

An aerial photograph of a vineyard with rows of grapevines stretching into the distance. In the foreground, a person is relaxing in a hot tub on a wooden deck. The scene is captured in a cinematic, slightly desaturated style.

ALOHA
COMMERCIAL®

An Aloha pool is much more than a pool. It is the embodiment of craftsmanship, quality and luxury. For over 55 years and spanning three generations, we have learned and refined our skills. Drawing on that depth of knowledge and expertise allows us to craft your design into life. As Australia's most awarded and experienced pool builder we offer end-to-end commercial pool design, construction and project management delivered on-brief, on-budget and on-time.

CRAFTING POOLS SINCE 1966

The Fell family has always loved the swimming pool. For more than 55 years they've been in business, first as Lindsay Fell Pty Ltd, a general landscape construction business, and then as Aloha Pools.

It was the 1970's when Greg foresaw the coming change in the swimming pool industry. No longer was the pool going to be only for a privileged few – the market was opening to the wider community. So, when Lindsay passed the family business on to his son, Greg focused specifically on swimming pool and spa construction, honing his skills in every aspect of the construction process for the next 48 years.

Greg's son Travis joined the business, marking three generations of pool builders. Travis accelerated the growth of the business and enabled the Aloha Group to grow into a fully integrated construction conglomerate capable of delivering on every component of high end residential and commercial construction.

Fast forward 20 years and Aloha Pools Commercial has been involved in the design and construction of a range of leading aquatic projects including the renovation of the Reflection Pond at Parliament House, Melbourne's First Sky Pool at Hawthorn Park, Marriot Docklands, Yarra Edge and the Quest Grand Hotel in Melbourne just to name a few.

Aloha Pools Commercial allows part of our business to focus exclusively on commercial swimming pools whilst offering the same great level of service, quality and expertise to Melbourne's burgeoning development market that we have become renowned for within the industry. More recently, our portfolio has expanded into hydrotherapy and critical use pools and well as water-play parks and swim schools. The success of the Aloha Group of businesses has allowed us to grown into a team of over 80 design and construction professionals, all employed in-house.



YOUR
NEEDS MET
WITHOUT
EXCEPTION

We’ve mastered our craft

Experience comes with time. It comes from hands-on learning and is refined by tried and tested methods. At Aloha Pools, we have over 55 years of experience with the design and construction of over 5200 pools to draw from. This enables us to problem solve and create solutions for complex problems. Experience tells us what works and what doesn’t. This knowledge has been passed down through the generations and shared with our team. Each designer, engineer and tradesman are craftsmen in their own right, understanding the importance of precision and quality. They have the ability to think innovatively to solve complex problems, work harmoniously and pay particular attention to the details. And the industry agrees with over 220 awards under our belts, we are Australia’s most awarded pool builder.

People, process, passion

We feel privileged to be able to do the level of work that we do, to push boundaries, to aim for excellence in each and every project. Our customers are the cornerstone of everything we do – it is because of them that we create. That is why we strive to exceed expectations. Unlike other builders, we don’t adopt a cookie-cutter approach to our work. We appreciate that every project is different and needs a unique approach. That is why we make it our business to understand the requirements of each client and custom-design their pool accordingly.

Look past the photo

A beautiful pool is one thing, but at Aloha, we go beyond the photo. We strive to perfect the balance between form and function on each of our projects. The aesthetics “of the form must be supported by precision details in function. Achieving this balance involves understanding every single element of the craft. Our team gives full consideration to every project so that no element is overlooked. And by using tried and tested methods learned over decades, we can assure you of a quality that will not fade.

Your needs met without expectation...

In-house and integrated

The whole of our Aloha team far outweighs the sum of our individual parts. We have an enormous depth of talent to draw from in our in-house, fully integrated team. This approach separates and elevates us from others because it means we can control every stage of development across our projects; it enables us to spend the time and attention required to ensure a beautiful result. Our hand-picked team of craftspeople believes you’re only as good as your last project, so we make sure every single pool is as good as it can be. This can only be achieved when knowledge is shared.

