

## **How New Zealand fitness industry compare with the Australia?**

Following the success of last year's Australian Fitness Industry Survey (AFIS), Ezypay again coordinated an industry wide survey to capture critical information to assist the fitness club industry to grow during these difficult economic times. There will be comparison with last year's survey and with the New Zealand Fitness survey. The highlight this year was the introduction of the Members' Survey with findings regarding the thoughts, feelings and perceptions of active and lapsed members of health and fitness clubs around Australia and New Zealand.

### **Club Surveys**

This year has seen a fantastic response with 620 survey completed giving some very insightful information into the industry.

Along with all the standard survey questions about the size of your club and salaries paid to your staff, we have tried to get a little deeper into how individual clubs operate on a day-to-day basis. Over 65% of clubs have provided additional information on the questions on finance, sales and marketing which were optional.

As part of the New Zealand fitness industry you will be able to see the comparison with the 2008 survey done by Fitness NZ

Thank you to Fitness NZ and CEO, Richard Beddie for again making the New Zealand survey data available for comparison and also for agreeing to send the members' survey to NZ clubs. We will do the comparisons between Australian and New Zealand members as part of the full results.

Following this years main survey we will be continuing the 2009 AFIS by introducing a new format "mini-survey Series" The mini-survey will look at topics that may not interest all, however will look at important aspects of our industry such as staff training, how our suppliers perform, technology and software. If you have an area that you would like to know more about, please let us know.

### **AFIS Partners**

Without the support of our industry partners, the 2009 AFIS would not have been as informative and extensive as it has become. Their support has made it possible to add two additional surveys - "Active Member" and "Lapsed Member" Surveys. We have also been able to engage the services of a professional market



researcher to enable us to analyse the extensive data and provide more insightful comments.

If you would like your business to be part of next year's AFIS, please contact [simon.hall@ezypay.com.au](mailto:simon.hall@ezypay.com.au).

## Member Surveys

Following on from last year, we wanted this year's AFIS to be more insightful and useful to you - the owners and managers of fitness clubs. With the worldwide economic crisis currently affecting many businesses, we want to assist you the owners and managers by finding out and digging deeper as to what your members are thinking, feeling and what they are looking for in a health and fitness club and to ensure that you keep your members active for a very long time.

Although we had a reasonably large data set we didn't expect the extraordinary response we received, especially from lapsed members, however as I write this, the members' survey has completely exceeded all expectations and I am excited about the information that it will add to this year's survey results. I am also excited about sharing this information with the industry.

Thank you to the owners that sent the members' survey links to their members which in turn greatly boosted the responses. Because the online web survey is easy to use, we were able to provide those clubs with individual club statistics which can then be compared against the national results.

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