

Community and Business Impacts

of the proposed

Ballina Ocean Pool

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Executive Summary

Two separate studies soliciting the opinions of Ballina residents and local business operators reveal widespread support for the development of an ocean pool at Shelly Beach. A community survey was designed and carried out by a Southern Cross University Masters student as part of a business research subject and under the supervision of Dr Kay Dimmock and Prof Betty Weiler from the School of Business & Tourism. A total of 312 residents completed the survey, half on-line and the remainder using one of two pop-up booths set up on River Street. Most of those surveyed reported residing in or within a few kilometres of the proposed site for the pool.

The survey found 87% of community residents to be in favour of the project, with 86% believing that there would be strong positive impacts. Expected benefits include encouraging the community to swim and bringing more people to Lighthouse and Shelly Beaches (75% agreeing with each of these impacts), and having a positive impact on local businesses (60% agreeing with this statement). Other positive comments were that the pool would provide a safe and accessible 'ocean' swim option especially for families, children, older people, and lower socio-economic groups while being an additional attraction for Ballina. Some concerns were expressed about the location, the visual impact affecting the currently uninterrupted ocean views, possible environmental and maintenance issues, and the cost to ratepayers.

Most survey respondents believe they would use the pool and that an ocean pool would make them visit one or both Lighthouse Beach and Shelly Beach more often. More than 50% thought they would use the pool either weekly or daily, with only 10% reporting that they would never use the pool. Most anticipated using the pool in the early morning or the afternoon.

Views from the business community were obtained by way of a separate interview-based study carried out by a second SCU Masters student. This was supplemented by a presentation to the September meeting of the Ballina Chamber of Commerce. Business operators were generally favourable about the project, with few expressions of negative impacts, although they had modest expectations about the pool benefiting Ballina or their own business.

Acknowledgements

The authors would like to acknowledge the work of Ishaman Singh and Anna Peters in designing and undertaking the studies. We also thank Dr Hanyu (Linda) Chen for her assistance with data analysis and presentation for this report. The assistance of members of the Ballina Ocean Pool Committee in distributing the flyers and promoting the survey was also very helpful.

1 Introduction and Background

In February 2017 John Wise, Chair of the Ballina Ocean Pool (BOP) Committee and Jeff Johnson, Deputy Mayor and Councillor, approached Dr Kay Dimmock and Professor Betty Weiler (School of Business and Tourism, Southern Cross University) in relation to the social impact component of the Development Application (DA) for the Ballina Ocean Pool project. Dimmock and Weiler agreed to provide input and advice to the Ballina Ocean Pool. Specifically, they initiated a research project that involved recruiting and supervising two masters-level students to undertake two separate studies as part of their Industry Research Project unit. This report summarises the methods and findings of those two studies which, together with a presentation and feedback session with the local Chamber of Commerce, captures the BOP's efforts "to consult with key neighbourhood stakeholders and the general community, to gauge the potential social impacts" including the business community. The report concludes with recommendations regarding "safeguards and management measures required to mitigate negative impacts" as per the DA specifications.

2 Methods

2.1 Data collection methods and instruments

The first student-led study sought to gauge the perceptions of Ballina community residents toward the proposed ocean pool, the degree of favourability toward the proposed pool, and any social impacts that might be associated with the pool. This was achieved primarily by way of an on-line survey, promoted in the local paper (The Advocate: 18 April) and through 500 customised colour flyers (see [Appendix A](#)) dropped in letterboxes on the weekend of 22-23 April to households in most of East Ballina, particularly those in the immediate vicinity of the proposed ocean pool. The survey was also promoted on Facebook and on the Council website. In addition to the on-line link, community members were provided an opportunity to complete a hard copy version of the survey at a pop-up stall on River Street on two occasions (29 April and 4 May) during the month-long data collection period (12 April to 11 May).

Both the survey link and the hard copy instrument included a colour information page similar to the promotional flyer, with an artist's sketch of the ocean pool in its proposed location, along with information about the pool's location, size, safety features, potential uses, access and timeframe for the DA and for construction (see [Appendix A](#)). The on-line survey (built using Google Forms) and the hard copy survey were identical, consisting of 10 questions relating to perceptions, favourability, anticipated use, one open-ended question (Do you have other expectations or concerns related to the Ballina Ocean Pool?) and three socio-demographic questions (age, gender, and street name) (see [Appendix B](#)) all of which took approximately 5 minutes to complete. The final survey instrument was based on feedback from the Ballina Ocean Pool Committee members and a pilot test. There was almost an equal number of respondents who completed the survey on-line (161 or 52%) vs on-site.

The second student-led study sought to gain input from the Ballina business community, in particular those in tourism or tourism-affected businesses. A list of some 140 businesses within a 10 km radius of

the proposed ocean pool was assembled¹ and categorised based on the type of business (accommodation, restaurant/café, transport, operator/service, and sport and health) and then prioritized based on sector and proximity to the pool site. A total of 24 businesses were identified as priority (located in Ballina CBD or within 4 km of the site) and over a period of 3 weeks in March/April were contacted by telephone and email (some multiple times), with 7 found to have gone out-of-business and another 10 declining to be interviewed. Seven interviews were finally completed on the telephone or face-to-face with business owners/operators. Five of these were in the accommodation/caravan park industry, and two were restaurant operators.

The business survey consisted of approximately 10 open-ended questions focused on perceptions of impacts of the proposed ocean pool on the individual's business and on the Ballina business community generally (see [Appendix C](#)). Interviews took up to 15 minutes to complete. All were audio-taped and transcribed.

Thirdly, businesses were invited to provide input at a regular meeting of the Ballina Chamber of Commerce which took place on 20 September. The Chamber of Commerce has approximately 270 members, of which 25 attended this meeting (see [Appendix D](#)). Businesses represented at the meeting were more wide-ranging than the list assembled for the interview survey. At this meeting, an overview of the project was presented by Jeff Johnson, after which Dr Dimmock explained the process and methodology for the two student-led studies. Dr Dimmock presented highlights of the findings from the community survey and invited those present to contribute responses to the business survey questions which were made available on a flyer distributed to all present. Those present were then invited to ask questions of the project. Questions asked and answers provided are included in [Appendix D](#).

