



Media Release

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Cockburn ARC voted Australasia's best in local government leisure communications and marketing.

Cockburn ARC has again been recognised in a major award.

The \$109M aquatic and recreation centre has taken out the Local Government category of the Australasian Leisure Management Communication and Marketing Awards (ALMCMA), announced in Sydney on 24 August.

The awards recognise excellence in communication and marketing in the leisure industry in Australia and New Zealand. The awards acknowledge how the leisure industry communicates the way it entertains, enriches and improves quality of life, engages with consumers to generate business success and deals with scrutiny.

Publisher of leisure industry business magazine Australasian Leisure Management, Nigel Benton, said when done well, marketing and communications could build a brand's reputation, adding to the bottom line of any business.

"Rather than position the ARC under the umbrella of the City of Cockburn or try to leverage Fremantle Football Club, the centre went out strongly on its own with a mission to get 'More People, More Active and More Often'," Mr Benton said.

"The Cockburn ARC has set a new benchmark for aquatic, fitness, recreation and sport centres in Australia and it has been really impressive to see how, throughout its development, milestones and achievements have been effectively communicated with all levels of media and with key stakeholders."

ARC Manager Brett McEwin said the success of the facility – which is on target to achieve more than 1.2 million visitors in its first year of operation – came down to successfully creating awareness of the ARC's new brand in an area of strong industry competition in just eight short months, while the product itself was still under construction.

"It was a big ask, but the team created a unique standalone brand focused on outstanding customer service, creating excitement about a new experience coming to



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our community by utilising social media and digital communications, including an e-newsletter that is now received by more than 7000 people.

“We also created an industry-leading website, which is arguably the most accessible leisure centre website in Australia, to encourage interactive communication with people of all ability levels in our community.”

Also at the ALMCMA's, fitness and wellness equipment company Technogym – a major supplier to Cockburn ARC - received the Industry Supplier Award.

The ARC was also recognised in early August when Multiplex won the 2017 Master Builders Bankwest Excellence in Construction Award for the recreation centre which was named Best Public Use Building over \$20M.

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