



2007 FITNESS FACILITY OF THE YEAR

APPLICATION FORM



Recognising excellence in fitness facility management, this award is open to fitness facilities throughout Australia. Criteria for judging are based on changes and innovations over the past three years in any or all areas of club management.

THE WINNER RECEIVES:

- Registration to FILEX 2007
- 12-month Club Network membership
- Club profile in the Club Network publication
- An invitation to write articles for Network
- A handsome trophy
- A formal presentation at FILEX 2007.

INSTRUCTIONS:

To nominate your or another facility for the Fitness Facility of the Year award, please complete the attached form and provide the supporting documents requested. If you do not answer all questions or include supporting documents your application may not be considered. Your response for each question must be limited to 200 words.

SUPPORTING DOCUMENTS:

Please submit the following supporting documents with your nomination form:

- Contact person's business card
- Clear photograph of the facility manager and/or team members
- Club brochure and other promotional materials
- Formal job descriptions
- Three letters of commendation/reference (i.e., from member, staff and community representative)

Please include any other supporting information that you consider relevant to this nomination (e.g., published articles, advertising/promotional materials, etc).

ELIGIBILITY:

Club Network member with Australian Fitness Network

SUBMISSION DEADLINE:

9am, Monday 26 March 2007.

Applications received after this time may not be considered.

NOTIFICATION:

The winner will be notified by Monday 9 April 2007. Entrants not selected as winners may not be notified.

SUBMISSION PROCESS:

Please forward one copy of this nomination form and support documentation to Australian Fitness Network, PO Box 1606, Crows Nest NSW 1585



2007 FITNESS FACILITY OF THE YEAR

APPLICATION FORM

NOMINATION FORM

Fitness facility's contact details

Contact name: _____

Position: _____

Club name: _____

Street address: _____

Suburb/town: _____ State: _____ Pcode: _____

Postal address (if different to street address): _____

Suburb/town: _____ State: _____ Pcode: _____

Phone Business Hours: (____) _____ Fax: (____) _____

E-mail: _____

Web site: _____

Please answer each of the following questions in 200 words or less* and submit them with your supporting documentation.

1. Why should this facility be named the 2007 Fitness Facility of the Year?

2. How long has the club been operating? _____ years / months

3a. What have the membership numbers been over the past three years?

2003 to 2004: _____

2004 to 2005: _____

2005 to 2007: _____

3b. What do you forecast your membership numbers to be in the next year and how do you plan to achieve this number?

4. What is the fitness facility's mission statement?

5. What are 5 key performance indicators used to assess the facility?

6. Please explain the strategies used to maintain staff retention

7. Please explain the strategies used to maintain member retention



2007 FITNESS FACILITY OF THE YEAR

APPLICATION FORM

8. What profit centres does the facility operate and approximately what per cent of gross income does each contribute to the bottom line?

PROFIT CENTRE NAME	% OF GROSS INCOME
Example: Personal training	40

9. Describe the two most effective promotional initiatives that have had a positive impact on the facility's membership (attach brochures or marketing materials if possible).

10. What is the management's key philosophies about their role in the facility, and how do they incorporate them into their work with members and staff?

11. Does the facility undertake any work with the community and if so in what capacity?

12. What five words would best describe the culture of the facility?

13. How has/does the facility contribute to the development of the Australian fitness industry? Please be specific!

**Please note: answers exceeding the 200-word limit (per question) will not be evaluated.*