There were some limitations to the methods individually and collectively. The flyer was somewhat biased in its presentation of the "facts" about the proposed ocean pool, e.g. describing the pool as "attractive" and invoking the professional status of committee members to enhance credibility. Upon reflection, a few of the questions in the community survey may have skewed the results toward favourable responses. It was possible to indicate negative views (e.g. requiring the respondent to complete an open-ended response) but somewhat more difficult to do so for some questions. There was no opportunity to provide an opinion on alternative sites. Finally, some respondents were seeking evidence to support the "facts" including the wisdom of the selected site and the pool's self-cleaning feature, or more information such as construction and maintenance costs and who will pay, and this information was not included in the survey instrument. It is not known to what extent these limitations may have influenced responses.

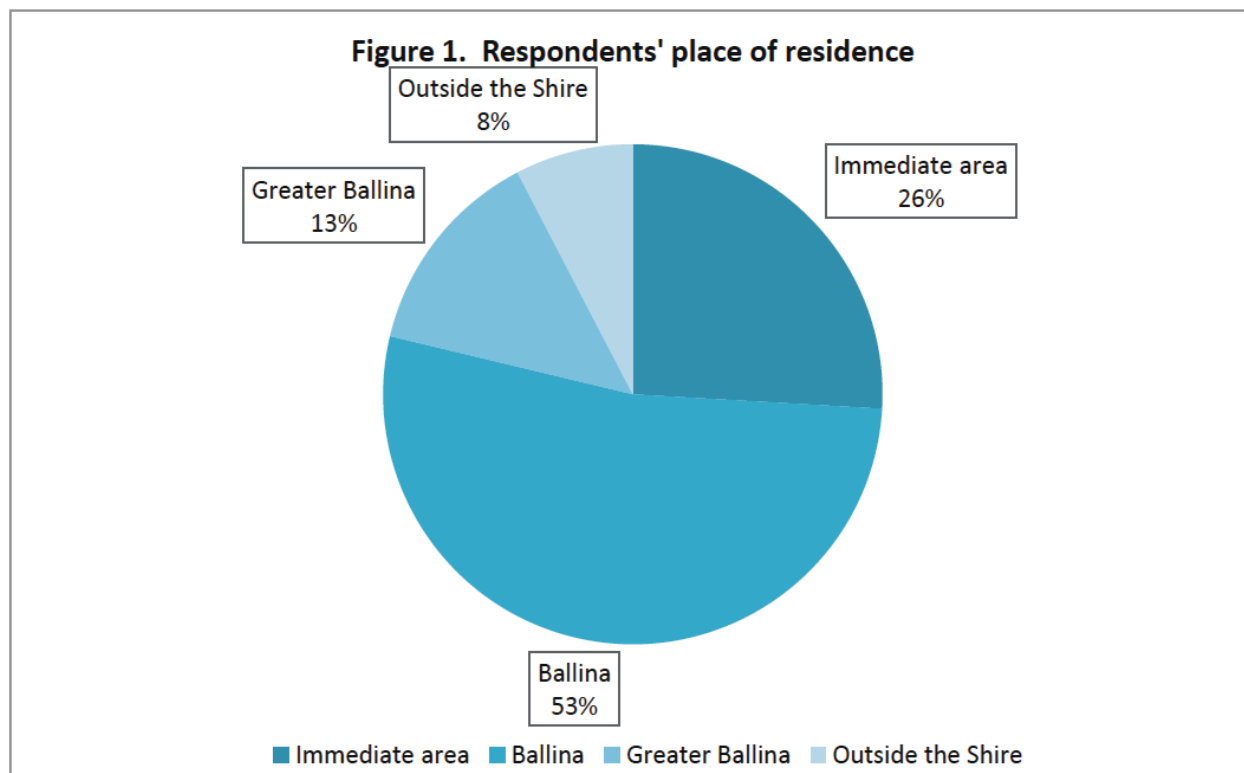
Both the community and business surveys focused on a specific proposal including a particular pool design and a particular location. A small number of respondents in both studies indicated that they were in favour of the concept but opposed to specifics such as the design, the location or the timing of the proposal. And finally, collectively the surveys provide a comprehensive picture of community views, but a more limited picture of the views of business owners and operators. There was also no formal approach to community

¹ A google search was conducted using search terms: Ballina - NSW, Ballina Tourism, Ballina Restaurants, Ballina Pubs, Ballina Cafes, Ballina Accommodation, Ballina Travel Agents, Ballina Transport, Ballina Retail, Ballina activities, Ballina tourist activities, Visit NSW - Ballina, Ballina Advocate, Ballina Fitness. This was supplemented by using approximately 20 industry association websites (accommodation, restaurant and catering associations, Chambers of Commerce, etc) The on-line Yellow Pages were used to provide a localised search process to validate Google searches and to get phone numbers. Google maps and websites were used to locate the businesses.

interest groups such as surf and sporting clubs, schools and others who may have particular views on the proposed ocean pool.

2.2 Data analysis

The on-line and hard copy community survey data were exported to SPSS and then cleaned, with some surveys removed due to incompleteness. 'Place of residence' of the remaining responses (n=312) was recoded as 1=immediate area, 2=Ballina community, and 3=Greater Ballina, and 4=outside the Shire (see **Figure 1**).



All responses reported in this report are based on a sample size of 312 or 314 (depending on missing responses). Missing values (non-responses) were rare and never more than five², due partly to the fact that the on-line survey required an answer to most questions for the respondent to proceed to the next question.

The profile of respondents is shown in **Table 1**. A lower response rate from males and younger people is very common in surveys of this type. The survey also underrepresents residents 65 years and over. However, overall there was good coverage and diversity in the community survey. Response frequencies and charts/graphs for all questions were then prepared (see **Appendix E**).

