

CLUB NETWORK - CLUB PROFILE QUESTIONS

Please e-mail your responses and a high resolution photograph of your club and/or team to analee.matthews@fitnessnetwork.com.au

What is your Network membership number?

What is the name and position title of the person completing these questions?

What is the name and address of your facility?

Which facilities and services does your centre have from the following? (please briefly describe what you offer in each area)

- Weights area
- Cardio area
- Aerobics room (pre-choreographed and freestyle classes?)
- Circuit area
- Pool
- Playroom / Creche

What other facilities and services do you have not mentioned in this list?

Please provide short answers to the following:

- Number of financial members:
- Size of centre:
- Owned or rented:
- Growth of membership since opening:
- Access to parking:
- Population to draw on:
- Proximity of closest competitor:
- Membership prices:

Provide longer answers to the following:

1. What is the target membership demographic of the club?
2. What do you look for when hiring staff?
3. What is your staff breakup?
4. Do you promote the multi-skilling of your staff or do staff have separate roles?
5. How do you price yourself in the marketplace?
6. What is your most successful retention strategy?
7. What is your most successful marketing campaign? How did you track its success?
8. Which frontline computer software do you run?
9. Do you have any programs for special populations? How profitable/successful are they?
10. What non membership profit centres do you have?
11. Describe your personal training operation
12. What is your five-year plan?
13. What is your biggest challenge?