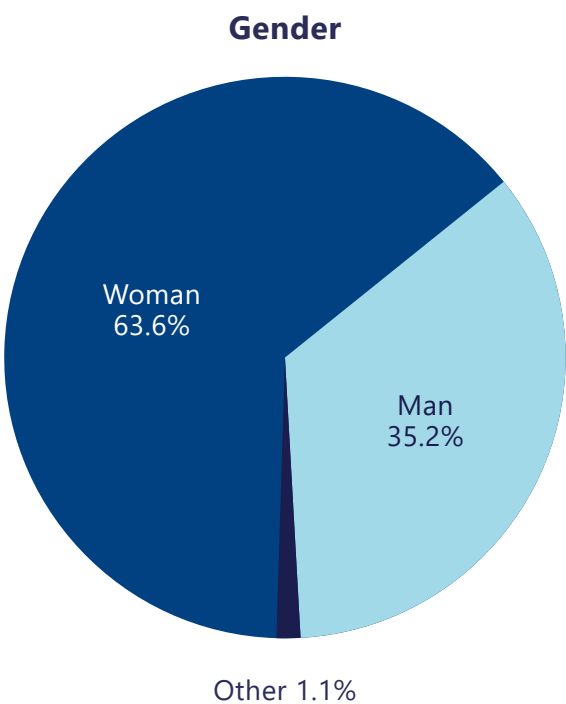


Figure 2: Age group of respondents

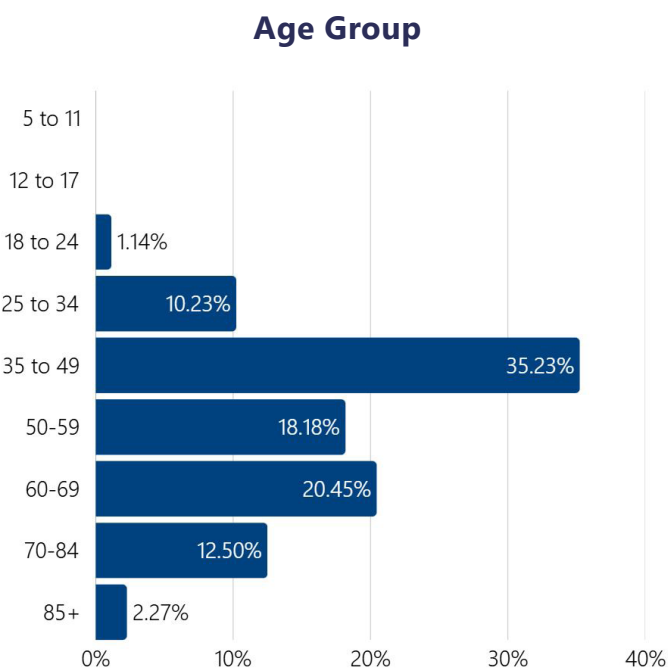


Figure 3: Respondents who live with disability

Are you a person living with disability?

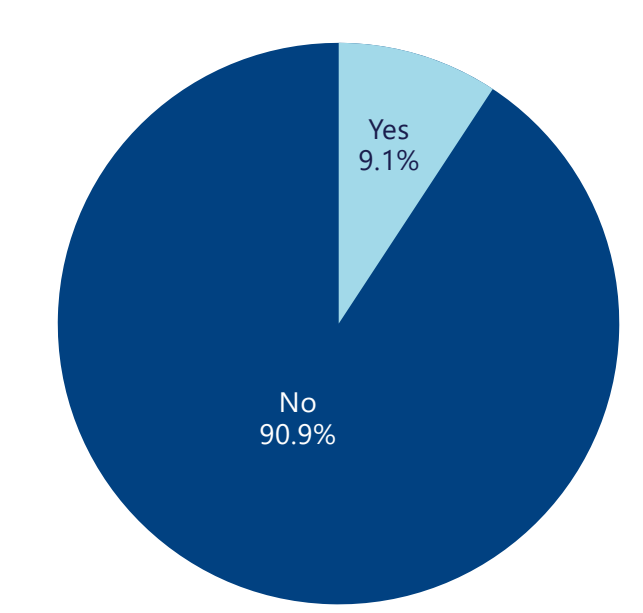
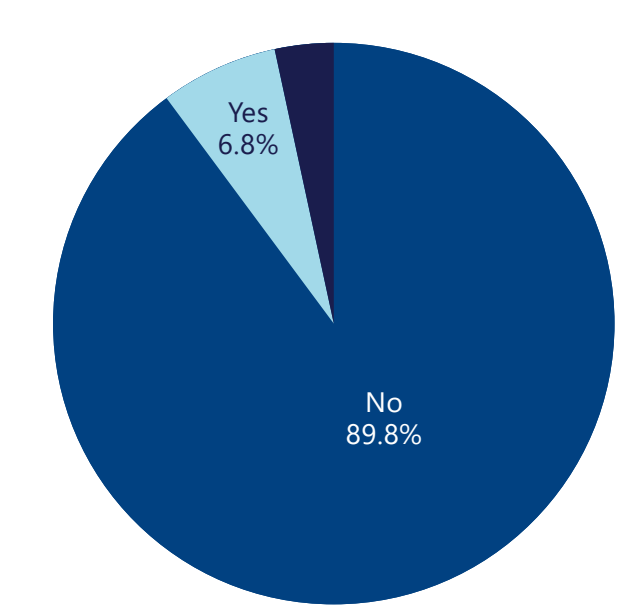


