



ALOHAPOOOLS®

An Aloha pool is much more than a pool. It is the embodiment of craftsmanship, quality and luxury. It has the ability to create precious memories, contribute to beautiful familial experiences, and provide a lifestyle that will be cherished for decades to come.

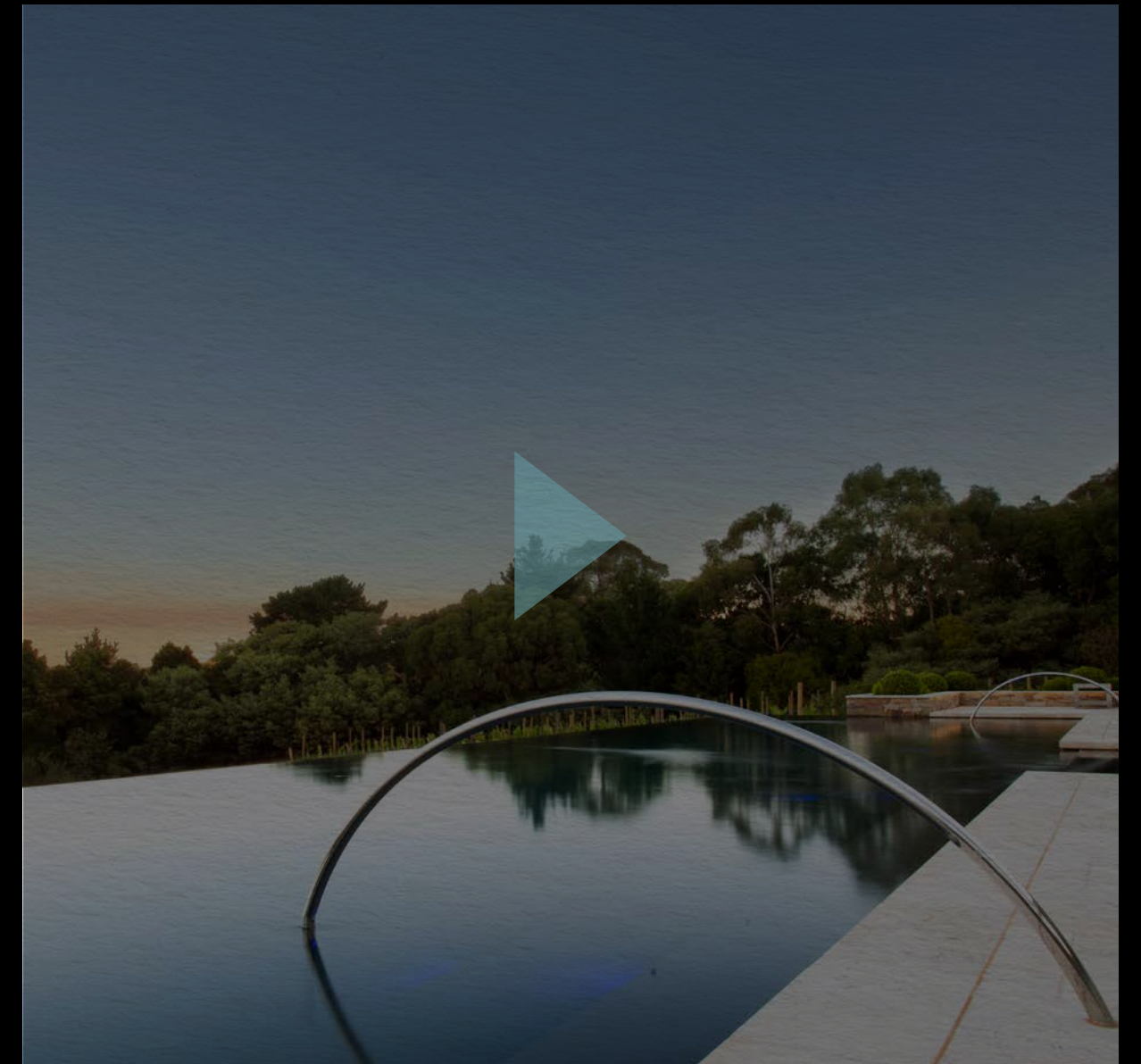
For over 58 years and spanning three generations, we have learned and refined our skills. Drawing on that depth of knowledge and expertise allows us to craft your design into life. And the experience of standing before your completed Aloha pool for the first time, seeing your dream perfectly realised, is truly mesmerising.

CRAFTING POOLS SINCE 1966

The Fell family has always loved the swimming pool. For more than 58 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. Travis' determination has allowed the Aloha Group of businesses to grow 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 58 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 322 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 main motivation remains the happiness and contentment of our clients – a smile, a handshake, a word of thanks. That's what inspires us. 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 family is different and has a unique wish-list. 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.

ICON

“
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.

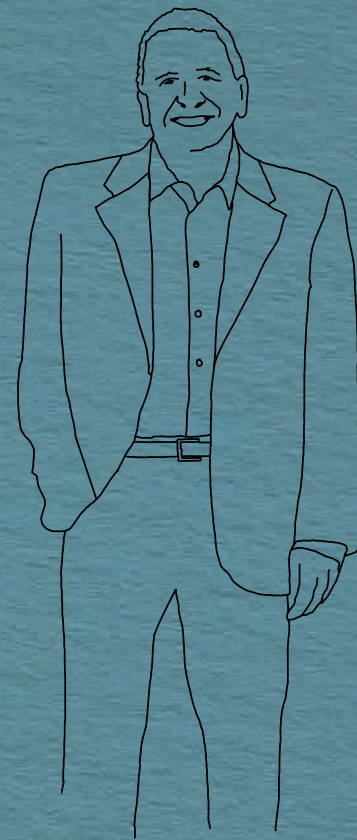
Our collective team of consummate design and construction professionals understands exactly what is required to create and craft a project. Together we work to control every moving part, which gives us a unique point of differentiation and competitive advantage. From design to construction and project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

