



South East Leisure Annual Report

2024/25

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Swimming Lessons at Noble Park Aquatic Centre



Basketball Competitions at Springers Leisure Centre

Acknowledgement of Country

South East Leisure acknowledges the traditional owners and custodians of the land that we operate upon, the Bunurong People, and pay respects to their Elders past, present and emerging, and recognises their importance in maintaining knowledge, traditions, and culture in our community.



South East Leisure

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It is my pleasure to present the Chair's Report for the 2024/2025 Financial Year. I deliver this report after taking up the role of Chair of South East Leisure in January 2025.

As someone who is deeply committed to the health and wellbeing of individuals and communities, I understand and value the vital role that sport and leisure have in creating active and connected communities. I would like to thank the City of Greater Dandenong for the opportunity to lead this great organisation at such an exciting time and appreciate the warm welcome from my board colleagues and the team at South East Leisure.

As we reflect on the 2024/25 financial year, I am pleased to report another year of progress and resilient performance at South East Leisure.

The organisation delivered a strong financial outcome against budget, underpinned by disciplined cost management and the continued growth of our core services. More importantly, our facilities remained central to community life, with almost 2.1 million visits across our network. This level of engagement highlights the vital role each of the centres play in promoting health, wellbeing, and social connection across the City of Greater Dandenong.

We continued to broaden participation opportunities across our facilities, with highlights including the expansion of our Safely Engaging with Water program, continued delivery of competition and school sport across both Dandenong and Springers stadiums, the launch of the South East Running Festival, along with delivery of a wide range of community-focused initiatives. These programs and events reflect our purpose of creating active, connected communities and demonstrate the positive impact of our work on people of all ages and backgrounds.

The year also saw exciting groundwork laid for the future. The commencement of the construction of the Dandenong Wellbeing Centre by the City of Greater Dandenong is a significant investment into the health and wellbeing of our community. When complete, this impressive facility will further strengthen community access to world-class health and recreation facilities and complement the range of offerings at the Noble Park Aquatic Centre. We are also delighted with the construction of new padel courts at Noble Park Aquatic Centre. Padel provides another fun activity and reflects the trend of Padel as one of the fastest growing and most accessible sports across the country! Bring the family or grab some friends and book in for a game, it's sure to be lots of fun!

Our commitment to operational excellence was recognised through multiple industry and business awards, including *Health Club of the Year* and *Facility Management of the Year – Medium* for Noble Park Aquatic Centre, and the *Innovation Award for Inflatable World* at Springers. Beyond the sector, we were also honoured with the *South East Business Award for Hospitality, Tourism and Wellbeing* – affirming our reputation as a trusted and valued contributor to the broader community.

My appointment as the new chair of South East Leisure marked an important period of leadership transition in the organisation, including two new Directors John Nguyen and Caroline Patrick joining the Board, bringing significant skills and expertise. I also acknowledge the valuable contributions of outgoing Director Mick Jaensch and thank him for his commitment in shaping our early years. I also recognise and thank our inaugural CEO, John Clark, for his immense contribution in establishing South East Leisure and guiding us through our first three years of operation. In his place, we warmly welcomed Interim CEO Libby Mears, as we look forward to the appointment of a new CEO later in the financial year.

Finally, on behalf of the Board, I extend my thanks to our committed workforce who ensure the provision of safe, high quality and fun sport and leisure experiences every day! Thank you also to the Council, Executive and operational teams at the City of Greater Dandenong. We value their continued partnership, trust, and support.

As we move into FY26, our focus will remain on strengthening the business model of South East Leisure with a strong focus on customer engagement, expanding participation, and advancing our strategic collaboration with Council.

We are excited for what lies ahead and remain deeply committed to delivering on our purpose of creating active, connected communities.

Kirstan Corben
Chair
South East Leisure



NBL1 South Final at Dandenong Stadium

COMMUNITY EVENTS AND PROGRAMS

At South East Leisure, we believe that every member of our community deserves the opportunity to participate and connect. Accessible programming is at the core of what we do, it breaks down barriers, builds confidence, and strengthens community ties. Our community programs are designed to create positive, lasting impact.

Over the past year, we've proudly delivered a range of initiatives that reflect our purpose of creating active, connected communities.

Safely Engaging With Water

Our Safely Engaging With Water program, delivered in partnership with The Officer Gundwara, has provided members of multicultural and newly arrived communities the chance to learn fundamental swimming and water safety skills in a safe, welcoming environment. This initiative plays a vital role in reducing the risks of drowning and building long-term awareness around water safety.



