

Cardinia Leisure Roles & Responsibilities

Cardinia Leisure Manager - Paige Kristalyn

The Cardinia Leisure Manager leads all aspects of Aligned Leisure's operations within the Cardinia Shire and have ultimate responsibility for approximately 150+ staff, \$5m in revenues and all 8 facilities that Aligned Leisure manage in the Shire. The Manager is responsible for maintaining an **outstanding** relationship with the Cardinia Shire Council, ensuring that all operational plans align with important Council strategies and objectives. Of equal importance will be to ensure that facility users are very clear that programs and services are provided by and on behalf of the Cardinia Shire Council.

Key Responsibilities:

1. Lead Aligned Leisure staff to drive Council objectives throughout the Cardinia region
2. Implement plans developed through tender response
3. Ensure financial targets are met or exceeded
4. Manage assets in accordance with contract specifications
5. Leader of the Cardinia Leisure Leadership Team
6. Outstanding service delivery to all customers and stakeholders

SPORTS & STADIUMS

Head of Sports & Stadiums - Dean Jamieson

This crucial role within the Aligned Leisure operations of the Cardinia Shire Major Recreation Facilities contract will lead the stadium and tennis sports programs in the Shire. An important member of the Management Team, they will work across three locations to best utilise community assets to deliver Council plans. Ultimately, they are seeking to drive participation in all sports within their portfolio and maximise court usage.

The department head will lead a team of sporting professionals to deliver exceptional service to the customer and will strive for continuous improvement. They will maintain exceptional working relationships with tenant sporting associations to collectively achieve increased participation.

1. Management of competition sports
2. Liaison with tenant sporting clubs
3. Drive sports participation
4. Management of Cardinia Life Stadium
5. Management of Cardinia Life Facility Bookings
6. Management of Officer Community Hub Operation
7. Management of IYU Recreation Reserve Synthetic Pitch
8. Management of Pakenham Regional Tennis Centre
9. Outstanding service delivery to all customers and stakeholders

Basketball captain – Kyle Williams

The Basketball Captain will support the Head of Sports and Stadium to deliver the day-to-day operations of Basketball programming and competitions within Cardinia leisure facilities. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times. They Basketball Captain will be proactive in providing visible leadership and direction of the department and actively engage with all basketball and stadium stakeholders. They will work relentlessly to ensure basketball

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programming and competitions operate at a high standard and they will act as the key contact for basketball on matters relating to the competition.

1. Daily operation of the sports facility as Sports Captain
2. Team Administration
3. Competition Administration
4. Program Administration
5. Allocation of court hire for training by clubs and associations
6. Health and Safety of all staff and customers
7. Outstanding service delivery to all customers and stakeholders

Netball Captain – Samantha Hughan

The Netball Captain will support the Head of Sports and Stadium to deliver the day-to-day operations of Netball programming and competitions within Cardinia Leisure facilities. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times.

The Netball Captain will be proactive in providing visible leadership and direction of the department and actively engage with all Netball and stadium stakeholders. They will work relentlessly to ensure Netball programming and competitions operate at a high standard and they will act as the key contact for netball on matters relating to the competition.

1. Daily operation of the sports facility as Sports Captain
2. Team Administration
3. Competition Administration
4. Program Administration
5. Health and Safety of all staff and customers
6. Outstanding service delivery to all customers and stakeholders

Officer Community Hub Captain – Cathy Thomas

The Officer Community Hub Captain will oversee all of the facility operations of the Officer Community Hub. They are ultimately responsible for the safety and experience of all customers to the Officer Community Hub. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times. They will actively promote the available rooms and courts to maximise the occupancy of all assets. They will support the work of the Sports and Stadiums department to maximise the court bookings at the Community Hub. They will take pride in managing such an important community asset and ensure it is presented immaculately and maintained to the highest standards at all times. The coordinator will maintain exceptional working relationships with the school to effectively share the assets.