Safety always

We are committed to being industry leaders when it comes to occupational health and safety. With both our customers and employees in mind, we continually review our workplace policies and procedures to ensure that we’re operating at the highest level.

We’re here to help along the way

Like any handmade piece, care and maintenance are required. Yes, we design and build pools to last, and with regular upkeep, they will. Our team of highly trained service technicians at Aloha Plus provides proactive maintenance to ensure your pool remains beautiful.

“
The Aloha turn key package allowed for simple coordination with project stakeholders and consultants. It was refreshing to work with a passionate company with a hands on approach to delivering the project. Nothing was too difficult and all queries and concerns were responded to with facts.
”

Shannon Vass – Senior Project Coordinator

OUR WHOLE IS GREATER THAN THE SUM OF ITS PARTS

Unlike many construction companies, we have assembled our own in-house team of over 80 design and construction professionals. This is unique, particularly in our industry. We understand that not every tradesperson is created equal, that's why we are intent on finding the right people, training them, investing in them and allowing them to thrive in a supportive environment. Their continued development in understanding technical details and hands-on construction skills means that you will see that we don't just make a pool, we craft it.

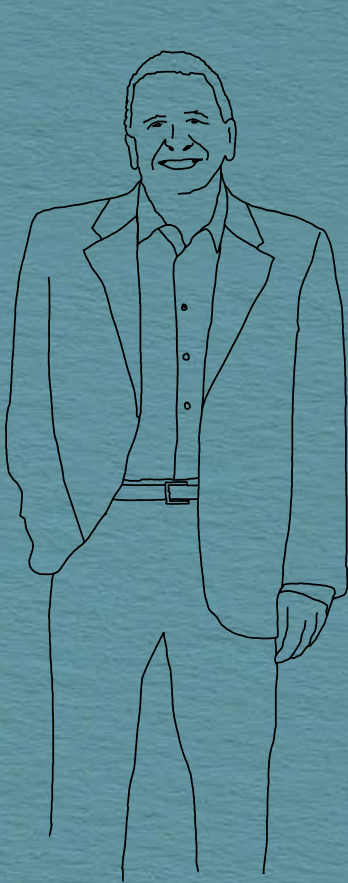
Our collective team of consummate design and construction professionals understands exactly what is required to create and craft a project. Together we work to control every moving part, which gives us a unique point of differentiation and competitive advantage. Together we rise to meet the most demanding of projects. Together we succeed.

57
years

5216
pools

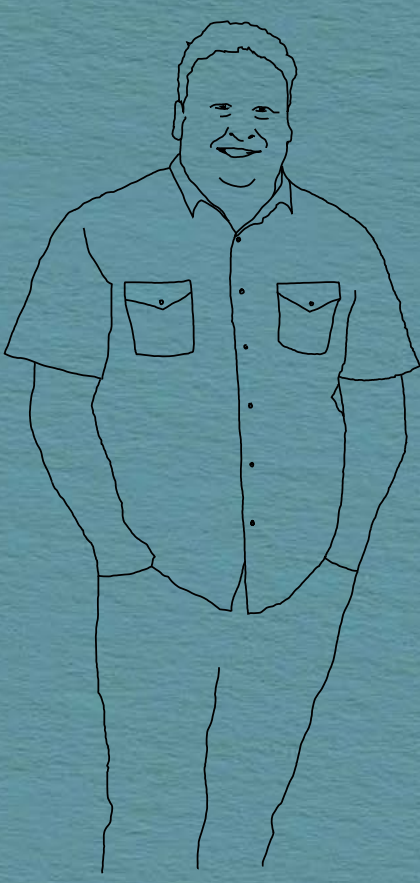
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MEET YOUR WINNING TEAM