Safely Engaging With Water Participants with Deputy Mayor Cr Sophaneth (Sophie) Tan and Member of Mulgrave Eden Foster

International Day of People with a Disability Event

In December, in partnership with Council, we hosted a special event at NPAC to celebrate the International Day of People With a Disability. The day was a chance to highlight the contribution of people with disability in our community, while also showcasing opportunities for participation across our facilities.

LSV CALD Community Program

Through partnership with Life Saving Victoria, we supported their long-running CALD Community Program. This initiative delivers critical water safety education and training to culturally and linguistically diverse communities, ensuring that everyone, regardless of background, can enjoy aquatic environments safely. Beyond education, the program also provides pathways into employment, with opportunities for participants to become lifeguards, swim teachers, and facility leaders.

Active Ageing Health Fair

Our Active Ageing Health Fair brought together older members of our community for a day of learning, connection, and empowerment. The event featured health checks, information sessions, and activities designed to support healthy ageing and promote wellbeing. It provided a space for older adults to connect with peers, engage with local health providers, and explore ways to stay active and independent. Creating these opportunities is essential in helping people live longer, healthier, and happier lives. This event will now be an annual event.

Noble Park Running Club

This year we proudly launched the Noble Park Running Club, based at the Ross Reserve Athletics Track. Open to runners of all abilities, the club has quickly become a space for people to come together and get active. By connecting people through fitness, the club is strengthening both physical health and social wellbeing in Noble Park.



AQUATIC FACILITIES



Attendance Total

Dandenong Oasis

392,014

-0.06% from FY24

Noble Park Aquatic Centre

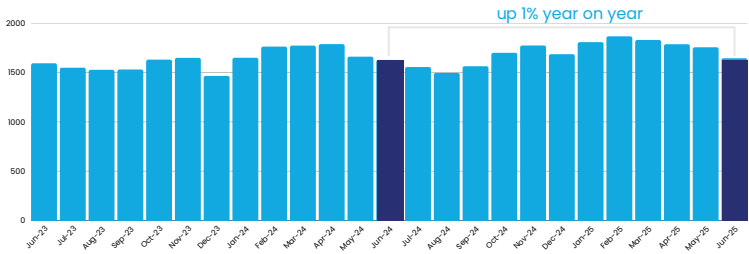
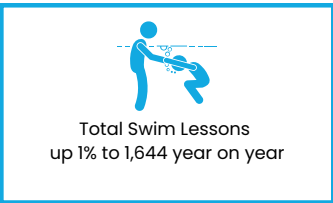
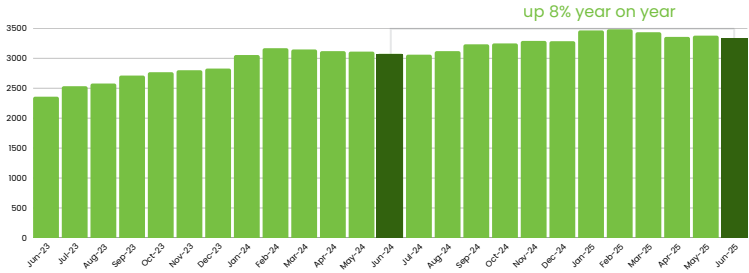
427,243

+18% from FY24

Key Attendance Dashboard



Membership Growth



Member Demographics

Dandenong
Oasis
Members



57% Male
41% Female
2% Other



Average Age:
51.2



65% Live in
CoGD

Noble Park
Aquatic Centre
Members



49.5% Male
49.5% Female
1% Other



Average Age:
37.4

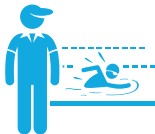


80% Live in
CoGD

Dandenong
Oasis
Swimming
Lessons



51% Male
48% Female
1% Other



Program Breakdown:
4% Infant 7% Teens
9% Preschool 7% Adults
73% School

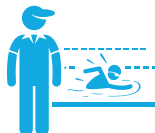


70% Live in
CoGD

Noble Park
Aquatic Centre
Swimming
Lessons



52% Male
47% Female
1% Other



Program Breakdown:
5% Infant 7% Teens
12% Preschool 6% Adults
70% School



92% Live in
CoGD



Swimming Lessons at NPAC



DANDENONG STADIUM



Attendances

Dandenong Stadium

950,638

+2% from FY24

Springers Leisure Centre

330,633

+5% from FY24

Key Attendance Dashboard



Competitions & Programs

Competitions



53

Springers Competition Teams
(+4% from FY24)

