



# SPLASH!

## Commercial

In **SPLASH! Commercial** we focus on big and small commercial swimming pools including water parks, resort pools, competition pools, spa retreats and community and municipal projects. We examine issues of importance to commercial pool builders, designers, management and staff, while taking a look at some of the latest happenings around the region and the world.



Image shows the 7th Annual Paragon Pools Float Like a Duck water safety event held at the Heinrich YMCA Water Sports Park, Las Vegas in May. More than 300 people attended the public awareness campaign created by Paragon Pools

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## Youth attack

### YOUNG SWIMMERS GET GOLD

**FOURTEEN-YEAR-OLD** Brisbane school girl, Yolane Kukla swam her second fastest 50m freestyle time to clinch gold in the women's one-lap dash at the Santa Clara International Invitational in California.

Just 0.05 of a second outside her gold medal winning performance at this year's Telstra Australian Swimming Championships, Commonwealth Games debutant Kukla impressed with her time of 25.13, toppling fellow Australian and Commonwealth record holder, Marieke Guehrer. Just off the pace, Guehrer managed to



Rising star Yolane Kukla

improve on her finals performance from this year's Australian Championships clocking 25.31 and claiming the silver.

A classy swim by 15-year-old American Lia Neal saw her race to bronze in a time of 25.51.

AIS coach Vince Raleigh praised the performances of both girls, in being able to get up and perform solid times at the completion of the four day meet.

"I thought it was an excellent swim by both the girls. Yolane was right on her best time and still probably had room for improvement on her finish," he says.

Meanwhile, Australian teenagers Daniel Arnamnat, Samantha Hamill and Blair Evans all won gold on the final night of competition at the Barcelona meet in the Mare Nostrum.

## Excellence on the agenda

**SWIMMING** Australia has announced four new Centres of Excellence to help develop Australia's top swimmers at both a senior and age level, with further centres to be added later.

Swimming programs at Melbourne Vicentre, Norwood in South Australia, Brothers at Nudgee College in Queensland, and Nunawading Swim Club in Melbourne will be known as a Swimming Australia Centre of Excellence (COE) for the development of talented swimmers from club level to Australian team selection.

In gaining selection as a COE, programs had to display a number of different criteria including high performance

coaching credibility, coherence with the State Institute/Academy programs, adequate access to lane space, the ability to identify and recruit talent, and the appropriate age-group and national level development programs in place.

Once the criteria was met, individual programs then worked with Swimming Australia to highlight targeted areas where financial assistance and support could further enhance their existing programs.

Swimming Australia CEO Kevin Neil says the formalisation of these Centres of Excellence is another step in highlighting the "whole of sport" nature of swimming – from grass roots to international success.

"There is some great work going on

across a number of programs throughout Australia and these Centres of Excellence are designed to highlight that fact, and also streamline the process and practicalities of developing future national talent," says Neil.

Swimming Australia Centres of Excellence are:

- Melbourne Vicentre Swim Club, Melbourne – Head Coach, Ian Pope
- Norwood Swim Club – Head Coach, Peter Bishop
- Nudgee College, Brisbane – incorporating Brothers Swim Club – Head Coach, Matt Brown
- Nunawading Swim Club, Melbourne – Head Coach, Amanda Isacc

## Northcliffe takes out pool rescue title

### GOOD SIGNS FOR WORLD CHAMPS IN EGYPT.

**NORTHCLIFFE** Surf Life Saving Club has taken out the 2010 Australian Pool Rescue Championships at the Melbourne Sports and Aquatic Centre.

Outstanding performances from Dev Lahey and Kristyl Smith led the Gold Coast club to the overall title, with Cronulla and Maroochydore rounding out the top three. Lahey and Smith each took home six medals over the two days of competition.

Northcliffe's Shannon Eckstein was full of praise for his team mates and was impressed with how they performed throughout the championships.

"The whole team really put in this weekend and we're happy to walk away with the trophy. Dev and Kristyl were

fantastic, as were our younger athletes – Lachlan Feather and Jordan Harrison in the under 15s were particular impressive," he says.

The championships provided all competitors with a final opportunity to impress Australian selectors as they deliberate over the makeup of the Australian team for the World Life Saving Championship (Rescue 2010) in Egypt in October.

Eckstein, the former Australian team captain, said the championships were ideal preparation for Rescue 2010 and was hopeful of securing a place on the Australian team.

"I'm happy with how I've gone this weekend and hopefully I've done enough to convince the selectors, but only time will tell," says the defending World Ironman champion, who won three medals over the weekend.



## FINA to hold world conference in Uruguay

**THE** Fédération Internationale de Natation (FINA) will be holding its first World Aquatics Convention. It had previously held world conferences in Barcelona in 2001, focussing on sports management and marketing; and in Madrid in 2006. However, this event is the first event to be billed as an international convention.

It will be held in the Uruguayan resort of Punta del Este between 27th and 29th September 2010, and the event aims to gather together more than 700 of the aquatic industry's international leaders including Olympic partners, national federations, sponsors, media, event organisers, bidding and host cities, partners, suppliers and companies in the aquatic and sports event business.

Leading figures from the international aquatics community confirmed as speaking in the conference include:

- Kevin Neil, CEO Swimming Australia;
- Mark Schubert, FINA Coaches Commission, Honorary Secretary, head coach USA Swimming;
- Alexander Popov, Olympic & World Champion In Swimming, IOC Member, FINA Athletes Commission, Chairman, Vice President All Russian Swimming Federation;
- Peter Diamond, NBC;
- Carlos Arthur Nuzman, President Of Brazilian Olympic Committee, President Rio 2016 Organizing Committee for the Olympic and Paralympic Games, IOC Member;
- David Sparkes, CEO British Swimming Association;
- Christophe Dubi, Director IOC Sports Department;
- Debbie Jevans, Director of Sport, London 2012 Organising Committee for the Olympic and Paralympic Games;
- Peter Knowles, Chief Executive, Manchester 2008 FINA World Shortcourse Swimming Championships.

