



UAC

FRANCHISE OPERATIONS MANUAL



Your complete guide to delivering operational excellence and a world-class member experience across every UAC franchise.

**UNIVERSAL ATHLETE
CENTRE**

INTRODUCTION

The UAC Franchise Operations Manual is the official guide for franchise owners, centre managers, and team leaders to operate a Universal Athlete Centre with precision and excellence.

It defines the standards, procedures, and systems that ensure consistency across every UAC location, from staffing and daily operations to financial management, marketing, and athlete development programs.

This manual is designed to help each franchise maintain the high-performance culture and premium member experience that define the UAC brand. Every section provides clear processes, templates, and frameworks that enable franchisees to manage efficiently, scale effectively, and deliver results that align with UAC's mission of transforming the athlete experience, where training, recovery, and performance unite under one roof.



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**UNIVERSAL ATHLETE
CENTRE**

COMPANY OVERVIEW

Universal Athlete Centre (UAC) was founded on the vision of redefining the athlete training experience through a holistic approach that merges performance, recovery, and community. By combining a high-performance gym with a commercial fitness facility, world-class recovery lounge, and indoor basketball courts, UAC provides an elite environment designed for athletes and active individuals of all levels.

UAC operates under a three-tier membership model, giving members 24/7 access to state-of-the-art facilities that support every stage of training and recovery. The brand's mission is to expand internationally, sharing its athlete-first philosophy and creating new centres that embody excellence, innovation, and inclusivity in sports performance.

Through its franchise program, UAC offers partners a complete business model, from equipment and finance to marketing and operations, supported by an expert team dedicated to ensuring seamless setup and sustained success. Joining UAC means becoming part of the future of athletic performance, a community built around strength, recovery, and results.





JAYSON HOOK

CEO / FOUNDER

Jayson Hook holds three tertiary degrees and has conducted extensive research in athlete performance, exploring the most effective ways individuals can train, fuel, and recover for peak output.

Recognizing the need for an all-in-one facility that combines technical skill training, high-performance conditioning, and sports recovery, he set out to make exceptional resources accessible to both athletes and the wider community.

MISSION

To provide affordable access to high-performance training facilities, combining coaching, recovery services, and a supportive community to help every member reach their full potential.

VISION

To be the leading global network of athlete performance and wellness centres, uniting training, recovery, and skill development in one space, empowering athletes worldwide to excel in sport and life.



BRAND PHILOSOPHY & CULTURE

CORE VALUES

Inclusivity, health, discipline, and culture

MOTTO

NOTHING BEATS CULTURE When you add culture to a training environment, individuals and teams go further

INCLUSIVE CULTURE

Safe, non-judgmental, dedicated to supporting mental health through a positive and connected environment

HIGH RETENTION RATE

Members stay on average 14 months vs. industry average of 6 months

HOLISTIC OFFERINGS

Combines training, recovery, allied health, community in one membership

INTEGRITY

Act ethically, honestly, and transparently in every interaction. Uphold UAC standards even when no one is watching.

PROFESSIONALISM

We carry ourselves with competence, consistency, and pride. This includes punctuality, presentation, behaviour, and delivering a world-class experience to every member.

RESPECT & INCLUSIVITY

We create a welcoming environment for all athletes, families, and colleagues. Everyone is treated with dignity, free from discrimination, harassment, or negative behaviour.

HEALTH & SAFETY

We follow all safety protocols, maintain clean and safe facilities, and respond quickly to risks or incidents. Protecting our community is a shared responsibility.

COMMUNICATION

We communicate clearly, respectfully, and constructively—whether in person, online, or via message. We avoid gossip, escalation, or unprofessional interactions.

ACCOUNTABILITY

We own our actions, meet expectations, follow SOPs, and take responsibility for improvement. When mistakes occur, we address them and learn from them.



CODE OF CONDUCT

Applies To: All UAC Franchise Owners, Managers, Coaches, and Staff

Purpose: To maintain a culture of professionalism, safety, and respect that reflects the Universal Athlete Centre's (UAC) core values and commitment to excellence.

1. Our Philosophy

At Universal Athlete Centre (UAC), we believe in creating an environment where athletes, staff, and members thrive through a culture of discipline, respect, and performance.

Every action, conversation, and decision should align with our values of Integrity, Professionalism, Teamwork, and Excellence.

This Code of Conduct exists to ensure that all staff represent the UAC brand with consistency and pride, both in and out of the facility.

UAC Core Values

Value	Description
Integrity	We act honestly and ethically in all interactions with members, partners, and colleagues.
Professionalism	We maintain high standards in behavior, appearance, and performance at all times.
Teamwork	We collaborate with respect and accountability to achieve shared goals.
Excellence	We continuously strive to improve our services, skills, and member experience.
Community	We foster inclusivity, encouragement, and positivity within every UAC facility.

Professional Conduct Expectations

a. Respect & Inclusivity

- Treat all members, colleagues, and visitors with respect, dignity, and equality.
- Discrimination, harassment, or bullying of any kind is not tolerated.
- Maintain an inclusive environment that supports athletes and members of all backgrounds and skill



CODE OF CONDUCT

b. Member Interaction

- Provide exceptional customer service and communicate with professionalism and empathy.
- Always listen actively to member concerns and escalate issues through the proper channels (Manager or Franchise Owner).
- Protect member privacy and confidentiality at all times.

c. Professional Appearance

- Staff must wear the official UAC uniform at all times during working hours.
- Ensure personal grooming is consistent with the UAC professional image.
- Gym attire for coaches and trainers must be clean, branded, and performance-appropriate.

d. Punctuality & Attendance

- Arrive on time for all scheduled shifts, sessions, and meetings.
- Notify your supervisor immediately of any absence, lateness, or inability to fulfill duties.
- Maintain accurate attendance and session logs as per UAC policy.

Health, Safety & Wellbeing

- Always prioritize the health and safety of members and staff.
- Follow all Workplace Health and Safety (WHS) procedures and report hazards or incidents immediately.
- Maintain a clean, organized, and hazard-free facility.
- Refrain from any behavior that compromises member safety or the reputation of the UAC brand.

Social Media & Public Representation

- Represent UAC positively across all platforms — digital and in-person.
- Do not post, share, or comment on content that could harm the reputation of UAC, its franchisees, or members.
- Only use UAC-approved branding, images, and content for promotional or marketing purposes.
- Personal opinions expressed online must not be associated with UAC unless authorized.

Confidentiality & Data Privacy

- All staff must protect confidential information related to members, financials, and internal operations.
- Data stored in GymMaster, CRM, or other systems must be handled securely and only for business purposes.
- Breaches of privacy or misuse of data may lead to disciplinary action or termination.



CODE OF CONDUCT

Use of UAC Facilities & Equipment

- Use all gym and recovery equipment responsibly and according to safety protocols.
- Report faulty or damaged equipment immediately.
- Do not use UAC facilities for personal gain (e.g., private coaching, sales, or outside business) without written approval.

Conflicts of Interest

- Disclose any personal, financial, or professional interest that could conflict with UAC operations.
- Staff may not promote outside services, businesses, or sponsorships without prior approval from HQ.
- Avoid situations that may create bias or favoritism.

Substance Use & Fitness for Work

- The use of alcohol, illegal substances, or performance-enhancing drugs during work hours or on-site is strictly prohibited.
- Staff must be fit for duty at all times and capable of performing their role safely and effectively.

Disciplinary Action

Failure to adhere to this Code of Conduct may result in disciplinary action up to and including termination.

Disciplinary actions follow a three-step process:

Verbal Warning → Written Warning → Termination (or contract review)
Serious misconduct (e.g., theft, harassment, or safety violations) may result in immediate dismissal.

Acknowledgement

All UAC staff are required to sign a Code of Conduct Acknowledgement Form during onboarding to confirm understanding and agreement.

By signing, each employee agrees to:

- ✓ Uphold UAC's standards of professionalism and integrity.
- ✓ Protect the wellbeing of all members and staff.
- ✓ Represent the UAC brand with pride and responsibility.

UAC – Train. Recover. Lead.

Together, we embody the future of athlete performance — grounded in excellence, powered by community.

STAFFING & HR



Building a high-performance team through structured recruitment, clear roles, continuous development, and a culture grounded in accountability, professionalism, and growth.

STAFFING & HR

- Recruitment & Onboarding
- Roles & Responsibilities
(Centre Manager, Coach, 2IC)
- Training & Development
Plans
- Performance Review
Templates
- Workplace Health & Safety
(VIC Standards)
- HR Templates (Contracts,
Warnings, Exit Checklists)



**UNIVERSAL ATHLETE
CENTRE**

HIRING & ONBOARDING NEW STAFF

Job Creation & Approval

Identify Vacancy &
Submit New Hire
Request

**Step
01**

Screen & Interview Process

Review applicants and
shortlist candidates.
Conduct Series of
Interview

**Step
02**

**UNIVERSAL ATHLETE
CENTRE**

Job Posting

Log in to SEEK.com.au or
other approved platform.
Follow Approved Format

**Step
03**

Offer & Pre- Employment requirements

Send offer letter to
successful candidate and
complete New hire checklist

**Step
04**



Hiring & Onboarding New Staff (Including Franchise Clubs)

Department: Human Resources / Operations

Applies To: UAC Corporate & Franchise Clubs

Purpose: To ensure a consistent, compliant, and high-quality process for hiring, inducting, and onboarding all new UAC employees and franchise club staff.

This SOP ensures that new hires are properly screened, trained, and integrated into the UAC culture and operational systems.

Objectives:

- *Maintain recruitment consistency and fairness across all clubs.*
- *Ensure all new hires are qualified, compliant, and aligned with UAC values.*
- *Deliver a structured onboarding experience (shadowing, mentoring, solo readiness).*
- *Establish a clear, repeatable process that applies to both UAC HQ and Franchise Clubs.*

Responsibilities

- Centre Manager / Franchise Owner: Lead recruitment, coordinate onboarding, ensure compliance with UAC policies.
- HR / Operations Manager (HQ): Manage job templates, verify documentation, and provide onboarding materials.
- Shadow Manager / Mentor: Supervise and train the new hire during the shadowing period.
- Franchise Support Officer: Oversee franchise compliance, audit onboarding checklists, and assist with SEEK postings if needed..

Hiring & Screening Process

Step 1 — Job Creation & Approval

1. Identify position vacancy (due to expansion, resignation, or business need).
2. Centre Manager or Franchise Owner completes a New Hire Request Form and submits to HR or FSO.
3. Once approved, HR shares the UAC Job Description Template (includes role summary, qualifications, expectations).

Step 2 — Job Posting (SEEK / Social Media / Local)

1. Log in to SEEK.com.au or other approved platform.

CLUB OPERATIONS STANDARDS

2. Use the UAC SEEK Job Template, ensuring brand-aligned layout and tone.

Include:

- UAC mission statement
- Role purpose & key duties
- Required certifications (CPR, insurance, etc.)
- Work location & hours
- Application email (club or HR contact)

3. Post job listing under the UAC or Franchise business name.

4. Share link on LinkedIn, Instagram, and Franchise Facebook Group (optional).

(HR/FSO can provide template wording and sample listings.)

Step 3 — Screening & Interview Process

1. Review applications within 48 hours of receipt.

2. Shortlist candidates who meet certification and experience requirements.

3. Conduct Stage 1 Phone Interview (10–15 minutes):

- Confirm availability, experience, and interest.
- Briefly discuss UAC brand, expectations, and role outline.

4. Conduct Stage 2 In-Person Interview:

- Use UAC Interview Template to evaluate candidate on:
 - Experience
 - Culture fit
 - Communication skills
 - Safety & professionalism

5. Optional Stage 3 Practical Assessment (for coaches/PTs):

- Observe coaching interaction or simulated session.

6. Complete Interview Evaluation Form and submit to HR/FSO for approval.

Step 4 — Offer & Pre-Employment Requirements

1. Send Offer Letter and Employment Contract (HR-approved template).

2. Request the following mandatory documents before start date:

3. Level 2 First Aid & CPR Certificate

4. Public Liability and Professional Indemnity Insurance

5. Signed Contract

6. Bank Details Form

7. Tax File Number Declaration (if applicable)

8. Confirm start date and schedule induction.

CLUB OPERATIONS STANDARDS

Staff Onboarding & Induction Process

Day 1 — Induction Overview

1. Conduct welcome meeting with Manager or Franchise Owner.
2. Provide UAC Onboarding Pack (digital or printed):
 - Welcome letter
 - UAC mission, values, and culture overview
 - Code of Conduct & Dress Code
 - Health & Safety briefing (first aid, emergency exits, AED)
 - Uniform handover (UAC branded top)
3. Introduce team and tour facility.

Training and Shadowing Structure

Day	Activity	Description
Day 1-2 (Shadow Manager)	New staff shadows assigned Manager	Observe operations, learn systems, policies, and member interaction.
Day 3-4 (Vice Versa)	Manager shadows new staff	Staff takes lead while Manager observes, coaches, and provides feedback.
Day 5 (Solo)	Staff operates independently	Executes key responsibilities under supervision review checklist.

Franchise clubs must follow the same shadowing schedule and report completion to FSO within 7 days.

Systems Setup During Onboarding

1. GymMaster Access: Create staff login and assign role (Trainer / Admin / Manager).
2. Email Account: Setup UAC email (if applicable) or register under franchise email domain.
3. Payroll / Xero: Add new hire to payroll system with approved pay rate.
4. Trello / CRM Access: Add to relevant communication boards.
5. Emergency Contact Sheet: Ensure details are updated and stored securely.

CLUB OPERATIONS STANDARDS

Performance Review & Confirmation

1. End of Week 1: Shadow Manager provides written feedback to Centre Manager.
2. End of Month 1: Conduct formal 30-Day Review to assess:
 - Skill competency
 - Culture fit
 - Attendance and punctuality
 - Member feedback
3. If successful → Confirm permanent role.
4. If gaps exist → Extend mentoring period or provide retraining plan.

Franchise Club Alignment

- Franchise Owners must follow the same recruitment and onboarding process.
- FSO to review:
 - Job posting and final hire documentation
 - Completion of 2-2-1 (shadowing) structure
 - Submission of UAC New Hire Checklist Form
- Franchisees must maintain staff documentation in Google Drive or Xero personnel folder.

Documentation Checklist

Document	Submitted by Staff	Verified by Manager
Employment Contract	<input type="checkbox"/>	<input type="checkbox"/>
CPR & First Aid Certificate	<input type="checkbox"/>	<input type="checkbox"/>
Insurance Documents	<input type="checkbox"/>	<input type="checkbox"/>
Bank Details	<input type="checkbox"/>	<input type="checkbox"/>
TFN Declaration	<input type="checkbox"/>	<input type="checkbox"/>
Onboarding Checklist	<input type="checkbox"/>	<input type="checkbox"/>
Shadowing Completion Log	<input type="checkbox"/>	<input type="checkbox"/>
30-Day Review Form	<input type="checkbox"/>	<input type="checkbox"/>

CLUB OPERATIONS STANDARDS

Review & Compliance

- SOP reviewed annually or upon change in legal or operational requirements.
- Non-compliance (missing documentation or untrained staff on floor) is subject to audit warning from FSO.

Supporting Templates & Tools

📎 Available via UAC Franchise Resource Drive

- 1.UAC Job Description Template (Seek)
- 2.Interview Form Template
- 3.Offer Letter & Contract Template
- 4.New Hire Checklist (HR/Franchise)
- 5.Shadowing Evaluation Sheet
- 6.30-Day Review Form



Job Description

Job Title	Centre Manager
Department	Operations
Reports to	Franchise Owner / Head Office
Location	Any City
Salary Range	AUDXXX

About UAC:

Universal Athlete Centre (UAC) is Australia's leading integrated performance and recovery facility, home to athletes, teams, and members who value development, education, and holistic wellness.

Our programs combine high-performance coaching, sports science, and recovery systems to create an environment where athletes of all levels thrive.

Role Summary

The Centre Manager is responsible for leading all day-to-day operations of the Universal Athlete Centre, ensuring the delivery of a high-performance, athlete-first experience across gym, recovery, academy, and community programs. This role combines leadership, sales performance, facility management, and team development to uphold UAC's standards and drive the commercial success of the club.

Key Responsibilities

1. Operational Leadership

- Oversee all daily operations across gym floor, courts, recovery zone, and reception.
- Ensure compliance with UAC SOPs, WHS standards, and brand guidelines.
- Maintain a clean, safe, and high-performance environment for members and athletes.
- Manage opening/closing procedures during staffed hours.

2. Sales & Member Experience

- Drive weekly and monthly membership sales targets.
- Lead new member onboarding, tours, and conversion strategies.
- Maintain high retention through engagement, follow-ups, and communication.
- Handle member concerns professionally and escalate when required.

3. Team Management

- Manage roster, shifts, and coverage for coaches, casual staff, and service attendants.
- Lead staff training, shadowing, and performance feedback.

Ensure all staff uphold UAC's values, culture, and professionalism.



Job Description

4. Facility & Equipment Oversight

- Conduct daily facility walk-throughs and compliance checks.
- Coordinate repairs, maintenance, and servicing of all equipment (gym, court, recovery).
- Manage inventory of supplies, merchandise, and retail products.

5. Finance & Administration

- Oversee GymMaster billing accuracy and payment reconciliation.
- Manage petty cash, invoicing, and expense submissions.
- Assist in monthly P&L review and performance reporting.
- Ensure royalty payments and financial compliance are met.

6. Marketing & Community Engagement

- Implement pre-sale, launch, and ongoing marketing campaigns with HQ.
- Coordinate local partnerships, schools, clubs, and B2B opportunities.
- Support creation of testimonial content and community events.
- Ensure social media standards are followed (via marketing agency/Kode0).

7. WHS & Compliance

- Ensure full adherence to VIC WHS standards and UAC safety protocols.
- Conduct quarterly WHS audits, incident reporting, and emergency readiness.
- Ensure all team certifications (CPR, First Aid) remain current.

Requirements

Essential

- Experience in fitness, sport, recreation, or facility management.
- Strong leadership skills with ability to manage a multidisciplinary team.
- Proven success in sales, customer service, or membership-based environments.
- High level of communication, professionalism, and problem-solving ability.
- Current First Aid & CPR certification.
- Ability to work flexible hours, including weekends/events if required.

Desirable

- Certificate III/IV in Fitness, Sport & Recreation, or Sports Management.
- Experience in coaching, strength & conditioning, or youth sports.
- Prior experience using CRM/membership systems (GymMaster preferred).
- Understanding of athlete development pathways.

Success Indicators (KPIs)

- Membership sales conversion rate
- Member retention and engagement
- Facility audit scores
- Team performance & training compliance
- Cleanliness and WHS standards
- Revenue growth and expense management
- Customer satisfaction and Google reviews



Job Description

Job Title	Basketball Coach
Department	Operations
Reports to	Centre Manager
Location	Any City
Salary Range	AUDXXX

About UAC:

Universal Athlete Centre (UAC) is Australia's leading integrated performance and recovery facility, home to athletes, teams, and members who value development, education, and holistic wellness.

Our programs combine high-performance coaching, sports science, and recovery systems to create an environment where athletes of all levels thrive.

About the Role:

We are seeking passionate, qualified Basketball Coaches to join our growing team. You'll deliver group training, skills development sessions, and game-based performance programs under the UAC Basketball Academy Framework.

As part of the UAC coaching network, you'll work with a multidisciplinary team of Strength & Conditioning Coaches, Physiotherapists, and Performance Trainers, helping athletes reach peak performance while fostering discipline and teamwork.

Key Responsibilities

- Deliver structured basketball training sessions (individual & group).
- Develop and implement skill progression plans aligned with UAC coaching methodology.
- Assess player performance using drills, film review, and testing data.
- Collaborate with the S&C team on athlete load management and recovery integration.
- Support tournaments, events, and academy showcases.
- Mentor junior players, focusing on technical skills and mindset development.
- Ensure safety, professionalism, and brand consistency across all sessions.

Ideal Candidate Profile

- Strong background in basketball player development (junior or semi-pro)
- Able to lead high-energy sessions with clear instruction and feedback
- Team-focused and thrives in a collaborative performance environment
- Passionate about education, youth development, and long-term athletic growth
- Positive role model who represents UAC values: Commitment, Excellence, and Integrity



Job Description

Qualifications and Criteria

Requirement	Details
Minimum Qualification	Basketball Australia Coaching Accreditation (Level 1 or higher)
Preferred Education	Degree / Diploma in Sports Coaching, Exercise Science, or Human Movement
Experience	Minimum 2 years coaching at club, school, or academy level
Certifications	Current First Aid & CPR; Working With Children Check (WWCC)
Technical Skills	Knowledge of athlete development models, warm-up protocols, skill sequencing
Soft Skills	Communication, mentorship, leadership, professionalism
Systems	Familiar with video analysis tools (Hudl, Synergy), GymMaster scheduling (preferred)

What We Offer

- Structured academy curriculum and career pathway
- Access to UAC training and recovery facilities (sauna, ice baths, gym)
- Opportunities for professional development through UAC Academy Education
- Competitive hourly rate + performance-based incentives
- Supportive environment working alongside leading S&C coaches and sport scientists

How to Apply

Submit your resume, coaching credentials, and a short cover letter outlining your coaching philosophy to:

✉ [Insert Club/Manager Email]

Subject Line: Basketball Coach Application – [Your Name]



Job Description

Job Title	Sports and Conditioning Coach
Department	Operations
Reports to	Centre Manager
Location	Any City
Salary Range	AUDXXX

About UAC:

Universal Athlete Centre (UAC) delivers Australia's most comprehensive athlete performance system integrating Training, Recovery, and Nutrition (TNR) to optimise physical and mental health for all members.

Our environment brings together coaches, physiologists, and recovery specialists under one roof, built around athlete education, sustainable performance, and community.

About the Role:

We are looking for a motivated and qualified Strength & Conditioning Coach to deliver high-quality training programs for athletes, teams, and members across our UAC Performance Program.

You will design, implement, and monitor S&C programs that align with UAC's evidence-based methodologies, supporting athletes from youth development to elite preparation.

Key Responsibilities

- Deliver safe, structured S&C sessions for individuals and teams.
- Develop periodised training programs using UAC's TNR model.
- Conduct performance testing, data collection, and athlete progress reviews.
- Collaborate with Basketball and Sports Coaches to align S&C and technical work.
- Educate athletes on movement patterns, load management, and recovery.
- Maintain equipment and ensure adherence to UAC safety standards.
- Contribute to content creation and performance education resources.

Ideal Candidate Profile

- Strong understanding of athlete development and load progression
- Energetic, disciplined, and passionate about long-term athlete outcomes
- Excellent communicator who builds rapport with athletes and teams
- Enjoys working collaboratively with coaches and performance staff
- Committed to continual education and representing UAC's professional standards



Job Description

Qualifications and Criteria

Requirement	Details
Minimum Qualification	ASCA Level 1 (Strength & Conditioning) or higher
Preferred Education	Bachelor's Degree in Exercise Science, Sports Science, or related field
Experience	Minimum 2 years S&C coaching experience (academy or semi-professional)
Certifications	First Aid & CPR; Working With Children Check (WWCC)
Technical Skills	Program design, testing protocols, data tracking, movement assessment
Soft Skills	Leadership, communication, professionalism, teamwork
Systems	GymMaster (preferred), Excel/Google Sheets, performance tracking tools

What We Offer

- Opportunity to coach across multidisciplinary UAC programs (youth to elite)
- Mentorship and professional development via UAC Education Pathway
- Access to world-class recovery tools and facilities
- Competitive hourly rates and potential for contract extensions
- Be part of Australia's growing integrated performance network

How to Apply

Submit your resume, coaching credentials, and a short cover letter outlining your coaching philosophy to:

✉ [Insert Club/Manager Email]

Subject Line: S&C Coach Application – [Your Name]



Interview Evaluation Form

Candidate Name: _____ Date: _____

Position Applied: _____ Interviewer: _____

Interview Criteria

<u>RATING CRITERIA</u>				
1	2	3	4	5
Needs Improvement	Fair	Meets Expectations	Exceeds Expectations	Outstanding

Category	Comments / Notes	Rating (1-5)
Technical Knowledge		
Experience & Background		
Communication Skills		
Professionalism		
Culture Fit (UAC Values)		
Availability & Flexibility		
Initiative & Problem Solving		

Overall Impression:

- Highly Recommended
- Recommended
- Consider for Future
- Not Suitable

Interviewer Signature: _____

Date: _____



Job Offer Letter

Date: _____

Employee Name: _____

Position Applied: _____

Dear [Name],

We are pleased to offer you the position of **[Position Title]** at Universal Athlete Centre (UAC) located at **[Club Name / Address]**.

This position will report to **[Manager/Franchise Owner Name]** and will commence on **[Start Date]**.

Employment Details

- Employment Type: [Full-Time / Part-Time / Casual]
- Pay Rate: [Hourly / Salary Amount]
- Pay Schedule: [Fortnightly / Monthly] via Xero Payroll
- Probation Period: 3 months (reviewed at 30, 60, and 90 days)
- Work Hours: [Insert hours or roster expectations]
- Location: [Insert club address]

Conditions of Employment

1. You agree to abide by UAC policies, procedures, and Code of Conduct.
2. You must maintain valid First Aid and CPR certifications.
3. You are required to wear UAC uniform and uphold presentation standards.
4. All proprietary UAC systems and information remain confidential property of the company.
5. Employment is subject to maintaining a current Working With Children Check (WWCC).

Acceptance

Please sign and return a copy of this letter by [Date] to confirm your acceptance.

Employee Signature: _____

Date: _____

Manager / Franchise Owner Signature: _____

Date: _____



New Hire Checklist

Date: _____

Employee Name: _____

Position Applied: _____

Task	Responsible	Completed (✓)
Signed Offer Letter & Contract received	HR / Manager	<input type="checkbox"/>
CPR & First Aid Certificate verified	Manager	<input type="checkbox"/>
WWCC / Insurance validated	Manager	<input type="checkbox"/>
Bank & Tax File details collected	HR / Franchise Owner	<input type="checkbox"/>
Uniform issued	Manager	<input type="checkbox"/>
GymMaster account created	Admin	<input type="checkbox"/>
Email & Trello access provided	Manager	<input type="checkbox"/>
Induction & Facility Tour completed	Manager	<input type="checkbox"/>
Health & Safety briefing completed	Manager	<input type="checkbox"/>
Shadowing Schedule confirmed	Manager	<input type="checkbox"/>
30-Day Review date scheduled	HR / Manager	<input type="checkbox"/>

Manager / Franchise Owner Signature: _____

Date: _____



Shadowing Evaluation Sheet

Employee Name: _____

Position: _____

Mentor /Shadow Manager: _____

Day	Activity	Notes / Outcome	Signed By
Day 1	Observe Manager operations		
Day 2	Shadow daily member interactions		
Day 3	Manager shadows new staff (vice versa)		
Day 4	Manager shadows – assessment & coaching		
Day 5	Staff operates independently		

Evaluation Criteria

Skill Area	Observed Competency	Comments
Customer service & communication	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Needs Improvement	
System usage (GymMaster / Trello)	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Needs Improvement	
Professional conduct & appearance	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Needs Improvement	
Safety awareness & compliance	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Needs Improvement	
Team collaboration	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Needs Improvement	

Mentor / Manager Signature: _____

Date: _____



30-Day Review Form

Employee Name: _____ Manager _____

Position : _____ Date: _____

Performance Summary

Category	Rating (1-5)	Comments
Attendance & Punctuality		
Role Understanding		
Member / Client Interaction		
Initiative & Problem Solving		
Teamwork & Communication		
Alignment with UAC Culture		
Professional Appearance		
Adherence to SOPs		

Manager Summary

- Meets Expectations
- Needs Improvement
- Not Meeting Expectations

Action Plan

Development Area	Action Steps	Timeline

Employee Signature: _____

Manager Signature: _____

Date: _____



Performance Review Process

Applies To: All UAC Staff (Centre Managers, Coaches, Admin, Support Staff, Franchise Clubs)

Review Cycle: Every 6 months (Mid-Year & End-of-Year)

Purpose: To ensure consistent, structured evaluation of staff performance, aligned with UAC standards, values, and athlete-first culture. This process supports development, identifies training needs, and drives high performance across all UAC facilities.

