



THE LENSBURY

MEMBERS' SURVEY 2024



OVERVIEW

SECTION 01.

The Lensbury Members' Survey 2024

Overview

Total Survey Completions

1050

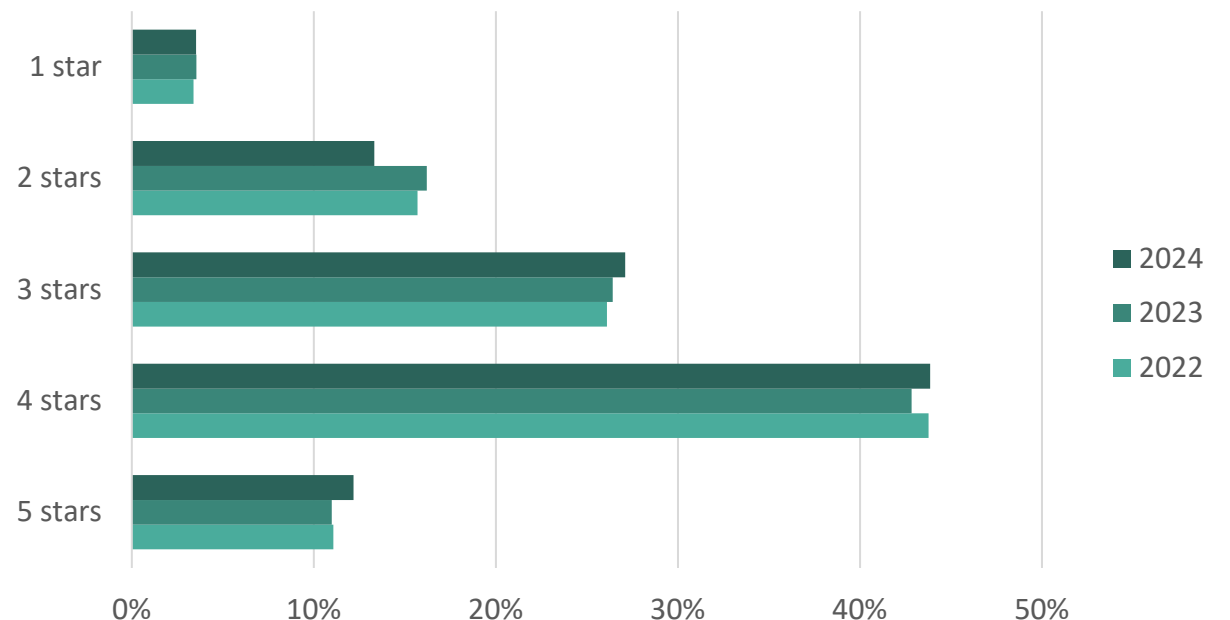
v 1009 (2023)

v 1361 (2022)

76% Completion Rate
v 82% (2023)

23 Minute Average Survey Time
= 23 Minute (2023)

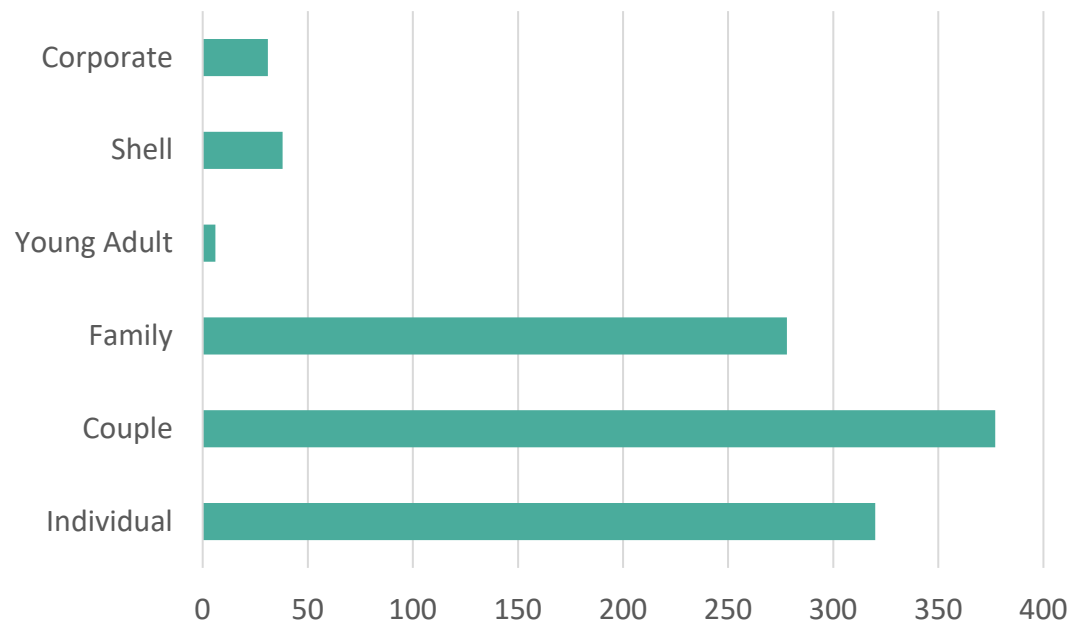
Overall Satisfaction



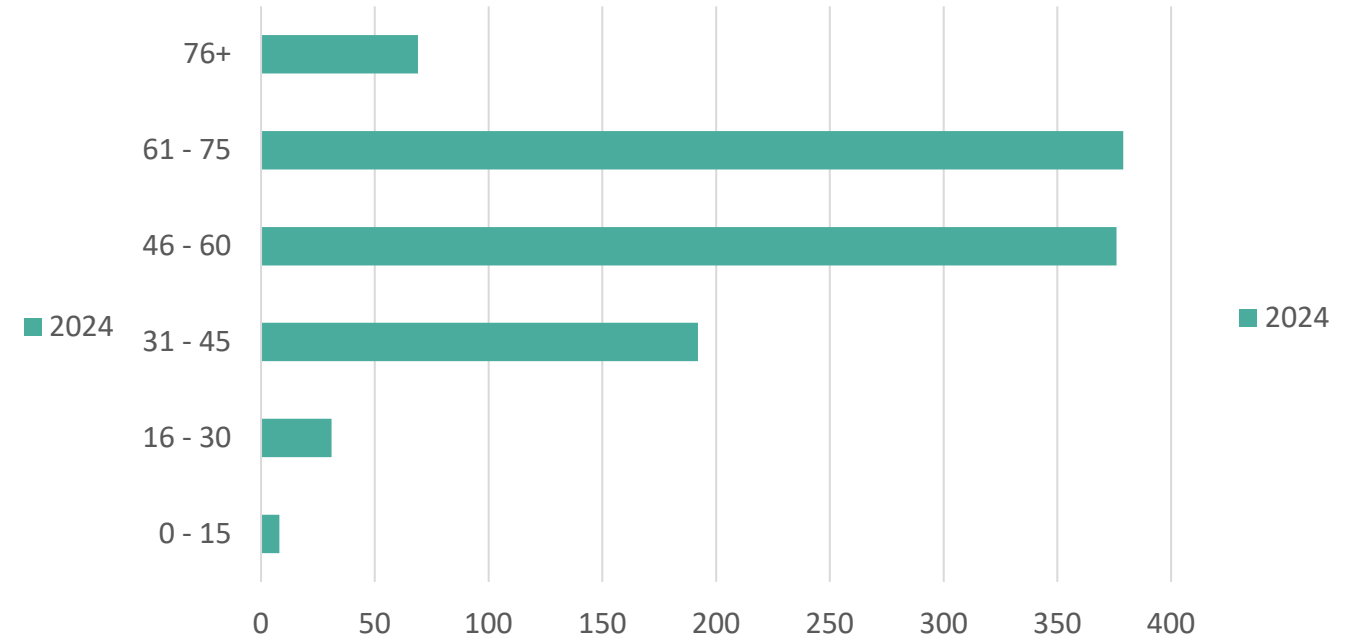
The Lensbury Members' Survey 2024

Overview

Membership Response on Behalf of:



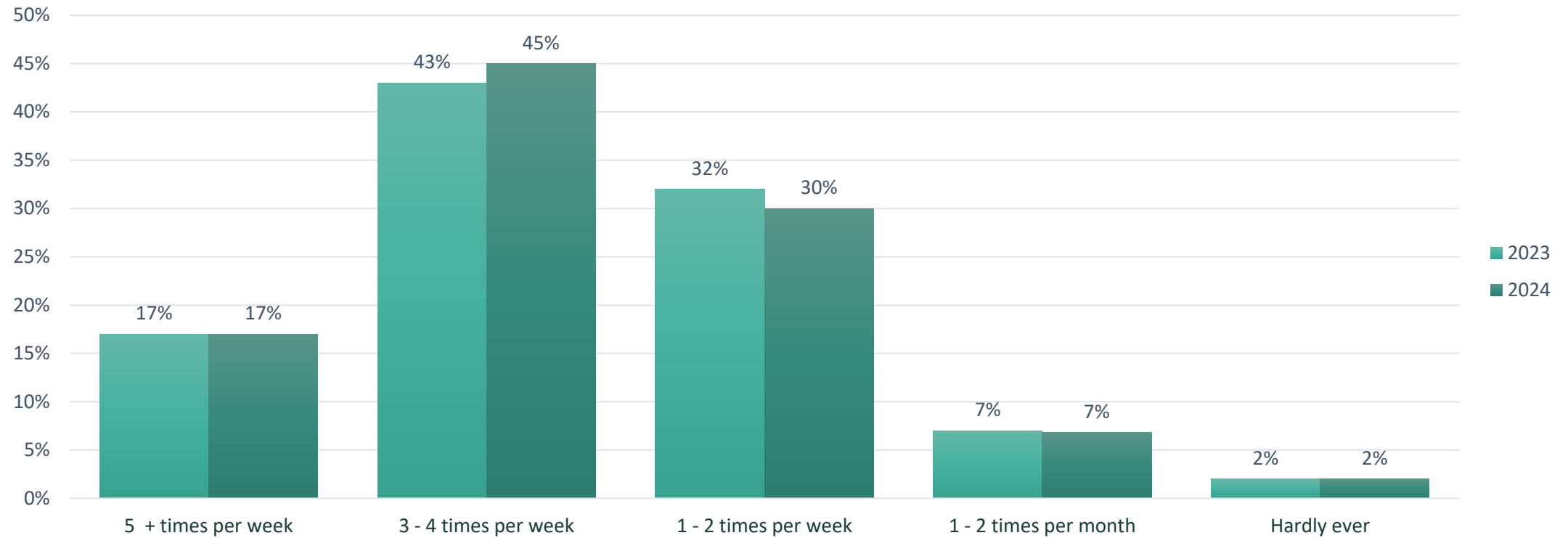
Age Range





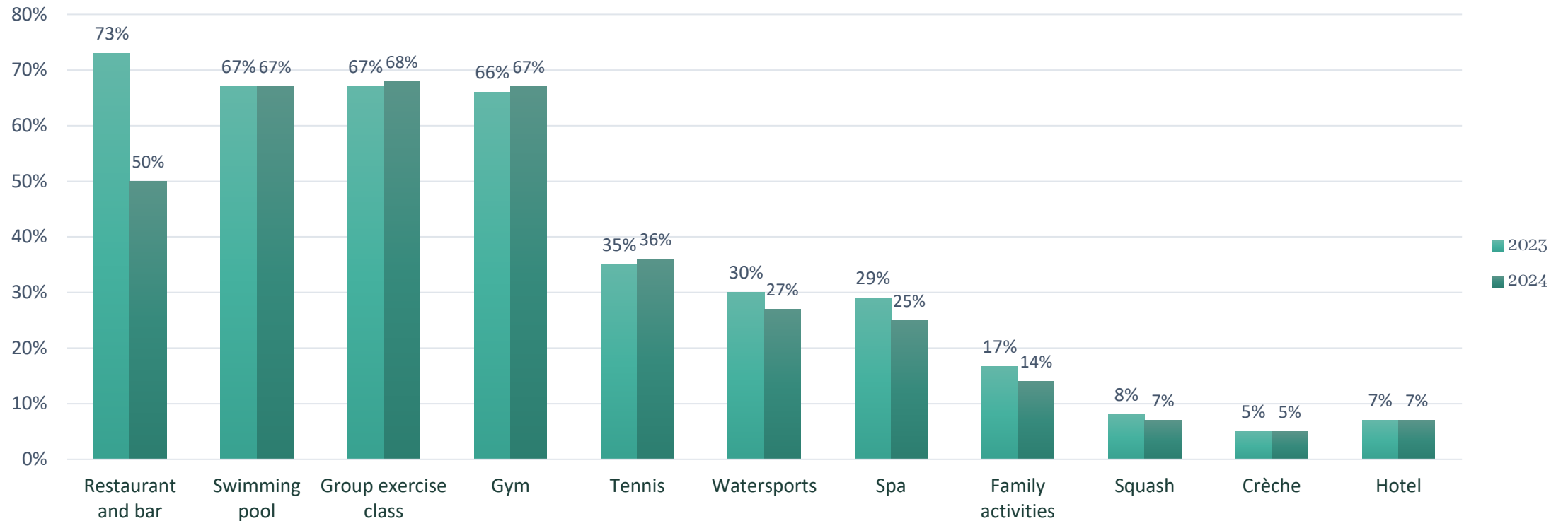
How Often Do You Visit The Lensbury?

1032 Respondents
v 996(2023)



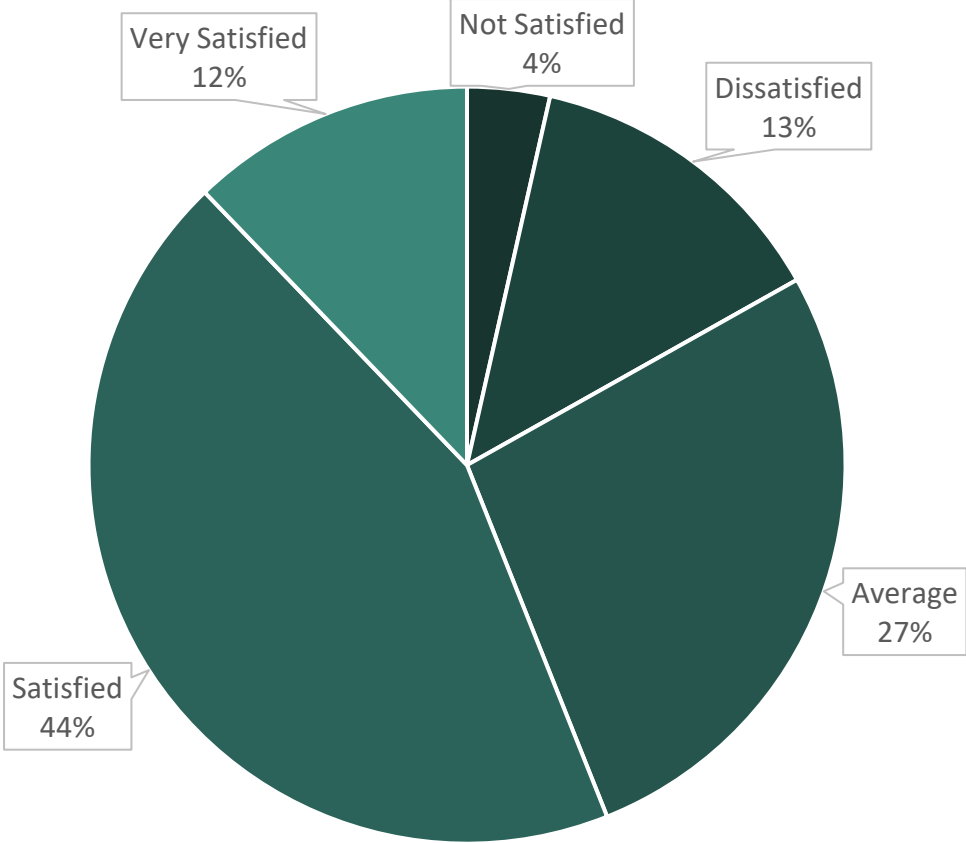
What Facilities Interest You?