1. Officer Community Hub Operation
2. Daily operation of the facility
3. Health and Safety of all staff and customers
4. Outstanding service delivery to all customers and stakeholders

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Tennis Captain – Matt Cronin

This crucial role within the Aligned Leisure operations of the Cardinia Shire Major Recreation Facilities contract will lead the implementation of tennis programs and coaching throughout the Shire. An important member of the Tennis team to grow and develop the coaching programs and Pakenham Regional's profile in the Shire. The Senior Tennis Coach will lead a team of tennis professionals to deliver exceptional service to the customer and will strive for continuous improvement. They will oversee the Pakenham Regional Tennis Centre Coaching and Programs.

1. Implementation and Development of Coaching Programs
2. Coaching and Program Development
3. Secondary Services
4. Outstanding service delivery to all customers and stakeholders
5. OH&S and cleaning

CUSTOMER EXPERIENCE

Head of Customer Experience - Chris Banbury

The Head of Customer Experience will be the key revenue generator across the Cardinia Leisure contracts. With oversight of the service, sales, marketing and communications functions, they will maximise revenues by providing the most relevant offers, through the most relevant channels at the most relevant time. These offers will be supported by a Customer Experience team and Duty Captains who deliver outstanding service and provide memorable experiences for our customers, whilst at the same time, generating and capitalising on all sales enquiries and leads.

1. Membership Growth
2. Service Quality
3. Marketing & Communications
5. Outstanding service delivery to all customers and stakeholders

Member Acquisition – Maddison Weaver

Overall member acquisition at Cardinia Life Centre is the primary objective of the Customer Experience Officer - Acquisition. Acquisition will be done through a proactive prospect management system, where lead generation is maximised by having multiple and innovative data capture strategies running simultaneously. While the role primarily focuses on acquisition, there is also a natural crossover with retention. Retention will be done through segmented communications, relevant messaging and intervention where non-renewal appears likely. Along with and high level of service, particularly to new members through the "nurture program" and members most at risk of non-renewal.

1. Prospect & Lead Generation
2. Data Management & Follow Up
3. Member Retention

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4. Nurture Program
5. Customer Service Desk responsibilities
6. Outstanding service delivery to all customers and stakeholders

Member Retention – Brooke Seguel

Overall member retention at Cardinia Life is the primary objective of the Customer Experience Officer – Retention. A variety of retention initiatives will be utilised ensuring proactive member engagement and feedback is enacted across the various programs, services and outreach activities coordinated by Cardinia Life. Retention initiatives will be coordinated through segmented communications, relevant messaging and intervention where non-renewal seems likely. A focus on working with the Head of Customer Experience will be a priority through the management and coordination of the Nurture Program. While the role primary focuses on retention, there is a natural crossover with acquisition ensuring sales are optimised and remain a continual focus.

1. Prospect & Lead Generation
2. Data Management & Follow Up
3. Member Retention
4. Nurture Program
5. Customer Service Desk responsibilities
6. Outstanding service delivery to all customers and stakeholders

Member Digital – Anne Sprowell

The Customer Experience Officer – Digital will lead all of the digital channels within Cardinia Leisure, ensuring our customers receive the right messages at the right time.

The role will ensure a customer acquisition and retention lens is placed across all of our activities, using digital channels to support marketing efforts. They will understand and utilise customer data including NPS results and Segmentation Framework in the delivery of communication to customers and actively work to increasing customer engagement, member acquisition and retention.

They will have a good understanding of the local activities undertaken and ensure these are communicated to our customers across the various channels. They will ensure moments are captured in video, photo and written word to best position the work of Aligned Leisure in Cardinia.

They will have a good knowledge of various social media, web, email and digital display platforms to best serve our customers.

