

BLUEfit

EMPOWER
FY26 Social Impact Report

Moving, growing and leaving communities better than we found them.

Acknowledgment of Country

Scan to learn more about the artwork and BlueFit's Reconciliation Action Plan

The BlueFit Group acknowledges the Traditional Owners of Country throughout Australia. We pay our respect to Elders past and present.

The artwork is created by Caitlin Trindall, a proud Gomeroi woman and creator of Mirrii Art. The design centres around the community of BlueFit, and the range of programs that cater to the diverse communities we serve. The artwork tells a story of reconciliation through respect, partnerships, connection to Country and community.



Contents

Message From Our CEO	04
The National Snapshot	05
The Community Engagement Framework	07
Active & Fun For Life	09
Belonging Without Barriers	19
Teaming Up For Local Impact	29
Sustainable Spaces & Innovative Programs	35
Owning Our Impact	47
A Final Word	62

Message From Our CEO

At BlueFit, our purpose has always been simple, we **Inspire Community Activity**. We believe that leisure facilities are uniquely positioned to address the complex health and social challenges facing Australian communities.

In a year marked by growing financial pressures and a greater need for social connection, our responsibility to contribute to a thriving, inclusive Australia has never been clearer. We are operating facilities that are community hubs where everyone belongs, moves, and grows together. We don't walk past barriers, we roll up our sleeves and solve them. This report is a celebration of what we have achieved together, generating over $337.4 million in community, economic and social value, proving that when we team up with local experts, schools, and health agencies, the whole community wins.

But that teamwork starts right at home, driven by the direct support we provide. There is a uniquely wonderful way a leisure or recreation facility can bring a community together, and I am incredibly proud of our BlueFit team who make that happen every single day. They bring our purpose to life by championing health and wellness, instilling the fun of participating in recreational sport, and building essential water safety and swimming confidence.

When financial hurdles stand in the way, the BlueFit Foundation steps in to fund vital kids' programs, ensuring they have access to sports participation and the chance to learn to swim at an early age. We are also deeply invested in building the future of our communities through employment and education, creating direct pathways to economic security. Southern Education provides free and subsidised courses to bring new community members into the industry and keep our teams highly qualified. At the same time, Leisure Employment Australia offers school based traineeships, getting young people passionate about working in the industry while they complete their studies.

As BlueFit approaches our 20th year of operation in 2027, I find myself reflecting on the incredible journey we have shared. I am proud of everything BlueFit provides to the communities we serve, and of the passionate team members who make it all possible. While we have achieved so much, we view this as just the beginning. We look forward to continuing this journey with you, breaking down barriers, and growing our social impact for decades to come.

Todd McHardy
Chief Executive Officer





The National Snapshot

Economic & Social Impact

$337.4 Million Total Benefit
The total economic and social value generated for our local communities this year.

$193.6 Million in Health Benefits
Generated by keeping our communities physically active and reducing total healthcare burdens.

$74.2 Million in Wellbeing Benefits
Created by improving the mental health, confidence and social connection of our attendees.

$27.5 Million in Drowning Prevention
The tangible economic value of equipping children with life saving aquatic skills.

75% of Our Surveyed Customers
agreed that their wellbeing had improved as a result of attending our facilities.

Removing Financial Barriers

$690,550 in Government Vouchers
Successfully redeemed to support families participating in our kids' sports and learn to swim programs.

$546,050+ in Community Access
Generated through the distribution of subsidised access vouchers and free facility passes.

$331,200 Raised Via Get Fit, Give Back
Directly distributed to local community organisations & the BlueFit Foundation to support grassroots initiatives & fund children's access to sports and Learn to Swim programs.

$64,200 Social Investment in Early Development
Generated by delivering 321 free Splash Time water familiarisation classes for local families.

Our National Footprint

63 Total Facilities
Proudly managed and operated across Australia.

Diverse Operations
Our portfolio includes 31 Leisure & Aquatic Facilities, 25 dedicated BlueFit Swimming locations, 5 Golf Courses, and 2 Stadiums.

Strong Council Partnerships
36 of our sites are council owned, demonstrating our trusted position in local government recreation.

Privately Owned & Operated
We directly own & operate 12 BlueFit facilities and manage an additional 15 private operator owned sites.

Community Activity

11.8+ Million Attendances
Across our nationwide network over the last 12 months.

87,000+ Swimming Lesson Participants
Actively learning essential water safety & skill development.

684,000+ Learn to Swim Classes
Successfully delivered across our ongoing and schools program.

12.31% Of Our Health Club Members
are currently meeting national physical activity guidelines.

Empowering Local Employment

1,988 Qualified Students
Successfully obtained their qualifications across 230 Southern Education courses.

168 School Based Trainees
Enrolled nationwide across 31 locations, completing their Certificate III in Sport, Aquatics and Recreation.

$281,000+ in Training Subsidies
Provided over $50,000 in free courses and $231,000 in subsidised training to remove financial barriers to employment.

Championing Youth Employment
43.3% of our total workforce are young people aged 18-20, providing critical early career opportunities within our local government areas.

The Community Engagement Framework

Strategic Statement

Empowering communities through active and fun participation. We're transforming our facilities into sustainable, welcoming hubs where everyone belongs, moves and grows together. We are rolling up our sleeves to break down barriers and leave our communities and environment better than we found them.



Active & Fun For Life

We are inspiring a lifelong love of being active.

Empowering our communities with the skills and confidence to get moving, stay healthy, and actually have a good time doing it - from toddlers in the pool to our active seniors.



Belonging Without Barriers

We are opening the doors so everyone can play.

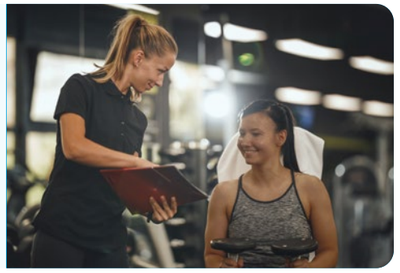
Proactively removing physical, cultural and financial obstacles so that our most vulnerable community members feel safe, welcome and valued in our spaces - ensuring everyone has a chance to join in the fun!



Teaming Up For Local Impact

We know we are smarter together.

Partnering with local experts, schools and community services to deliver targeted programs and safe spaces that empower all corners of our community to get active, stay connected and thrive.



Sustainable Spaces & Innovative Programs

We don't just keep up, we lead the way.