Scope

This SOP applies to:

- Franchise-owned and HQ locations
- Centre Managers
- Strength & Conditioning Coaches
- Basketball Coaches
- Casual/Part-Time staff
- Franchise Owners who manage staff

Evaluation Criteria

A. Performance KPIs (Role-Specific)

Centre Manager KPIs:

- Sales targets
- Retention metrics
- Facility audit results
- Lead conversion
- Team performance & compliance

Coaches (S&C & Basketball):

- Session quality
- Athlete development tracking
- Class attendance
- Parent/athlete feedback
- Safety & professionalism

General Staff:

- Attendance & punctuality
- Task completion accuracy
- Customer service

B. Behaviour & Culture

All staff are assessed on:

- Respect & Communication
- Teamwork
- Professionalism
- Integrity
- Athlete-first Mindset
- Health & Safety compliance

C. Development & Initiative

Review includes:

- Engagement in learning
- Contribution to club culture
- Ownership of tasks
- Problem-solving & initiative

Review Meeting Procedure

1. Prepare Environment

- Private room
- No interruptions
- Documents ready (self-review, KPIs, attendance logs, feedback logs)

2. Open the Discussion

- Acknowledge contributions
- Set a positive tone
- Clarify that review = development, not punishment

3. Compare Assessments

- Discuss employee self-assessment vs manager assessment
- Address discrepancies constructively

4. Provide Specific Feedback

- Use examples
- Link feedback to UAC values and expectations

5. Discuss Development Needs

- Technical skills
- Coaching quality
- Sales or customer service
- Compliance & safety

CLUB OPERATIONS STANDARDS

6. Set SMART Goals for Next 6 Months

- Specific, measurable, achievable, relevant, time-bound

7. Final Comments & Agreement

- Employee may add comments
- Both sign the Review Form

8. Store Documentation

- Upload to employee file (Google Drive or HR system)
- Franchise Owner + HQ (if required) retain a copy

Poor Performance Protocol

If performance falls below acceptable levels:

- Manager creates a Performance Improvement Plan (PIP)
- Timeline: 30–60 days
- Weekly check-ins
- After review period:
- Improvement = return to normal review cycle
- No improvement = escalate to HR / Franchise Owner for corrective action

Confidentiality

All review documents are confidential and must only be shared with:

- Centre Manager
- Franchise Owner
- HQ HR (if required)



PERFORMANCE REVIEW FORM

Employee Name:

Review Type: Mid Year / Annual

Role:

Date:

Club Location:

Reviewer:

o

1. KPI Performance (Role-Specific)

Score 1-5

(1 = Needs Improvement, 5 = Outstanding)

KPI	Score 1-5	Comments
Sales / Class Delivery / Athlete Progress		
Attendance & Punctuality		
Customer Service		
Retention & Engagement		
Completion of Assigned Tasks		

2. Behaviour & Culture Assessment

Category	Score 1-5	Comments
Respect & Communication		
Teamwork		
Professionalism		
Integrity		
Athlete-First Mindset		
Health & Safety Compliance		



PERFORMANCE REVIEW FORM

3. Strengths (Top 3)

- 1.
- 2.
- 3.

4. Areas for Improvement (Top 3)

- 1.
- 2.
- 3.

Development Plan (SMART Goals)

Example: Complete CPR renewal by August; Improve athlete retention by 10%.

Goal	Action Needed	Deadline

Employee Comments:

7. Sign-Off

Employee Signature:

Reviewer Signature:

Date:



Workplace Health & Safety

Applies To: All UAC Franchise Clubs (VIC & National Standards)

Departments: Operations, HR, Coaching, Facilities Management

Purpose: The purpose of this SOP is to outline workplace health and safety requirements for all Universal Athlete Centre (UAC) facilities operating in Victoria. It ensures compliance with WorkSafe VIC standards and establishes safe systems of work that protect members, staff, contractors, and visitors.

Objectives

1. Maintain a safe, hazard-free environment.
2. Comply with WorkSafe Victoria WHS obligations.
3. Prevent injuries and incidents through training, inspections, and proactive risk management.
4. Ensure all staff understand safety expectations, emergency procedures, and reporting requirements.
5. Promote a strong “Safety First” culture across all UAC facilities.

Scope

This SOP applies to:

- Franchise Owners
- Centre Managers
- Coaches & Trainers
- Casual Staff & Contractors
- Cleaning & Maintenance Partners
- All visitors and members

WHS Roles & Responsibilities

Franchise Owner

- Ensure legal compliance with VIC OHS Act & Regulations.
- Maintain insurance, incident logs, and annual WHS audits.
- Provide resources for safety equipment & staff training.

Centre Manager

- Daily WHS oversight.
- Conduct weekly safety inspections.
- Ensure staff training, first aid, and CPR certifications are current.
- Maintain an up-to-date risk register.

Staff / Coaches

- Follow all WHS procedures and cleaning standards.
- Report hazards immediately.
- Ensure safe coaching and member supervision.

Contractors

- Must comply with UAC WHS policy and provide compliance documentation (public liability insurance, safe work statements).

Key WHS Areas (VIC Standards)

Hazard Identification & Risk Management

UAC facilities must follow the WorkSafe VIC 4-step process:

- Identify hazards
- Assess risk
- Control risk (eliminate, substitute, isolate, engineer, admin controls, PPE)
- Review control measures

Examples of common hazards:

- Wet floors
- Equipment malfunction
- Trip hazards
- Tailgating or access breach
- Overcrowded courts or gym areas
- Electrical systems (tubs/saunas/chillers)

A Risk Register must be updated monthly.

Safe Facility Operation

All gyms must maintain:

- Clear walkways and emergency exits
- Functional lighting and ventilation
- No loose weights left on floor
- Equipment serviced according to manufacturer guidelines
- Basketball courts inspected daily (rings, nets, floor integrity)

Manual Handling

Staff must follow proper manual handling techniques during:

- Equipment movement
- Box deliveries
- Cleaning and maintenance
- Court setup

“Lift with legs, not back” and use trolleys where possible.

Electrical Safety

Aligned with VIC requirements:

- Annual Test & Tag for all electrical equipment
- No exposed wires
- RCD/GFCI testing for wet recovery zone chillers
- No electrical device near water without compliant protection
- Only authorized technicians may repair electrical items

Emergency Management

Each club must maintain:

- A Fire Safety Plan
- Evacuation maps (3 exits for UAC layout, incl. garage exits)
- Fire extinguishers serviced every 6 months
- AED accessible and pads in-date
- Staff trained in evacuation and alarm deactivation procedures

Drills must be conducted every 6 months.

Incident & Injury Reporting

All incidents must be logged using:

- Incident Report
- Register of Injury
- Investigation Form
- Member Notification (if required)

Serious injuries must be reported to WorkSafe Victoria within 48 hours if they involve:

- Hospital admission
- Serious head/eye injury
- Electric shock
- Collapse of equipment
- Dangerous occurrence

UAC's Incident SOP applies.

First Aid & CPR Requirements

- At least one staff member on duty must hold current First Aid & CPR certification.
- Certification must be renewed every 12 months (CPR) and every 3 years (First Aid).
- VIC-certified providers: local council, community centers, Red Cross, St. John Ambulance.
- First aid kits must be checked monthly and replenished.

WHS Training Requirements

All staff must complete WHS induction covering:

- Hazard identification
- Safe equipment use
- Manual handling
- Emergency procedures
- Cleaning & chemical safety
- Incident reporting
- Member safety
- CCTV & access control safety procedures
- Training is logged and stored in staff files.

Cleaning & Hygiene Standards

To reduce health risks:

- Daily cleaning checklist must be completed (gym, bathrooms, sauna, tubs, courts).
- Sanitisation stations must be stocked.
- Wet areas must be dried and signed immediately.
- All chemicals must be labelled and stored safely (VIC chemical safety standards).

Refer to Cleaning SOP.

Contractor Safety Compliance

Contractors must provide:

- Public Liability Insurance
- Safe Work Method Statements (SWMS)
- Proof of qualification (electricians, machine repair technicians, etc.)
- Sign-in upon arrival and follow UAC WHS rules
- PPE where required

WHS Documentation & Records

UAC clubs must maintain the following for compliance:

- 📌 WHS Policy
- 📌 Risk Register
- 📌 Incident Reports
- 📌 Hazard Reports
- 📌 Fire Safety Plan & Evacuation Map
- 📌 Electrical Test & Tag Log
- 📌 Contractor Log
- 📌 Cleaning Checklists
- 📌 Monthly WHS Audit Checklist

All documents must be stored in Google Drive → WHS Folder.

Compliance Audits

A Quarterly WHS Audit must be completed by:

- Centre Manager
- Franchise Support Officer (HQ)

A Yearly WHS Compliance Review is completed by HQ.

Non-compliance must be corrected within 7 days.

Disciplinary Action

Failure to follow WHS standards may lead to:

- Retraining
- Formal warnings
- Suspension
- Termination (if serious, e.g., negligence)

Serious breaches may result in WorkSafe Victoria involvement.



Staff Training & Development

Applies To: All UAC Clubs (Franchise & HQ)

Audience: Centre Managers, Coaches (Basketball & S&C), Support Staff, Service Staff

Purpose: To ensure all UAC staff receive structured, high-quality training and ongoing development that upholds UAC's coaching standards, athlete-first values, and operational excellence across all clubs.

Objectives

- Build a consistent high-performance coaching culture across UAC.
- Provide staff with the knowledge, skills, and confidence to deliver world-class athlete experiences.
- Support continuous learning, mentorship, and professional growth.
- Ensure all staff maintain required qualifications and compliance certifications.
- Strengthen UAC's brand reputation through elite standards of coaching and service delivery.

Scope

This SOP applies to:

- Centre Managers
- Strength & Conditioning Coaches
- Basketball Coaches
- Assistant Coaches
- Service/Front Desk Staff
- Franchisee Operators

Training Structure (UAC Standard)

A. Initial Onboarding Training (All Roles)

Completed within the first 2 weeks:

- UAC brand, culture & athlete-first philosophy
- Club tour & facility induction
- WHS & compliance training
- First aid & emergency procedures
- UAC Code of Conduct & behaviour expectations
- GymMaster, CRM, and booking system training
- Customer service standards
- Program introduction (Basketball, ADP, Recovery, Gym)

B. Role-Specific Technical Training

Centre Managers

- Sales training (GymMaster, lead conversion, pre-sale, upsells)
- Operations & audit procedures
- Rostering & staff management
- Financial reporting (P&L, inventory, KPIs)
- Customer complaints & conflict resolution

Basketball Coaches

- UAC Basketball Curriculum (Beginner → Rep → Elite)
- Session structure and delivery standards
- Court safety & athlete load management
- Progress tracking & athlete feedback
- Parent communication guidelines
- Basketball Coaches are expected to do certificates and reviews every 2 terms to indicate growth and improvement.

S&C Coaches

- ADP program structure
- Testing week procedures
- Warm-up, strength block, conditioning block delivery
- Athlete screening (FMS, strength markers, age-appropriate loads)
- Recovery integration (ice bath, compression, sauna safety)

Support/Admin Staff

- Membership onboarding
- Recovery induction protocols
- App/Access setup
- Front desk service delivery
- Facility presentation standards

C. Coaching Development Pathway

UAC provides ongoing development to ensure coaches operate in a high-performance environment without the overhead of managing a full facility.

Coaches Gain:

- Freedom to run programs using UAC's professional resources.
- Access to elite facilities for program delivery.
- Continuous mentorship from senior UAC coaching staff.
- Sport-specific growth pathways across Basketball & ADP.

Ongoing Development Requirements

1. Monthly Internal Training

- 1x operations workshop or coaching development session
- Delivered by Centre Manager or Lead Coach
- Topics include athlete management, safety, communication, session design, system updates

2. Quarterly Professional Development

- Attendance at UAC-led PD workshops
- Review of curriculum updates
- Testing Week seminars
- Program innovation & best practice sharing

3. Annual Certifications

- First Aid & CPR renewal (mandatory)
- Working With Children Check (coaches)
- Role-specific certifications (ASCA Level 1+, Basketball Victoria accreditation)

4. Shadowing & Review

- New coaches shadow senior staff (2 days)
- Reverse shadowing (2 days)
- Solo delivery review by Centre Manager
- 30-day and 90-day evaluation

Performance Evaluation & Feedback

Training outcomes are measured through:

- Athlete feedback & retention
- Program attendance & growth
- Session quality audits
- Staff culture and professionalism
- KPI achievements (role-specific)
- Quarterly Performance Reviews

Underperformance triggers additional coaching support or placement on a Performance Improvement Plan (PIP).

Training Documentation

Managers must maintain updated records:

- 📌 Staff Onboarding Checklist
- 📌 Training Attendance Log
- 📌 Certifications Folder (First Aid, WWCC, etc.)
- 📌 Coaching Competency Assessment
- 📌 30/60/90-Day Review Forms
- 📌 Annual Performance Review

All documents are stored in:

Google Drive → HR & Training Folder → Staff Name

Training & Development Opportunities for Franchise Coaches

UAC Provides:

- Access to full-size courts, performance gym, and recovery zones
- Pre-built program structures & session templates
- UAC branded support (marketing, credibility, network)
- Mentorship & career development
- Opportunities to run niche or broad athlete programs
- Event & partnership collaborations (schools, clubs, academies)



Rostering & Shift Coverage

Department: Human Resources / Operations

Applies To: UAC Corporate & Franchise Clubs

Purpose: To establish a standardized process for setting up and delivering the UAC Athlete Development Program (ADP) across all Universal Athlete Centres and partner academies. This SOP ensures that every coach operates under a consistent structure aligned with UAC's curriculum, brand, and athlete development philosophy.

This SOP Applies to:

- All UAC Clubs & Franchises offering performance programs.
- Basketball & Athletic Coaches delivering programs under the UAC Academy model.
- B2B / Partnership Programs linked to schools, teams, or external groups.

Scope:

This SOP applies to:

- Centre Managers and Franchise Owners (responsible for roster planning)
- Coaches, Service Attendants, Cleaning Teams, and Support Staff
- Franchise Support Officers (FSO) who review compliance

Responsibilities

- Centre Manager / Franchise Owner: Create, publish, and manage weekly rosters; ensure backup plans are in place.
- Coaches / Trainers: Confirm shift allocations, notify in advance of any change, find approved replacements.
- Cleaners / Service Attendants: Follow assigned schedule and complete cleaning checklist within shift hours.
- Franchise Support Officer: Audit roster accuracy and verify operational coverage.

Rostering Process

Step 1 — Roster Planning

1. Timeline: Rosters must be completed and published no later than Friday 12 PM for the following week.
2. Rosters must include:
 - All Coaching / PT sessions
 - Facility Coverage (Manager / Front Desk)
 - Cleaning Shifts
 - Recovery & Maintenance Duties (ice bath, sauna, etc.)

CLUB OPERATIONS STANDARDS

3. Use Trello Board, Google Sheet, or Rostering Software (e.g., Deputy or GymMaster) for centralized visibility.

4. Ensure compliance with:

- Maximum weekly hours per role
- Breaks and rest periods
- One full day off per week minimum

Role-Based Shift Requirement

Function	Minimum Coverage Requirement	Notes
Coaches / PTs	Minimum 1 per active training zone	Must be available 15 mins before class start
Cleaning / Service Attendant	Minimum 1 per shift (morning & evening)	Complete UAC Cleaning Checklist
Front Desk / Admin	Manager or delegated key holder during peak hours	Must have GymMaster & access privileges
Recovery / Sauna / Tub	Staff member trained in safety protocols	Monitored every 2 hours
Facility Closure	Keyholder with alarm code access	Must complete lock-up checklist

Step 3 — Shift Coverage & Backup Plan

If a staff member is unable to attend a scheduled shift:

1. Immediate Notification:

- Staff must inform the Centre Manager at least 3 hours before shift via call and text.
- Manager logs the reason in the Roster Change Log.

2. Backup Options (Tiered):

- Tier 1: On-site available staff (coach or attendant) can extend shift.
- Tier 2: Pre-approved backup list (trained staff who can fill in short notice).
- Tier 3: Contact Franchise Support Officer (FSO) for regional backup if coverage not possible.

3. Manager Approval Required:

- Any shift swap or coverage must be approved in writing (text/email) by the Centre Manager.

4. Record Keeping:

- Update roster log to reflect the covering staff name and adjusted hours.
- Attach reason (sick leave, emergency, absence) for audit trail.

CLUB OPERATIONS STANDARDS

Step 4 — Cleaning Shift Coverage

- Cleaning schedule must align with operating hours and hygiene standards (refer to Cleaning SOP).
- If cleaner is unavailable:
 - Shift is reassigned to backup cleaner on standby or
 - Temporary coverage by a coach or staff (for urgent cleaning tasks only).
- Log completion of all tasks in the Daily Cleaning Checklist (kept on file 30 days minimum).

Step 5 — Shift Review & Adjustments

1. Managers must conduct a weekly roster review every Friday:
 - Confirm total hours vs budget
 - Evaluate attendance reliability
 - Identify coverage gaps and recurring absences
2. Monthly report submitted to FSO for review (audit sample: 1 week per month).

Roster Update & Communication Channels

- Rosters are communicated through:
 - Trello Board / Shared Google Drive
 - WhatsApp Group (Staff) for last-minute updates
 - Email Copy to FSO (Franchise Support) for archive

All updates must be timestamped and stored for minimum 3 months for compliance.

Backup & Contingency Matrix

Scenario	Immediate Action	Responsible
Coach calls in sick	Reassign to backup coach / cancel and notify members	Centre Manager
Cleaner unavailable	Engage alternate cleaner on call / temporary reassignment	Manager / Attendant
Manager absent	FSO notified, delegate acting keyholder	FSO / Franchise Owner
Public Holiday / Event	Adjust roster 7 days before; ensure cleaning & safety checks	Centre Manager
Emergency or alarm	Keyholder on-call activates response plan	Manager / Safety Officer

CLUB OPERATIONS STANDARDS

Documentation & Compliance

All clubs must maintain:

- Weekly Roster Log (digital)
- Shift Coverage Log
- Cleaning Attendance Register
- Back-Up Staff Contact List
- Shift Adjustment Forms (if manual changes occur)

FSO will conduct quarterly audits to ensure proper coverage and operational consistency.

KPI's & REVIEW

Indicator	Target / Frequency
Roster Published On-Time	100% (weekly)
Shift Coverage Rate	100% of operational hours
Cleaning Compliance	100% task completion daily
Backup Response Efficiency	Coverage achieved within 1 hour
FSO Audit Compliance	95%+ rating per quarter

Escalation Protocol

If no replacement or coverage is found within 1 hour:

- Notify Franchise Owner / FSO immediately.
- Adjust access hours or post notice to members (if necessary).
- Submit Incident & Coverage Failure Report within 24 hours.

Review Cycle

- This SOP will be reviewed annually or when major changes occur to operational hours, staffing structure, or software systems.



Termination & Resignation Procedure

Department: Human Resources / Operations

Applies To: UAC HQ, Franchise Owners, Centre Managers, and All UAC Staff

Purpose: To ensure all employee terminations and resignations are handled professionally, lawfully, and respectfully, in alignment with Fair Work Australia standards and UAC policies.

This SOP defines consistent steps for:

- Employee resignation notice and offboarding
- Employer-initiated termination
- Exit documentation, access removal, and communication procedures

Scope

This policy applies to:

- All UAC employees, coaches, and contractors, both full-time and part-time.
- Franchisee staff employed under UAC-aligned contracts.
- Probationary employees and permanent staff.

Notice Periods

Employment Type	Minimum Notice Required	Details
Full-Time / Part-Time Staff	4 Weeks	As per contract; written notice required.
Probationary Period (First 6 Months)	1 Week	Either party may terminate with one week's notice.
Casual Staff	N/A	No formal notice required unless otherwise stated.

Note: UAC may choose to pay out notice in lieu where appropriate.

Roles and Responsibilities

- Employee / Coach: Submit formal written resignation, complete notice period, return company property.
- Centre Manager / Franchise Owner: Acknowledge resignation, initiate offboarding checklist, manage transition.
- Franchise Support Officer (FSO): Review termination documentation and ensure compliance with franchise policy.
- UAC HQ HR Team: Record and archive termination files, deactivate system access, finalize final pay.

Employee Resignation Procedure

Step	Action	Responsible
1. Submission of Notice	Employee submits written resignation via email or HR form. Must include effective last day.	Employee
2. Acknowledgment	Manager acknowledges receipt in writing within 48 hours and confirms final working day.	Centre Manager
3. Transition Planning	Assign replacement coverage or redistribute responsibilities.	Manager / FSO
4. Handover	Employee completes handover document outlining key tasks, contacts, and project updates.	Employee / Manager
5. Exit Interview	Conducted by Manager or FSO to gather feedback.	Manager / FSO
6. Offboarding Checklist	Return of uniform, access fobs, keys, iPad, GymMaster credentials, and company property.	Manager / HR
7. Final Payroll	Calculate remaining entitlements (annual leave, unpaid wages). Process final pay within 7 days of final day.	HR / Payroll
8. Exit Confirmation	Employee receives exit confirmation letter and reference (if applicable).	HR / Manager

Employer-Initiated Termination Procedure

Grounds for Termination

- Performance concerns (after formal performance review)
- Breach of company policy or safety regulations
- Misconduct, dishonesty, or harassment
- Repeated absenteeism or negligence

CLUB OPERATIONS STANDARDS

Termination Process

Step	Action	Responsible
1. Documented Warnings	Provide written warnings outlining performance or behavioral issues.	Manager
2. Final Review Meeting	Conduct a formal meeting with HR/FSO and employee.	Manager / FSO
3. Termination Decision	Determine final outcome and provide written notice of termination.	Franchise Owner / HR
4. Notice Period	Observe 4-week notice or pay in lieu as per contract.	HR / Payroll
5. Property Collection	Retrieve all company property, including uniforms, keys, and access devices.	Manager
6. Access Termination	Disable system access (GymMaster, email, drive, app permissions).	IT / HR
7. Exit Record	Complete Termination Checklist and store in HR file.	Manager / HR

All termination decisions must be approved by UAC HQ or FSO before communication to the employee.

Probationary Employees

During the probationary period (typically 3–6 months):

- Either party may terminate employment with 1 week's notice.
- No redundancy or performance review requirements apply.
- Manager must complete Probation Evaluation Form prior to decision.
- HR to issue Termination Letter (Probation Period) if applicable.

CLUB OPERATIONS STANDARDS

Offboarding & Exit Checklist

All resignations and terminations must complete the UAC Offboarding Checklist, including:

1. Access Removal:

- GymMaster / CRM / Email / Shared Drive

2. Equipment Return:

- Access Fob / iPad / Uniform / Laptop

3. Administrative:

- Exit interview completed
- Payroll notified and final pay processed
- Personal details removed from communication groups

4. Documentation:

- File resignation or termination letter
- Store checklist in HR shared folder

Communication & Confidentiality

- All discussions related to termination or resignation are confidential.
- Managers must communicate decisions privately and respectfully.
- Staff and members are not to be informed until the process is finalized.

Exit Interviews

The Exit Interview provides feedback for continuous improvement.

Sample Questions:

1. What influenced your decision to leave?
2. How would you describe your experience at UAC?
3. Were you provided adequate support and training?
4. What improvements would you suggest for the club or leadership?

Responses should be logged in the Exit Interview Form and submitted to HQ HR for quarterly review.

Documentation Required

- Resignation Letter / Termination Letter
- Final Payroll Calculation Form
- Offboarding Checklist
- Exit Interview Form
- Handover Summary

All documents must be uploaded to the Club HR Drive and retained for minimum 2 years.

Review & Audit

- HR and FSO will review all terminations quarterly for compliance and documentation.
- Any dismissals made outside of SOP guidelines may trigger an HR compliance audit.

CLUB OPERATIONS STANDARDS

Summary Table

Scenario	Notice Period	Responsible for Action	Form Required
Employee Resignation	4 Weeks	Employee / Manager	Resignation Letter
Employer Termination	4 Weeks / Pay in lieu	Manager / HR / FSO	Termination Form
Probation Termination	1 Week	Manager / HR	Probation Termination Form
Contractor End of Agreement	2 Weeks (recommended)	Franchise Owner / HR	Contract End Notice
Exit Interview	Final Week	Manager / FSO	Exit Interview Form

Templates Provided by UAC HR

- Resignation Letter Template (Staff)
- Termination Letter Template (Employer)
- Offboarding Checklist
- Probation Evaluation Form
- Exit Interview Form

Review & Updates

This SOP is reviewed annually by UAC HQ HR & Franchise Operations, or when employment law changes.



RESIGNATION LETTER TEMPLATE

Date: [Insert Date]

To: [Manager Name]

Position: [Centre Manager / Franchise Owner]

Club: [Club Name / Location]

Subject: Notice of Resignation

Dear [Manager Name],

I am writing to formally tender my resignation from my position as [Your Job Title] at Universal Athlete Centre (UAC), effective [Last Working Day, minimum 4 weeks from today's date unless otherwise agreed].

I want to thank you and the team for the opportunities and experience I've gained during my time with UAC. It has been a pleasure to contribute to the growth of the club and its members.

During my notice period, I am committed to completing all handovers, assisting in training my replacement, and ensuring a smooth transition for the team.

Please let me know if there are any additional exit procedures I should complete before my departure.

Thank you again for the support and collaboration.

Kind regards,

[Employee Full Name]

[Job Title]

[Signature (if printed)]



TERMINATION LETTER TEMPLATE (EMPLOYER)

Date: [Insert Date]

Employee Name: [Employee Full Name]

Position: [Position Title]

Club: [Club Name / Location]

Subject: Notice of Termination of Employment

Dear [Employee Name],

Following recent discussions and review, this letter serves as formal notice of termination of your employment with Universal Athlete Centre (UAC), effective from [Termination Date].

The reason for termination is as follows:

- Performance concerns (after review and feedback)
- Breach of company policy
- Misconduct / repeated non-compliance
- End of probationary period
- Redundancy / business restructure

Your final day of work will be [insert date], and your final pay will include:

- Outstanding wages up to and including your final day
- Accrued annual leave entitlements
- Any other applicable allowances per your contract

Please arrange to return all UAC property (uniforms, access fob, devices, and documents) before your departure.

We thank you for your contribution during your time with UAC and wish you all the best in your future endeavors.