1. Digital Platform Management
2. Customer Acquisition and Retention
3. Outstanding service delivery to all customers and stakeholders

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Merchandise Officer – Skye Cachia

The Merchandise Officer will be relentless in delivering outstanding service, maximising sales opportunities and building quality relationships with facility users and external suppliers. Working with the Head of Customer Experience the Merchandise Officer will be proactive in quality of stock control and sales, ensuring that profit is maximised, presentation and cleanliness is of the highest standard. They are ultimately responsible for the sales, stock and budget control.

1. Preparation, operation, presentation and sales
2. Customer Service Desk responsibilities
3. Outstanding service delivery to all customers and stakeholders

Café Captain – Annette Interlandi

The Cafe Captain will oversee the Café operations in Cardinia and deliver service quality that exceeds the expectations of our customers. The Café Captain will be relentless in delivering outstanding service, maximising sales opportunities and building quality relationships with facility users. The Café Captain will be proactive in providing visible leadership and direction to all staff, ensuring that profit is maximised, presentation and cleanliness is of the highest standard and with the highest possible level of service. They will act as supervisor for the café facility and ensure compliance with all regulations and policies at all times.

They are ultimately responsible for the sales, service and quality. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times.

1. Daily operation of the Café - preparation, operation, presentation and sales
2. Compliance with regulations and policies
3. Outstanding service delivery to all customers and stakeholders
4. Health and Safety of all staff and customers

FACILITIES

Head of Facilities - Chris Banbury

The Head of Facilities will work across all departments to ensure all facilities are maintained and presented to the highest possible standards and in a safe and environmentally responsible way. They will ensure customer satisfaction in the physical environments is maximised supporting our customer first philosophy.

A key aspect of this position is the setup of systems and work practices across all Cardinia Leisure Facilities ensuring operational excellence is maintained. Focus areas for this position are seasonal pool management, aquatic supervision, asset management, facility presentation, risk, safety and environmental management. They will work closely with staff from Cardinia Shire Council with constant communication on the various responsibilities of facility and asset management.

1. Management of seasonal Cardinia Leisure facilities
2. Aquatic Supervision and Safety
3. Facility maintenance and presentation for all Cardinia Leisure Facilities
4. Leadership of risk, safety and environmental management
5. Outstanding service delivery to all customers and stakeholders

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Facilities Captains (Cardinia Life) – Jake Ward & Janine Hardy

The Facilities Captain will manage all of the facility operations and administration to ensure all facilities are maintained and presented to the highest possible standards and in a safe and environmentally responsible way. They will ensure customer satisfaction in the physical environments is maximised supporting our customer first philosophy. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times.

1. Daily operation of the facility
2. Duty Captain
3. Health and Safety of all staff and customers
4. Aquatic Supervision and Safety
5. Outstanding service delivery to all customers and stakeholders
6. Customer complaint and dispute resolution

Seasonal Facility Captain – Anne Sprowell

This position will assist the designated Pool Captain's at each facility to manage the day to day operations of the facilities throughout the operational season. They are ultimately responsible for the safety and experience of all staff and customers and the financial performance of the facility. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained at all times. They will be a visible leader of this important community facility throughout summer, take pride in managing such an important community asset and ensure it is presented immaculately and maintained to the highest standards at all times.

This position will work closely with the Head of Facilities to help drive attendance growth, financial performance, and community connections. The position will assist the Head of Facilities to ensure overall compliance and the highest possible standards in all key deliverables for the seasonal facilities.

1. Management and operation of the Seasonal facilities supported by the Head of Facilities
2. Community Impact & Engagement
3. Aquatic Supervision and Safety supported by the Head of Facilities
4. Health and Safety of all staff and customers
5. Outstanding service delivery to all customers and stakeholders

SWIM SCHOOL

Head of Swim School - Paula Smith

This crucial role within the Aligned Leisure operations of the Cardinia Shire Major Recreation Facilities contract will lead the delivery of high quality and well renowned swim programs, with excellent communication to parents. An important member of the Management Team, they will work across all aquatic locations to best utilise community assets to deliver of Council plans.