58
years

5225
pools

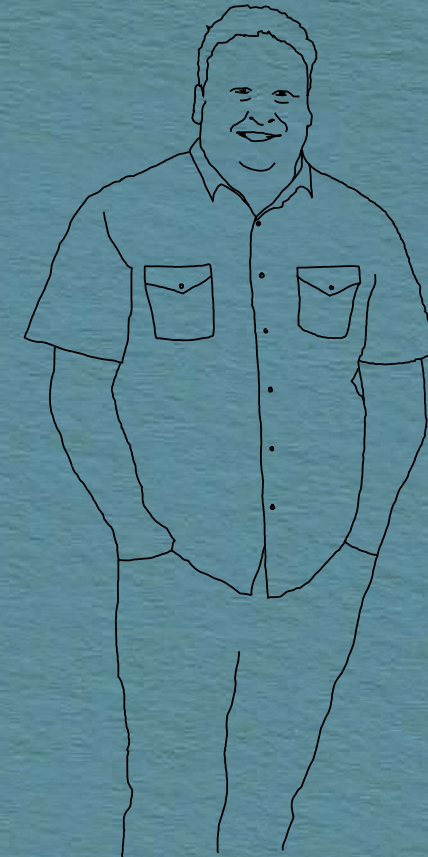
322+
awards

MEET YOUR WINNING TEAM



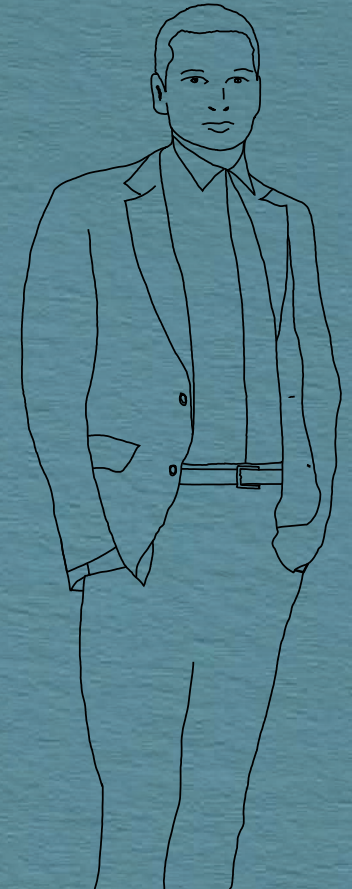
Greg Fell
Second generation, Director

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.



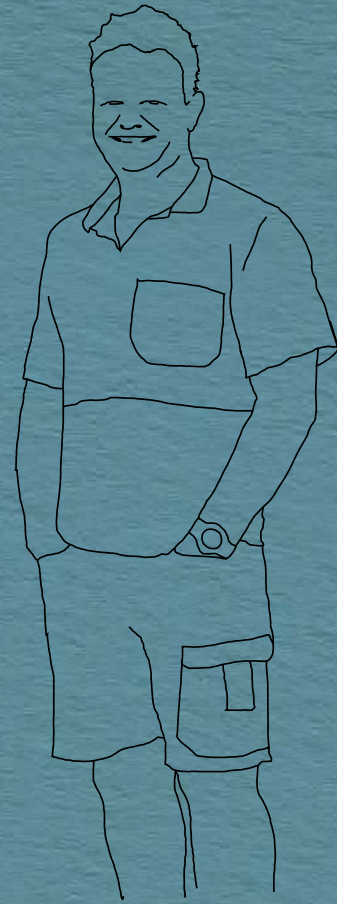
Travis Fell
Third generation, Director

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.



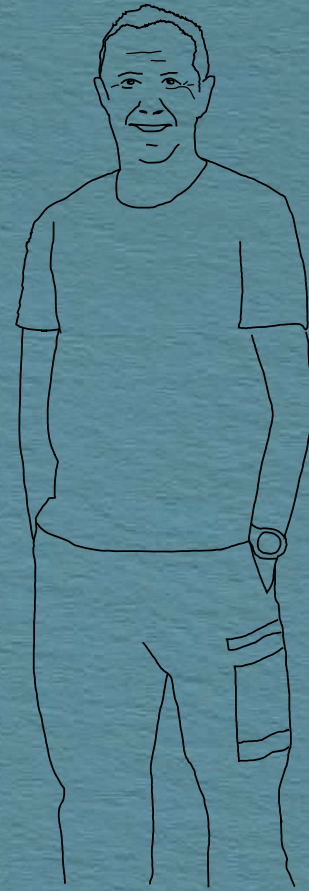
Jaden Tauren
CEO

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.



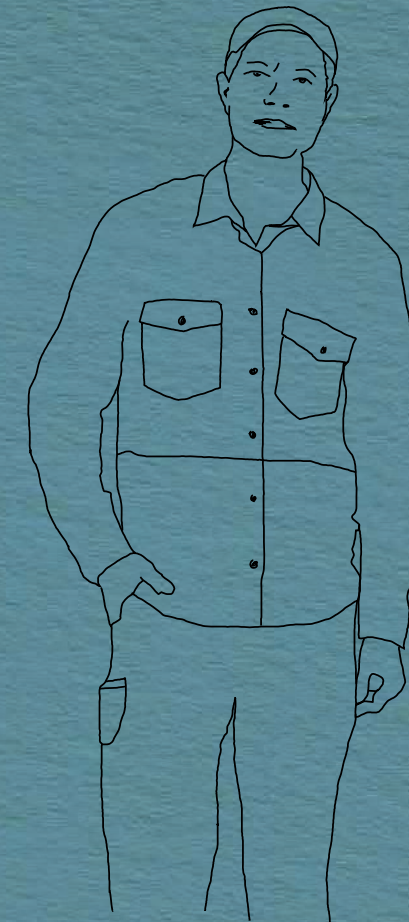
Steve Kimpton
Site Supervisor

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.



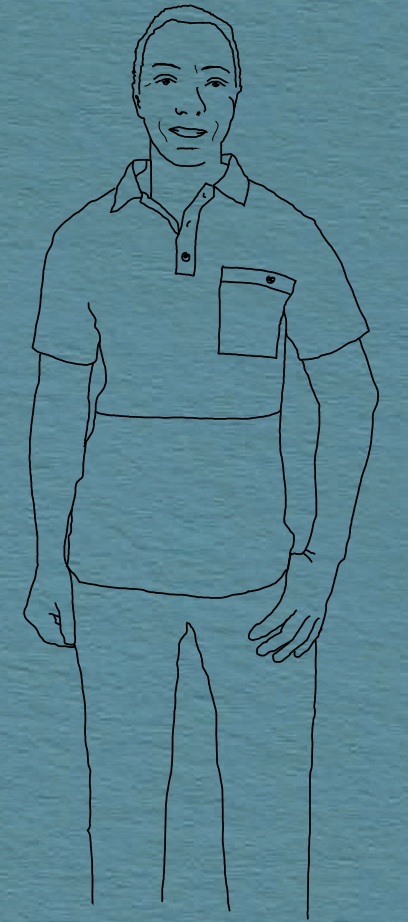
Jeff Cashen
Lead Tiler

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 instills 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.