² Except for place of residence; some people did not provide enough information to this open-ended question for us to code the location.

Table 1: Profile of Respondents

	Survey Sample	Survey Percent	Ballina* Population	Ballina Percent
Gender	Frequency	Percent	Frequency	Percent
Female	184	59	21,658	52
Male	124	40	20,127	48
Missing	4	1	4	-
Total	312	100	41,789	100
Age group	Frequency	Percent	Frequency	Percent**
0-18*	-	-	(9313)	(22%)
18-34	35	11	5153	16
35-44	66	21	4663	14
45-54	73	23	5765	18
55-64	78	25	6436	20
65+	58	19	10,459	32
Missing (sample)	2	1	-	-
Total sample	312	100	-	-
Total adult pop.	-	-	32,476	100
Place of residence	Frequency	Percent	Frequency	Percent
Immediate area	78	25	12,790***	31
Ballina	159	51	n/a	-
Greater Ballina	41	13	n/a	-
Outside the Shire	23	7	n/a	-
Missing	11	4	-	-
Total	312	100	41,789	-

* 2016 population data for the Ballina Shire, source ABS Census 2016.

** The population of Ballina Shire aged 0-18 years is 9313. No one under 18 was included in this study. Thus, the percentages shown in this table are for the adult population of the Ballina Shire only.

*** East Ballina plus Ballina Island, according to ABS Census 2016

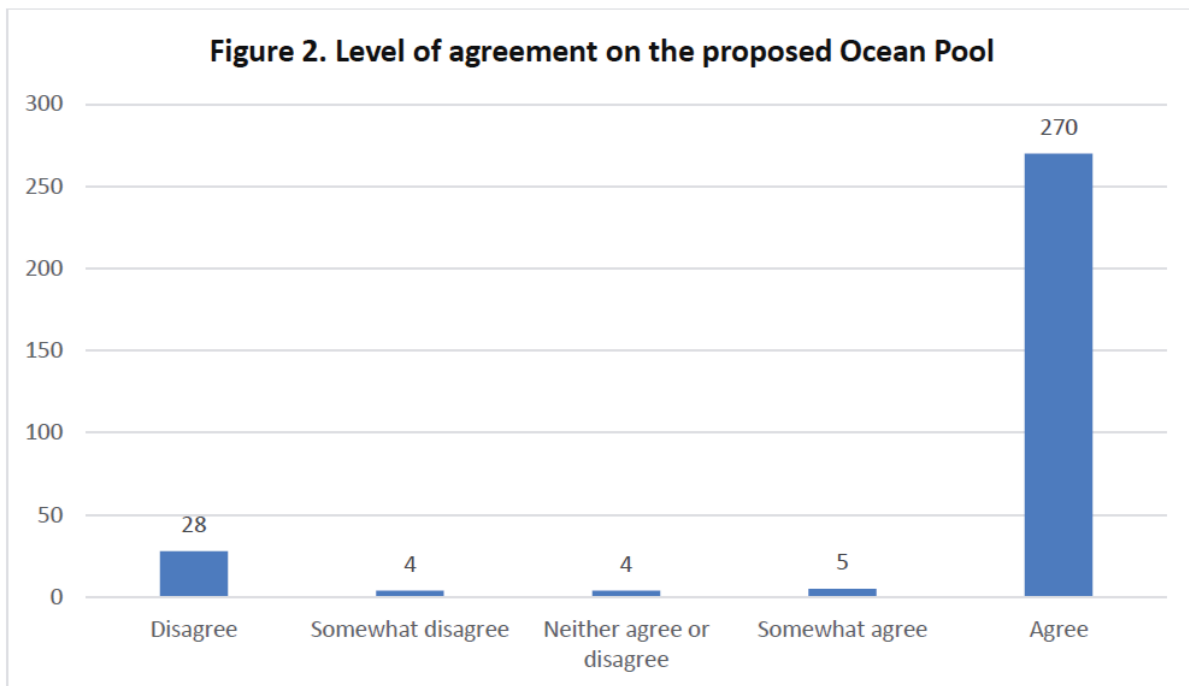
For the business survey, responses relating to (a) knowledge of the pool project, (b) support for the project idea, (c) perceptions of benefits or costs to the Ballina business community and (d) perceptions of impact of the pool to their own business were recorded and later transcribed. All information was de-identified with no names associated with the responses. The typed transcripts were then grouped by question and response. This allowed for all responses to each question to be considered collectively.

Following the Chamber of Commerce meeting, any responses to business impact questions received at the meeting and up to two weeks following were added to the body of responses already collected in the business interview survey.

