



## 2008 SA FITNESS INDUSTRY AWARDS CRITERIA & NOMINATION FORM

### FITNESS STUDIO OF THE YEAR AWARD

#### **Eligibility**

The Fitness Studio of the Year is a financial member of Recreation SA and an Accredited Fitness Studio under the Fitness Code of Practice Australia and all staff are qualified registered Fitness Professionals with Fitness Australia.

This award recognises a fitness studio who is an industry leader that commits to best practice in all aspects of the business, including staff and business development, facility management, and supports the wider fitness industry and the community.

This award is judged in two stages as outlined in the Criteria for Fitness Studio of the Year. Stage 1 consists of an interview with the manager of the nominated fitness studio and a presentation and audit of the material outlined in Stage 1 of the Criteria. Nominees who fulfil all the criteria will be short-listed and progress to Stage 2. In Stage 2, the judges will visit the short-listed studios to carry out a qualitative “mystery shop” based on the Criteria in Stage 2.

#### **Nomination Instructions**

To nominate a fitness studio for the 2008 SA Fitness Industry Awards, please follow the Nomination Instructions carefully and complete the Nomination Form.

Each application is carefully reviewed, and any deviation from the Nomination Instructions and Criteria may result in a disqualification.

**Step 1** Complete the Nomination Form.

**Step 2** Submit no more than a 100-word summary of the studios’ three greatest measurable contributions to the fitness industry carried out from 1 July 2007 - 30 June 2008. Give specific examples such as “raised club membership retention by 20%,” “increased class participation by 25%,” or “motivated 50 sedentary people to adopt an active lifestyle.”

**Step 3** Supply detailed answers to the Criteria under the award you are nominating for, limited to no more than four one-sided typed (or computer generated) pages, using a 12-point font size or larger.

**Step 4** Supply three (3) client references.

**Step 5** (Optional) Include up to three (3) newspaper or magazine clippings about the studios’ program/s or facility. Please photocopy them on A4 paper, reducing clippings to fit if necessary.

**Step 6** Include six (6) copies of the total application (including the original).

**Step 7** Provide one (1) original photograph of the fitness studio that can be used in a publication and slide presentation.

**Step 8** Send all submissions to Recreation SA by 5pm, Friday 29 August 2008. Nominations may be sent by Australia Post to the following:

Recreation South Australia  
Bec Beazley  
SA Fitness Awards Nomination  
2A 900 South Road, Edwardstown SA 5039

Entries will only be accepted if they are post marked before the closing date. No late entries will be accepted. Receipt of submission will be notified in writing by Recreation SA and addressed to the nominated contact on the Nomination Form.

### **Important Notice**

Please do not send videotapes, audiotapes, brochures or posters. They will not be reviewed as part of the application process and will be discarded. Once the nomination deadline arrives, all nominations will be sent to a panel of judges selected by the Fitness Standing Committee. The judges' decision is final and no discussion or correspondence will be entered into.

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### **Criteria for Fitness Studio of the Year – for fitness industry activities carried out from 1 July 2007 – 30 June 2008.**

**Stage 1-** Interview with Fitness Studio Manager, and presentation and audit of the following:

- The fitness studio's organisational and operations management structure, including evidence of:
  - written policies and procedures and supporting manuals for the following areas:
    - reception/front line staff
    - cleanliness
    - customer service – enquiries, complaints
    - Occupational Health & Safety, including equipment maintenance logs, accident reporting, First Aid & emergency procedures
    - gym instructors, group fitness instructors, personal trainers
    - procedures and protocols for exercise prescription (e.g. programming protocols for different types of members - i.e. beginners, intermediate and advanced trainers - weight loss, injury rehab, etc)
    - Staff training and professional development - internal and external to the organisation
  - Compliance with the Code of Practice (e.g. written Membership Agreements, Membership Cancellation Policy)
  - Registration with Fitness Australia, including all staff registrations, as required by the Code of Practice.
- Describe the services provided by the nominated fitness studio, the markets it serves and the innovations and growth achieved.
- Describe the nominee's participation in fitness industry-related events, committees, task forces and publications (please list).
- Describe the nominee's participation or developmental role in community events and outreach programs including, but not limited to, charity fundraises, awareness campaigns,

newspaper and magazine articles, lectures and fitness demonstrations.

**Stage 2** – SA Fitness Industry Awards Judges will visit the finalist fitness studios to carry out a qualitative “mystery shop” and rate them against quality customer service criteria including:

- Level of customer service
- Staff knowledge (e.g. in response to customer questions concerning exercise regimes, injury management)
- Cleanliness of facility
- Ambience
- Range of services
- Friendliness of staff.

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## 2008 SA Fitness Industry Awards Nomination Form

**Please indicate which award you are nominating for (tick one only)**

- |  |   |
|--|---|
| <input type="checkbox"/> Group Fitness Manager of the Year       | <input type="checkbox"/> Fitness Professional of the Year         |
| <input type="checkbox"/> Fitness Centre of the Year              | <input type="checkbox"/> Life Time Achievement Award              |
| <input type="checkbox"/> Fitness Studio of the Year              | <input type="checkbox"/> Personal Trainer of the Year             |
| <input type="checkbox"/> Membership-Sales Consultant of the Year | <input type="checkbox"/> Community Fitness Instructor of the Year |

Nominated by (if applicable): \_\_\_\_\_

Nominee's Full Name (if applicable): \_\_\_\_\_

Nominee's Fitness Australia Registration Number: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Employer: \_\_\_\_\_

All statements and claims in this application are accurate. My submission is subject to disqualification if any inaccuracies or misstatements are uncovered during the review of this submission. I agree to keep all award information confidential until Recreation SA publicly announces this information.

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position \_\_\_\_\_

**Nominations close Friday 29 August 2008 at 5pm.**