1032 Respondents
v 996 (2023)



Data shown excludes non respondents

Overall Satisfaction



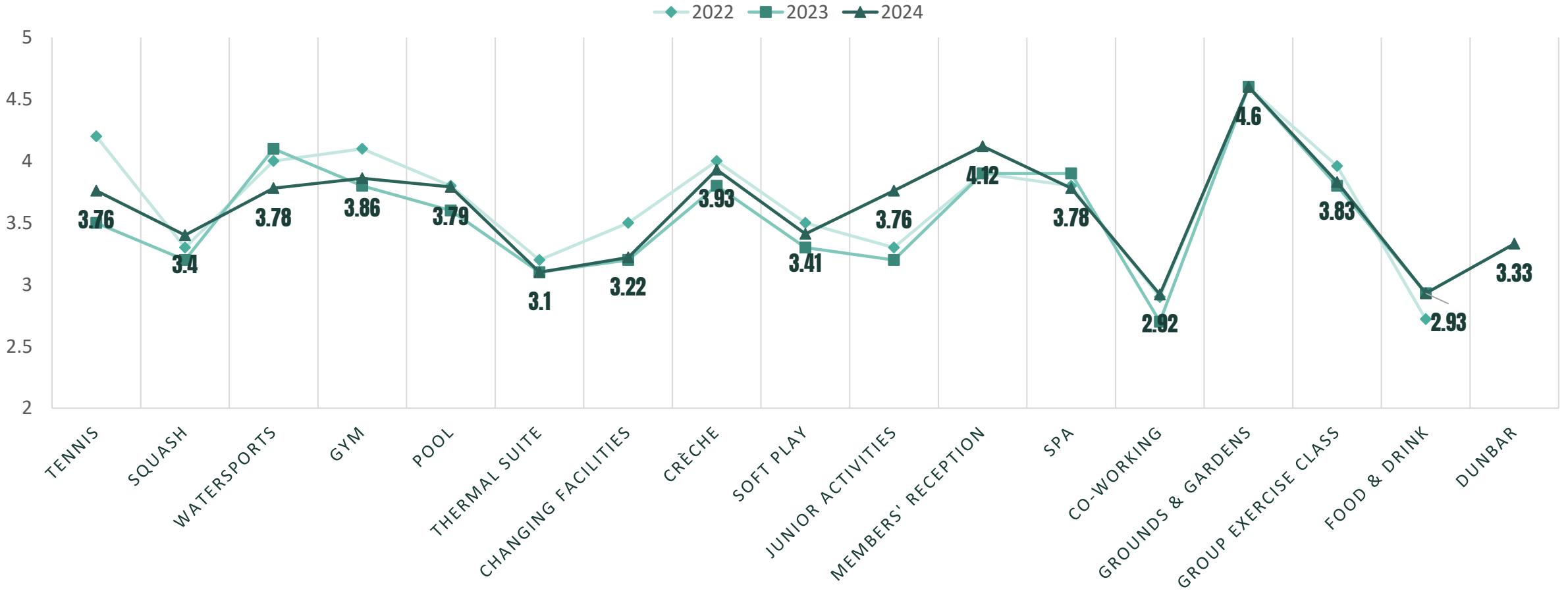
878 Respondents

3.48 Weighted Average

■ Not Satisfied ■ Dissatisfied ■ Average ■ Satisfied ■ Very Satisfied

Survey Result Comparison

Overall Ranking



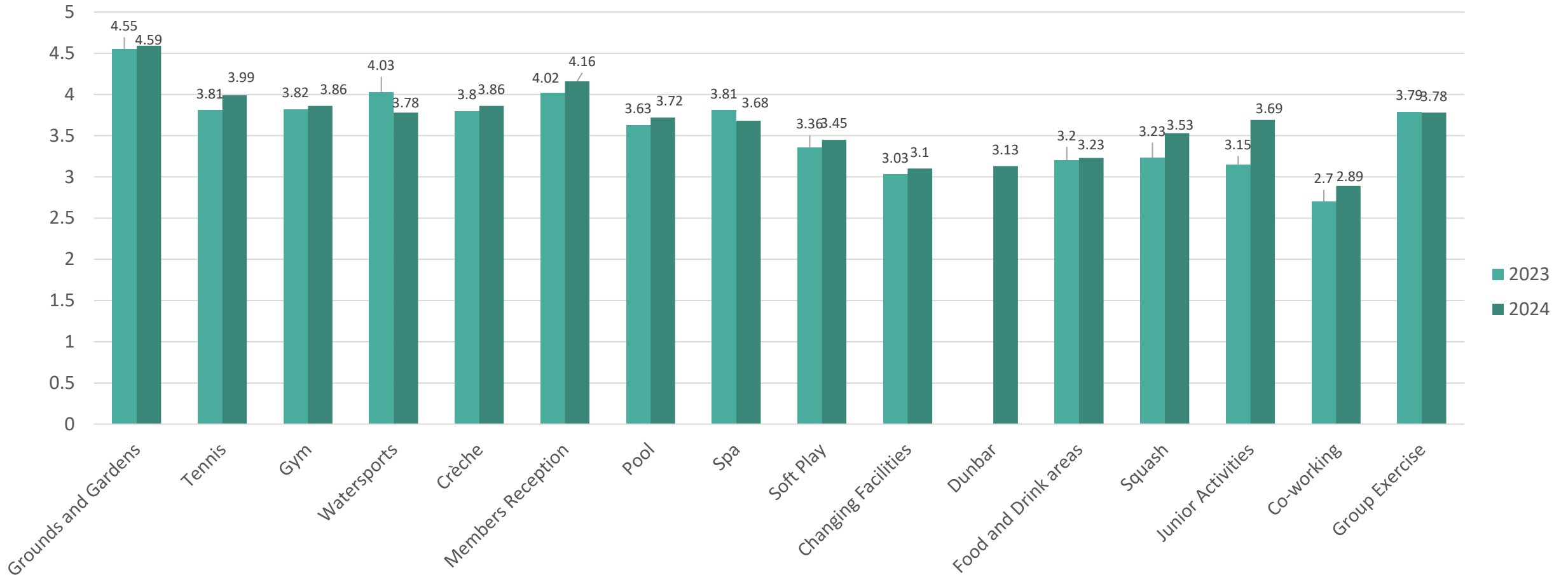
**1361 Respondents
2022**

**1009 Respondents
2023**

**1050 Respondents
2024**



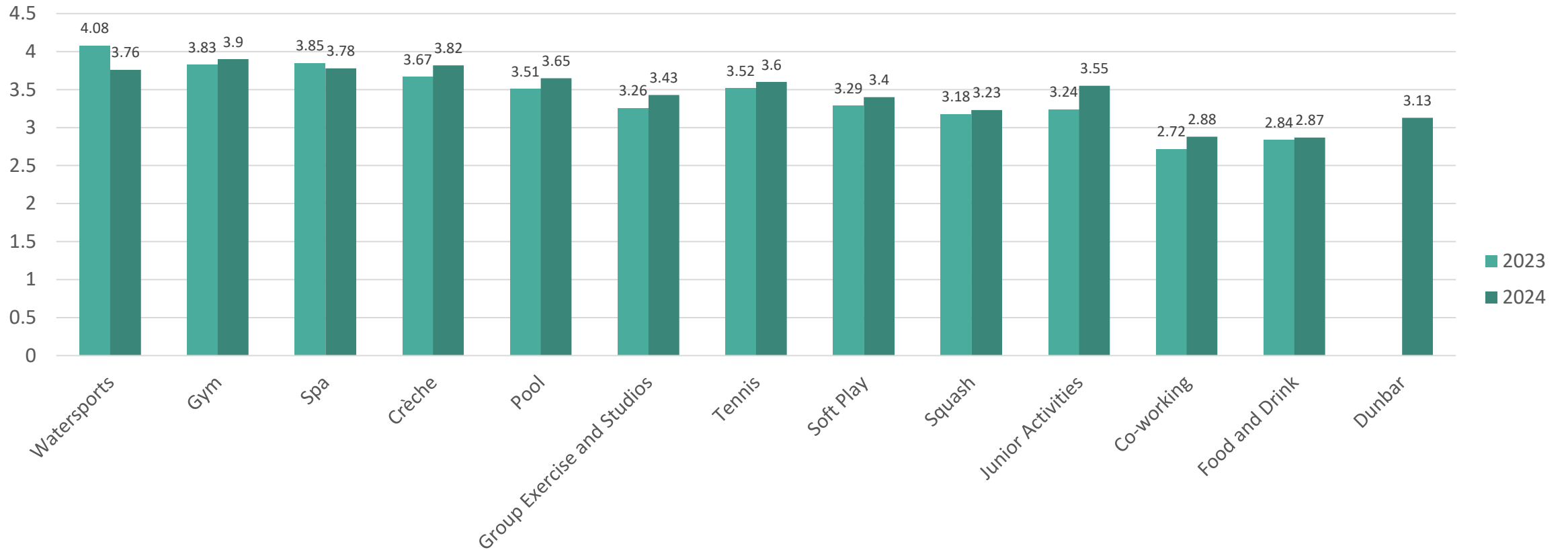
Overall Facilities Rating and Ranking YoY



Data shown excludes non respondents

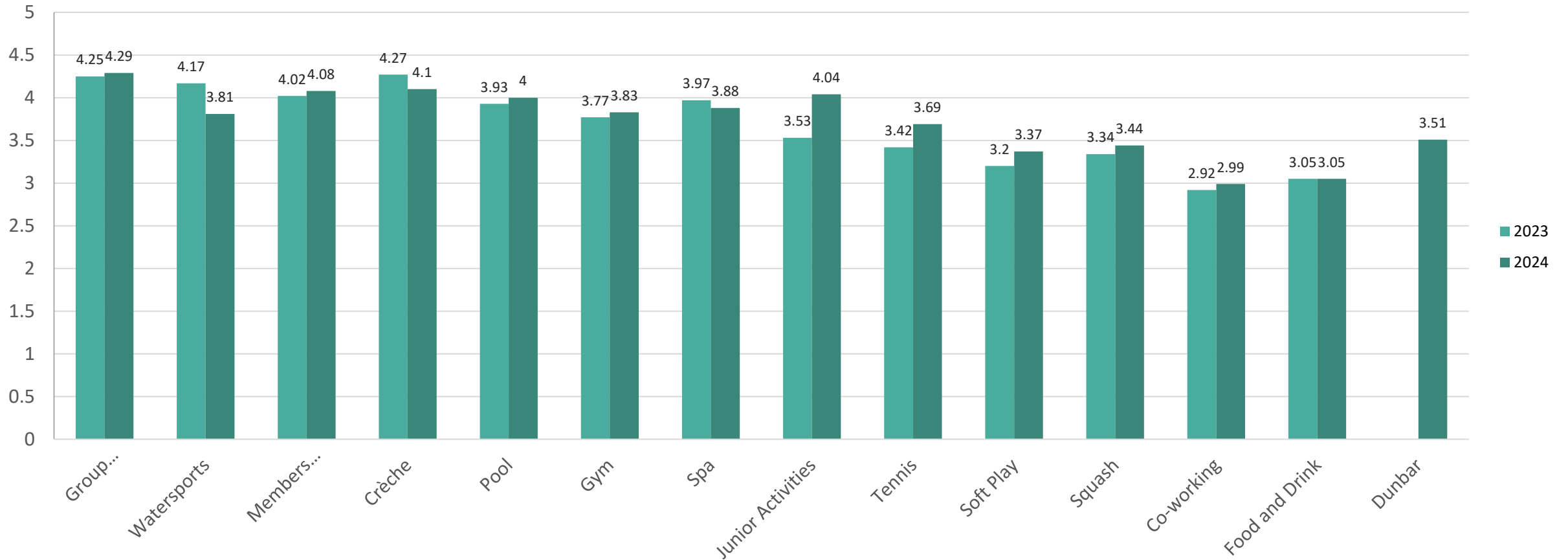


Overall Offering Rating and Ranking YoY





Overall Service Rating and Ranking YoY



Data shown excludes non respondents



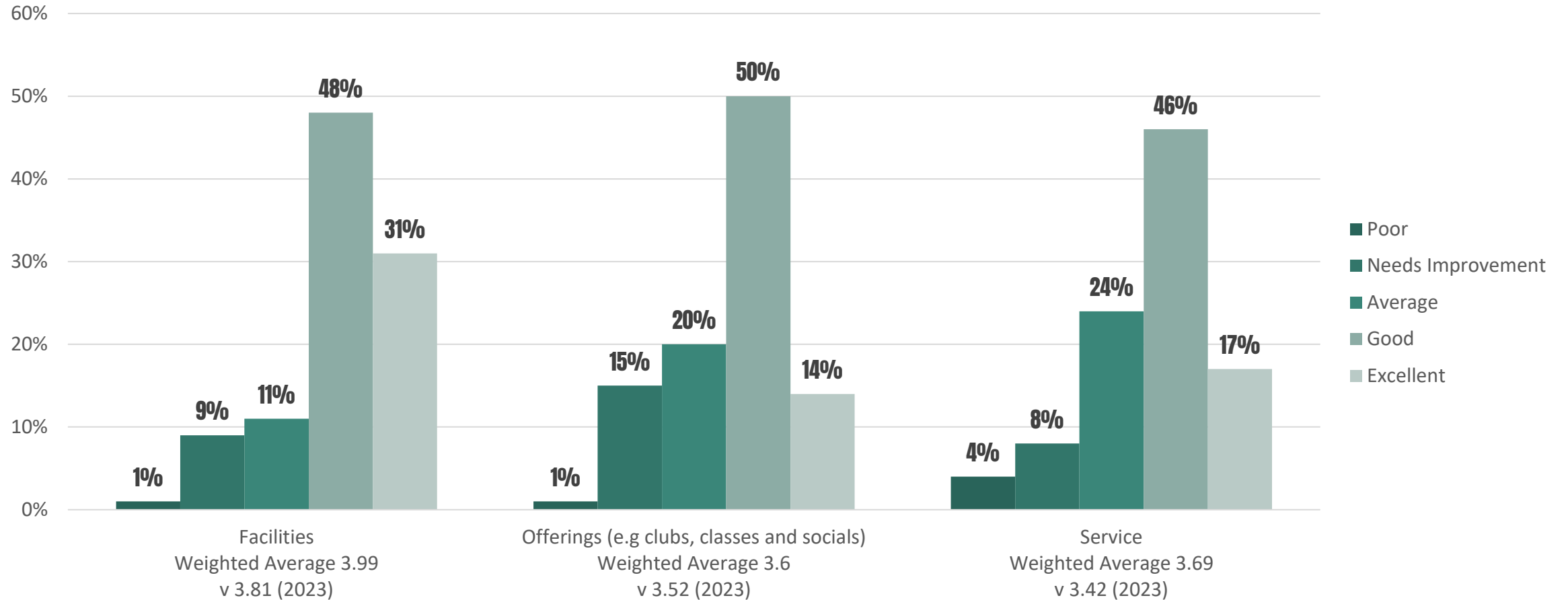
AREA SPECIFIC FEEDBACK

SECTION
02.



Tennis Feedback

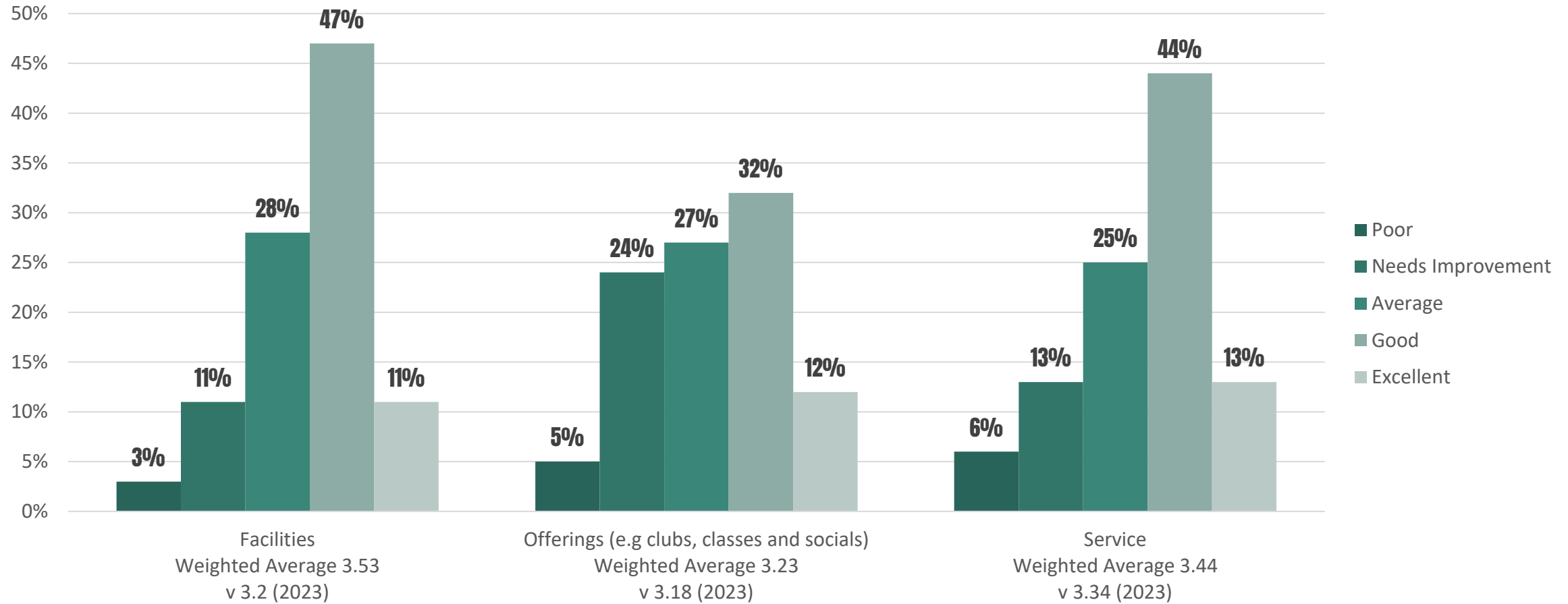
485 Respondents
v 472 (2023)