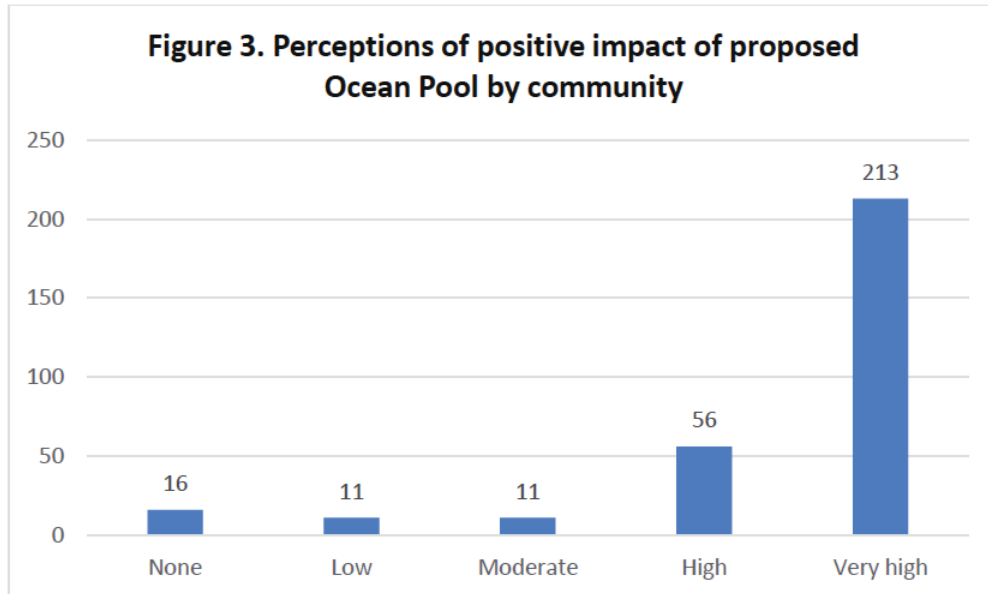
3 Findings

3.1 Community Survey

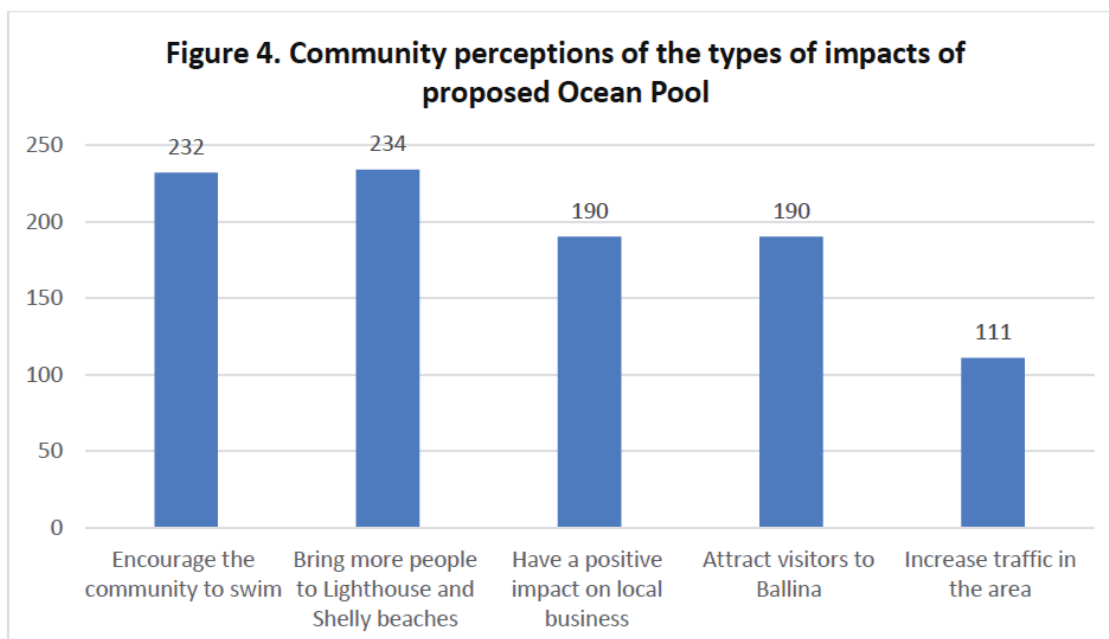
Most respondents (270 or 87%) are in favour of building the ocean pool at the proposed location, although 28 (9%) are opposed (see Figure 2). Only a very small percentage (4%) of respondents are ambivalent. Analysis of the open-ended comments suggests that many are supportive because of the safety factor and the drawback for Ballina. For those who are opposed, some favour a different location. Concerns include the visual and environmental impact on the rock platform, the perceived likelihood of it filling with sand, the perceived cost to ratepayers (particularly given the current spending on pools elsewhere in the Shire), and the perceived time it will take to get it done.



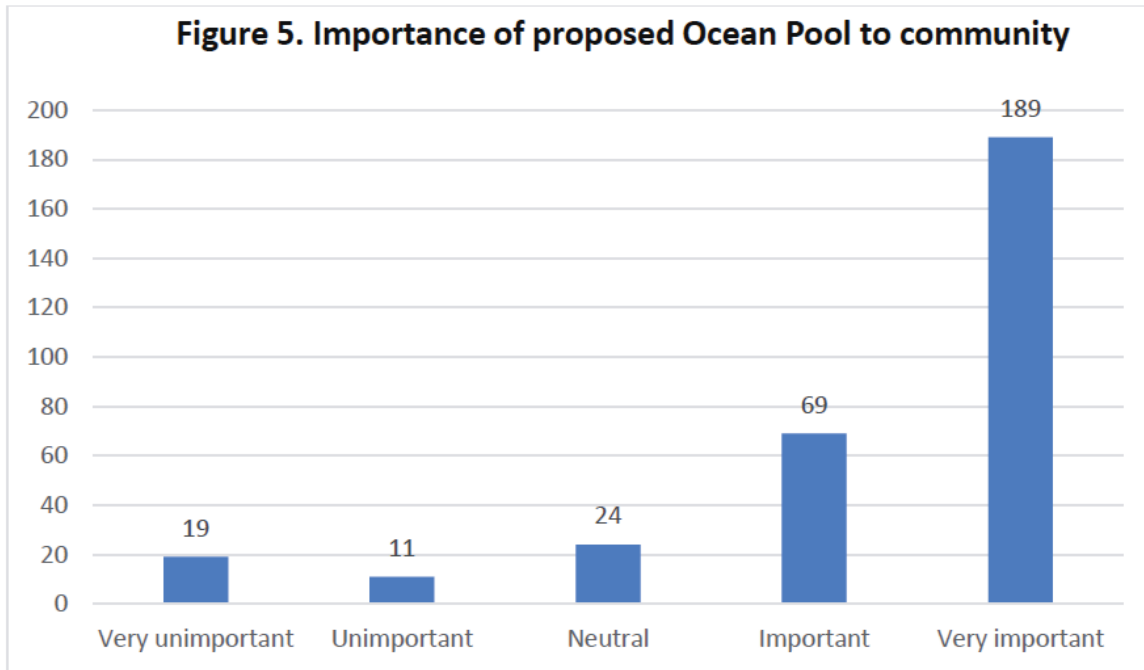
Most (269 or 86%) perceive the impact of the ocean pool to be either highly positive or very highly positive (see Figure 3) although, as noted in the methods, the response options to this question were skewed toward positive responses. Nonetheless, over two-thirds selected the most positive response to this question, and only 32 (10% of respondents) describe the positive impacts as none, low or “other”.



