

INTRODUCTION



The inaugural Australian Fitness Industry Survey received 264 responses from clubs around the country. Analysis of the findings has provided us with an unprecedented insight into the operation of fitness facilities across the country.

The results have enabled us to create a profile of a 'typical' health and fitness facility in Australia.

The findings suggest that this typical facility is based in city/metropolitan areas and is between 201 and 500 square metres in size. It has been operating between two and five years and currently has up to 500 members, which is quite similar to their membership base in comparison to the same time 12 months ago.

In terms of weekly sales, it receives 21 new enquiries, resulting in an 81% enquiry-to-tour rate and a 67% enquiry-to-sale conversion rate.

It is a privately-owned, single club, which is on a site that it currently rents. It uses a 12-month minimum term membership contract, and in the coming 12 months it plans to keep membership fees around the same level, or increase them, as it is currently within 100 to 500 members away from maximum capacity. Where a rise in fees is planned, the increase is expected to be no more than \$5 per month.

To its members, the facility provides strength training equipment, cardio equipment, personal training, aerobics and circuit classes, Pilates and senior citizen's exercise classes.

In the coming 12 months this 'typical' club will have someone attend an industry conference, purchase new fitness equipment, and invest money on sales and customer service training for staff.

The most concerning issues being faced by this club includes how to increase membership sales, member retention, finding quality staff and developing marketing campaigns.

These and other findings from the 2008 Australian Fitness Industry Survey, create an excellent basis on which to conduct future surveys, so that we can further understand the ever-changing landscape of the Australian fitness industry.

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