

AUSTRALIAN FITNESS INDUSTRY SURVEY 2010



We're EZY - just ask us

At Ezypay we have been saving fitness facilities time and money for almost 14 years through our innovative and award winning direct debit service. The one commonality that all these businesses are trying to achieve is to maximize their cash flow and profitability.

So to make your life EZY, we have provided some of the frequently asked questions, the answers of which have led hundreds of fitness businesses to partner with us to save them time and money and deliver true bottom-line results.



What are the benefits of dealing with Ezypay?

Collecting money is what we do and our focus is on generating MORE REVENUE for you. We believe a healthy bottom-line is not dependent on any one single factor. We have refined our service to ensure that you benefit from a system that addresses the many factors that contribute to a successful bottom-line.

What is your collection rate?

Ezypay's unique and up to date means of collection and follow up of failed payments means you can enjoy a collection rate of over 99%.

Do you chase failed payments?

YES and at no cost to you! Using SMS and email technology combined with more traditional methods, Ezypay will ensure you and your members are notified straight away and we provide convenient ways for them to make good on payments quickly and efficiently.

When will I get my money?

You choose - weekly to fortnightly or even monthly. We believe this should be flexible, just like the rest of our service.

Will you be able to integrate with my software?

YES we can assist you in streamlining your business and are happy to work with you to combine our solution with your club software. Ask us who we currently have already integrated with or how we could fit into your existing solution.

Can you debit expired credit cards?

YES Ezypay has an exclusive arrangement with the bank that allows a credit card to be billed successfully should it expire during the course of a membership.

Can I manage my account online?

YES you have 100% control of your members and all transactions, our secure online site enables you to load, track and make any changes required. You can even load customers online without the need to fax the forms - it could not be 'EZY-er'.

Do you have a customer service call centre?

YES our dedicated customer service team is available for you and your members week days from 8am to 6pm.

What is the best solution for my business?

We know that one solution doesn't fit all and as such would like to tailor make a solution specific to your needs and your members. Helping you to make savings in administration costs, reduce your bad debts and increase profitability in your business.

**'Can you
save me time
and money?'**



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Key Findings



Key Findings

In 2010 the Australian Fitness Industry Survey received 420 responses from owners and managers of Australian health and fitness clubs. Similarly, in 2010 7000 members had their opinions recorded as part of the Australian Fitness Industry Survey.

Table 1 shows some of the key findings the survey revealed about the Australian fitness industry in 2010 and a comparison with the 2009 results.

Club Perspectives

Table 1 - Top 3

	1		2		3	
	2010	2009	2010	2009	2010	2009
Top 3 club types	Franchise 36%	Franchise 29%	Privately owned single club 27%	Privately owned single club 28%	Privately owned multi-club 9%	Privately owned multi-club 10%
Top 3 percentage of income	Membership 76%	Membership 75%	Personal training 18%	Personal training 8%	Casual visits 9%	Retail & food beverage sales 5%
Top 3 percentage of expenditure	Staffing 40%	Staffing 45%	Rent 23%	Rent 25%	Marketing 10%	Marketing 10%
Top 3 investments	Attending a conference in Australia 78%	Attending a conference in Australia 61%	Sales training 77%	New staff uniform 60%	New staff uniform 76%	Sales training 59%
Top 3 club issues	Membership retention	Sales	Membership sales	Retention	Finding good staff	Finding good staff
Top 3 industry issues	Adult obesity	PPCA	The quality of qualified staff	Fitness education training and quality	Being recognised as a quality provider	Being recognised as a quality provider



Member Perspectives

Table 2 shows some of the key perspectives held by current members of health and fitness clubs.

Table 2

	1	2	3
Satisfaction levels	Very or somewhat satisfied 61%	Very or somewhat unsatisfied 27%	OK 12%
Likelihood of renewing membership	Yes 42%	Membership is continuous 35%	No or Not Sure 23%
Top 3 membership periods	6 to 12 months 25%	Over 24 months 20%	3 to 6 months 14%
Top 3 joining patterns	Joined on first visit to club 56%	Joined within 3 days of first visit to club 24%	Joined between 4 and 7 days after first visit to club 10%
Top 3 ways to join the club	At the club 87%	Online 8%	Over the phone or via post 1%
Top 3 ways to have a tour	With fitness trainer 50%	Don't need a tour 12%	On my own 11%
Top 3 months when joined	October 11%	September 11%	August 10%
Top 3 influences on long term commitment to club	Professional staff 74%	Overall atmosphere 68%	Machines in working order 67%
Top 3 reasons to check out another club	Lower prices 54%	Opening hours 26%	Differences in their program 25%
Top 3 referral incentives	Reduced ongoing fees 60%	One month free membership 55%	Complimentary PT session 39%
Top 3 preferred methods of communication	Email 47%	eNewsletter 18%	In person 13%
Top 3 social media tools used once or regularly used by members	Facebook 61%	YouTube 55%	Wikipedia 52%

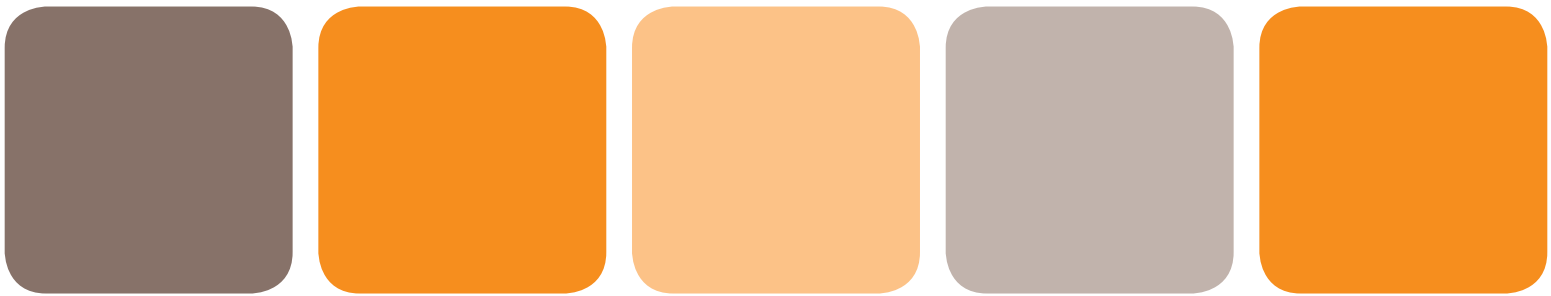
Expired Member Perspectives

Table 3 indicates some key perspectives held by expired members of health and fitness clubs.

Table 3

Top 3 months when joined	January 17%	February 14%	September 12%
Top 3 months when left	November 18%	October 16%	September 11%
Likelihood of rejoining the same club	No 56%	Yes 45%	Other/Unsure 1%
Top 3 influences to rejoin the same club	No contract membership agreement 47%	No joining fee 34%	Free personal training session/s 22%
Top 3 intended membership period	Over 12 months 59%	6 to 12 months 28%	3 to 6 months 7%
Top 3 actual membership period	6 to 12 months 34%	12 to 18 months 21%	3 to 6 months 14%

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