GLXY Gymnastics



109

Students
(+102% from FY24)
































Clinics & Programs



4024

Attendees
(+9% from FY24)

Key Events

Events	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
NBL1 (Basketball)												
VVL (Volleyball)												
Victoria Schools Cup												
Major Basketball Tournaments												
Major Volleyball Tournaments												
General Events (large scale only, 1,000 attendees and more)												



Venues Combined

Highlights

Inflatable World – Springers Leisure Centre

Partnership commenced with Inflatable World Australia to convert two courts at Springers Leisure Centre into an inflatable playground, operating on weekends and school holidays.

Older Adults – Aquatics Venues

Implementation of an annual calendar showcasing services, programming and events delivered to Older Adults community.

GLXY Sports – Springers Leisure Centre

Rebranding of stadium-based clinics for children to be in alignment with the GLXY brand.

South East Padel – Noble Park Aquatic Centre

Through partnership with Game4Padel, we developed South East Padel which will bring padel not only to the municipality, but to the South East of Melbourne.

Swimming Lessons – Noble Park Aquatic Centre

Record number of student enrolments for swimming lessons at venue.

National Junior Classic – Dandenong Stadium

Selected to co-host with the State Basketball Centre, the best junior teams in Australia participating in the invitation only basketball tournament.

Venue Safety & Security – Aquatics Venues

Dandenong Stadium turnstiles repurposed to Oasis. Security guard presence implemented during hot weather at aquatics venues.

Platinum Pool – Aquatics Venues

Achieved Lifesaving Victoria's Platinum Pool status which acknowledges aquatic safety and management standards.

South East Running Festival – Dandenong Stadium

Held the inaugural South East Running Festival out of Dandenong Stadium, selling out at 275 participants for the first year of the event.



Inflatable World launched at Springers Leisure Centre



South East Padel at NPAC



Inaugural South East Running Festival was held at Dandenong Stadium

Capital Improvements

Foyer Carpet – Dandenong Stadium

Replacement of carpet throughout foyer and entrance area of venue.

Spectator Seating – Dandenong Stadium

Purchase of aluminium seating to replace wooden box seating and increase seating capacity.

Basketball Rings – Springers Leisure Centre

Replacement of basketball rings on main court to improved Ringleader system.

Waterslide Refurbishment – Noble Park Aquatic Centre

Structural refurbishment of waterslide including seals and framework.

Boiler Replacement – Dandenong Oasis

Replacement of failed boilers which heat pools and showers in venue.



Waterslide at NPAC refurbishment



New basketball rings at Springers Leisure Centre

Fun Facts



Oldest Member:
95 Years Old (Female)



Food & Beverage Transactions:
362,726



Highest Single Day Attendance:
10,854 (Dandenong Stadium)

OUR MARKETING

In FY25, our marketing efforts centred on building awareness, deepening engagement, and positioning South East Leisure as a trusted community centred organisation. The goal of our marketing is to create meaningful connections that drive participation, showcase our facilities, and grow revenue. Through brand development, major event delivery, and an increased digital focus, we achieved significant progress in strengthening our market presence and setting strong foundations for future growth.

South East Padel Brand Development

- Formed a strategic partnership with Game4Padel, enabling the successful development of the South East Padel (SEP) brand.
- Built early momentum by obtaining more Instagram followers prior to launch than any other South East Leisure managed account.
- Seized a unique first-to-market opportunity as the only padel facility in South East Melbourne.
- Exposed Noble Park Aquatic Centre to a broader and more diverse audience than traditional programming would allow.
- FY26 focus: increase demand and establish a sales funnel converting interest into memberships.



New South East Padel logo



New South East Running Festival logo

Inaugural South East Running Festival

- Successfully developed and executed the first ever South East Running Festival, a new flagship community event.
- Positioned to grow into the region's premier running event over the coming years.
- Delivered a unique race experience by finishing inside the iconic Dandenong Stadium.
- Achieved a sell-out event with 275 participants, providing strong foundations for growth in FY26.

Improved Social Media Engagement

- Made social media engagement a core focus for the year.
- Restructured the marketing team to increase Digital Marketing Officer hours, enabling more consistent and creative content generation.
- Despite not having a Marketing Manager for much of the year, achieved an average monthly engagement increase of over 350% compared to FY24.
- Stronger engagement contributed directly to the growth of core revenue lines across the business.