**Total Average of
3.76**

Squash Feedback

**117 Respondents
v 134 (2023)**

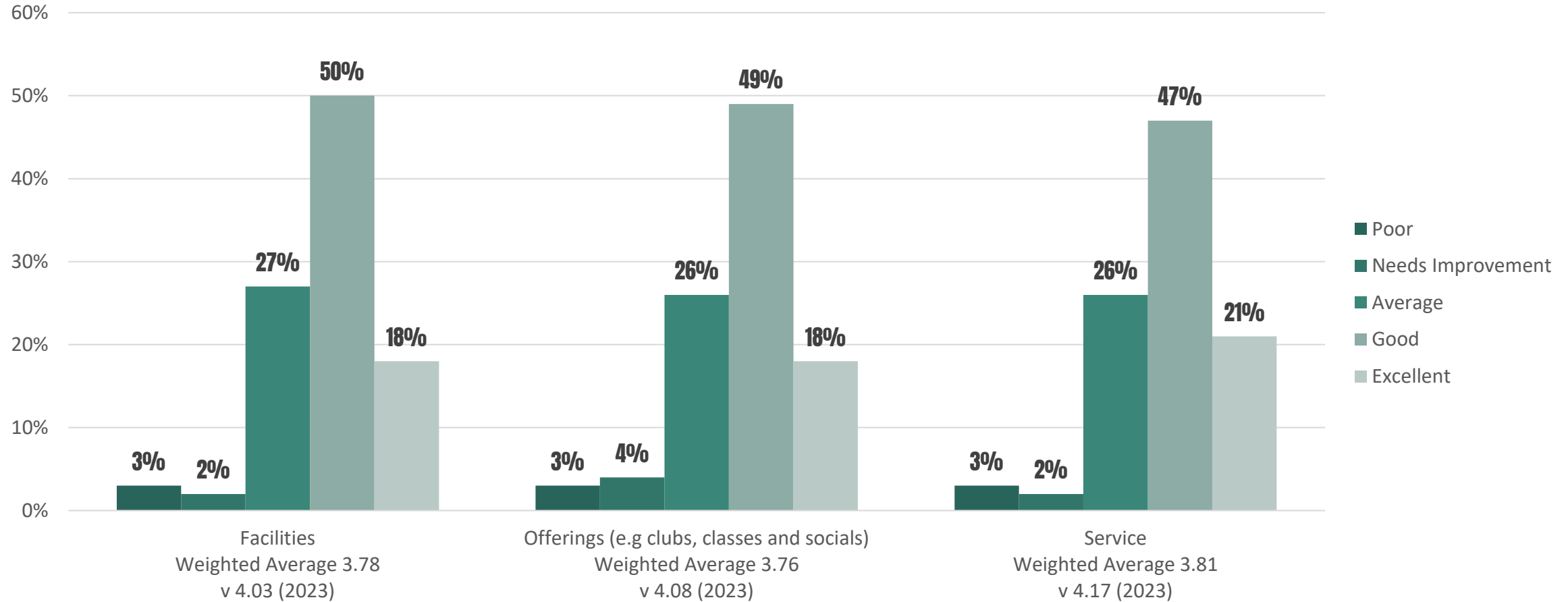


**Total Average of
3.4**



Watersports Feedback

947 Respondents
v 504 (2023)

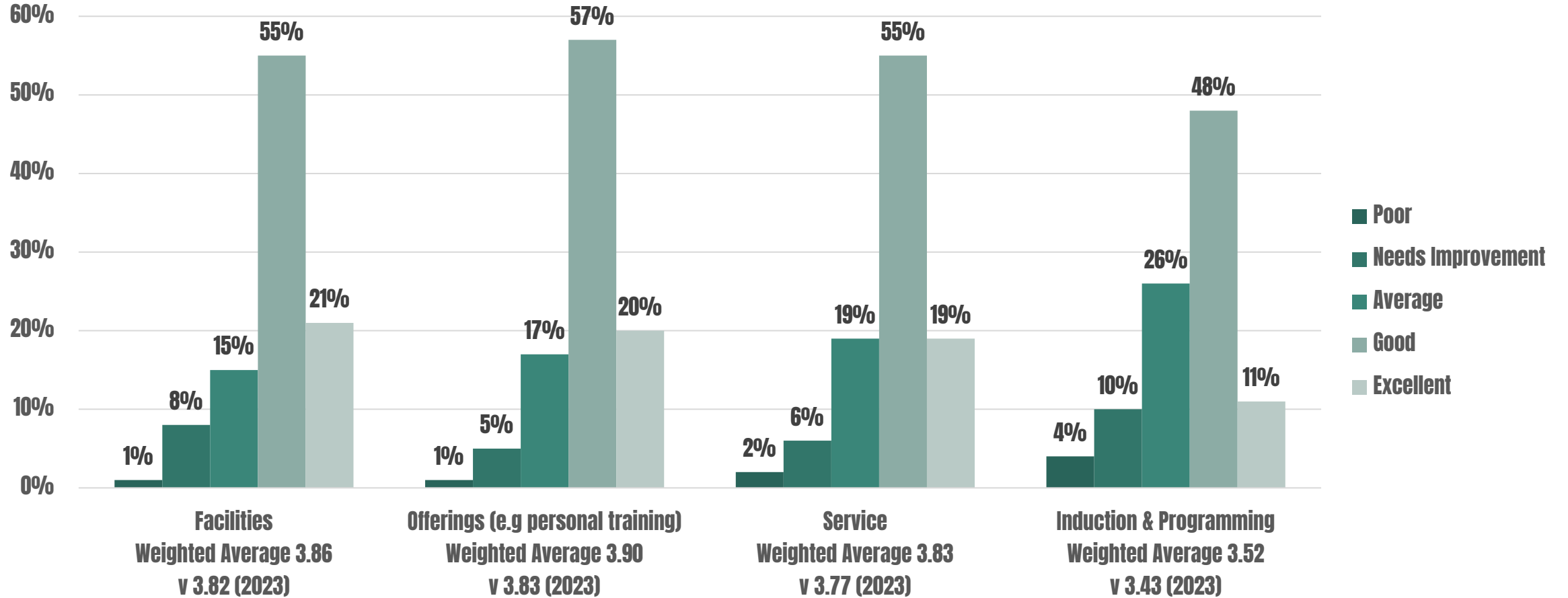


Total Average of
3.78



Gym Feedback

795 Respondents
v 775 (2023)



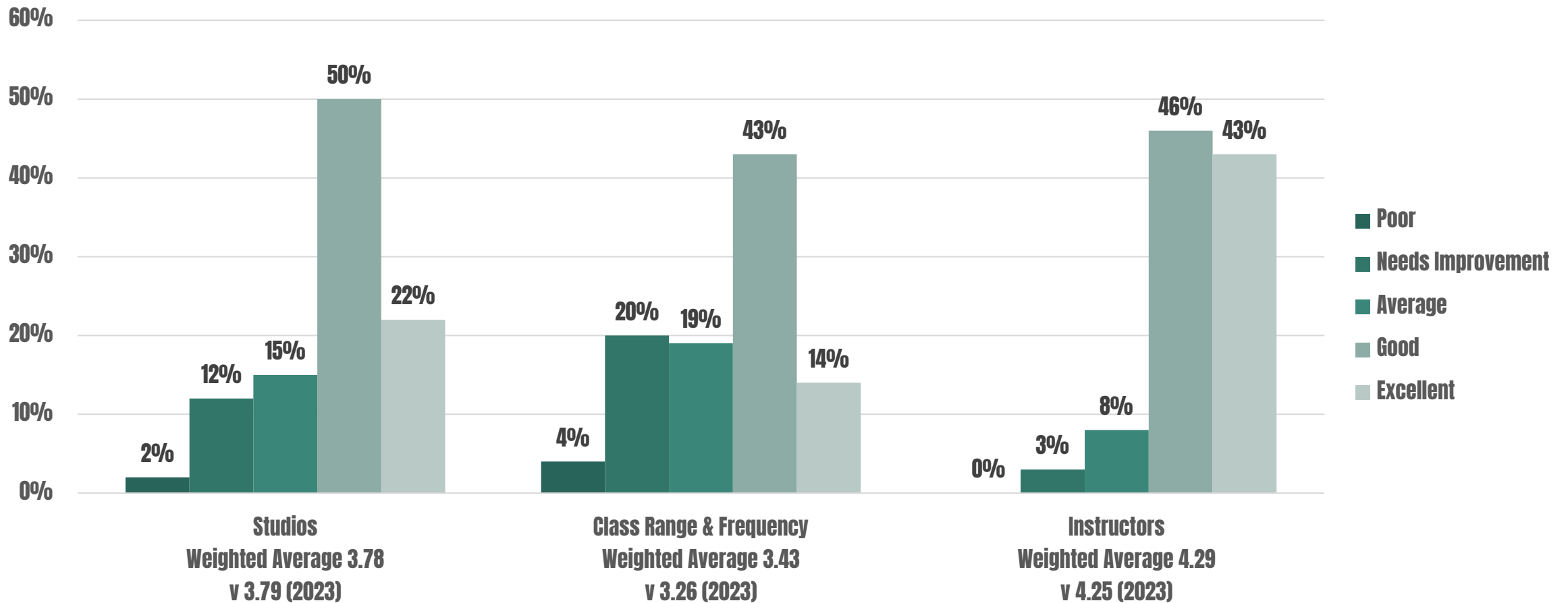
Total Average of
3.86



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Group Exercise Class Feedback

747 Respondents
v 737 (2023)

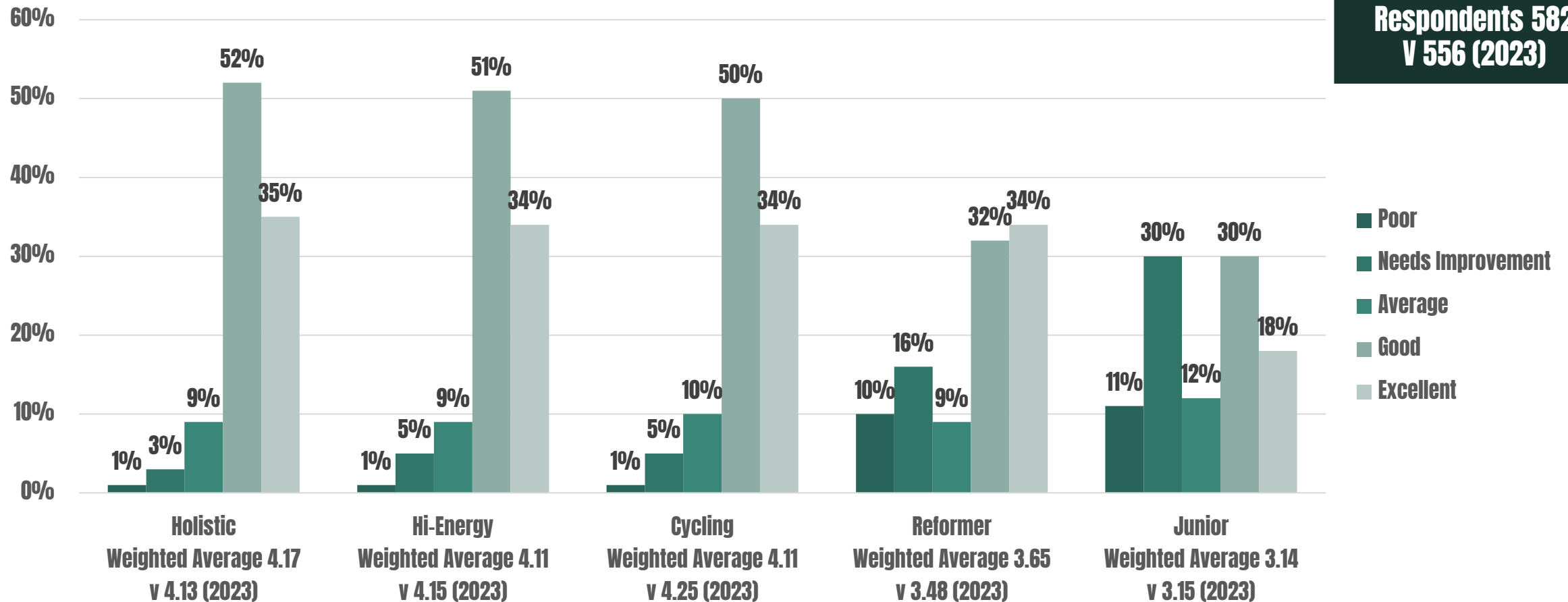


Total Average of
3.83



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Group Exercise Class Specific Feedback



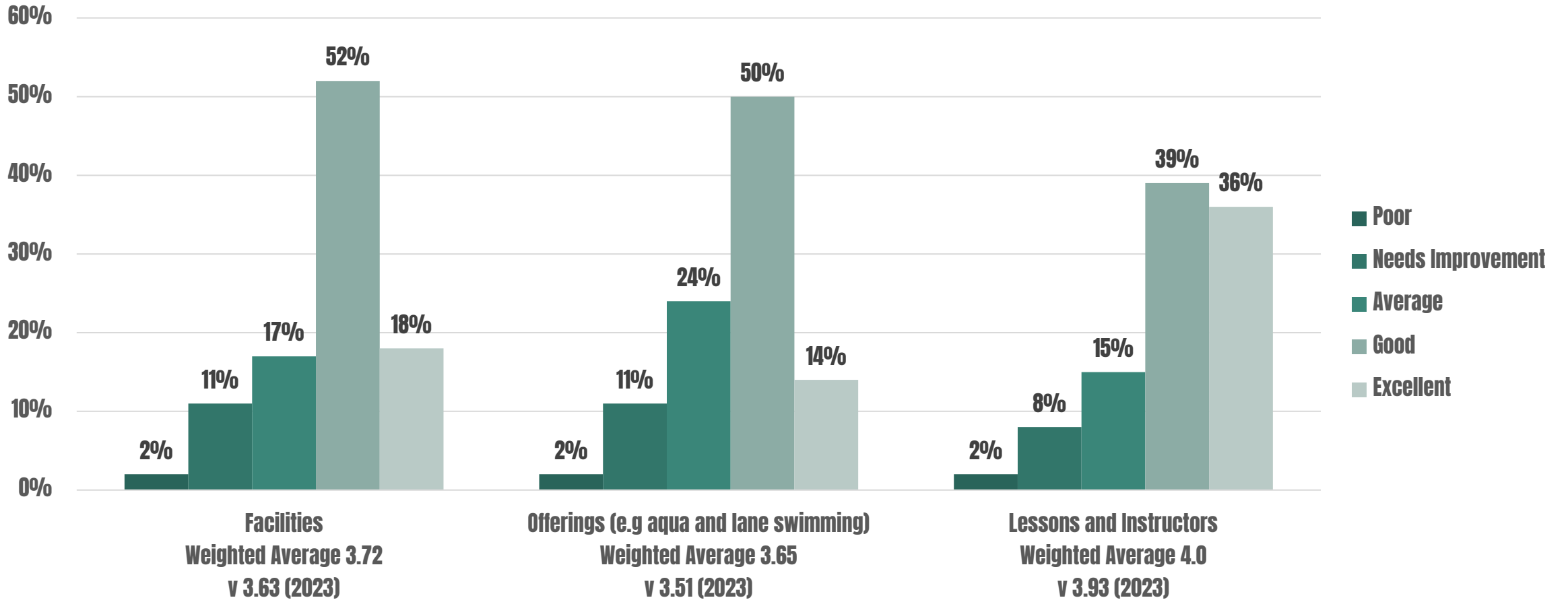
**Total Average of
3.84**



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Pool Feedback

778 Respondents
v 786 (2023)



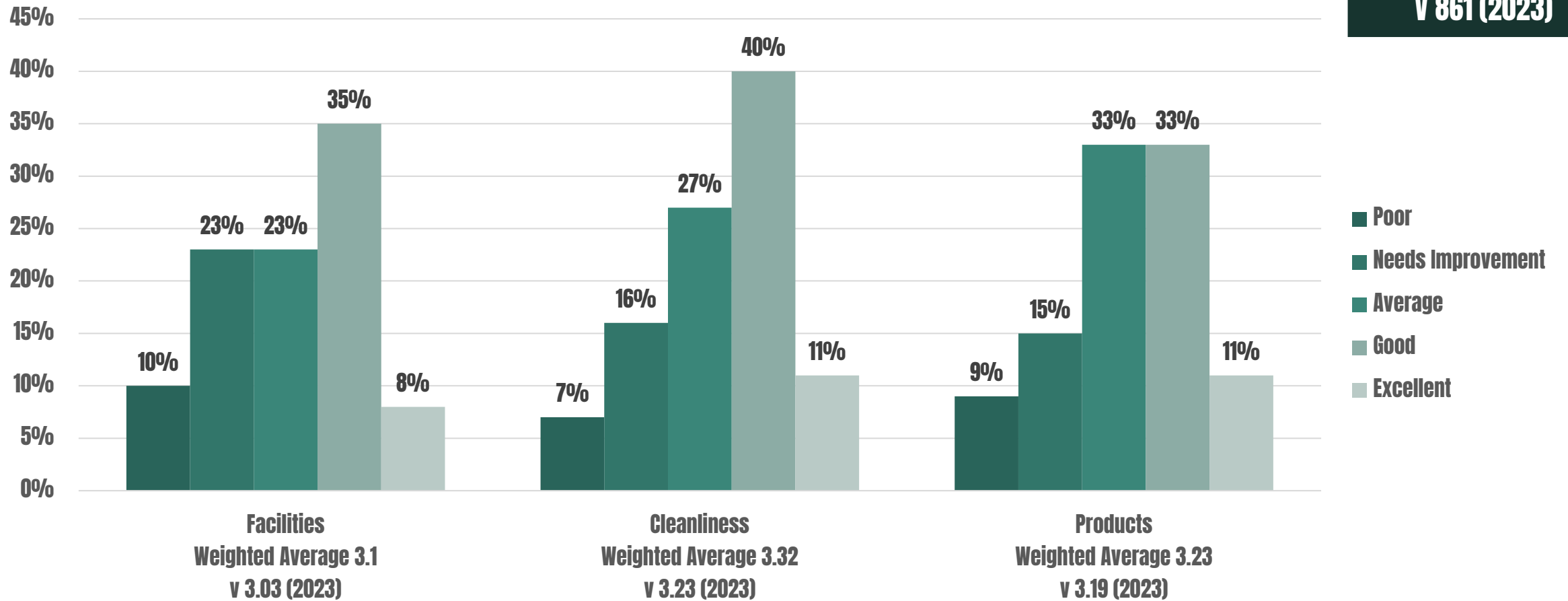
Total Average of
3.79



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Changing Facilities Feedback

