

9ROUND  
30 MIN KICKBOX FITNESS

AIR  
LOCKER  
TRAINING



Efm  
HEALTH CLUBS  
The right fit for you.

hiit  
republic

KX Pilates

STRONG



XTEND  
BARRE

PT/Group Training

# MEMBER LOVE AWARD

3 DIFFERENT CATEGORIES

Small Footprint Low Staff 24/7

The member love award is broken into 3 different categories:

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

Big Box Gym

CLUBLIME  
AFFORDABLE. ACCESSIBLE. AWESOME.

GENESIS  
HEALTH + FITNESS



Goodlife.  
HEALTH CLUBS

fernwood  
FITNESS

Fitness First



UFC  
GYM

Virgin  
active

WORLD  
GYM



Award entrants. AUSactive members with 10+ locations



CUSTOMERCONVERT  
GET DISCOVERED, WIN, RETAIN

# THE AWARD CRITERIA

- Entrants are the 26 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 July 31<sup>st</sup> 2023.
- 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.

3