Feature projects

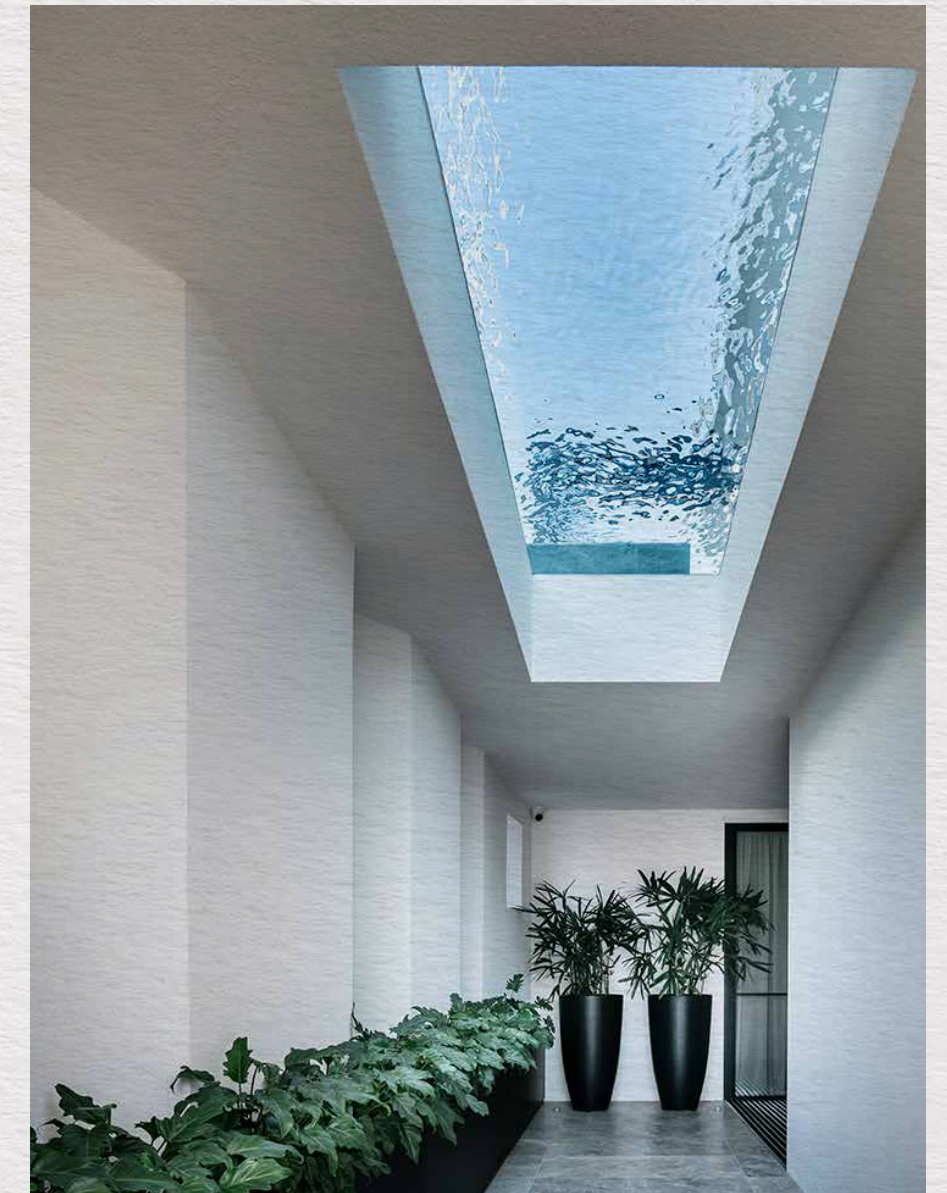


ST VINCENTS

Our St Vincent Pool Project is a very Melbourne interpretation of Peter Zumthor's iconic spa at Vals in the Swiss Alps. The pool shows a strong emphasis on simplicity and surprise with a striking water feature as an exciting addition to this project.

| | |
|--------------|-----------------------|
| Project Type | Residential |
| Location | Albert Park |
| Architects | BE Architects |
| Builder | McKimm |
| Photography | Derek Swalwell |





CANTERBURY PLACE

Creative design, engineering and planning was required with this superb pool and spa combination due to the location being suspended over the main entryway. The large 3-meter acrylic viewing window in the floor of the pool fills the entryway below with shimmering light.

| | |
|--------------|------------------------------------|
| Project Type | Residential |
| Location | Brighton |
| Architects | Martin Friedrich Architects |
| Builder | Caia Group |
| Photography | Micheal Kai |

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.

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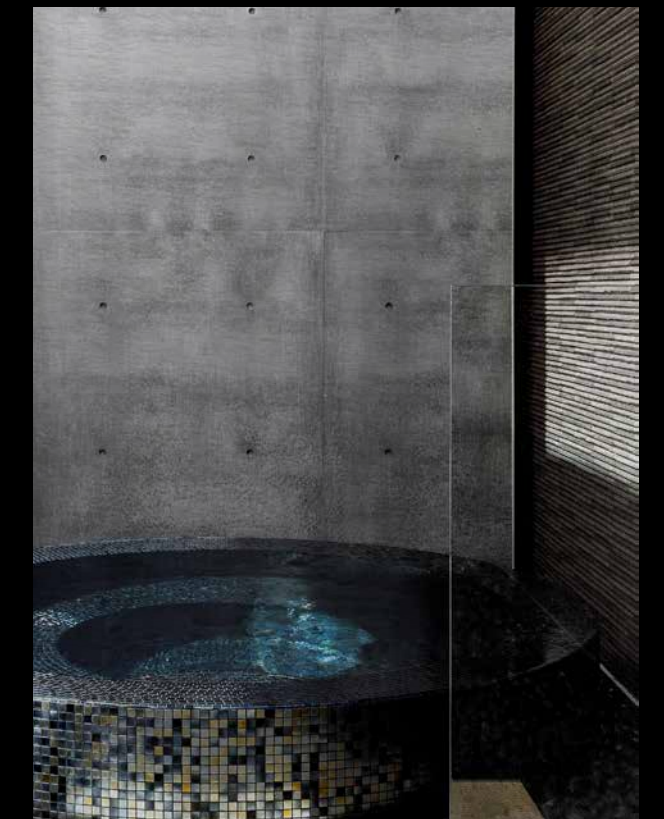
Ramy Kozman – Project Manager

SUSSEX RESIDENCE

The Sussex Residence is celebrated for cohesively connecting the indoor-outdoor aesthetic. Water movement surrounds the entire 3-level house with the incorporation of a cascading waterfall feature, integrating a fluid connection of spaces with light and shadow play. Unique features include a 4 meter spill over, a hidden integrated balance tank, a pond with stepping stones through to the negative edge spa.