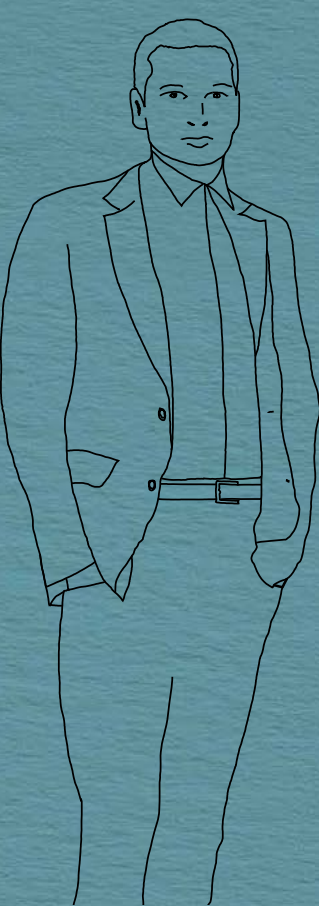
Greg Fell
Second generation, Director

Greg was just past his teenage years when he established Aloha Pools. He worked tirelessly to build a company that would a construction skills and evolve his business structure. With more than 48 years of experience under his belt, Greg’s comprehensive understanding of design and focus on the end-user experience provides a strong reference point within the Aloha Group.



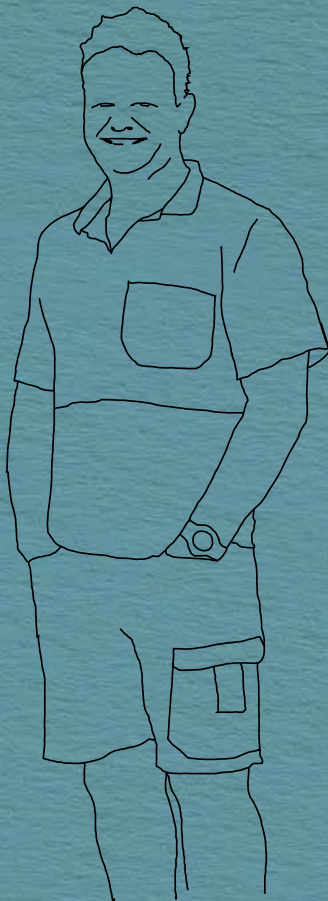
Travis Fell
Third generation, Director

Swimming pool construction started to change in the mid-1990s and Travis, with a vision of what could be created, was at the forefront of cutting-edge design and low maintenance swimming pools. Since then, he has driven the Aloha Group into a vertically aligned specialist swimming pool company, encompassing all aspects of construction in-house. Travis’ personable nature makes him a natural leader within the group, and his understanding of construction and technical details, fused with a strong architectural vision, earns him respect at every consultation.



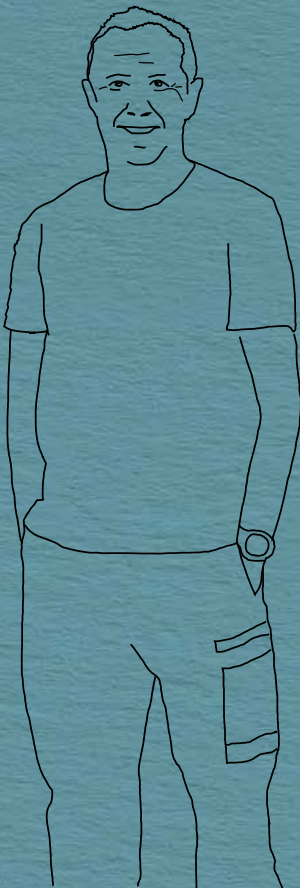
Jaden Tauren
CEO

As Greg and Travis continued to grow the Aloha group, the need for a general manager naturally evolved. So, in 2009, they welcomed Jaden to the team, who brought with him a unique administrative skill set. Just as every project requires a skilled tradesman to execute the details, every business requires strategy and direction, and Jaden’s leadership in these areas afforded the Aloha group the room to craft, to succeed.