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The department head will lead a team of well trained teachers and supervisors to deliver consistently exceptional service to students throughout every lesson. They will maximise sales and retention of students with a major focus on expanding the number of residents regularly undertaking vital swimming lessons.

1. Delivery of swimming lesson programs at Cardinia Life and seasonal pools
2. Membership Growth
3. Swim lesson product development to keep pace with latest industry trends
4. Outstanding service delivery to all customers and stakeholders

Swim School Assistant – Frank Haas

The Swim School Assistant will support the Head of Swim School to deliver the day to day operation of the swim school and aquatics area. They will work collaboratively ensure the highest levels of safety and customer experience are maintained. They will assist with the leadership and direction of the department to ensure all Swim School staff are relentlessly focused on the customer, engaging with all parents regularly and maximising member acquisition and retention. Management and maintenance of the swim school customer management systems is an important part of the role.

1. Daily operation of the swim school program
2. Member acquisition and retention
3. Swim School Administration
4. Outstanding service delivery to all customers and stakeholders

HEALTHY CARDINIA

Head of Healthy - Emma Zoobi

The Healthy Cardinia program will drive key objectives from the Cardinia Shire Council Municipal Health & Wellbeing Plan, with a key focus on the top three priorities from that document, which are increasing physical activity, healthy eating and promoting mental wellbeing.

The Head of Healthy Cardinia will build effective relationships with schools, clubs and other important stakeholders, that allow programs to be delivered into areas that Cardinia Shire residents live, work and play. These programs form part of the Healthy Cardinia suite of programs that improve the health of the local community, whilst also boosting sports participation in key demographics.

1. Build relationships with local schools and clubs
2. Implementation and delivery of Healthy Cardinia Program
3. Risk management across all Healthy Cardinia Program's
4. Quality control, ongoing review and program innovation across Healthy Cardinia
5. Outstanding service delivery to all customers and stakeholders

FITNESS & PROGRAMS

Head of Fitness - John Le Miere

The Head of Fitness will lead a team of fitness professionals at Cardinia Life to deliver exceptional service to our customers, helping them to set and achieve their personal health and wellness goals. By staying abreast of important industry innovations and technological advancements in health and fitness, the Department Head will

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assist to maximise membership sales and retention, whilst at the same time, providing a motivating and exciting place to work for their staff team.

1. Service delivery for all fitness programs at Cardinia Life and satellite locations
2. Development of personal training and group fitness programming and suppliers
3. Health and Safety of staff and customers
4. Outstanding service delivery to all customers and stakeholders

Group Fitness Captain – Rose Meredith

The Group Fitness Captain will provide leadership and direction to a team of fitness professionals throughout Cardinia to deliver exceptional service to our customers.

They will ensure group fitness areas and classes are maintained and presented in the highest possible manner to our customers. They will ensure the fitness professional team assist to maximise membership sales and retention, whilst at the same time, providing a motivating and exciting environment for people to exercise and achieve their goals. They will ensure the timetable is meeting the needs of our customers and manage the program within budgets.

The Group Fitness Coordinator will also support the implementation of Council’s Age Friendly Strategy 2015-19. They will engage with older adults outside of class times to enhance social engagement and ensure that Aligned Leisure programming is continuing to meet their needs. They will coordinate a range of regular social engagement activities, liaising with Council Age Friendly team to maximise participation in Cardinia Shire programs and services.

1. Group fitness programs
2. Age Friendly Programming and Engagement
3. Supported Access Program
4. Program Development
5. Health and Safety of all group fitness staff and customers
6. Outstanding service delivery to all customers and stakeholders

PEOPLE & COMPLIANCE

Head of People & Compliance - Kat Tonks / Coby O’Hehir

This crucial role will ensure the efficient administration of people, finance and contract functions of the business. The Head of People and Compliance will ensure compliance to legislation, contracts and policy and work collaboratively with all stakeholders. They will oversee all of Aligned Leisure’s systems within Cardinia. An important member of the Management Team, they will work across all departments and all locations.