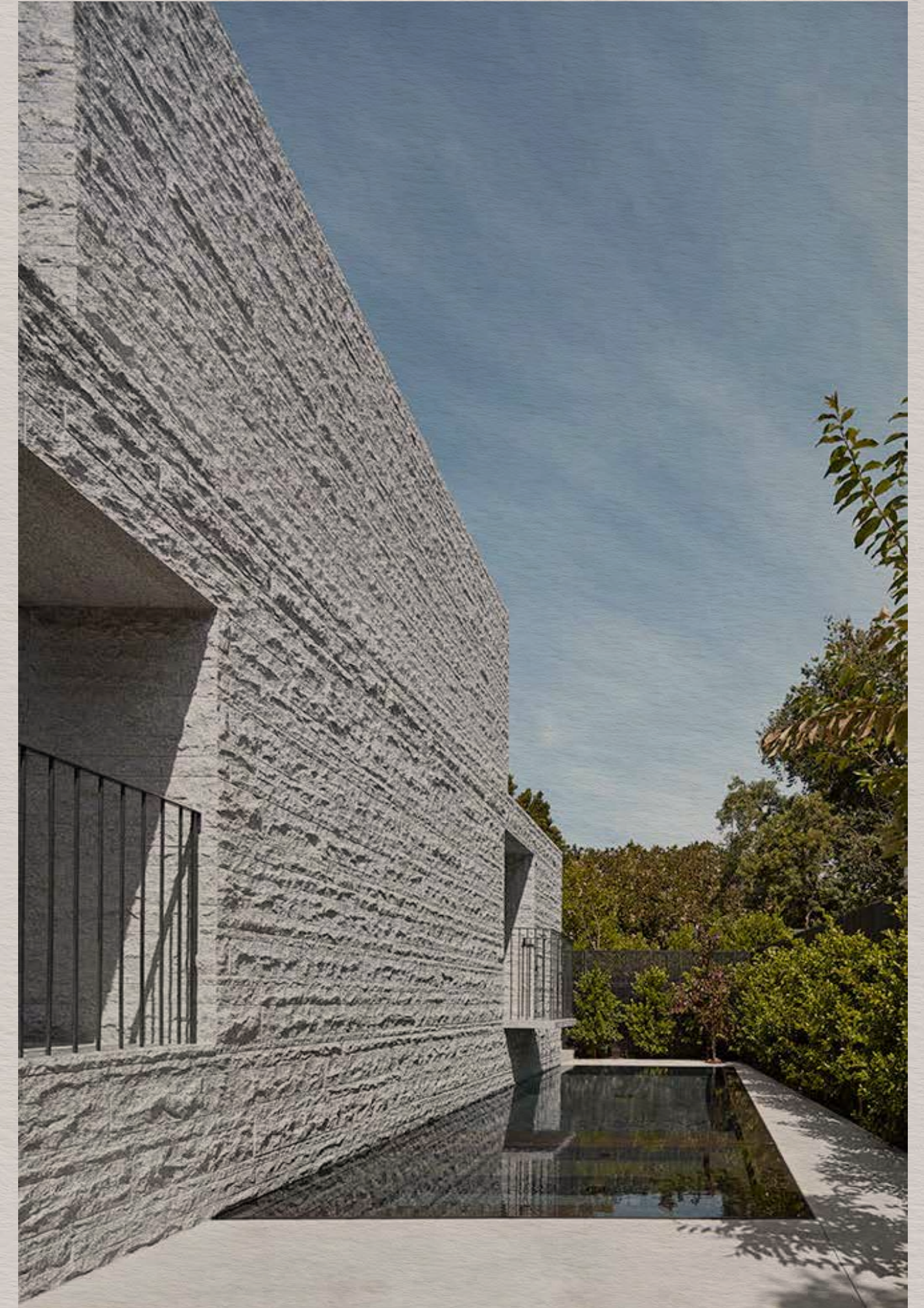
| | |
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| Project Type | Residential |
| Location | Brighton |
| Architects | McKimm |
| Builder | McKimm |
| Photography | Timothy Kaye |