Key Media Metrics



Best Performing Images





Yoga Workshop at NPAC



SEL winning Tourism, Leisure and Wellness award at Greater Dandenong Chamber of Commerce awards



One of our 275 South East Running Festival participants



SEL represented at the South East Local Learning and Employment Network event



SEL and Game4Padel partnering to deliver padel to the South East

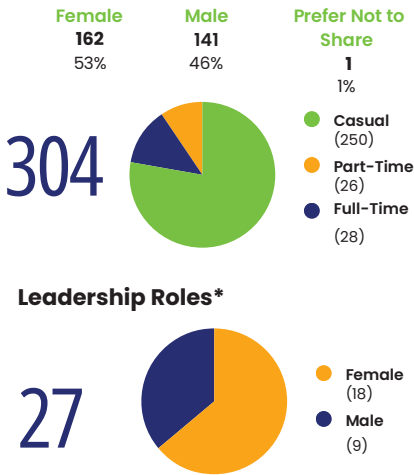


Inflatable World at Springers Leisure Centre

OUR PEOPLE

South East Leisure is committed to being an employer of choice, where team members feel valued, engaged, and inspired. We strive to build a workforce that reflects the diversity of our community and fosters a culture of inclusion, belonging, and shared purpose.

Our Team



*Leadership roles are defined as positions at or above the Team Leader level.



Employee Facts

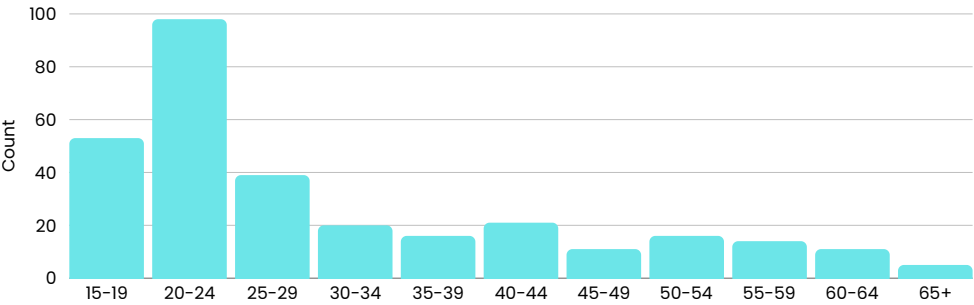
 25 Median age	 15 Youngest team member	 71 Oldest team member	 35% Born outside of Australia
 Sinhala 5% Most common language other than English	 51 Number of languages spoken at home	 3% Identify as living with a disability	 38% Speak a language other than English



Our stadium team proudly supports International Women's Day.

OUR PEOPLE

Age of SEL Team Members

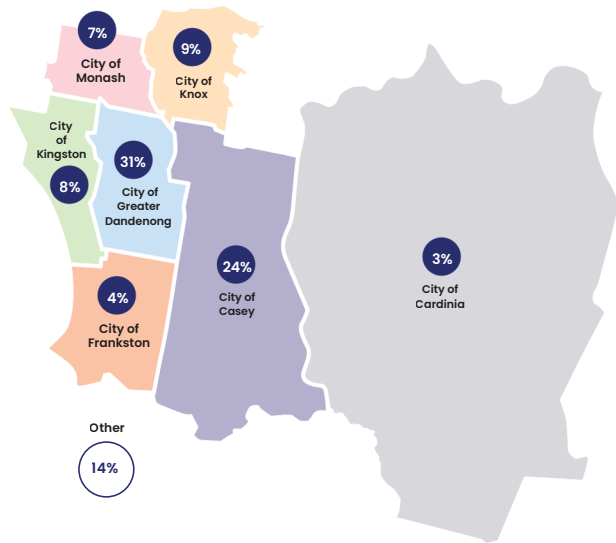


SEL’s summer recruitment campaign, highlighting the essential roles that keep our aquatic facilities safe and welcoming,



Springers Team celebrating International Women’s Day.

Where Our Team Members Live



SEL proudly celebrates our Employee of the Year



New padel courts at NPAC

South East Leisure is a business enterprise of the City of Greater Dandenong, pursuant to Section 110 of *The Local Government Act 2020*, and is a company limited by guarantee, governed under *the Corporations Act 2001* by a Board of non-executive directors.

At Board meetings, our shareholder, the City of Greater Dandenong has non-voting representatives who support the alignment of SEL's activities with the City's plans and strategies.