1. Administration of contract compliance and all financial processes
2. Administration of HR documentation, compliance and reporting
3. Outstanding service delivery to all customers and stakeholders
4. Provide support to employees and manage performance

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5. Outstanding service delivery to all customers and stakeholders

Childcare Captain – Shayreen Quinton

The Child Care Captain oversees the Cardinia Life Child Care during their rostered shift. They are ultimately responsible for the safety and experience of all children. They have the authority to make the necessary decisions to ensure the highest levels of safety and customer experience are maintained. The Child Care Captain is proactive in providing visible leadership and direction to all staff, ensuring that childcare programming is operating efficiently, in accordance to regulations and procedures and with the highest possible level of service. They will act as supervisor for the childcare facility and ensure compliance with all regulations and policies.

1. Child Care Operation and Compliance
2. Health and Safety of all staff and customers
3. Outstanding service delivery to all customers and stakeholders

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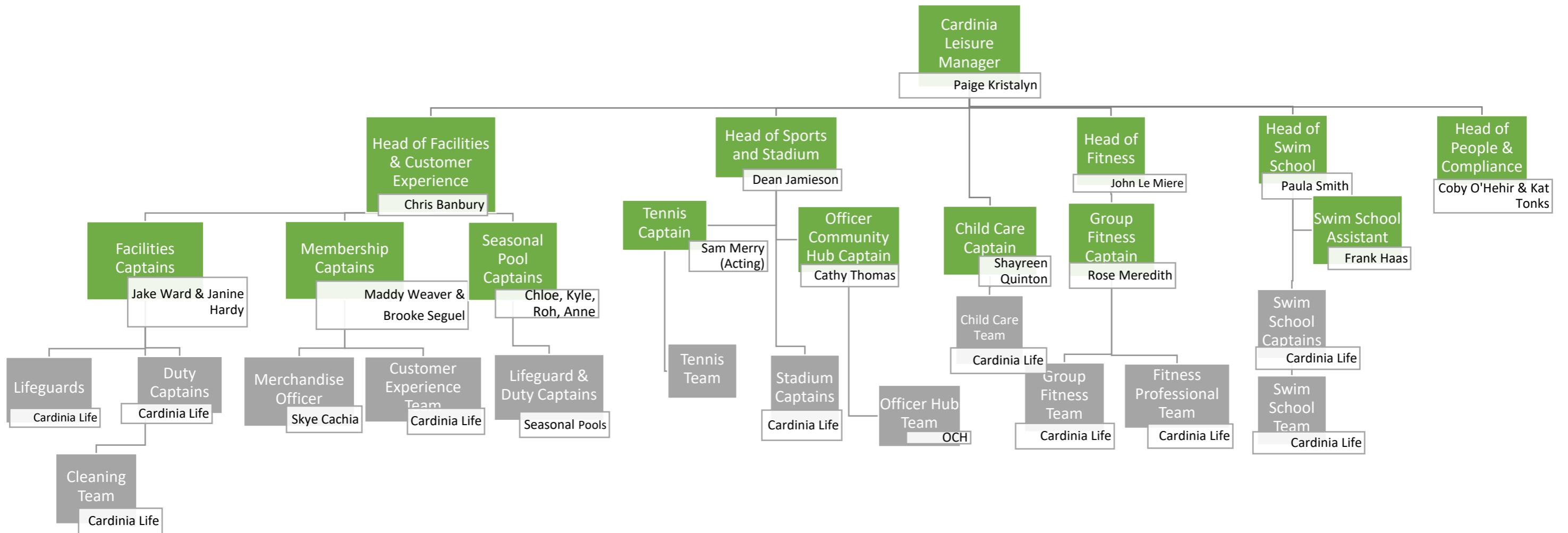
Cardinia Leisure Facilities

Cardinia Life

Pakenham Regional Tennis Centre

Officer Community Hub

Seasonal Pools x 4



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