861 Respondents
v 861 (2023)

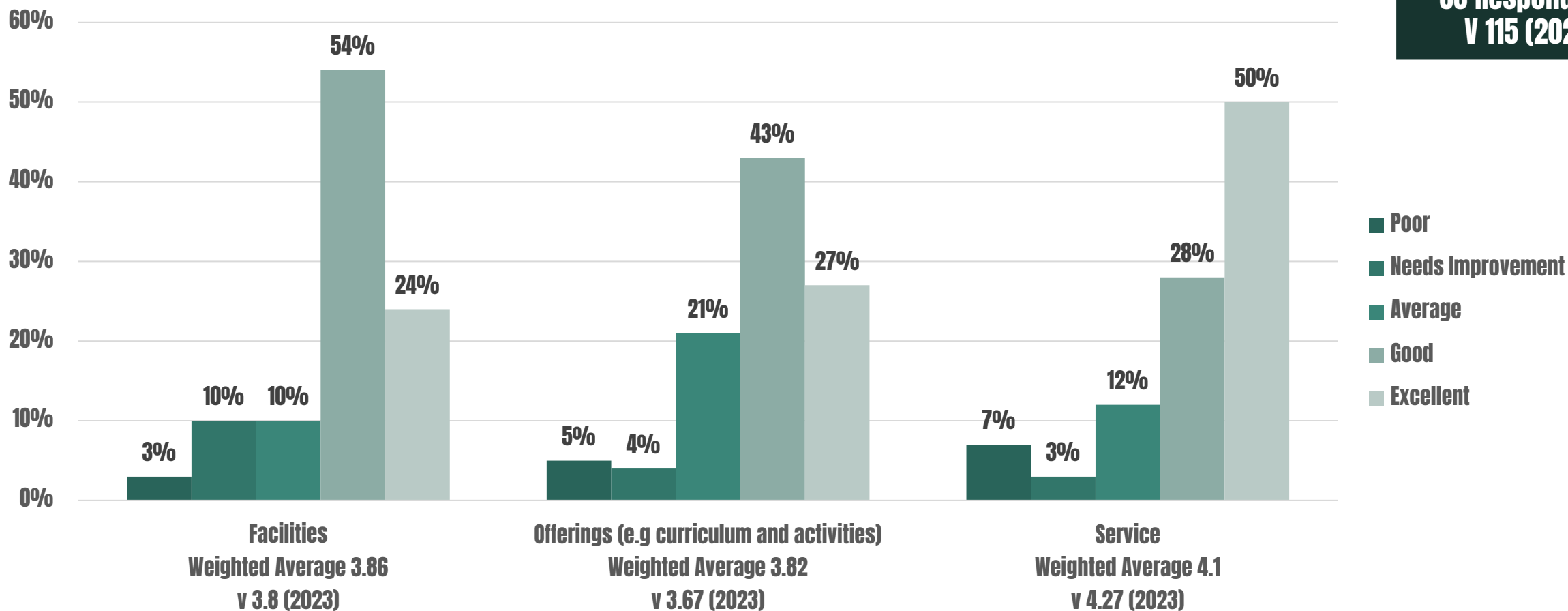


Total Average of
3.22



Crèche Feedback

63 Respondents
V 115 (2023)

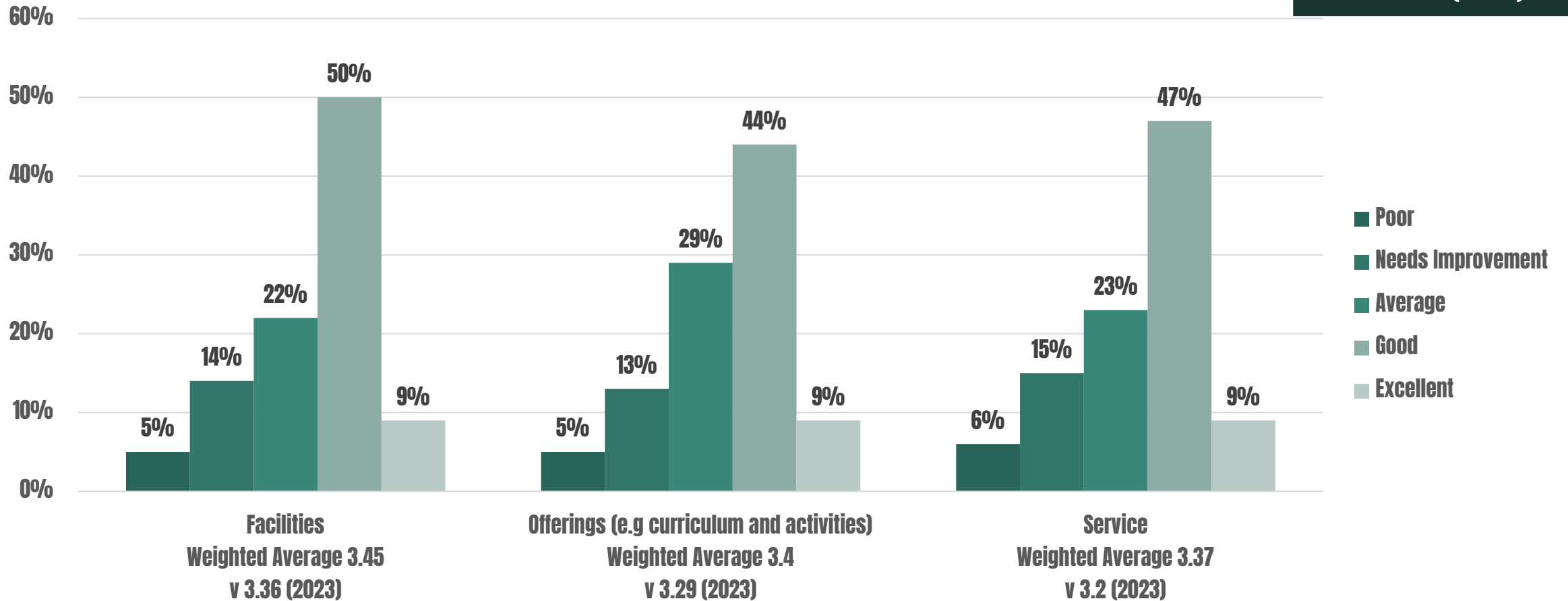


Total Average of
3.93



Soft Play Feedback

**111 Respondents
V 122 (2023)**

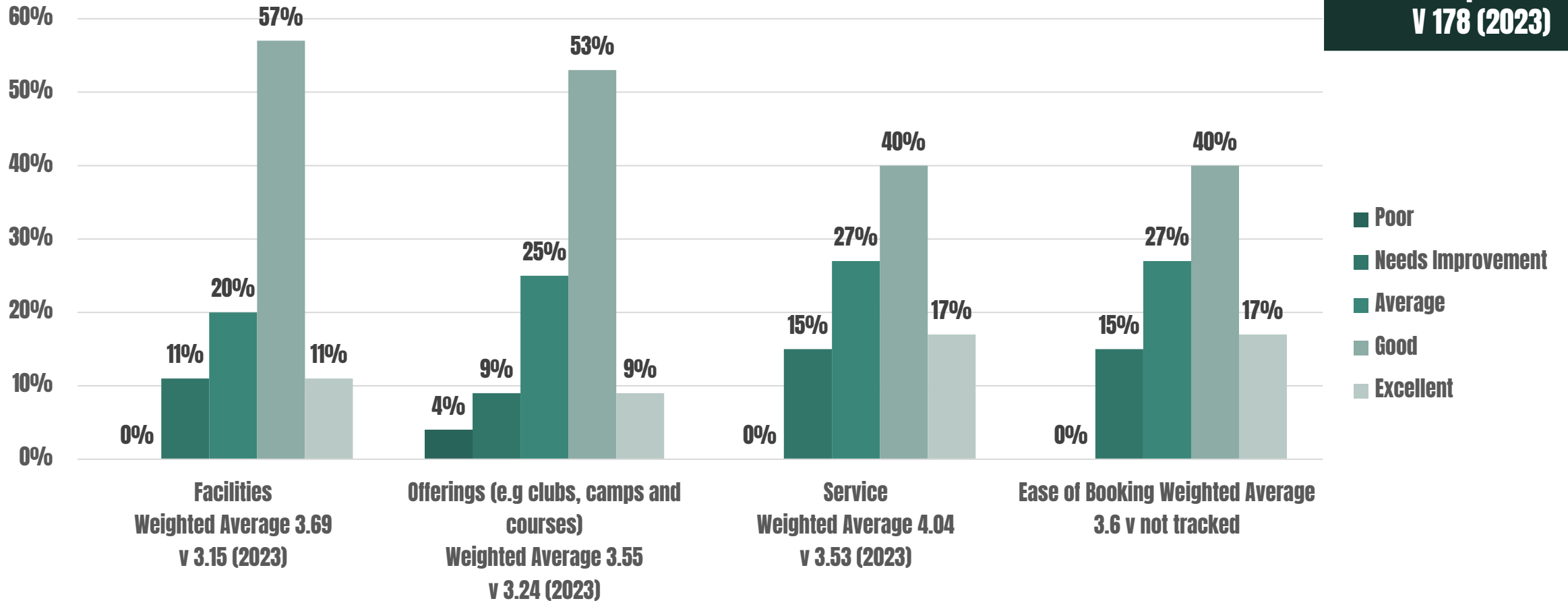


**Total Average of
3.41**



Junior Activities Feedback

54 Respondents
V 178 (2023)

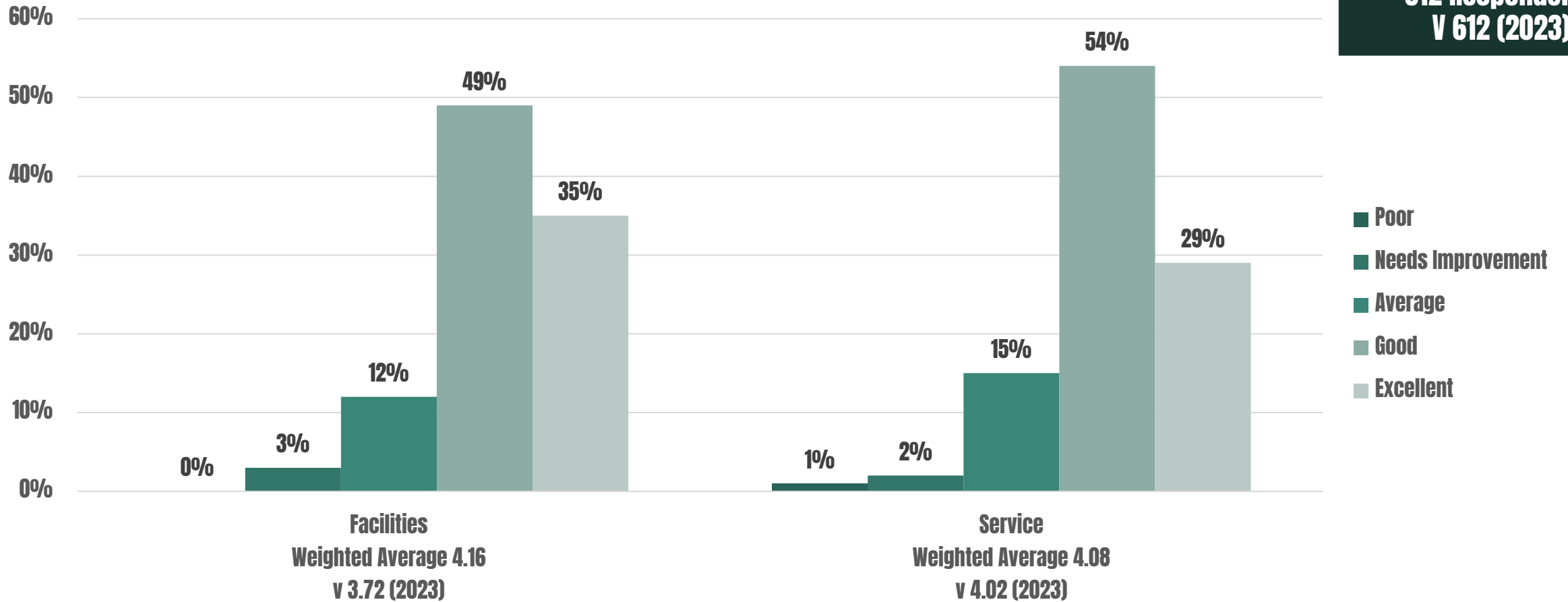


Total Average of
3.76



Members' Reception Feedback

612 Respondents
V 612 (2023)

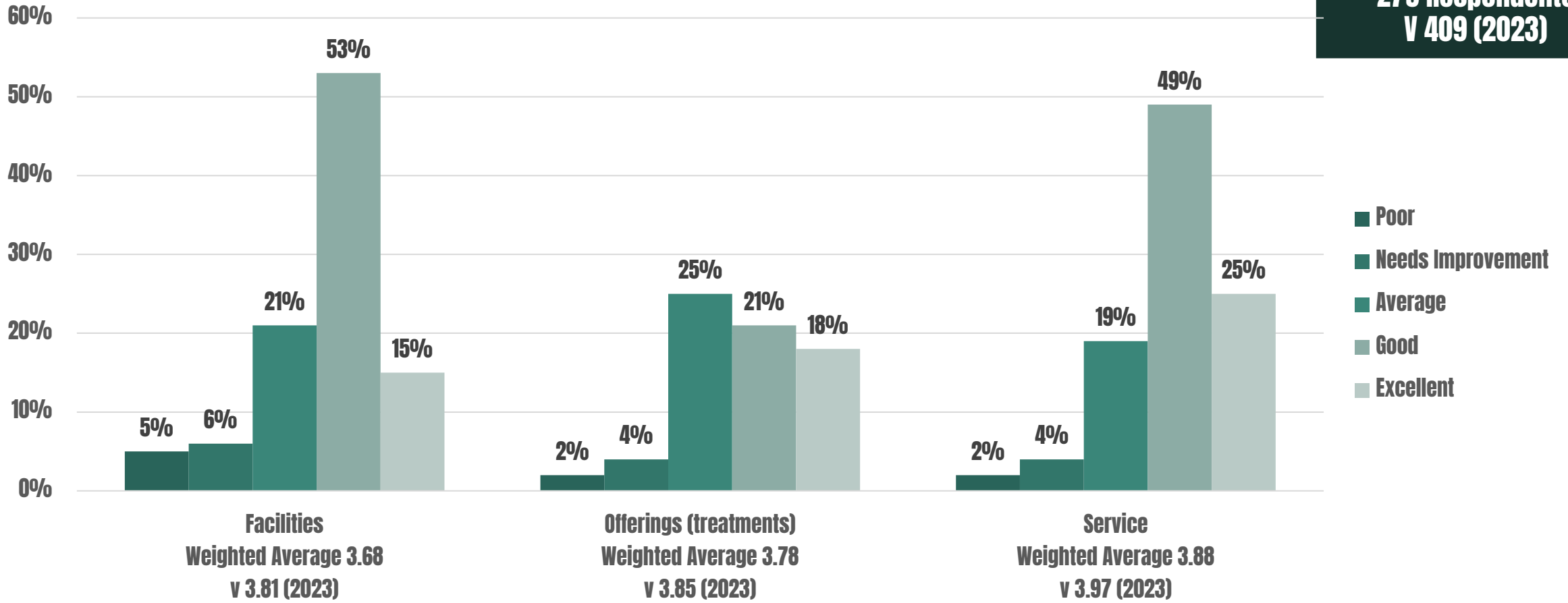


Total Average of
4.12



Spa Feedback

279 Respondents
v 409 (2023)



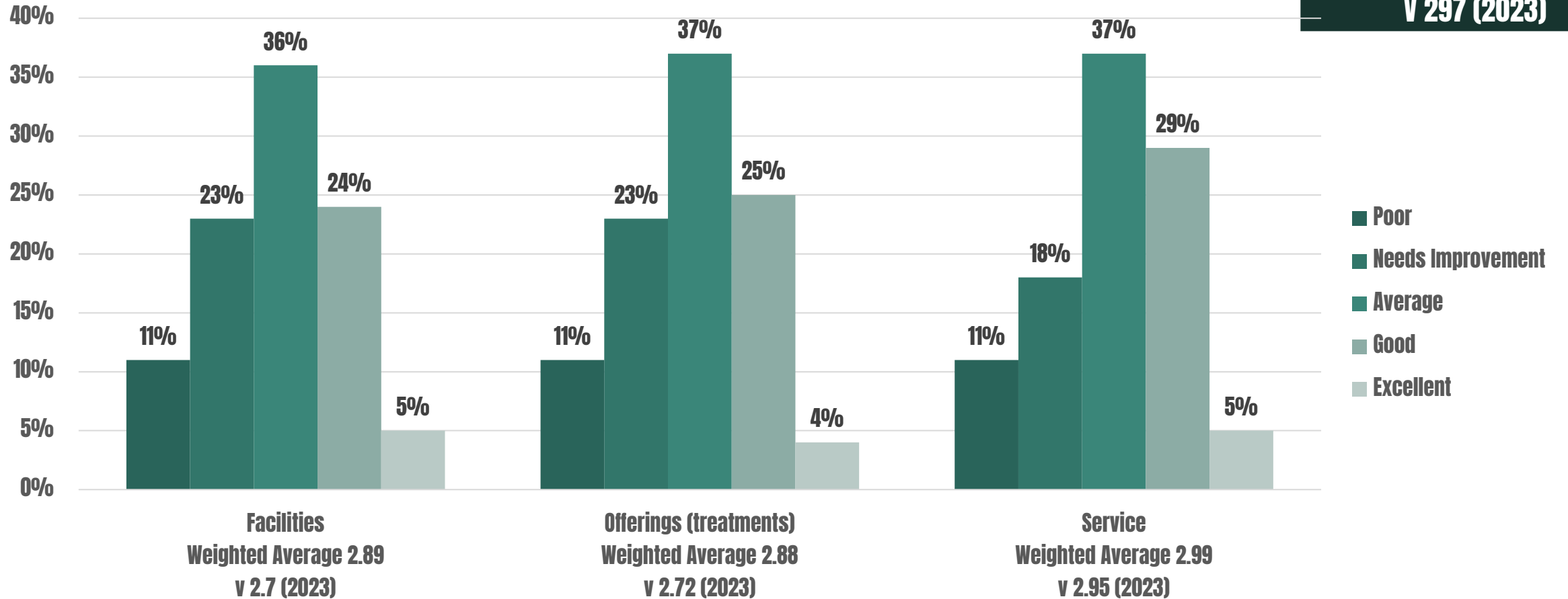
Total Average of
3.78



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Co-working Feedback