It starts with championing environmentally responsible practices and staying ahead of the game with fun, innovative programming. We roll up our sleeves to cut waste and elevate how we do things to ensure our facilities and communities are thriving for generations to come.



Owning Our Impact

We don't just talk the talk, we track it.

We commit to transparent, data driven practices that prove our social impact, ensure we deliver on our promises, and continually adapt to the evolving needs of our communities.



Active & Fun For Life

We are inspiring a lifelong love of being active.

Empowering our communities with the skills and confidence to get moving, stay healthy, and actually have a good time doing it, from toddlers in the pool to our active seniors.

At BlueFit, we know that getting active shouldn't feel like a chore; it should be something our community looks forward to. Whether it is a child taking their very first splash in the water, a teenager learning a new sport, or an older adult maintaining their mobility and social connections, our facilities are designed to make movement enjoyable and accessible at every stage of life.

By tracking attendance frequencies and class progression, we ensure that our programs aren't just getting people through the doors, but are actively supporting lifelong healthy habits and continuous skill development.



By The Numbers

11.8+ million
visits recorded across all BlueFit facilities.

Learn to Swim Program

Over **87,000 students** participated in swimming lessons, mastering an estimated **435,000 new aquatic skills**, actively building a water safe generation.

60%
of learn to swim students progressed to a new level, ensuring consistent, measurable development in their water safety journey.

78%
of surveyed students reported feeling more confident as a direct result of attending our swimming lessons.

1.18%
of all Australian children aged between 0-14yrs are enrolled in BlueFit Swimming.

Sports and Golf

7689
Kids Sports classes delivered, helping local youth build fundamental movement and socialisation skills across Basketball, Soccer, Gymnastics and Golf.

408,653
total golf course attendances across our 5 courses

BlueFit Health Club

12.31%
of our Health Club members are currently meeting national physical activity guidelines.*

31,459
total group exercise classes delivered, keeping 418,364 attendees physically active and community connected across our network.

- To ensure our older adult cohort remains active and socially engaged, the total group exercise classes delivered includes **2,198 dedicated Senior Fitness classes** with 36,411 attendances and **5,308 Aqua Aerobics classes** with 106,780 attendances. These classes are vital, low impact mobility programs that actively combat social isolation for older adults.

Wellbeing & Social Impact Annual Survey

75%
stated their wellbeing has improved as a result of attending our facilities.

63%
feel more confident as a result of attending our facilities.

57%
stated their mental health improved as a result of attending our facilities.

53%
learnt new skills attending our facilities.

46%
feel a greater sense of belonging as a result of attending our facilities.

45%
feel more connected to their community by attending our facilities.

**Updated to align with Australian 24hours Movement Guidelines, not traditional 2 visits a week measure.*

Beyond The Numbers

Spotlight: Confidence That Lasts a Lifetime

Building early water safety through BlueFit Swimming.

For many Australian families, the water is a central part of life, but learning to navigate it safely is a journey. When young Eli first started his BlueFit Swimming lessons, he was building the foundational skills required to simply feel safe in the water. Those early lessons proved absolutely vital when they saved his life during a frightening, unexpected water incident while on holidays.

Rather than letting that moment instill a fear of the water, the fundamental safety skills Eli had learned gave him the ultimate confidence. He returned to the pool with incredible determination, progressing through every single level of the BlueFit Swimming program. This year, we proudly watched Eli graduate, proving that our programs do more than teach strokes, they build essential, life saving skills and remarkable character. The true impact of this milestone is best described by the person who experienced it alongside him.

Email from Eli's Mother

"We wanted to let you know that yesterday Eli completed his Croc level and at this stage will be taking a break from swimming and not moving on to mini squad so that he can pursue some other sporting goals. We didn't cancel his swimming with the front desk as we wanted you all to receive this email from us directly.

On behalf of my entire family, I cannot express enough how grateful we are to you and the BlueFit team who work tirelessly to instill swim safety into the minds of all those that pass through your doors. We will forever believe that played a crucial role in Eli still being alive and here with us today to celebrate this milestone.

Please pass on our sincere thanks to everyone, and please always feel free to reach out to us if future opportunities present themselves to continue to share Eli's journey – together we are stronger as one."



> The BlueFit team **work tirelessly to instill swim safety** into the minds of all those that pass through your doors. We will forever believe **that played a crucial role in Eli still being alive and here with us today.**

To learn more about Eli's story, scan to view the video

Spotlight: Key Social & Physical Benefits Driving Facility Value

Across all BlueFit leisure facilities, community members feedback consistently highlights five overarching physical, mental and social outcomes.

Physical Health, Fitness, and Mobility

Over 40% of survey respondents ranked this as the single largest benefit they experienced attending our facilities. Community members reported major improvements in cardiovascular endurance, stamina, and overall vitality. Key outcomes include weight management, muscle strength development, chronic condition management (e.g., blood pressure and arthritis), and targeted injury rehabilitation using gym and warm water pool facilities.

Mental Health and Stress Relief

Our facilities serve as a crucial psychological sanctuary, with community members regularly experiencing stress reduction, mood elevation, and anxiety relief. Exercise participation provides a dedicated mental reset and personal time, directly contributing to improved sleep quality, self efficacy, and overall daily life satisfaction.

Social Connection and Community Belonging

Our facilities function as vital local social anchors that combat isolation in particularly for seniors, solo participants, and retirees. Community members place high value on making new friends, group fitness camaraderie, interacting with staff, and enjoying post activity catch ups in an inclusive, safe environment.

Swimming Skills and Water Safety Development

Our aquatic programs are widely recognised for instilling life saving water safety habits and technical stroke proficiency. Parents prioritise childhood developmental milestones and swimming competency, while adults value building low impact cardiovascular conditioning and overcoming personal water hesitation.

Family Bonding and Multi Generational Engagement

Our facilities foster shared active time across all age brackets, bringing together toddlers, youth, parents, and older adults under one roof. Programs provide structured accountability to help individuals stay active year round while instilling lifelong healthy habits in children and reinforcing local community cohesion.







Spotlight: Throwing the Doors Open

Showcasing our spaces through Free Community Open Days

Inspiring a lifelong love of being active often starts with a simple invitation. To ensure everyone has the opportunity to experience the health and social benefits of our facilities, we host Free Community Open Days every year. By throwing our doors open completely free of charge, we remove the initial financial hesitation and give locals a zero pressure environment to explore our pools, health clubs and group fitness classes.