For more information contact [aquaticsconvention@fina.org](mailto:aquaticsconvention@fina.org) or go to <http://aquaticsconvention.fina.org>.



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"There are some great youngsters coming through and the competition for places is pretty intense, which is a great indication of how the sport is progressing."

Fellow Gold Coast athlete, Stephanie Ballantine, produced several outstanding individual performances over the weekend, ensuring her name will be raised at the selection table. Ballantine, 19, of Surfers Paradise SLSC won two gold and two silver individual medals and impressed all those in attendance.

Australian Head Coach, Brett Dowker, heaped praise on the next generation of athletes coming through, and believes the future is looking bright for Australian lifesaving competition.

"This weekend we have seen a number of the younger competitors perform well, particularly in the under 15 and 17 age groups. We're really pleased with the depth of talent on display this weekend."

# Copeton Dam swaps slide for spray park

**COPETON** Dam is near Inverell on the New England Plateau of New South Wales. It boasts great fishing, including opportunities to nab Murray cod, catfish, silver perch, yellow belly and trout. Tourists can try fossicking for sapphires, zircon, topaz, jellybeans, crystals and tourmaline around the local area and there is also canoeing, sailing, swimming, water skiing and – when water is released from the dam – even white water rafting.

Unfortunately, it will now be without its 21-year-old waterslide. The dam requires a new emergency spillway, which will see facilities at the northern section of the dam removed or relocated. Dues to its age, the waterslide will not be relocated, but will be replaced with a spray park.



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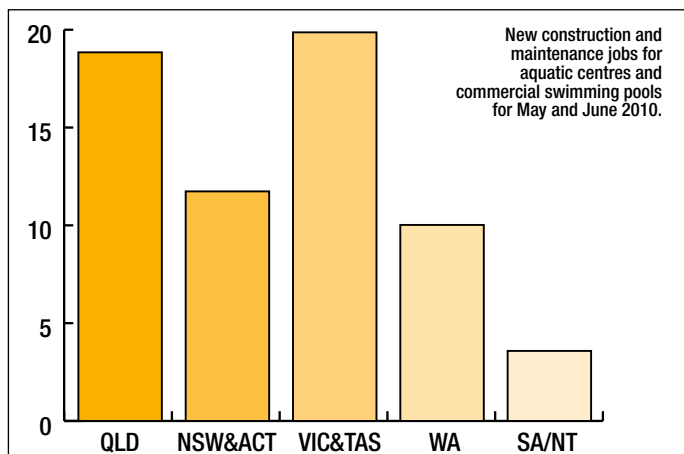


## Latest commercial tenders

**CORDELL** Information has released data showing new tenders for public swimming pools and aquatic centres for May and June, 2010.

The figures show both construction and maintenance jobs for aquatic centres and commercial swimming pools. Only new business opportunities have been included, not jobs that have been previously advertised.

The figures show tender numbers at 63 in total compared with 55 for the previous period. Victoria (20) and Queensland (18) had the most tenders, followed by New South Wales with 12.



## Tenders of the month

**PROJECT:** Gemfields Swimming Pool Complex Project

**LOCATION:** Rockhampton, Queensland

**CLOSE DATE:** 5pm Monday 19 July, 2010

**TENDER TO:** Central Highlands Council

**TENDER NO:** 83/2010E

**DESCRIPTION:** Gemfields Swimming Pool Complex Project. Council reserves the right to accept the tender that appears to it to be the most advantageous after consideration of the relevant circumstances, facts and information. Council may decline to accept any tender. Documents are available from Natasha Brewer at the Council Office, 65 Egerton Street, Emerald or by phoning (07) 4982 8350 or on council's website at [www.chrc.qld.gov.au](http://www.chrc.qld.gov.au).

**PROJECT:** Strand Water Park Softfall Replacement

**LOCATION:** Townsville, Queensland

**CLOSE DATE:** Friday 3pm, 23 July, 2010

**TENDER TO:** Townsville City Council

**TENDER NO:** T5906

**DESCRIPTION:** Townsville City Council invites tenders for the replacement of softfall at the Strand Water Park.

For more information on Cordell Information's commercial tender reports, call 1800 674 120.

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## Federal money means better facelift for Moree

**THE 115-YEAR-OLD FACILITY WILL GET GREATER FUNDING TO CREATE AN ARTESIAN SPA COMPLEX, WITH THE HOPE OF TURNING THE WESTERN PLAINS TOWN INTO THE SPA MECCA OF AUSTRALIA.**

AN injection of funds by the Federal Government has seen Moree Plains Shire Council revise upwards its contract figure for its Expression of Interest (EOI) for the Design and Staged Construction for the Redevelopment of the Moree Hot Artesian Pool Complex.

The contract figure for the early stages of the redevelopment is now \$5m.

The request for EOI closed in early July, but short-listed parties are expected to be invited to participate in a subsequent selective Request for Tender (RFT) process.

As a staged redevelopment, the council is hoping the prospective tenderers will be offering suggestions on how they expect the project to proceed past their initial involvement.

The Minister for Infrastructure,

Transport, Regional Development and Local Government Anthony Albanese gave the Shire the good news that it had been successful in its application to the Federal Government for \$3 million to upgrade the pool complex.

Council had already allocated more than \$3 million in the 2010–2011 budget for the redevelopment and Mayor Katrina Humphries says the additional \$3 million will have a significant impact on the extent of works that can be carried out on the complex.

“We’re absolutely thrilled that the work put into the funding submission by Council staff and Tourism Moree has paid off,” she says. “This means that we can do much more than we’d initially planned for Stages 1 and 2 of the redevelopment project.”