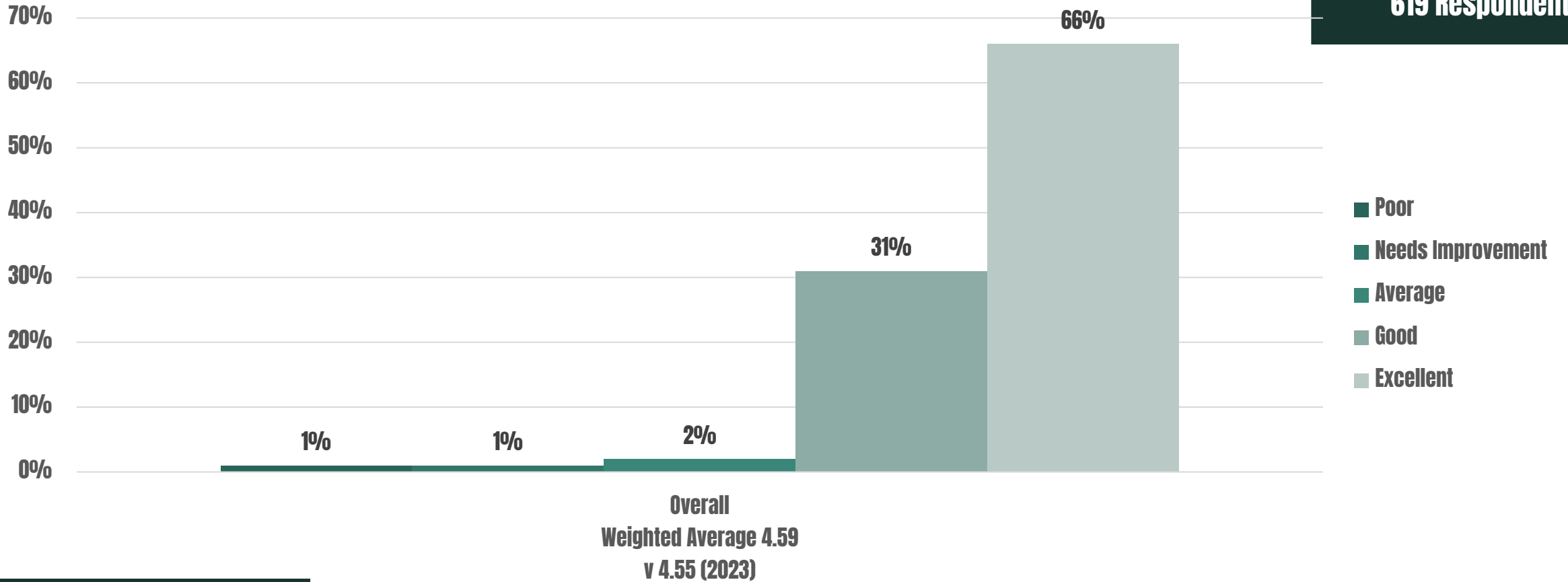
392 Respondents
v 297 (2023)



Total Average of
2.92

Grounds and Gardens Feedback

619 Respondents



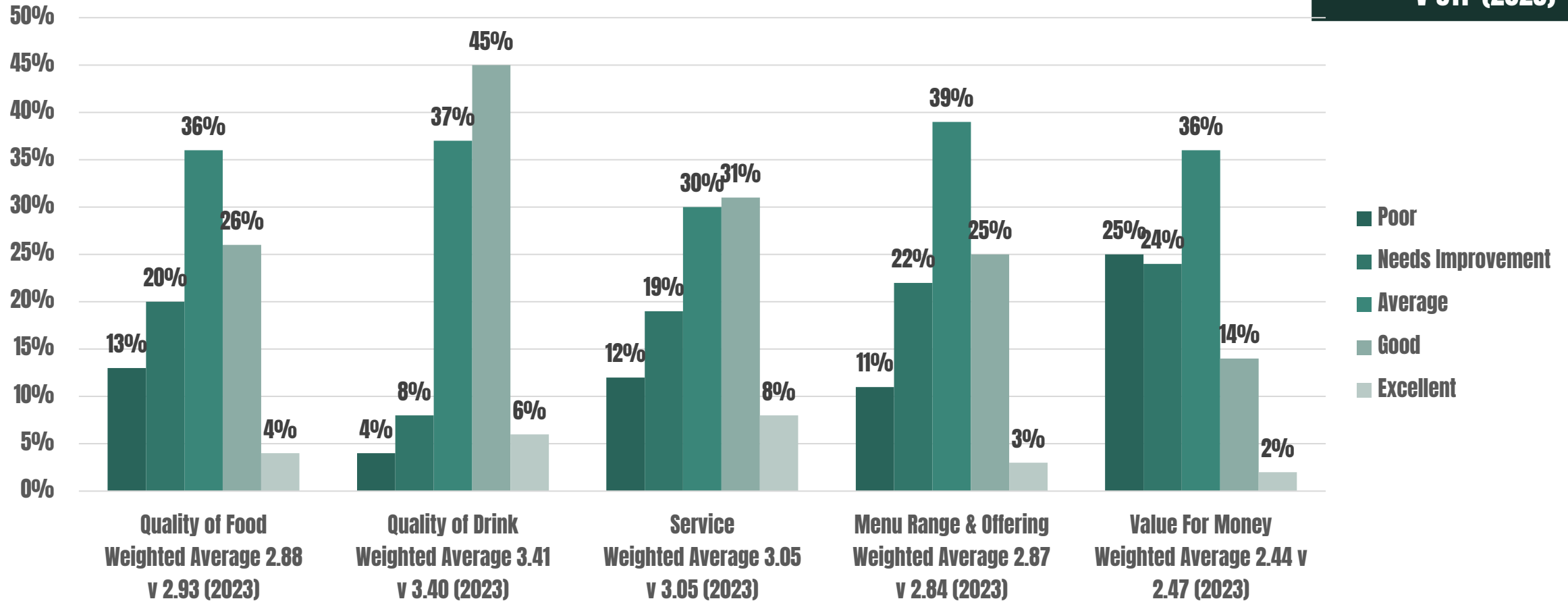
Total Average of 4.6



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Food & Drink Feedback

518 Respondents
v 911 (2023)



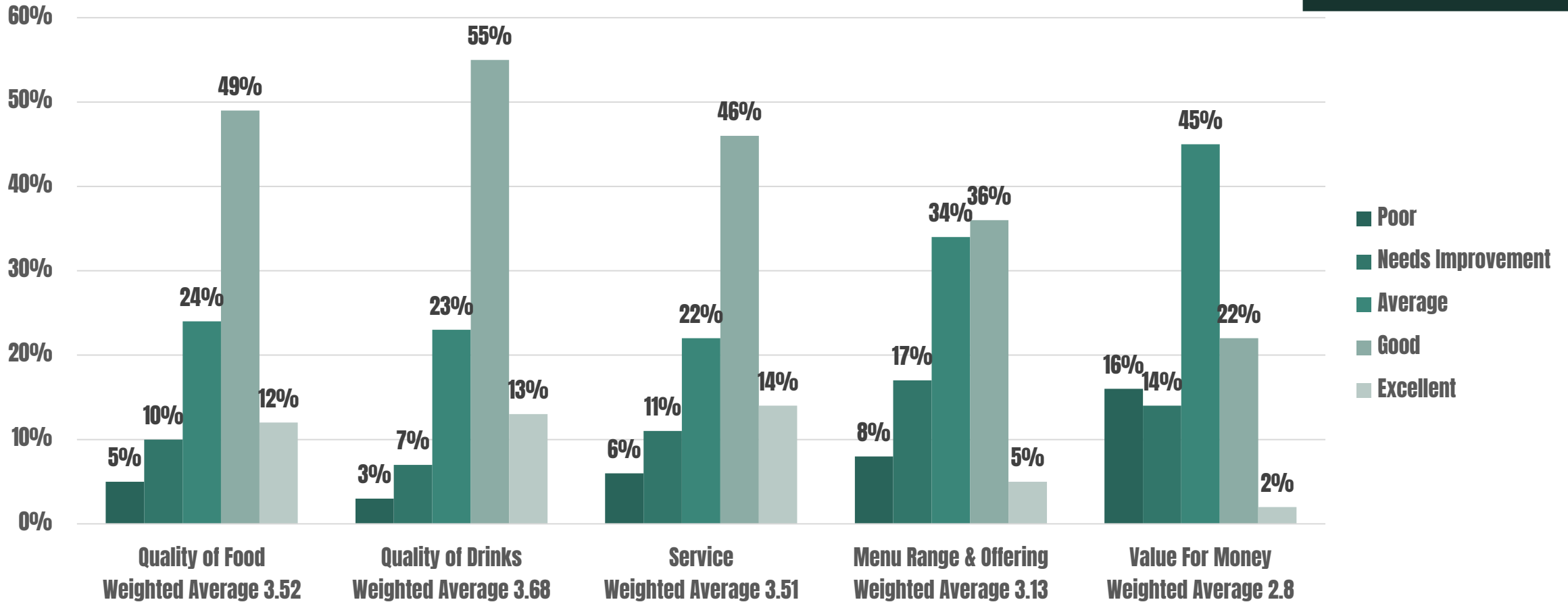
Total Average of
2.93



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Dunbar Feedback

554 Respondents



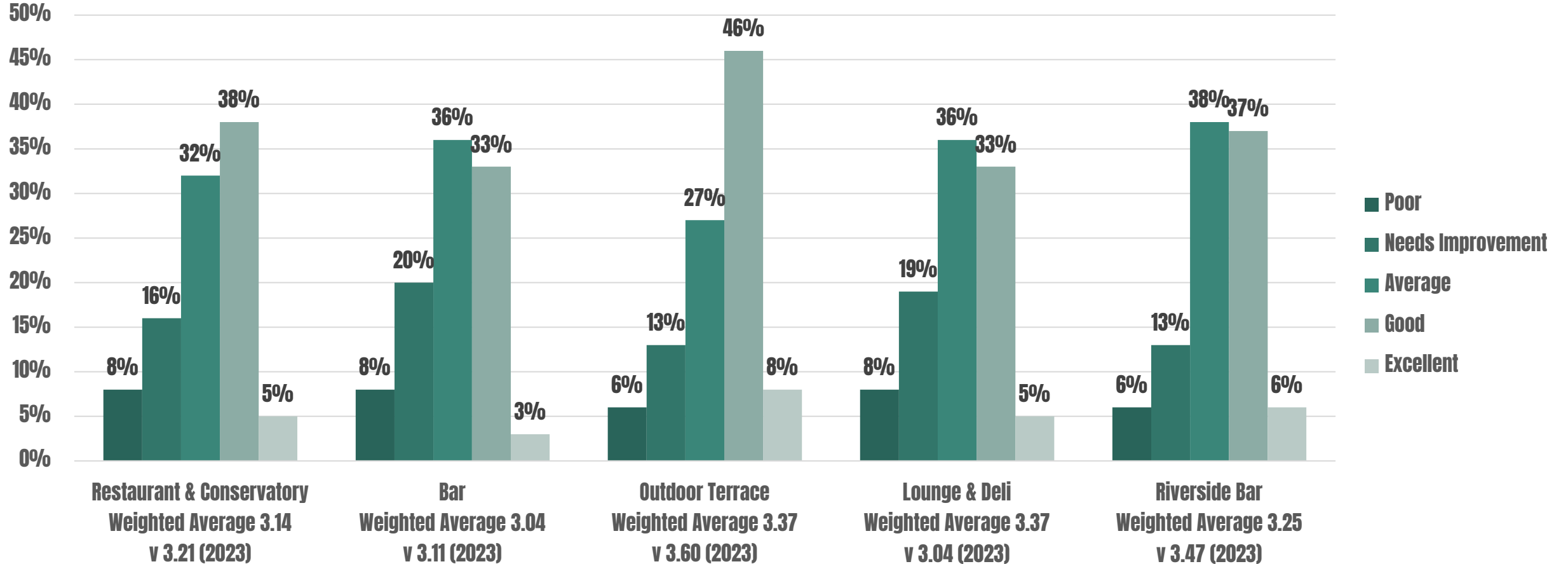
Total Average of
3.33

Restaurant, Bar and Terrace Facilities Feedback



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528 Respondents
v 843 (2023)



**Total Average of
3.23**



COMMUNICATION

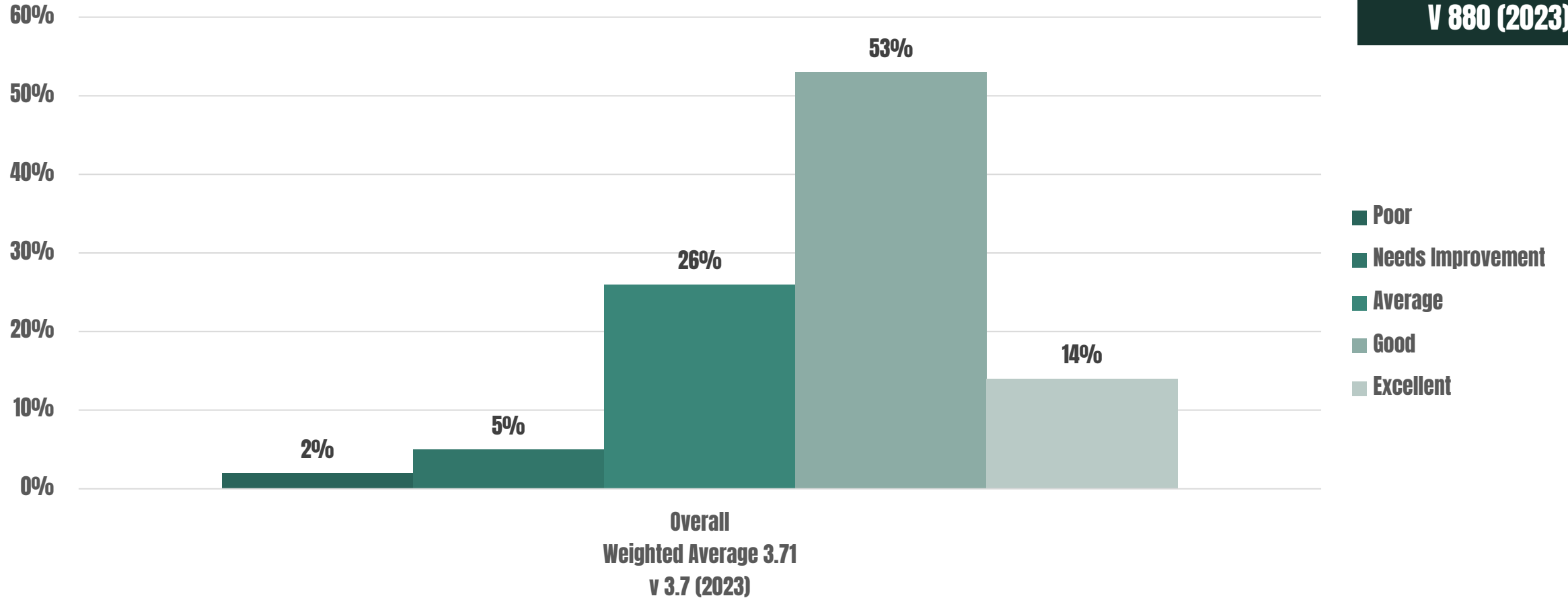
SECTION
03.