Figure 4: Respondents who identify as ATSI

Do you identify as Aboriginal or Torres Strait Islander

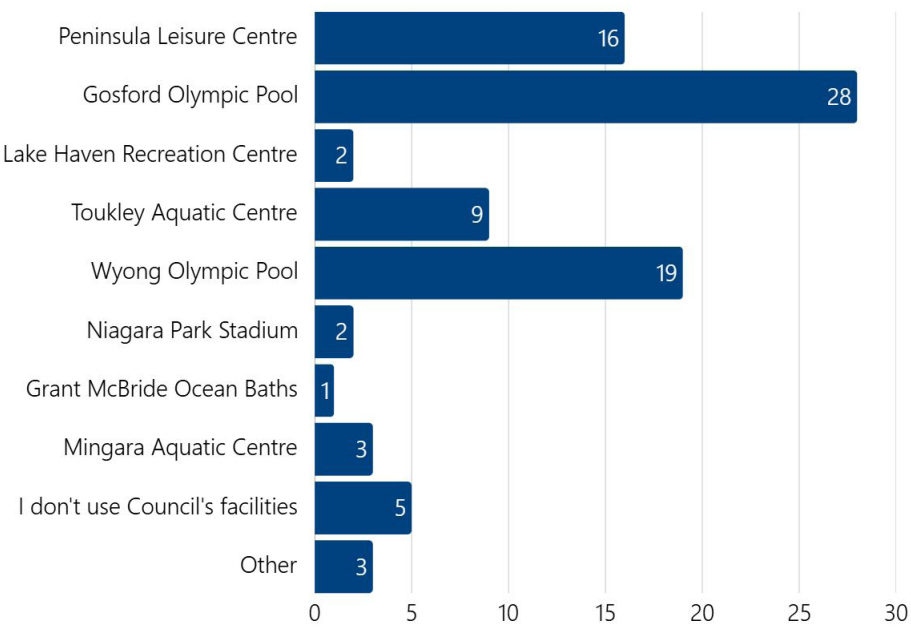


3.1.2 Respondent’s connection to Leisure and Aquatic Centres

We heard the most from users who visit Gosford Olympic Pool (28), Wyong Olympic Pool (19) and Peninsula Leisure Centre (16).

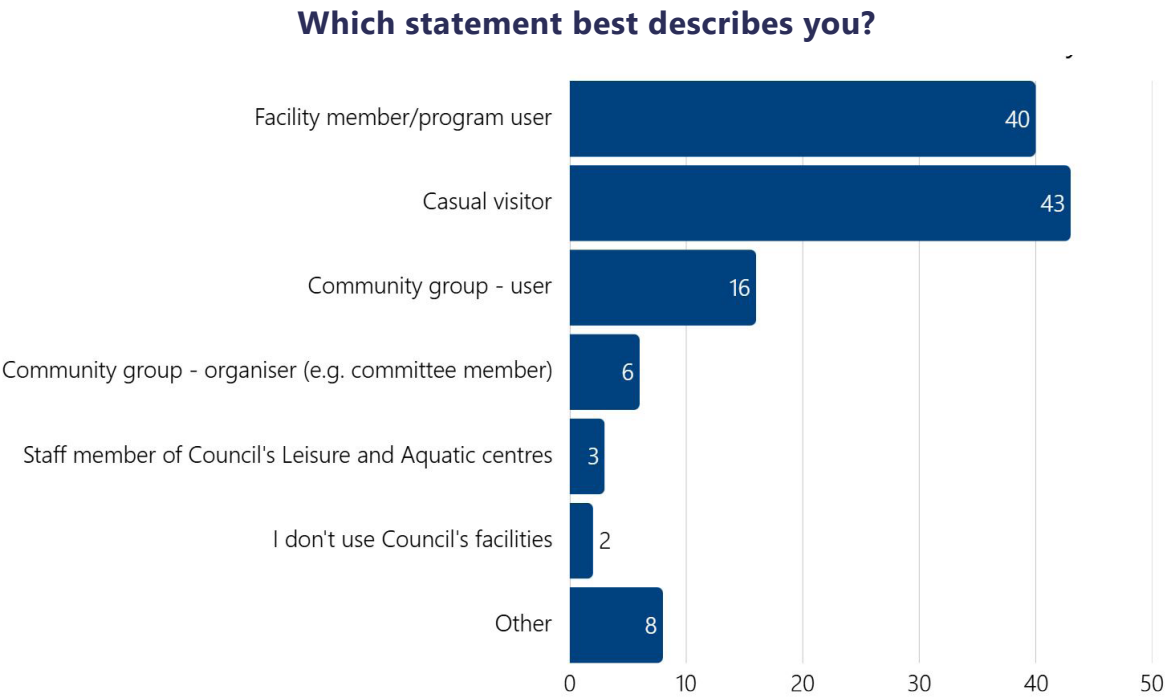
Figure 5: Facility respondents visit most regularly

Which Facility do you visit most regularly?