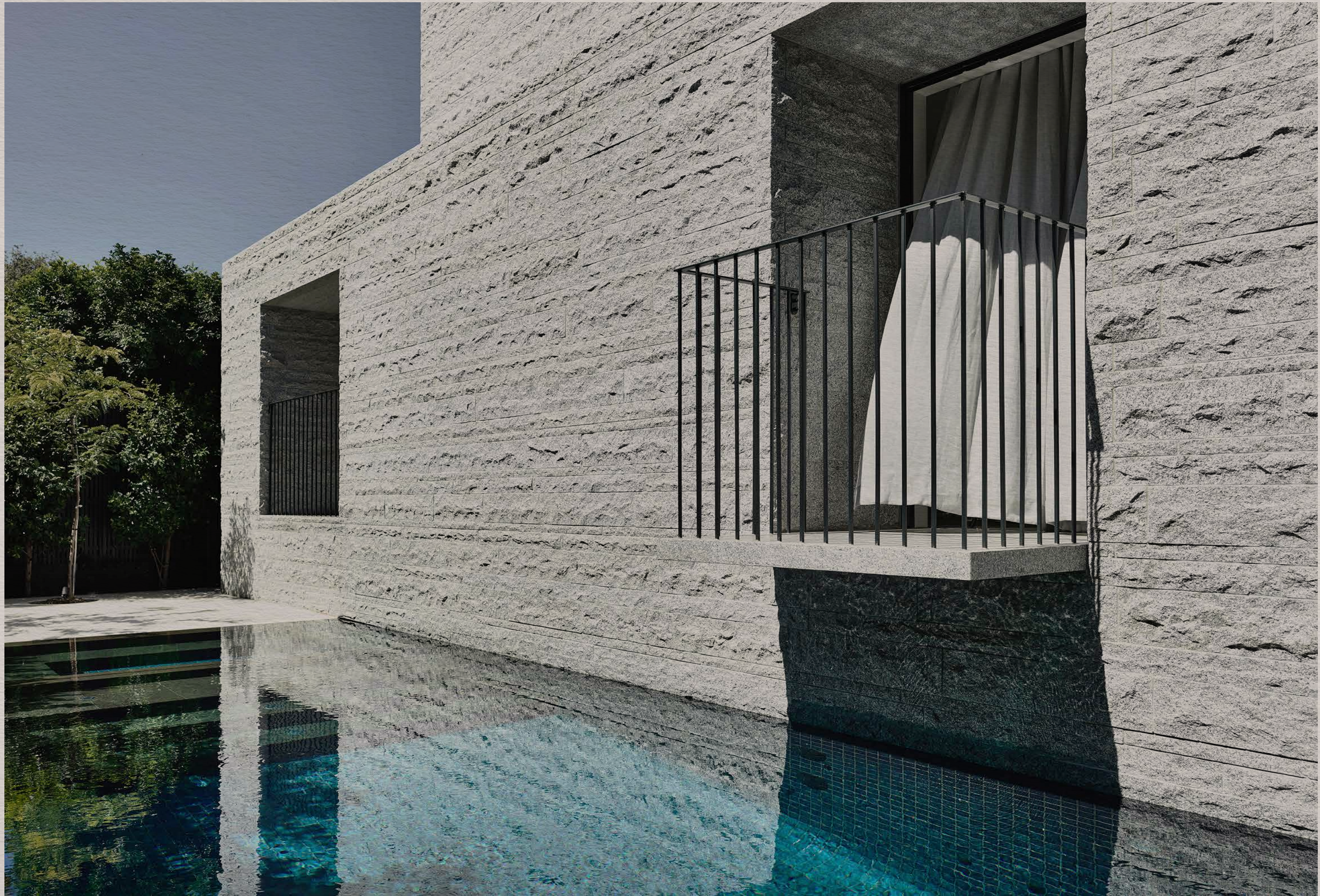


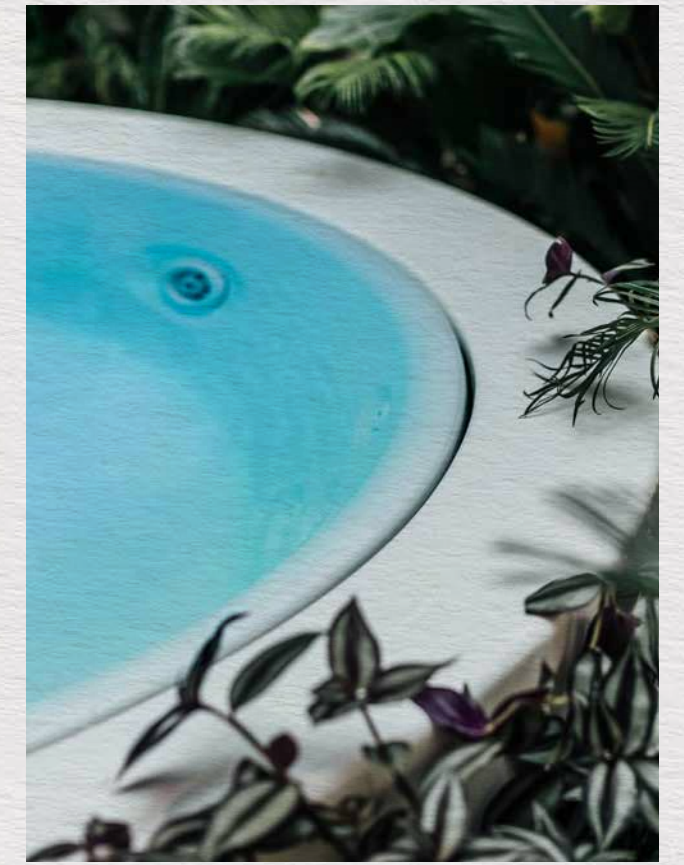
ARMADALE HOUSE

Resembling something like a sandcastle version of a Luis Barragán building, with a decent pinch of Japanese/Scandinavian minimalist thrown in, Armadale House has a distinctly global feel. The pools negative edge gives the appearance of water disappearing into the subterranean rock giving the monolithic home an ethereal, almost floating quality.

| | |
|--------------|--------------------------|
| Project Type | Residential |
| Location | Armadale |
| Architects | BE Architecture |
| Builder | LBA Constructions |
| Photography | Derek Swalwell |







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 |

Feature projects

NESCI

This pool was designed to create a reflective feature from every angle of the house while seamlessly blending into the architecturally designed home. External walls for the pool were intelligently designed proving a barrier to avoid unsightly pool fences and maximise the uninterrupted views from the house over the stunning landscape.

| | |
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| Project Type | Residential |
| Location | Mornington Peninsula |
| Landscape | Jack Merlo |
| Photography | Michael Kai |



POOLSIDE

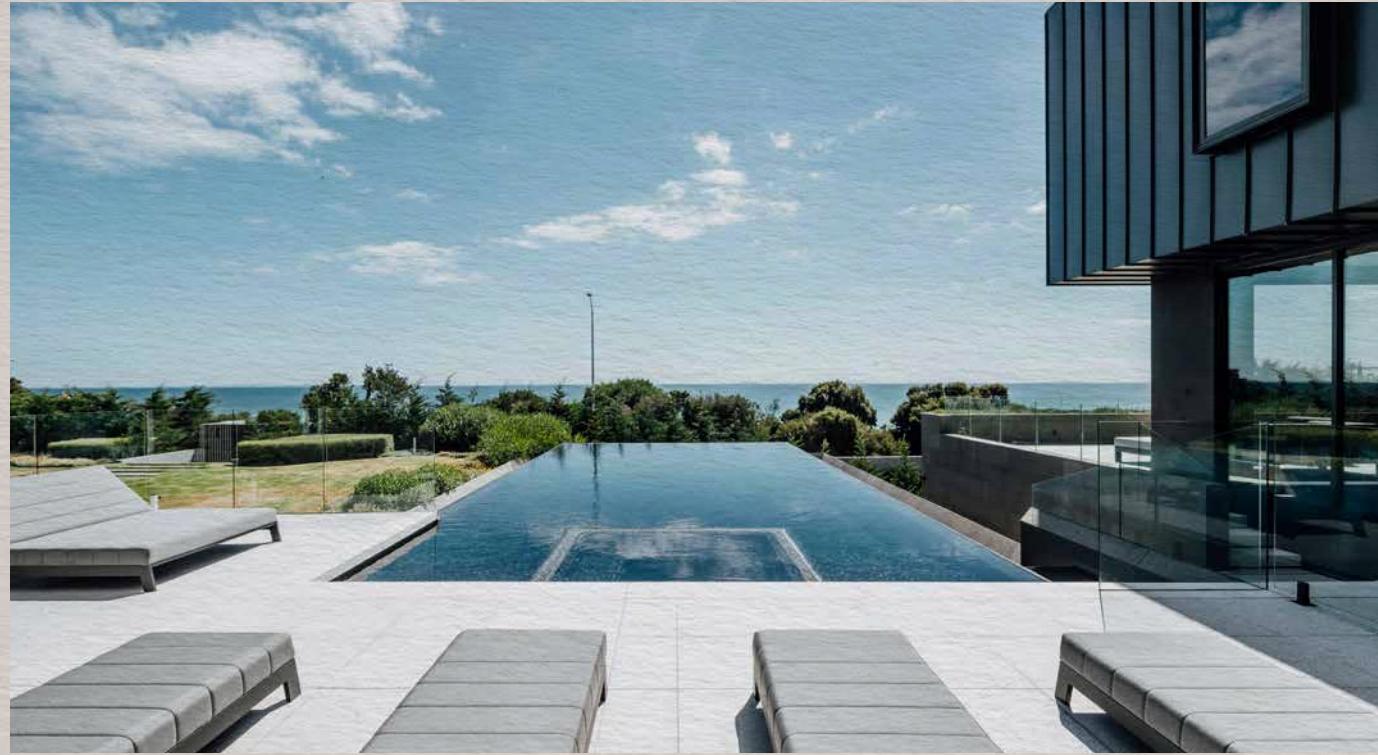
Poolside is focused around a substantial subterranean space meticulously detailed to capture the emotive movement of water and the refraction of light and sound. This artful melding of materials resonates with movement, tone, volume, submersion, texture and reflection. The lap pool looks like it is carved from natural stone. The battered walls weep with trickling water and creates a grotto-like shimmer that reflects off the ceiling.