THE LENSBRURY

Overall Communication

902 Respondents
v 880 (2023)

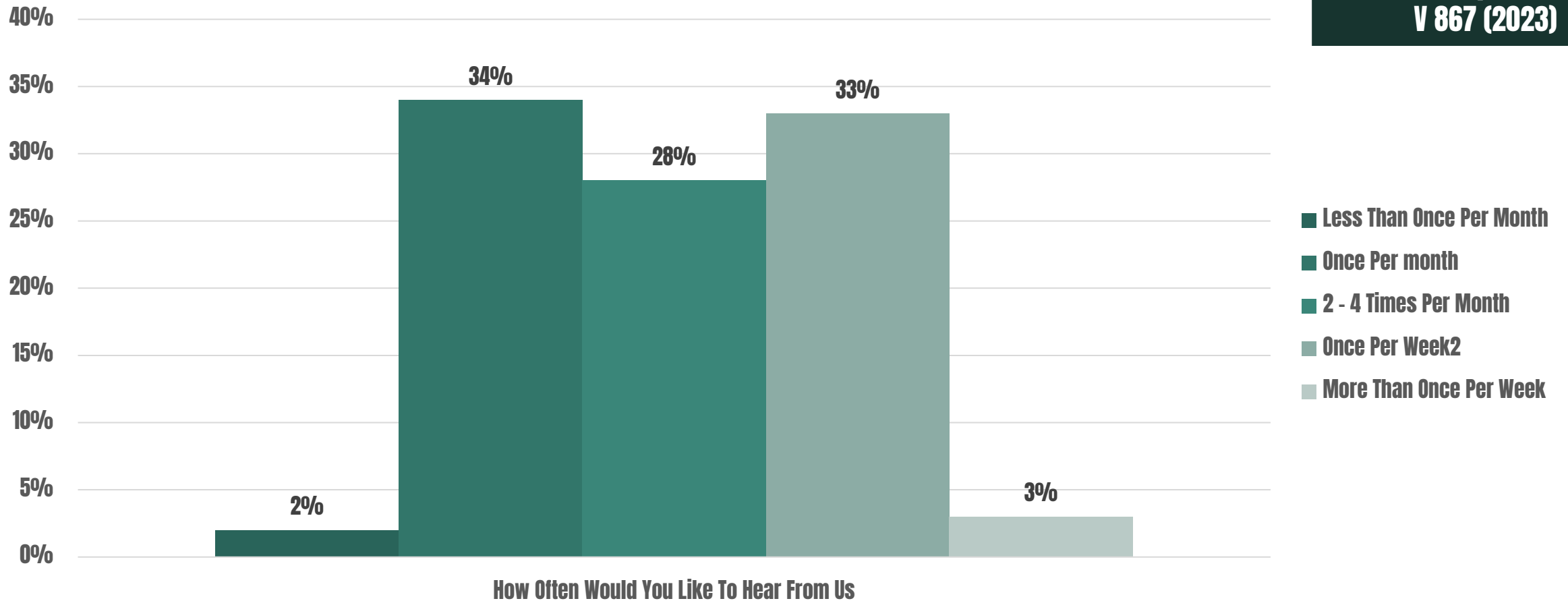




THE LENSBURY

How often would you like to hear from us

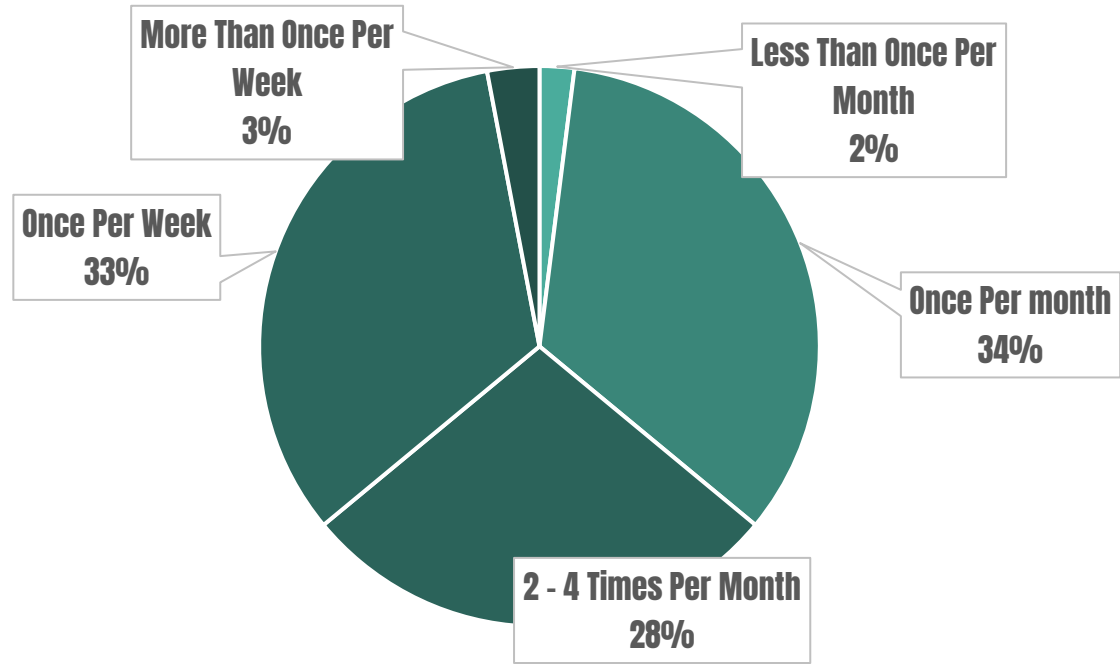
868 Respondents
V 867 (2023)



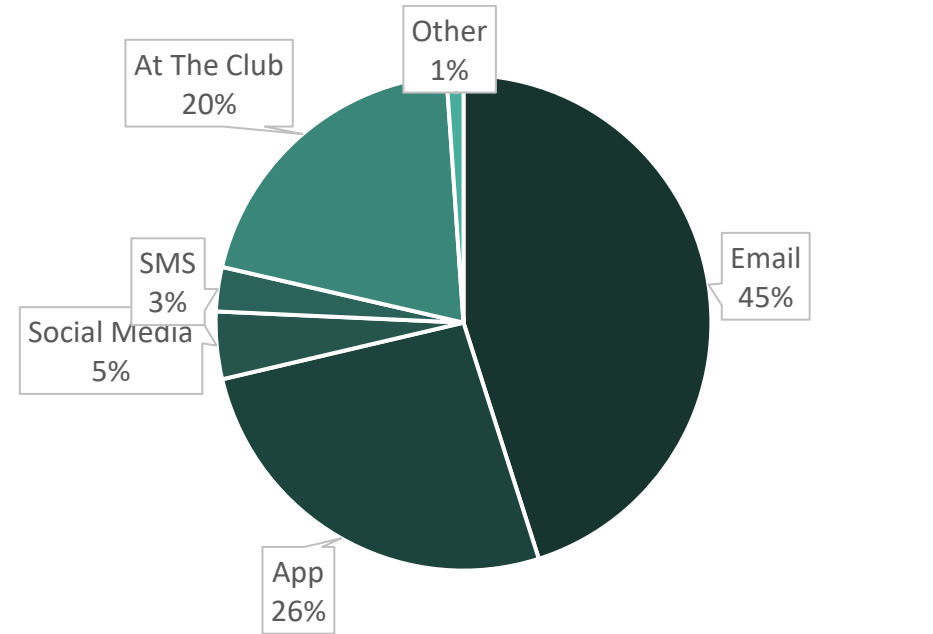


How often would you like to hear from us?

How would you like to hear from us?



- Less Than Once Per Month
- Once Per month
- 2 - 4 Times Per Month
- Once Per Week
- More Than Once Per Week



- Email
- App
- Social Media
- SMS
- At The Club
- Other

**868 Respondents
V 913 (2023)**



TIDAL

**SPLENDOUR
IN THE GRASS**

TWELVE YEARS AGO, JETRA CREMMING DIDN'T KNOW WHERE SHE HEADED. LANDING A JOB AS A JUNIOR FLORIST BY CHANCE, HER LIFE CHANGED. Flower obsessed from the outset, she now runs her own floral design studio - Pump and Splendour - in inner city Melbourne, setting herself apart from a crowded industry with her business focus on the local, seasonal and sustainable. After being surrounded by beautiful blooms all day, it's magical on its own. "I can't believe that you could have a job that was not unpleasant, actually enjoyable" she says.

"Back from my obsession with flowers, I love creative work," Petra says. "I have met some truly talented people and many creative girls who have embraced simply for the sake of making something beautiful." Her collaboration with photographer Lili Waters (pictures) was one such as a few prints and borrowed vintage garments one afternoon in Petra's home studio in Brunswick East.

"Take that the girls are often flattered between my work and my life," she reflects. "It seems like more of a holistic approach where work is a part of my identity, not something that I need to drag myself out as if being surrounded by floral every much day isn't a dream enough. Petra's studio also opens out onto her backyard garden where she grows "all kinds of plants, herbs and flowers to use in her work."

"I am a member of The Diggers Club and have started to build up a wonderful garden of herbaceous varieties of flowers and plants. The longer the better I often feel as if the world has forgotten about some precious old flower varieties due to the mass production of the linked commercial varieties. I am lucky enough to be rediscovering their old world charm."

Apart from the benefits of parking breaks (and a pretty enviable commute time), Petra is quick to point out the differences between being a florist and a shop assistant. "I buy flowers for particular jobs. I have always worked in shops where so much gets thrown out at the end of the day. It's heartbreaking."

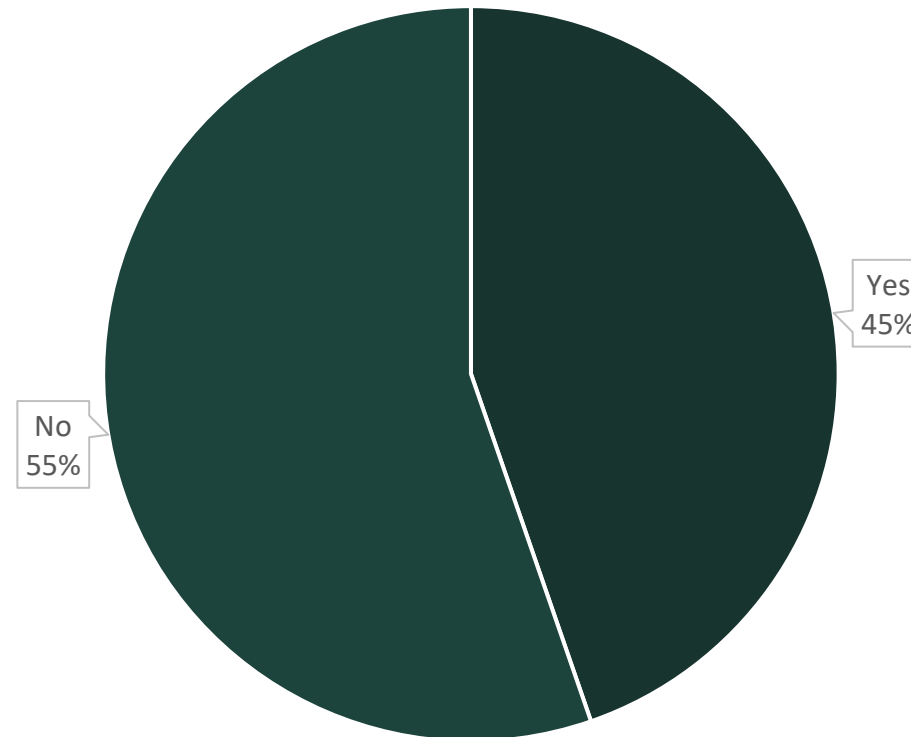
And she's pleased to see that sustainable floristry continues to grow. "I am seeing more and more of commercially cut flowers in the market. It's not just about the aesthetic but flowers that are grown in a great deal of care that has gone into their local, sustainable growing and harvesting slowly it is on the rise."

Add to this the fact that the use of sustainable floral growing is far greater than that of commercial flower growing and Petra's chosen career path is definitely reinforcing the decision to stay locally. "The working conditions seem that in Africa - namely Kenya - the working conditions for the workers are horrendous with no sick leave and very little pay. It's a decision to stay locally. The working conditions in Kenya are horrendous with no sick leave and very little pay. It's a decision to stay locally. The working conditions in Kenya are horrendous with no sick leave and very little pay. It's a decision to stay locally."

PHOTO: TESS CURRAN PHOTO: LILI WATERS MUSIC: DEAR GLADYS MUSIC: SCARLETT BRADY & ALICE DEBROS

SECTION
04.

Do you read TIDAL?



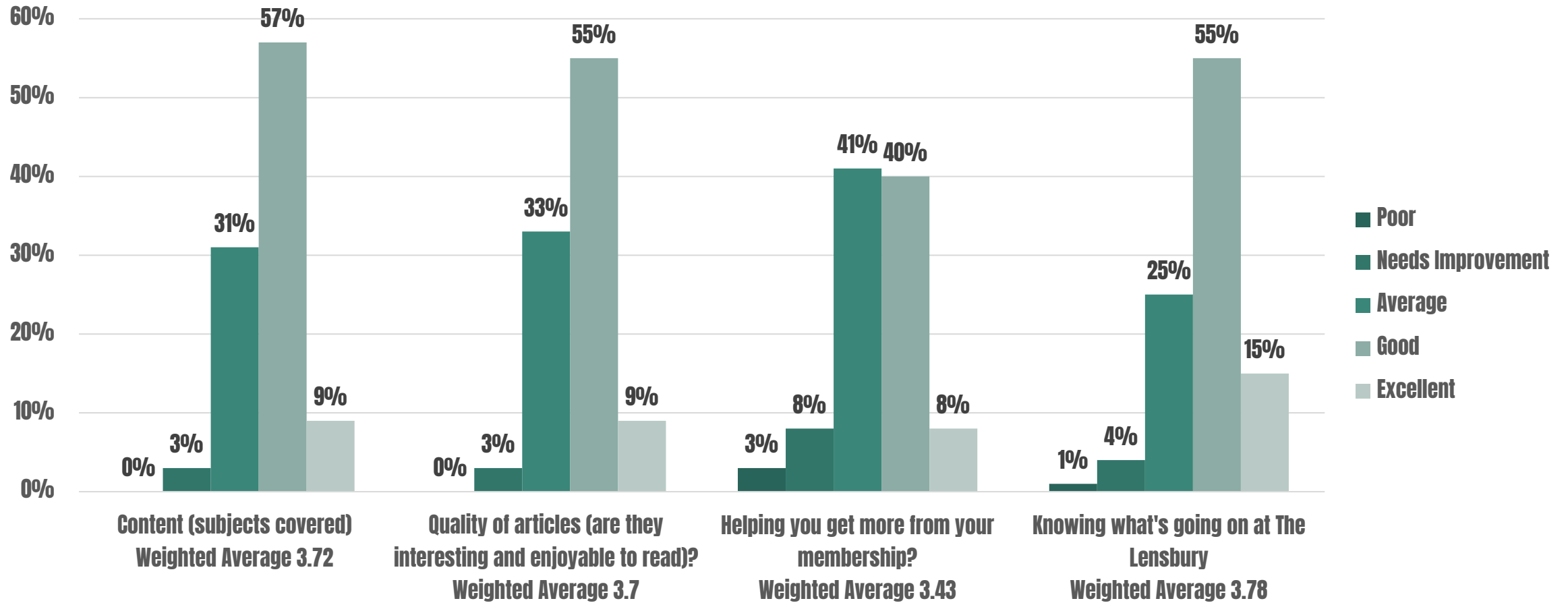
897 Respondents

■ Yes ■ No

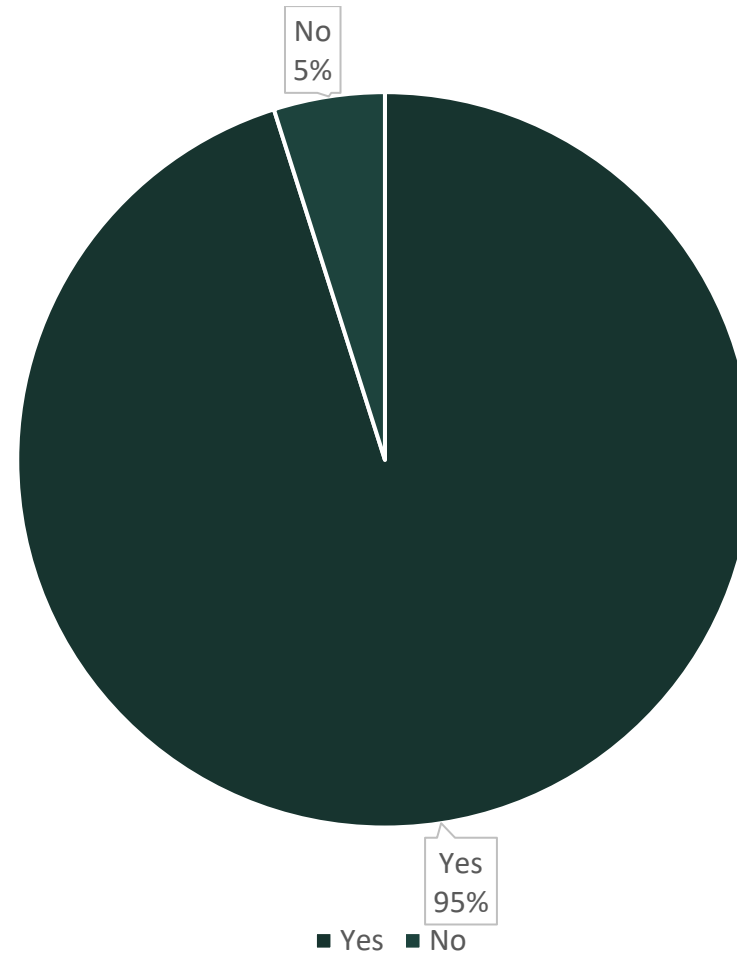


Please rate TIDAL for the following areas

398 Respondents



Will you read future issues of TIDAL?