These events are more than just a fun day out, they are a direct gateway to building sustainable, healthy routines. They allow us to actively spotlight our diverse programs and services we offer and help individuals find an activity they genuinely love.



Open Days Impact at a Glance:

National Reach

Hosted highly engaging, free access events across 21 locations nationwide.

14,000+ Attendees

Welcomed over 14,000 community members to participate, connect and enjoy our recreational spaces completely free of charge, driving immediate community engagement.

Strategic Alignment

Every class delivered and every skill learned maps back to our broader commitment to national and global skills.



UN Sustainable Development Goals

- SDG 3 (Good Health & Wellbeing)



Measuring What Matters (MWM)

- Healthy (improving physical and mental health)

Belonging Without Barriers

We are opening the doors so everyone can play.

Proactively removing physical, cultural and financial obstacles so that our most vulnerable community members feel safe, welcome and valued in our spaces, ensuring everyone has a chance to join in the fun!

At BlueFit, we believe that cost, background, or ability should never dictate whether someone can participate in local sport and recreation. We know that some groups such as First Nations people, CALD communities, people with a disability, and low income families, face unique hurdles to access.

That is why we don't just wait for the community to come to us; we proactively break down these walls. With initiatives to lower the cost of entry, specialised classes like DragonFly we are creating spaces where every single person feels they 100% belong.



BELONGING WITHOUT BARRIERS

By The Numbers

107

local organisations empowered by distributing **$32,259** worth of 3 month BlueFit Swimming and Health Club Vouchers to their most vulnerable community members.

66,812

Government Kids Sports vouchers redeemed, easing cost of living pressures by securing **$690,550** in funding to keep local children active in sport and swimming.

$360k+

worth of free passes issued directly to the local community, removing immediate financial barriers to physical activity and access to health facilities.

3,099

DragonFly Learn to Swim classes, delivered, providing a sensory safe, highly supportive environment for **80** students with specialised needs to build critical water confidence.

321

free Splash Time delivered (introductory water familiarisation & water safety classes) throughout the year, equating to a social investment of **$96,300**.

Beyond The Numbers

Spotlight: Easing the Financial Squeeze

Removing cost as a barrier to health and happiness.

Cost is often the number one barrier to participation, especially for low income families. When the rising cost of living meant a local family from Hobsons Bay in Victoria could no longer continue with their swimming lessons for their 5 children, BlueFit stepped in and covered the cost of their swimming lessons for 15 weeks.

This helped the family get back on their feet and we are happy to report the family successfully transitioned back to ongoing lessons, ensuring all five children continue to build life saving skills today. In the Sunshine Coast LGA, we supported a community member with a 6 month membership to provide them with access to support their mental health and wellbeing.

Over the course of the year, BlueFit delivered $546,050 in total community access benefits, ensuring that community members don't have to choose between putting food on the table and equipping themselves with vital health, wellbeing, or water safety skills.



Spotlight: A Safe Space for All Abilities

Building confidence through the DragonFly program.

For children with disabilities or sensory processing challenges, a busy local pool can lead to sensory overload. Our DragonFly program is intentionally designed to change that. This year, 80 students enrolled in DragonFly, experiencing a tailored, quieter, and highly supportive learning environment.



Spotlight: Splash of Colour

Belonging without Barriers

Partnering with Splash of Colour, the BlueFit Foundation partially funded a 12 week Learn to Swim program specifically designed to empower women from culturally diverse backgrounds. Swimming is an essential life skill that belongs to everyone, but cultural and financial barriers often prevent adults from accessing the water. By creating a culturally safe and welcoming environment, this initiative ensures these women gain critical water safety skills while building community connection.

For 15 years, Beenish sat on the pool deck watching her children learn to swim. She always remained an observer, until she decided it was time to dive in herself. Through the Splash of Colour program at Craigieburn, Victoria, Beenish transitioned from the sidelines to the water.

For Beenish, this 12 week journey was about much more than basic water safety. It was about breaking down deeply rooted cultural barriers and finally finding the personal confidence to join her children in the water. By empowering mothers like Beenish to feel safe and capable, BlueFit and Splash of Colour are actively inspiring the next generation to embrace the water alongside them.

To learn more about Beenish's story, scan to view the video



Spotlight: Reconciliation Action Plan

Deepening our connection to Country and community

At BlueFit, our mission to inspire community activity goes hand in hand with our commitment to fostering inclusive, welcoming, and culturally safe spaces. With the launch of our inaugural Reflect Reconciliation Action Plan (RAP), we are taking formal steps to honour, recognise, and celebrate the histories, cultures, and contributions of First Nations peoples across our workforce and the communities we serve.

Being "All In" for reconciliation means stepping outside our facilities to actively listen, learn, and grow together. During National Reconciliation Week, members of our dedicated RAP Working Group and community leaders participated in powerful local events to deepen their understanding:



Hobsons Bay City Council

RAP Chair Leonie Shaw and working group member Karishma Chand attended a yarning circle at Altona Library. Beautifully guided by Thara Brown (Yorta Yorta) of Wala Connections, the session provided a meaningful space to learn about the six Boonwurrung Seasons and deeply reflect on the relationship between self and Country.



Moonee Valley City Council

Community Engagement Manager Patria Cimbaro participated in a Bush Tucker Cooking workshop, discovering how native Australian ingredients are used and immersing herself in culture through smell, touch, and taste.



City of Monash

Our team attended the "Celebrating Country and Culture" opening event, featuring traditional Indigenous dancing led by Stacie, a proud Wurundjeri, Dja Dja Wurrung, and Ngurai Illum Wurrung woman and a beautiful weaving session with Aunty Marilyn Duff.



Strategic Alignment

Every barrier removed maps back to our broader commitment to national and global goals.

UN Sustainable Development Goals

- SDG 3 (Good Health & Wellbeing)

Measuring What Matters (MWM)

- Cohesive (fostering inclusive communities)

Teaming Up For Local Impact

We know we are smarter together.

Partnering with local experts, schools and community services to deliver targeted programs and safe spaces that empower all corners of our community to get active, stay connected and thrive.

At BlueFit, we recognise that true community engagement cannot be achieved in isolation. While we are experts in facility management and recreation, we rely on local partners to be the bridge to the communities we serve. By combining our facilities and operational framework with our partners' cultural knowledge and specialised expertise, we move beyond basic facility hire to deliver transformational community programming.

From allied health professionals running rehab sessions to local schools participating in essential water safety education, these collaborations ensure our programs are financially sustainable, culturally safe, and deeply impactful.