The simple new extension appears to burrow into the landscape to create an 'eyelid' encompassed by rolling grass and draped ivy. Large, automated glass panes retract into wall cavities and disappear to create a seamless link between inside and out. The private southern courtyard beyond the pool is celebrated with an oversized concrete bowl that resonates with the sound of moving water.

| | |
|--------------|------------------------|
| Project Type | Residential |
| Location | Melbourne |
| Architects | Jolson |
| Builder | Krongold Constructions |
| Photography | Jean-Luc Laloux |



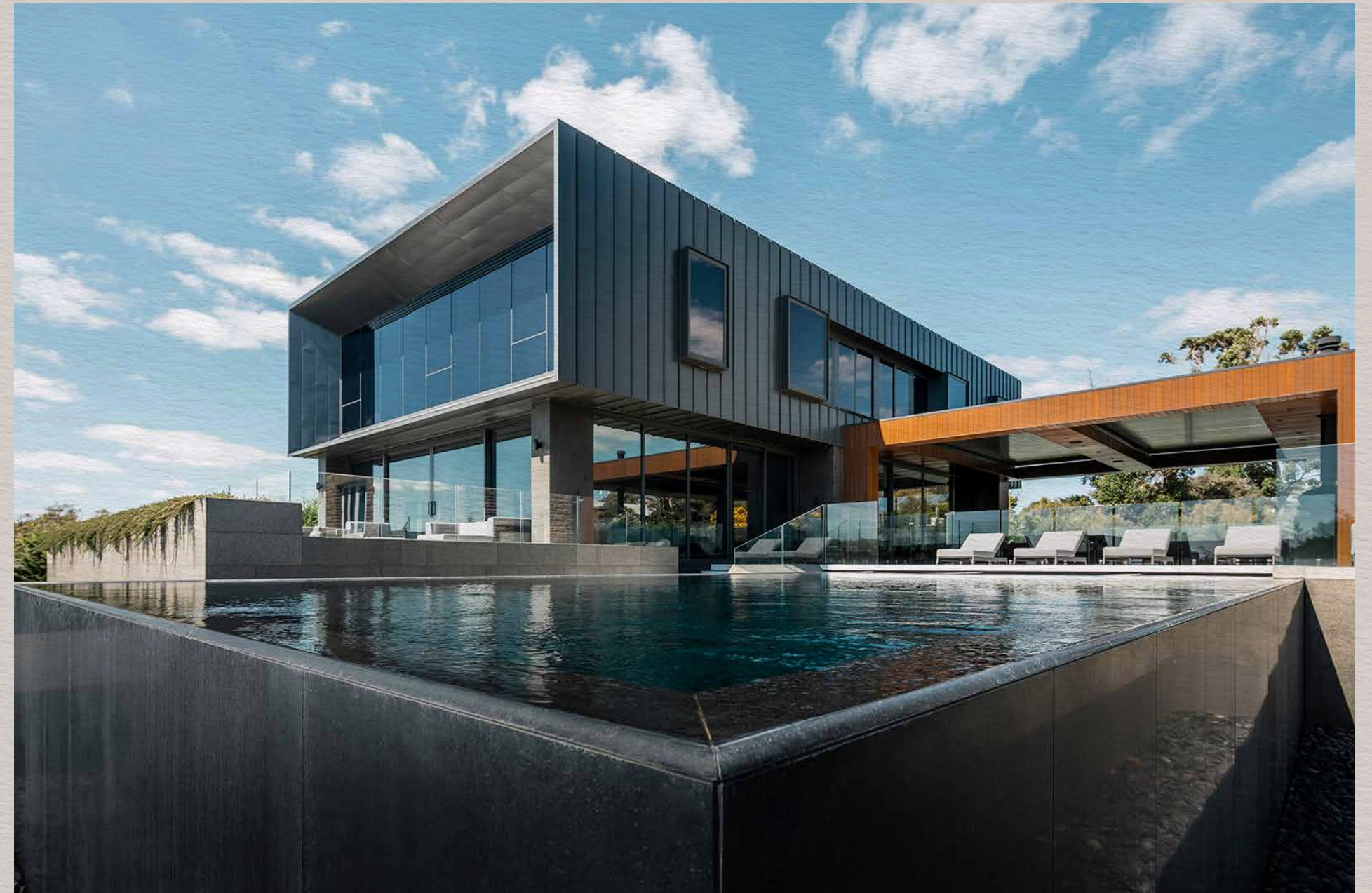
Feature projects



MARTHA HOUSE

The clients requested a pool and spa that would work seamlessly with the architecture of the existing period home along with the newly designed modern extension. The spa was constructed with a three-sided spill over to allow both pool and spa water level to be one. The pool was built as a three-sided wet-edge construction sitting 1.3 meters above the ground on three sides allowing the face of the pool to act as the required safety barrier.

| | |
|--------------|-----------------------------|
| Project Type | Residential |
| Location | Mornington Peninsula |
| Architects | Mode 3 |
| Photography | Michael Kai |



SORRENTO CURVE

The active lifestyle of this home's occupants provided the initial stimulus for this innovative, wet-edge pool design. As regular lap swimmers, they wanted a pool that would facilitate this activity, but would not look like a commercial installation. With a design that takes its cues from the luxury Tuscan-style villa overlooking Sorrento beach, the pool has a contemporary appearance, yet does not look disengaged from the residence. To take full advantage of the beautiful view, the pool was built on the edge of the cliff with a gentle curve design reflecting the curvature of the coastline beyond.

Wet-edged on four sides assist in the elimination of waves, a practical advantage for keen swimmers. High pressure nozzles squirt pool water above the surface of the pool, at regularly timed intervals, driving the seagulls from the pool. Deep green tiles were placed at regular intervals on the pool floor to define the two swimming lanes, without spoiling the visual appeal. Whilst still taking advantage of the bay views, the luxury spa was situated away from the main lap pool to separate training from relaxation.