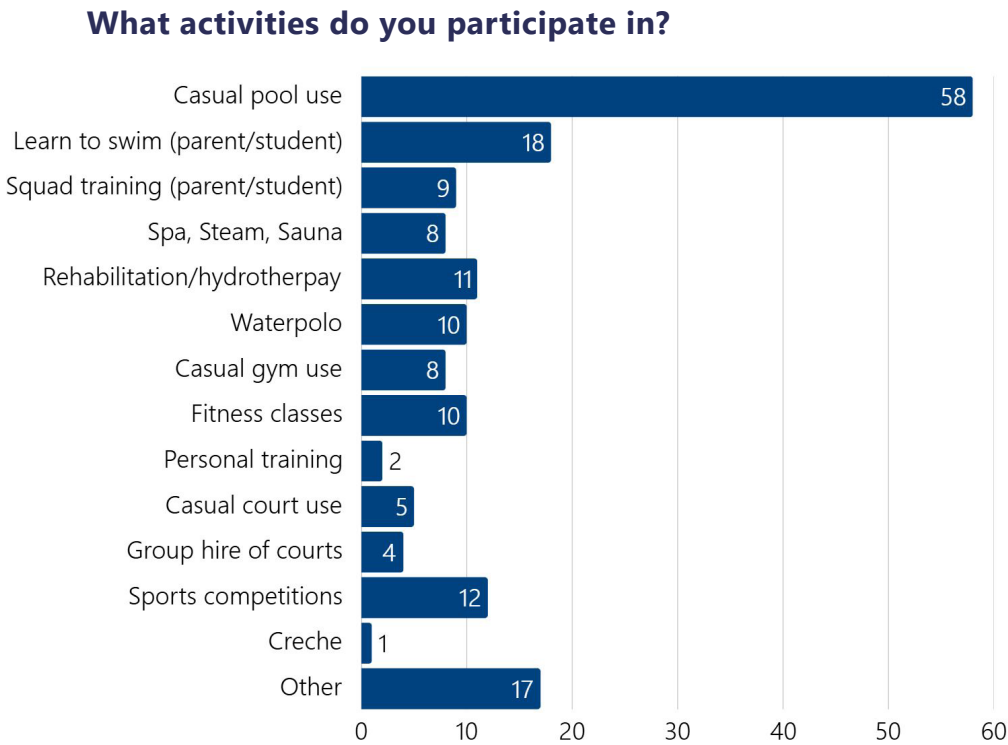
The most common type of facility users were facility members/program users (40), casual visitors (43) and community group users (16).\*

Figure 6: Type of facility user



The most common type of activities respondents participated in were casual pool use (58), Learn to Swim (18) and Sports competitions (12).\*

Figure 7: Activities respondents participate in



\*Note: as the selection of multiple options was allowed, totals exceed 88.

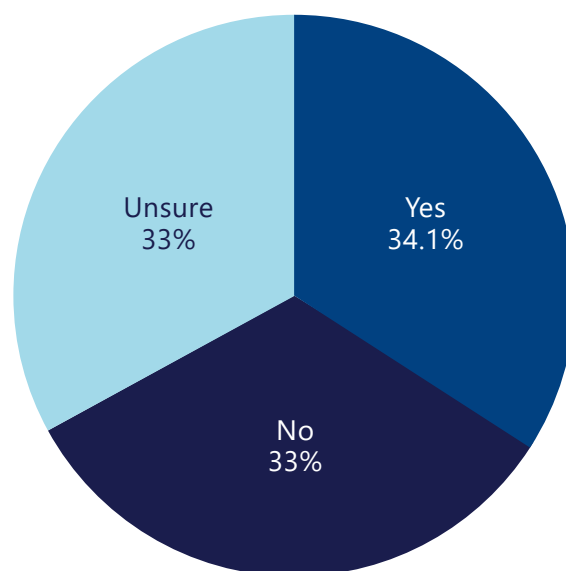


### 3.1.3 Support for the strategy

Support for the strategy was split between yes, no and unsure.

Figure 8: Respondents support for the strategy

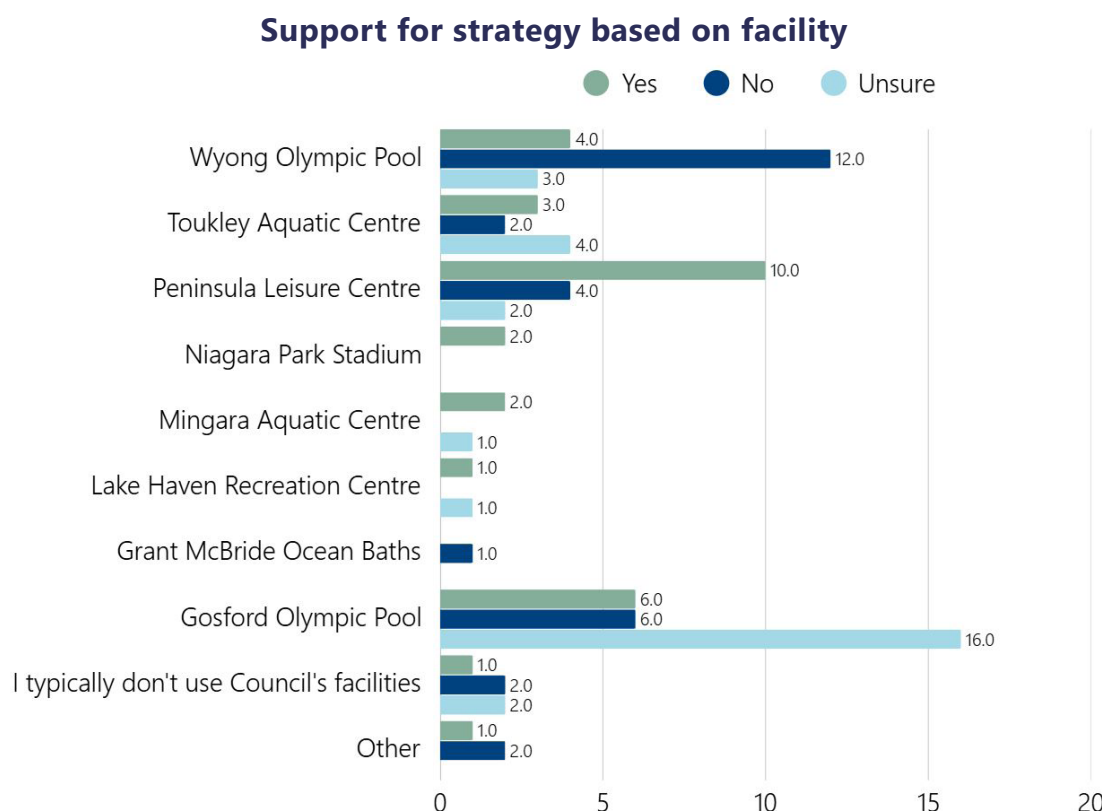
#### Do you support this strategy?