Kind regards,

[Manager / Franchise Owner Name]

Position: [Centre Manager / Franchise Owner]

For Universal Athlete Centre



OFFBOARDING CHECKLIST (HR / MANAGER USE)

Employee Name: _____

Position: _____

Department: _____

Last working Day: _____

Documentation

Task	Completed	Notes
<input type="checkbox"/> Written resignation / termination letter received	<input type="checkbox"/>	
<input type="checkbox"/> Exit Interview scheduled	<input type="checkbox"/>	
<input type="checkbox"/> HR notified (HQ or FSO)	<input type="checkbox"/>	
<input type="checkbox"/> Final payroll processed	<input type="checkbox"/>	
<input type="checkbox"/> Employee file archived	<input type="checkbox"/>	

Access & Accounts

Task	Completed	Notes
<input type="checkbox"/> GymMaster access removed	<input type="checkbox"/>	
<input type="checkbox"/> Email / Drive access disabled	<input type="checkbox"/>	
<input type="checkbox"/> Internal groups / WhatsApp removed	<input type="checkbox"/>	
<input type="checkbox"/> App logins & permissions revoked	<input type="checkbox"/>	



OFFBOARDING CHECKLIST (HR / MANAGER USE)

Equipment & Property

Task	Completed	Notes
<input type="checkbox"/> Uniform returned	<input type="checkbox"/>	
<input type="checkbox"/> Keys / Access fob returned	<input type="checkbox"/>	
<input type="checkbox"/> iPad / Laptop returned	<input type="checkbox"/>	
<input type="checkbox"/> Membership access updated	<input type="checkbox"/>	

Final Review

Task	Completed	Notes
<input type="checkbox"/> Exit Interview completed	<input type="checkbox"/>	
<input type="checkbox"/> Feedback submitted to HR	<input type="checkbox"/>	
<input type="checkbox"/> Staff exit announcement drafted (if applicable)	<input type="checkbox"/>	
<input type="checkbox"/> Club records updated	<input type="checkbox"/>	

Manager / Supervisor Signature: _____

Date: _____



PROBATION EVALUATION FORM

Employee Name: _____ Position: _____

Manager: _____ Evaluation Date: _____

Evaluation Summary

Category	Rating (1-5)	Comments
Attendance & Punctuality	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Teamwork & Collaboration	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Job Knowledge & Learning	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Initiative & Productivity	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Member Service & Communication	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Attitude & Professionalism	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	

Manager Feedback

Employee Feedback

Outcome

- Confirm Employment
- Extend Probation (by _____ weeks)
- Terminate Employment

Manager Signature: _____

Employee Signature: _____

Date: _____

**UNIVERSAL ATHLETE
CENTRE**



EXIT INTERVIEW FORM

Employee Name: _____ Position: _____

Manager: _____ Interview Date: _____

Section A: Departure Details

Question	Response
1. Reason for leaving	
2. How long were you employed?	
3. Were you satisfied with your role and responsibilities?	
4. Did you receive adequate training and support?	
5. Were performance expectations clear?	

Section B: Work Environment

Question	Response
6. How would you describe the workplace culture?	
7. How effective was communication between team and management?	
8. Were there any obstacles to performing your job effectively?	



EXIT INTERVIEW FORM

Section C: Improvement Opportunities

Question	Response
9. What areas of the club or management could improve?	
10. Would you recommend UAC as a place to work? Why/why not?	
11. Any other feedback you'd like to share?	

Section D: Final Review

Task	Completed
<input type="checkbox"/> Exit interview file submitted to HR	<input type="checkbox"/>
<input type="checkbox"/> Manager reviewed action items	<input type="checkbox"/>
<input type="checkbox"/> Employee departure confirmed in payroll	<input type="checkbox"/>

Manager Signature: _____

Employee Signature: _____

Date: _____

FACILITY OPERATIONS



Ensuring every UAC centre runs safely, efficiently, and consistently through structured procedures in maintenance, security, cleanliness, and daily operational excellence.

FACILITY OPERATIONS

- Daily Opening & Closing Procedures
- Cleaning & Maintenance SOP
- Recovery Zone Procedures
- Equipment Setup, Faults & Repairs SOP
- Security & Access Control SOP
- Incident Management SOP



**UNIVERSAL ATHLETE
CENTRE**



Daily Shift Readiness & Handover Guide

Objective: This SOP ensures that UAC clubs maintain consistent brand, safety, and operational standards across all shifts in a 24/7 environment. It provides a structured system for shift-start and shift-end checks that safeguard member safety, enhance the member journey, and support operational excellence.

This SOP provides a structured checklist that:

- Safeguards member **safety and security** through consistent facility checks.
- Reinforces **brand recognition** and **compliance** with UAC marketing and signage standards.
- Ensures **operational readiness** across all systems, equipment, and member service touch points.
- Supports **financial integrity** through accurate daily reconciliation and reporting.
- Enhances the **member experience** by maintaining a clean, organized, and welcoming environment.
- Promotes **staff accountability** and **productivity** by setting clear opening and closing responsibilities.

By following this SOP daily, clubs create a consistent, professional, and member-focused environment that supports retention, sales performance, and overall operational excellence.

Shift Start Procedure (Beginning of Any Staff Shift)

(Responsibility: Assigned Staff / Club Manager)

1. Safety & Security

- Confirm security system and CCTV are fully operational.
- Check panic buttons, AED, and first aid kit status.
- Inspect fire exits and extinguishers for accessibility.

2. Member Access & Frontage

- Test doorbell, key fob, and tailgating sensors.
- Walk-through: ensure entrance, lobby, and office areas are clean and welcoming.
- Verify external signage and LED screens are lit, accurate, and compliant.

3. Front Desk Readiness

- Ensure guest register and waiver forms are updated and accessible.
- Power up and check PC with GymMaster, Clubhub, Membr, and CCTV software.
- Place TI sheet, business cards, and QR/socials at desk.
- Confirm LED/casual price list displays correct rates.

4. Facilities & Equipment

- Conduct quick safety and functionality checks in cardio, free weights, recovery, basketball, and PT areas.
- Restock and sanitize bathrooms.
- Confirm consultation spaces and body scan equipment are member-ready.

5. Marketing & Brand Presence

- Ensure notice boards, academy timelines, and GE timetables are current.
- Verify merchandise racks are neat and stocked.
- Check that scheduled social media content is prepared by KODEO.

6. Operational Readiness

- Test music system, scent diffusers, humidifiers, and clocks.
- Review team daily goals: leads, calls, and tours.
- Confirm CRM, Trello, and GymMaster tasks are updated.

Shift End Procedure (Conclusion of Any Staff Shift)

(Responsibility: Assigned Staff / Club Manager)

1. Safety & Security

- Walk-through: confirm all members are safe; no hazards present.
- Secure PT offices, recovery areas, and storage if unattended.
- Check CCTV system is recording.

2. Facilities Reset

- Re-rack and sanitize free weights and equipment.
- Sanitize cardio machines, recovery stations, and basketball equipment.
- Replenish and clean bathrooms.
- Remove trash and tidy all member areas.

3. ***Operational Closure (Shift-Level)***

- Update guest register and file completed waivers.
- Save GymMaster reports for leads, member activity, and prospect dashboards.
- Confirm sales/price documents are returned to place.
- Verify next scheduled social media posts are set.

4. ***Financial Controls***

- Reconcile POS transactions for the shift via GymMaster/Square.
- Confirm no cash is stored onsite.
- Log merchandise/vending sales in inventory system.
- File receipts or expenses digitally.

5. ***Staff Accountability***

- Record shift tasks in Trello/CRM for transparency.
- Note issues (maintenance, member concerns, safety risks).
- Communicate pending follow-ups to the next shift.
- Conduct a brief shift handover or log entry.

DAILY SHIFT READINESS & HANDOVER GUIDE

Shift Start Checklist (Beginning of Shift)

- CCTV, security, panic buttons, AED, first aid kit checked
- Fire exits and extinguishers inspected
- Doorbell, key fob, and tailgating sensors tested
- Entrance, lobby, office area clean and presentable
- External signage and LED screens working & compliant
- Guest register and waiver forms updated and available
- PC (GymMaster, Clubhub, Membr, CCTV) functional
- TI sheet, business cards, QR/socials ready at front desk
- LED/casual pricing display correct
- Cardio, free weights, recovery, basketball, PT areas inspected
- Bathrooms cleaned and fully stocked
- Consultation spaces and body scan machine ready
- Notice boards, academy timelines, and timetables updated
- Merchandise rack neat and stocked
- Scheduled social media posts verified
- Music, scent system, humidifier, clocks tested
- Daily team goals (calls, tours, leads) reviewed
- CRM, Trello, GymMaster tasks checked

Shift End Checklist (End of Shift)

- Final member safety walk-through completed
- PT offices, recovery areas, storage secured (if unattended)
- CCTV system recording confirmed
- Weights re-racked, equipment sanitized
- Cardio, recovery, basketball areas cleaned and safe
- Bathrooms sanitized, restocked, trash cleared
- Guest register updated; waivers filed
- GymMaster reports saved (leads, members, dashboard)
- Sales/price documents returned in place
- Next-day social media posts scheduled
- POS transactions reconciled in GymMaster/Square
- Confirm no cash stored onsite
- Inventory logged (merchandise/vending)
- Receipts/expenses filed in Google Drive
- Shift tasks logged in Trello/CRM
- Issues noted (maintenance, safety, member concerns)
- Pending actions handed over to next shift



CLEANING SCHEDULE & HYGIENE STANDARDS

Purpose: To ensure all UAC facilities maintain the highest standards of cleanliness, hygiene, and member safety through consistent cleaning practices, product use, and documentation.

Scope:

This SOP applies to all UAC clubs, covering cleaning and hygiene procedures across key areas; tubs, saunas, bathrooms, gym rooms, recovery zones, shooting machines, reception areas, and lockers.

Objectives

- Maintain a clean, safe, and hygienic environment for members and staff.
- Standardize cleaning procedures across all UAC clubs.
- Ensure the correct use of approved cleaning and disinfectant products.
- Comply with local health regulations and UAC brand standards.

Responsibilities

- Centre Manager: Oversees daily cleaning schedule, assigns responsibilities, ensures compliance.
- Cleaning staff and contractor: Executes cleaning procedures as per schedule and logs completion.
- Trainer & Staff: Maintain hygiene of equipment during classes; perform quick spot cleaning when needed.
- Franchise Support Officer: Conducts quarterly hygiene and maintenance audits.

Cleaning Schedule

Area / Equipment	Frequency	Cleaning Tasks	Responsible
Tubs / Ice Baths	Deep clean daily	Drain and sanitize with chlorine-free disinfectant ; rinse thoroughly.	Cleaning Staff
Sauna	Daily	Wipe benches and walls with mild detergent; sanitize handles and floors; ensure dry condition after hours.	Cleaning Staff
Bathrooms / Toilets / Showers	3x daily (AM / Mid / PM)	Disinfect toilets, basins, mirrors, floors; refill soaps and tissues; deodorize.	Cleaning Staff
Gym Room / Equipment	Hourly wipe-downs + Deep clean daily	Disinfect all machines, weights, mats; empty bins; mop floors.	Trainers / Cleaners
Shooting Machine (Dr. Dish)	After each session	Wipe screen, balls, and net with anti-bacterial wipes; check for debris.	Staff / Coaches
Dry Recovery Zone	Twice daily	Wipe massage chairs, compression units; sanitize armrests, remotes, and plugs.	Staff / Cleaning
Reception Area	Daily	Sanitize counters, entry doors, pens, tablets; vacuum and dust.	Staff / Cleaning
Gym Space / Lockers	Twice daily	Wipe lockers, benches, and floor areas; disinfect high-touch points.	Cleaning Staff

CLUB OPERATIONS STANDARDS

Approved Cleaning Products

Product Type	Recommended Brand / Product	Usage Notes
Disinfectant (General)	<i>Peerless Jal – Hospital Grade Cleaner</i>	For floors, benches, lockers, and equipment.
Glass & Mirror Cleaner	<i>Windex or Peerless Multi Glass Cleaner</i>	Streak-free finish for mirrors and glass panels.
Equipment Wipes	<i>Gym Wipes or Envirosafe Anti-Bacterial Wipes</i>	Quick clean between workouts.
Sauna & Tub Cleaner	<i>Non-chlorine neutral detergent</i>	Avoid harsh chemicals that damage timber or stainless.
Floor Cleaner	<i>Peerless Saber or Karcher Neutral Cleaner</i>	Suitable for KTL Sports Flooring.
Bathroom Cleaner	<i>Domestos / Dettol Professional Range</i>	Use gloves; ensure ventilation.
Air Freshener / Deodorizer	<i>Scent Australia (automated diffuser)</i>	Must align with club scent program.
Hand Sanitizer	<i>Dettol / Aqium Alcohol-Based Sanitizer</i>	For dispenser refills at entry and stations.

CLEANING PROCEDURE

Step 1 – Preparation

- Wear gloves, mask, and closed shoes.
- Gather correct cleaning products and equipment.
- Display “Wet Floor” or “Cleaning in Progress” signage.

Step 2 – Area Cleaning

- Work from top to bottom, clean to dirty.
- Use fresh cloths or mop heads for each section to avoid cross-contamination.

Step 3 – Disinfection

- Apply disinfectant, leave for 3–5 minutes contact time before wiping dry.
- Pay attention to high-touch points: door handles, benches, controls, taps.

Step 4 – Waste Disposal

- Replace all bin liners daily or when 2/3 full.
- Dispose of waste in designated collection areas.

Step 5 – Final Check

- Refill soaps, wipes, and sanitizers.
- Check scent diffusers and lighting for member presentation.
- Record all completed tasks in the Cleaning Logbook.

**UNIVERSAL ATHLETE
CENTRE**

CLUB OPERATIONS STANDARDS

CLEANING LOGBOOK TEMPLATE

Date	Area Cleaned	Time	Staff / Initials	Supervisor Check	Notes / Issues

(Must be signed daily by the Centre Manager.)

HYGIENE & AUDIT COMPLIANCE

Frequency	Action	Responsible
Daily	Cleaning log signed off	Centre Manager
Weekly	Deep clean review	Centre Manager
Monthly	Maintenance review of tubs, sauna, air quality	FSO
Quarterly	Full Hygiene & Safety Audit	UAC HQ / FSO

STORAGE & SAFETY

- Cleaning products must be stored in a secured cleaning cupboard, clearly labeled.
- Never mix chemical products.
- Maintain Safety Data Sheets (SDS) for all chemicals on-site.
- Staff must be trained in chemical handling and PPE use.

DOCUMENTATION

- Cleaning Logbook (daily)
- Monthly Audit Checklist
- SDS Register (updated annually)

Review

This SOP must be reviewed annually or upon updates to cleaning products, safety regulations, or supplier standards.



Recovery Zone Induction & Use Guide

Department: Operations / Coaching / Member Services

Applies To: All UAC Clubs, Franchisees, and Members

Purpose: To ensure all members and staff use the Recovery Zone safely and effectively. This SOP standardizes the induction process, equipment usage, and signage requirements for all UAC recovery areas, aligning with UAC's high-performance standards and safety protocols.

Scope

This policy applies to:

- All UAC clubs equipped with recovery facilities (ice bath, sauna, compression boots, dry zone).
- Coaches, Facility Managers, and Members utilizing or supervising recovery sessions.

Objectives

1. Provide consistent member education on the benefits and usage of each recovery module.
2. Reduce safety risks through proper induction and clear signage.
3. Maintain hygiene, comfort, and performance standards across all clubs.

Recovery Zone Overview

Recovery Module	Purpose	Typical Duration	Frequency
Ice Bath / Chiller	Reduces inflammation, aids muscle recovery post-training	3–10 mins	2–4x per week
Sauna (Infrared or Dry)	Promotes circulation, detox, muscle relaxation	10–20 mins	2–4x per week
Compression Therapy (Dry Recovery Lounge)	Enhances lymphatic drainage, reduces DOMS, Relaxation, breathwork, and mental decompression	15–30 mins	2–5x per week

CLUB OPERATIONS STANDARDS

Induction Process

Step	Action	Responsible	Documentation / Tools
1	Introduce Recovery Zone to new members during induction / onboarding	Manager or staff admin	Induction Checklist
2	Review Safety Guidelines and Contraindications	Coach	Signage & Verbal Overview
3	Demonstrate correct use of each module (ice bath, sauna, compression)	Coach	Recovery Module Manual
4	Explain member booking process (via app / front desk)	Admin / Coach	GymMaster App
5	Record induction completion in member profile	Manager / Admin	GymMaster Notes
6	Provide QR link to Recovery Video Guide (UAC)	Coach	Digital QR Poster

Recovery Zone Safety Guidelines

General Rules:

- Members must complete induction before first use.
- No use if feeling faint, dizzy, unwell, or under influence of alcohol/substances.
- Pregnant members or those with cardiovascular/respiratory conditions must seek medical clearance.
- Always hydrate before and after use.
- Use towels at all times (provided by the club or bring your own).

Ice Bath / Chiller Unit

Purpose: Reduces swelling, inflammation, and speeds up muscle recovery.

Duration: 3–10 minutes.

Temperature: Typically 8–12°C.

How to Use:

1. Shower before use.
2. Enter slowly and control breathing.
3. Do not submerge head or face.
4. Exit carefully and dry off immediately.
5. Log your session if required by your program.

⚠ Safety Note:

- Do not use if you have heart disease, open wounds, or Raynaud's Syndrome.
- Always test the water temperature before entry.
- Max 10 mins per session.

Sauna

Purpose: Increases blood flow, reduces stress, and assists detoxification.

Duration: 10–20 minutes at 70–90°C (infrared or dry sauna).

How to Use:

1. Hydrate before entering.
2. Enter with towel (sit on towel).
3. Do not apply oils or lotions inside.
4. Exit if lightheaded or overheated.
5. Allow 10 mins cool-down before shower or next activity.

⚠ Safety Note:

- No food or drinks inside.
- Not suitable for pregnant women or those with uncontrolled hypertension.
- Keep door closed at all times to maintain temperature.

CLUB OPERATIONS STANDARDS

Compression Therapy (e.g., Normatec, AirRelax)

Purpose: Enhances blood flow, decreases swelling, accelerates recovery.

Duration: 15–30 minutes.

Pressure Level: 4–6 (moderate).

How to Use:

1. Sit comfortably and attach sleeves (legs/arms/hips).
2. Select duration and pressure on the control unit.
3. Relax and remain still during cycle.
4. Clean cuffs after use with disinfectant spray.

⚠ Safety Note:

- Do not use if pregnant or have DVT, varicose veins, or open wounds.
- Report any tingling or numbness immediately.

Dry Recovery Lounge

Purpose: Promotes relaxation, mindfulness, and mental recovery.

How to Use:

1. No phone use during session.
2. Sit or recline quietly for 10–20 minutes.
3. Optional: guided breathing or meditation (QR link to UAC Recovery App).

Cleaning & Hygiene Standards

Frequency	Action	Responsible
After Every Use	Wipe down surfaces & handles	Member / Staff
Daily	Disinfect recovery equipment	Cleaner / Staff
Weekly	Deep clean of sauna, tubs & compression sleeves	Cleaner
Monthly	Maintenance check on chillers & electricals	Manager / Contractor

Signage Requirements (Display in Recovery Area)

A. General Recovery Zone Sign

UNIVERSAL ATHLETE CENTRE – RECOVERY ZONE

Train Hard. Recover Smarter.

Please observe the following rules:

- Induction required before first use
- Bring towel and water bottle
- Use time limits per station
- ! Do not use if you feel dizzy, unwell, or have medical conditions without clearance
- No food, glass, or loud music
- Keep the area clean and dry

Ice Bath Sign

ICE BATH PROTOCOL

- Duration: 3–10 mins max
- Temperature: 8–12°C
- No full submersion of head or face
- Step in slowly – control your breathing
- Exit carefully – floor may be slippery
- ! Not suitable for heart conditions, pregnancy, or cold sensitivity

Sauna Sign

SAUNA GUIDELINES

- Duration: 10–20 mins

Steam Sauna- 90 degrees and pour supplied water onto hot rock unit in a moderate fashion to ensure not too much steam is present and you cause the Sauna to cool down.

Infrared Sauna- This sauna is 65 degrees

- Always use a towel – no lotions or oils
- Hydrate before and after
- Exit immediately if feeling lightheaded
- ! Not suitable for children under 16, pregnant users, or those with high blood pressure

Compression Therapy Sign

COMPRESSION RECOVERY

- Duration: 15–30 mins
- Select moderate pressure (4–6)
- Stay still during cycle
- Clean cuffs after use
- ! Do not use with DVT, pregnancy, or open wounds

Dry Recovery Sign

DRY RECOVERY LOUNGE

- Quiet zone – phones off
- Duration: 10–20 mins
- Use for mindfulness & relaxation
- Be respectful of others using the space at all times.
- Keep TV and personal device volume at a reasonable level.
- Headphones are recommended when available.
- Content displayed must be appropriate and non-offensive.
- Limit distractions to maintain a calm and recovery-focused environment.
- Follow all staff instructions regarding equipment use and session duration.
- Please clean area after use

Staff Responsibilities

- Centre Manager: Ensure induction and signage compliance
- Coaches: Conduct member inductions and monitor usage
- Service Attendants / Cleaners: Maintain cleanliness and hygiene
- HQ Operations: Review signage and updates annually

Induction Acknowledgment (Optional Member Form)

I, _____, have completed my UAC Recovery Zone induction and understand how to safely use the ice bath, sauna, compression, and dry recovery modules.

Signature: _____ Date: _____

Staff: _____

Review & Audit

- Recovery induction and signage reviewed quarterly by Franchise Support Officer (FSO).
- Non-compliance (missing signage or skipped inductions) reported in UAC Operational Audit Form.
- Updated posters and QR resources issued annually by HQ Design Team.



Equipment Setup, Faults & Repairs

Applies To: All Franchise Clubs

Departments: Operations, Coaching, Facilities Management

Purpose: To provide clear procedures for the safe setup, inspection, troubleshooting, and repair of all UAC equipment. This SOP ensures equipment is maintained to high-performance and safety standards while defining when repairs must be escalated to UAC Headquarters.

Scope:

This applies to all equipment categories in UAC facilities, including:

- Cardio machines (treadmills, rowers, bikes)
- Pin-loaded machines
- Plate-loaded machines
- Free-weights & functional gear
- Basketball rings, shooting machines
- Recovery equipment (tubs, saunas, compression systems, chillers)
- UAC-branded equipment & fixtures
- Court flooring & sport flooring (KTL)

Responsibilities

Centre Manager

- Oversees equipment inspections, repairs, and maintenance logs.
- Contacts HQ for approval of major repairs or replacement.
- Ensures toolkit availability and staff competency.

Staff / Coaches

- Inspect equipment before sessions.
- Report faults immediately in the Equipment Fault Log.
- Prevent use of unsafe equipment.

HQ / Franchise Support

- Approves major repairs, warranty claims, or vendor replacements.
- Coordinates specialist service providers if required.

Equipment Setup Procedure

New Equipment Setup

1. Confirm all items match the delivery list.
2. Inspect for visible damage.
3. Assemble following manufacturer instructions.
4. Tighten bolts, screws, pins, and anchor points.
5. Test function before member use.
6. Add equipment to the UAC Asset Register (Google Drive).

Daily/Weekly Equipment Inspections

Daily (Staff / Coaches)

- Check for loose bolts & pins (especially plate-loaded machines).
- Inspect cables, pulleys, weight stacks for smooth function.
- Ensure cardio machines turn on and belt/chain runs smoothly.
- Confirm basketball rings are secure & padding intact.
- Confirm recovery devices are safe (chillers, tubs, chambers).
- Remove unsafe items immediately and tag as OUT OF ORDER.

Weekly (Centre Manager)

- Full walk-through with inspection checklist.
- Test every machine under load.
- Clean and lubricate where required.
- Update maintenance log.

Fault Identification Procedure

Minor Faults (Handled in-club)

Examples:

- Loose bolts
- Missing pins
- Worn grips
- Squeaking or lubrication issues
- Batteries for remotes or small devices

Action:

- Staff complete on-site minor repair using UAC toolkit.
- If parts needed → purchase from local hardware store.
-

Moderate Faults (Local contractor allowed)

Examples:

- Machine cables requiring replacement
- Basketball hoop height adjuster issue
- Light mechanical failures
- Basic electrical issues NOT involving water
- Broken wheels on equipment
- Faulty shooting machine sensors

Action:

- Centre Manager books a local technician.
- Log repair in Maintenance Log.
- Notify HQ for visibility (not approval).

Major Faults (Require HQ approval)

Examples:

- Motor failures (treadmills, bikes)
- Hydraulics, weight stack structural issues
- Chiller, sauna, or recovery machine malfunction
- Electrical faults involving water or risk
- Structural damage to basketball rings/hoops
- KTL flooring damage
- Warranty-related parts

Action:

1. Complete Major Fault Report.
2. Email HQ (support@uac.com) with photos/videos.
3. Wait for HQ approval before booking repairs.
4. HQ liaises with manufacturer/vendor.

Out-of-Order Protocol

1. Tag equipment with a clear OUT OF ORDER sign.
2. Remove from service area if possible.
3. Log fault in the Equipment Fault Register.
4. Provide expected repair time to Centre Manager.
5. Communicate to members if key items (e.g., treadmills) will be unavailable.

Maintenance Toolkit Requirements

Every UAC facility must maintain a standard toolkit, including:

- Socket set & wrenches
- Allen key set
- Adjustable spanner
- Screwdrivers (flat & Phillips)
- Lubrication spray (machine safe)
- Spare pins, bolts & washers
- Electrical tape
- Air pump (for exercise balls)
- Cleaning & disinfectant products
- Rubber mallet
- Basic cable tool kit (for tightening/adjusting weight stack cables)

The toolkit should be accessible to staff but stored securely.

CLUB OPERATIONS STANDARDS

Record Keeping & Compliance

Maintenance Logs Must Include:

- Date of inspection
- Equipment name / asset code
- Fault identified
- Action taken
- Staff responsible
- Service provider details (if applicable)
- Completion date

Logs are stored in:

Google Drive → Operations → Equipment Maintenance Log

HQ will check logs during audits.

Vendor & Supplier Contact Procedure

For major repairs:

- Email HQ → support@uac.com
- Include photos, serial number, asset code, description

For minor repairs:

- Use local hardware store
- Notify CM and update log

For specialist equipment (e.g., Dr. Dish, chiller, sauna):

- Contact approved vendor list from HQ
- DO NOT use unapproved technicians for electrical/wet recovery equipment

Warranty & Replacement Process

- Report equipment faults to HQ within 24–48 hours of failure.
- HQ reviews warranty eligibility.
- HQ coordinates replacement, freight, insurance claims, or technician visits.



Emergency Alarm Deactivation, CCTV Checks, Tripwire Setup & Tailgating Management

Purpose: To provide standardised, auditable, and safe procedures for:

- 1.Temporarily deactivating the emergency alarm for authorized maintenance or testing;
- 2.Performing CCTV checks and exports (Dahua systems);
- 3.Setting up and testing camera tripwire/line-crossing alerts on Dahua equipment;
- 4.Managing incidents where members are detected tailgating access controls.

Safety first: Disabling or suppressing alarm systems creates real risk. Only authorized personnel may perform deactivation and only under controlled, documented circumstances with prior notification to UAC HQ and emergency services if required.

Scope:

Applies to all UAC Clubs using Dahua CCTV/NVR systems and onsite alarm systems. Covers Club Managers, Designated Safety Officers, authorised IT/security contractors, and Franchise Support.

Definitions

- Deactivation: Temporary silence or bypass of alarm/zone for maintenance or testing.
- Tripwire / Line-Crossing: Video analytic rule that triggers when an object crosses a drawn line.
- Tailgating: Unauthorized entry following an authorized person through an access point.

Authorization & Pre-Conditions

- Deactivation or tripwire changes must be authorised in writing by the Centre Manager + Franchise Support Officer (FSO).
- Notify UAC HQ and local emergency services if deactivation affects public-facing alarms.
- A minimum of two authorised staff must be present during deactivation/test.
- Ensure CCTV recording is active and backups are available before any change.
- Log the reason, scope, timing, personnel, and expected duration.

Emergency Alarm Deactivation (Controlled / Temporary)

When permitted

- Scheduled maintenance, alarm system testing, or equipment replacement.
- Emergency response training drills (with pre-notification).

Procedure

- 1.Request & Approve
 - Submit Deactivation Request form to FSO at least 48 hours prior (or ASAP for emergency).
 - Approval must include timeslot, zones affected, and contact details of responsible persons.

