



Media Release

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Cockburn ARC wins national award on eve of third birthday

Putting the customer at the centre of everything it does to ensure more people are more active more often has earned Cockburn ARC the national winner of the Fitness Australia Not-for-profit Business of the Year Award.

The award was announced this morning during the fourth 2020 virtual Australian Fitness Awards, the only national awards program dedicated to the fitness industry with a record 2,000 nominations across 11 categories for individuals, businesses and community groups this year.

On the eve of Cockburn ARC's third birthday, it takes the facility's award tally to 16, further entrenching it as a source of pride for the City of Cockburn which established it under a unique partnership with an elite sporting organisation and a tertiary education provider.

ARC Manager Brett McEwin said the partnership between the City, Fremantle Football Club and Curtin University enabled the project to attract significant federal and state funding, with completion of the \$109m facility in 2017.

"This powerful partnership makes Cockburn ARC a next generation facility, combining sport, education and community health in a single integrated facility that is the best of its kind in Australia," Mr McEwin said.

"We are committed to enriching the lives of our community through health and fitness activities, and this is promoted through our customer-centric services and programs that are highly regarded by the 1.4 million people experiencing our centre each year.

"From the day the centre opened, there was a desire to deliver on a customer experience unlike any other in the industry.

"Our vision 'outstanding service that people talk about' drives our team to exceed customer expectations every day, with proven success through 1,917 online reviews and a global Net Promoter Score of 66.7, where above 50 is excellent and 70+ is considered world class.



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“Placing the customer at the middle of everything we do, combined with our passion to get people active, truly makes Cockburn ARC a great place for our community to be active.”

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