From the below graph, we can see that support for the strategy varies noticeably based on which facility the respondent visits most regularly. For example:

- Users of Wyong Olympic pool were more likely to be unsupportive of the strategy due to the long-term proposal for the decommissioning of the pool once a new facility is built.
- Users of Gosford Olympic Pool were more likely to be unsure of their support for the strategy as they would like to see upgrades be made sooner.
- Users of Peninsula Leisure Centre were supportive of proposals for bathroom, gym facilities and parking upgrades.

Figure 9: Support for strategy based on facility



### Respondents who supported

the strategy noted reasons such as:

- Supporting the proposed new leisure and aquatic facility in Warnervale
- Supporting Gosford Olympic Pool and Peninsula Leisure Centre upgrades
- Supporting the strategic improvement of Council's facilities into the future

### Respondents who did not support

the strategy noted reasons such as:

- The proposed closure of Wyong Olympic Pool once a new facility in Warnervale is built, due to the value it brings to the local community and its proximity to public transport.
- Wanting Wyong Olympic Pool to be maintained as well as a new facility in Warnervale.
- Wanting Gosford Olympic Pool upgrades to be made sooner.
- A need to clarify timelines and costs.

**Respondents who were unsure** if they supported the strategy noted reasons such as:

- The strategy does not consider the growth of water polo as a sport.
- Gosford Olympic Pool upgrades need to be made sooner.
- Questions around timeline and where funding will come from.

**A note about sampling bias:** The online submission form was 'opt-in', which means participants proactively sought to complete the surveys as opposed to a sample or respondents being selected to reflect and represent the population makeup of the Central Coast community more accurately.





### 3.2 Method 2 – Pop-up events

We sought feedback from the community on the strategy through two pop-up events held during the exhibition period. The pop-up events included hard copies and snapshots of the strategy, a post-it note activity board to identify challenges and opportunities and interactive games for kids.

Peninsula Leisure Centre (PLC) and Lake Haven Recreation Centre (LHRC) were chosen as they were indoor facilities (i.e. not weather dependent) and covered each end of the Central Coast.

The first pop-up was held at PLC on Monday 16 June 4.30–6.30pm. We had 56 conversations with facility users and 33 post-it notes were added to the activity board. Challenges identified for PLC included parking, comfort in sports halls, inadequate space (e.g. hydro pool, fitness rooms, grandstand during carnivals). Opportunities included more gym space for fitness rooms, reformer pilates, taking advantage of outdoor space and ice baths/recovery rooms.

The second pop-up was held at LHRC on Wednesday 18 June 9-11am. We had 30 conversations and 16 post-it notes were added to the activity board. Challenges identified for LHRC included accessibility to the second floor, no child-minding facilities and squash court space. Opportunities included utilisation of the outdoor areas, a lift to the second floor, new gym equipment.

Across both pop-ups, wider challenges identified for Leisure and Aquatic Centres across the Central Coast included not having one facility with 'everything', travel time to facilities, and lack of heating at Wyong pool. Wider opportunities included a new facility in the north, more facilities/space for group sports (e.g. water polo, netball) and maintaining Gosford Olympic Pool's 'charm'.

To view a full list of the post-it note comments, see Appendix B.



### 3.3 Sample of comments from consultation

Below is a sample of verbatim comments respondents provided via the online submission form.

#### Wyong Pool

"Reconsider the closure of Wyong pool it would effect a large number of local residents"

"Wyong pool is a wonderful facility in the right location for locals. Not everything needs to be focused on the newer development areas. Leave it where it is, refurbish it and let locals and schools continue to enjoy the wonderful facilities."

"Wyong pool is equitable and for community benefit. It's a disgrace that Council now wants to decommission the pool which is one of the VERY few public facilities available to people in the immediate Wyong community. It's right by the train station so obviously accessible to people in Warnervale from the train station there, but with much better train timetable. It's disgraceful that Wyong is continually over looked yet rotten old Gosford keeps getting funded for new things - white elephant library anyone?. Do better!!!!"

"With the growth in the north and a plan to decommission Wyong pool and build a new one is poor vision. This area in the north requires 2 aquatic facilities as there are no further facilities, 50 metre in length until arriving at Swansea area. Progressive planning would upgrade Wyong site, keep it as an outdoor facility, heat it and then have it accessed by many more people all year around. Currently the waterpolo community cannot access this facility for 6 months of the year when it could be utilised all year around. To replace such a fabulous outdoor facility with an indoor facility is a travesty. Wyong pool is one of the most popular green spaces for bbq and aquatic fun for families and is a cost effective day out for families in this region. Access to transport to the new facility will also be a barrier to many families. There will be no facility between Gosford and Warnervale that is easily accessed."

#### Gosford Olympic Pool

"The Gosford Olympic Pool (GOP) requires work for improved safety, accessibility and participation that are quite feasible and economic to be achieved in 2025/2026. These works should not be scheduled for a later date."

"Gosford Olympic Pool was built through community fund raising and a proud residents achievement but has shamefully been let deteriorate as other centres developed so that it has been left behind in maintenance and upgrading so much so that the change rooms were a disaster and horrible and I didn't want to go back"

"I live not far from the Gosford Olympic Pool and am a frequent user of the facility. Having read with great interest the Leisure and Aquatic Strategy, I see with substantial concern that it is proposed to reorient the grandstand to face Brisbane Water. While the view is lovely, the direction the grandstand will face is due west. Users of the grandstand in summer, with swimming being a summer sport, will be subjected to heat and glare while at a swimming event... the decision to deliberately change the grandstand to face west at a cost of \$55M, is ill advised at best."





### Unsure about strategy

"The strategy hasn't provided enough information on how Council is going to support the community and its growth. I have strong concerns that Council refer to the area as North and South and forget that there is 3 distinct area of the coast, with the growth in the population. Wyong is now considered the middle of the Coast and by closing the Wyong Pool with a new facility at Warnervale, they are taking away resources from a large part the community..."