TEAMING UP FOR LOCAL IMPACT

By The Numbers

Facility Partnerships

Partnered with up to **751 unique community organisations**, including 560 educational institutions and 147 grassroots sporting clubs, transforming our facilities into central hubs for local connection and physical activity.

Get Fit Give Back

Donated **$331,200** through our annual Get Fit, Give Back campaign. We disbursed $266,200 directly to local community groups to support grassroots initiatives, while directing the remaining $65,000 to the BlueFit Foundation to fund children's access to sport and swimming lessons.

Co-Designed Programs

Delivered **$47,695** in co-designed, locally funded programs, leveraging partner expertise to provide highly targeted health and wellness interventions.

School Programs

Engaged **215** local schools in facility delivered programs (with 48% dedicated to swimming lessons and 43% to swimming carnivals), ensuring our spaces actively support the physical education curriculums of our local youth.

TEAMING UP FOR LOCAL IMPACT

Beyond The Numbers

Spotlight: Safe Spaces for Young People

Partnering to keep local youth active and engaged.

To rebuild trust, Newcastle Pools brought the Police Youth Command directly into the facility to engage with local youth in a relaxed, recreational setting. Instead of interacting only during high stress operational interventions, police officers played football with the local youth, organised police dress ups, and invited children to explore police vehicles.

This proactive collaboration transformed the relationship between law enforcement and local adolescents, shifting from a dynamic governed by authority and consequences to one built on mutual familiarity and fun. Furthermore, by integrating Wandiyali (a local Indigenous support group) into major facility milestones like the annual Community Open Day, the facility ensured that First Nations representation and cultural connection remained a visible aspect of daily facility life.

Ultimately, families who had previously avoided the pools returned to the water, frontline employees felt emotionally supported, and young people were given a pathway to remain positively connected to their community. As a result, year on year anti-social behaviour dropped by 77.8% during the peak summer season.





Spotlight: Waves of Change

Making a splash for community water safety.

To see the fun, scan the QR code

The BlueFit Foundation's *Waves of Change* is a community driven fundraising initiative designed to break down financial barriers to aquatic education. By rallying local swimmers, aqua aerobics enthusiasts, and volunteers, we turn laps in the pool into life saving swimming lessons for children and communities who need them most.

Program Impact at a Glance:

15K+ **$15,550 raised** across three major community events.

641 swimming lessons funded for vulnerable children and community members.

326 participants joining forces to form 30 dedicated fundraising teams.

4,159 laps counted by our local community members.

This year, the energy across Belmont Oasis Centre, BayFit Leisure Centre, and Lane Cove Aquatic Centre was spectacular. From dedicated lane swimmers pushing their limits to the high energy "Hour of Power" Aqua Aerobics crews, every single participant played a part in driving our mission forward.

By teaming up to move, swim, and support one another, our local communities proved that collective action creates a profound ripple effect. Every lap swum and dollar raised directly translates to essential water safety skills for children who might otherwise miss out, proving that when we work together, we can truly change lives in the water.

Spotlight: Get Fit, Give Back

Linking personal health goals with direct grassroots funding.

Now in its third year, the *Get Fit, Give Back* initiative bridges personal health with community support by offering an affordable six month membership for $299 ($1.60 per day). For every membership purchased, BlueFit fully subsidises a $100 donation directed straight to a registered local community group chosen by the member. By absorbing all administrative costs, 100% of the donation reaches grassroots organisations, transforming our facilities into active engines for social good.

Strategic Alignment

Every partnership built, maps back to our broader commitment to national and global goals.



UN Sustainable Development Goals

- SDG 17 (Partnerships for the Goals)



Measuring What Matters (MWM)

- Secure (community safety)
- Cohesive (connection)

Program Impact at a Glance:

331K+

$331,200 Raised Nationally

Direct funding delivered across 277 community partners.

Accessible Health

Eased cost of living pressures by providing premium facility access for approximately $1.60 per day.

$1,000,000 Milestone in Sight

For the 2026 campaign we are on track to pass $1 million in total cumulative community contributions since inception.



To learn more about *Get Fit, Give Back*, scan the QR code

Sustainable Spaces & Innovative Programs

We don’t just keep up, we lead the way.

It starts with championing environmentally responsible practices and staying ahead of the game with fun, innovative programming. We roll up our sleeves to cut waste and elevate how we do things to ensure our facilities and communities are thriving for generations to come.

At BlueFit, sustainability is about more than just reducing our carbon footprint; it is about building future ready community hubs. By adopting digital, paperless operational systems and implementing energy and water reduction strategies, we are drastically cutting our environmental impact.

But innovation doesn’t stop at facility management. It extends to how we educate and empower the public. Through community education initiatives, such as off site Water Safety Talks, we are proactively transferring knowledge, ensuring that our communities have the vital life skills needed to engage safely with our environments. Furthermore, by consciously keeping our spending within Local Government Areas (LGAs), we are helping to build prosperous, dynamic local economies.



SUSTAINABLE SPACES & INNOVATIVE PROGRAMS

By The Numbers

Proactive Water Safety

Delivered **231** off site Water Safety Talks to over 4,000 community members, proactively taking dry land aquatic water safety education directly to vulnerable groups who may not otherwise access traditional swimming lessons.

Life-Saving Technology

Our AI Drowning Prevention technology reduced incident response times from an average of 86 seconds down to just **12 seconds**, a rapid detection capability that ultimately saves lives.

Preserving Natural Resource

Saved **180 trees** by eliminating 1.8 million sheets of administrative paper through the implementation of our digital, paperless operational platform (SALT).

Carbon Reduction

Avoided the equivalent of **1.01 billion ‘Black Balloons’** of carbon pollution (50 grams of carbon per balloon) through our aggressive national waste management and diversion efforts.

Energy Efficiency

Successful saved **61,930 gigajoules** of energy over energy over the year, equivalent to the average household energy usage of **642 homes**, by continually upgrading to energy efficient facility systems.

Beyond The Numbers

Spotlight: Empowering Through Education

Taking our expertise out of the pool and into the community.

Being a non swimmer in Australia is a significant safety risk. To proactively address this, our team didn't just wait for people to enrol in lessons, we took our expertise directly to them through our outreach program.

This year, we delivered **231 Water Safety Talks** at local schools, community centres, and community events. By reaching children and new arrivals in their own environments, we broke down the embarrassment and stigma often associated with not knowing how to swim. We equipped thousands of locals with dry land water safety knowledge, empowering them with the confidence to safely enjoy Australia's aquatic environments.