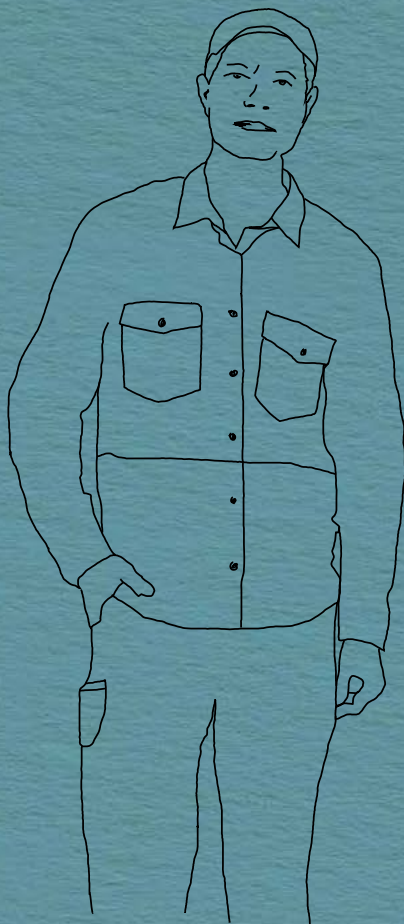
Steve Kimpton
Site Supervisor

Steve met Travis in the mid-1990s at night school, where they both completed their Associate Diplomas in Building Construction. Just a few years later, Steve joined the Aloha family and for 25 years he has been directly accountable as Aloha Pools’ lead site supervisor. Steve has developed an in-depth knowledge and skill base that few can replicate, and his passion for outcomes drives his determination to ensure each project is completed to meet the expected standard of the company.



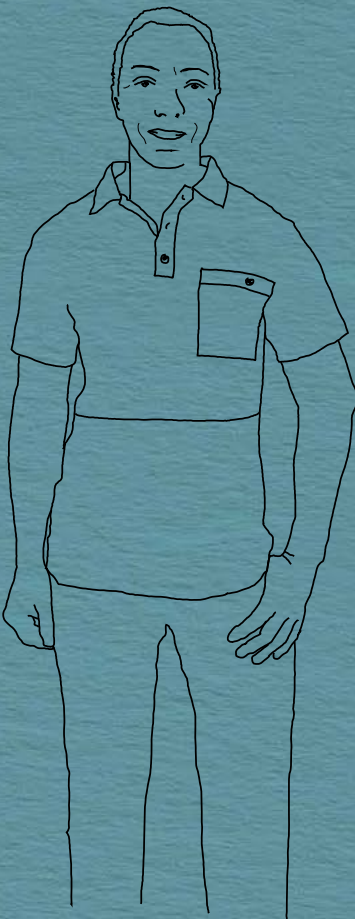
Jeff Cashen
Lead Tiler

Tiling is where pool construction comes together—let’s face it, it’s the part we all see, the part where planning, process and vision culminates into its form. There is a particular honesty with tiling because water, as we’ve come to respect, has a magnifying effect. Jeff understands water and he is an expert at his trade. He was taught by his father, Brian, who worked at Aloha Pools for decades. Now Jeff’s refined craftsmanship, dedication and patience are qualities he instils in those who work alongside him.



Frank Fantini
Structure Foreman

Heading up Aloha’s steel fixing and formwork crew for over 15 years, Frank’s nose to the grindstone approach is exactly what is needed to achieve the results his team does. His strength, flexibility and mental desire are unassuming and the mark of a true gentleman and master craftsman.



Ray Taylor
Plumbing Foreman

It takes a special kind of tradesperson to enjoy hidden work. Yet, for over 16 years at Aloha, Ray has done just that. Given that most of his labour is buried or tucked away in a plant room, Ray’s continued pride in precise workmanship is more of an exception than a rule today. Evident in each pipe and weld that Ray and his team undertake is the knowledge that it will remain true and uncompromised for the life of the product.