Explanation as to why respondents have largely positive views about the proposed ocean pool are revealed in the types of impacts they perceive the pool will have. Note that this was a question that allowed for multiple responses, so respondents could tick one, more than one, or none of the impacts shown in **Figure 4**. Close to 75% of respondents felt that the ocean pool would encourage the community to swim (232), and would bring more people to Lighthouse and Shelly Beaches (234). Approximately 60% also thought the ocean pool would have a positive impact on local business, and would attract visitors to Ballina (190 each). About one-third (36%) thought the ocean pool would increase traffic in the area, although it is not clear whether this is perceived as a positive or a negative impact.



In terms of personal impacts, an overwhelming majority of respondents (82%) describe the proposed ocean pool as “very important or important to them personally” (see Figure 5), with nearly two-thirds (189) selecting the most positive response to this question. Responses to the next four questions help to unpack why this might be so.



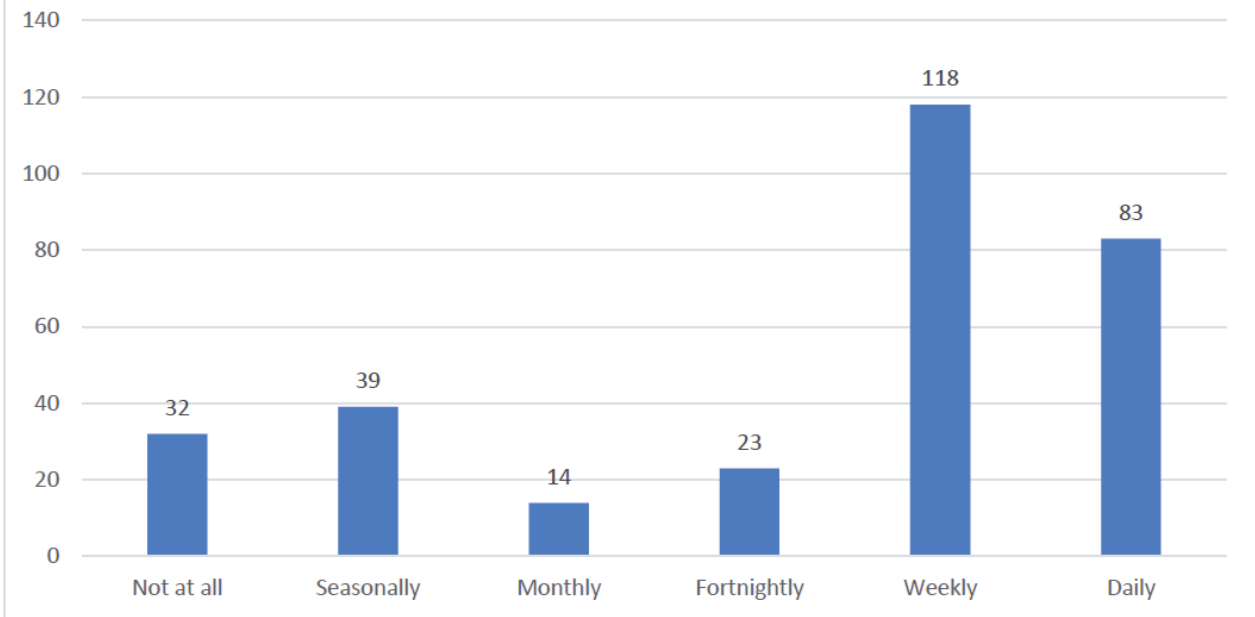
When asked if an ocean pool would increase their own visitation to Lighthouse or Shelly Beach, 84% said “yes”. Table 2 reveals how respondents to the community survey anticipate using the pool. As multiple responses were allowed for this question, the responses add up to more than 312. Leisure swimming is the most frequently mentioned use, selected by two-thirds of all respondents, however, lap swimming was also mentioned by more than half of all respondents. In addition to the two other sport-and-fitness-related responses in Table 2, “other” uses mentioned by respondents included frequent mention of activities with the children / grandchildren / family, including people with disabilities, and a few also mentioned snorkelling.

Table 2. Anticipated type of use of Ocean Pool.

Anticipated type of use of Ocean Pool	Frequency
Leisure swimming	214
Lap swimming	162
Individual fitness	85
Group sport-fitness	36
Other	58