The current pool complex facilities were constructed in 1979 and are definitely showing their age.

In addition to a “facelift”, the redevelopment of the Moree Hot Artesian Pool Complex will involve a number of aspects including:

- Replacement or refurbishment of the existing outdoor 50m pool;
- Installation of a children’s “fun park” and learn-to-swim facilities;
- Redevelopment of the entrance and administration area, including the installation of an interpretive/cultural display giving the history of the 115-year-old facility and telling the story of the importance of artesian waters to the Moree community;
- Refurbishment and replacement of the hot pools and associated plant and equipment, providing increased hot pool capacity to cater for additional users, locals and visitors alike;
- Construction of a cafe that will feature local and regional produce;



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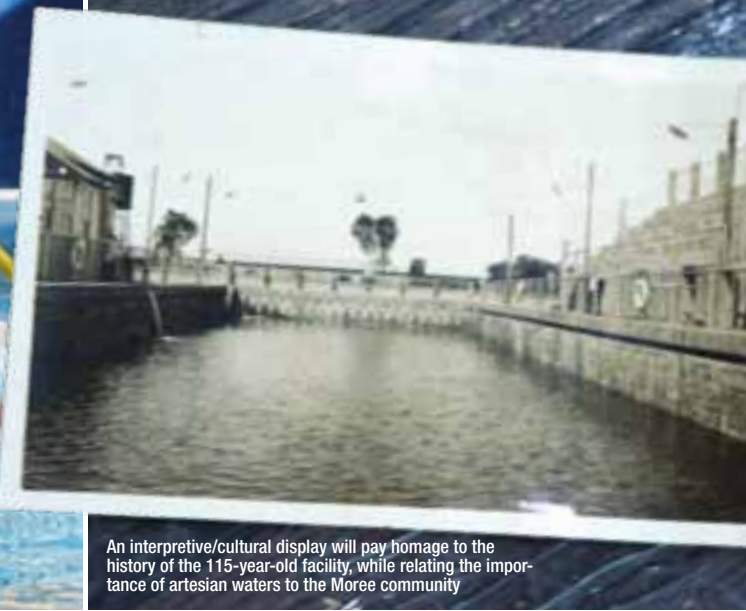
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Moree is known around the world for the healing qualities of its hot artesian water



An interpretive/cultural display will pay homage to the history of the 115-year-old facility, while relating the importance of artesian waters to the Moree community

- Allocation of areas for commercial lease by businesses offering products and services complementary to the health and healing properties of the artesian water. As well as being a major focus for the health, fitness and wellbeing of the community, the pool complex is a major

tourist attraction for the region; it is estimated that visitors to the facility contribute approximately \$50 million per year to the Moree Plains Shire's economy.

Humphries believes that the redevelopment will give the pool complex, and the community, a much-needed boost.

“Even in its current tired state, the pool complex attracts a considerable number of patrons, both residents and visitors,” she says. “Just imagine the number of patrons it will attract when the facilities are upgraded and modernised.”

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## Europe's safer inflatables standard

**THIS INFORMATION FROM GERMANY HAS PARTICULAR AUSTRALIAN RELEVANCE IN LIGHT OF THE RECENT CORONER'S FINDINGS INTO A DROWNING IN ROCKHAMPTON.**

ONLY a few years ago, German aquatic company, Wibit Sports, launched its new style of aquatic sports products in the US. Prior to entering the US, a market entry strategy was undertaken that involved research in the area of safety which Wibit assumed would be very strict due to the "dynamic lawsuit" reputation in the US.

"We could not believe that no national pool standard existed for pool inflatables," says Wibit CEO Robert Cirjak. "Upon further investigation we found everything from 'home made regulations' to 'insurance suggestions'. In addition, each state has its own guidelines and sometimes even the county regulations varied from the state's regulations.

"Even more surprising was the fact that

most aquatic professionals were indeed aware of the alarming stats: drowning being the second leading cause of death (after motor vehicle crashes) in the US; and according to the Centre for Disease Control, children make up nearly half of all drownings with most occurring in guarded pools."

In 2006 the US Consumer Product Safety Commission requested "inflatable kite tubes" be withdrawn from the market after reports of deaths and injuries.

How did this come about? "Kids used to go to pools to swim now they go to play," says Cirjak. "This is evident from the number of amusement-style products that have migrated to pools. At Wibit we call this 'amphibiation' – taking playground style activities such as slides,



According to EN15649, these handles can be an entrapment hazard



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obstacle courses, climbing structures etc to the pool.”

However in Europe, a state-of-the-art safety standard recognised by more than 27 countries has been created.

“The standard took four years to create and is what these aquatic professionals have been looking for when choosing and operating an inflatable,” says Romann Rademacher (Vice Chairman of the European Community (EC) committee on safety for inflatables used on water. The standard specifies safety requirements and test methods related to materials, safety and performance that can easily be adopted by other countries’ aquatic facilities.

The standard (EN 15649) is distributed by the European Standardization office and can be downloaded for example at [www.beuth.de](http://www.beuth.de) or go to [www.splashmagazine.com.au](http://www.splashmagazine.com.au) for a Quick Link. “Many well-known inflatable brands such as Intex or Sevylor are also following these standards here in Europe,” says Rademacher.

The EN 15649 Standard clearly

Warning symbols and product info



defines required water depth, entrapment hazards, intended users, mandatory warning label requirements, etc. We noticed that many of the “constant air running tracks” commonly used in the US were installed right on pools edge and yet the EN 15649 Standard states no inflatable should be with a 3m distance of the pool’s edge. The intention is to avoid the user falling or even jumping from the product and colliding with the pool’s edge.

“In addition we believe electricity and

water is a bad mix to begin with”, adds Rademacher. The real strength of the standard is that it has been validated by an independent test house.

