



AUSactive



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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**.



# 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 900+ team member satisfaction surveys,

10 THOUSAND FEET is excited to help AUSactive conduct the

Employer of Choice Awards & Mentally Healthy Workplaces Program.



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.

## 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.

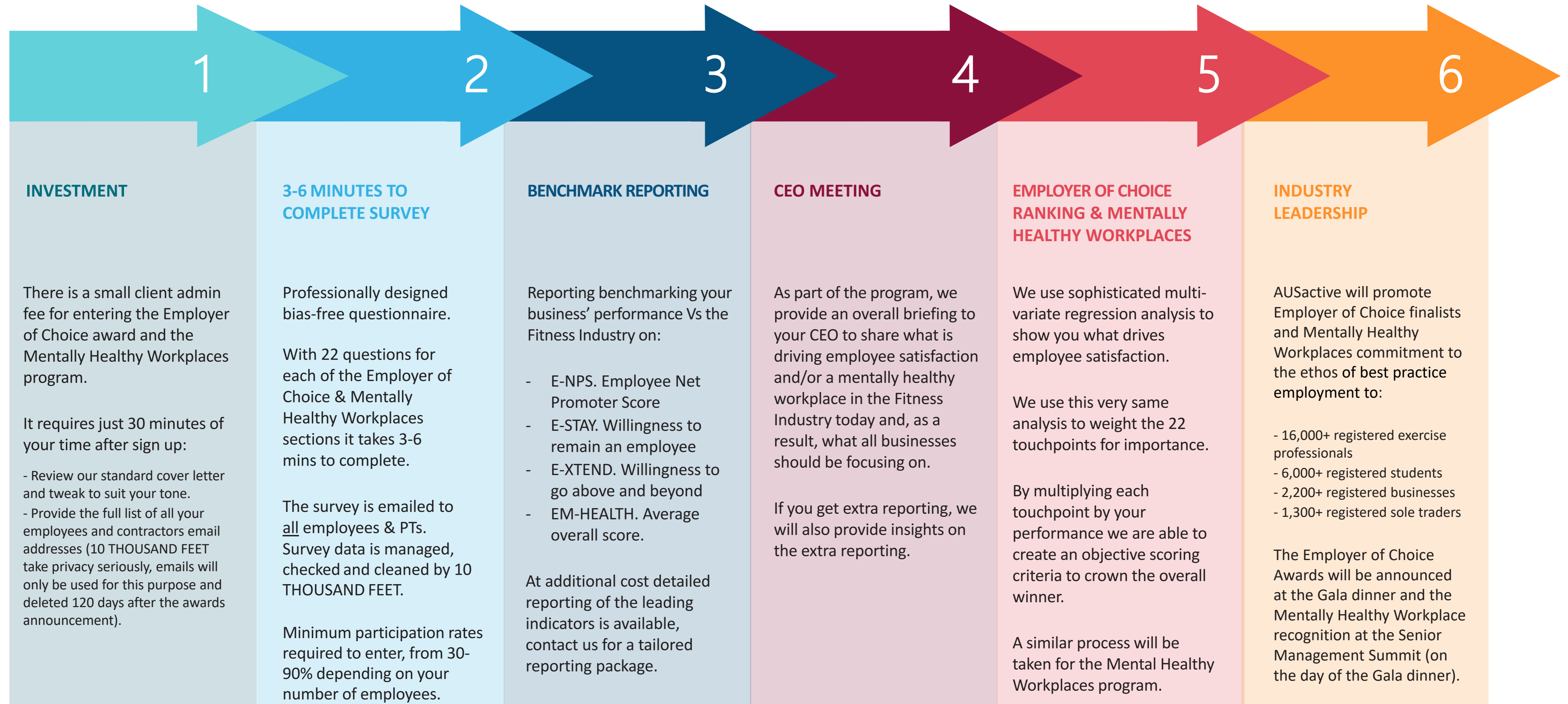
All categories require you to have 10+ Employees or Contractors to enter.

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

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



# Timeline & Next Steps

Item	Month
Meet with 10 THOUSAND FEET to discuss any queries	March-April 2024
Project approval and sign off	1 <sup>st</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

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 [info@10thousandfeet.com](mailto:info@10thousandfeet.com)**



Ian

Founder & Head of Intelligence



Julie

Senior Research Consultant



Nick

Senior Research Consultant



Catherine

Research Director



Luke

Senior Research Analyst



Bel

Senior Research Consultant



Justin

Research Analyst



Felicia

People & Culture & Special Projects



Jack

Research Analyst Support