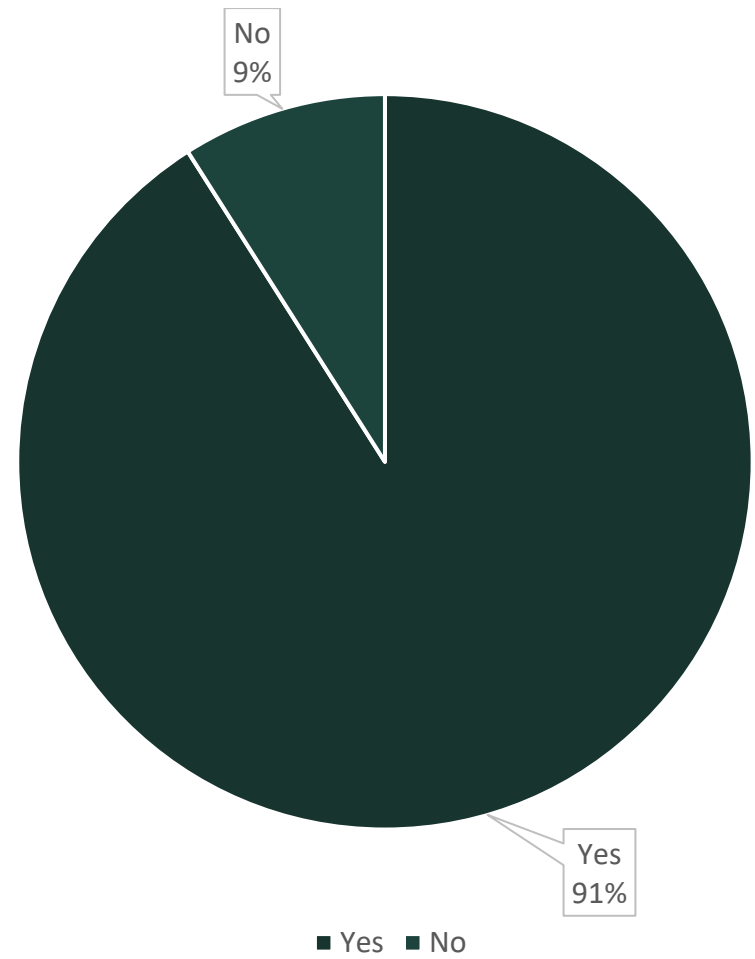
389 Respondents



APP

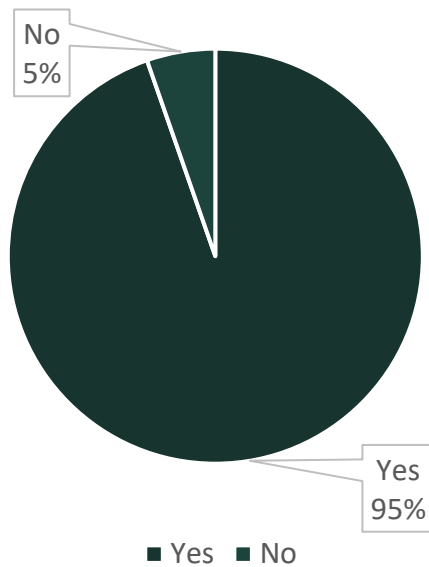
SECTION
04.

Have you downloaded The Lensbury Club app?

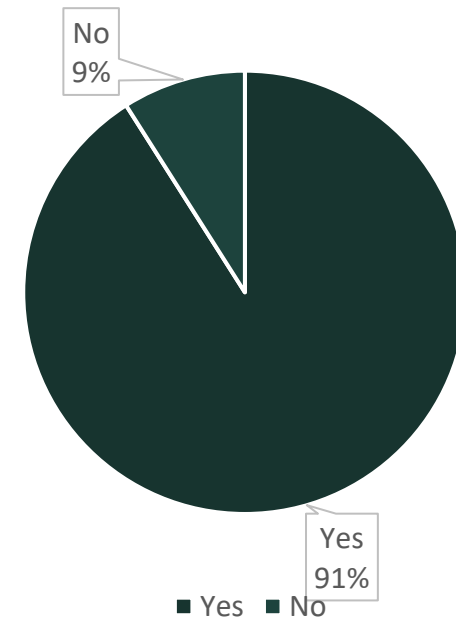


899 Respondents

Have you downloaded The Lensbury Club app?



Do you use The Lensbury Club app?



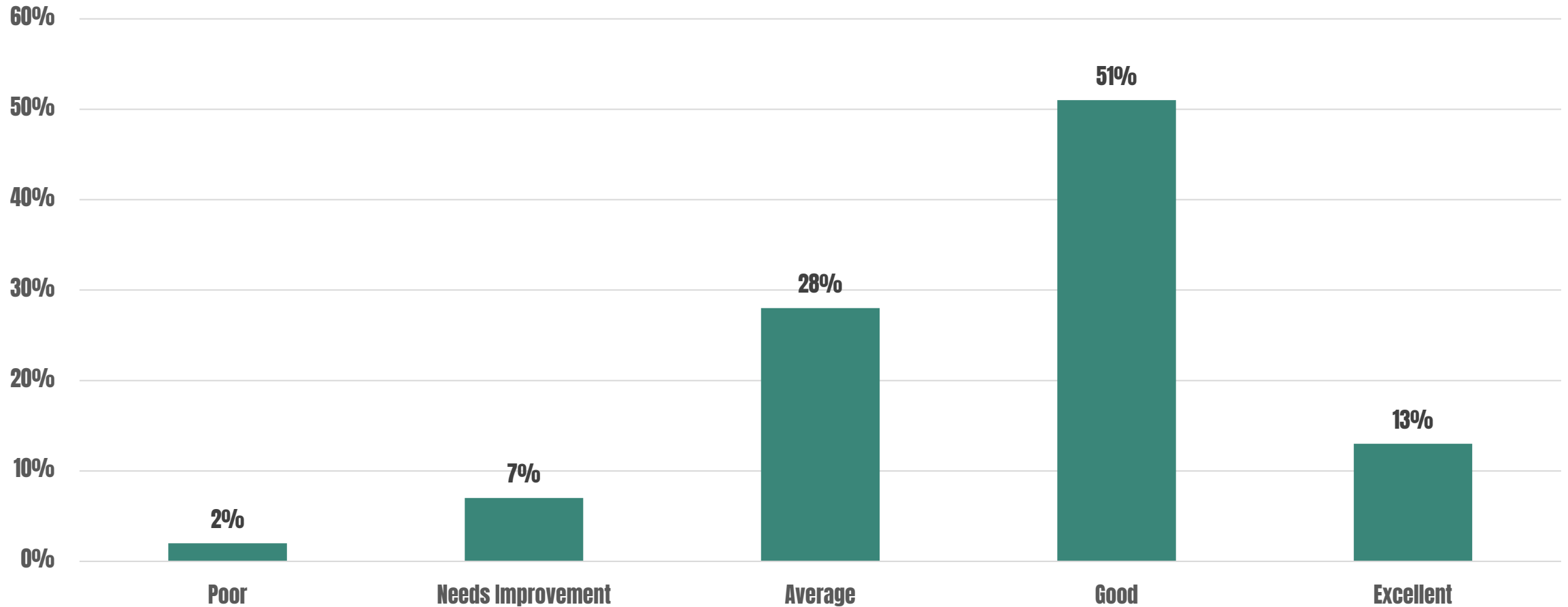
913 Respondents

What do you think about The Lensbury Club app?



THE LENSBURY

886 Respondents

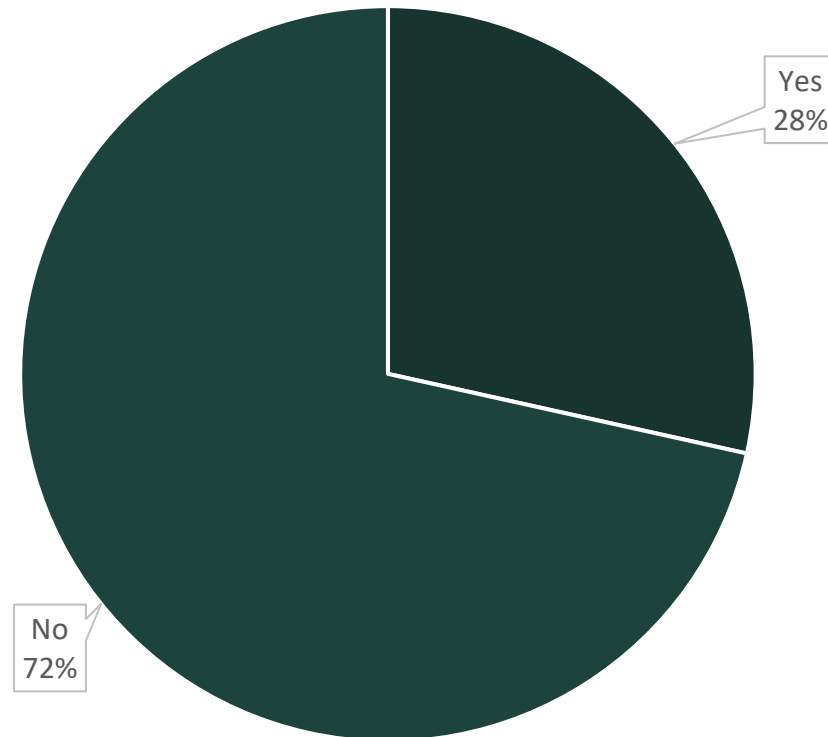




WEBSITE

SECTION
04.

Do you use The Lensbury website?



899 Respondents

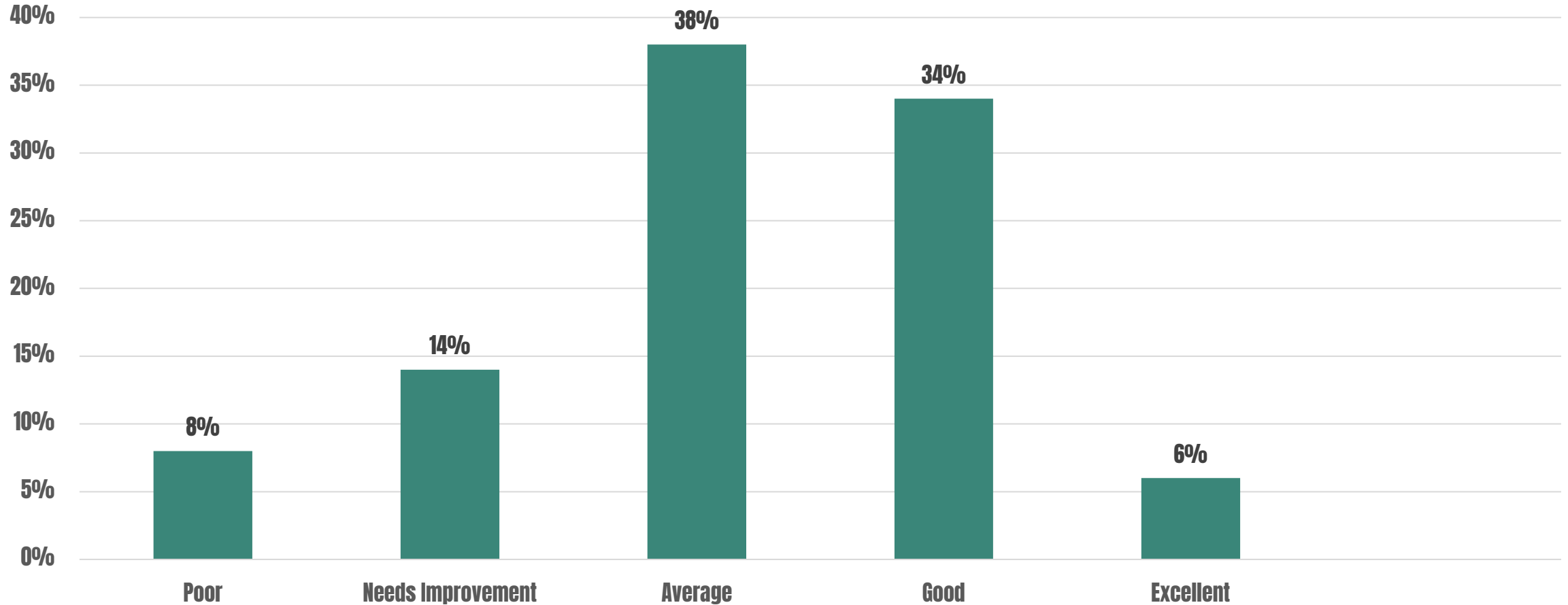
■ Yes ■ No



THE LENSBRURY

How do you find The Lensbury website for ease of use & content?

799 Respondents

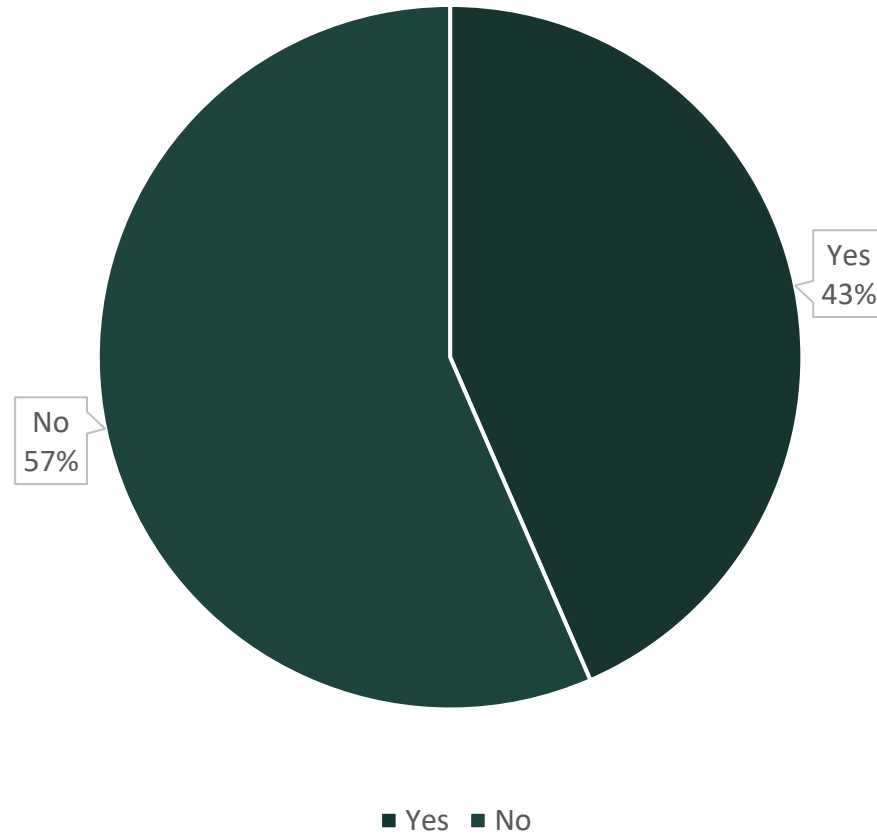




MEMBER EVENTS

SECTION
05.

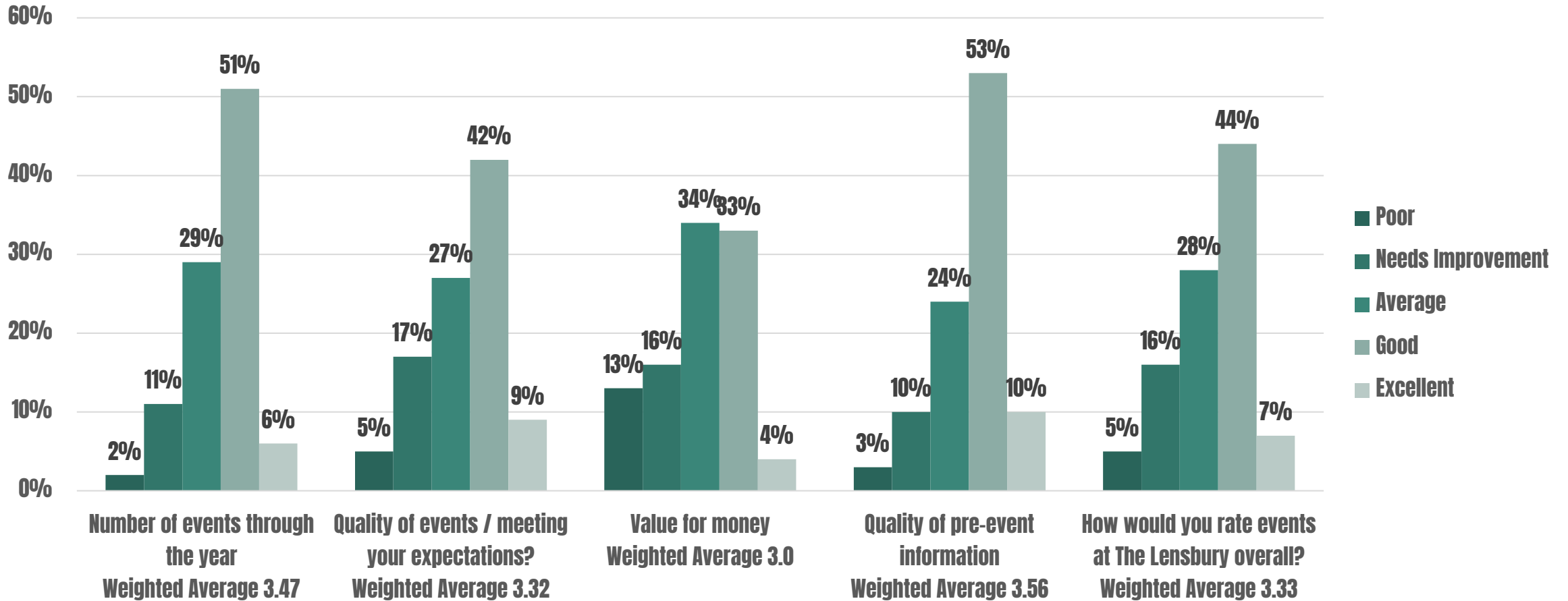
Have you attended our Member Events this year?