Aquatics safety experts are currently working to craft similar standards for the US. Wubit Sports is in discussions with Safe Wise Consulting ([www.safe-wise.com](http://www.safe-wise.com)) to develop operating guidelines based on the European standards that will help ensure safe use of inflatables.

“Safe-Wise is excited to work on this



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project that will interpret some of the technical information in EN 15649. Our goal, over the next few months, is to create a series of operating guidelines that our clients (and others) can use to enhance their safety practices with these devices,” stated Michael Gurtler CEO of Safe Wise. “Wibit has been very helpful in our initial discussions and the information contained in EN 15649 will be very helpful.”

As far as Australia goes, Royal Life Saving advises that while there are generic standards for inflatable devices, there are no specific standards for inflatables in

aquatic environments.

Additionally, there are OH&S regulations that would cover some elements, but nothing specific. Also, while Royal Life Saving publishes the Guidelines for Safe Pool Operation which covers the supervision of play equipment and inflatables, there are no guidelines as far as they know relating to the manufacture and use of the inflatables, and in those instances they direct people to the manufacturers’ instructions.

SPLASH! will bring more on this issue in the next edition.

### Quick inspection checks:

1. Does the inflatable use warning symbols (pictograms) which are visible on the product?
2. The inflatable should be anchored (or tethered) at least 3m from any side of the pool.
3. Look for handles with “openings” greater than 3cm as this is an entrapment hazard.

## Bali high and higher

**BALI IS THE ISLE WHERE AUSTRALIANS AND KIWIS TRADITIONALLY HEAD FOR A PERIOD OF TOTAL RELAXATION AND IMMERSION IN AN ABSORBING CULTURE. BUT THAT DOESN'T MEAN YOU CAN'T HAVE STRAIGHT-OUT FUN AS WELL.**

**WITH** the recent addition of the Climax (AquaLoop) ride with its high speed centrifugal journey through a thrilling orbit, Waterbom Bali has announced itself as another fun option for one of tourism’s most famous destinations.

Located in the heart of Kuta, Waterbom Bali has been a landmark for more than 15 years, situated between Denpasar airport and the crowded Kuta commercial strip.

It had recently been revitalised, and the new rides are part of its rejigged appeal. Other new rides include the 70 km per hour Smashdown and a Lazy River.

Waterbom is a family waterpark, appealing to teens with nerves of steel to smaller children and toddlers, set within a sprawling 3.8-hectare tropical landscaped garden.

The new rides are sure to keep the park a feature for years to come.







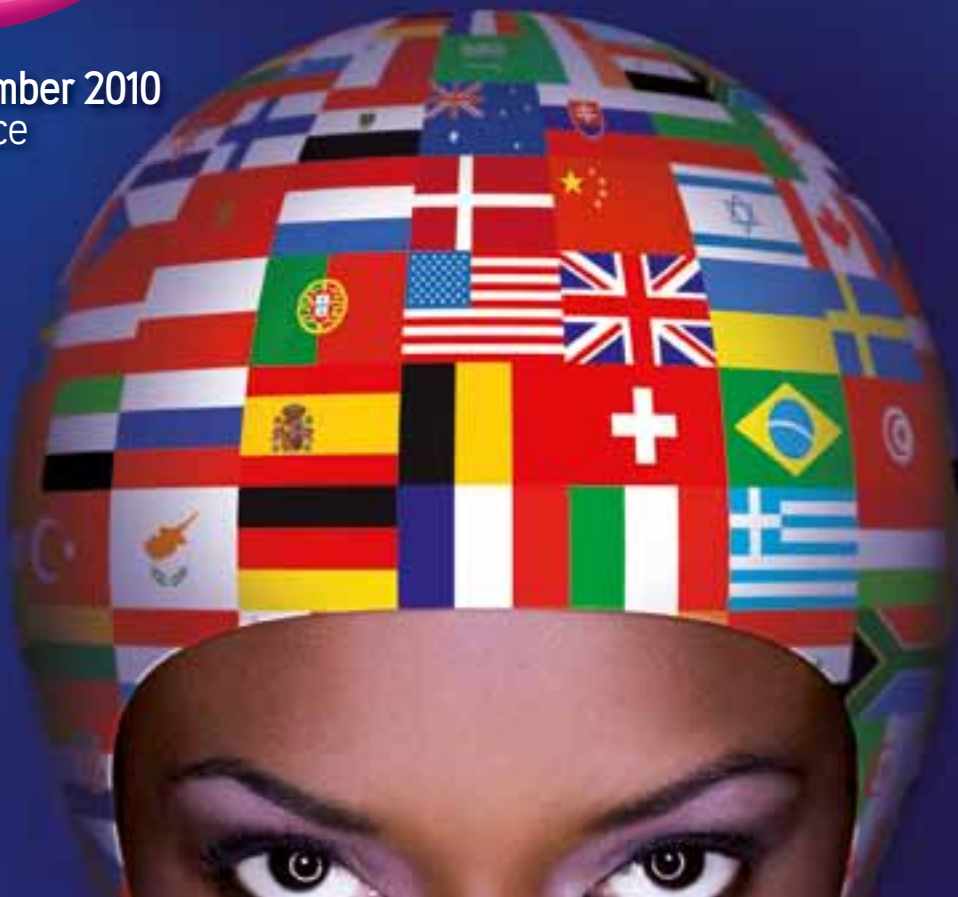
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# Waterparks and shopping malls: a symbiotic relationship



World Waterpark is visible from two levels of the shopping mall, attracting visitors and providing entertainment for shoppers

**Christina DiMartino investigates the growing trend for shopping centres and aquatic centres to be built close to each other, and discovers that when it's successful, both parties can be beneficiaries. However, success is not guaranteed.**

Shopping centre and mall developers decide to build waterparks in or adjacent to their facilities for one obvious reason: to increase traffic flow to the area. Over the past several years, numerous waterparks have been developed at shopping mall locations in the United States. Some say the trend is growing, while others report that they are not as successful as hoped.