Spotlight: Splash Time

Nurturing early development for free.



Our Splash Time program ensures every family has access to critical early aquatic experiences by offering completely free, sensory based swimming classes designed exclusively for babies up to 6 months old. Introducing infants to the water early builds foundational water confidence, strengthens parent and child bonds, and supports early motor development.

Having delivered free classes to **just under 4,000 participants** this year we have generated over $96,300 in community value by removing financial barriers for new parents.

To learn more about Splash Time, scan the QR code

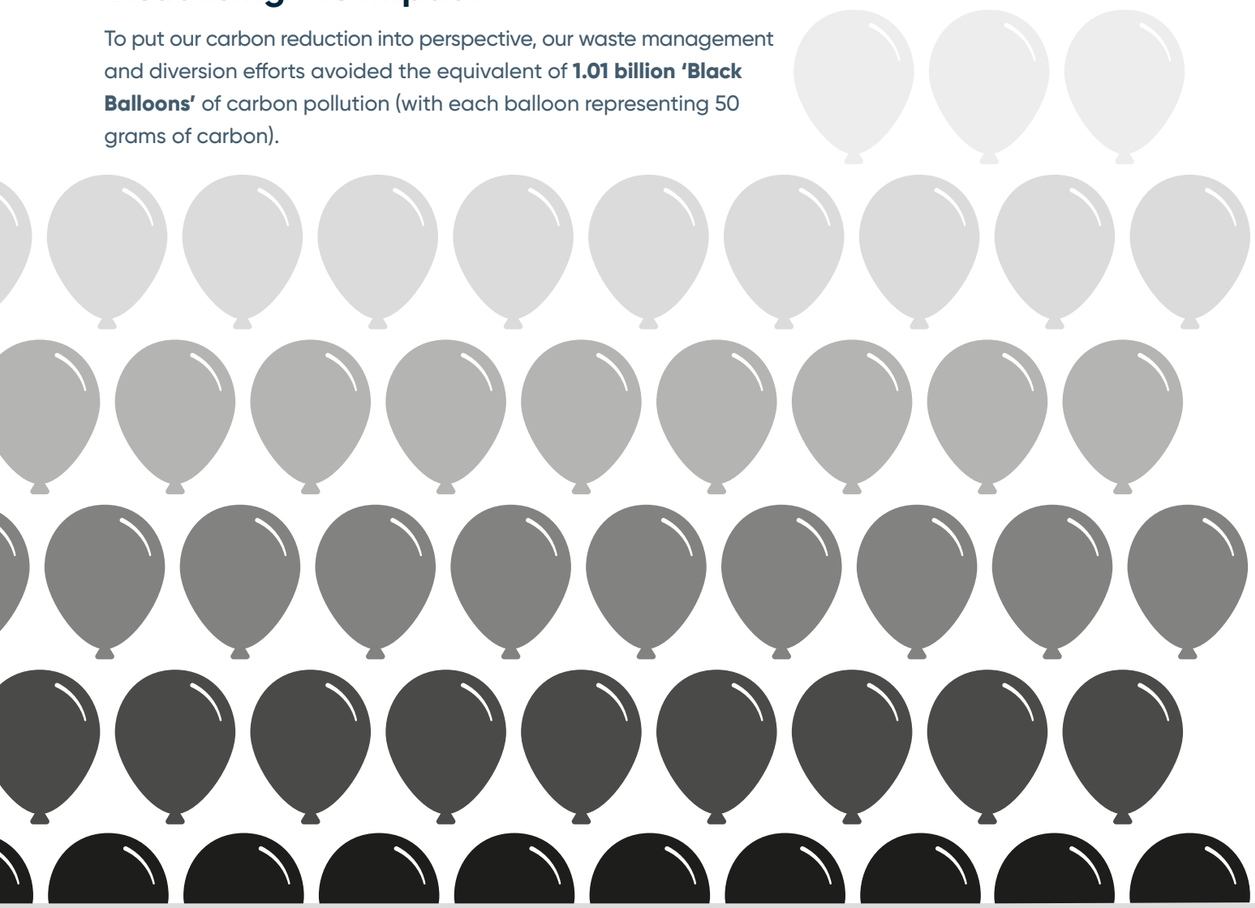
Spotlight: Cutting Waste, Maximising Impact

Modernising operations to protect our natural environment.

Running large scale aquatic and recreation facilities requires significant resources, which is why BlueFit is committed to leading the industry in environmental responsibility. This year, we continued the roll out of digital innovations to transition our facilities toward paperless operations, while simultaneously optimising our national waste management network. We are proving that high traffic community hubs can operate responsibly, preserving our environment for the next generation.

Visualising the Impact

To put our carbon reduction into perspective, our waste management and diversion efforts avoided the equivalent of **1.01 billion 'Black Balloons'** of carbon pollution (with each balloon representing 50 grams of carbon).



Our Environmental Impact at a Glance:

Going Paperless

By utilising software and digital tracking, we eliminated massive amounts of administrative waste, saving 1.8 million sheets of paper, equating to **180 trees** preserved this year alone.

Energy Savings

Combined with ongoing upgrades to our energy efficiency systems, we successfully saved **61,930 gigajoules** of average household energy usage over the year.

Carbon Reduction

Our national waste diversion initiatives resulted in the equivalent of **12,150 cars** being permanently removed from the roads (measured in Tonnes of CO2).

Emissions Avoided

Our network successfully avoided **401.95 tonnes** in Scope 3 Greenhouse Gas (GHG) emissions.