897 Respondents

Please provide your views on Member Events

578 Respondents

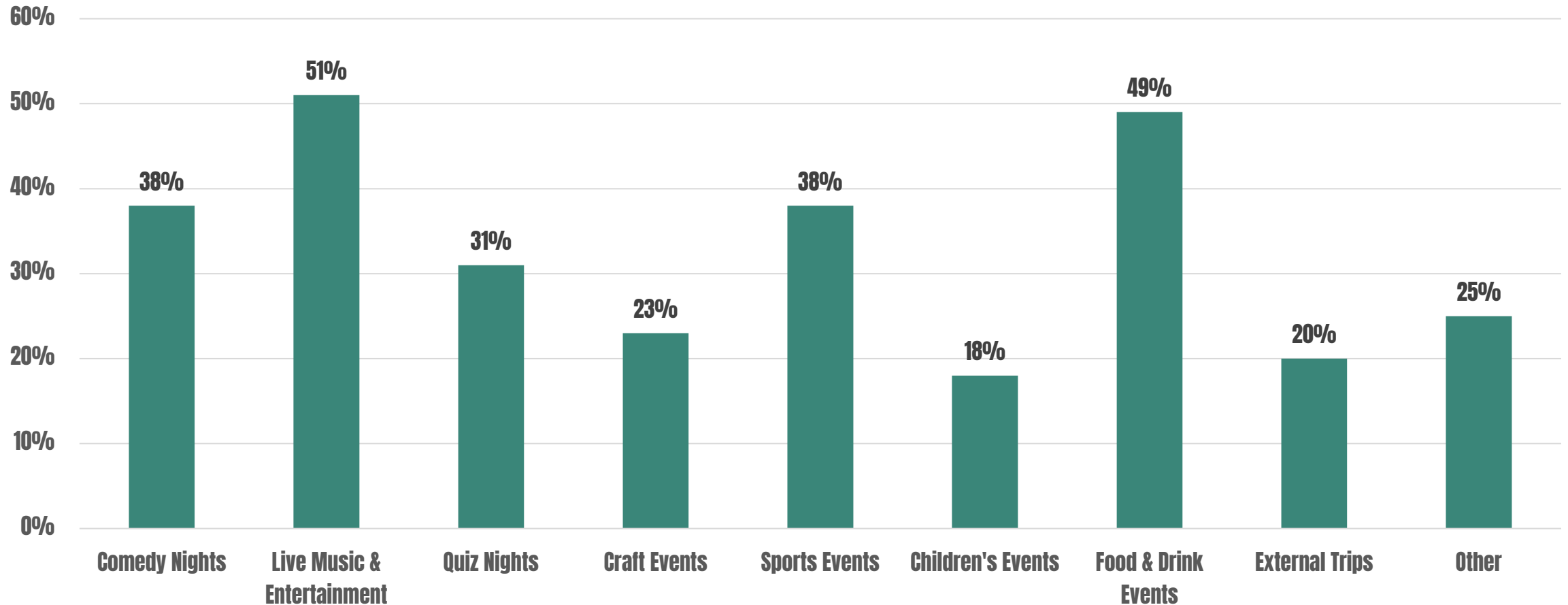




THE LENSBRURY

Which types of events would you be interested in?

889 Respondents

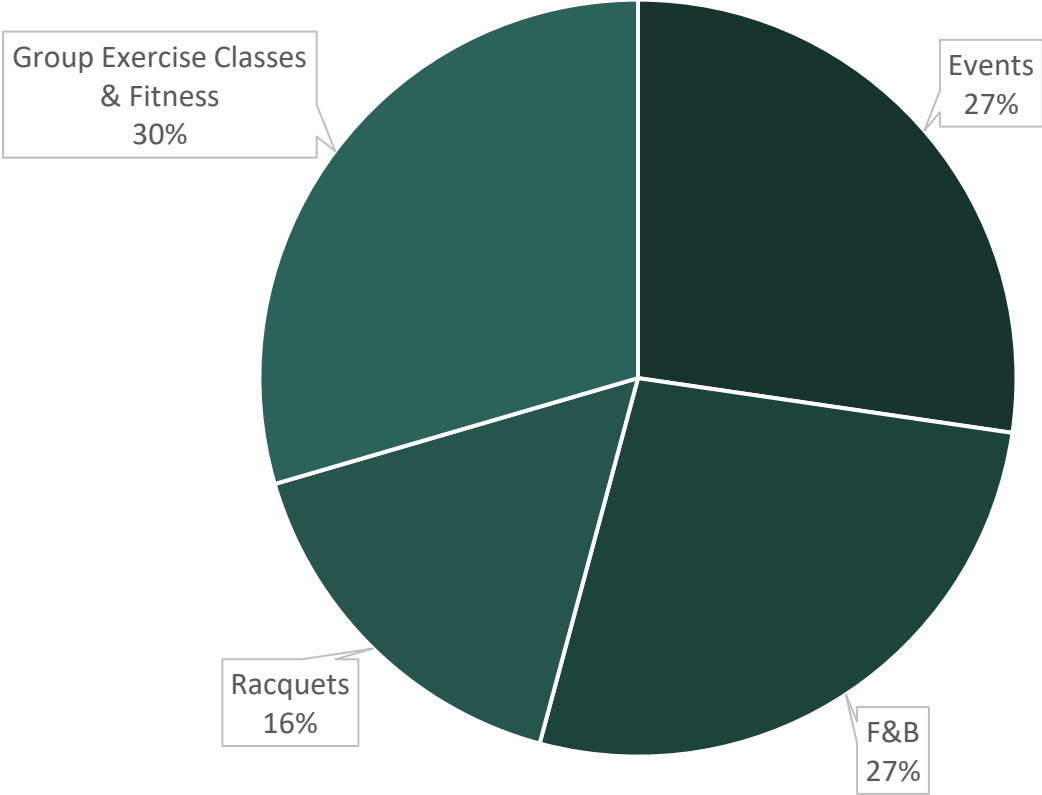




MEMBERSHIP

SECTION
06.

Would you be interested in joining the following interest groups

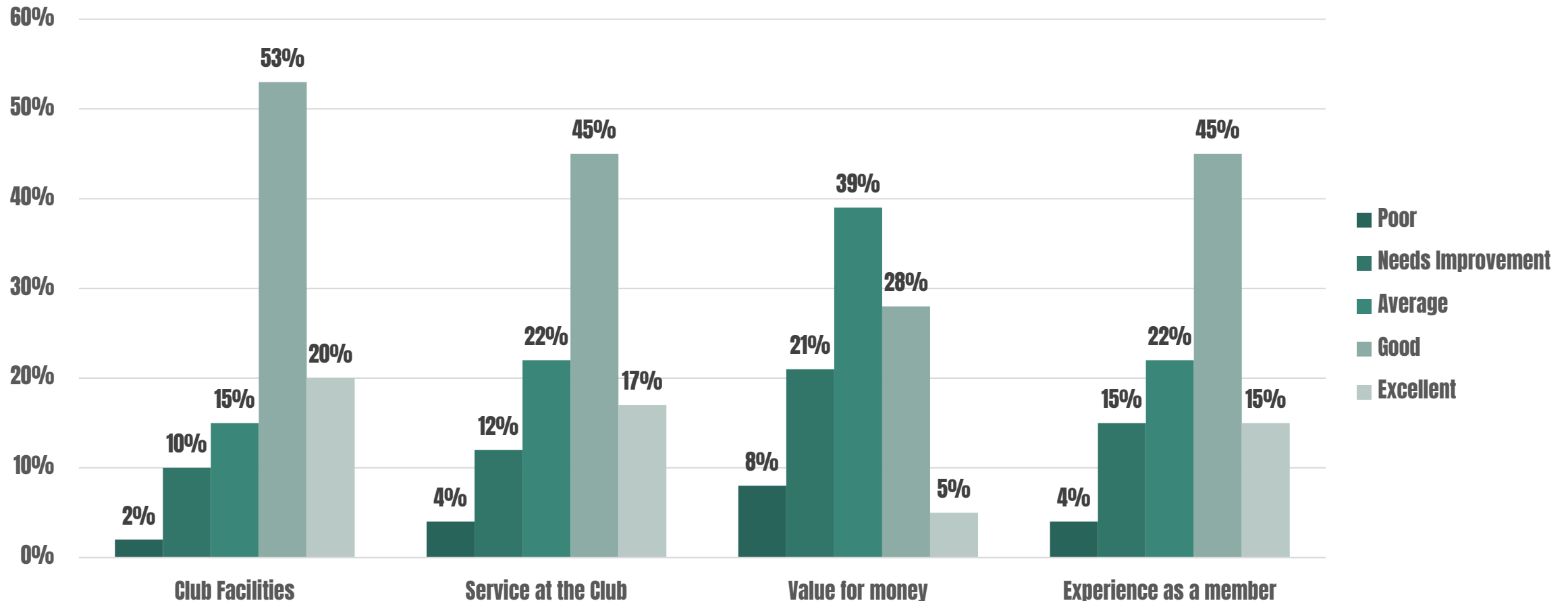


155 Respondents

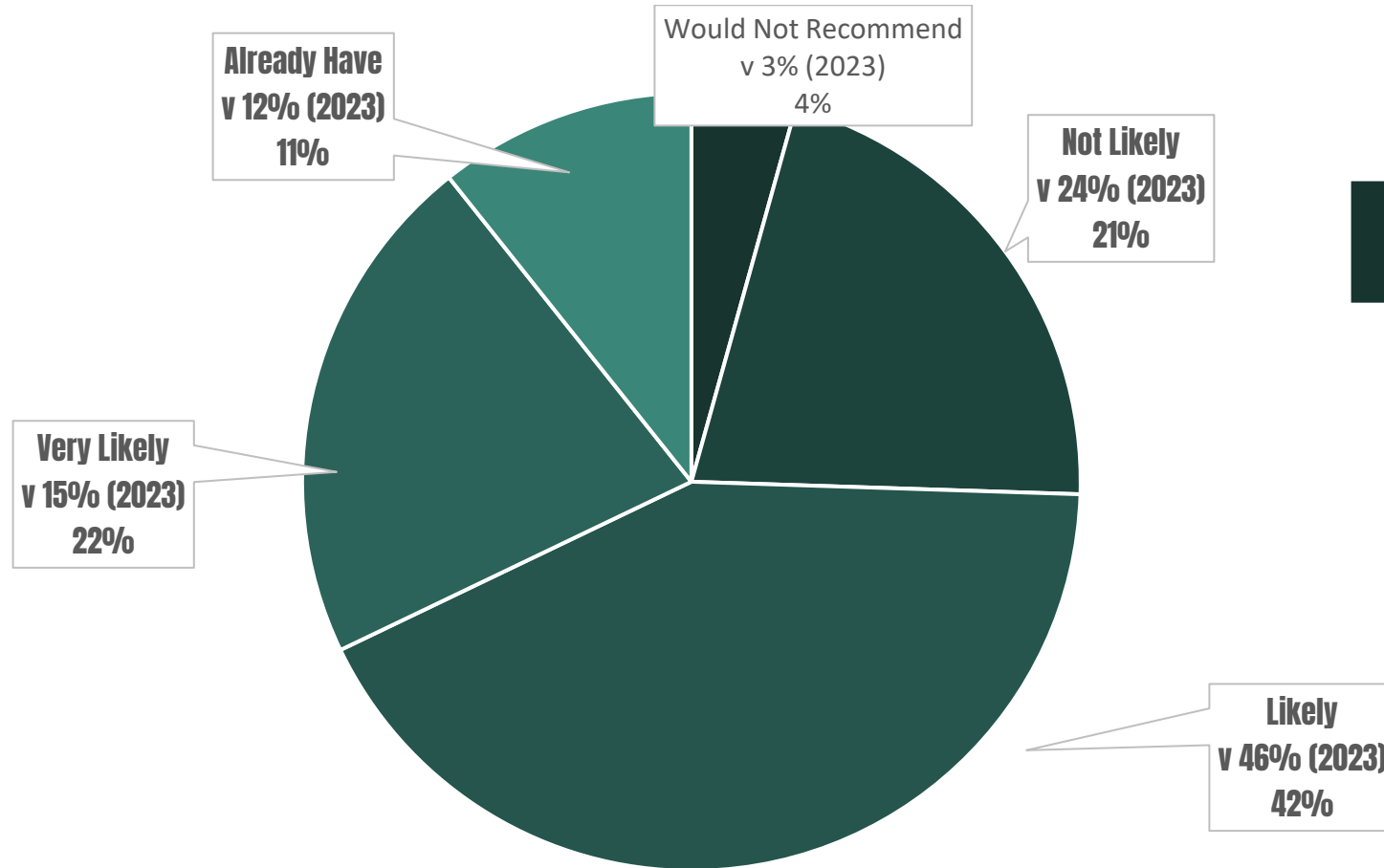
■ Events ■ F&B ■ Racquets ■ Group Exercise Classes & Fitness

Thinking about membership overall, how would you rate the following?

882 Respondents



Likely to recommend The Lensbury Club

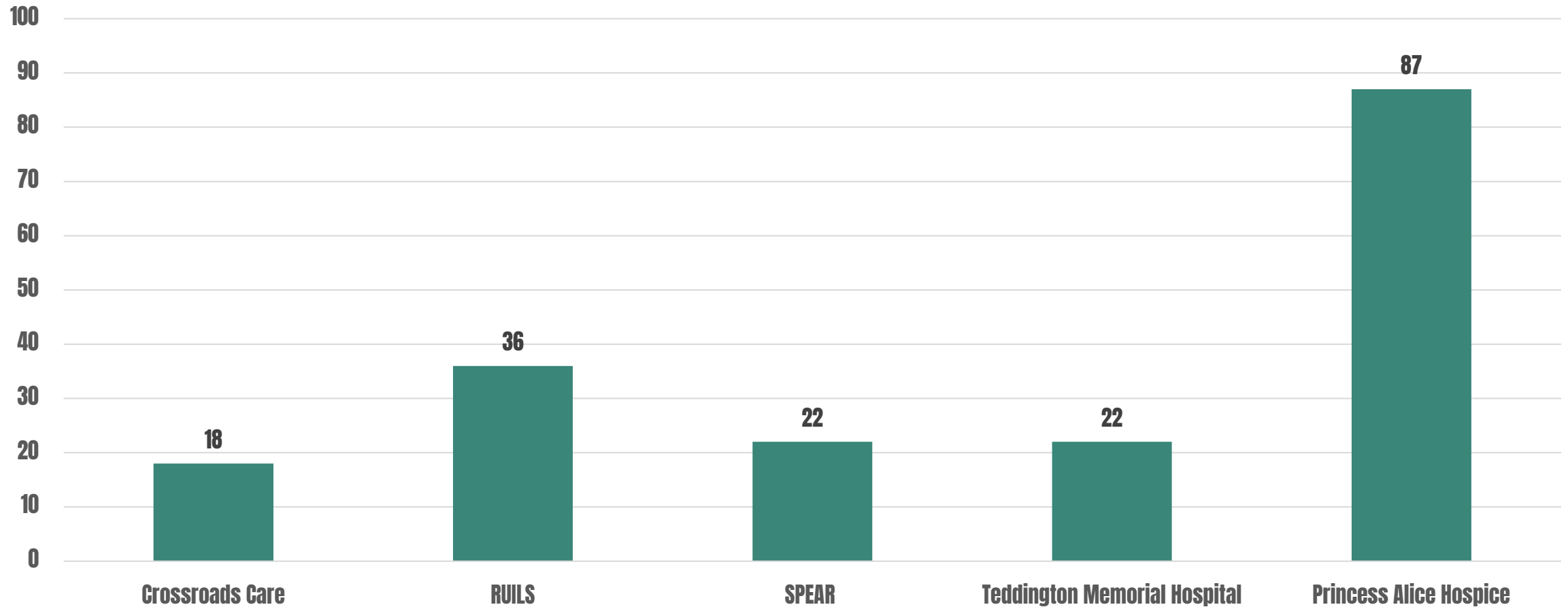


878 Respondents

- Would Not Recommend v 3% (2023)
- Not Likely v 24% (2023)
- Likely v 46% (2023)
- Very Likely v 15% (2023)
- Already Have v 12% (2023)

Charity of the Year recommendations

322 Respondents



An aerial photograph of a golf course and clubhouse at sunset. The clubhouse is a large, multi-story brick building with a central tower, situated on a green lawn. The golf course is lush and green, with several large trees scattered throughout. A river or canal flows along the right side of the clubhouse, with several boats docked at a pier. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun on the right side. The overall scene is peaceful and scenic.

Thank You

The Lensbury

