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# CLUB PROFILE:

## C2K Fitness & Aquatic Centre,



**GROUP EXERCISE, MIND BODY & AQUA NETWORK** caught up Carlos Garcia, manager of C2K Fitness & Aquatic Centre, Castle Hill, a facility which boasts one of the largest aqua programs in Australia and an impressive mind body operation.

### C2K Fitness & Aquatic Centre

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### Facilities and services

We have a 25 metre pool, toddler pool, and dedicated aqua aerobics pool (The Coulter Swim School runs squad training, learn to swim lessons and babies lessons). We have an aerobics room (pre-choreographed and freestyle classes), group fitness studio, mind body studio, cycle studio, two circuit studios and a childcare studio.

Our gym floor includes two resistance training circuits, pin loaded equipment, hammer strength, a free weights area and 98 pieces of cardio equipment. Every member receives two personalised fitness assessments and programs. We have a successful Boot Camp with over 120 participants per week and currently run a Greatest Loser Weight Loss Competition. We also have 1,250 children enrolled in our gymnastics program.

### Snapshot

- Number of financial members: 7,139
- Size of centre: 5,300m<sup>2</sup>
- Owned or rented: Owned by Castle Hill RSL Club Ltd
- Growth of membership since opening: The centre opened with 2,500 members and has grown by 4,639 members in the 3 years since opening.
- Access to parking: Castle Hill RSL Club car park.
- Population to draw on: 120,000
- Proximity of closest competitor: 1 kilometre
- Membership prices: \$99 joining fee and \$33 per fortnight for Gold 12 month membership, or \$22 per fortnight for students and over 55s.

### What is the target membership demographic of the club?

Initially, C2K's target demographic was 18 to 35s, but with the clubs diverse range of programs and being part of the RSL, it appeals to all demographics, most notably the over 55s and students.

### Can you tell us more about C2K's aqua program?

C2K's aqua aerobics program has grown to be one of the largest aqua programs in Australia with 40 classes per week.

We have a dedicated 15m x 6m aqua aerobics pool and have over one thousand members participating in aqua classes per week and have a team of 10 aqua instructors to service this growing program.

We conduct Aqua Fit classes which are suitable for all levels of fitness including those with injuries and limitations. These classes combine cardio training with muscle conditioning for a total body workout. Power classes offer a more challenging workout with more intense cardio and resistance segments. Pool Pilates offers a thorough core challenge focusing on deep abdominal work, back strength and breathing techniques.

We have found aqua to be extremely popular with the over 55s, rehab clients and those requiring low impact workouts – our aqua facilities definitely make the club more accessible to a greater cross section of the community.

The large number of participants who take part in the program each week is indicative of how resounding a success aqua has been for C2K – it offers a fantastic low

# Castle Hill, NSW

impact exercise option that nearly one in seven of our members makes use of on a weekly basis.



### And your group fitness/mind body facilities?

We have over 150 classes each week including boxing, circuit classes, freestyle classes and all Les Mills programs.

Mind body classes have a large following in the club, bolstered by our new mind body studio which features a sound-proof, quiet and relaxing environment away from the more energetic, up-tempo programs on offer and provides members with a calming, stress relieving experience.

We offer 38 mind body classes per week and have 15 instructors specialising in these classes. The programs on offer include Pilates (mat work, and ball Pilates), Fitball, gentle yoga, yoga and yoga plus, BODYBALANCE®, Ab's Butt & Thigh classes, Stretch, meditation and tai chi.

### What do you look for when hiring staff?

We look for outgoing, motivated, career-minded staff.

### What is your staff break down?

5 full-time, 41 permanent part-time and 67 casuals.

### How do you price yourself in the marketplace?

C2K's price positioning sees us as on par or slightly cheaper than our major competitors and ensures that the centre is accessible to all in the community. Given our excellent facilities, our prices offer excellent value for money.

### What is your most successful retention strategy?

We have just appointed a 'Member Retention Coordinator' and now e-mail, SMS and regularly call non-attenders. This has had an impact on reducing cancellations and increasing member attendances. Our cancellation rate is under 4 per cent, given our size, we are extremely proud of this.

### What is your most successful marketing campaign and how did you track its success?

Our annual end of financial year 'No Joining Fee' promotion in June continues to be our most successful marketing campaign. This involves local newspaper advertisements and referrals. Tracking the response revealed that the promotions were all very successful resulting in 564 new members in 2004, 370 in 2005 and 476 in 2006.

### Do you have any programs for special populations? How profitable/successful are they?

C2K runs several special population group programs each week for those with special needs and individuals with carers. These groups are provided with a cardiovascular/strength program with a group fitness instructor. Participants range from 20 to 50 plus years and have various disabilities, mental and physical handicaps. C2K also conducts a HeartMoves program for 60 Vietnam veterans. A special needs gymnastics program has also been developed, the pilot of which has been so successful that it will be converted to a full-time program this year.

### What is your biggest challenge?

Not having enough room! Exploring the expansion of the club or developing another site will be our biggest challenge. Member retention will be an ongoing challenge. ■

