

# Support your Industry

2010  
Australian  
Fitness Industry Survey  
(AFIS)

AUSTRALIAN  
FITNESS  
INDUSTRY  
SURVEY  
BROUGHT TO YOU BY



**EZYPAY®**

2010 Sponsorship Partner Proposal

## Introduction

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The Australian Fitness Industry has long been plagued by a lack of definitive data regarding the operations within all health and fitness clubs across Australia.

We have seen a consistent expansion in the Australian fitness industry over the last 20 years. This has been reflected by the growing demand for fitness instructor/trainer education courses as there are now some 60+ fitness training providers across Australia. The constant introduction of new clubs, studios and individually-run personal training businesses; and a greater demand for our direct debit services from within the fitness industry are also contributing factors to this surge in growth. For this reason, the need for quantitative data about such clubs and its members, who make up the Australian Fitness Industry, could no longer be disregarded.

Ezypay saw this as a commercial and industry opportunity in 2008 and developed and coordinated the Inaugural Australian Fitness Industry Survey (AFIS) with great success. With such success in 2008 and 2009, Ezypay are looking forward to releasing the AFIS in 2010 which will again include the member's survey which has added even further insights into the fitness industry.

## Sponsoring AFIS and Supporting the Industry

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We are looking for key Australian fitness industry suppliers and businesses to partner with us for the 2010 AFIS which is shaping up to be a very insightful and interesting book of facts and figures on the fitness industry. The 2010 AFIS will contribute to the growth of our industry and also provide your club and your members with a great source of information to set your own benchmarks within this very competitive industry.

In recent difficult economic conditions, the fitness industry will thrive or fail. We feel that by joining together and supporting clubs and members across Australia with up-to-date information, to help them make their business operate efficiently and therefore grow our ever expanding industry.

## AFIS Snapshot

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	2008	2009	2010 targets
Survey sent to	3500	4500	4000
Participants	280 – 8%	859 – 19% (started)	800 complete
Owner / Manager responses	85%	90%	95%
Members survey	N/A	7000	8000
Unique PR pieces	7	10	15
Key/New Features	General club survey	General club survey	General club survey
	Comparison with Fitness NZ survey	Comparison with 2008	Comparison with 2008 / 2009
		Introduction of industry expert panel	Industry expert panel
		Comparison with Fitness NZ survey	Comparison with Fitness NZ survey
		Active / lapsed Member survey	Active / lapsed Member survey
			Introduce mini survey's

If you would like to view the previous year's survey please call:  
Simon Hall – 0424 23 65 44

## AFIS 2010 – Overview

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As shown in the table above, AFIS 2010 is going to be bigger and better.

Following the success in 2009 of the newly introduced member's survey with over 7,000 responses, we believe this has increased the valuable of the survey results 2 and 3 fold. The thoughts, feelings and perceptions provided by the active and lapsed members now provide club owners and managers with a real understanding of the members of their clubs.

In 2009 we also trialled many of the now very popular social networking channels like Twitter, Linked IN and Facebook to increase exposure of AFIS. This culminated in establishing links with IHRSA and now has the 2009 survey for sale on the IHRSA website giving it world wide exposure.

We are very excited about what information this year's AFIS will bring.

## AFIS 2010 - Benefits of Sponsoring

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- Only 1 sponsor per supplier segment. (Software, equipment, marketing etc)
- Full Page advert per sponsor in the Final Survey results
- Logo and naming exposure
  - AFIS web site - all AFIS advertising will be driven to the website – industry and public
  - Mentioned as a partner or logo on all digital networking channel (Facebook, Twitter, YouTube)
  - All printed collateral + print advertising
  - Filex - AFIS / Ezypay stand
  - Filex – Thanks and recognition during presentation
  - International industry exposure media release and IHRSA website – Research pages and store.
  - All email communication across length of pre and post survey
- Recognition of being a partner of the leading Australian Fitness Industry Survey
- Copy of the full Survey results
- Unlimited copies of the Trends Report to pass on to clients

## AFIS 2010 - Marketing and Communications Plan

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Date	Activity	Exposure for sponsor
Oct 2009	Viral campaign – email video – You tube	extensive
Oct 2009	Teaser email	4500
Oct 2009	Launch of survey - email	4500
Nov 2009	Prompt email – incentive / Prizes	4500
Nov 2009	Prompt email	4500
Nov 2009	Prompt email	4500
Nov 2009	Prompt email – Last chance ...	4500 x 2
Jan 2010	Trend report launched	4000
March 2010	National media PR campaign	extensive
April 2010	Launch of FULL AFIS report	500
April 2010	Launch at Business Summit	industry
May 2010	Filex – Stand - Presentation	Industry
On going	Media exposure	extensive

# AFIS 2010 – Sponsorship Marketing Samples



Notification emails Sent to all clubs



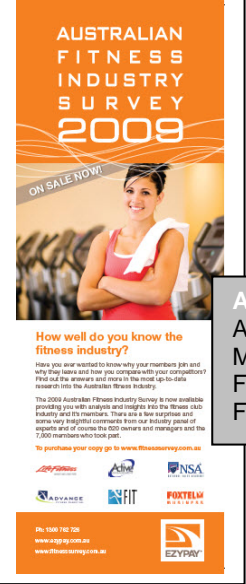
Sponsors slide PowerPoint presentation at Filex AFIS highlights + launch video - YouTube, Facebook, Website etc



AFIS Report Sponsor comments page Thanks to Sponsors page plus full A4 page advert.



Sponsor page www.ezypay.com.au + www.fitnesssurvey.com.au



AFIS on sale leaflet Australasian Leisure Magazine FILEX delegate bag Fit Biz summit

## AFIS 2010 - Sponsorship Investment

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To be one of the key sponsorship Partners and be associated with this critical industry leading report your investment would only be \$1350.00 (exec GST)

Firm commitment to sponsor by October 15<sup>th</sup> 2009

Full payment required by 1<sup>st</sup> December 2009

### Where to from here?

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We are only looking for up to 8 sponsors for this years AFIS and we already have a few companies showing interest.

If you are interested or would like further details please contact Simon Hall on 0424 23 65 44 and start helping our young but thriving industry grow even stronger.

Full contact details

#### **Simon Hall**

Ezypay Marketing Manager

m. 0424 23 65 44

e. [simon.hall@ezypay.com.au](mailto:simon.hall@ezypay.com.au)

#### **Ezypay**

Level 15, 1 Help Street

Chatswood NSW 2067

p. 1300 762 726

e. [newenquiries@ezypay.com.au](mailto:newenquiries@ezypay.com.au)