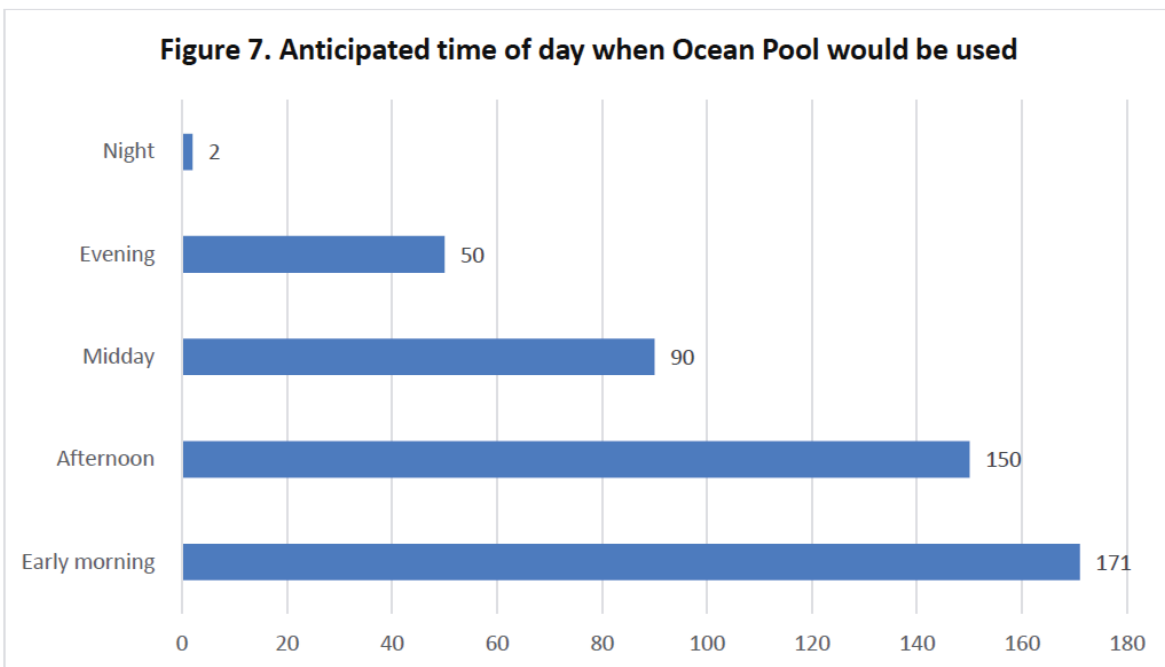
Respondents were asked how often they anticipate using the ocean pool, and responses to this question varied widely (see Figure 6). The most common response was “weekly” (118 or 38%) followed by daily (83 or 27%); in other words, nearly two-thirds (201) would make use of the pool at least weekly. Perhaps surprisingly, only a few (10%) responded “not at all” to this question.

Figure 6. Anticipated frequency of use of proposed Ocean Pool

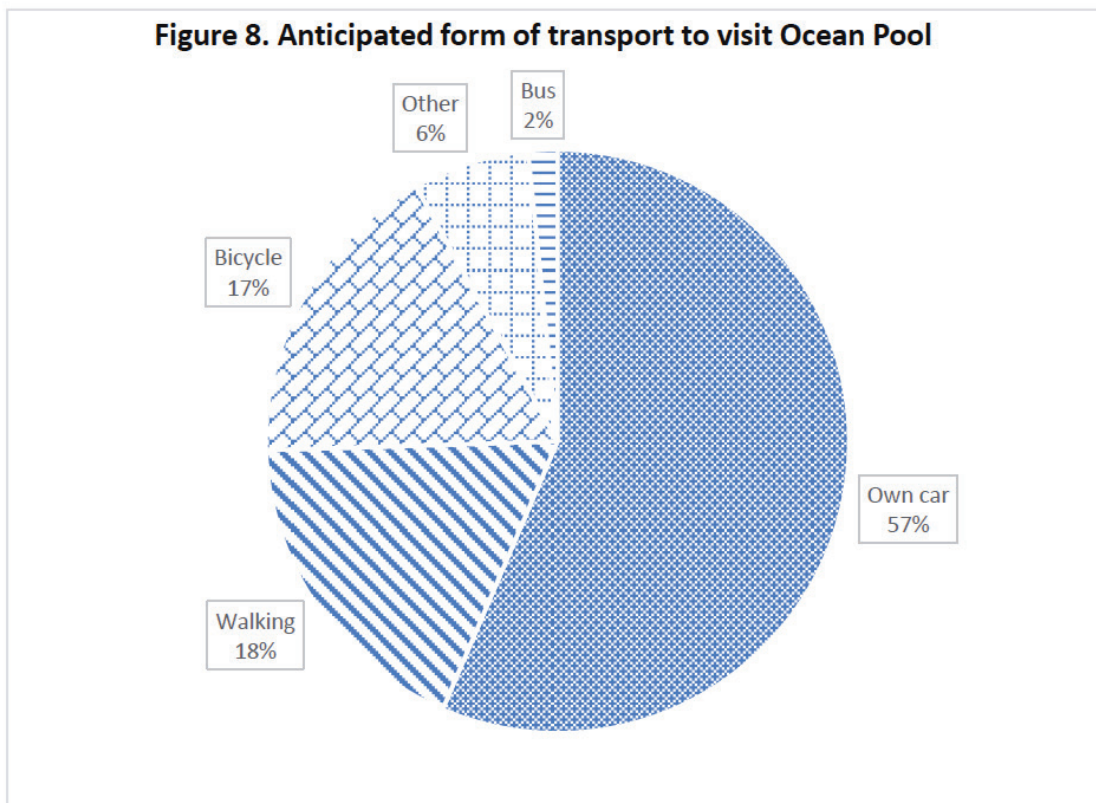


As for the time of day when community respondents anticipate using the proposed ocean pool, multiple responses were possible to this question. Half or more than half of respondents anticipate using the pool in the “afternoon” (150) and “early morning” (171) (see [Figure 7](#)).

Figure 7. Anticipated time of day when Ocean Pool would be used



Finally, respondents were asked what transport they anticipate using to access the proposed ocean pool. As illustrated in **Figure 8**, most anticipate using their own car. Over a third, however, would cycle or walk to the pool.



A qualitative analysis of the open-ended responses to the question ‘Do you have other expectations or concerns related to the Ballina Ocean Pool?’ reveals a wide range of comments, both positive and negative. There are 312 respondents and most made at least one comment. The most common themes are as follows:

Positive comments (aspects that might be useful in promoting the ocean pool):

- A safe ‘ocean’ swim option particularly for families, older people and children
- A place to swim that is accessible including those who are physically-challenged and lower socio-economic groups
- Positive reflections based on experiences swimming or visiting other historical ocean pools in Newcastle and Sydney
- An additional attraction for visiting Ballina

Negative comments (concerns that need to be addressed including communicating solutions and responses to the community):

- A wasteful use of resources especially given current construction on other public pools in Ballina Shire; money would be better spent on other needed infrastructure
- Concern about the unsuitability of the location due to environmental and maintenance issues

- Concern about the unsuitability and/or unattractiveness of the pool design
- Concern about the cost to ratepayers for ongoing operation and maintenance

None of these concerns are isolated, one-off comments and several of these have also been raised elsewhere such as in the Opinion section of The Advocate.