"This isn't a strategy. It's a collection of current information without a clear plan. It does say specifically what the plan is for the facilities or how much it will cost. I can't support it or not support it, there is not enough information."

### Supportive of strategy

"The community deserves up to date and engaging facilities that encourage healthy lifestyles for all to enjoy."

"Upgrading these locations and perhaps building new ones that support growth is a great idea. The upgrade of the Wyong facility would be beneficial for the area, considering the high growth of the area."

"Gosford Olympic Pool is well overdue for a refurbishment. It is in a prime location and has the potential to be amazing with a new complex. With a new facility in this location it would bring in a lot of new users"

"We love Toukley pool and are excited for the community space to get some much needed attention and upgrades. We support the plan and agree the Wyong pool should be replaced for a northern facility. This especially considering the master plan for Charmhaven redevelopment and the housing plans at Warnervale."

"At least the north end is getting new aquatic centre very much needed"



### 3.4 Key findings from consultation

- Some opposition for the closure of Wyong Olympic Pool due to its community value and accessibility by transport.
- Calls to both keep Wyong Olympic Pool and build new facility in Warnervale.
- Calls from the water polo community that the strategy should identify opportunities to support the growth of water polo as a sport.

- Desire for upgrades at Gosford Olympic Pool to be made sooner.
- Support for a new facility in Warnervale.
- Support for facility upgrades across the facilities.

A full list of themes raised throughout consultation and Council's response to these themes can be found in **Section 4**.



## 4. Council's Response

Due to the large volume and variety of content contained within community feedback, not every issue or theme was able to be included and responded to in the following table, however all feedback has been read and will be considered by the project team.

Theme	Summary of theme / Example of comment	Council's response
Wyong Olympic Pool	Do not close the pool. It is highly valued by the local community and accessible by public transport	The strategy recommends rolling renewal work and upgrades as outlined in the Council Capital Works Program for the existing Wyong Olympic Pool. The existing Wyong Olympic Pool is nearing the end of its useful life. It is faced with challenges such as ageing infrastructure and ongoing maintenance requirements, low participation levels across programs and services, and a reduced appeal due to its seasonal operation and lack of heating. Once a new and modern leisure and aquatic facility is built in the northern region, the operating of the seasonal and unheated Wyong Olympic Pool will cease.
	Keep Wyong pool in addition to a new facility in Warnervale	The strategy recommends rolling renewal work and upgrades as outlined in the Council Capital Works Program for the existing Wyong Olympic Pool. Council will commence long-term planning and design for a new facility in the northern growth area. Maintaining and operating Wyong Pool, in addition to a new facility in Warnervale is not financially viable.
Gosford Olympic Pool	The upgrades to Gosford Pool need to be made sooner	Under the strategy, the redevelopment of Gosford Olympic Pool is a high priority with rolling renewal work and upgrades as outlined in the Council Capital Works Program.
User group representation	The strategy should identify opportunities to support the growth of water polo as a sport	Council's leisure and aquatic facilities benefit many sports and activities including water polo, who utilise the pools. The strategy is intended to focus on the facility renewal, upgrades and development, rather than a specific activity. Sports and user groups will be fully consulted with any designs of redeveloped and new facilities.
	Water polo should be mentioned in the strategy	
Timelines and costs	The timelines, costs and funding sources for upgrades are unclear.	The strategy is a 10-year plan and timelines have been provided under short term, medium term and long-term actions for each facility. The costings have been provided based on the current data, concepts and information available.



## 5. Next Steps

Stakeholders and users of Council's leisure and aquatic facilities will be consulted with any designs of the redevelopment of existing facilities or in the development of new facilities, to ensure they meet the leisure and aquatic needs of the community.



## 6. Appendices

### Appendix A – Online submission form

#### Submission form - Draft Leisure and Aquatic Strategy

01. First Name <small>Required</small>	
02. Last Name <small>Required</small>	
03. Email address <small>Required</small>	
04. Address <small>Required</small>	

05. What statement best describes you? <small>Required</small>	
Select all that apply	
<input type="checkbox"/>	Facility member/program user
<input type="checkbox"/>	Casual visitor
<input type="checkbox"/>	Community group - user
<input type="checkbox"/>	Community group - organiser (e.g. committee member)
<input type="checkbox"/>	Staff member of Council's Leisure and Aquatic centres
<input type="checkbox"/>	I don't use Council's facilities
<input type="checkbox"/>	Other

06. What community group/s are you involved in? <small>Required</small>

07. What facility do you visit most regularly? <small>Required</small>
Select one answer only

	Peninsula Leisure Centre
	Gosford Olympic Pool
	Lake Haven Recreation Centre
	Toukley Aquatic Centre
	Wyong Olympic Pool
	Niagara Park Stadium
	Grant McBride Ocean Baths
	Mingara Aquatic Centre
	Breakers Stadium
	PCYC Bateau Bay
	PCYC Umina Beach
	I typically don't use Council's facilities
	Other

08. What activities do you participate in? <small>Required</small>	
Select all that apply	
<input type="checkbox"/>	Casual pool use
<input type="checkbox"/>	Learn to swim (parent/student)
<input type="checkbox"/>	Squad training (parent/student)
<input type="checkbox"/>	Spa, Steam, Sauna
<input type="checkbox"/>	Rehabilitation/hydrotherapy
<input type="checkbox"/>	Casual gym use
<input type="checkbox"/>	Fitness classes
<input type="checkbox"/>	Personal training



	Casual court use
	Group hire of courts
	Sports competitions
	Creche
	Other

09. Do you support this strategy? Required

Select one answer only

	Yes
	No
	Unsure

10. Why do you support the strategy?

Skip this question if your answer to question 'Do you support this strategy?' is not "Yes"

11. Why don't you support the strategy?

Skip this question if your answer to question 'Do you support this strategy?' is not "No"

12. What makes you unsure?

Skip this question if your answer to question 'Do you support this strategy?' is not "Unsure"

13. Is there anything you believe we have missed in the strategy?

14. Please provide any further comments on the strategy

## About you

We ask these questions to better understand our community's needs and ensure we are hearing from a range of people. This helps us see who is getting involved (and who might be missing), ensure we are meeting the needs of different groups, and helps us report transparently on how representative the feedback is.

