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# **10 THOUSAND FEET**

Powering the Employer of Choice Awards &

Mentally Healthy Workplaces Program

# **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.

In 2024, we are further supporting the sector via our **Mentally Healthy** Workplaces recognition program.







GREENPEACE

























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RE/MAX<sup>®</sup>



Some of 10 THOUSAND FEET'S Clients



# **10 THOUSAND FEET**

## Strategic Research

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 900+ team member satisfaction surveys, 10 THOUSAND FEET is excited to help AUSactive conduct the Employer of Choice Awards & Mentally Healthy Workplaces Program.

Retail

Services

Charities





## EMPLOYER OF CHOICE / MENTALLY HEALTHY WORKPLACES Be the brand that exercise professionals want to work for

Enter the 10 THOUSAND FEET AUSactive Employer of Choice Awards & Mentally Healthy Workplaces recognition program by surveying your employees, PTs and group exercise instructors within the months of May-August 2024.

## 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.



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## **Council Facilities and** Leisure Centres

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

Entry for a Council Facility or Leisure Centre.

## **Mentally Healthy** Workplaces

Mentally Healthy Workplaces Recognition program for all locations.

Entry open to all brands. With recognition for those performing above a certain benchmark level.

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. The Mentally Healthy Workplaces benchmark level to be determined once all surveys collated.



# Be the brand that exercise professionals want to work for

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### INVESTMENT

There is a small client admin fee for entering the Employer of Choice award and the Mentally Healthy Workplaces program.

It requires just 30 minutes of your time after sign up:

- Review our standard cover letter and tweak to suit your tone. - Provide the full list of all your employees and contractors email addresses (10 THOUSAND FEET take privacy seriously, emails will only be used for this purpose and deleted 120 days after the awards announcement).

### **3-6 MINUTES TO COMPLETE SURVEY**

Professionally designed bias-free questionnaire.

With 22 questions for each of the Employer of Choice & Mentally Healthy Workplaces sections it takes 3-6 mins to complete.

The survey is emailed to all employees & PTs. Survey data is managed, checked and cleaned by 10 THOUSAND FEET.

Minimum participation rates required to enter, from 30-90% depending on your number of employees.

### **BENCHMARK REPORTING**

Reporting benchmarking your business' performance Vs the Fitness Industry on:

- E-NPS. Employee Net Promoter Score
- E-STAY. Willingness to remain an employee
- E-XTEND. Willingness to go above and beyond
- EM-HEALTH. Average overall score.

At additional cost detailed reporting of the leading indicators is available, contact us for a tailored reporting package.







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Our systems are robust, proven and tested over the years.

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### **CEO MEETING**

As part of the program, we provide an overall briefing to your CEO to share what is driving employee satisfaction and/or a mentally healthy workplace in the Fitness Industry today and, as a result, what all businesses should be focusing on.

If you get extra reporting, we will also provide insights on the extra reporting.

### **EMPLOYER OF CHOICE RANKING & MENTALLY HEALTHY WORKPLACES**

We use sophisticated multivariate regression analysis to show you what drives employee satisfaction.

We use this very same analysis to weight the 22 touchpoints for importance.

By multiplying each touchpoint by your performance we are able to create an objective scoring criteria to crown the overall winner.

A similar process will be taken for the Mental Healthy Workplaces program.

### **INDUSTRY** LEADERSHIP

AUSactive will promote Employer of Choice finalists and Mentally Healthy Workplaces commitment to the ethos of best practice employment to:

- 16,000+ registered exercise professionals
- 6,000+ registered students
- 2,200+ registered businesses
- 1,300+ registered sole traders

The Employer of Choice Awards will be announced at the Gala dinner and the Mentally Healthy Workplace recognition at the Senior Management Summit (on the day of the Gala dinner).



# Timeline & Next Steps

ltem	Month
Meet with 10 THOUSAND FEET to discuss any queries	March-April 2024
Project approval and sign off	<sup>1st</sup> May 2024
Add any bespoke questions (not included in the awards, for analysis purposes only)	W/c 6 <sup>th</sup> of May 2024
Provide email list, approve email cover letter and prize if any	3 days prior to fieldwork in 1 <sup>st</sup> of May to 9 <sup>th</sup> 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 and Mentally Healthy Workplaces Announcement	11 <sup>th</sup> October 2024



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Below is the team who will be working on the awards program. If you have any questions, or would like to get involved **email the team at 10 THOUSAND FEET at** <u>info@10thousandfeet.com</u>





Founder & Head of Intelligence



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Research Director



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