AUSTRALIA’S MOST AWARDED
AND EXPERIENCED POOL
BUILDER, END-TO-END
COMMERCIAL POOL DESIGN,
CONSTRUCTION AND PROJECT
MANAGEMENT DELIVERED ON-
BRIEF, ON-BUDGET AND ON-TIME.

Design

After 55 years designing and constructing pools, we’ve learned a thing or two. We know that the devil really is in the detail. Something missed in the design phase can prove very costly down the track. Costs blow out, deadlines missed, not to mention compliance. We pride ourselves on analysing the design in detail, identifying any gaps, reducing costs, improving the overall design and adding value.

Construction

Our dedicated construction team brings a wealth of experience. Our point-of-difference is that we don’t subcontract any of our trades, like many other pool builders. We use 100% of our own trades on every job, including formwork, concrete, plumbing, tiling, waterproofing and hydraulic. This gives us ultimate control over the costs, quality and delivery of every job.

Project Management

Our Project Managers provide end-to-end management and one point of contact and coordination. With so many moving parts, we are able to solve complex engineering, design, acoustic, hydraulics and legislation problems. We’re also able to understand the shared vision for the project and ensure that it’s achieved.

Turn-key Solutions

Three additional Aloha Pools companies – Commercial Pool Consulting, Techcrete, (concrete placement) and Aloha Plus (pool servicing) ensures complete quality control through-out the construction and maintenance processes and the ability to ensure quality through-out the construction process.

Maintenance

Practical completion is just a milestone for us; it isn’t the end. Post completion, we work with you to actively manage the important defects liability periods and warranties. We assess any potential risks and manage them accordingly to maintain compliance and ensure that the pool is running as efficiently as possible. We design and build pools to last.

Business Operations

Aloha Pools operates from 1,744m² warehouse and open space located in Carrum Downs, Victoria. Our investment in this facility is reactive of our commitment to our product and is unmatched within the industry. Our centralised business and operational base is also the location of the Aloha Pools Group of companies.

HOME SOUTHBANK

Home Southbank brings the best of Melbourne to your doorstep, while doubling as a place of quiet escape. The client brief was to deliver a relaxing urban sanctuary whilst keeping the industrial charm of the building.

Brutalist off-form concrete was used with a contrasting internal structure of large format soft porcelain tiles. The materiality is rich with texture, creating an elevated tactility through a combination of brushed and natural finishes coupled with exceptional levels of custom detailing.

Sunlight beams burst deep into the interior, specifically oriented with city views and an abundance of north facing natural light. The intimate recessed winter gardens align with the vision of bringing the outdoors in and vice versa, with greenery illuminating every viewpoint to contrast the pools modern architecture.

Project Type	Commercial
Location	Southbank
Architects	Bates Smart
Developer	Home Southbank
Photography	Michael Kai



MARRIOTT HOTEL



Project Type	Commercial
Location	Docklands
Architects	DKO
Builder	ICON Co
Photography	Micheal Kai

Sleek, sculptural, sophisticated. Taking inspiration from the aerodynamic contours of the yachts moored around Docklands, this graceful curved infinity pool appears to float amongst the sky presenting 270-degree views over the city

The canopy style curve of the pool follows the building line symmetry. The lounges are not only aesthetically appealing, they also offer an inviting relaxation point for hotel guests to use. The pool and spa are separated whilst appearing seamless. Fibre optic star lights are located in the floor to create a truly sophisticated experience.