Jeff Epstein, director of marketing for WhiteWater West Industries Global in Richmond, British Columbia, Canada, explained that the company engages in the conceptual

planning and design of waterparks. The company also designs the rides and other water attractions.

"Once a shopping mall developer enjoys success with one waterpark, it looks into adding them at other shopping venues," says Epstein. "When a waterpark is attached to, inside of or adjacent to a shopping mall, the facility is typically marketed as an entertainment destination. When constructed indoors, they can be marketed year-round, regardless of the climate."

Epstein says that although some shopping mall-waterpark developments are

reporting great successes, he feels it is not an emerging trend.

"Some developers report two limitations: the cost per square metre of real estate at most shopping malls, and the fact that going to a waterpark takes some commitment in time and effort," he says. "Unless a mother is ready to spend two to three hours at the waterpark with her kids, she's not likely willing to get into her bathing suit. Dry play is far more attractive in many cases due to its spontaneous nature."

There are alternatives to an elaborately equipped waterpark, however, and Epstein says these can be highly successful.

"AquaPlay interactive wet play structures are an easier alternative to full-on waterparks," he says. "These cater to younger ages and parents don't need to accompany their kids on the structures, although they must be there to supervise. Mum doesn't have to change into a bathing suit; she can watch her kids from the sideline."





Compared to dry play areas, Epstein points out that wet play structures are more expensive to acquire and operate, they are less spontaneous and potentially more seasonal depending on the climate.

"WhiteWater has worked on Cowabunga Bay in Druper, Utah, and other concepts that use the waterpark to drive traffic into the mall," says Epstein. "But the relation is one of spin-off benefits, not combined retail-recreation behaviour. For example, if you force patrons to enter the waterpark via the mall, or you situate food courts and retail around the waterpark entry or exit, you're more likely to benefit from waterpark traffic."

WhiteWater has offices in several countries, including in Australia. Epstein says waterpark-shopping mall combinations are a small blip on the Australian landscape today.

"There is increased interest in Australia, however," he says. "The country is following the tides of North America in this regard. White-water West Australia has already added to our project list with the recent installation of an AquaPlay structure at the Sydney Olympic Park Aquatic Centre, and it expects to be confirming other new projects in the near future."



An artist's impression of shoppers and surfers sharing space at Lotte World Jamsil in Seoul, South Korea

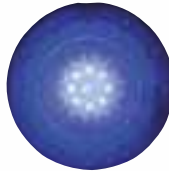
### World Waterpark at West Edmonton Mall

World Waterpark is located in Edmonton, Alberta, Canada, is undisputedly one of the most successful combination waterpark-shopping mall facilities in the world. The two-hectare enclosed structure is nestled within West Edmonton Mall, North America's largest entertainment and shopping centre. It opened in May 1986 with a 10 megalitre indoor wave pool, claimed to be the world's largest. Fantasyland Hotel, a 120-room hotel with rooms decorated around exotic locations, is also located at the mall.

"World Waterpark is visible from the mall's two levels," says Sheri Clegg, media and public relations coordinator for West Edmonton Mall. "Shoppers can watch people playing in the surf, sliding and lounging around the pool 12 months a year. A viewing area on the mall's first level allows traffic to enter the waterpark and be immersed in the environment, creating a stronger impulse market."

Clegg says World Waterpark is located in a facility that is all things to all people.

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World Waterpark at West Edmonton Mall

the beach. Tropical-themed murals cover the walls, giving the park added energy. World Waterpark even has its own mascot named Sharky.

"There are slides to accommodate all ages," says Clegg. "The longest slide in the park is Howler at 182m. The highest is Twister at 25m and the fastest is Sky Screamer, which dumps riders 25m at a top speed of 52 kmh."

In an effort to provide families, especially those with young children, a better experience, World Waterpark recently added Caribbean Cove, a 560m<sup>2</sup> interactive water-play area complete with a 1000 litre tipping

"Certainly World Waterpark has a captive audience within West Edmonton Mall," she says. "It can be seen from both levels of the shopping centre through large, clear windows. People can enter a viewing area from level one and experience the tropical climate and environment. This definitely helps drive traffic into the park. The waterpark appeals to entire families, from children to grandparents, and families are the primary users of the park."

World Waterpark benefits from being in the mall and having the stores and other attractions around it, but Clegg says it is a major draw on its own, and it probably benefits the stores more than the stores benefit the park. Many families spend the day at the park and then shop and enjoy meals as a bookend to their experience, but the waterpark is the main draw.

"World Waterpark has a strict policy regarding supervision," says Clegg. "The vast majority of our guests are typical families. Our policy clearly states that children under six must be accompanied by an adult 18 years or over. Children between seven and

**"World Waterpark has a captive audience within West Edmonton Mall. It can be seen from both levels of the shopping centre through large, clear windows."**

10 must be with someone 16 years or over. Youths 11 years and over are allowed in without supervision."

Because of this policy, Clegg says there are seldom instances when people drop off their kids on their own. Many parents, grandparent, adult relatives or adult supervisors spend the day in the park with their kids. If they are interested in checking out the mall's other features or shopping, they



Great Wolf Lodge, Niagara Falls, Canada

tend to take the supervision duties in shifts.

Success being relevant in many cases, it's a given at World Waterpark. More than 560,000 people visit it annually, most of them during the summer months, which is West Edmonton Mall's prime tourist season.

The waterpark provides a year-round tropical beach environment on the landlocked Canadian prairies. The air tempera-

ture is maintained at a constant 28 degrees Celsius, while the water temperature is 32 degrees Celsius. When the waves roll, they are about five feet high. Surrounding the large pool are more than 20 water slides and attractions, three hot tubs and the world's tallest, permanent indoor bungee jump, complete with a zip line.

