



AUSactive



# 10 THOUSAND FEET

Powering the Employer of Choice Awards

10 THOUSAND FEET is a leader in  
Fitness, Health and Sports research.

In 2020 we partnered with AUSactive to support the industry via the study: *2020 Consumer Impact of Gym Closures – Assessing the Essential Need for Gyms*

In 2021 we supported the industry further by sponsoring and conducting the research for the inaugural 10 THOUSAND FEET Member Love Award. The award utilised leading edge technology from our sister company CustomerConvert.

In 2022, we are on a mission to support the sector in taking employee engagement to the next level. We invite you to be a part of the **inaugural Employer of Choice Awards** and shape the future of the Fitness industry.



# 10 THOUSAND FEET

Strategic Research

Charities

Café's & QSR

Retail

Services

10 THOUSAND FEET works with leading brands in a variety of other sectors such as Charities, Café's & QSR, Retail and Services.

Transforming Teams, Brands, Customer Experience and Products.

Having conducted 800+ team member satisfaction surveys, 10 THOUSAND FEET is excited to help AUSactive conduct the Employer of Choice Awards. This involves building a fitness industry benchmark that will help the industry to be an Employer of Choice.

# EMPLOYER OF CHOICE AWARDS

Be the brand that exercise professionals want to work for

Enter the 10 THOUSAND FEET AUSactive Employer of Choice Awards by surveying your employees, PTs and group exercise instructors within the months of August-September 2022.

## Multi Location

Employer of Choice Award for brands with 10+locations.

Aggregates satisfaction across the whole organisation.

## Individual Location Brand

Employer of Choice Award for an Individual Club for brands with 10+locations.

Entry based on the location within the multi-location brand with the highest satisfaction.

## Individual Location Independent

Employer of Choice Award for an Individual Club for independent brands with under 10 locations.

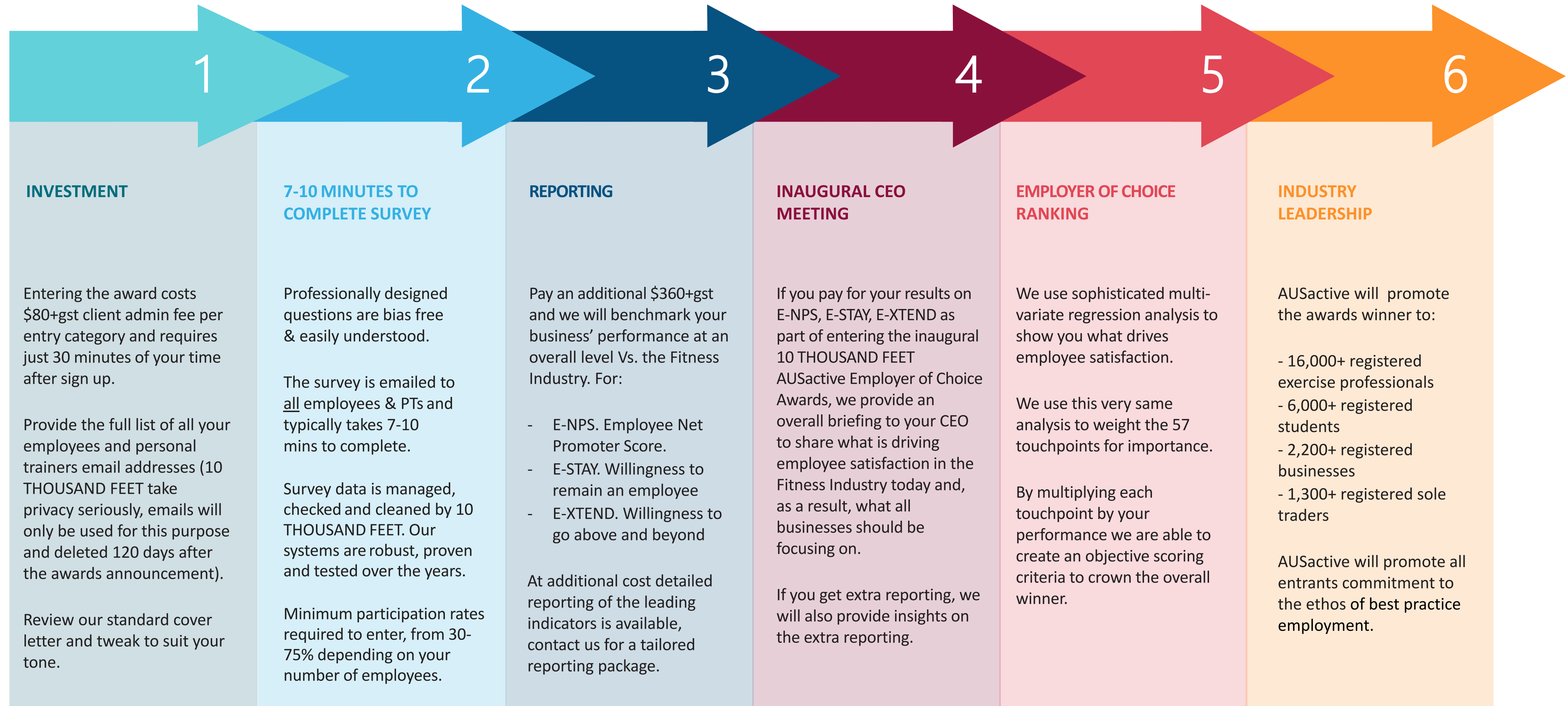
Entry for a single location of an independent business.

All categories require you to have 20+ Employees or Contractors to enter.

Multi-unit franchisees can aggregate employees across clubs to get to 20+ employees. For Contractor responses to count they need to work regularly every week in your organisation.



# Be the brand that exercise professionals want to work for



# Timeline & Next Steps

Item	Month
Meet with 10 THOUSAND FEET to discuss any queries	May-June 2022
Project approval and sign off	15 <sup>th</sup> July 2022
Add any bespoke questions (not included in the awards, for analysis purposes only)	By end of July 2022
Provide email list, approve email cover letter and prize if any	3 days prior to fieldwork in August/September
Fieldwork-start	Week 1
Fieldwork - end	Week 4
Reporting	Week 6
CEO presentation	Week 7-8
10 THOUSAND FEET – AUSactive Employer of Choice Awards Announcement	21 <sup>st</sup> October 2022

To enter the Awards or ask any questions about entering the Awards contact the Awards program leads at 10 THOUSAND FEET in June 2022.

Contact 10 THOUSAND FEET to enter or to find out more: [info@10thousandfeet.com](mailto:info@10thousandfeet.com)



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