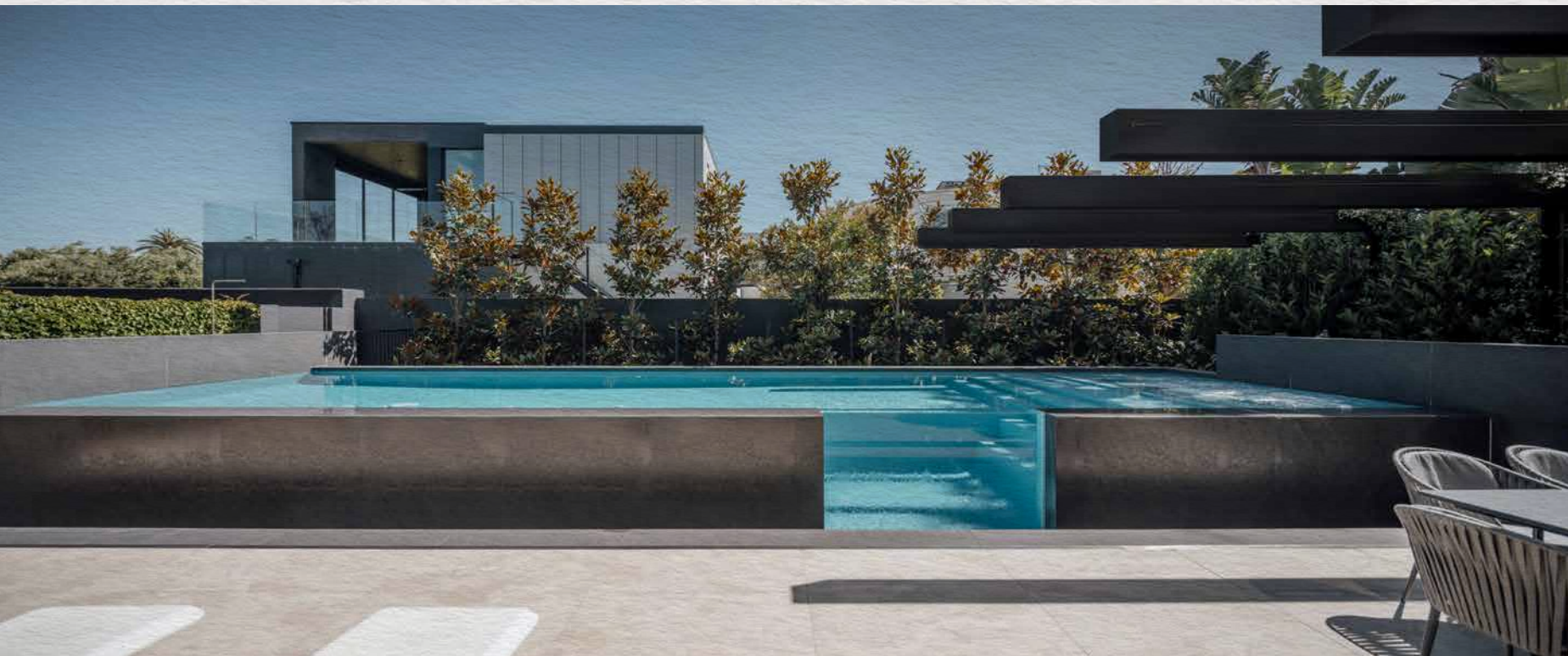


| | |
|------------------|---------------------------|
| Project Type | Residential |
| Location | Sorrento |
| Landscape Design | Paul Bangay Design |
| Photography | Tony Miller |

Feature projects

OCEAN SPRAY

Designed with raw materials that delightfully interplay with the natural beauty of its surroundings, this pool delivers a seamless indoor–outdoor living experience for this luxury private residence on Melbourne’s golden mile beach. Created with an acrylic viewing panel that is the same width as the house entrance hall it provides a clear view of the pool from the moment you enter the house, making it a standout feature of the overall home design.



| | |
|------------------|-------------------------------|
| Project Type | Residential |
| Location | Melbourne |
| Landscape Design | MAX Architects |
| Construction | LBA Construction Group |
| Photography | Michael Kai |