Three food outlets, colourful cabanas, tropical palm trees and chaise lounges dot

bucket to its mix of attractions.

World Waterpark's three party rooms can be rented for birthday parties and other group functions, and these have become a key component of its services. The facility hosts more than 60 private functions every year where it is rented out after hours for use by organisations for staff or fund-raising events.

West Edmonton also holds large-scale events in the park such as its annual New Year's Eve Family Beach Party, an evening of live music, fun and an indoor fireworks display.

The event has evolved into a family favourite, and it sells out every year.

"While family events dominate the park's activities, 2009 saw the introduction of an entertainment series which is focused on an older crowd," Clegg adds. "Wake Wave 2009 is the world's largest indoor wakeboard festival. It was held on May 31, 2009. A 10m custom rail slider was anchored into the wave pool and four professional wakeboarders vied for cash prizes. They were towed through the wave pool by a winch that pulled them up to a speed of

50kph, and their performances were judged based on personal style, trick execution and degree of difficulty. Festival goers had the opportunity to meet the riders, shop in a beach-front marketplace and enjoy beach-themed activities throughout World Waterpark."

Clegg adds that future events are now on the planning board.

### Mall of America Water Park

The Water Park of America at the Radisson Hotel in Bloomington, Minnesota, claims to be the largest indoor waterpark in the United States. It neighbours the Mall of America, which claims to be the largest mall in the country.

"Water Park of America is open to registered guests of the hotel with guaranteed admission at a reduced rate," says Angela Greer Reed, director of sales and marketing.

"The waterpark opened in May 2006. The 6500m2 park includes a 10-storey tower that houses two tube slides, three body slides and a family raft ride. At over a mile long, it's the longest indoor raft ride in the country. A variety of other indoor water attractions also grace the park. Even when it's snowing



Playpoint Singapore has created an innovative rooftop splash park at the Sembawang shopping mall in Singapore

outside, people can enjoy the warmth and pleasure of the water."

The theme of the waterpark is deep woods, and the décor includes many logging and lodge-style props. It too has a mascot, Hobey the Bear, in keeping with the theme.

The park is fully outfitted with attractions that are geared to a full age span of visitors. Attraction rules state that riders must be a minimum height. Those who are not can still

ride as long as they are accompanied with an adult and wearing a life jacket.

Reed says parents or guardians dropping kids off unattended is not a problem because of the facility's strict entry rules.

"Children under 13 years of age must be accompanied by an adult age 18 years or older while visiting the water park," she says. "Children age 13-17 may enter the park without an adult, but they must have an Assumption of



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Risk Waiver signed by an adult who is 18 years of age or older prior to entering the park.”

### Great Wolf Resorts

Great Wolf Resorts, North America’s largest family of indoor waterpark resorts, has 12 locations in the United States. Each offers full hotel accommodations and a waterpark. Several are located adjacent to a shopping mall.

Steve Shattuck, director of communi-

cations for Great Wolf Resorts says that through its subsidiaries and affiliates, the company owns and operates its family resorts under the “Great Wolf Lodge” and “Blue Harbor Resort” brands. It is a fully integrated resort company that owns and/or manages Great Wolf Lodge locations in Wisconsin, Ohio, Michigan, Kansas, Virginia, Pennsylvania, Ontario, Canada, Texas and Washington. A new lodge is under construction in North Carolina.

“Our resorts are family-oriented destination facilities that generally feature 300 to 400 rooms and a large indoor entertainment area measuring between 3700m2 and 9300m2,” says Shattuck. “The all-suite properties offer a variety of room styles, arcades, game rooms, fitness rooms, themed restaurants, spas, supervised children’s activities and other amenities.”

Eight of the company’s resorts are located close to shopping centres. Shattuck says these offer an extra benefit to guests, and gives them an additional reason to stay at the resort.

“The Dells Wisconsin resort is a good example,” he says. “It is across from the Tanger Factory Outlet Centre. Families really

love the added opportunity to shop within walking distance.

“The most recently opened Great Wolf Resort is in Charlotte, North Carolina, and it is across the street from the Concord Mills Outlet Mall.”

The company has also signed a letter of intent to put one of its signature properties adjacent to the Galleria at Pittsburgh Mills mall in Pittsburgh, Pennsylvania.

“The typical Great Wolf property draws guests from a 400km radius, and the average stay is two nights,” says Shattuck.

The average room rate across the company’s properties was \$US250 in 2008, which includes a pass to the waterpark. The waterparks are not open to casual, walk-in visitors who don’t want to book a room. But visitors must still abide by a set of rules related to child supervision and safety.

### Australian potential

RMP & Associates Pty Ltd, headquartered in Wahroonga, NSW, provides consultancy services relating to all aspects of leisure. The firm undertakes market assessments and financial feasibility studies, development

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Denis Pontin is CEO of the company. He says that in many cases, major leisure and sporting venues are empty and have relatively low use outside of weekends and holidays.

"Placing waterparks adjacent to or in the vicinity of shopping malls provides a ready market," he says. "The water park or other attraction can entice customers to travel from a much larger demographic catchment. The isochrones, or catchment, for a shopping mall is probably less than for a major destination waterpark. This means that people are willing to travel further to the mall and theme park than if the mall was just a shopping complex."

Pontin explains that isochrones are the time taken to travel from the usual point of departure such as work or home to the destination, including the time to park, sit in traffic and so on. Major barriers such as freeways, railway lines and bush or parkland may result in an area being a "black spot" rather than a symmetrical 15km radius around the mall/theme park. He says an example is the catch-

ment for kids, families, children, grandchildren, teenagers and a number of other groups, providing it is designed to cater to their needs. During school days it should attract older people as well as parents and caretakers of pre-school children to ensure these time slots are not empty. On weekends and after school, the programming and rides would presumably be different.