CLUB OPERATIONS STANDARDS

2. Pre-Work Checklist (before deactivation)

- Confirm approval & authorised personnel present (names & IDs).
- Notify UAC HQ, local emergency services (if required), and on-duty staff.
- Ensure CCTV & recording/storage are functioning; note storage capacity.
- Post signage at affected entrances: "Alarm Out of Service — Maintenance in Progress".

3. Deactivation

- Only authorised technician with access code performs deactivation at alarm panel.
- Record: date/time of deactivation, panel ID, zones disabled, technician name, and reason in the Alarm Deactivation Log.
- Keep the deactivation window as short as operationally required.

4. Monitoring During Deactivation

- Assign an on-site safety watcher (staff) to monitor affected areas physically and via CCTV.
- Maintain manual access control for vulnerable points (e.g., supervise garage doors).

5. Reactivation

- Technician re-enables system; perform a full system test (alarm, sensors, sirens).
- Log time of reactivation, test results, and tester name.
- Remove signage and notify HQ & emergency services that system is back online.

6. Post-Event

- Complete Incident/Deactivation Report and file in the compliance folder. Include CCTV extracts if any incident occurred during the window.
- Review cause and mitigation to avoid repeated deactivations.

Non-compliance

- Any unauthorized deactivation is a serious breach and must be escalated to Franchise Support and HQ immediately.

CCTV Review & Camera Check (Dahua Systems)

Access & Governance

- Only authorized users (Club Manager, Duty Manager, IT/FSO) use Dahua credentials.
- Use Dahua SmartPSS / DMSS / NVR Web UI per manufacturer guidance.
- Log each access in the CCTV Access Log (user, date/time, reason).

Daily/Weekly Camera Checks

- Daily: Confirm NVR is recording (green/normal status), check live view of critical cameras (entry, reception, gym floor, garage, basketball).
- Weekly: Playback 5–10 minutes of footage from each critical camera to verify clarity and timestamp accuracy.
- Monthly: Inspect camera lenses for dirt, alignment, and condensation; check night mode/IR function.

CLUB OPERATIONS STANDARDS

If Fault Found

- Record camera ID, observed issue, and time in the CCTV Maintenance Log.
- Reboot camera/NVR as first step; if unresolved, log and create a ticket to Dahua-certified technician.
- Export 48-hour footage pre-fault window for audit (if issue affects evidence).

Exporting Footage

- Use export function in SmartPSS/NVR; mark filename: Club_YYYYMMDD_CAM#_IncidentType.mp4.
- Save copy to secure USB and upload to HQ secure drive if required. Log export in CCTV Export Register (reason, exported by, chain of custody).

Setting Up Tripwire / Line-Crossing on Dahua (High-Level Steps)

Note: UI/version variations exist. Use vendor manual for exact UI navigation (SmartPSS or NVR Web).

Pre-check

- Ensure camera angle and resolution provide clear view of the intended detection zone.
- Confirm firmware is up to date and analytics features are supported by camera/NVR.

Configuration (authorized IT/tech)

1. Log in to Dahua SmartPSS or NVR web interface with admin credentials.
2. Open Camera Settings → Smart Detection (or Event → Smart depending on model).
3. Select Tripwire / Line Crossing:
 - Draw the line on the live preview where crossing is to be detected.
 - Set direction (both directions, inbound, or outbound).
 - Adjust sensitivity and object size filters (ignore very small/large objects to reduce false alarms).
4. Set Schedule: Define active hours for detection (e.g., after-hours only).
5. Linkage / Action:
 - Configure NVR to trigger alarm output, send email, push notification to SmartPSS/DMSS, or flag footage for easy retrieval.
 - Optionally trigger a snapshot or short clip export on event.
6. Save & Test:
 - Perform a live test (authorized person crosses the line) to confirm detection.
 - Adjust sensitivity and filters if too many false alarms or missed events.

Testing & Tuning

- Log each test result and final settings in the Tripwire Configuration Log.
- Re-test monthly or after physical changes to the environment.

CLUB OPERATIONS STANDARDS

Managing Tailgating Incidents (Detected by Tripwire / Access Control + CCTV)

Detection Pathways

- Tripwire in garage/entry + access control logs + CCTV playback = tailgating evidence.

Immediate Response (On Detection / After Hours Alarm)

1. If real-time alert (after hours):

- Duty staff to verify live feed.
- If unauthorized person is present, do not confront alone; call security or emergency services depending on risk.
- Record event and preserve footage.

2. If detected during hours:

- Retrieve footage and capture stills.
- Identify member (via access log) and possible follower.
- Approach calmly: staff to ask member to confirm who they let in and remind of tailgating policy.

Investigation & Logging

- Complete a Tailgating Incident Report with:
 - Date/time, camera IDs, access logs (card IDs), staff witness names, exported clip filename.
- Send report to Franchise Support Officer and HQ security team.

Member Management & Discipline

- If member intentionally let unauthorised person in, apply club policy (verbal warning → written warning → suspension depending on severity).
- For repeated or malicious incidents, revoke access privileges pending investigation.
- Maintain privacy: do not publish footage publicly—share only with authorised personnel and police if required.

Preventative Measures

- Enable door alarms on garage exits if possible.
- Use signage and member education: “No tailgating — swipe access only.”
- Consider access interlocks, turnstiles, or two-person verification in high-risk sites.
- Run periodic data matches between access logs and CCTV to find recurring patterns.

Logs & Records (Minimum Requirements)

- Alarm Deactivation Log (date/time, authorised by, zones, duration)
- CCTV Access Log (user, reason, start/end times)
- CCTV Export Register (file, reason, chain of custody)
- Tripwire Config Log (camera, line coordinates, sensitivity, test results)
- Tailgating Incident Report (videos attached)
- Incident/Investigation Report (outcome, disciplinary actions, corrective measures)

Keep records for minimum 12 months (or longer per local regulations / insurance requirements).

**UNIVERSAL ATHLETE
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CLUB OPERATIONS STANDARDS

Privacy & Legal Compliance

- Only authorised persons may view or export footage.
- Inform members via signage that CCTV is in operation for safety.
- Comply with local privacy laws regarding surveillance and data access (store exports securely and delete per retention policy).
- Any release of footage to external parties (police, insurance) must be documented and authorized.

Training & Review

- Annual training for Club Managers and Duty Managers on alarm procedures, Dahua system use, tripwire setup basics, and tailgating response.
- After any major incident, conduct debrief and update SOP accordingly.
- Quarterly review of tripwire alerts and tailgating incidents by FSO.



CCTV Review & Incident Logging

Objective: To establish a clear process for reviewing, retrieving, and logging CCTV footage using the Dahua Technology system in UAC Clubs, ensuring proper handling of security incidents, member safety, and data privacy compliance.

Scope:

This SOP applies to:

- All UAC Clubs equipped with Dahua CCTV systems.
- All staff authorized to access or review CCTV footage.
- All security, safety, and operational incidents occurring within club premises (gym, recovery, offices, garage, and basketball court areas).

Responsibilities

Role	Responsibilities
Club Manager / Franchisee	Ensures CCTV system is operational and reviews incidents when required.
Franchise Support Officer	Provides oversight, compliance review, and supports investigations.
Authorized Staff / Duty Manager	Conducts initial CCTV review following an incident and logs all details.
IT / Security Provider (Dahua)	Maintains system functionality, storage capacity, and software updates.

CCTV System Overview

- Brand: Dahua Technology
- Access via: Dahua SmartPSS / DMSS / NVR Interface
- Recording: Continuous 24/7 (looped storage)
- Storage Duration: Minimum 30 days (auto-overwrite thereafter)
- Cameras: Cover all key club areas — entry, reception, training zones, exits, garage, and basketball court.

CLUB OPERATIONS STANDARDS

CCTV Review Process

Step 1: Identify Incident

- Receive notification of an event (e.g., injury, theft, equipment damage, member dispute).
- Log the initial report in the Incident Log Sheet with:
 - Date & Time of occurrence
 - Location within club
 - Brief description of event
 - Name of reporting staff or member

Step 2: Access CCTV System

- Log into Dahua SmartPSS or NVR system using authorized credentials.
- Select Playback mode.
- Use timeline and camera view to locate footage around the reported time.
- Narrow down to exact event using time stamps.

Step 3: Review Footage

- Observe the event to confirm details.
- Do not alter, delete, or share footage without permission.
- Document:
 - Camera ID and location
 - Exact time range viewed
 - Summary of observed event

Step 4: Export Footage (if required)

- Export only when:
 - Requested by Franchise Support Officer
 - Required for insurance, audit, or police report
- Save export on a secured, labeled USB drive.
- Rename file using format:
- [ClubName][Date][IncidentType]_[Camera#].mp4
- Store securely in locked office cabinet or password-protected drive.

Step 5: Log the Incident

Record details in the UAC CCTV & Incident Log Sheet, including:

- Incident reference number
- Date/time of review
- Staff name and signature
- Description of incident
- Action taken (e.g., reported to HQ, footage exported)
- Follow-up or resolution notes

Step 6: Reporting

- For minor incidents (e.g., accidental drops, gym mishaps):
- Email summary and log copy to Franchise Support Officer within 24 hours.
- For major incidents (e.g., injury, theft, security breach):
- Immediately notify Franchise Support Officer and Club Owner.
- Attach the exported CCTV file (if required) via secure channel.

CLUB OPERATIONS STANDARDS

Data Privacy & Security

- Only authorized personnel may access CCTV recordings.
- CCTV footage is strictly for security, safety, and compliance purposes.
- Sharing or copying footage without written consent is strictly prohibited.
- All exports and copies must be recorded in the CCTV Access Log.
- Retention beyond 30 days requires written approval from Franchise Support.

Maintenance & System Checks

Task	Frequency	Responsible
Verify all cameras are recording and clear	Weekly	Duty Manager
Confirm playback and export functions operational	Monthly	Club Manager
Clean camera lenses (visually inspect)	Monthly	Maintenance staff
Review recording storage capacity	Quarterly	IT / Dahua Service Provider
System firmware and password update	Semi-annual	IT Provider

Incident log Reference Template

Date	Time	Camera ID	Incident Description	Reviewed By	Action Taken	Remarks
15/10/2025	9:45 PM	CAM-04	Member slipped in recovery area	M. Santos	Exported & reported	Closed

Training

- All Club Managers and Duty Managers must undergo Dahua CCTV System Training covering:
 - Access control and password use
 - Playback and export procedures
 - Data privacy & handling
- Training refresher: Annually or when system updates occur.

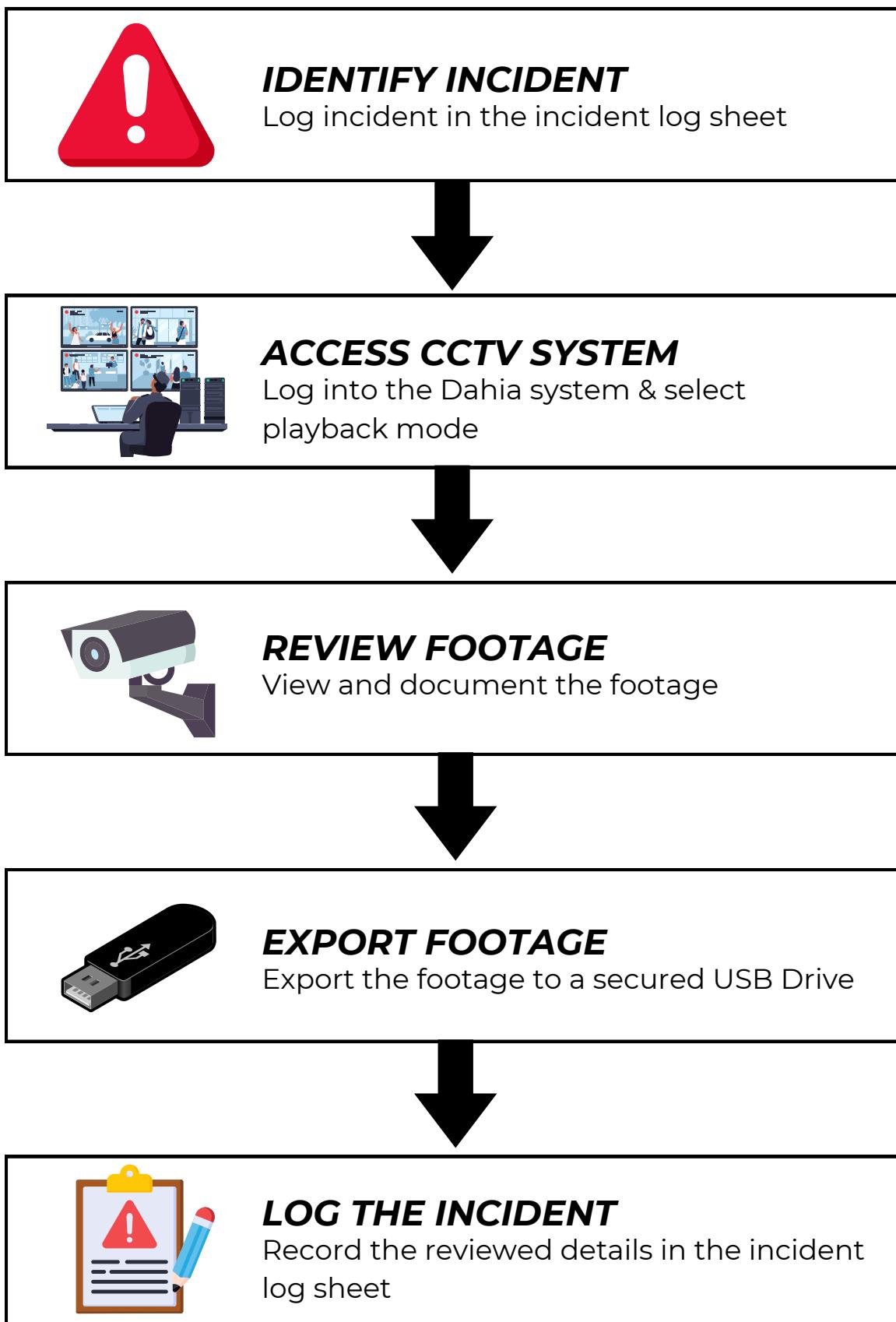
References

- Dahua Technology SmartPSS User Manual
- UAC Safety & Security Policy
- UAC Data Privacy & Member Confidentiality Policy

**UNIVERSAL ATHLETE
CENTRE**



CCTV Review & Incident Logging





PROGRAM & SERVICES



Delivering elite, evidence-based training and recovery experiences through structured programs that empower every athlete to perform, progress, and achieve their full potential.

PROGRAM & SERVICES

- Athlete Development Program
- Basketball Academy
- Testing Protocols
- Member Onboarding to Programs
- Customer Retention Strategy
- UAC Events



**UNIVERSAL ATHLETE
CENTRE**



Athlete Development Program Setup

Department: Coaching & Performance

Applies To: UAC HQ, Franchise Clubs, Coaches, and Academy Partners

Purpose: To ensure all employee terminations and resignations are handled professionally, lawfully, and respectfully, in alignment with Fair Work Australia standards and UAC policies.

This SOP defines consistent steps for:

- Employee resignation notice and offboarding
- Employer-initiated termination
- Exit documentation, access removal, and communication procedures

Scope

- All UAC Clubs & Franchises offering performance programs.
- Basketball & Athletic Coaches delivering programs under the UAC Academy model.
- B2B / Partnership Programs linked to schools, teams, or external groups.

Objectives

- Deliver a structured, high-performance athlete curriculum with measurable outcomes.
- Ensure consistency in coaching standards and athlete experience across all UAC facilities.
- Empower coaches to customize sessions while maintaining curriculum integrity.
- Build commercial partnerships and sponsorships that enhance athlete services.

Program Overview

The UAC Athlete Development Program (ADP) integrates:

1. Strength & Conditioning (S&C): Athletic base, power, mobility, and injury prevention.
2. Skill Development: Sport-specific fundamentals (e.g., Basketball Skills).
3. Performance Testing: Quarterly benchmark testing (Speed, Agility, Jump, Strength).
4. Recovery & Education: Hot/Cold, compression, and recovery protocols.
5. Mindset & Nutrition: Athlete education through allied health and brand partners (e.g., Glo Nutrition & Co).

CLUB OPERATIONS STANDARDS

Program Setup Process

Stage	Action	Responsible	Resources
1. Program Approval	Franchise or coach submits a proposal for an ADP or Basketball stream.	Centre Manager / FSO	UAC ADP Proposal Template
2. Curriculum Sharing	UAC HQ provides base program templates, including sample session plans, testing calendar, and coaching framework.	UAC HQ Performance Team	UAC Curriculum Pack (Google Drive)
3. Customization & Submission	Coach tailors sessions to suit athlete level, age, and sport focus while maintaining core UAC structure.	Lead Coach	Curriculum Template
4. Review & Approval	Submitted plans reviewed by FSO or HQ Coach for consistency, safety, and brand compliance.	FSO / HQ	UAC Curriculum Checklist
5. Delivery & Reporting	Coach delivers sessions and logs attendance, results, and testing data.	Coach / Admin	GymMaster / Google Drive Logs
6. Quarterly Testing & Feedback	Conduct athlete testing week and performance review.	Coaches / HQ	Testing SOP, Report Template

CLUB OPERATIONS STANDARDS

Curriculum & Program Template (Shared Framework)

Curriculum Components

Each ADP program must include:

- Warm-up & Activation (Mobility, pre-hab)
- Main Block 1: Strength / Power
- Main Block 2: Conditioning / Speed
- Accessory & Core Work
- Cool Down & Recovery
- Weekly Progression Plan (4-6 weeks)

Sample Weekly Flow

Day	Focus	Example Content
Monday	Lower Body Strength	Squats, RDLs, Sled Push
Tuesday	Speed & Agility	10/20m sprints, change of direction
Wednesday	Mobility & Recovery	Sauna, tubs, compression
Thursday	Upper Body Strength	Pull/Push Supersets
Friday	Power & Conditioning	Jumps, sprints, metabolic circuits

Customization Guidelines

Coaches may:

- Adjust exercise selection to suit facility equipment.
- Modify intensity based on athlete level or season phase.
- Add sport-specific conditioning blocks (e.g., basketball drills).

Must Not:

- Alter program structure or testing protocols.
- Remove mandatory safety warm-up / cool-down.
- Rebrand or white-label sessions outside UAC system.

CLUB OPERATIONS STANDARDS

Partnership & Sponsorship Integration

Based on Glo Nutrition & Co and Group Bookings models, partnerships enhance ADP delivery through co-branding, education, and B2B outreach.

Category	Example Partners	Integration Opportunity
Nutrition Partner	Glo Nutrition & Co	Branding in recovery zones, educational workshops, product discounts.
Equipment / Apparel	PUMA, NC Fitness	Athlete merch, uniforms, and social media features.
Corporate Sponsors	Local businesses	Logo placement (court banners, website), event sponsorship.
Allied Health Providers	Osteopaths, Physios	On-site service integration and testing support.

Partnership Deliverables

- Shared marketing collateral (social, email, posters)
- Business-to-Business Offer Sheet (customizable template)
- Co-hosted events (e.g., testing week, wellness seminars)

Group Bookings & External Team Setup

Based on Group Bookings.pdf, programs may also operate as external group sessions:

Type	Inclusions	Pricing Model
Fitness Session	HIIT / S&C / Plyometric training	\$30–45 pp
Recovery Session	Sauna / Tub / Compression	\$25–40 pp
Combo Session	Training + Recovery (3 hr block)	\$35–45 pp

- Can cater up to 50 athletes over 3-hour sessions.
- Sessions are fully customizable and bookable through admin or HQ.

CLUB OPERATIONS STANDARDS

Coach Onboarding for ADP Delivery

Pre-Launch Requirements

- Attend UAC Coaching Induction (Brand, Curriculum, Safety).
- Review UAC Testing SOP & Recovery SOP.
- Confirm valid First Aid / CPR / Working With Children Check.
- Sign Coach Agreement outlining responsibilities & revenue share.

Monitoring & Reporting

Item	Frequency	Tool / Format
Athlete Attendance	Weekly	GymMaster / Google Sheet
Testing Data	Quarterly	Testing Template
Program Updates	Quarterly	Shared Curriculum Review Form
Partner Deliverables	Monthly	B2B / Sponsorship Tracker

Branding & Marketing Requirements

- All materials must display UAC logo and align with UAC Brand Guidelines.
- Marketing assets (banners, flyers, posts) must be approved by HQ.
- Use official UAC templates for:
 - Program Flyers
 - Partnership Decks
 - B2B Collaboration Proposals

Quality Assurance & Review

- FSO Review: Quarterly site audit including curriculum delivery and athlete feedback.
- HQ Oversight: Annual review of testing, safety, and progression reports.
- Continuous Improvement: Updates issued quarterly to all franchise and coach partners via UAC Academy Newsletter.



Basketball Academy Weekly Session Plan

Department: UAC Academy / Coaching

Applies To: All UAC Coaches, Program Directors, and Franchisees

Purpose: To ensure consistent weekly coaching structure, curriculum delivery, and athlete progression across all UAC Basketball Academies.

This SOP defines the structure of training sessions, the use of weekly plans, and quality control aligned with the UAC Athlete Development Framework, Fundamentals → Specific Skills → Game Scenario → Scrimmage.

Scope

This SOP applies to:

- All Basketball Academy programs: Little Rookie, Little Hooper, Little All-Star, Development Rookie, Development Hooper, Development All-Star, and UAC Pro.
- Coaches, Program Leads, and Centre Managers responsible for planning and executing weekly sessions.

Objectives

1. Standardize weekly coaching structure across all UAC franchises.
2. Align with UAC's Athlete Development Pathway (ADP) for consistent progression.
3. Ensure athlete sessions integrate skill, physical, and tactical development.
4. Maintain data-driven monitoring via weekly feedback and testing blocks.

Session Framework (UAC 5-Part Model)

Each session (60–75 mins) follows the UAC 5-Part Basketball Development Model:

Phase	Duration	Focus	Example Content
Warm-Up	10–15 mins	Form, Footwork, Coordination	Form shooting, mobility drills, ball control
Fundamentals	15 mins	Skill foundations	Shooting form, dribbling mechanics, passing control
Specific Skills	15 mins	Position or game skill	Pull-up shooting, off-ball movement, defensive stance
Game Scenario	15 mins	Situational application	1v1, 2v2, 3v3 drills, defensive reads, pressure drills
Scrimmage	10–15 mins	Integration & competition	Controlled games, feedback-based correction

CLUB OPERATIONS STANDARDS

Curriculum Reference

Coaches must use the UAC Curriculum Framework (aligned by development tier):

Tier	Focus Areas	Example Drills
Little Rookie (Ages 7–9)	Fun, basic coordination, ball familiarity	Cone dribble races, target passing, form
Little Hooper (Ages 9–11)	Movement + game awareness	Layup lines, small-sided games, pass & move
Little All Star (10–12)	Coordination + Advance movements	Match simulation, competitive drills
Development Rookie (Ages 10–13)	Core fundamentals + shooting	Jab 2-dribble pull-up, rip-through shooting
Development Hooper (Ages 13–15)	Decision making + defense	2v1 dribble pressure, defensive slides
Development All-Star (Ages 14–16)	Advanced ball handling + speed	Pull-up & step-back combos, 3v3 transition
UAC PRO (Ages 16–18)	High performance & tactical	Game simulation, press defense, scrimmage IQ

Weekly Session Template (Standard Format)

Week	Skill Theme	Primary Focus	Key Drills (Rookie / Hooper / All-Star)	Game Scenario	Testing Metric
Week 1-2	Shooting Mechanics	Form + Consistency	4x Jab Dribble Pull-Up / 6x Catch & Shoot	Close-Out Contest	Shooting %
Week 2-3	Ball Handling	Control + Reaction	Tennis Ball Drop / Double Crosses	Dribble Pressure 2v1	Turnovers / Success Rate
Week 3-4	Passing & Vision	Movement + Timing	Hammer Pass / Backdoor Bounce	No-Dribble Scrimmage	Pass Completion %
Week 4-5	Defense	Slides + Reads	Band Defense / Transition Chase	2v1 Defensive Stop	Stops per Minute
Week 5-6	Finishing	Contact + Creativity	Combo Layups / Euro Step	1v1 Race to Rim	Finishing %

CLUB OPERATIONS STANDARDS

Weekly Coaching Deliverables

1. Session Plan Submission:

- Coaches must submit session plans every Sunday 6 PM to the Head Coach or Program Director.
- Plans must include weekly theme, drills, and learning objectives.

2. Session Execution:

- Follow warm-up, skill, game scenario, and scrimmage order.
- Focus on teaching progression: Form → Flow → Game.

3. Data Logging:

- Record attendance, test results (shooting %, agility, reaction), and weekly highlights.
- Update UAC CRM or shared sheet for HQ tracking.

4. Athlete Feedback:

- Quick end-of-session feedback: “What went well / Work on next week.”
- Log standout performances and coaching notes.

Equipment & Setup Checklist

- Basketballs (per 2 athletes)
- Cones / Agility ladders
- Shooting markers
- Resistance bands (for defense)
- Stopwatch / Timer
- Whiteboard / Coaching clipboard
- Music (Spotify / UAC-approved playlist)

Quality & Consistency Standards

Area	Expected Standard
Structure	All sessions must follow UAC 5-Part Model
Intensity	Target HR 60–80% during main drill sets
Coach-to-Athlete Ratio	1-10 for Little classes hooper, rookie and allstar but in the development program is it 1-6
Progression	Drill load or complexity increases weekly
Communication	Positive reinforcement, consistent terminology
Safety	Hydration reminders, warm-up checks, recovery time
Uniform	UAC Coaching Apparel Required

**UNIVERSAL ATHLETE
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CLUB OPERATIONS STANDARDS

Reporting & Evaluation

Frequency	Report Type	Responsible
Weekly	Session Feedback & Attendance	Coaches
Monthly	Program Summary Report	Head Coach
Quarterly	Athlete Testing Results	High Performance Lead
Bi-Annual	Curriculum Review	UAC HQ Academy Ops

Signage / Athlete Notice (Display in Gym or Court Area)

UAC BASKETBALL ACADEMY

Train with Purpose. Compete with Character.

SESSION STRUCTURE:

1. Warm-Up & Form Shooting
2. Fundamental Skills
3. Game Scenarios
4. Scrimmage & Feedback
5. Recovery & Cool-Down

REMINDERS:

- Arrive 10 mins early and check in.
- Bring towel, drink bottle, and UAC uniform.
- Respect coaches and teammates.
- Effort > Outcome – Learn Every Session.

Review & Continuous Improvement

- The Basketball Academy SOP and Weekly Session Plan are reviewed every 6 months by the UAC Head of Coaching & High Performance.
- Adjustments are based on testing results, athlete progression, and seasonal goals.
- Each program phase must align with the UAC Athlete Testing Week SOP for data feedback loops.



Athlete Testing Week Protocols & Options (Quarterly)

Department: Performance & Coaching

Applies To: UAC HQ, Franchise Clubs, Academy Partners, and Coaching Teams

Purpose: To provide a structured, standardised approach for conducting Quarterly Athlete Testing Weeks across all Universal Athlete Centre locations.

Testing Weeks are designed to:

- Measure and monitor athlete development across key performance metrics.
- Identify strengths, weaknesses, and injury risks.
- Benchmark progress and adjust individualised programs.
- Engage athletes through education, accountability, and performance data.

Frequency & Schedule

- Quarterly Testing Weeks: Conducted every 12 weeks (4x annually).
- Recommended Months: January, April, July, and October.
- Duration: 5–7 days (depending on number of athletes / teams).
- Preparation: Minimum 2 weeks lead time for promotion, bookings, and equipment setup.