3.2 Business Survey

Perceptions of business owners towards constructing an ocean pool in Ballina were gathered and qualitatively analysed. From the seven interviews and feedback from the Chamber of Commerce meeting, the following emerged.

There were some who had no knowledge of the ocean pool project. A majority were aware of it but had limited confidence in their knowledge about it. Comments such as 'I have seen articles in the local paper' or 'I don't know any detail, but have heard about it' were evident. One respondent at the Chamber of Commerce meeting indicated knowing a lot about the project.

All respondents were in support of the idea for an ocean pool in Ballina with several noting the potential for the pool to attract more people to Ballina and to create an 'icon' for the town. However, many business owners who participated did not think the project would benefit the business community, stating 'I don't think the business community will benefit' or 'I don't think we will benefit at all'. A small number thought there would be a chance for businesses to benefit through refreshment purchases or accommodation required during the construction phase, if trades people come from outside the area and one business did express hope that they would benefit on an on-going basis from increased business activity.

Perceived costs to business from the construction of the pool were described as either an 'increase in rates' or having no cost at all. In the main, all respondents have a positive view of the proposal and supported the ongoing initiative.

4 Discussion and Recommendations

This report is based on analysis of responses collected primarily via two studies, and therefore reflects the views expressed by those who responded to the surveys at that time (early 2017). The response rate to the community survey in particular was very good, and is overwhelmingly positive with respect to the construction of an ocean pool. It appears that an ocean pool would be well utilised during the mornings and afternoons, and community members would use it regularly (at least weekly) rather than occasionally.

Notwithstanding these positive results, some concerns were raised in the community survey which need to be considered, including the rationale provided for the selected site in comparison to other options, and lack of evidence that it is a sound and environmentally responsible and indeed the "best" site for an ocean pool in Ballina. Follow-up communication with the Ballina community about these and other issues including communicating timelines for building the pool and how it will be managed and maintained is important. The community has indicated it wishes to be kept informed regarding "who pays" for construction, operation and management.

The potential benefits to children, families, people with disabilities, and people who are economically or socially disadvantaged is perhaps something that has not yet been sufficiently “heard” by the Ballina Ocean Pool Committee, and is worth further consideration when designing, building and managing the pool. While many anticipate using the pool for fitness and sport purposes, its value as a community and tourism asset that would attract more people to Shelly and Lighthouse beaches should be a key focus in the design and construction, including parking and other considerations.

Perceptions of significant benefits for the local business community were not evident as respondents were not confident that they would occur. It would appear from those surveyed in the second study that any benefits to them need to be more strongly communicated. At present, business operators are neither actively opposing nor actively supporting the proposal.

On a final note, this project was the result of a three-way co-research partnership between SCU academics, postgraduate students and local government (see [Appendix F](#)) with the aim of gauging community perceptions regarding the proposal for an Ocean Pool in Ballina. The collaborative team’s findings feed into the Development Application (DA) for the Ballina Ocean Pool. Importantly, reciprocity and trust built through this project provide the cornerstones for an on-going partnership between Ballina Council, the School of Business & Tourism and the wider University.

BALLINA OCEAN POOL

COMMUNITY SURVEY – HAVE YOUR SAY!



THE PROPOSAL

The location is the rock shelf between Lighthouse Beach and Shelly Beach, East Ballina. The design is for an attractive 50m x 25m pool that will clean itself by way of tidal flushing. The pool bottom will be the existing rock shelf, which varies by 1.5 metres from the shallowest to its deepest point. It will be suitable for lap swimming, family recreation and snorkeling. The design includes an access ramp so people of all ages and abilities can safely enter the pool. A safety rail or chain will surround the pool. It will be open year round and be free of charge.

BACKGROUND

The Ballina Ocean Pool Committee formed in 2015 to realise an Ocean Pool at Shelly Beach, Ballina. The incorporated community group of local professionals includes an Engineer, Builder, Solicitor, Local Councillor, Planner and Construction professional.

THE PROCESS

Necessary planning and background reports and the Development Application will be submitted for assessment to Ballina Shire Council by the end of 2017. Construction costs are expected to be met through State Government Grants and/or community/corporate sponsors. The pool is expected to be built in 2018/2019.

We welcome community comment on the Ballina Ocean Pool. To participate in the community survey please visit www.ballinaoceanpool.com.

Or visit  Ballina Ocean Pool

Thank you for taking part in this community survey.



Please email betty.weiler@scu.edu.au if you have any concerns or would like to express views in addition to those canvassed in the on-line survey.

APPENDIX B: Ballina Ocean Pool on-line and on-site survey instrument



BALLINA OCEAN POOL – COMMUNITY SURVEY

Please **answer each question** by ticking or marking **one circle only** unless otherwise stated, thank you.

1. Do you agree with the idea of an ocean pool between Lighthouse Beach and Shelly Beach, East Ballina?
 - Agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Disagree

2. What positive impact will the Ballina Ocean Pool have on the people of Ballina?
 - Very high
 - High
 - Moderate
 - Low
 - None
 - Other

3. How important is the proposed Ballina Ocean Pool for you personally?
 - Very important
 - Important
 - Neutral
 - Unimportant
 - Very unimportant

4. Will the construction of Ballina Ocean Pool increase your visitation to Lighthouse and Shelly beach?
 - Yes
 - No

5. How will you use Ballina Ocean Pool? Tick **all** that apply
 - Lap swimming
 - Leisure swimming
 - Group sport - fitness
 - Individual fitness
 - Other:

6. How often are you likely to use the Ballina Ocean Pool?

- Daily
- Weekly
- Fortnightly
- Monthly
- Seasonally
- Not at all
- Other:

7. What time of day are you likely to use the Ballina Ocean Pool?

Tick **all** that apply

- Early morning
- Midday
- Afternoon
- Evening
- Night
- Not applicable

8. What transport are you likely to use to visit Ballina Ocean Pool?

- Bus
- Own car
- Bicycle
- Walking
- Other

9. Do you think the pool will:

Tick **all** that apply

- Encourage the community to swim
- Have a positive impact on local business
- Bring more people to Lighthouse and Shelly beaches
- Increase traffic in the area
- Attract visitors to Ballina

10. Do you have other expectations or concerns related to the Ballina Ocean Pool? Please explain.

.....