The issue of "babysitting" can be a problem if there are not clear guidelines

community facilities such as libraries, indoor sports courts, skate parks, BMX (bike) parks as well as fitness centres and services where the elderly can meet for a coffee, do crafts and buy and sell their wares. Such markets are popular in parking lots, and some also feature local food items.

"Shopping malls and waterpark are structures, and the key ingredient is people," says Pontin. "If they are designed to enable people to connect, enjoy conversations and



Interactive wet play areas in shopping centres are an alternative to full-on waterparks

**"If you force patrons to enter the waterpark via the mall, or you situate food courts and retail around the waterpark entry or exit, you're more likely to benefit from waterpark traffic."**

ment of West Edmonton Mall, compared to other major shopping malls in Canada.

"The role of the shopping mall may be as a destination that caters to the elderly and the very young, as well as school children, teens and those who work at the mall or are suppliers or contractors," says Pontin. "Each group has needs, and these needs should be thought through and adequately catered to. For example, retailers that are paying high rents will often complain about the number of elderly who go to the mall in summer to escape the heat, be part of the community and have an exciting place to visit, but they don't make purchases. They also complain about young people who hang out, skateboard and shoplift, and generally cause a nuisance. These groups have not been catered to."

A waterpark provides a partial solution to both these issues, according to Pontin. It provides a place where older people can watch the users of the park, if it is designed to enable this to happen. It also provides thrill-seeking and entertainment and leisure

for ensuring entry with a responsible adult, provision of supervisors for programs to give caretakers a break—at a cost—and other similar strategies.

"It must be child and adult friendly," Pontin says. "This means adequate support services and facilities. The Disneyland model is a good one for a design of support areas and systems that ensure a positive experience."

Pontin stresses that one of the negatives is the price point. In many cases the entry cost of a waterpark is so high that lower income families can only afford to visit once or twice a year.

"Shopping malls have the existing infrastructure, such as car parking, toilets, cafes and book shops, as well as bus – and sometimes train or light rail – access," he says. "These amenities are already in place for the waterpark's use. The community should be served by shops and malls so large theme or waterparks fit the model."

Pontin also feels that shopping malls are, in effect, small towns, and they should have

build a sense of belonging to a community, then they work. If they are designed without understanding the experience that can be part of the visit for people of all ages, and don't allow people to readily identify with areas and programs and facilities that are appropriate for them, they will not be successful in the long term and will not assist the community to grow in the short term."

Profitability, Pontin says, will come from the creation of a mall and waterpark that has excellence in its physical design, right through to the quality and appropriateness of its amenities and services, excellence in the way it is managed and staffed to recognise people and to encourage them to have fun, socialise and find spaces and places that meet their needs.

"In short, I think there needs to be leadership in the design of malls and associated developments like waterparks," he says. "They should build a community by catering to the needs of people to interact, have fun, feel safe, identify value and be encouraged to participate in an environment. They should also be a place where people can purchase food, whitegoods and clothing; watch fashion parades, meet special people, read books, purchase local produce and participate in sport, culture and recreational activities in a social setting." 📍



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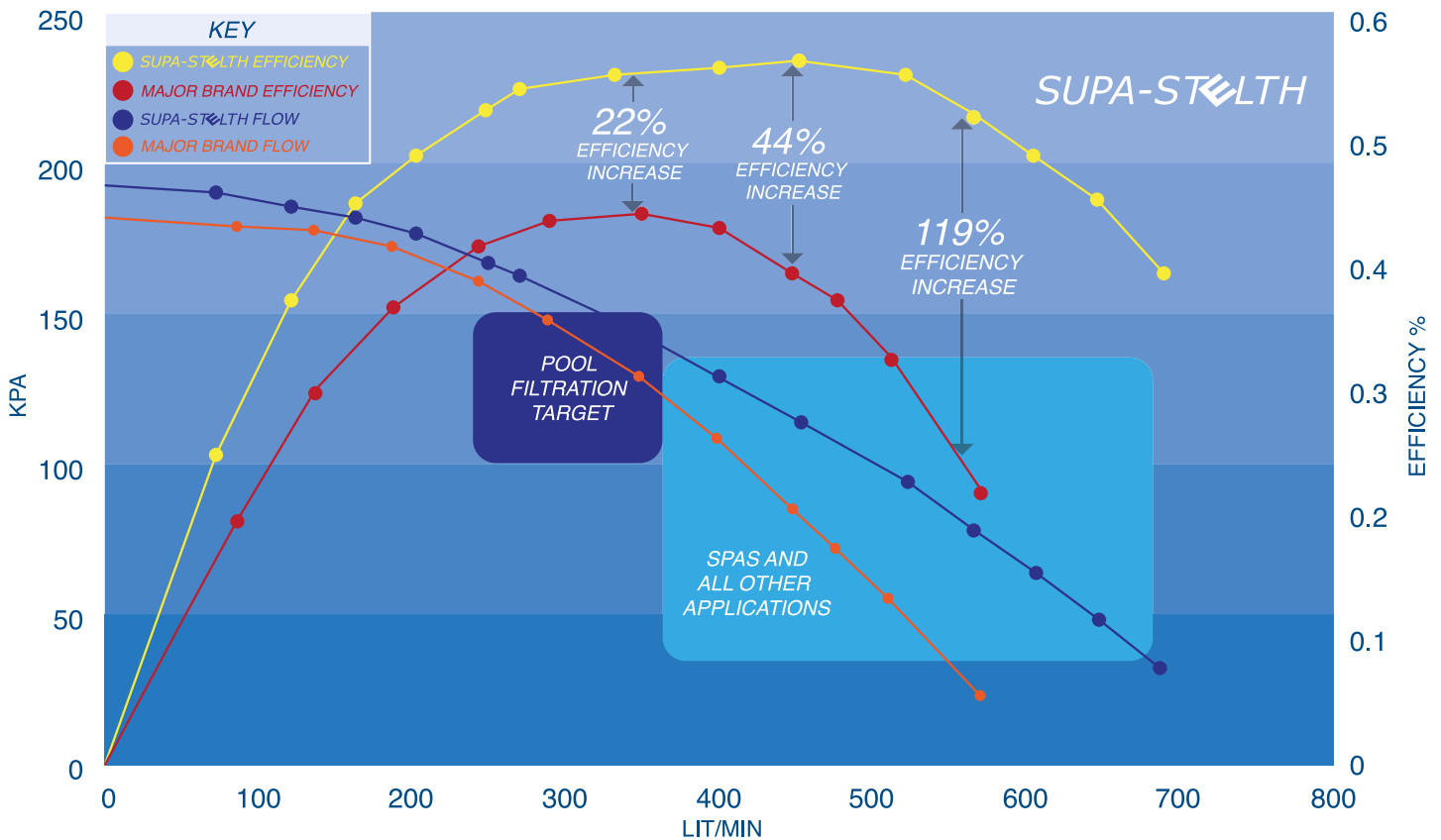
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This range is followed by the Enviro Range which replaces the use of electricity for heating with either Natural or LPG gas. With the cost of electricity constantly rising these tubs will also save on running costs.