MAXCON

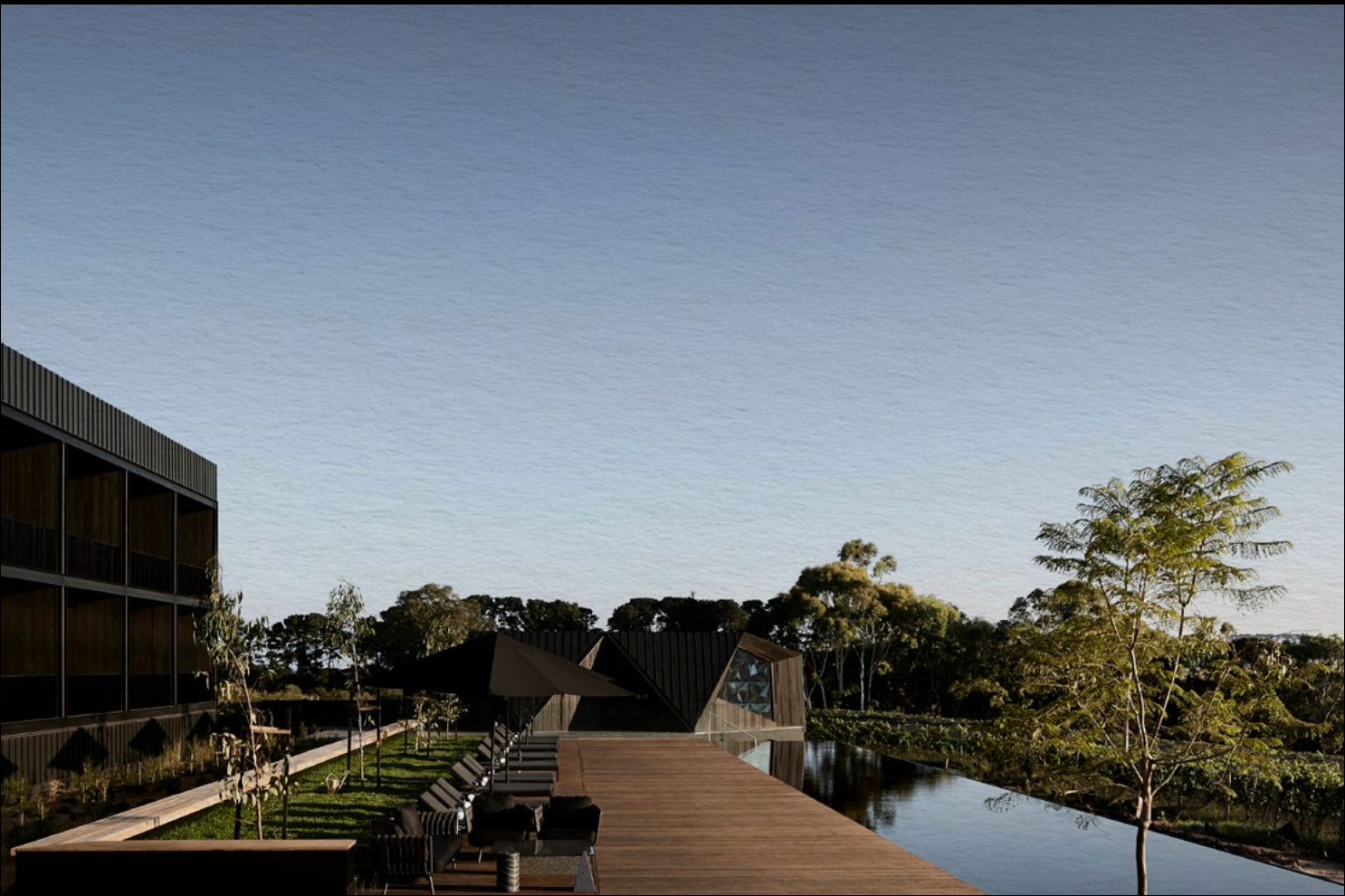
“

It has truly been a pleasure working with the team at Aloha Pools. They delivered a terrific outcome through design which is a testament to their experience in the pool industry. They made the pool construction process very smooth from inception and all the way up until completion. Aloha was always available to assist with all our queries and they were able to clearly explain every step of the pool-building process and their site team provided high-quality workmanship. I highly recommend Aloha and I look forward to working with them again.