Testing Week Overview

Testing Options

Testing is delivered via two key methods:

Option	Description	Target Group
In-House Testing (Club-Based)	Testing conducted at UAC facilities using in-house equipment and staff.	Members, athletes, PT clients
External Testing (School / Team Hire)	Equipment and staff deployed to external locations for group testing.	Partner schools, academies, sporting clubs

CLUB OPERATIONS STANDARDS

Testing Package Components (Standard Baseline Tests)

As referenced in the UAC Athlete Testing Flyer, the standard baseline package includes:

Test Name	Focus Area	Details / Equipment
20m Sprint	Acceleration & Speed	Dual-timing gates; measures reaction and sprint velocity.
Standing & Running Vertical Jump	Explosive Power	Vertec or jump mat used for take-off and landing height measurement.
5-10-5 Agility Test	Change of Direction	Stopwatch/timing gates to assess acceleration, deceleration, agility.
Body Composition (16+)	Lean & Fat Mass	InBody or similar bioimpedance scale.
Yo-Yo / Beep Test	Aerobic Endurance	Monitored shuttle test; records VO ₂ -related endurance.
Strength Screening (16+)	Muscular Balance & Safety	Includes push/pull/lift evaluation, grip test, and single-leg stability.
Movement Screen & Flexibility	Mobility & Function	Overhead squat, ankle dorsiflexion, hamstring flexibility checks.

Roles & Responsibilities

- Head Coach / Performance Lead : Oversee planning, test setup, and team supervision.
- Testing Coordinator: Schedule, record, and validate athlete results.
- Coaches / PTs: Administer specific tests, ensure accurate measurement, and record data.
- Admin / Reception: Manage bookings, waivers, and communication with athletes or schools.
- Franchise Support Officer (FSO): Ensure test procedures are aligned with HQ standards.

Pre-Testing Preparation

Two Weeks Prior

Publish Testing Week dates via:

- Member emails & app notification
- Social media posts and in-club signage

Prepare Testing Rosters:

- Assign staff to each testing station
- Confirm test duration and maximum participants per slot

Equipment Check:

- Ensure timing gates, jump mats, scales, and data tablets are functional.
- Replace batteries, calibrate devices, and update test templates.

Athlete Communication:

- Send Testing Prep Guide to all athletes, including:
 - Hydration and nutrition advice
 - Warm-up protocols
 - Appropriate testing attire

Testing Day Protocols

1. Setup (1 Hour Before First Test)

- Confirm all testing stations are spaced safely and labeled clearly.
- Run a dry test for timing gate calibration.
- Prepare data collection sheets or tablets.

2. Athlete Arrival

- Confirm registration and waiver completion.
- Issue testing bibs or identifiers if group-based.
- Conduct warm-up led by UAC Coach.

3. Testing Order (Recommended Sequence)

- Movement Screen → Agility → Sprint → Jump → Strength → Endurance → Body Composition

4. During Testing

- One coach per station records results.
- Maintain consistent testing cues and rest intervals.
- Observe athlete safety and hydration.

5. Post-Testing

- Review and verify data entries.
- Conduct cool-down and mobility session.
- Thank athletes and remind of results release date.

CLUB OPERATIONS STANDARDS

Data Management & Reporting

Step	Description
Data Entry	All results logged into UAC Master Testing Spreadsheet within 48 hours.
Validation	Head Coach reviews data for accuracy.
Report Generation	Individual athlete reports created (PDF/Google Sheet export).
Feedback Session	Each athlete receives summary within 7 days (in-person or email).
Trend Analysis	Quarterly summary shared with coaches for programming review.

Equipment Hire (External Testing Option)

Item	Fee
Equipment Hire (per day)	\$200
Optional Coach Support	\$50/hour per coach
Travel	Additional (based on location)

External Testing Requirements

- Minimum booking: 1 full day (4–6 hours)
- Venue: Flat, safe surface with 20m+ space
- UAC-branded setup (flags, signage, uniforms required)
- Signed Equipment Hire Agreement & Waiver

Premium & Add-On Options (Future Integration)

Coming Soon:

- NordBord (Hamstring force assessment)
- Force Decks (Jump profiling)
- Laser Speed Gates for advanced timing metrics
- Online Athlete Dashboard for long-term tracking

Safety & Compliance

- First Aid and CPR certified staff must be present at all times.
- AED device and first aid kit accessible within 20 meters of testing area.
- Athletes must complete Pre-Activity Screening Form (PAR-Q).
- Testing restricted to ages 12+ unless approved by guardian.
- Body composition and strength testing restricted to ages 16+.
- Report any injury or incident using the UAC Incident Report Form immediately.

Communication & Promotion

Platform	Purpose
UAC App / GymMaster	Test booking, reminders, and result release
Social Media	Pre-event hype, community engagement
Email Campaign	Pre-test preparation & post-test summaries
Posters / Flyers	On-site awareness and visual branding

Post-Testing Review

Within 1 Week

- Team debrief with coaches and coordinators
- Review athlete feedback and participation rates
- Identify improvement areas (timing efficiency, data accuracy)
- Submit Testing Week Summary Report to FSO / HQ

Documentation & Records

Maintain the following for each testing cycle:

- Attendance sheet
- Test data master file
- Incident report (if any)
- Equipment log & maintenance report
- Athlete feedback summary

Records must be retained for minimum 12 months.

Review & Continuous Improvement

Testing Week SOP to be reviewed annually by UAC HQ Performance Team.

Updates based on:

- New technology integration
- Data trends
- Coach feedback
- Franchise testing performance metrics

CLUB OPERATIONS STANDARDS

Quick Reference Summary

Phase	Action	Responsible
Planning (2 weeks prior)	Publish schedule, confirm staff, check equipment	Head Coach / Manager
Promotion	Email, posters, app notifications	Marketing / Admin
Execution	Conduct testing safely and consistently	Coaching Team
Data Entry	Input and validate within 48 hours	Testing Coordinator
Feedback	Distribute reports and meet with athletes	Head Coach
Review	Conduct internal debrief and report to HQ	Manager / FSO



New Member Onboarding Process

Department: Operations / Membership Services

Applies to: Centre Managers, Membership Consultants, and Frontline Team Members

Purpose: To ensure every new member experiences a seamless, professional, and engaging onboarding journey at Universal Athlete Centre (UAC).

This process ensures consistent setup of systems, access tools, and communication to create a strong first impression and foundation for long-term retention.

Objectives:

- Deliver a consistent and professional onboarding experience aligned with UAC's brand values.
- Ensure all new members receive correct access setup, system registration, and digital onboarding.
- Equip members with the UAC App, GymMaster account, and Welcome Pack on Day 1.
- Establish early connection and familiarity with UAC culture, staff, and facilities.

Responsibilities

- Membership Consultant / Front Desk: Lead the onboarding process; set up GymMaster account, access (FOB or phone), and UAC app.
- Centre Manager: Ensure staff follow SOP and maintain welcome pack inventory.
- Trainer & Staff: Conduct orientation or goal-setting session within the first week.
- Franchise Support Officer: Audit member onboarding quality and compliance.

Onboarding Steps Overview

Step	Process	Responsible
1	Member Sign-Up & Verification	Membership Consultant
2	Create GymMaster Account	Front Desk
3	Access Setup (FOB or Mobile)	Front Desk
4	App Setup & Orientation	Consultant / Staff
5	Welcome Pack Issuance	Front Desk
6	Facility Tour & Induction	Consultant / Coach
7	Follow-Up & Retention Touchpoints	Team / HQ CRM

CLUB OPERATIONS STANDARDS

Detailed Procedure

STEP 1 – Member Sign-Up & Verification

1. Confirm membership plan and payment method.
2. Collect and verify personal details:
 - Full Name
 - Date of Birth
 - Mobile Number
 - Email Address
 - Emergency Contact
3. Ensure member signs the digital waiver and membership agreement.
4. Record in GymMaster and attach digital documents.

STEP 2 – Create GymMaster Account

1. Open GymMaster system → “Add New Member.”
2. Enter verified details and assign membership type.
3. Upload photo (if applicable).
4. Confirm payment schedule (fortnightly / monthly).
5. Set start date and expiry date (if fixed term).
6. Verify account setup by logging in under member profile.

STEP 3 – Access Setup (FOB or Phone Scan)

A. Access FOB Setup

1. Issue UAC Access FOB to the member.
2. Assign FOB serial number to their GymMaster account.
3. Test entry through access gate/door to ensure activation.

B. Mobile Access Setup

1. In GymMaster, send Digital Access Link via email or SMS.
2. Member downloads GymMaster App.
3. Confirm scan works on the club access reader.

STEP 4 – App Setup & Orientation

1. Assist member in downloading and signing into the UAC App.
2. Walk them through key app functions:
 - Class & PT session booking
 - Program access (TNR, CREST)
 - Progress tracking
 - Club announcements and push notifications
3. Verify notification settings are enabled.
4. Encourage linking to wearable or health apps (if available).

CLUB OPERATIONS STANDARDS

STEP 5 – Welcome Pack Issuance

Provide the member with their UAC Welcome Pack, which includes:

- UAC Branded Drawstring bag, water bottle and socks.
- Welcome Letter from Centre Manager
- Club Timetable
- Referral Program Card (“Refer & Save” or local equivalent)
- Exclusive Partner Discounts (UAC x PUMA, supplement vendors, etc.)
- Merchandise order form or QR code
- Emergency & Safety Information (Fire exits, AED, First Aid locations)

Log “Welcome Pack Issued” in GymMaster notes section.

STEP 6 – Facility Tour & Induction

1. Conduct a personalized tour of the facility:

- Gym zones
- Recovery & sauna areas
- Class studios
- Lockers & amenities
- Safety points (first aid, exits, AED)

2. Introduce key staff (Manager, Coaches, PTs).

3. Offer a complimentary orientation session or body scan within 7 days.

STEP 7 – Follow-Up & Engagement

1. Day 3: Send “Welcome to UAC!” email with app & access reminder.

2. Day 7: Call or text to check-in (“How’s your first week going?”).

3. Day 30: Invite to participate in a class, CREST program, or PT intro offer.

4. Quarterly: Include in CRM-driven engagement campaigns.

Documentation & Tools

Document / Tool	Purpose
GymMaster CRM	Member setup, access, and payment management
UAC App	Engagement and digital services
Welcome Pack	Physical onboarding touchpoint
Onboarding Log (Google Sheet / Trello)	Track new member progress and follow-up status
Waiver Form	Legal and safety compliance

CLUB OPERATIONS STANDARDS

Quality Assurance & Compliance

- Random audits conducted by Franchise Support Officer.
- Missing onboarding steps (e.g., app not activated, FOB not working) must be corrected within 24 hours.
- Member satisfaction from onboarding tracked through NPS or feedback survey after 7 days.

Common Troubleshooting

Issue	Resolution
Access pass not scanning	Recheck GymMaster link, reassign pass or issue FOB.
Member didn't receive app link	Resend from GymMaster or manually share download link.
Incorrect payment details	Update billing under GymMaster > Member Profile > Payments.
Member forgot to activate app	Assist onsite or send 1-minute setup video (QR link).

Review & Update

This SOP must be reviewed annually or when there are updates to the GymMaster system, mobile access technology, or UAC onboarding standards.

New Member Onboarding Quick Steps	Status
Verify member details and signed waiver	<input type="checkbox"/>
Create GymMaster account	<input type="checkbox"/>
Issue FOB / Digital Access	<input type="checkbox"/>
Test access works	<input type="checkbox"/>
Set up UAC App	<input type="checkbox"/>
Give Welcome Pack	<input type="checkbox"/>
Conduct club tour	<input type="checkbox"/>
Schedule orientation session	<input type="checkbox"/>
Log “Welcome Pack Issued” in GymMaster	<input type="checkbox"/>
Send 3-day follow-up email	<input type="checkbox"/>



Customer Retention Strategy

Purpose

Customer retention is critical to the long-term success of every Universal Athlete Centre.

The objective of this SOP is to provide franchisees with clear, repeatable strategies to increase member engagement, lifetime value, and retention, with a network target of 14 months average member retention.

Retention Philosophy

UAC retention is built on:

- Personal connection
- Consistent value delivery
- Community engagement
- Proactive communication
- Flexible save options before cancellation

Retention is everyone's responsibility, led by the Centre Manager and supported by coaches and front-of-house staff.

Retention Strategies & Procedures

Personalised Onboarding Text (Within 7 Days)

Objective:

Create an immediate human connection and reinforce support.

Procedure:

- Within 7 days of signup, Centre Manager (or delegate) sends a personalised SMS.
- Message must:
 - Welcome the member
 - Check if support is needed
 - Reinforce accessibility of staff

Example SMS:

Hey Jayson!

Welcome again — hope you're enjoying UAC. Just checking in to see if you need any help at all. You're always welcome to reach out.

Have a great weekend!

Dylan – UAC Centre Manager

Responsibility: Centre Manager

Tracking: Logged in CRM notes

CLUB OPERATIONS STANDARDS

Onboarding Email Journey (Months 1–6)

Objective:

Educate, reward, and progressively integrate members into the UAC ecosystem.

Procedure (Automated via CRM – Kode0):

Month 1 – Welcome

- Welcome email
- 25% off UAC merch voucher

Month 2 – Engagement Check

- Check-in email
- Discount voucher for extended services (e.g. UAC Academy / ADP)

Month 4 – Review & Referral

- Short feedback questionnaire
- FREE socks
- 1 free friend pass
- Personal invite to upcoming event

Month 6 – Final Onboarding Touchpoint

- FREE 7-day friend pass
- 14 days free if friend signs up
- 25% off merch voucher

Responsibility: HQ Marketing (automation) / Franchisee execution

Tracking: CRM campaign reports

Engaging & Educational Content

Objective:

Showcase value, capability, and variety of UAC services.

Procedure:

- Post consistent, value-driven content:
 - Training education
 - Recovery education
 - Athlete success stories
- Focus on what members can do, not just promotions

Frequency: Minimum 3–4 posts per week

Responsibility: Franchisee with HQ Marketing Toolkit

CLUB OPERATIONS STANDARDS

Monthly Community & Member Events

Objective:

Strengthen community bonds and reduce churn.

Procedure:

- Run at least one event per month
- Options:
 - Member-only events
 - Community engagement events
- Encourage interaction between new and existing members

Responsibility: Centre Manager

Support: HQ event templates

Monthly EDM Updates

Objective:

Keep members informed and engaged.

Procedure:

Send monthly EDM including:

- Upcoming events
- Facility updates
- Referral links
- Feedback links
- Sponsor & partner discounts
- Value-driven offers

Responsibility: HQ Marketing / Franchisee approval

CLUB OPERATIONS STANDARDS

"Spin the Wheel" Loyalty Rewards

Objective:

Reward loyalty, referrals, and positive behaviour.

Procedure:

Use during:

- Events
- Campaigns
- Member milestones
- Prizes may include:
 - Free class upgrades
 - Extra sessions
 - Merchandise
 - Recovery passes
 - Cash
 - Membership upgrades

Referral Campaign (Special Rule):

- 16 referral slots only
- Member + friend must successfully sign up
- Winner receives \$1,000 AUD
 - \$500 to member
 - \$500 to friend
-

Responsibility: Centre Manager

Promotion: Social media + in-club

Feedback Box & Reviews

Objective:

Capture feedback early and convert positive sentiment into reviews.

Procedure:

- Maintain a physical or digital suggestion box
- Actively encourage:
 - Feedback submissions
 - Google Reviews
- Incentivise reviews with small giveaways (e.g. socks)

Responsibility: Centre Manager

Escalation: Issues logged and reviewed weekly

CLUB OPERATIONS STANDARDS

Save Options for Membership Cancellations

Objective:

Reduce preventable churn from short-term hardship.

Eligibility:

- Members 12 months+ tenure

Procedure:

- Always review cancellation reason
- Offer save options:
 - Suspend up to 28 days (no charge)
 - Longer suspension subject to approval (may incur \$10/month)
 - Downgrade membership

Approval: Centre Manager

Documentation: Logged in CRM

Most Attended Members Reward

Objective:

Encourage consistency and recognise commitment.

Procedure:

- Monthly tracking of:
 - Unique check-ins
- Top 3 members rewarded:
 - Free meal via partner food truck

Responsibility: Front desk / Centre Manager

Bring-a-Friend Free Weekends

Objective:

Drive referrals through experience.

Procedure:

- Available weekends only
- Appointment-based
- Staffed hours only

Responsibility: Front desk / Sales staff

Reporting & KPIs

- Monthly retention %
- Average membership length
- Event participation
- Referral conversions
- Save-rate on cancellations

Compliance

All retention activities must:

- Follow UAC brand guidelines
- Comply with privacy and marketing consent rules
- Be logged in CRM



Universal Athlete Centre – Event SOP



Event Title: 3 Point Contest



Purpose

To host a high-energy, skill-based basketball shooting competition that promotes friendly rivalry, accuracy, and entertainment for players and spectators. The event encourages community engagement and showcases UAC's competitive and fun culture.



1. Event Overview

Item	Details
Event Name	3 Point Contest
Event Type	Competitive 3pt competition – 25 shots from 3-point range with one “money ball” rack located at the participant’s discretion.
Frequency	Annually, with winners displayed in the facility.
Duration	1 hour (includes food break).
Location	Basketball Court with a shooting machine fixed to the main ring.
Sign-Up Method	QR Code displayed around facility 3 weeks leading up to event.
Divisions	1 Juniors (Ages 12–15) 2 Seniors (Ages 16+)
Capacity	12 participants per division.
Entry Fee	Free.



2. Event Format & Structure



Rounds & Format

- Each division aims for 12 entries.
- Players compete in a minimum of 2 rounds each (ensuring equal playtime).
- The top 6 from each division advance to the semifinals.
- The top 3 from each division advance to the grand final.
- The winner is the participant with the highest points total in the final.

- One scorer/timekeeper/rebounder monitors the machine to ensure accurate counting and replaces balls that bounce out quickly.



Scoring & Standings

- Rankings are based on total points scored in each round.
- Scores do not carry over between rounds.
- Each rack consists of 5 shots – the last ball (money ball) in each rack is worth 2 points, while regular shots are worth 1 point.
- Players have one full rack of 5 money balls, which can be placed anywhere they choose.



Example Scoring System:

Shot Type	Value
Regular Ball	1 point
Money Ball	2 points
Money Ball Rack	10 points
	max
Total Possible Score	40 points



Advancement Rules

- Top 8 players with the highest single-round scores advance to knockouts.
- Tiebreaker: Players shoot one short tiebreak round (5 shots – highest total advances).



Finals Format

- Semifinals → Grand Final structure.
- 25 shots remain for all rounds.
- Each player may again place their money ball rack anywhere they prefer.
- The final winner is crowned 3 Point Champion of their division.



3. Schedule Example

Division	Start Time	Duration	Format
Juniors	6:00 – 7:00 PM	60 min	16 competitors + Finals
Seniors	7:00 – 8:00 PM	60 min	16 competitors + Finals

Adjust timing based on the number of entries and event size.

4. Staffing & Roles

Role	Responsibility
 Event Coordinator	Oversees event setup, scheduling, and QR sign-up form.
 Scorer/Timekeeper	Tracks scores, time, and accuracy.
 MC/Host	Engages the audience, introduces players, explains rules.
 Support Staff	Assists with setup, check-ins, cleanup, and rebounding.
 Photographer/Videographer <i>(optional)</i>	Captures highlights, stories, and interviews for social media.

5. Equipment & Setup Checklist

-  Basketballs (x4minimum)
-  Dr. Dish CT+ shooting machine
-  Sign-in sheet (for check-in)
-  QR code posters printed and placed at entry/reception
-  Seating for spectators
-  PA system (if available)
-  Prize for winners (e.g., merch, vending machine credit, or free weeks)
-  Water & snack station
-  Camera for social media content
-  Whiteboard or printed scoreboard to track scores and brackets



6. Food & Beverage

- Order pizza and drinks at the start of the event for spectators and players.
 - Deliver in intervals throughout the event.  protein snacks.
 - Recommended:  pizza,  Gatorade,  water,
 - Ensure a cleanup plan post-event.
-



7. Safety & Conduct

- All players must sign a waiver before participation.
 - Conduct a warm-up and safety briefing before the first round.
 - Promote sportsmanship and fair play at all times.
 - Keep a first-aid kit accessible on-site.
-



8. Marketing & Promotion

Promote the event via:

-  Social Media (Instagram, Facebook, TikTok)
-  QR Code Flyers around facility and changerooms
-  Email Newsletter to members
-  Stories, countdowns, and highlight reels leading up to event

Include in promotions:

- Event name and divisions

- Sign-up link (QR code)

- Date, time, and prizes



9. Post-Event Process

Task	Details
🏅 Winner Recognition	Announce on social media with photos and highlights.
📋 Data Collection	Record participant info via QR form for future events.
🗣 Feedback	Send a quick feedback form to participants.
🧼 Cleanup	Ensure the court and spectator area are spotless post-event.
📈 Report	Submit attendance, scores, and summary to head office if required.



10. Optional Additions for Future SOPs

- 📲 Livescoreboard integration(tabletorGymMasterAPI).
- 🎶 DJ/music playlist during breaks.
- 📸 Branded photo wall or event banner.
- 🤝 Sponsor activation (local businesses or brand partners).
- 🏅 3 Point Contest Leaderboard (season-based competition).



Universal Athlete Centre – Event SOP



Event Title: 3v3 Basketball Tournament



Purpose

To host an action-packed, community-driven 3v3 basketball tournament that promotes teamwork, friendly competition, and excitement for both players and spectators. The event reinforces UAC's mission to foster athletic performance and community engagement.



1. Event Overview

Item	Details
Event Name	3v3 Basketball Tournament
Event Type	Competitive 3v3 tournament – 4 players per team, 3 teams total.
Frequency	Annually.
Duration	Approximately 1.5 hours.
Location	Main basketball court (shooting machine removed from side ring).
Sign-Up Method	QR code posters displayed around the facility 3 weeks leading up to event.
Divisions	1 Intermediate Division 2 Senior Competitive Division
Capacity	4 players per team × 3 teams total per division.
Entry Fee	Free.



2. Event Format & Structure



Rounds & Format

- Each division features 3 teams of 4 players (3 on court + 1 substitute).
- Games are played to 11 points, using 1's and 2's scoring.
- The winning team stays on, while the losing team rotates off.



- One scorer/timekeeper sits courtside to monitor the score and ensure accurate tracking.
- The team with the most total wins at the end of the time period is crowned the division champion.



Scoring & Standings

- Each win = 1 point towards overall standings.
- Ties are broken by total points scored across all games.
- If still tied, a game to 7 with 1s and 2s will determine the winner.



Finals Format

- Teams play in continuous rotation format.
- The top two teams based on total wins face off in a Grand Final to 15 points (1's and 2's).
- The Grand Final winner becomes the 3v3 Champion of their division.



3. Schedule Example

Division	Start Time	Duration	Format
🏀 Intermediate Division	6:00 PM – 7:00 PM	1 hour	3 teams, round-robin format
🔥 Senior Competitive Division	7:00 PM – 8:00 PM	1 hour	3 teams, round-robin format

Adjust timing if additional divisions or extended finals are introduced.



4. Staffing & Roles

Role	Responsibility
📅 Event Coordinator	Oversees event setup, scheduling, and team selection. Ensures balanced and fair teams.
⌚ Scorer/Timekeeper	Tracks points, manages time, and resolves discrepancies.



Role	Responsibility
MC/Host	Engages the audience, introduces players, and commentates during games.
Support Staff	Handles setup, player check-ins, and cleanup post-event.
Photographer/Videographer	Captures highlights, conducts short interviews, and posts stories for social media.

5. Equipment & Setup Checklist

-  1 basketball (official game ball)
-  Sign-in sheet (for check-in)
-  QR code posters (placed around gym and reception)
-  Seating for spectators
-  PA system (if available)
-  Prize for winners (e.g., merch, vending machine credit, or weeks free)
-  Water & snack station
-  Camera for social media coverage
-  Whiteboard or printed scoreboard for points and brackets

6. Food & Beverage

- Order pizza and drinks at the start of the event for spectators and players.
- Deliver food in intervals throughout the event.
- Recommended:  Pizza,  Gatorade,  Water,  Protein snacks.
- Ensure a cleanup plan after the event concludes.



7. Safety & Conduct

- All players must sign a waiver prior to participating.
 - Conduct a short warm-up session before games begin.
 - Emphasise sportsmanship, fair play, and respect at all times.
 - Keep a first-aid kit accessible on-site.
-



8. Marketing & Promotion

Promote the event through: -

- Social Media: Instagram, Facebook, TikTok
- QR Code Flyers at reception and around the gym
- Member Email Newsletter
- Stories, countdowns, and highlight reels leading up to the event

Include in promotions: - Event name and divisions

- Sign-up link (QR code)
 - Date, time, and prizes
-



9. Post-Event Process

Task



Details

Announce winning team on social media and in-facility displays. Offer prize (e.g., merch, vending credit, or free week).

Distribute a short feedback form to players for event improvement.

Ensure court, spectator, and food areas are spotless.

Submit attendance, scores, and highlights summary to head office if required.



10. Optional Additions for Future SOPs

- Live scoreboard integration via tablet or GymMaster.
- DJ or event playlist during game breaks.
- Branded photo wall or event banner.



- 🎁 Sponsor activations – local businesses or food trucks.
 - 🏀 3v3 Leaderboard displayed around the gym.
-



Appendix: Scoreboard Template Example

Team
Name

Example	Game 1	Game 2	Game 3	Wins	Total Points	Final Standing
Team 1	11–8	9–11	11–10	2	31	🥇 Champion
Example Team 2	8–11	11–7	10–11	1	29	🥈 Runner-Up
Example Team 3	10–11	7–11	11–9	1	28	🥉 3rd Place



Universal Athlete Centre – Event SOP



Event Title: UAC Charity Shooting Giveaway



Purpose

The UAC Charity Shooting Giveaway is a community-driven event designed to give back through sport. Each year, UAC donates money to a chosen charity — typically The Good Friday Appeal in Melbourne, Australia — by converting every made basketball shot into a cash donation. The event promotes teamwork, goodwill, and UAC's commitment to social impact and community connection.



1. Event Overview

Item	Details
Event Name	UAC Charity Shooting Giveaway
Event Type	Charity fundraiser through basketball shooting challenge.
For every shot made, \$1 is donated to the chosen charity.	
Frequency	Annually.
Duration	2 hours (recommended), can be adjusted per location.
Location	Basketball court using Dr. Dish CT+ machine (one ball fired every 5 seconds).
Sign-Up Method	 QR Code posted around the facility and/or submission via UAC Instagram.
Divisions	Open to all members and visitors (no age or skill restrictions).
Capacity	Unlimited participation throughout the event window.
Entry Fee	Free (participants encouraged to donate voluntarily as well)



2. Event Format & Structure



Event Process

- The shooting machine operates non-stop for 2 hours.

- A basketball fires every 5 seconds, simulating continuous play.
- For each made shot, \$1 is donated to the nominated charity (e.g., *Good Friday Appeal*).
- Participants take turns shooting throughout the event — anyone can join at any time.
- The goal is to collectively raise \$500+ through made shots and member donations.
- Event coordinators can tailor the setup for other sports (e.g., soccer goals, cricket targets) if applicable.



Scoring & Donations

- No competitive scoring or standings.
- The total number of made shots = total donation amount.
- UAC may also match member donations or sponsor contributions.



3. Schedule Example

Event Type

 Charity Shooting Window

Time Frame

2:00 PM – 4:00 PM (Peak Time Recommended)

 Donation Goal

\$500 minimum (1 make = \$1)

 Wrap-Up & Thank You

4:00 PM – 4:15 PM

Peak hours are ideal for higher participation and community engagement.



4. Staffing & Roles

Role

 Event Coordinator

Responsibility

Oversees event logistics, timing, and charity liaison.