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ZODIAC released two new cleaners for the 2010 season at a launch at Novatel, Sydney Olympic Park.

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THE latest update to Pool Studio adds more 3D accessories for public pool design, including public pool signs, depth tiles, swim lanes, safety equipment and more. These accessories enhance Pool Studio's 3D swimming pool design system which makes it easy to design pools from small backyard projects to full size competition pools.

As with all updates to the software, these new items will download automatically with the latest update to Pool Studio. All software updates come complete with Pool Studio Membership, ensuring Pool Studio is always the latest version.

For more info visit [www.StructureStudios.com](http://www.StructureStudios.com).



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## STRONGER ANODE FOR ECOLINE

AUSTRALIAN Innovative Systems (AIS) says they've had a deluge of orders from hotels in Australia and around the world (including the Grand Hyatt in Dubai) after last year's launch of their Ecoline System which uses electrolysis to sterilise fresh water for swimming pools.

AIS has now made the anode material stronger, which allows each model to produce twice the amount of chlorine at 2000 total dissolved solids (TDS), while more than halving the electricity costs and maintaining the electrode life expectancy of 75,000 hours.

Elena Gosse of AIS says they are now targeting school swimming pools.

"They are especially concerned with safety surrounding chemical handling and our system alleviates a lot of headaches for them," she says. "The new system does not need any chemicals to be added, the system makes and regulates the chlorine levels needed to sterilise fresh water, eliminating the risks involved with manual chemical handling, transport, storage and dosing."

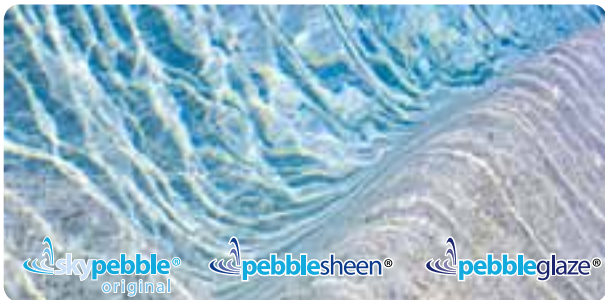
Gosse says their Autochlor system had paved the way for the groundbreaking Ecoline system in hotels.

"Many hotels have trusted and used our Autochlor system, which treats salt water, for many years and are excited we have invented a new system for their fresh water sterilisation needs," she says.

For more information go to [www.aiswater.com.au](http://www.aiswater.com.au).



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## New Megatube series

WHITEWATER West has launched the new Megatube raft series.

The core feature of the patent-pending Megatube series is a massive 6m diameter fully enclosed flume set at a transverse angle to the slide path. Rafts drop down a steep ramp into the Megatube, gaining speed and climbing up to 3m as riders oscillate up and down the inner walls, splashing and screaming their way down the waterslide.

You can add multiple Megatubes of varying length and shape, and combine with other WhiteWater waterslides like the Abyss or the Family Boomerango to create a Super Raft Ride.

In fact, the Megatube is large enough that another flume can actually pass through it, creating a truly sensational attraction for riders and spectators alike. There is the possibility an AquaLoop rider could hurtle down a translucent SilkTek flume, passing through the Megatube just as a group of surprised raft riders goes by below.

The first two MEGAtube rides are the Viper, a three-person raft ride, and the Python, a six-person raft ride. Additional rides are in the works.

For more information visit [www.whitewaterwest.com](http://www.whitewaterwest.com) or call 0418 755 159.



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The Cleardeck System is distributed by Waterblade Australia. For more information call (08) 9408 0955 or visit [www.cleardecksystems.com.au](http://www.cleardecksystems.com.au).



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YOU need tough lockers for aquatic environments, and UK outfit Action Storage Systems says their eXtreme Plastic Locker offers a vast improvement over conventional metal lockers.

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These revolutionary lockers are hard-wearing and can take far more punishment than a conventional locker.

They are manufactured in the UK, and while Action Storage Systems can export overseas, they would need a very large order to cover the cost of shipping to Australia/NZ. However, all sorts of options are available for potential distributors or licensees.

For more information contact [sales@action-storage.co.uk](mailto:sales@action-storage.co.uk).



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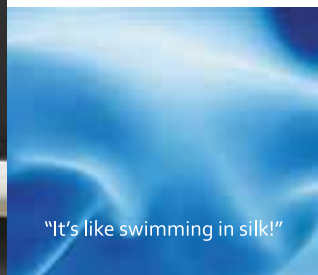
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