11. Your gender:

- Male
- Female

12. Your age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

13. What is your street name?

APPENDIX C: Interview Questions: Ballina Business Survey

1. I'd like to start by asking you: What do you know about the Ocean Pool Project?

[if "NOT MUCH" read the below]

THE PROPOSAL

The location of the Ocean Pool is the rock shelf between Lighthouse Beach and Shelly Beach, Ballina. The design is for an attractive 50m x 25m pool that will clean itself by way of tidal flushing. The pool bottom will be the existing rock shelf, which varies by 1.5 metres from its shallowest to its deepest. It will be suitable for lap swimming, family recreation and snorkelling. The design includes an access ramp so people of all ages and abilities can safely enter the pool. A safety rail or chain will surround the pool. It will be open year round and free of charge.

2. Are you in favour of the Ocean pool Project? [prompt: why / why not?]
3. How do you believe the Ballina business community in general or as a whole will benefit from the Ocean Pool project?
4. Now about your own business, what do you think will be the benefits of the Ocean Pool project to your business?
5. What about the costs, what do you believe will be the costs if any to the Ballina business community in general or as a whole?
6. Now about your own business, what do you think will be the costs if any of the project to your business?
7. Do you think there will be any benefits or costs to your business during the construction phase of the Ballina Ocean Pool? [if yes, prompt: what are they?]
8. Overall, do you think the Ballina Ocean Pool will be good or bad for the business community as a whole? [Why do you think that?]
9. Overall, do you think the Ballina Ocean Pool will be good or bad for your own business? [Why do you think that?]
10. Is there anything else you'd like to say or add before we finish?

Thank you so much for your time. [If the interview was taped]

Would you like me to send you a transcript of our interview today or are you happy for me to go ahead and use your responses as discussed?

**APPENDIX D: Chamber of Commerce Presentation
Attendees and Q and As**

Attendees, Chamber of Commerce Breakfast Meeting, Wed 20 Sept 2017

	First Name:	Surname	Company
1	Amanda	Edmonds	Edmonds Conveyancing
2	Andrew	Dougherty	Ballina SLSC
3	Andrew	McInnes	McInnes Legal
4	Ben	Kirby	McInnes Legal
5	Colleen	Trease	Ballina Brake & Exhaust
6	Cr Eoin	Johnston	Ballina Council
7	Cr Phil	Meehan	Ballina Council
8	Elton	Cummings	A Cummings
9	Jim	Burgess	Active Pest Management
10	Joanne	McIntosh	Ballina SLSC
11	Lance	Dewberry	Mortgage Choice
12	Leanne	Cawley	BCC
13	Luke	Halvorsen	Halvorsen Business Solutions
14	Narelle	Besseling	Ballina Concrete
15	Nicci	Carter	Ballina Junior Chamber
16	Nicola	Sawyer	Ballina Optometry
17	Phil	Hilliard	Ballina Fishermen's Co-Op
18	Samantha	McInnes	McInnes Legal
19	Suzanne	Blekemore	Curves
20	Tammie	Barnden	Newcastle Permanent
21	Tony	Dunn	Active Pest Management
22	David	Parker	Newcastle Permanent
23	Martin	Corkery	Riversleigh Guesthouse
24	Cr Sahron	Cadwallader	Ballina Council
25	Irene	Tory	Copy That @ Profsec

QUESTIONS AND ANSWERS (handled by Jeff Johnson)

Will there be access for disabled people?

Yes, a ramp but no lifting device. The plan for disabled access is part of the pool design.

What about public safety? Will there be lifeguards?

No need for lifeguards. Public safety is not a concern.

What about the impact on small creatures. Will they be in the pool?

The pool will be a tidal flushing pool. The existing pool which is clogged has an old design. New pool will be designed around these issues. The walls will prevent this happening.

Will there be a parking and traffic study done?

Yes, we need to ensure parking and traffic flow is not disrupted.

Will rocks be removed to drop the pool into the rock shelf?

No the natural gradient of the rock shelf will be used in the design and construction of the pool so no rock shelf will be removed.

Where to from here?

DA will be submitted to Council by end of 1st term 2018 and then we need State and Federal funding to support the build. Middle to 3rd term 2018 for final determination and then to State and Federal agencies for funding confirmation. If successful, construction will commence 2019 earliest.

What is the size of the pool?

50 metres.

Who is responsible for ongoing maintenance?

Once final approval is received by Council, the Ballina community and Ballina Council will have responsibility for the pool.

APPENDIX E: Community Survey: Frequency Tables

Level of agreement on the proposed pool	Frequency	Percent
Disagree	28	9
Somewhat disagree	4	1
Neither agree or disagree	4	1
Somewhat agree	5	2
Agree	270	87
Missing	1	-
Total	312	100

Perceptions of positive impact of pool by community	Frequency	Percent
None	16	5
Low	11	4
Moderate	11	4
High	56	18
Very high	213	68
Other	5	1
Total	312	100

Importance of proposed Ocean Pool to community	Frequency	Percent
Very unimportant	19	6
Unimportant	11	4
Neutral	24	8
Important	69	22
Very important	189	60
Total	312	100

Anticipated frequency of use of Ocean Pool	Frequency	Percent
Not at all	32	10
Seasonally	39	13
Monthly	14	5
Fortnightly	23	7
Weekly	118	38
Daily	83	27
Total	312	100

Anticipated time of day when Ocean Pool would be used	Frequency
Early morning	171
Afternoon	150
Midday	90
Evening	50
Not applicable	34
Night	2

APPENDIX F: Model of Research Partnership