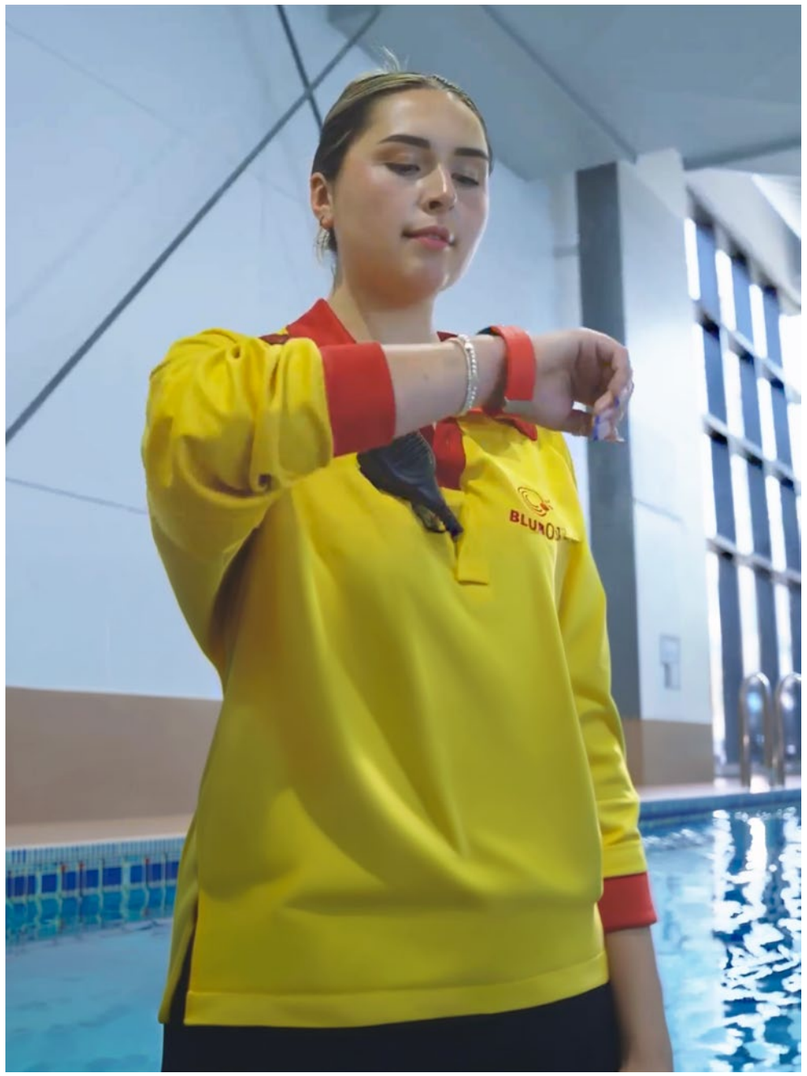
Spotlight: AI Drowning Prevention Systems & Safety Innovation

Where artificial intelligence meets human vigilance.

Aquatic facilities carry immense inherent risks, highlighted by the tragic 313 drowning incidents recorded across Australia last year. While human vigilance is crucial, it faces natural limitations. Rather than relying solely on traditional compliance measures, BlueFit identified an opportunity to revolutionise aquatic safety by integrating advanced AI technology.

Powered by Lynxight, the AI drowning detection system utilises a series of cameras that allows the system to monitor swimmer behaviour to automatically detect signs of distress, providing instantaneous alerts and real time images directly to lifeguards and Duty Managers via the systems' smartwatches. This unblinking technology dramatically reduces oversight risks, especially in crowded or challenging conditions, empowering our highly trained staff with a fail safe support system.

To learn more about the benefits of Lynxight, scan the QR code



Measurable Safety Outcomes

Zero Critical Incidents
Since implementing this AI system, facilities utilising the technology have reported zero critical aquatic incidents.

Rapid Response
Data shows average drowning detection times plummeted from 86 seconds without the system to an average of 12 seconds with the technology in place.

National Expansion
Following a successful pilot in 2023, this technology has been seamlessly implemented across 22 locations and 36 pools nationwide, with strategic plans for further expansion in 2027.

Data Driven Operations

We have overhauled our operational digital systems to ensure data driven safety management across all sites. Duty Managers can dynamically adjust lifeguard patrol patterns using real time hotspot tracking, while traditional patrol maps have been digitised to identify blind spots and high incident areas during training. Furthermore, by leveraging AI data to optimise facility operations, indicative results show a **50% reduction in energy usage**, delivering measurable risk reduction in facility sustainability.

Spotlight: Child Safety

Embedding a culture of proactive protection across every facility.

Child safety at BlueFit extends well beyond basic policy compliance; it is deeply embedded in our organisational culture, workforce training, and daily decision making. As a certified Child Safe Organisation, BlueFit strictly incorporates the 10 National Principles for Child Safe Organisations across every facility. We champion an environment where all children and young people have the right to feel safe, empowered, and included.

Shared Community Responsibility

We believe safeguarding is a collective effort. BlueFit actively engages parents and guardians through multilingual educational resources and supervision campaigns, ensuring safety expectations are clear for families from all cultural backgrounds. Any child safety concern logged triggers an immediate, structured investigation by our compliance team.

Strategic Alignment

Every sustainable choice maps back to our broader commitment to national and global goals.



UN Sustainable Development Goals

- SDG 9 (Industry, Innovation & Infrastructure)
- SDG 11 (Sustainable Cities)
- SDG 12 (Responsible Consumption and Production)
- SDG 13 (Climate Action)

Measuring What Matters (MWM)

- Sustainable (protecting the natural environment)
- Prosperous (building dynamic, efficient local economies)



Owning
Our Impact

We don’t just talk the talk, we track it.

We commit to transparent, data driven practices that prove our social impact, ensure we deliver on our promises, and continually adapt to the evolving needs of our communities.

At BlueFit, we believe that if a community outcome is worth achieving, it is worth measuring. We do not just want to count the number of people walking through our doors; we want to know if they are actually better off because they visited us. By utilising globally recognised measurement frameworks, including Results Based Accountability (RBA) and the Australian Federal Government’s Measuring What Matters, we can prove the true social and economic value our facilities generate.

Through customer satisfaction surveys and rigorous data collection, we keep a constant pulse on community sentiment. This allows us to hold ourselves accountable to our Contract Partners, adapting our services in real time to ensure we are always delivering on our Community Engagement Strategy.



By The Numbers

$337.4 million

In 2025/2026, BlueFit, through its programs and services, generated over $337.4 million in economic and social benefit for the communities we serve.

Diversity & Inclusion

Reflecting The Communities We Serve

We actively foster a diverse, culturally safe workforce so every visitor feels welcome. Currently, **20.3%** of our employees come from a Culturally and Linguistically Diverse (CALD) background, **12.8%** are from non-English speaking households, and **1.6%** identify as Aboriginal or Torres Strait Islander.

Championing Multigenerational Employment

We provide critical early career stepping stones with **43.3%** of our staff being young people (18–20 years old), while actively valuing the experience of mature aged workers with **18.2%** of our workforce is aged 45+.

Local Economy

Local Economy Reinvestment

Reinvested over **$25 million** directly into local economies through localised procurement.

Driving Local Economies

We ensure our operational spend stays local, with **58.1%** of our employees living directly within the Local Government Areas we operate in meaning their wages are reinvested right back into local businesses.

