



PT/Group Training

Small Footprint Low Staff 24/7

Big Box Gym

MEMBER LOVE AWARD

3 DIFFERENT CATEGORIES

The member love award is broken into 3 different categories:

- Personal Training/Group Training
- Small Footprint - Low Staff 24/7
- Big Box Gym



CUSTOMERCONVERT
GET DISCOVERED, WIN, RETAIN

Award entrants. AUSactive members with 10+ locations

THE AWARD CRITERIA

- Entrants are the 22 AUSactive nominated member brands that have over 10 locations.
- One winner per separate awards category: Personal Training/Group Exercise; Small to medium footprint of 24/7 style low staffing model; Big Box Gym
- Based on Google review data for the 12 months ending Sept 15th 2022.
- 10 THOUSAND FEET will search for the locations, but it will be the responsibility of the brands to provide a full list of their club locations on their website, such that we can find their Google listings.
- The 10 THOUSAND FEET Member Love award is made up of 100 points.

Happiness Rating 70 Points

70 points are assigned based on a star rating driven happiness rating, which aggregates all Google reviews for a gym brand across its locations.

1

Consistency rating 15 Points

15 points are assigned based on the differential star rating between the Happiness rating for the bottom 20% of locations in a gym brand's network vs the top 20% of locations in a gym brand's network.

2

Responsiveness rating 15 Points

15 points are assigned based on the percentage of Google reviews gym brands have responded to.

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