”

Ramy Kozman – Project Manager

JACKALOPE HOTEL



This world-class swimming pool at Jackalope Hotel was designed to take advantage of the extensive views of the existing Willow Creek winery.

Construction of the 29.5m x 4.8m swimming pool was largely built out of the ground, in order to meet the eye-line of the hotel and expansive grapevines. An engineered foundation system was installed prior to the pool base. The negative edge runs 38.6 lineal meters and was designed to reduce heat loss and evaporation rates.

Project Type	Commercial
Location	Merricks North
Architects	CARR Design
Contractor	VCON
Photography	Sharyn Cairns





HAWTHORN PARK SKY POOL

Hawthorn Park is one of only a handful a pools in the world that is suspended in the air, anchored between two high-rises. The visual impact of standing six-storeys below and looking up through the windows into the pool is a breathtaking experience that adds immensely to the Hawthorn streetscape.

Due to the complexity of the project Aloha Pools was engaged to rethink the design, engineering and construction methodology. There were many complexities involved in the design and construction of a fully suspended pool and Aloha Pools worked tightly with the building project team to overcome factors such as; Acoustic isolation, lateral restraints, the expected deflection of the supporting beams under the load of the water, the weight of the structure, wind engineering, the integrity of the water-proofing liner and exact schematics due to the pre-ordering of acrylic panels and stainless steel systems.

Project Type	Commercial
Location	Hawthorn
Architects	Rothelowman Architects
Builder	Hickory
Photography	Michael Kai

SEBEL HOTEL

As a showpiece of the Sebel Hotel this resort-style outdoor sunset pool offers the perfect blend of luxury and relaxation linking the hotel to the picturesque Murray River. Bespoke tiled sun lounging pods were also constructed in the centre of the pool to really take in the full view. With the pool located within meters of the lake a complex foundation system was needed as excavation was below the water table requiring large pumps to be run 24/7 during the pool build to hold back the tide.

Project Type	Commercial
Location	Yarrawonga
Architects	Cox Architects, CPC
Builder	Hutchinson Builders
Photography	Sharyn Cairns



HYATT CENTRIC

Located on the forth floor of the Hyatt Hotel this pool was designed for a younger clientele in mind with a retro nineties bohemian feel, while still having a European appeal for the international market. The reduced ceilings add to the cosy, subterranean feel. Fibre optic lighting is a considered detail and the curved spill over at one end promotes good water health. Sound isolation is used to ensure noise levels are kept away from the main structure.

The system set up needed to have the highest degree of efficiency and control. The automatic backwashing system is based on measured pressure increase on the filtration system in order to avoid pressure on the backwash and avoiding under or over backwash. Variable speed pumps controlled by PLC and 3 phase pumps with the option to slow down filtration in out of use hours. Heating via a heat pump and UV sanitisation allows energy savings and reduces running costs.

Project Type	Commercial
Location	Melbourne
Architects	Architectus
Builder	Hickory
Photography	Michael Kai



Feature projects



Project Type	Commercial
Location	Melbourne
Builder	Pace Development Group
Photography	Micheal Kai

PACE

Located 10 stories above street level, the 25m pool is situated on the rooftop terrace of a spectacular apartment complex. The main objective for this project was to construct a pool with a perfect balance between design and functionality ensuring it was a focal feature of the terrace, without detracting from the views at hand. In order to enhance the stunning city and bay views, the pool was built with a two sided wet edge so that water could spill over the sides.





THE FAWKNER

Located on Level 7, the pool was part of an extensive renovation of the existing building. The building fabric was retained as was the existing slab and floor heights. Many preexisting conditions had to be considered such as ceiling heights and a lift overrun. The client's expectation to achieve a world-class facility whilst taking advantage of the treelined views of St Kilda Road, was integral to the design considerations. The additional requirement to acoustically isolate the pool meant the design parameters were very restricted.