Workforce & Education

Employment & Training

Added **$9 million** in employment and training benefits by removing financial barriers to qualification and championing youth employment.

Removing Educational Barriers

Through Southern Education, we delivered **230** courses, qualifying **1,988** students for the workforce. To ensure financial hardship does not prevent career advancement, we provided over **$50,000** in fully funded (free) courses and **$231,000** in subsidised training.

Building the Future Workforce

We enrolled **168** School Based Trainees across 31 locations through Leisure Employment Australia, giving high school students hands on industry experience and a clear career pathway while they complete their Certificate III in Sport, Aquatics and Recreation.

Wellbeing & Safety

Social & Skills Benefit

Generated **$22.8 million** in social benefits by equipping local children and adults with vital aquatic and recreational abilities.

Wellbeing Benefit

Delivered **$74.2 million** in wellbeing benefits by improving the mental health, personal confidence, and social connection of our attendees.

Drowning Prevention

Generated over **$27.5 million** in drowning prevention benefits by delivering essential Learn to Swim and water safety programs that actively save lives.

Activating National Hubs

We proudly manage **63** facilities nationwide, hosting over **11.8+ million** attendances and transforming traditional leisure centres into vibrant, preventative health hubs.

Beyond The Numbers

Spotlight: The True Value of Recreation

Measuring our Total Economic and Social Footprint.

Leisure and recreation facilities are far more than just gyms, pools, courts, or golf courses. Whether it's families enjoying a weekend at the aquatic centre, teenagers shooting hoops in social basketball, or older adults walking the fairways, these spaces are preventative health hubs and engines for social cohesion. To truly understand our impact, BlueFit measures our Total Economic and Social Footprint. This means translating our health, wellness, and community outcomes into tangible economic value.

This year, our total economic benefit reached **$337.4 million**. This figure represents the healthcare costs saved by keeping our older adults active, the economic benefits of employing local youth, and the long term value of equipping children with life saving water safety skills. It proves to our local councils and partners that partnering with BlueFit to deliver recreational services is a direct investment in a thriving, connected future for the entire community.



2025/2026 Total Economic Contribution Snapshot:

$193.6 Million
HEALTH BENEFITS

$74.2 Million
WELLBEING BENEFITS

$27.5 Million
DROWNING PREVENTION BENEFITS

$22.9 Million
SKILLS LEARNT BENEFITS

$9 Million
EMPLOYMENT & TRAINING BENEFITS

$1.8 Million
PRODUCTIVITY BENEFITS

$546,050
COMMUNITY ACCESS BENEFITS

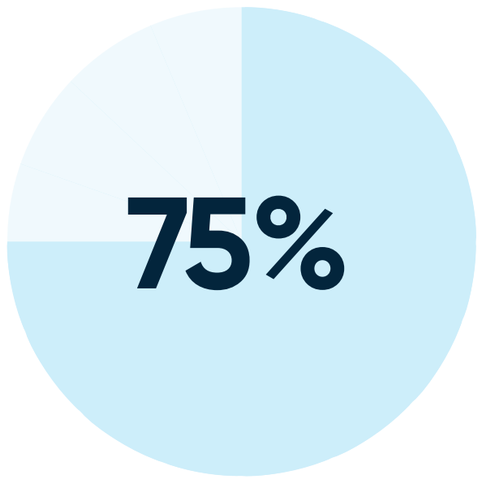
$331,200
GET FIT, GIVE BACK DONATIONS

Spotlight: Listening to the Community

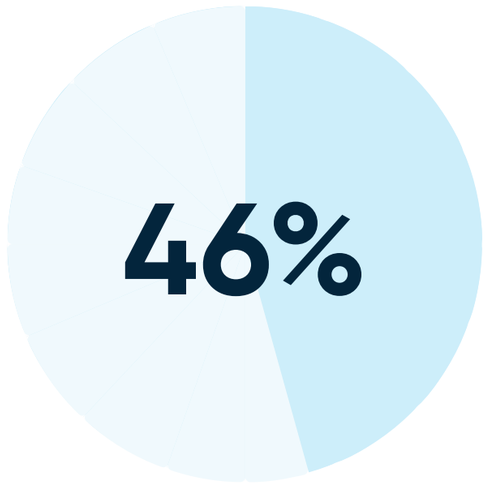
Data that drives real world decisions.

It is easy to assume a service is successful simply because a program is full. But at BlueFit, we don't guess how our community feels, we ask them. This year, our national survey asked participants directly to measure the mental, emotional, and social impacts of attending our facilities.

What The Data Tells Us



of respondents reported their **personal wellbeing improved** as a direct result of attending our facilities.



of respondents felt a **heightened sense of community belonging**, establishing a clear, actionable benchmark for our teams to drive inclusion even further.

Turning Insights Into Action

Listening directly to our community ensures that social return isn't just a metric on a page, it is our operational compass. Rather than relying solely on passive turnstile counts, this data gives our management teams a clear picture of where we are excelling and where we can innovate. It guarantees that every program, facility update, and team interaction actively works toward making every visitor feel safe, welcome, valued, and supported in their health journey.



Spotlight: National Water Safety Report

Championing water safety as essential physical literacy.

True impact means not only delivering services, but actively measuring and advocating for the safety of our communities. To evaluate the aquatic literacy of Australian youth, BlueFit surveyed 6,305 state and independent school students participating in our schools learn to swim program, benchmarking their abilities against the Royal Life Saving Australia National Water Safety Framework. This independent data, separate from our 55,000 weekly enrolments, revealed critical gaps in national water safety.