CURATORIAL HOUSE

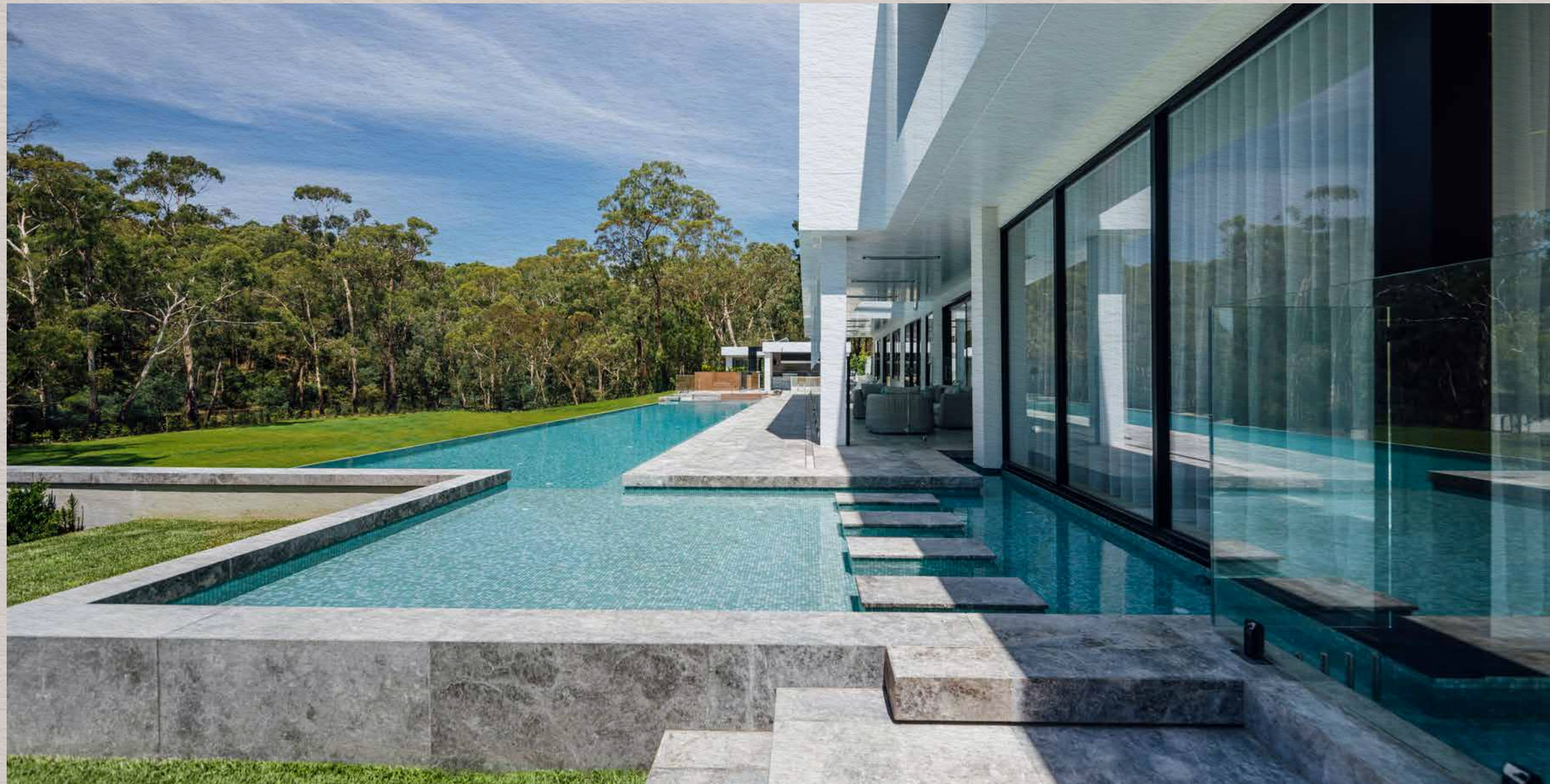
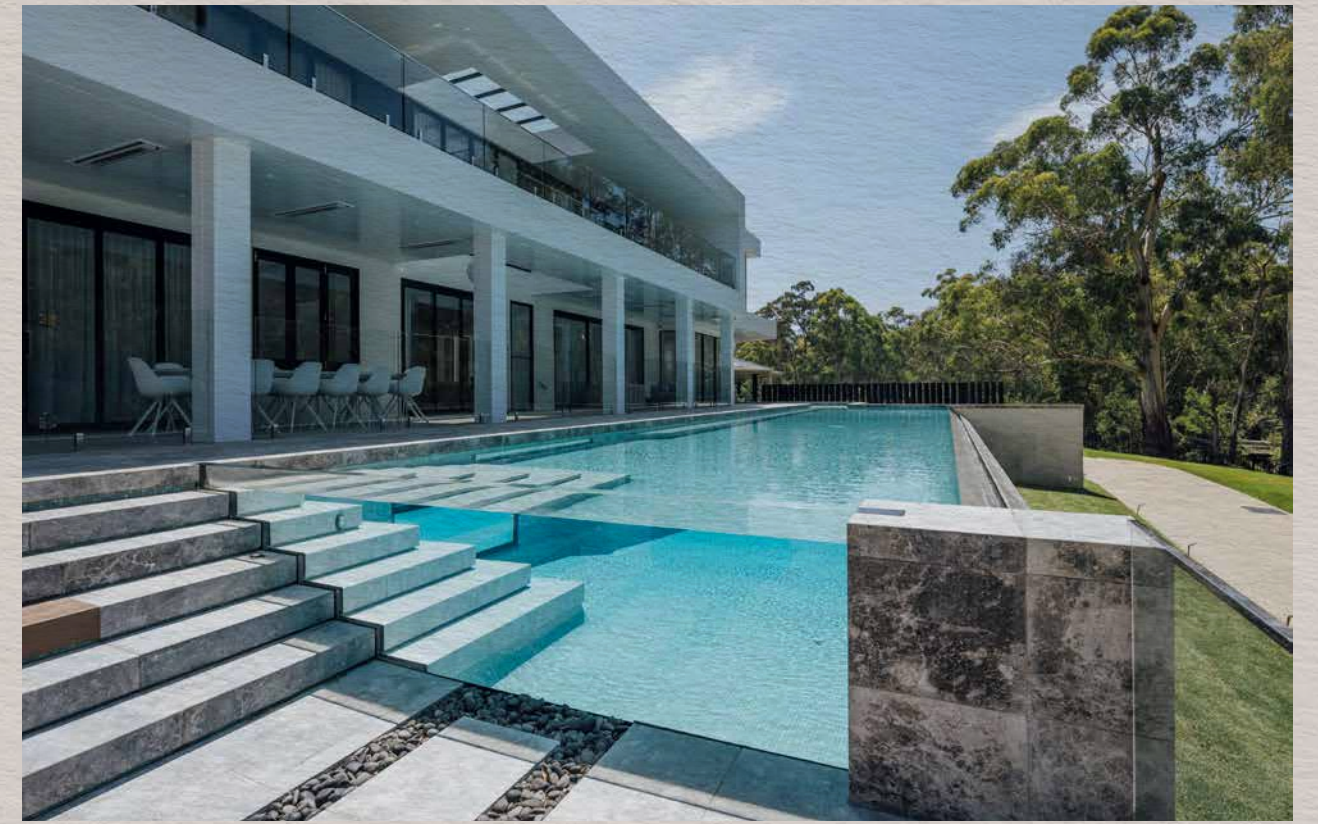
Curatorial House Pool and Spa blurs the boundaries between art and interiors. With immaculate construction detailing, elegant playful materials, a calming colour palette, visual lighting features and the full-length spill-over viewing acrylic panels resulted in a stunning reflective sculpture-like structure where art is in sync with life.

| | |
|--------------|--------------------------|
| Project Type | Residential |
| Location | Toorak |
| Builder | BCG Constructions |
| Architects | Taylor Pressly |
| Photography | Sharyn Cairns |

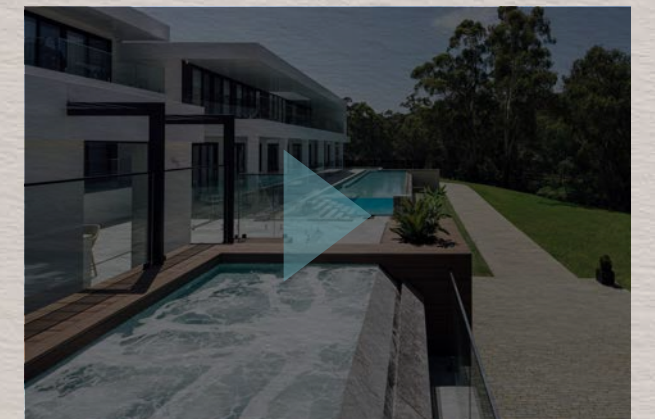
Feature projects

AQUA PARADISE

Located in a semi-rural location in Melbourne's east this luxury resort style pool, pond and spa of unapologetic proportions were built with modern grandeur in mind. The swimming pool wraps itself alongside the home culminating in an impressive overflowing edge with a large acrylic viewing panel. With its stunning backdrop of boundless native forest this breath-taking pool and spa delivers an opulent aesthetic for this architecturally designed home.



| | |
|------------------|--------------------|
| Project Type | Residential |
| Location | Melbourne |
| Landscape Design | COS Design |
| Construction | COS Design |
| Photography | Michael Kai |



Feature projects



ARCADIAN HOUSE

Nestled within Arcadian House is a testament to minimalist elegance. Harmonizing with its raw exterior and unembellished landscape, the swimming pool serves as the captivating centerpiece of the courtyard. Embracing simplicity in form, it embodies the space's ethos, commanding attention amidst its serene surroundings.

| | |
|--------------|----------------------------------|
| Project Type | Domestic |
| Location | Victoria |
| Architects | Leeton Pointon Architects |
| Builder | LBA Constructions |
| Photography | Michael Kai |





SORRENTO HOUSE

Nestled amidst the idyllic setting of Sorrento, Victoria, lies a family's tranquil escape. The shimmering elevated pool and spa are surrounded by natural stone rocks, creating a raw yet elegant feature for this modern beach house. Relaxation and rejuvenation intertwine, inviting residents to unwind and immerse themselves fully in the peaceful oasis that surrounds them.

| | |
|--------------|----------------|
| Project Type | Domestic |
| Location | Sorrento |
| Builder | David Liddiard |
| Photography | Michael 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

GET IN TOUCH

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