Your answers are private and used for the purposes of this consultation.  
For more information, view our [privacy statement](#).

15. Gender

Select one answer only

Woman

Man

Non-binary

Prefer not to say

Other

16. Age

Select one answer only

5-11

12-17

18-24

	25-34
	35-49
	50-59
	60-69
	70-84
	85 and over

17. Do you identify as living with a disability?	
Select one answer only	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Unsure

18. Do you identify as Aboriginal or Torres Strait Islander?	
Select one answer only	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Prefer not to say

19. Language spoken at home other than English	

20. Country of birth	
Select one answer only	
<input type="checkbox"/>	Australia
<input type="checkbox"/>	United Kingdom

	New Zealand
	Philippines
	India
	South Africa
	China
	Ireland
	Netherlands
	United States of America
	Other

We will automatically add you to our list of interested participants to receive updates on the progress of this project. Select the checkbox below to opt-out.

21. Do not keep me updated on the progress of this project.	
	Yes

## Appendix B – Pop-up activity results

**Activity:** What challenges and opportunities do you see for our Leisure and Aquatic Facilities over the next 10 years?



### Peninsula Leisure Centre

#### PLC challenges

- Comfort in sports hall
- More space needed, change room upgrades in pool area
- Car parking at PLC
- Car parking at PLC
- Pool area gets hot in summer
- Pedestrian safety along the side walkway. Needs a railing to stop kids from running onto the road
- Not enough space in the grandstand during carnivals
- Hydro pool always full (Aquafit, LTS, kids splashing)
- Need more parking at PLC
- Minimal space n group fitness classes
- More accessible change rooms needed
- Not enough space in gym/fitness rooms
- No playspace
- Bigger showers needed with more space for families/children
- Too many of the same classes at 5:30pm
- Winter weekend hours too short



<b>PLC opportunities</b>	<ul style="list-style-type: none"> <li>- More gym space for group fitness</li> <li>- Reformer pilates</li> <li>- More yoga and reformer pilates</li> <li>- PLC outdoor space – look at opportunities to take advantage of the space</li> <li>- Separate spa and sauna spaces for male/female</li> <li>- New playspace</li> <li>- More parking</li> <li>- Reformer pilates</li> <li>- Recovery room</li> <li>- Adults only hydro pool for rehab (strictly enforced no splash zone)</li> <li>- Outdoor pool or extra pool</li> <li>- Ice baths/cold plunge</li> <li>- More gym space</li> <li>- Classes not at a good time for 9-5 workers</li> </ul>
<b>Wider challenges</b>	<ul style="list-style-type: none"> <li>- Not one facility with 'everything' e.g. gym, swim, karate, capacity for a diverse range of user groups</li> <li>- Travel time to facilities</li> <li>- Wyong pool is freezing</li> <li>- Wyong pool is so cold!</li> </ul>
<b>Wider opportunities</b>	<ul style="list-style-type: none"> <li>- Need a facility in the North</li> <li>- Gosford Olympic Pool – maintain its 'charm'</li> <li>- More facilities/space for group sports (waterpolo, netball, etc.). Support a new facility in the North</li> <li>- Gosford Olympic Pool – integrate any development with the waterfront</li> <li>- Another facility is needed near Woy Woy. PLC is always busy.</li> </ul>

<b>Lake Haven Recreation Centre</b>	
<b>LHRC challenges</b>	<ul style="list-style-type: none"> <li>- Access to second floor = lift</li> <li>- Needs a lift</li> <li>- Outdoor area has old rusting equipment. Could use this space.</li> <li>- No child-minding facilities</li> <li>- Squash courts space</li> <li>- No bathroom upstairs</li> </ul>
<b>LHRC opportunities</b>	<ul style="list-style-type: none"> <li>- Creche and more classes. Utilise the group rooms, outdoor area, courts more for classes.</li> <li>- Run morning teas</li> <li>- Use the outdoor space</li> <li>- Water fountain upstairs</li> <li>- Lift at LHRC</li> <li>- Creche. More range of classes.</li> <li>- Creche</li> <li>- Ice baths, saunas</li> <li>- Equipment – hip thrush machine, abduction and adduction machine</li> </ul>
<b>Wider opportunities</b>	<ul style="list-style-type: none"> <li>- New aquatic facilities like in the south.</li> </ul>

## Appendix C – Media Release

### Have your say on the future of the Coast's leisure and aquatic facilities

Central Coast Council is inviting the community to provide feedback on the draft Leisure and Aquatic Strategy 2025-2035, on public exhibition from Thursday 5 June to Thursday 3 July 2025.

The draft strategy sets a clear, 10-year framework to guide the future of the Coast's key leisure and aquatic services and facilities. It focuses on infrastructure upgrades, asset management and program expansion, designed to support active lifestyles, improve community wellbeing and maximise participation across all ages and abilities.

Central Coast Council Director Community and Recreation Services, Melanie Smith said the strategy has been informed by existing data, community feedback and population growth projections.

"This draft strategy is about making sure we have the right services and facilities in the right places to support the Central Coast's growing and changing population," Ms Smith said.

"By 2036, more than 414,000 people are expected to call the Coast home. Our leisure and aquatic centres need to reflect the broad and evolving needs of our residents, across all ages, backgrounds, abilities and interests.

"We've developed the draft strategy using feedback from our regular surveys and now we're asking the community – have we got it right? Your input during this public exhibition will help shape the final strategy."

