



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 expanded to support the sector further, conducting the **inaugural Employer of Choice Awards**. Helping shape the future of the Fitness Industry and taking employee engagement to the next level.



10 THOUSAND FEET

Strategic Research

Charities



Café's & QSR

10 THOUSAND FEET works with leading brands

in a variety of other sectors such as

Charities, Café's & QSR, Retail and Services.



Retail

Transforming Teams, Brands, Customer

Experience and Products.



Services

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 May-August 2023.

Multi Location

Employer of Choice Award for brands with 10+locations.

Aggregates satisfaction across the whole organisation.

Individual Club Part of Multi-Location Brand

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

Entry is provided for the club within the multi-location brand with the highest employee satisfaction.

Council Facilities and Leisure Centres

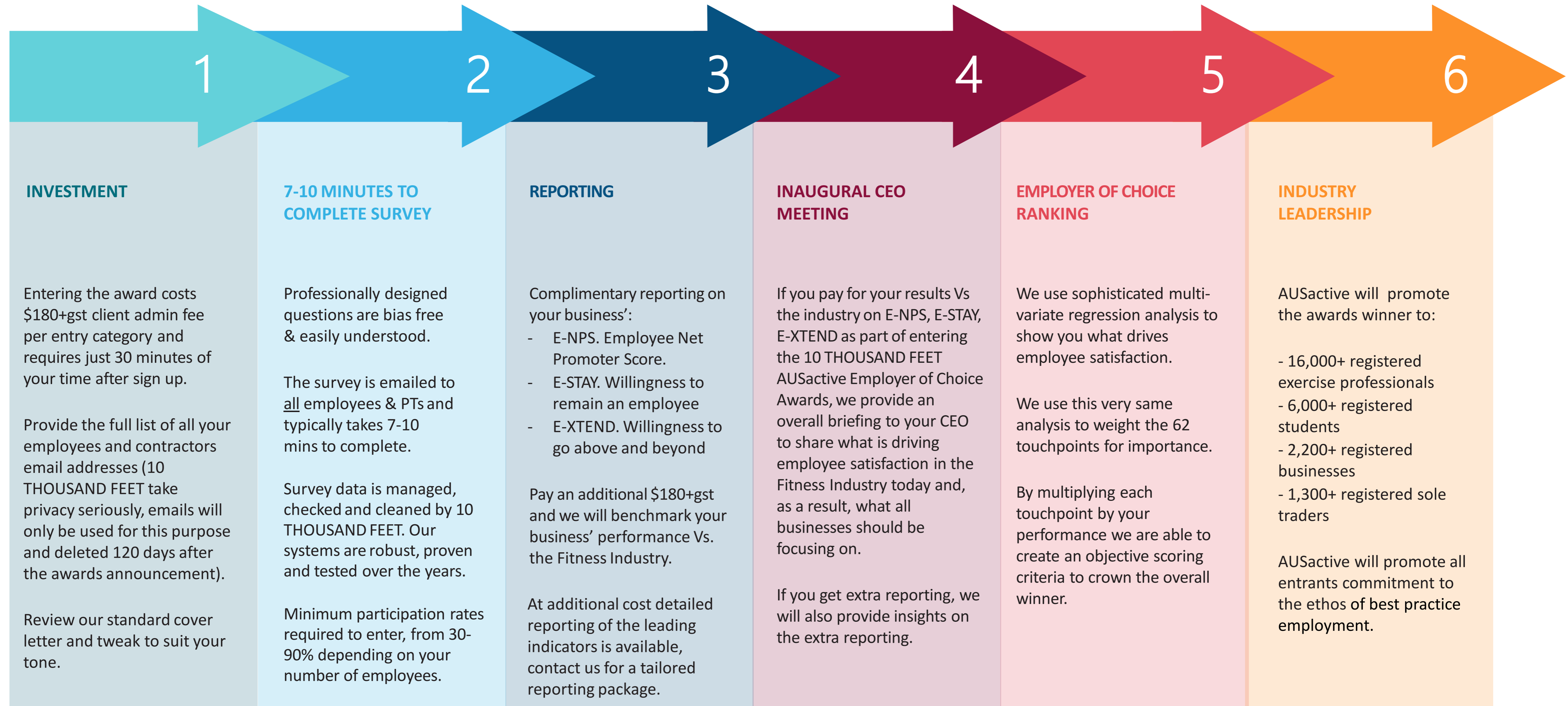
Employer of Choice Award for a Council Facility or Leisure Centre.

Entry for a Council Facility or Leisure Centre.

All categories require you to have 10+ Employees or Contractors to enter.

Multi-unit franchisees can aggregate employees across clubs to get to 10+ 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	April-May 2023
Project approval and sign off	20 th June 2023
Add any bespoke questions (not included in the awards, for analysis purposes only)	By end of June 2023
Provide email list, approve email cover letter and prize if any	3 days prior to fieldwork in May-August
Fieldwork-start	Week 1
Fieldwork - end	Week 6
Reporting	Week 8
CEO presentation	Week 9-10
10 THOUSAND FEET – AUSactive Employer of Choice Awards Announcement	15 th September 2023

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

Contact 10 THOUSAND FEET to enter or to find out more: info@10thousandfeet.com



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