

Methodology

The Australian Fitness Industry Survey (AFIS) which is now in its second year was developed and conducted by Ezypay. The AFIS specifically targeted owners and managers of health and fitness centres across Australia which included university fitness centres, privately-owned and franchised facilities. Emails were sent to thousands of individual facilities over a 6 week period from 13 January 2009 to 15 February 2009 using the online survey tool www.surveymonkey.com.

With the current economic climate being the top of all minds, Ezypay wanted to ensure this year's AFIS added value and decided to include two additional surveys one to active club members and one to lapsed members. The members' surveys were initially sent to over 30,000 members who currently used or were past users of Ezypay's billing services. To capture the diversity in types of clubs around Australia, selected clubs were invited to send the survey directly to their members. Ten clubs took up this opportunity which included a not-for-profit chain, a franchise chain and a privately owned single club.

As an incentive to participate, Ezypay offered various prizes through a weekly prize draw. The lucky winners were:

- **Week 1 - Apple iPhone:**
Amber Cekerevac
Bodycare Health Club – WA
- **Week 2 - Nintendo Wii and Wii Sport:**
James Pappas
Mingara Recreation Centre – NSW
- **Week 3 - Apple Nano:**
Jenny Stevens
Richmond Club – NSW

With such a large number of responses, (over 620 responses to the main AFIS club survey and over 7,000 responses to the members survey including over 2,000 individual members' comments) Ezypay believed that it was important to seek independent analysis from a qualified market researcher. This was done with an independent researcher with QPMR status with Australia's leading research organisation AMSRS.

We also believed that it would add greater insights to the survey to have comments from industry experts. As such we invited a number of Australia's leading industry professionals to provide their comments and advice on key findings. These comments are found through out the survey.



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