The strategy applies to some of the region's most well-used facilities, including the Peninsula Leisure Centre, Gosford Olympic Pool, Lake Haven Recreation Centre, Toukley Aquatic Centre, Wyong Pool and Niagara Park Stadium.

Mayor Lawrie McKinna said the Leisure and Aquatic Strategy 2025-2035 is an important step in planning for a healthy, connected and active community.

"Our leisure and aquatic facilities are part of everyday life for so many people in the region, whether it's learning to swim, shooting hoops, joining a local club or catching up with friends," Mayor McKinna said.

"We want to make sure our facilities continue to meet community needs and aspirations. This is your chance to help shape what these spaces look like now and into the future."

### Have your say

View the draft strategy and provide your feedback from Thursday 5 June to Thursday 3 July at **[yourvoiceourcoast/leisure-and-aquatic-strategy](https://yourvoiceourcoast/leisure-and-aquatic-strategy)**

Alternatively, drop by one of our pop-up events to chat with the project team and share your feedback:

- Peninsula Leisure Centre: Monday 16 June, 4.30-6.30pm
- Lake Haven Recreation Centre: Wednesday 18 June, 9-11am

The Leisure and Aquatic Strategy 2025-2035 aligns with the Community Strategic Plan and supports Council's goal of creating well-maintained, activated spaces that enhance quality of life, encourage healthy lifestyles and strengthen social connections.

Feedback received during the public exhibition period will directly inform the final strategy to be considered for adoption by Council.


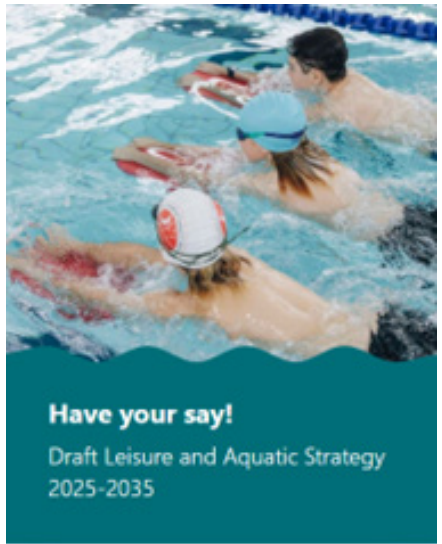

For more information, search '**leisure and aquatic strategy**' at **[centralcoast.nsw.gov.au](https://centralcoast.nsw.gov.au)**

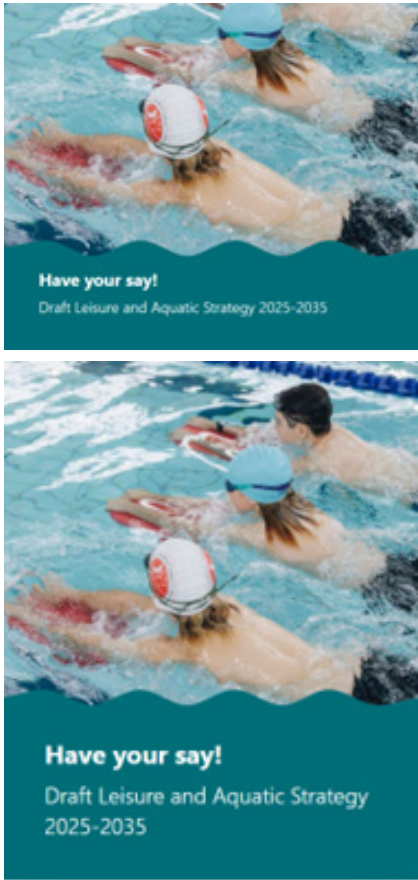


ENDS

View all Central Coast Council's recent media releases at [www.centralcoast.nsw.gov.au](https://www.centralcoast.nsw.gov.au)

To keep up to date with Council's breaking news like/follow our Facebook and Twitter pages

## Appendix D – Promotional activities

Channel	Copy	Image
Facebook	<p>Help shape the future of leisure and aquatic facilities on the Central Coast! Council's draft Leisure and Aquatic Strategy 2025-2035 is a 10-year plan to upgrade key facilities, manage assets and expand programs that support active, healthy lifestyles.</p> <p>We're asking the community – have we got it right?</p> <p>Your feedback will help finalise the strategy.</p> <p>Open for feedback until 3 July.</p> <p>Attend a pop-up session or complete the survey online.</p> <p>View the draft and have your say: <a href="https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy">https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy</a></p>	
Instagram	<p>Help shape the future of leisure and aquatic facilities on the Central Coast! Council's draft Leisure and Aquatic Strategy 2025-2035 is a 10-year plan to upgrade key facilities, manage assets and expand programs that support active, healthy lifestyles.</p> <p>We're asking the community – have we got it right?</p> <p>Your feedback will help finalise the strategy.</p> <p>Open for feedback until 3 July.</p> <p>Attend a pop-up session or complete the survey online.</p> <p>To view the draft and have your say, head to the link in bio.</p>	
LinkedIn	<p>Our draft Leisure and Aquatic Strategy 2025-2035 is now on exhibition.</p> <p>It sets a clear, 10-year framework to guide infrastructure upgrades, asset management and program delivery across some of the region's most well-used leisure and aquatic facilities.</p> <p>With our population projected to exceed 414,000 by 2036, now is the time to ensure we're investing in the right services, in the right places.</p> <p>Provide your feedback by 3 July via survey or in person at one of Council's pop-up events.</p> <p><a href="https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy">https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy</a></p>	