 Timekeeper

Manages the two-hour session and monitors machine operation.

 Marketing Staff / PR

Promotes the event before and during the day, captures highlights, manages live coverage, and updates donation totals.

Coordinator

Role	Responsibility
 MC/Host	Engages the crowd, explains the charity purpose, and keeps energy high.
 Support Staff	Assists with setup, participant rotation, safety checks, and cleanup.

5. Equipment & Setup Checklist

-  3–4 basketballs
-  Dr. Dish CT+ shooting machine (set to fire every 5 seconds)
-  Sign-in sheet for participants
-  QR code posters (for sign-ups and donations)
-  Seating for spectators
-  PA system (optional but recommended)
-  Prize or reward for participants (e.g., merch, drinks, or free recovery session)
-  Water & snack station
-  Camera or phone for social media coverage
-  LED screen or board displaying donation progress in real-time

6. Food & Beverage

- Food van or pop-up station with available snacks, drinks, and UAC merch for sale.
- Recommended:  pizza,  Gatorade,  water,  protein snacks.
- Encourage local vendor participation or charity food partnerships.
- Ensure cleanup plan post-event.



7. Safety & Conduct

- All participants must have signed a UAC waiver and maintain active memberships.
 - The event is open to all ages — encouraging supervision for junior participants.
 - Ensure clear court access and safe rotation of players.
 - Maintain sportsmanship and positive energy throughout the event.
 - Keep a first-aid kit accessible at all times.
-



8. Marketing & Promotion

Promote the event via: -  Social Media (Instagram, Facebook, TikTok)
-  QR Code Flyers at reception and changerooms
-  Member Newsletter
-  Stories, countdowns, and highlight reels to showcase participation and charity progress

Include in promotions: - Event name and charity of choice

- How donations work (\$1 per make)
 - Event time and participation info
 - Donation goal and community impact
-



9. Post-Event Process

Task

 Donation Submission

 Recognition

 Data Collection

 Feedback

 Report

Details

Submit the total raised to the selected charity and announce the final tally.

Thank all participants, sponsors, and vendors publicly on social media.

Track total attendance, shots made, and funds raised.

Collect feedback from staff and participants to improve future charity events.

Submit a summary to head office including outcomes and recommendations.



10. Optional Additions for Future SOPs

- Live Donation Tracker integrated on screen or website.
- DJ or Music Playlist to energize the crowd.
- Photo Wall or Charity Banner for event photos.
- Corporate Sponsorship Opportunities – local businesses match donations per shot.
- Charity Food Trucks or local vendor partnerships.
- UAC Charity Leaderboard – total donations tracked across multiple locations annually.
- Special Guest Appearance – local athlete, influencer, or ambassador involvement.



Appendix: Example Donation Tracking Template

Time Slot

Time Slot	Shots Made	Donation (\$1 per make)	Cumulative Total
2:00–2:30 PM	120	\$120	\$120
2:30–3:00 PM	115	\$115	\$235
3:00–3:30 PM	130	\$130	\$365
3:30–4:00 PM	140	\$140	\$505



Universal Athlete Centre – Event SOP



Event Title: Dr. Dish Three-Point Challenge



Purpose

The Dr. Dish Three-Point Challenge is designed to engage members through a self-maintained, skill-based competition focused on shooting consistency and accuracy. The event builds friendly competition, encourages training engagement, and celebrates performance excellence among UAC members.



1. Event Overview

Item	Details
Event Name	Dr. Dish Three-Point Challenge
Event Type	Self-maintained and recorded shooting challenge – 100 three-point attempts per participant.
Frequency	Annually.
Duration	Not applicable (self-paced).
Location	Basketball court using the Dr. Dish CT+ shooting machine fixed to the main ring.
Sign-Up Method	🎥 Film yourself completing the challenge and submit the video to the UAC Instagram as proof.
Divisions	Single open division for all members.
Capacity	1 player per 100-shot attempt (no pauses or restarts).
Entry Fee	Free for all members.



2. Event Format & Structure



Challenge Overview

- Each participant must shoot 100 three-point shots in a single session without stopping or restarting.
- The goal is to make as many shots as possible out of 100.
- The event is self-managed – participants record themselves and submit their proof via Instagram.
- The most made shots out of 100 determines the winner.



- The challenge is open 24/7 to any member with access to the shooting machine.
- At the end of the month, all submissions are reviewed and the member with the highest total makes is declared the winner.



Scoring & Standings

- Each made shot = 1 point.
- Final Score = Total Makes out of 100 Attempts.
- Submissions are verified via video by UAC staff
- Only full 100-shot submissions are accepted (no partial recordings).



Rules

- Shots must be consecutive and filmed continuously.
- No edits, cuts, or re-shoots.
- Must use the Dr. Dish CT+ machine.
- Participants must have Baller Membership or Baller Access to use the shooting machine.
- Sportsmanship is essential – any tampered or edited submissions are disqualified.



3. Schedule Example

Accessibility	Time Frame
⌚ Challenge Window	Open 24/7 during the event month
☒ Submission Deadline	Run for two weeks – Usually school holiday period.
🏅 Winner Announced	3 days after closing date on social media



4. Staffing & Roles

Role	Responsibility
翯 Event Coordinator / Scorer	Reviews submitted videos, verifies scores, and tracks leaderboard updates.
⌚ Timekeeper	Monitors submission deadlines and ensures fair time-stamped entries.

Role	Responsibility
TV Marketing Staff	Updates LED screens around the gym showing current leaders and creates social media hype.



5. Equipment & Setup Checklist

- 🏀 3–4 basketballs
 - 🤖 Dr. Dish CT+ shooting machine
 - 🎥 Participant phone/camera for recording
 - 📋 Scoreboard or digital leaderboard
 - 🎁 Prize for winners (e.g., merch, vending credit, or free week membership)
-



6. Food & Beverage

- No catering required for this event.
 - Members participate individually, so refreshments are optional.
-



7. Safety & Conduct

- All participants must have signed UAC waivers and maintain active memberships.
 - Only Baller Access members may use the Dr. Dish CT+ for submissions.
 - All 100 shots must be taken in one continuous recording – no breaks, edits, or restarts.
 - Maintain honesty and integrity in submissions.
 - The challenge promotes a positive, sportsmanlike environment.
-



8. Marketing & Promotion

Promote the event through:

- 📱 Social Media: Instagram, Facebook, TikTok.
- 🖨️ QR Code Flyers: Display around the gym and reception.

- 📩 Email Newsletter: Announce and remind members.
- 🎥 Stories and Highlights: Share member submissions to build community hype.

Include in promotions: - Event name and description.

- Submission instructions (video tag to UAC Instagram).
- Date and prize details.



9. Post-Event Process

Task	Details
🏅 Winner Recognition	Announcement on UAC social media and in-facility displays. Reward with merch, vending credit, or free week.
📋 Data Collection	Record participant scores and maintain a leaderboard archive.
🗣 Feedback	Request participant feedback to improve future challenges.
📈 Report	Summarise participation, engagement stats, and winner highlights for head office.



10. Optional Additions for Future SOPs

- 📱 Live leaderboard integration with GymMaster.
- 🎵 Background music or hype reel for submissions.
- 📸 Branded event banner or social media frame.
- 💳 Sponsor partnerships for prizes or giveaways.
- 🏀 Annual Dr. Dish Leaderboard displayed in facility.



Appendix: Scoreboard Template Example

Total Makes (out of 100)

Participant		Rank
1 Example Player	85	1st Place
2 Example Player	75	2nd Place
3 Example Player	20	Rank 3rd Place



Universal Athlete Centre – Event SOP



Event Title: King of the Court



Purpose

To deliver a high-energy, community-driven basketball event focused on competition, fun, and engagement for players and spectators. The event promotes UAC's brand values of inclusivity, performance, and community connection.



1. Event Overview

Item	Details
Event Name	King of the Court
Event Type	Competitive Basketball 1v1 Tournament
Frequency	Annually with Winners displayed in facility
Duration	~60 minutes per division
Location	UAC Basketball Court
Sign-Up Method	QR Code linked to Google Form
Divisions	<ul style="list-style-type: none">1 Men's Domestic2 Men's Representative3 Women's Open Age
Capacity	Up to 12 entries per division (recommended)
Entry Fee	FREE



2. Event Format & Structure



Round Robin Phase

- Each division aims for 12 entries.
- Players compete in 3 matches each (ensuring equal playtime).
- Games are 1v1, first to 7 points (3-pointer = 2 points).
- Players call their own fouls (self-regulated).
- One scorer/timekeeper per court records the score for each match.



Scoring & Standings

- Rankings are based on total points scored and conceded across all matches.
- Each player's Round Robin Score = Total Points Scored – Total Points Conceded.
- Example:
 - o Game 1: 7–5
 - o Game 2: 7–4
 - o Game 3: 6–7
 - o Total Scored: 20
 - o Total Conceded: 16
 - o Round Robin Score: +4

- The top 8 players with the highest point differentials progress to knockout finals.
- Tie-breakers (in order):
 - 1 Total points scored
 - 2 Head-to-head result



Finals Format

- Top 8 players advance to knockout rounds.
- Quarterfinals → Semifinals → Grand Final.
- Each game is first to 7 points (or first to 11 points in the Grand Final, optional).
- The final winner is crowned King/Queen of the Court for that division.



3. Schedule Example

Division	Start Time	Duration	Format
Men's Domestic	6:00 PM	60 min	Round Robin + Finals
Men's Representative	7:00 PM	60 min	Round Robin + Finals

Division	Start Time	Duration	Format
Women's Open Age	8:00 PM	60 min	RoundRobin + Finals

Adjust timing based on number of entries and event size.

4. Staffing & Roles

Role	Responsibility
 Event Coordinator	Oversees event setup, scheduling, and QR sign-up form.
 Scorer/Timekeeper	Tracks scores, game time, and bracket progression
 MC/Host	Introduces players, explains rules, engages crowd.
 Support Staff	Assists with setup, check-ins, and cleanup.
 Photographer/Videographer <i>(optional)</i>	Captures highlights for social media.

5. Equipment & Setup Checklist

-  Basketballs (x4 minimum)
 -  Scoreboard/timer
 -  Sign-in sheet (for check-in)
 -  QR code posters printed and placed at entry/reception
 -  Seating for spectators
 -  PA system (if available)
 -  Prize for winners (e.g., merch, vending machine, free weeks)
 -  Water & snack station
 -  Camera for social media content
-



6. Food & Beverage

- Order pizza and drinks at the start of the event for spectators and players.
 - Delivery in intervals to ensure consistent refreshment availability.
 - Recommended: 🍕 pizza, 🥤 Gatorade, 💧 water, 🍬 protein snacks.
 - Ensure a cleanup plan post-event.
-



7. Safety & Conduct

- All players must sign a waiver prior to participation.
 - UAC staff to conduct a brief warm-up and safety reminder before play.
 - Promote sportsmanship and respect between players.
 - Have a first-aid kit accessible on-site.
-



8. Marketing & Promotion

Promote the event via: -

- 📱 Social Media (Instagram, Facebook, TikTok)
- 📱 QR Code Flyers at reception and changerooms
- 📩 Member Email Newsletter
- 🎥 Stories, countdowns, and reels during the lead-up week

Include in promotions:

- Event name and divisions
 - Sign-up link (QR code)
 - Time, date, and prizes
-



9. Post-Event Process

Task

- 🟡 Winner Recognition
- 📝 Data Collection
- 🗣 Feedback

Details

- Announce on social media with photos.
- Record participant info via QR form for future events.
- Quick survey link for participants.

Task	Details
👉 Cleanup	Ensure court and spectator areas are left clean.
📝 Report	Submit attendance, results, and feedback to head office if required.



10. Optional Additions for Future SOPs

- 📲 Live scoreboard integration (tablet or GymMaster API).
- 🎶 DJ/music playlist during breaks.
- 📸 Branded photo wall or banner for this event
- 🤝 Sponsor activation (local business or brand partner) – sponsor prizes too
- 🏅 King of the Court leaderboard (season-based competition).



Appendix: Scoreboard Template Example

Player Name	Match 1	Match 2	Match 3	Total Scored	Total Conceded	Round Robin Score (+/-)
Example	7–5	7–4	6–7	20	16	+4
Player 1	5–7	7–6	4–7	16	20	-4
Example						
Player 2						

TECHNOLOGY & SYSTEM



Streamlining operations and elevating the member experience through integrated platforms, automation, and smart tools that power efficiency, accuracy, and high-performance service across every UAC facility.

TECHNOLOGY & SYSTEM

- GymMaster Setup & CRM Usage
- Go High Level Sales Automation
- Zapier Integrations
- Bolt AI Assistant Usage
- Payment Systems & Integrations (GoCardless)
- Access Control & Surveillance



**UNIVERSAL ATHLETE
CENTRE**



GymMaster Class Scheduling, Discount Coding & Stand-Alone Purchases

Department: Operations / Sales / Marketing

Applies To: All UAC Clubs & Franchisees

Purpose: To ensure all clubs follow a consistent, accurate, and member-friendly process when setting up classes, discount codes, and stand-alone purchase options in GymMaster. This standardization guarantees:

- Brand consistency,
- Accurate revenue tracking,
- Smooth member booking experiences, and
- Easy reporting and auditing by HQ.

Scope

This SOP applies to:

- All UAC clubs using GymMaster for scheduling, billing, and sales.
- Centre Managers, Coaches, and Front Desk/Admin staff managing bookings or promo codes.
- UAC HQ (Ops & Marketing) responsible for national campaigns, code distribution, and approval of offers.

Objectives

1. Create uniform class setup & visibility across all clubs.
2. Prevent pricing discrepancies and unauthorized discounts.
3. Streamline manual & online stand-alone purchases.
4. Maintain real-time reporting accuracy in GymMaster.

Systems & Tools

System / Tool	Purpose
GymMaster	Class scheduling, membership management, and payment processing
Kode0 CRM	Campaign management & lead conversion tracking
HQ Discount Register	Record and approval of promo codes
Google Drive – Shared Franchise Folder	Store class templates & schedules
GymMaster App / Web Portal	Member booking & payment platform

Class Scheduling Protocol

A. Creating or Editing Classes

Step	Action	Responsible
1	Log in to GymMaster → Classes → Class Schedule.	Centre Manager
2	Click “Add Class.” Input the following:	

- **Class Name:** (e.g., “UAC Strength”, “Basketball Academy”, “Recovery Session”)
- **Coach Assigned:** Select staff profile
- **Room / Area:** e.g., Court / Gym Zone / Sauna | Centre Manager / Admin |

| 3 | Set Class Type:

- Paid Class: Deducts from membership package
- Free Class: Trial or included in membership
- Restricted Class: Only for specific membership plans | Admin |

| 4 | Define Schedule:

- Repeat weekly
- Set time (e.g., Mon/Wed/Fri, 5:00 PM – 6:00 PM)
- Add capacity (limit per class, e.g., 12 max) | Centre Manager |

| 5 | Add Description:

Include class focus, skill level, and required items. | Manager / Coach |

| 6 | Enable App Booking

Visibility so members can reserve spots via GymMaster App. | Manager |

| 7 | Save & review

in “Class Timetable.” | Manager |

Class Management Guidelines

- Coaches must start & finish sessions on time.
- Classes should appear 2 weeks in advance for bookings.
- Cancelled sessions must be updated at least 12 hours prior and notify registered members automatically via app/email.
- Any class addition or removal must be approved by UAC HQ or Franchise Owner.

CLUB OPERATIONS STANDARDS

Discount Coding Process

A. Discount Code Setup

Step	Action	Responsible
1	Go to GymMaster → Admin → Discounts → Add New	Centre Manager
2	Choose Discount Type:	

- Percentage (e.g., 10%)
- Fixed amount (e.g., \$20 off)
- First month only | Manager |

| 3 | **Add Discount Code Name:** (e.g., "UAC10OFF", "OPENWEEK") | Manager |

| 4 | **Select Applicable Products:**

- Memberships
- Class packs
- Stand-alone items | Manager |

| 5 | **Add Start & End Date** of promotion | Manager |

| 6 | **Under "Limit Usage"** – max 1 per member | Manager |

| 7 | **Save & test** using a dummy account | Manager / Admin |

| 8 | **Report new code** to HQ Marketing for registration in the Discount Register Sheet | Manager |

Discount Policy

- All discounts must be pre-approved by HQ.
- No “staff-created” discounts without written approval.
- Expired codes are auto-disabled after end date.
- Franchisees may create local short-term codes (≤ 7 days) with HQ notification.
- Discounts are non-stackable unless authorized.

CLUB OPERATIONS STANDARDS

Discount Tracking

Frequency	Report Type	Responsible
Weekly	Active discounts used	Manager
Monthly	Discount performance report (usage vs. conversion)	HQ Marketing

Stand-Alone Purchases (Non-Membership Items)

- A. Examples of Stand-Alone Products
- Recovery sessions (sauna, ice bath, compression therapy)
- Basketball court casual sessions
- Apparel or merchandise
- Special workshops or one-off events

How to Create a Stand-Alone Item

Step	Action	Responsible
1	Go to GymMaster → Products / POS → Add New Item.	Admin
2	Input:	

- Product Name (e.g., “Casual Ice Bath – 30 mins”)
- Category: Recovery / Casual / Merch
- Price: e.g., \$25
- Tax Rate: GST applicable | Admin |

| 3 | Tick “Allow Stand-Alone Purchase” so it can be bought by non-members. | Admin |

| 4 | Upload relevant photo or description (optional for web sales). | Admin |

| 5 | Test transaction on POS or App. | Admin |

| 6 | Ensure transaction appears in Sales → Reports → Stand-Alone Purchases. | Manager |

CLUB OPERATIONS STANDARDS

Payment & Tracking

- All stand-alone transactions must go through GymMaster POS or Member App.
- Receipts auto-issued via email.
- Staff must not accept cash payments outside the system unless pre-approved.
- End-of-day reconciliation should reflect all stand-alone sales.

Reporting & Review

Report Type	Frequency	Generated By	Reviewed By
Class Attendance Report	Weekly	GymMaster	Centre Manager
Discount Usage Report	Monthly	GymMaster / CRM	HQ Marketing
Stand-Alone Purchase Summary	Weekly	POS Report	Manager
Class Revenue Breakdown	Monthly	GymMaster	Franchise Owner / HQ

Responsibilities

- Centre Manager: Oversee schedule setup, discount usage, and compliance
- Admin / Front Desk: Create products, issue receipts, handle bookings
- Coaches: Update class descriptions, attendance, and cancellations
- HQ Marketing: Approve promotions and track campaign performance
- HQ Operations: Audit class schedules and revenue consistency

Quality Assurance

- All data must be accurate and updated in real-time.
- UAC HQ performs monthly audits on class listings, discount misuse, and duplicate product codes.
- Clubs found with unauthorized price changes or duplicate class codes may face corrective action.

**UNIVERSAL ATHLETE
CENTRE**

CLUB OPERATIONS STANDARDS

Quick Reference Summary

Function	Tool	Approval Required?	Notes
Class Scheduling	GymMaster / Google spreadsheet	No	HQ approval for new programs
Discount Codes	GymMaster	Yes (HQ)	Non-stackable
Stand-Alone Sales	GymMaster POS	No	Must go through POS/App
Reporting	GymMaster / CRM	Yes	Submitted monthly

Review & Audit

This SOP will be reviewed every 6 months or whenever a GymMaster feature or HQ policy update occurs.

Audits include:

- Class accuracy
- Discount misuse
- POS transaction reconciliation



Lead Capture & Follow-Up (CRM Automation Process)

Department: Sales / Marketing / Operations

Applies To: All UAC Clubs, Franchisees, and Marketing Partners (Kode0, HQ)

Purpose: To establish a consistent, automated, and trackable lead management process for all UAC clubs.

This ensures every lead from social media or campaigns is:

- Captured accurately,
- Stored in the CRM (Go High Level),
- Contacted promptly,
- Nurtured through automated follow-up flows,
- And converted into booked appointments or memberships.

Scope

This SOP applies to:

- All UAC club marketing activities (Meta Ads, Google Ads, landing pages, organic leads).
- Franchise Owners, Centre Managers, and Sales Coaches responsible for local lead handling.
- Kode0 Marketing Agency & HQ overseeing automation, ad campaigns, and tracking.

Objectives

1. Ensure no lead is lost from inquiry to contact.
2. Achieve response times of under 10 minutes per new lead.
3. Standardize automation and data capture across all clubs.
4. Support higher lead conversion rates (target 25%+) through structured follow-up.

System Used

System / Platform	Purpose
Meta Ads (Facebook/Instagram)	Lead generation through campaigns
Go High Level (CRM)	Centralized lead management, pipeline tracking, automated SMS & email
Zapier	Automation bridge between Meta, Google Sheets, and CRM
Google Sheets (HQ Dashboard)	Lead tracking & reporting (optional backup)
GymMaster	Conversion data (post-join)

CLUB OPERATIONS STANDARDS

Process Overview

The UAC digital funnel flow:

Social Media Lead → Go High Level (CRM) → Zapier Automation → Contact → Follow-Up Sequence → Conversion → GymMaster

Lead Capture Process

Step	Action	Responsible	System / Tool
1	Lead Generated via Meta Ad / Form Submission	Marketing (Kode0 / Franchise)	Facebook / Instagram Lead Form
2	Zapier triggers automation to send data to CRM	Automation (HQ/Kode0)	Zapier Integration
3	Go High Level CRM creates new contact & assigns to club pipeline	CRM Automation	Go High Level
4	Auto-response SMS & Email sent to lead within 2 mins	CRM	Pre-set workflow
5	Lead status set to "New Lead" in CRM dashboard	CRM	Go High Level
6	Club Manager notified via email or SMS of new lead	CRM Automation	Go High Level
7	Sales team manually calls / messages lead within 10 mins	Club Manager / Sales Coach	CRM or Phone

CLUB OPERATIONS STANDARDS

Follow-Up & Nurture Workflow

Automation via Go High Level + Zapier

Timeframe	Action	Automation Type
Immediate (0–2 min)	SMS: "Hi [Name], thanks for your interest! A UAC coach will reach out shortly to book your free session."	Auto-SMS
+15 min	Email: "Your Free Trial Awaits!" with booking link or contact details.	Auto-Email
+4 hours	Reminder SMS (if no response): "Still keen to train with us? Let's book you in."	Auto-SMS
+1 day	Follow-up email with UAC highlights (video, benefits).	Auto-Email
+3 days	Manual follow-up call required – marked in CRM task list.	Manual Task
+7 days	Final follow-up SMS or "Last Call" email to re-engage lead.	Auto-SMS/Email

Lead Status Tags in CRM

(Status & Definition)

- New Lead - Lead captured but not contacted yet.
- Contacted - Lead called or messaged by sales staff.
- Booked Appointment - Trial session or tour scheduled.
- No Response - No reply after 3 follow-up attempts.
- Converted - Joined as a paying member (move to GymMaster).
- Not Interested - Lead declined offer.

Manual Tasks (Club Level)

Task	Who	Frequency
Call all new leads within 10 minutes of receiving notification	Centre Manager / Sales	Ongoing
Update CRM status after every contact	Admin / Sales	Daily
Review pipeline dashboard	Manager	Weekly
Submit monthly lead conversion report to HQ	Franchise Owner	Monthly

Automation Setup (Zapier)

Zapier connections (pre-built by HQ or Kode0):

1. Facebook Lead Form → Go High Level CRM
 - Trigger: New Lead Submission
 - Action: Create Contact in CRM → Assign to “UAC [Club] Pipeline”
2. CRM → Email/SMS
 - Trigger: New Contact Added
 - Action: Send Welcome SMS & Email Sequence
3. CRM → Notification
 - Trigger: Contact Added
 - Action: Notify Assigned Club Manager via SMS/Email
4. CRM → Google Sheet Backup (Optional)
 - Trigger: Contact Added
 - Action: Add to HQ Dashboard Sheet

All Zaps must be monitored weekly for connectivity errors.

Reporting & KPI

Metric	Target	Tracked In
Lead Response Time	< 10 minutes	CRM Timestamp
Contact Rate	90%+	CRM Dashboard
Conversion Rate	25%+	GymMaster + CRM
Follow-Up Completion	100%	Task Automation
Zapier Success Rate	98%	Zapier Logs

Escalation

If automation fails or leads aren't syncing:

1. Check Zapier error log.
2. If unresolved within 24 hours → notify Kode0 CRM Team (crm@kode0.com).
3. Escalate persistent sync issues to UAC HQ Marketing Support (marketing@uac.com.au).

Review & Audit

- Monthly CRM audits by HQ Marketing & FSO.
- Review pipeline stages, uncontacted leads, and automation performance.
- Quarterly report on lead source vs conversion for ad budget optimization.

Communication Templates

A. Auto Welcome SMS

Hi [First Name]! Thanks for reaching out to Universal Athlete Centre 💪

We'd love to get you started — reply YES and our team will call to book your free trial!

B. Manual Follow-Up Call Script

"Hi [Name], this is [Your Name] from Universal Athlete Centre.

I saw you registered for a free trial!

We've got a few times this week available — would you like to come in for a session?"

C. Nurture Email

Subject: Your UAC Journey Starts Now

Welcome to Universal Athlete Centre! Whether your goal is performance, recovery, or training smarter, our team's here to help you every step of the way.

Click here to book your first session → [Booking Link]

Compliance

- All CRM data must comply with Australian Privacy Laws (APP 2020).
- Consent must be clearly obtained via lead forms.
- Member data is confidential and must not be exported without HQ approval.

Review Schedule

- SOP reviewed annually or after system or partner updates (e.g., new CRM, API changes).
- Managed by HQ Marketing Operations.

Quick Reference Summary

Stage	Tool	Responsible	Automation
Lead Generated	Meta / Google Ads	Kode0 / Franchise	Zapier Trigger
Lead Captured	Go High Level	CRM	Auto Entry
Lead Contacted	Phone / SMS	Club Staff	Partial
Follow-Up	Go High Level Sequences	CRM	Automated
Conversion	GymMaster	Manager	Manual



Bolt AI Assistant Usage

Objective

To ensure all UAC franchisees, centre managers, and staff effectively use the Bolt AI Assistant as an operational support tool for instant access to procedures, training resources, and troubleshooting.

This SOP provides clear guidelines for usage, access, responsibilities, and data integrity within the UAC network.

Scope

This procedure applies to all UAC franchise locations and their authorized staff, including owners, centre managers, coaches, and administrators.

Bolt AI serves as a digital operations assistant, replacing manual searches for SOPs, templates, and workflows.

Purpose of Bolt AI

Bolt AI is UAC's centralized, AI-powered virtual assistant designed to:

- Provide 24/7 access to UAC Standard Operating Procedures (SOPs), checklists, templates, and Loom tutorials.
- Assist with staff onboarding, training refreshers, and operational troubleshooting.
- Support franchisees and managers with compliance, financial, and marketing guidance.
- Reduce HQ dependency for routine queries, ensuring faster, standardized decision-making.

Bolt AI System Access

User Role	Access Level	Functionality Available
Franchise Owner	Full Access	All SOPs, HR Templates, Financial Guides, System Tutorials
Centre Manager	Full Access	Operational, Marketing, Reporting, and Compliance SOPs
Coach / Staff	Limited Access	Program Guides, Safety Procedures, Onboarding & Recovery SOPs
Franchise Support Officer (HQ)	Admin Access	Content updates, support logs, and usage monitoring

Access & Setup Procedure

Login Access

- Bolt AI is hosted on the UAC HQ platform (link provided upon franchise onboarding).
- Each user receives login credentials from the Franchise Support Officer (FSO).
- Credentials must remain confidential — sharing outside the team is prohibited.