Key Findings & The 'Competency Cliff'

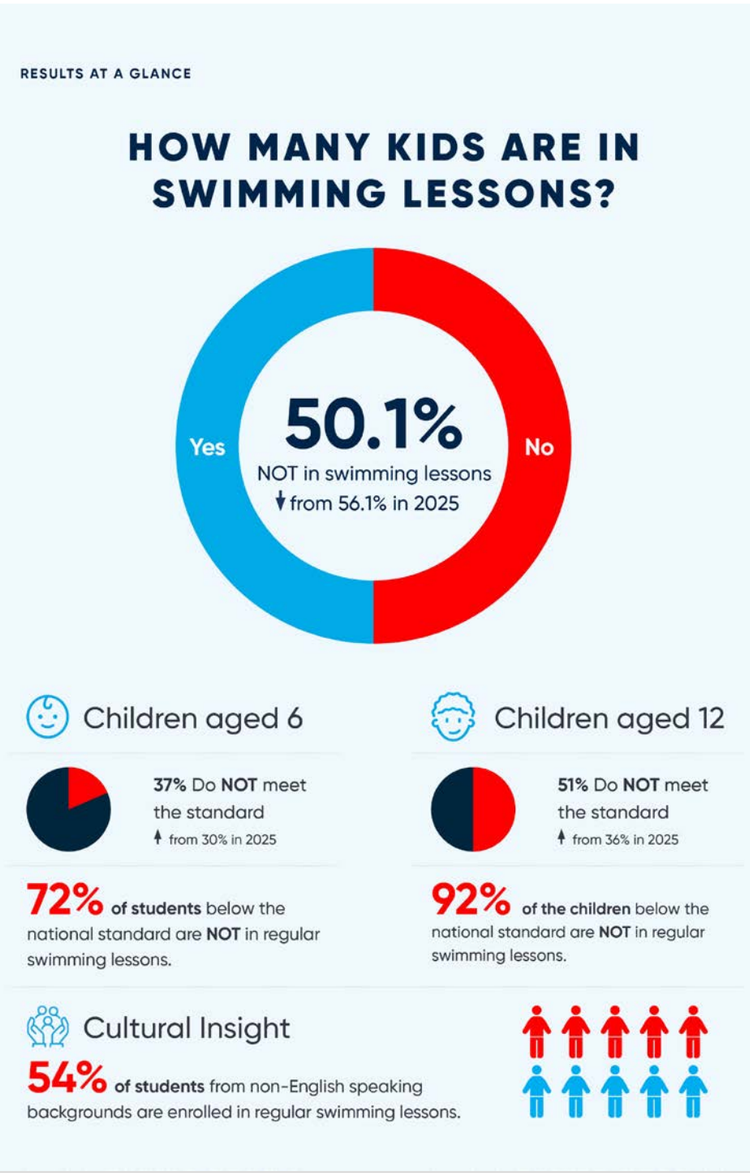
The Primary School Gap
57% of students aged 7 to 11 did not meet the minimum swimming standard for their age. Of those falling behind, 74% were not enrolled in regular swimming lessons.

The High School Risk
As students reach age 12 and older, 51% do not meet the minimum swimming standard. Alarmingly, 92% of these adolescents are not in regular swimming lessons.

Cultural Momentum
Families from non-English speaking backgrounds are actively prioritising aquatic education, with 54% enrolled in lessons compared to 44% of those from English-speaking backgrounds.

We view water safety with the same urgency as traditional education, imagining 57% of students leaving primary school unable to read or write highlights the severity of this aquatic competency crisis. Because national drowning rates more than double as youth transition into the 15–24 age bracket, early intervention is critical. To actively combat the financial barriers driving this drop-off, BlueFit successfully facilitated the redemption of over **6,800 government vouchers** across **50 locations** this year, working directly with families to ensure cost does not stand in the way of life saving skills.





Spotlight: Breaking Down The Barriers To Employment

Transforming determination into qualified aquatic careers across Australia.



A key pillar of BlueFit's employment strategy is creating direct pathways for young people entering the workforce. Through the Leisure Employment Australia (LEA) School Based Traineeship program, high school students gain hands on industry experience while working toward their Certificate III in Sport, Aquatics and Recreation, building a sustainable pipeline of qualified lifeguards and swim teachers for local communities.

National Traineeship Footprint

168 School Based Trainees

enrolled nationwide across 31 BlueFit locations.

Vocational Growth

Equipping young Australians with nationally recognised qualifications and immediate employment upon graduation.

Spotlight: Akau's Journey

To learn more about Akau's journey, scan the QR code

For many high school students, obtaining a traineeship is straightforward, but for Akau, it meant overcoming a major obstacle. Dreaming of becoming a lifeguard, Akau took himself to Melton Waves Leisure Centre to teach himself how to swim, but initially struggled to meet the mandatory water assessment criteria.

Recognising his exceptional determination, BlueFit provided Akau with a fully subsidised aquatic membership, while the BlueFit Foundation funded a block of adult swimming lessons to provide essential water safety and swimming skills.

Through this structured support, Akau mastered the required aquatic skills, passed his swim assessment, and secured his place in the LEA traineeship program.



Strategic Alignment

Every metric captured maps back to our broader commitment to national and global goals.

UN Sustainable Development Goals

- SDG 9 (Industry, Innovation & Infrastructure)

Measuring What Matters (MWM)

- Prosperous (building dynamic, efficient local economies)

Methodology Disclaimer

The economic and social values presented in this report are calculated using verifiable attendance and program participation data captured directly through our digital facility management systems. To translate this activity into economic value, we have aligned with globally recognised studies or frameworks. To ensure economic conservatism, attribution and deadweight discounts have been applied where applicable and we have separated key metrics (such as general health and drowning prevention) to avoid double counting where possible.

As an industry comparison we referenced The Victorian Public Pools State of Sector Report 2026, prepared by Aquatics Recreation Victoria and Life Saving Victoria. While their report outlines an average economic benefit of $30.50 per visit, our methodology yields a highly conservative $29.44 per visit.

A Final Word

From our General Manager of Community Engagement, Events & Programs

While this report is filled with numbers, percentages, and data points, what it really represents is people. Every attendance logged, every child who progresses to a new swimming level, every older adult regaining their confidence in an aqua class, and every teenager finding connection on our sports courts is a life positively impacted.

Bringing our Community Engagement Strategy to life across our facilities is not a solo effort. It requires the relentless passion of our facility management teams, the dedication of our frontline staff, and the invaluable expertise of our local partners. Together, we are proving that leisure and recreation facilities are the true beating heart of a connected community.

We are incredibly proud of the social impact we have generated this year, but our work doesn't stop here. As we look toward the future, we remain committed to rolling up our sleeves, removing barriers, and ensuring that when you walk through our doors, you feel 100% safe, welcome, and valued.

Let's Team Up

We know that we are Smarter Together. If you are a local school, health and wellness provider, or a community support organisation who share our vision of inspiring community activity, we want to hear from you.

Let's collaborate to build targeted programs, explore shared ways to support these initiatives, and create inclusive spaces where everyone belongs, moves, and grows together.

Leonie Shaw
General Manager of Community Engagement, Events & Programs



BLUEfit

Inspiring Community Activity

www.bluefit.com.au
leonie.shaw@bluefit.com.au