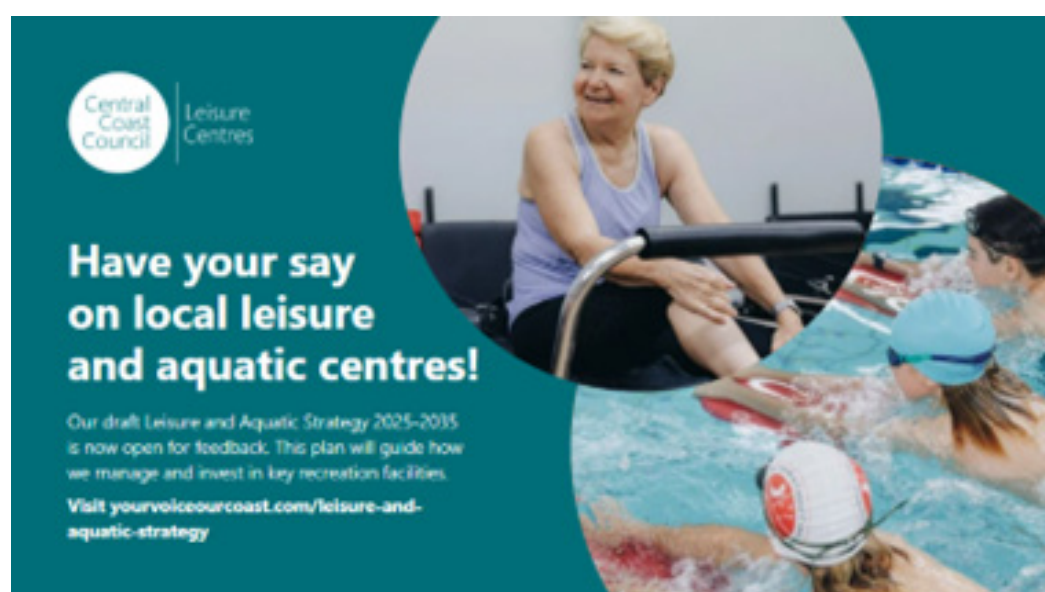
<p><b>Meta paid</b></p>	<p>Help shape the future of leisure and aquatic facilities on the Central Coast! Council's draft Leisure and Aquatic Strategy 2025-2035 is a 10-year plan to upgrade key facilities, manage assets and expand programs that support active, healthy lifestyles.</p> <p>We're asking the community – have we got it right?</p> <p>Your feedback will help finalise the strategy.</p> <p>Open for feedback until 3 July.</p> <p>Attend a pop-up session or complete the survey online.</p> <p><b>Button:</b></p> <p>Have your say today! <a href="https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy">https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy</a></p>	
<p><b>Coast Connect eNews</b></p>	<p><b>Draft Leisure and Aquatic Strategy on exhibition</b></p> <p>Help shape the future of leisure and aquatic facilities on the Central Coast! Council's draft Leisure and Aquatic Strategy 2025-2035 is open for community feedback until 3 July.</p> <p>Have your say &gt;</p> <p><a href="https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy">https://www.yourvoiceourcoast.com/leisure-and-aquatic-strategy</a></p>	
<p><b>Coast Connect print</b></p>	<p><b>Draft Leisure and Aquatic Strategy on exhibition</b></p> <p>Help shape the future of leisure and aquatic facilities on the Central Coast! Council's draft Leisure and Aquatic Strategy 2025-2035 is a 10-year plan to upgrade key facilities, manage assets and expand programs that support active, healthy lifestyles. We're asking the community – have we got it right?</p> <p>Open for feedback until 3 July.</p> <p>Have your say by searching '<b>leisure and aquatic strategy</b>' at <b><a href="https://www.yourvoiceourcoast.com">yourvoiceourcoast.com</a></b></p>	



Flyer



Digital facility slide





## A3 poster



Central Coast Council | Leisure Centres

# Have your say!

## Draft Leisure and Aquatic Strategy 2025-2035

Council is planning for the future of our leisure and aquatic facilities. The draft strategy outlines infrastructure upgrades, asset management and program expansion, designed to support active lifestyles, improve community wellbeing and maximise participation across all ages and abilities.

We're asking the community – have we got it right? Have your say by 3 July.



Scan the QR code to view the draft and have your say.



[yourvoiceourcoast.com/leisure-and-aquatic-strategy](https://yourvoiceourcoast.com/leisure-and-aquatic-strategy)

## **Draft Leisure and Aquatic Strategy 2025-2035 now on exhibition**

Central Coast Council's draft Leisure and Aquatic Strategy 2025-2035 is now open for feedback, and we'd like to hear from the people who help deliver, supply, maintain or regularly use these facilities.

The strategy sets out a 10-year plan to upgrade key facilities, manage infrastructure and expand programs that support active, healthy lifestyles across the Central Coast. With the region's population expected to grow beyond 414,000 by 2036, it's important we plan for the future, and get it right.

This strategy covers a wide range of Council-owned and managed facilities, including:

### **Leisure and Aquatic Facilities**

- Peninsula Leisure Centre
- Mingara Aquatic Centre (Operated by Mingara, partly funded by the former Wyong Shire Council)

### **Leisure Facilities**

- Lake Haven Recreation Centre
- Niagara Park Stadium
- Breakers Stadium (Council owned, operated under a community lease)
- PCYC Bateau Bay (Council owned, operated under a community lease)
- PCYC Umina Beach (Council owned, operated under a community lease)

### **Aquatic Facilities**

- Gosford Olympic Pool
- Wyong Olympic Pool
- Toukley Aquatic Centre
- Grant McBride Ocean Baths

Each facility has its own action plan, including specific priorities and timeframes. These were informed by feedback from the community and user groups, industry and demographic trends and facility audits.

To learn more about what's proposed for your local centre, check out the 'Our Leisure and Aquatic Centre Plans' section in the draft strategy.

### **Open for feedback until Wednesday 3 July**

Whether you regularly hire space, deliver services, maintain equipment or supply essential goods – we want to hear from you! You know how these facilities run day to day, and your feedback will help shape a strategy that's practical, well-prioritised and ready for the future. Share your thoughts via the online survey.

### **Review now**