Navigation Overview

- The search bar allows staff to query by keywords (e.g., “membership cancellation,” “equipment maintenance,” “marketing templates”).
- Quick Access Tabs:

- SOP Library
- HR & Training Templates
- Marketing Toolkit
- Finance & Admin
- Technical Guides (GymMaster, GoCardless, CRM, etc.)

Daily Usage Examples

- “How do I log a member incident report?”
- “Show me the Recovery Zone cleaning SOP.”
- “What’s the step-by-step for class scheduling in GymMaster?”
- “How do I create a social media post that follows UAC branding?”
- “What’s the escalation procedure for unpaid memberships?”

Support Content Available

Bolt AI provides centralized access to the following:

Category	Examples of Available Resources
Operations	Opening/Closing SOPs, Equipment Maintenance, Safety Checklists
HR & Training	Onboarding Forms, Job Templates, Performance Review Sheets
Finance & Admin	Xero Reports, Expense Reimbursement Forms, Royalty SOP
Programs & Coaching	Athlete Development Protocols, Testing Week, Curriculum Templates
Marketing	Social Media SOP, EDM Templates, Ad Copy Examples, Posters
Technology & Systems	GymMaster Integration, GoCardless Payments, Zapier Automations

CLUB OPERATIONS STANDARDS

Bolt AI Interaction Etiquette

To maintain data integrity and ensure a professional system experience:

- Use specific keywords (e.g., “recovery zone induction” instead of “how to use recovery”).
- Avoid typing member or staff names — Bolt AI is not a CRM or HR record-keeping tool.
- Do not upload or share sensitive documents through the AI interface.
- Report inaccurate or missing responses directly to HQ via support@uacglobal.com.

HQ Responsibilities (Admin Side)

HQ Role	Responsibility
Franchise Support Officer (FSO)	Manage franchise user access and provide support for technical issues.
Operations Team	Upload and maintain the most recent SOPs, templates, and compliance forms.
Marketing Team	Update design templates, campaigns, and brand guidelines quarterly.
Finance Team	Ensure latest forms and payment process updates are available.

Data Security & Compliance

- Bolt AI is hosted under secure encrypted infrastructure (Google Workspace / UAC Platform).
- Only authorized users can access documents.
- Any breach or misuse must be reported immediately to HQ Compliance Team.
- Users are reminded that Bolt AI content is UAC proprietary intellectual property — not to be shared externally.

Maintenance & Updates

- SOPs and templates are updated quarterly by HQ or upon procedural change.
- A Change Log is published after each update, summarizing revisions.
- Franchisees receive an email notification with major updates or new content additions.

Benefits to Franchisees

- Access to all UAC operational knowledge 24/7
- Reduced response time from HQ for common queries
- Consistent standards across all locations
- Easy onboarding and training for new staff
- Centralized learning and compliance resource

Non-Compliance

Failure to follow Bolt AI access or confidentiality protocols may lead to:

- Suspension of account access
- Formal warning and retraining requirement
- Disciplinary review under HR policy for serious breaches



Payment System & Integrations (GoCardless)

Applies To: All Franchise Clubs

Systems: GoCardless, GymMaster, CRM, Zapier

Departments: Finance, Operations, Customer Service

Purpose: To outline the correct procedures for setting up, managing, and troubleshooting GoCardless payments and its integrations with GymMaster and CRM systems. This SOP ensures accurate billing, automated processing, and compliance with UAC financial policies.

Scope

This SOP applies to:

- Centre Managers
- Administration Staff
- Finance & Billing Teams
- Franchise Owners

It covers:

- Direct debit setup
- Membership billing automation
- Failed payment workflows
- Integration maintenance
- Reporting & reconciliation

System Overview

GoCardless

Primary direct debit processor for all memberships, services, and recurring fees.

GymMaster Integration

- GymMaster triggers GoCardless payment requests automatically
- Updates member access status based on payment success/failure

CRM (Go High Level) + Zapier

- Collects new sales leads
- Automates membership creation flows
- Sends reminder or follow-up messages regarding billing

Responsibilities

Centre Manager

- Ensures all staff understand billing processes
- Approves payment amendments or manual billing
- Handles escalated failed payment issues

Admin/Front Desk Staff

- Assists members with setup
- Updates payment details in GymMaster
- Monitors payment alerts

Finance (HQ)

- Oversees GoCardless account setup
- Handles system-wide issues or integration errors
- Manages chargebacks, disputes, and reporting

Procedures

- Direct Debit Setup (New Member)

Step-by-Step

- 1.Member signs up via GymMaster or CRM
- 2.Payment form automatically triggers GoCardless mandate request
- 3.Member enters:
 - Bank account details
 - Email and phone number
- 4.System confirms mandate creation
- 5.GymMaster syncs → membership status becomes Active
- 6.First debit scheduled based on membership start date

Never manually collect banking details, always use GoCardless secure link.

Updating Payment Information

When a member requests changes:

- 1.Access GymMaster > Member Profile
- 2.Select Billing & Accounts
- 3.Click Resend GoCardless Mandate Link
- 4.Member updates details via secure link
- 5.Confirm new mandate has been created
- 6.Verify upcoming billing schedule

Staff must never input banking details on behalf of the member.

Failed Payments & Recovery Flow

GoCardless → GymMaster → SMS/Email Flow

- Day 1: Failed Payment Alert (automated)
 - Day 1: Auto-Redebit Scheduled (3 working days)
 - Day 3: Manual SMS if payment still pending
 - Day 7: Final SMS reminder + Call attempt
 - Day 14: Access suspended
 - Day 14+: If unresolved → Forward to HQ for debt escalation
- Late Payment Fee: \$5 added automatically if enabled.

Membership Freezes / Holds

When placing a hold in GymMaster:

1. Payment schedule automatically pauses
2. GoCardless receives update → stops debits
3. On reactivation → GoCardless resumes billing

Ensure hold dates are entered correctly to avoid billing errors.

Membership Cancellations

1. Confirm cancellation terms
2. Ensure minimum-term penalties (if applicable) are added
3. Set cancellation date in GymMaster
4. GymMaster signals GoCardless to stop future debits
5. Confirm no outstanding payments
6. Send cancellation confirmation email

Billing must NEVER stop until officially cancelled in GymMaster.

Integration Maintenance & Troubleshooting

Sync Errors Between GymMaster & GoCardless

Common Signs:

- Payments not processing
- Members marked unpaid incorrectly
- Duplicate mandates

Steps to Fix:

1. Refresh GymMaster “Billing Sync”
2. Confirm member has ONE active mandate
3. Re-send mandate link if needed
4. Check GoCardless status (Active/Cancelled/Failed)
5. If error persists → Contact HQ Support

CLUB OPERATIONS STANDARDS

Zapier Automation Issues

If CRM leads are not flowing into GymMaster / GoCardless:

1. Open Zapier → Check Task History
2. Look for “Errored Tasks”
3. Confirm API keys are active
4. Reconnect GoCardless/GymMaster integrations
5. If still failing → escalate to HQ

Reporting & Reconciliation (Monthly)

Centre Manager

- Review failed payments list
- Review active mandates
- Audit cancellations vs billing stoppages

HQ Finance

- Cross-check GoCardless payout reports
- Sync payouts with Xero
- Send quarterly financial summaries to franchise owners

Security & Compliance

- Staff must NEVER store or write down banking information
- All member updates must be done through secure GoCardless links

Comply with:

- Direct Debit Authority Regulations
- Australian Consumer Law
- Privacy Act (member data)

Breach of data security may result in disciplinary action.

Escalation Pathway

Issue Type	First Contact	Second Contact	Final Escalation
Failed Payments	Admin/CM	Franchise Owner	HQ Finance
System Sync Errors	Centre Manager	HQ Support	Vendor Support
Chargebacks / Disputes	HQ Finance	Accountant	Legal (if needed)



CCTV Review & Incident Logging

Objective: To establish a clear process for reviewing, retrieving, and logging CCTV footage using the Dahua Technology system in UAC Clubs, ensuring proper handling of security incidents, member safety, and data privacy compliance.

Scope:

This SOP applies to:

- All UAC Clubs equipped with Dahua CCTV systems.
- All staff authorized to access or review CCTV footage.
- All security, safety, and operational incidents occurring within club premises (gym, recovery, offices, garage, and basketball court areas).

Responsibilities

Role	Responsibilities
Club Manager / Franchisee	Ensures CCTV system is operational and reviews incidents when required.
Franchise Support Officer	Provides oversight, compliance review, and supports investigations.
Authorized Staff / Duty Manager	Conducts initial CCTV review following an incident and logs all details.
IT / Security Provider (Dahua)	Maintains system functionality, storage capacity, and software updates.

CCTV System Overview

- Brand: Dahua Technology
- Access via: Dahua SmartPSS / DMSS / NVR Interface
- Recording: Continuous 24/7 (looped storage)
- Storage Duration: Minimum 30 days (auto-overwrite thereafter)
- Cameras: Cover all key club areas — entry, reception, training zones, exits, garage, and basketball court.

CLUB OPERATIONS STANDARDS

CCTV Review Process

Step 1: Identify Incident

- Receive notification of an event (e.g., injury, theft, equipment damage, member dispute).
- Log the initial report in the Incident Log Sheet with:
 - Date & Time of occurrence
 - Location within club
 - Brief description of event
 - Name of reporting staff or member

Step 2: Access CCTV System

- Log into Dahua SmartPSS or NVR system using authorized credentials.
- Select Playback mode.
- Use timeline and camera view to locate footage around the reported time.
- Narrow down to exact event using time stamps.

Step 3: Review Footage

- Observe the event to confirm details.
- Do not alter, delete, or share footage without permission.
- Document:
 - Camera ID and location
 - Exact time range viewed
 - Summary of observed event

Step 4: Export Footage (if required)

- Export only when:
 - Requested by Franchise Support Officer
 - Required for insurance, audit, or police report
- Save export on a secured, labeled USB drive.
- Rename file using format:
- [ClubName][Date][IncidentType]_[Camera#].mp4
- Store securely in locked office cabinet or password-protected drive.

Step 5: Log the Incident

Record details in the UAC CCTV & Incident Log Sheet, including:

- Incident reference number
- Date/time of review
- Staff name and signature
- Description of incident
- Action taken (e.g., reported to HQ, footage exported)
- Follow-up or resolution notes

Step 6: Reporting

- For minor incidents (e.g., accidental drops, gym mishaps):
- Email summary and log copy to Franchise Support Officer within 24 hours.
- For major incidents (e.g., injury, theft, security breach):
- Immediately notify Franchise Support Officer and Club Owner.
- Attach the exported CCTV file (if required) via secure channel.

CLUB OPERATIONS STANDARDS

Data Privacy & Security

- Only authorized personnel may access CCTV recordings.
- CCTV footage is strictly for security, safety, and compliance purposes.
- Sharing or copying footage without written consent is strictly prohibited.
- All exports and copies must be recorded in the CCTV Access Log.
- Retention beyond 30 days requires written approval from Franchise Support.

Maintenance & System Checks

Task	Frequency	Responsible
Verify all cameras are recording and clear	Weekly	Duty Manager
Confirm playback and export functions operational	Monthly	Club Manager
Clean camera lenses (visually inspect)	Monthly	Maintenance staff
Review recording storage capacity	Quarterly	IT / Dahua Service Provider
System firmware and password update	Semi-annual	IT Provider

Incident log Reference Template

Date	Time	Camera ID	Incident Description	Reviewed By	Action Taken	Remarks
15/10/2025	9:45 PM	CAM-04	Member slipped in recovery area	M. Santos	Exported & reported	Closed

Training

- All Club Managers and Duty Managers must undergo Dahua CCTV System Training covering:
 - Access control and password use
 - Playback and export procedures
 - Data privacy & handling
- Training refresher: Annually or when system updates occur.

References

- Dahua Technology SmartPSS User Manual
- UAC Safety & Security Policy
- UAC Data Privacy & Member Confidentiality Policy

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FINANCE & ADMIN



Providing clear, compliant, and efficient financial management systems that support stability, transparency, and smart decision-making across every UAC franchise.

FINANCE & ADMIN

- Membership Payments & Billing
- Royalty Payments (Franchisees)
- Invoicing & Expense Management
- Monthly P&L Reporting
- Budgeting Tools & Templates
- Insurance, Council & Legal Requirements



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Membership Payments & Billing

Applies To: All UAC Franchise Clubs

Systems Used: GymMaster, GoCardless, CRM (GHL), Zapier

Departments: Operations, Finance, Customer Service

Purpose: To ensure all membership payments, billing cycles, and financial updates are processed accurately, securely, and in compliance with UAC financial protocols. This SOP defines how payments are collected, managed, reconciled, and followed up across UAC facilities.

Scope

This SOP applies to:

- Centre Managers
- Admin/Front Desk Staff
- Franchise Owners
- HQ Finance Team

Covers:

Membership billing setup

Direct debit processing

Failed payments workflow

Holds & cancellations

Manual billing

Payment amendments

Reporting & reconciliation

Systems Overview

GymMaster

Primary membership management system used for:

- Billing schedules
- Payment status
- Access control (auto lockouts)

PayChoice

Direct debit processor handling:

- Recurring membership payments
- Retry attempts
- Payment confirmation
- Late fee handling

CRM (Go High Level) + Zapier

Used for:

- Lead capture → Membership conversion
- Payment reminders
- Email/SMS automation

Roles & Responsibilities

Centre Manager

- Oversees daily billing operations
- Ensures failed payments are followed up
- Approves manual adjustments, refunds, or credits
- Escalates long-standing unpaid accounts to HQ

Admin/Front Desk Staff

- Assists members with setting up or updating payment details
- Sends automated + manual reminders for overdue accounts
- Ensures accurate billing information is stored
- Executes billing freeze/hold processes

HQ Finance

- Manages PayChoice account and payouts
- Ensures Xero reconciliation
- Oversees chargebacks and escalated payment issues
- Prepares financial summaries for franchise owners

Membership Billing & Payment Procedures

Direct Debit Setup (New Members)

Steps:

- 1.Member joins via GymMaster or CRM.
- 2.System automatically sends PayChoice Mandate Link.
- 3.Member enters bank details securely.
- 4.GymMaster updates membership to Active once mandate is verified.
- 5.First payment scheduled based on membership start date.

Staff may NOT collect or enter banking information manually.

This ensures PCI and privacy compliance.

Updating Member Payment Information

Use ONLY secure PayChoice links.

Steps:

1. Open Member Profile → Billing → Resend Mandate Link
2. Member updates info on their device
3. Confirm mandate status turns Active
4. Check/update billing schedule if required

Staff must never handle banking details verbally or in writing.

Billing Cycle Management

UAC memberships are billed fortnightly via PayChoice.

Each cycle includes:

- Automated debit attempt
- GymMaster access sync
- Failure alerts
- Auto-retry after 3 business days

Failed Payment Protocol (Mandatory)

Day 1 – Failed Payment Detected

- Automatic SMS + email sent
- GymMaster flags “Failed Payment”
- Redebit scheduled 3 business days later

Day 3 – Second Failure

- Manual SMS reminder
- CM or admin reviews account
- Member advised to update mandate

Day 7 – Final Warning

- Final SMS + phone call
- Account flagged “Restricted Access”

Day 14 – Access Suspension

- Member key fob/QR access disabled
- Late Fee (\$5 AUD) applied

Day 21 – Escalation

If no payment after 3 attempts:

- Add to “Debt Escalation List”
- Forward to HQ (Jason)
- HQ engages Third-Party Collections Partner

No exceptions unless approved by Franchise Owner.

Membership Holds (Freezes)

Members may request a hold for:

- Medical reasons
- Travel
- School holidays (basketball)
- Temporary financial hardship

Procedure:

1. Confirm request meets hold policy
2. Enter dates into GymMaster → Billing auto-pauses
3. Confirm no outstanding payments
4. Send confirmation message to member

Holds must be pre-approved and cannot be backdated.

Membership Cancellations

Follow UAC Cancellation SOP.

Key billing elements:

- Minimum terms must be honored
- If within minimum term → Cancellation Payout Fee applies
- Final debit must process before closure
- GymMaster cancellation date must match payment stop date
- Send confirmation email

Billing must NOT stop until officially cancelled in GymMaster.

Manual Billing (Rare Cases)

Only permitted when:

- A member requests a one-off payment
- Special programs, camps, or one-time services
- Uniforms, merchandise, or recovery packages

Acceptable Methods:

- Square terminal
- GymMaster POS
- PayChoice one-off invoice

Prohibited:

- X Bank transfers unless approved
- X Cash (avoid for audit and tracking purposes)

CLUB OPERATIONS STANDARDS

Refunds & Adjustments

Refunds must be approved by:

- Centre Manager (minor issues)
- Franchise Owner (billing disputes)

Process:

1. Apply credit in GymMaster OR
2. Request PayChoice refund (if debit already processed)

Refund justification must be documented in member notes.

Reporting & Reconciliation

Daily (Admin)

- Review failed payment alerts
- Verify new mandates
- Monitor overdue accounts

Weekly (Centre Manager)

- Review outstanding balances
- Follow-up overdue accounts
- Track retention & revenue metrics

Monthly (HQ Finance)

- Reconcile PayChoice payouts with Xero
- Review franchise revenue reporting
- Audit member billing accuracy

Data Security & Compliance

Mandatory rules:

- Never store banking details in notes, messages, forms
- Use secure PayChoice links only
- Follow the Australian Privacy Act requirements

Restrict access to billing screens for authorized staff only

Violation may result in disciplinary action or removal of system access.

Escalation Pathway

Issue	First Contact	Second	Final
Failed Payments	Admin	Centre Manager	HQ Finance
Billing Errors	Centre Manager	HQ Finance	PayChoice
Disputes	CM	Franchise Owner	HQ / Legal
System Integration Error	CM	HQ Support	Vendor



Franchise Royalties Policy

Objective: To define the royalty structure for UAC franchisees, ensuring clarity, transparency, and consistency in royalty fee collection and usage.

Scope: This SOP applies to all UAC franchisees and UAC head office staff involved in royalty calculation, invoicing, and support services.

Policy:

- UAC charges a flat 8% royalty fee on gross revenue.
- The royalty fee is all-inclusive, with no hidden charges, marketing levies, or compliance fees.
- Royalties are designed to support franchisee *operations, brand growth, and ongoing business success*.

Procedure

1. Calculation & Payment

- Royalties are calculated as 8% of gross monthly revenue.
- Payments must be submitted to UAC by the 5th business day of each month.
- Franchisees receive an automated invoice through the UAC Finance System.

2. Inclusions in 8% Royalty

The following services and resources are covered under the flat royalty fee:

- Full access to the UAC brand and operating system.
- National marketing fund contributions (no extra %).
- Custom local marketing assets and strategy tools.
- Technology access and ongoing support.
- Operational support, coaching, and performance audits.
- Access to franchise-exclusive programs and systems.
- Continuous upgrades to resources, manuals, and content.
- Head office-led campaigns, innovation, and partnerships.

3. What Franchisees Will Not Pay

Franchisees are not charged for the following:

- No separate marketing levies (normally 1–3% extra in other systems).
- No hidden software or technology fees.
- No training levies or “ongoing support” charges.
- No surprise admin fees or compliance costs.

4. Compliance

- Franchisees must submit accurate monthly revenue reports for royalty calculation.
- Late or missed payments will incur penalties as outlined in the Franchise Agreement.
- UAC Finance Team will conduct regular audits to ensure compliance.

Responsibilities

- Franchisee: Report accurate gross revenue and ensure timely royalty payments.
- UAC Finance Team: Issue invoices, process payments, and conduct audits.
- UAC HQ (Support & Marketing): Deliver services included in the royalty fee.

References

- Franchise Agreement
- UAC Finance Policy
- UAC Franchise Information Document



Franchise Royalties Payment Processing

Objective: To define the royalty structure and payment processing system for UAC franchisees, ensuring clarity, transparency, and consistency.

Scope: Applies to all UAC franchisees and UAC head office staff involved in royalty calculation, invoicing, payment, and compliance.

Policy:

- UAC charges a flat 8% royalty fee on gross revenue.
- Royalties are all-inclusive with no hidden or additional fees.
- Payments are due monthly and processed through the approved UAC Finance System.

Procedure

1. Calculation of Royalties

- Royalties = 8% of gross monthly revenue.
- Gross revenue must be reported accurately via GymMaster / POS system by the 3rd business day of each month.

2. Invoicing

- The UAC Finance Team issues automated invoices by the 4th business day of each month.
- Invoices are sent to the franchisee's registered email and uploaded into the Finance Portal.

3. Payment Processing

Franchisees must:

- Pay royalties by the 5th business day of the month.
- Use only approved payment channels:
 - Direct Debit (preferred)
 - Bank Transfer
 - Credit Card via UAC Finance Portal
- Reference their Club ID and Invoice Number on all payments.



Franchise Royalties Payment Processing

4. Confirmation & Receipts

- Once payment is received, the Finance Team issues a receipt confirmation via email.
- Payments are automatically logged in Xero (or accounting system) and reconciled with reported revenues.

5. Non-Compliance / Late Payments

- Payments not received by the 7th business day incur a late fee penalty as outlined in the Franchise Agreement.
- If payment is overdue beyond 14 days, UAC may:
 - Restrict access to marketing or system support
 - Escalate to franchise support officer for resolution

6. Audit & Verification

- UAC conducts quarterly audits to verify reported revenues match actual POS/GymMaster data.
- Any discrepancies must be resolved within 10 business days.

Responsibilities

- Franchisee: Submit accurate revenue, process payment on time, retain proof of payment.
- UAC Finance Team: Invoice, track, reconcile payments, and issue receipts.
- UAC Support HQ: Ensure franchisees receive services covered under royalties.



Xero Payroll & Invoicing Process

Objective: To standardize how UAC staff use Xero for payroll (employee wages) and individual invoicing (e.g. for freelance trainers, service charges), ensuring accuracy, compliance, and timely processing.

Scope: Covers all staff responsible for payroll, HR, accounting, and billing/invoicing in UAC clubs.

Responsibilities

- Payroll Administrator / HR Staff: Enter employee data, run pay runs, reconcile.
- Accountant / Finance Lead: Review, approve, ensure compliance, do audits.
- Billing Staff / Ops Manager: Create, send, and follow up individual invoices for services.

Procedure & Process Flow

Here's a simplified process flow (6 steps) and details for each:

Step	Action	Details / Sub-tasks	Responsible
1	Setup & Configuration	- Configure payroll settings (pay calendars, tax settings, superannuation rules) - Add employees / contractors with personal, bank & tax details - Set up invoice settings (branding, tax rates)	Payroll Admin / Accountant
2	Data Entry & Validation	- Enter hours, salary, bonus, deductions - Check leave, overtime, reimbursements - Confirm all employee data is correct	Payroll Admin
3	Run Payroll / Pay Run	- Initiate pay run - Xero calculates gross, taxes, net pay - Review summary & preview payslips	Payroll Admin / Accountant
4	Submit & Publish	- Approve pay run - Post journals to accounting - Publish payslips to employees	Payroll Admin / Accountant
5	Invoicing Individuals	- Create invoice for services (e.g. freelance training) - Select client, service, rate - Review totals, apply GST/tax - Send invoice to client (email or PDF)	Billing Staff / Ops
6	Reconcile & Report	- Confirm payments received (bank reconciliation) - Match payments to invoices - Review payroll reports (tax, super, EC deductions) - Archive and audit	Accountant / Finance Lead

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Additional Notes & Best Practices

- Always backup / save before processing large changes.
- Use draft mode in Xero if unsure, then review before final approval.
- Periodically audit employee records & invoice history to detect anomalies.
- Maintain clear naming conventions (e.g. "Payrun_2025-10_ClubA") and version control.
- Keep training materials or internal guides referencing the above YouTube tutorials.
- Ensure compliance with local employment, tax, and superannuation laws (Australia).

Link to Xero Payroll Video tutorial:

Overview and setting

<https://www.youtube.com/watch?v=orocreemqwQ>

Setting up employees

https://www.youtube.com/watch?v=hVXS0_kgzq4

Processing payroll

<https://www.youtube.com/watch?v=Nzn2utPPGHE>



Expense Reimbursement Process

Department: Finance / Operations / Franchise Support

Applies To: All UAC Employees, Contractors, and Franchisees

Purpose: To establish a standardized process for reimbursing legitimate business-related expenses incurred by UAC staff or franchisees while performing their roles. This ensures all reimbursements are processed accurately, fairly, and in compliance with UAC financial policies.

Objectives

1. Maintain financial accountability and transparency.
2. Ensure timely reimbursement for approved expenses.
3. Prevent duplicate or unauthorized claims.
4. Comply with Australian tax and audit standards.

Scope

This policy applies to:

- All UAC employees, managers, and franchise owners submitting expense claims.
- Expenses related to training, operations, marketing, travel, and supplies.
- Reimbursements processed through UAC Head Office (Xero-managed).

Roles & Responsibilities

- Employee / Claimant: Submit expense claim with valid receipts and reason for expense.
- Centre Manager / Franchise Owner: Review and approve claim within 3 business days.
- Finance Department (HQ): Verify, record, and reimburse approved claims through Xero.
- Franchise Support Officer (FSO): Audit and ensure compliance with reimbursement policy.

CLUB OPERATIONS STANDARDS

Reimbursable Expenses

The following expenses are eligible for reimbursement if pre-approved or directly related to UAC operations:

Category	Examples
Travel	Mileage for local travel, public transport, taxi, or rideshare for UAC business.
Training & Education	UAC training fees, workshops, certifications.
Marketing & Promotion	Approved event supplies, giveaways, banners.
Office & Admin	Stationery, postage, and small equipment.
Member Supplies	First aid, towels, or UAC-branded items used operationally.
Other	As pre-approved by HQ or Franchise Support.

! All expenses must be directly tied to UAC business activities. Personal or unapproved expenses will not be reimbursed.

Non-Reimbursable Expenses

- ✗ Personal entertainment, fines, alcohol, or unapproved meals
- ✗ Late payment penalties or bank fees
- ✗ Non-UAC travel (personal trips)
- ✗ Purchases without valid receipts

CLUB OPERATIONS STANDARDS

Expense Reimbursement Process (Step-by-Step)

Step	Action	Responsible	Timeline
1. Expense Incurred	Pay for approved expense using personal funds.	Employee	Same day
2. Collect Receipts	Retain tax invoice or proof of payment (must show ABN, GST, date).	Employee	Same day
3. Complete Claim Form	Fill out the UAC Expense Reimbursement Form.	Employee	Within 3 business days
4. Submit for Approval	Send completed form + receipts to Centre Manager / Franchise Owner.	Employee	—
5. Manager Review	Verify legitimacy, sign, and forward to HQ Finance (accounts@uacfranchise.com.au) .	Manager	Within 3 business days
6. HQ Review	Cross-check receipts and policy compliance.	Finance	Within 5 business days
7. Reimbursement Processed	Approved claims reimbursed via payroll or direct transfer through Xero.	Finance	Within 7–10 business days
8. Record & File	Claim archived in Google Drive (Finance > Reimbursements).	Finance	Monthly

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Supporting Documents

All reimbursement claims must include:

- Completed Expense Reimbursement Form (signed)
- Original tax invoices / receipts (clear and legible)
- Reason for purchase (e.g., "Marketing supplies for open day")
- Approval email (if pre-approved expense)

Payment Method

- Reimbursements will be made via bank transfer or payroll credit.
- All payments recorded in Xero Accounting for audit purposes.
- Processing schedule: fortnightly (aligned with payroll cycle).

Expense Limits & Approval Levels

Expense Range	Approval Required
Up to \$100	Centre Manager / Franchise Owner
\$101–\$500	Regional / Franchise Support Officer
Over \$500	Head Office Finance Approval
Over \$1,000	CEO or Director Authorization

Late or Missing Claims

- Claims must be submitted within 30 days of the expense date.
- Claims beyond 30 days require written justification and HQ approval.