Our Board

The SEL Board ensures that our corporate governance obligations are maintained at an appropriately high standard of accountability. This includes structures and processes in relation to decision-making and accountability, which guide SEL's behaviours and enhance our performance.

The SEL Board practices good corporate governance principles to:

- Enhance the performance of SEL
- Understand and manage risks to minimise unwanted consequences and maximise opportunities
- Strengthen community support and confidence in SEL
- Enhance the public reputation of SEL through transparency and accountability
- Demonstrate appropriate discharge of legal and ethical obligations
- Assist in the prevention and detection of fraudulent, dishonest and/or unethical behaviour.

South East Leisure Board (at June 30, 2025)



Kirstan Corben
Non Executive Director and Chair



Dr Malak Sukkar
Non Executive Director



Tim Cockayne
Non Executive Director



Mick Jaensch
Non Executive Director



John Nguyen
Non Executive Director



Caroline Patrick
Non Executive Director

Council Representatives



Peta Gillies



Cr Lana Formoso

Finance Risk and Audit Committee

SEL's Finance, Risk and Audit Committee assists the Board with discharging its responsibilities related to:

- Probity
- Risk management
- Maintenance of sound internal controls
- Assurance activities including internal and external audits, legislative and regulatory compliance
- Financial reporting and planning.

During FY25 SEL's Finance Risk and Audit Committee Members:

- Mick Jaensch – Committee Chair
- Tim Cockayne (July 24- January 25)
- Malak Sukkar (July 24- January 25)
- Kirstan Corben (February 25- June 25)
- John Nguyen (February 25- June 25)

People and Culture Committee

SEL's People and Culture Committee assists the Board with discharging its responsibilities related to:

- Promotion of a safe working culture
- SEL's Human Resources strategy and any requirements for appropriate resources, policies, and procedures.
- Effective attraction and retention policies and programs that have regard to the creation of value for shareholders and the external remuneration market.
- Performance management, development, planning and succession management programs to enable talented, motivated, and engaged people to support the achievement of the company strategy.

During FY25 SEL's People and Culture Committee Members:

- Tim Cockayne – Committee Chair
- Malak Sukkar
- Mick Jaensch (July 24- January 25)
- Caroline Patrick (February 25- June 25)

Alignment to City of Greater Dandenong

South East Leisure (SEL) continues to work in close partnership with the City of Greater Dandenong (CoGD) to deliver on our shared vision for a healthier, more connected community. Our work is grounded in Council's strategic priorities, particularly the Make Your Move Greater Dandenong Physical Activity Strategy 2020–2030, ensuring that the facilities and programs we deliver are not only responsive to community needs today but also sustainable for future generations.

A Shared Vision for Community Wellbeing

Our partnership is built on a commitment to creating opportunities for everyone in Greater Dandenong to be active, healthy, and socially connected. These facilities provide safe, affordable, and inclusive access to programs that help people of all ages and abilities to participate, learn, and grow.

Delivering on Council's Strategic Directions

SEL's operations align closely with Council's long-term strategic goals:

- **Active and Healthy Dandenong:** Supporting Council's Make Your Move strategy, SEL's programs and services promote lifelong participation in physical activity.
- **Sustainable and Fit for Purpose Facilities:** In line with the Aquatic Facilities Infrastructure and Service Plan, SEL is working with Council to provide fit for purpose facilities while preparing for the future through projects such as the upcoming Dandenong Wellbeing Centre.
- **Inclusive Communities:** Our facilities are places where cultural diversity, accessibility, and equity are at the centre, these principles are at the core of programs and services that SEL delivers.
- **Partnership and Recognition:** Together with Council, SEL has strengthened Greater Dandenong's profile as a leader in health, recreation, and community wellbeing, with industry awards recognising both the quality of our facilities and the innovation of our programs.

Looking forward, SEL and CoGD remain committed to a shared journey of innovation and growth. With the Dandenong Wellbeing Centre on the horizon, we are poised to deliver even greater outcomes for the residents of Greater Dandenong.



The following persons held executive position at South East Leisure during the 2024-25 financial year.

Executive Team



John Clark
Chief Executive Officer



Mel Ithalamulla
General Manager Corporate
Services and Finance



Jake Da Silva
General Manager Commercial
and Community Partnerships



Travis Sauer
General Manager - Aquatics
and Leisure



Ian Jenkins
General Manager - Stadiums



South East Leisure

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