The infinity pool design made the most of the pool's location, with views up and down St Kilda Road. It also allowed us to retain the pool depths whilst including the 400mm void under the pool for isolation springs. An integrated spa and cold plunge pool was added to give residents a full resort experience.

Project Type	Commercial
Location	Melbourne
Architects	KPDO
Developer	LAS Group
Photography	Micheal Kai

PAUL BANGAY GARDENS

“

I have been working with Aloha pools for over twenty years now, they are the only pool company we recommend to our high end clients. They have proven to be reliable and efficient over these past two decades. As designers we only recommend the best of the best contractors and Aloha is one of these.

”

Paul Bangay – Garden Designer

SNOWY

Our Snowy pool and spa project was designed with health and rehabilitation in mind, and includes a spa fitted with eight massage jets for use in ongoing hydrotherapy. The clients wanted a design that would harmonise seamlessly with the apartments dramatic modern aesthetic. Strategic placement of the lights gives the pool a uniform brightness, eliminating any dark areas from the long lap lane and creating an inviting incitement for a moonlit dip on the darkest of evenings. This pool makes a statement, completely free of any embellishments, it relies entirely on good design and workmanship for its effect.

Project Type	Commercial
Location	Melbourne
Builder	Hickory
Photography	Tony Miller







YARRA ONE

A unique space was created for residence to escape the bustling South Yarra precinct and enjoy a tranquil spa retreat. The spa is the first overflowing prefab rim spa. Its absolute geometrics give it a sculptured look and its hollowed base makes it look like a shape suspended in space. The spas are fitted with a circular bench for up to 6 people creating an area for relaxing and regeneration. Hydromassage, hydrocolour with underwater LED lighting creates a total wellbeing for the senses.

Project Type	Commercial
Location	South Yarra
Architects	Fender Katsalidis
Builder	Hickory
Photography	Micheal Kai



VICTORIA AND VINE

Where rustic industrial meets polished sophistication, Victoria & Vine pays homage to New York City’s meat-packing districts best hotels. Residents enjoy 5-star hotel-like amenities with approximately 4,500 sqm of secluded outdoor space. The luxury Sky Club Pool was designed with glass mosaic tiles and sunken lounges that create the illusion of floating above the water, for a secluded space of total relaxation and pleasure.



Project Type	Commercial
Location	Collingwood
Architects	COX Architecture
Builders	Hickory Group
Photography	Michael Kai





SPRING GARDEN RESIDENCE

A luxurious Scandinavian style pool where residents can savour the magnificent outlook of Treasury Gardens while enjoying a paired back secluded opulence. The fine craftsman-ship and tailored bespoke glass finishes give residence and inviting space that evokes a sense of calm, setting a new benchmark for luxury living in Melbourne.

Project Type	Commercial
Location	Melbourne
Architects	Bates Smart
Developer	CBUS Property
Photography	Michael Kai

HOME ALPHINGTON

Located in leafy Alphington, this impressive rooftop pool was designed for luxurious living. Leveraging off the unparalleled views, expansive acrylic panels adorn the side of the pool and building line. This dramatic body of water has been designed to create the illusion of floating above the building as an impressive architectural element used to draw the city skyline into the development. The dappled blue mosaic tiles create a sparkling jewel atop this magnificent example of communal living.

Project Type	Commercial
Location	Alphington
Architects	Cera Stribley
Builders	Hickory Group
Photography	Michael Kai



THE INTERLUDE PENTRIDGE

The transformation of Melbourne's historic Pentridge Prison site into a one-billion-dollar dining and entertainment precinct was something of a passion project for the developers. Inside the Victorian bluestone walls is the exclusive underground sanctuary pool for premier guests. Deliberately designed to contrast and complement the 170-year-old heritage site, guests can experience a hotel destination unlike any other.



Project Type	Commercial
Location	Coburg
Architects	Cox Architecture
Developer	Shayher Group
Photography	Michael Kai

GET IN TOUCH

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