

Introduction

Following the success of last year's Australian Fitness Industry Survey (AFIS), Ezypay once again answered the call from the fitness industry for accurate information about how clubs operate, what their members are thinking and what the industry really looks like to assist in managing facilities and member services.

We are enormously proud of the survey result with 16% industry penetration. Importantly this is exclusively health and leisure facilities and does not include subsidiary providers such as personal trainers, yoga and Pilates studios. Our member data includes over 7,000 unique fitness club members or ex-members. Together this provides the most unique and statistically relevant set of data about the fitness industry available.

Will this economic downturn affect our industry or will members vote for their health and not with their feet, using their fitness club membership as a tool to combat the stress of job losses and uncertainty?

The AFIS tells a good news story for the Australian fitness industry. The survey data showed that membership numbers are up, new members continue to join and many existing members are staying. The 2009 MASTERCARD Consumer Resilience report supports our findings stating that in New Zealand and Australia consumer spending on exercise and fitness is in the top five categories in the family budget. This trend is reflected internationally with UK based The Leisure Database Company Director David Minton reporting *"the industry is showing remarkable resilience."**

Not only is health and fitness still a priority for Australian families, there is another good news story for all the fitness staff who work hard to provide top class service to members - our membership survey showed a high level of satisfaction amongst members. Sixty-one percent of members are satisfied or

very satisfied with their membership. Ten percent even reported that the health benefits they receive are greater than the cost of their membership. Thirty-nine percent of members said their clubs were value for money.

We believe that this year's results will provide owners and managers of clubs in Australia with a real insight into the members of their club, provide ample information to make true comparisons with their own operations to get through the financial uncertainty in 2009 and make informed decisions to continue to build their businesses in 2010 and beyond.

Our appreciation extends to Fitness New Zealand, who provided their 2008 summarised results of their Fitness Industry Survey for a comparison with our survey.

In addition we would like to thank our new AFIS partners; for providing sponsorship to enable us to expand the survey but also for providing a platform to seek member's comments through their extensive marketing and generous offers to survey participants.

The largest thanks, of course, is directed to the respondents who took the time to complete and submit their responses. To the members, club owners and managers who completed the 2009 AFIS, you have enabled Ezypay to collect and analyse your responses and provide a thorough report on the state of the Australian fitness industry in 2009.



Trent Brown
Chief Executive Officer
Ezypay Pty Ltd



"Will this economic downturn affect our industry or will members vote for their health...?"

*The Financial Times "Health clubs gain muscle in downturn" May 2009