

Hastings Lake Swim@Camp Focus Group

DATE: May 29 6:30 p.m. – 7:30 p.m.
Ardrossan Recreation Complex



The Strathcona County aquatics programming team invited Hastings Lake Swim@Camp registrants to attend the focus group to discuss the history of the program and ask about registration and communication needs.

Engagement Results

The public was invited to a focus group for Hastings Lake Swim@Camp on May 29th at the Ardrossan Recreation Complex. This was advertised in the recreation guide, posters in rural Strathcona County recreation facilities, advertisements on recreation facility TV screens, and a Facebook Ad.

The feedback from the focus group is below:

REGISTRATION (In 2018, Strathcona County shifted the flexible registration from one 3-hour timeslot to two 90-minute timeslots based on feedback from the participants (specifically, that 3-hours was too big of a window).

- Last year the new process worked really well and spots fill up quickly
- Easy to use Click-It to register
- Easy to navigate and understood the new process
- No issues with registration

COMMUNICATION

- There is the potential to reach more participants through advertising on the South Cooking Lake Facebook Page, Tofield Today Facebook Page, or attending a playgroup that is held on Tuesday mornings at the Hastings Lake Community Hall
- For feedback on a Hastings Lake program the focus group would most likely have seen better attendance if it had been held in Hastings Lake
- Mondays at Swim@Camp would be the best day for a programmer to come out to connect with parents

SWIM@CAMP FEEDBACK

- Because Hastings Lake is an isolated community, there was the fear that Swim@Camp would be canceled
- It would be helpful to have an aquatics programmer available to visit the camp weekly for parents to ask questions or provide feedback
- With more demand, more aquatics programs may be offered
- Recommend to send more information about inclement weather or coming already dressed in swim attire

What's Next?

The focus group was used to discuss what is currently working and where improvements can be made to the Hastings Lake Swim@Camp. Input received through the focus group will inform improvements to the program.



DID YOU KNOW: FIND MORE INFORMATION ABOUT
HASTINGS LAKE SWIM@CAMP AT
www.strathcona.ca/swimatcamp

More Information

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