Compliance & Audit

- HQ conducts quarterly audits of reimbursement logs.
- Discrepancies or duplicate claims trigger an investigation.
- Repeated misuse may result in disciplinary action or repayment request.



Monthly P&L Review (Franchisee / Head Office)

Department: Finance / Franchise Support

Applies To: All Franchise Owners, Centre Managers, and Head Office (HO) Finance Team

Purpose: To outline the process for reviewing, reconciling, and analyzing monthly Profit & Loss (P&L) statements through Xero Accounting for each UAC franchise location.

The goal is to ensure accurate financial reporting, identify performance trends, and support business improvement decisions.

Objectives

1. Maintain accurate and compliant monthly financial records in Xero.
2. Provide consistent financial visibility between Franchisees and HQ.
3. Identify areas for cost reduction, revenue improvement, and margin control.
4. Enable proactive decision-making through regular review cycles.

Scope

This procedure applies to:

- All UAC Franchise Clubs (domestic and international)
- UAC Head Office Finance Team
- Franchise Support Officers (FSOs) responsible for performance audits

Roles & Responsibilities

- Franchise Owner / Manager: Maintain daily financial accuracy, submit receipts/invoices, and review monthly P&L.
- HQ Finance Team: Generate consolidated P&L reports from Xero, reconcile key accounts, and review variances.
- Franchise Support Officer (FSO): Conduct monthly financial review calls with franchisees.
- CEO / Director: Monitor trends and identify financial risks or opportunities across the network.

CLUB OPERATIONS STANDARDS

Monthly P&L Review Process (Step-by-Step)

Step	Action	Responsible	Tool / System
1.Data Entry & Categorization	Enter all income and expense transactions in Xero under correct chart of accounts.	Franchise Owner / Manager	Xero
2.Bank Reconciliation	Reconcile all transactions against bank feeds and receipts.	Franchise Owner / Finance Team	Xero Reconciliation Tool
3.Invoice & Payroll Verification	Verify supplier invoices, staff wages, and expense claims have been posted correctly.	HQ Finance	Xero / Payroll Module
4.Generate P&L Report	Produce a Profit & Loss Statement for the previous month.	HQ Finance	Xero → Reports → Profit & Loss
5.Initial Review (Franchisee)	Franchise owner reviews report for accuracy and identifies unusual variances.	Franchise Owner	PDF/Xero Dashboard
6.Review Meeting with FSO	Conduct monthly 30-min review call to discuss performance insights.	Franchise Owner + FSO	Zoom / Teams
7.Adjustments & Approvals	HQ Finance applies final journal adjustments (if needed) and approves the report.	HQ Finance	Xero
8.Archive & Record	Final report stored in shared Google Drive: Finance → P&L → [ClubName_Month_Year]	HQ Finance	Google Drive

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CLUB OPERATIONS STANDARDS

Key Review Areas

Category	Focus Points
Revenue	Membership sales, recovery sessions, basketball academy, PT revenue, merchandise sales
Cost of Goods Sold (COGS)	Product costs (merch, supplements, drinks)
Payroll Expenses	Staff wages, superannuation, PT commissions
Operational Expenses	Cleaning, maintenance, utilities, software, insurance
Marketing & Promotion	Kode0 fees, social media spend, local events
Rent & Lease Costs	Fixed and variable site costs
Net Profit Margin	Club's profitability and sustainability health

Financial Ratios & Benchmarks

The following metrics are reviewed during each monthly meeting:

Metric	Target / Benchmark
Revenue Growth (MoM)	≥ 5% positive growth
Payroll % of Revenue	≤ 45%
Marketing Spend %	5–8% of total revenue
Rent / Occupancy Cost %	≤ 25%
Net Profit Margin	Minimum 15%
Billing Collection Ratio	≥ 90% success rate
Attrition Rate	≤ 5% monthly

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CLUB OPERATIONS STANDARDS

Reporting Schedule

Activity	Deadline	Responsible
Data Entry Completed	By 2nd of following month	Franchise Owner
Reconciliation Completed	By 5th	Franchise Owner / Finance
P&L Generated & Reviewed	By 7th	HQ Finance
Review Call with FSO	By 10th	Franchisee / FSO
Consolidated HQ Report	By 15th	HQ Finance / CEO

Variance Analysis

- Variances greater than $\pm 10\%$ month-on-month must be flagged.
- Common causes to check:
 - Unposted invoices
 - Incorrect expense categorization
 - Seasonal changes (promotions or holidays)
- All anomalies to be documented in the Monthly Variance Log (template provided by HQ).

Communication & Support

- FSO to hold monthly P&L performance meeting with franchisee (virtual or in-person).
- HQ Finance to provide quarterly financial performance dashboards summarizing network-wide trends.
- Franchisees may request 1:1 consultation for cost management or margin improvement.

CLUB OPERATIONS STANDARDS

Compliance & Audit

- Financial records must be retained for 7 years (per ATO compliance).
- Xero must remain up-to-date at all times with bank feed integration active.
- Random audits may be conducted by HQ Finance or external auditors.
- Any discrepancies must be corrected within 7 business days of notification.

Tools & Templates

Systems Used:

- Xero Accounting Software
- Google Drive – Finance Shared Folder
- UAC P&L Review Template (Excel / PDF)
- UAC Variance Log Template

Folder Path:

Google Drive → Finance → [Club Name] → Monthly Reports → P&L Reviews

Performance Actions

If a club's P&L performance falls below standard benchmarks:

- FSO to notify HQ within 3 days.
- Franchisee to submit a Performance Improvement Plan (PIP).
- Follow-up meeting scheduled within 30 days.
- HQ may implement financial mentoring or operational support.



Facility Budget Planning & Financial Document Access

Department: Finance / Operations / Franchise Support

Applies To: All UAC Franchise Owners, Centre Managers, and HQ Finance Team

Purpose: To provide a consistent process for facility-level budget planning, financial tracking, and secure access to financial documentation.

This SOP ensures that all UAC facilities operate with financial transparency, maintain budget discipline, and align with UAC HQ's performance targets.

Objectives

1. Establish an annual and quarterly budgeting process for all UAC facilities.
2. Provide controlled access to financial reports and supporting documents.
3. Promote data-driven decision-making through standardized templates.
4. Maintain accountability between franchise owners, HQ Finance, and Centre Managers.

Scope

This SOP applies to:

- All UAC franchise clubs and company-owned facilities.
- All budgeting activities including revenue projections, expense planning, and capital expenditure forecasting.
- Access and management of financial systems including Xero, Google Drive, and HQ Budget Tools.

Roles & Responsibilities

- Franchise Owner / Centre Manager: Prepare annual facility budget and review monthly actuals against targets.
- HQ Finance Department: Provide templates, review submissions, consolidate data, and issue financial insights.
- Franchise Support Officer (FSO): Support franchisees in interpreting financial data and identifying improvement areas.
- CEO / Director (HQ): Review and approve annual budgets and significant capital expenditure requests.

CLUB OPERATIONS STANDARDS

Budget Planning Cycle

Timeline	Activity	Responsible
November–December	Draft Annual Facility Budget for next financial year using UAC template.	Franchise Owner / Manager
January	HQ Review & Approval of Facility Budget.	HQ Finance / Director
Monthly	Review actual vs. budget performance (P&L tracking).	Franchise Owner / HQ Finance
Quarterly	Adjust forecast and update cost-saving or growth initiatives.	Franchise Owner / FSO
EOFY (June–July)	Consolidate year-end results and compare against annual plan.	HQ Finance

Budget Components

Each facility's budget template (provided by HQ) includes the following standard sections:

Category	Description
Revenue	Membership income, casual passes, PT/S&C, academy programs, recovery, events, merchandise sales.
Cost of Sales (COS)	Supplements, merchandise, Puma uniforms, event prizes.
Operating Expenses	Rent, utilities, cleaning, insurance, marketing, system subscriptions (GymMaster, CRM, etc.).
Staffing Costs	Salaries, commissions, superannuation, payroll tax, staff benefits.
Maintenance & Repairs	Gym equipment, sauna, tubs, basketball courts, HVAC.
Marketing & Promotions	Local activations, sponsorships, content creation.
Capital Expenditure (CapEx)	Large-scale purchases (fit-out, new machines, flooring, signage).
Royalty Fees	Franchise royalty and marketing fund contributions.
Profit / Loss Projection	Summary of forecasted performance per month and cumulative year-end target.

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CLUB OPERATIONS STANDARDS

Access to Financial Documents

System / Folder	Access Provided To	Access Level	Purpose
Xero Accounting System	Franchise Owner, HQ Finance	Read & Edit (HQ), View (Owner)	View live P&L, reconcile transactions, access reports.
Google Drive – Finance Shared Folder	Franchise Owner, Manager, HQ Finance	View & Upload	Store budget templates, reports, and receipts.
UAC Financial Dashboard (HQ)	Franchise Owner, FSO, Director	Read Only	Review performance KPIs and benchmarks across clubs.
Monthly P&L Folder	HQ Finance, Franchise Owner	View Only	Review updated financial reports uploaded monthly.
Budget Forecast Template (Excel)	Franchise Owner, HQ Finance	Edit	Used for annual and quarterly budget submissions.

Access permissions are controlled by HQ Finance to ensure data confidentiality.

CLUB OPERATIONS STANDARDS

Budget Submission Process (Step-by-Step)

Step	Action	Responsible	Timeline
1.Budget Template Release	HQ sends out updated budget template to all franchises.	HQ Finance	November
2.Facility Budget Drafting	Franchise completes all revenue and expense projections.	Franchise Owner / Manager	November–December
3.Budget Review Meeting	FSO or HQ Finance conducts review session with each franchise.	HQ Finance / Franchise Owner	December
4.Budget Approval	HQ signs off and uploads final approved budget to shared folder.	HQ Finance	January
5.Monthly Tracking	Franchise reviews monthly P&L in Xero against budget targets.	Franchise Owner / Manager	Monthly
6.Variance Analysis Report	HQ Finance sends variance report highlighting over/under performance.	HQ Finance	Monthly
7.Quarterly Adjustments	Adjust targets or spending priorities based on performance.	Franchise Owner / HQ Finance	Quarterly

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CLUB OPERATIONS STANDARDS

Financial Document Management

All financial and budget-related documents must be stored securely in the UAC Shared Drive following the structure below:

Google Drive > Finance > [Club Name] > FY2024–2025

Subfolders:

- Budget Plan & Forecast
- Monthly P&L Reports
- Variance Reports
- Expense Receipts
- Bank Statements
- EOFY Reports

All documents must be uploaded in PDF or Excel format, clearly labeled with the following convention:

[ClubName][DocumentType][MonthYear].pdf

Example: UAC_Melbourne_BudgetForecast_FY25.xlsx

Confidentiality & Data Security

- Financial data and reports are strictly confidential and may only be accessed by authorized personnel.
- Documents stored in Google Drive and Xero must not be downloaded or shared externally without HQ approval.
- Staff handling financial data must comply with the UAC Data Privacy & Confidentiality Policy.

Monitoring & Review

- HQ Finance monitors facility budgets monthly for anomalies or over-expenditure.
- Franchisees receive quarterly financial performance summaries comparing their results against benchmarks.
- Annual budget templates are updated each October before the new cycle.

Tools & Resources

Systems Used:

- Xero (Accounting Platform)
- Google Drive (Finance Shared Folders)
- UAC Budget Template (Excel)
- UAC Financial Dashboard

Templates Provided by HQ:

- Annual Budget Template
- Monthly P&L Tracker
- Variance Analysis Sheet
- Forecast Revision Form



Insurance, Council & Legal Requirements

Applies To: All Franchise Clubs

Departments: Franchise Owners, Centre Managers, Head Office (HO), Council/Regulatory Agencies

Purpose: To ensure all UAC franchise locations maintain the required insurance coverage, comply with local council regulations, and follow legal standards relevant to gym, sport, and high-performance facility operations.

This SOP protects members, staff, owners, and the brand through proactive compliance management.

Scope

This SOP applies to all:

- UAC franchise owners
- Centre managers
- Facility operations (gym, academy, recovery)
- All contractors and allied health partners
- Head Office compliance oversight

Responsibilities

Franchise Owner

- Ensure all insurance policies are active and current
- Maintain compliance with council permits and building regulations
- Meet all legal obligations under the Franchise Agreement
- Keep documentation on-site and accessible
- Notify HO of incidents requiring insurance claims

Centre Manager

- Monitor operational compliance (WHS, emergency, signage)
- File and store documentation in the Compliance Folder
- Complete quarterly safety audits
- Report risks or non-compliance immediately

UAC Head Office

- Provide templates, guidelines, and compliance requirements
- Support council approvals/scope variations
- Provide policy updates and legal changes
- Assist with major incident escalation

Mandatory Insurance Requirements

All franchisees must maintain and provide evidence of the following insurance policies annually:

1. Public Liability Insurance (Minimum AUD \$20M)

Covers:

- Member injuries
- Third-party injuries on-site
- Property damage

2. Professional Indemnity Insurance (Minimum AUD \$5M)

Required for:

- Personal trainers
- Coaches
- Allied health partners

3. Workers Compensation Insurance

Required if employing:

- Staff
- Coaches
- Admin team
- Facility attendants

4. Contents & Equipment Insurance

Covers:

- Gym equipment
- Basketball court infrastructure
- Recovery equipment
- Computers, POS, tools

5. Cyber Liability Insurance (Recommended)

Covers:

- Member data breaches
- System compromises
- CRM/GymMaster data exposure

6. Business Interruption Insurance (Optional but Recommended)

Annual Insurance Compliance Process

Step 1 — Renewal Reminder

HO sends reminder 6 weeks before expiry.

Step 2 — Franchisee Submits Updated Certificates

Must include:

Certificate of Currency

Policy schedule

Renewal dates

Insurer contact details

Step 3 — HO Compliance Review

HO verifies:

- Correct coverage
- Adequate limits
- All required policy types present

Step 4 — Upload to Compliance Folder

Stored in:

 UAC Compliance → Insurance → YYYY

Step 5 — Spot Checks During Audit

FSO confirms:

- Hard copy on-site
- Digital copy in shared drive

Council Compliance Requirements

All UAC franchises must comply with:

- Local council regulations
- Victorian Planning Provisions
- Fitness/gym-specific guidelines
- Structural, fire, and occupancy codes

Common Requirements:

- Building Occupancy Permit
- Change of Use permit when fitting out a gym or recovery facility
- Parking & traffic report compliance
- Noise management plan (especially with basketball courts)
- Fire safety compliance (extinguishers, exits, alarm panel)
- Waste & hygiene compliance (wet recovery zones, showers)
- Signage permit for external signboards

Council Documentation Must be Stored:

 UAC Compliance → Council Permits → Approvals

Legal Requirements (Franchisee Responsibilities)

1. Franchise Agreement Obligations

Franchisees must:

- Adhere to UAC brand standards
- Maintain royalty and marketing fund payments
- Use approved suppliers where required
- Participate in audits and training
- Maintain confidentiality and IP protection
- Protect UAC logo, branding, and assets

2. Employment Law Compliance

Must comply with:

- Fair Work Act
- Modern Awards (Fitness & Sports Industry)
- Working With Children Checks
- Contractor and subcontractor laws
- WHS Act (VIC Standards)

3. Privacy & Data Protection

Franchisees must comply with:

- Australian Privacy Act
- Data storage standards for member information
- Secure handling of GymMaster, CRM, and payment data
- No unauthorised data exporting

4. Payment & Consumer Law

Includes:

- Transparent membership contracts
- ACCC compliance
- Fair billing practices
- Correct cancellation and hold policies

Incident Reporting & Insurance Claim Process

Step-by-Step:

Incident occurs

Staff complete Incident Report Form within 2 hours

Centre Manager reviews and logs into the Incident Register

For major injury, notify HO within 24 hours

Complete insurance claim with:

- Photos
- CCTV (if relevant)
- Witness statements
- Medical documentation
- HO assists with insurer communication
- Franchisee keeps all documents on file for 7 years

Non-Compliance Consequences

If a franchise fails to maintain insurance or legal compliance, HO may:

- ⚠ Issue a formal compliance warning
- ⚠ Freeze marketing support
- ⚠ Conduct mandatory audit
- ⚠ Limit new membership promotions
- ⚠ Escalate to legal enforcement under the Franchise Agreement

High-risk breaches include:

- ⛔ Operating without insurance
- ⛔ Failure to meet council occupancy requirements
- ⛔ Fire safety non-compliance
- ⛔ Data breaches
- ⛔ Child safety violations

Required Documentation Checklist

Every UAC facility must maintain the following in a Compliance Folder (digital + on-site):

- Public Liability Certificate
- Professional Indemnity Certificate
- Workers Comp Evidence
- Occupancy Permit
- Fire Safety Inspection Reports
- Electrical & Essential Services Reports
- Signage Permit
- Council Health Approvals (if applicable)
- WHS Policies
- Child Safety Standards Compliance
- Franchise Agreement (latest version)



SALES & MARKETING



Driving growth and community impact through strategic campaigns, powerful brand storytelling, and consistent lead-to-member conversion across every UAC location.

SALES & MARKETING

- Pre-Sale Campaign SOP
- Grand Opening Event Checklist
- Lead Handling & Follow-Up Process
- Social Media Content SOP
- Marketing Toolkit (including Canva Templates)
- Merchandise Sales & Discounts (UAC x PUMA)



**UNIVERSAL ATHLETE
CENTRE**



Pre-Sale Campaign Execution Plan

Department: Marketing / Franchise Operations

Applies To: UAC HQ, Franchise Owners, Marketing Partners (Kode0 Digital)

Purpose: To provide a standardized framework for executing Pre-Sale Marketing Campaigns before a UAC facility launch — ensuring consistent messaging, professional execution, and measurable lead generation aligned with the brand's positioning as a high-performance athletic and recovery facility.

Scope

This SOP applies to:

- All new franchise locations entering the pre-opening phase (2–3 months before launch).
- Franchisees, HQ Marketing, and Kode0 Digital teams managing ads, social media, and local marketing.

Objectives

1. Build awareness in the local market before opening.
2. Generate qualified leads and early sign-ups.
3. Establish strong social media presence and brand visibility.
4. Transition leads into founding member conversions by launch week.

Campaign Duration

Phase	Timeline	Goal
Initial Setup	Weeks 1–2	Page setup, branding, ad account configuration
Pre-Sale Campaign	Weeks 3–8	Awareness, lead generation, engagement
Launch Campaign	Weeks 9–12	Conversion push and opening event promotion

CLUB OPERATIONS STANDARDS

Phase 1 – Initial Setup

Task	Responsibility	Tool/Platform
Create/optimize Facebook, Instagram, LinkedIn pages	Kode0 / Franchise	Meta Business Suite
Set up Google My Business	Franchise / HQ	Google
Configure Meta Ads Manager + Pixel + Conversion API	Kode0	Meta / Website
Create tracking links (UTM, Analytics)	Kode0 / HQ	Google Analytics
Finalize brand assets (logos, templates, tone)	HQ Marketing	Canva / Shared Drive

Deliverable: Social pages live, verified, and brand-consistent.

Phase 2 – Pre-Sales Campaign Execution

Goals

- Build awareness of “UAC Coming Soon.”
- Capture leads through ads, website forms, and landing pages.
- Develop early relationships with local athletes, schools, and partners.

Area	Deliverables	Responsibility
Content Production	70 % video / 30 % image: 14–16 Reels & Stories, 6–8 photo posts, 1 promo	Kode0 / Franchise
Social Media Stories	5–6 stories per week (progress, build-out, behind-the-scenes)	Franchise
Paid Ads	Awareness + Lead Gen campaigns targeting local area (radius 10 km)	Kode0
Lead Capture	Auto-sync forms via Go High Level CRM → Zapier → GymMaster	Kode0 / HQ
Lead Follow-Up	Immediate text + email automation (“Welcome to UAC”)	Franchise / HQ CRM
Reporting	Weekly KPI update (spend, reach, leads, CPL)	Kode0 / HQ

CLUB OPERATIONS STANDARDS

Target Metrics

- CTR $\geq 1.5\%$
- CPL $\leq \$10$ AUD
- Engagement rate $\geq 5\%$
- 500 + qualified leads pre-opening

Phase 3 – Launch Campaign (Weeks 9–12)

Goals

- Convert pre-sale leads into memberships.
- Showcase the facility, team, and founding community.

Actions

Area	Deliverables
Content	16–18 videos / month, 1 promo video, 9 photo posts
Ads	Conversion ads with testimonials, facility footage, limited-time offer
Promotions	“Founding Member” launch offer, 48-hour countdown push
High-Production Video	60-sec hero video + 2 teasers for Meta/Instagram ads
Reporting	End-of-month performance report to HQ

KPI & Reporting Framework

Metric	Target	Owner
Leads Captured	≥ 500	Kode0 / Franchise
Conversion Rate	$\geq 20\%$	Franchise
Ad Spend Efficiency (CPL)	$\leq \$10$	Kode0
Engagement Rate	$\geq 5\%$	Kode0
Monthly Report	Submitted by Week 4	Franchise / HQ

Reports must be uploaded to the UAC Marketing Tracker Sheet each month.

CLUB OPERATIONS STANDARDS

Roles & Responsibilities

- Kode0 Digital: Create, manage, and optimize ad campaigns; provide analytics.
- Franchise Owner / Manager: Local content capture, community engagement, lead follow-up.
- HQ Marketing: Approve creative, monitor consistency, manage data integrity.
- Franchise Support Officer (FSO): Verify campaign execution during audits.

Lead Management Workflow

Lead Source → Go High Level CRM → GymMaster Integration → Contacted → Book Tour → Join

Step	Action	Tool
1	Lead fills out ad form	Meta Lead Form
2	Zapier auto-imports lead	Zapier
3	Welcome SMS + email sent instantly	Go High Level
4	Staff follow-up call within 24 hrs	Phone / CRM
5	Tour / trial booked → tag as "Hot Lead"	GymMaster
6	Weekly lead report sent to HQ	Google Sheet

Compliance & Brand Standards

- All creatives must use UAC brand colors (Red #D71920, Dark Gray #2B2B2B, White).
- Language must reflect performance, inclusivity, and innovation.
- HQ must approve all promotional offers before posting.
- Music, imagery, and testimonials must follow licensing policies.

Review & Continuous Improvement

- Monthly performance meetings between HQ and Kode0 Digital.
- Quarterly review of lead data, ad creatives, and conversion trends.
- HQ to update SOP annually with best practices.

Optional Add-Ons

- Local B2B sponsorships & collaborations.
- Influencer or athlete ambassador mini-campaigns.
- Pre-sale event activation (media day / open-house).

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Grand Opening Event Checklist

Department: Operations / Marketing / Franchise Support

Applies To: UAC Franchise Owners, Centre Managers, and HQ Marketing

Purpose: To ensure every UAC Grand Opening Event is executed with consistency, professionalism, and maximum community impact — showcasing the brand's athlete-first, recovery-integrated, and high-performance philosophy.

This SOP serves as a comprehensive checklist and timeline for planning, executing, and evaluating each club's Grand Opening.

Objectives

1. Drive brand awareness and generate immediate memberships post-launch.
2. Strengthen community engagement through activation and local partnerships.
3. Create high-quality digital content for future marketing.
4. Ensure operational readiness and staff alignment before opening.

Event Planning Timeline

Phase	Timeline	Focus	Responsible
Pre-Planning	4–6 Weeks Before	Finalize date, theme, budget, invitations	Franchise Owner / HQ
Preparation	2–3 Weeks Before	Confirm suppliers, speakers, social content, giveaways	Franchise Owner / Centre Manager
Activation	1 Week Before	Rehearsal, signage install, final cleaning, tech test	All Staff
Event Day	Launch Day	Execute schedule, manage guests, media, and sales	All Staff / Marketing / Coaches
Post-Event	Within 3 Days	Data report, social media recap, thank you emails	Centre Manager / KodeO Digital / HQ

CLUB OPERATIONS STANDARDS

Pre-Planning (4–6 Weeks Before)

Action	Details	Responsible
Choose launch date	Coordinate with HQ (avoid public holidays)	Franchise Owner
Theme & branding	Align with “Train Hard. Recover Smarter.”	HQ Marketing
Prepare run sheet	Create detailed event schedule	Manager / HQ
Confirm guests	Local officials, sponsors, influencers, members	Franchise Owner
Assign roles	MC, photographer, videographer, tour guide, check-in	Centre Manager
Send invitations	Email + social media announcement	Marketing Team
Media release	Submit to local media and fitness directories	KodeO Digital

Deliverable: Event confirmed, invitations sent, roles assigned.

Preparation (2–3 Weeks Before)

Area	Checklist
Marketing & Promotion	Social media countdown posts (7-day series), email blast, ads push
Signage	UAC pull-up banners, welcome arch, directional signs, recovery posters
Branding Collateral	Balloons (red/white/gray), merchandise, giveaways, membership brochures
Facility Readiness	Equipment clean & functional, recovery area ready, music system tested
Tech & Systems	GymMaster check-ins working, Wi-Fi & POS active
Event Staff Training	All staff briefed on talking points, membership pricing, and event flow

CLUB OPERATIONS STANDARDS

Activation (1 Week Before)

Action	Description	Responsible
Full event rehearsal	Walk-through with all staff, confirm timing and flow	Centre Manager
Decor & setup	Balloons, banners, lighting, scent setup (Scent Australia)	Staff
Signage placement	Directional signs, safety signs, entry banner	Marketing / Ops
Giveaway prep	Free passes, merch, hydration station	Admin
Partner setup	Sponsors and vendors finalize tables/displays	Franchise Owner
Music & Lighting	Playlist via HQ Spotify, LED lights adjusted	Manager
Emergency & safety check	Fire exits clear, first aid ready, AED visible	Manager / Staff

Event Day (Launch)

Time	Activity	Responsible
7:30 AM	Staff briefing & final check	Centre Manager
8:00 AM	Doors open – guest check-in & welcome drinks	Admin / Coaches
8:30 AM	Facility tours begin (Recovery, Gym, Court)	Coaches
9:00 AM	Opening ceremony – ribbon cutting & welcome speech	Owner / HQ Rep
9:30 AM	Demo classes – Basketball, S&C, Recovery showcase	Coaches
10:30 AM	Sponsor highlights & community recognition	MC
11:00 AM	Raffle draw / giveaways	Admin
11:30 AM	Membership offer announcement	Manager
12:00 PM	Networking & media interviews	Marketing / HQ
1:00 PM	Event wrap-up & team debrief	All Staff

CLUB OPERATIONS STANDARDS

Marketing Activation During Event

Action	Platform / Tool	Responsible
Live story coverage	Instagram, Facebook	Marketing Team
Hashtag campaign	#UACGrandOpening #TrainHardRecoverSmarter	Marketing
Photo & video capture	Short-form content for reels	Photographer / Coach
Lead capture	GymMaster kiosk / QR code registration	Front Desk
Media interview & press highlights	Local outlets	Franchise Owner / HQ

Membership & Sales Focus

- Founding Member Offer: Limited-time rate valid for 48 hours post-event.
- Follow-Up:
 - All leads added to Go-High Level.
 - Call & email follow-up within 24 hours.
 - Include “Thank you for visiting” email with joining link.

Post-Event Wrap-Up (Within 3 Days)

Action	Deliverable	Responsible
Lead upload & follow-up	Updated CRM / Go-High level	Front Desk
Media recap post	Photo album + thank-you message	Marketing
Tag sponsors & guests	Instagram / Facebook post	Marketing
Team debrief	Lessons learned & feedback	Manager
HQ reporting	Event Summary Report submitted to Franchise Support	Manager

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CLUB OPERATIONS STANDARDS

Safety & Compliance

- All exits, alarms, and fire extinguishers visible and functional.
- First Aid kit and AED available near front desk.
- Staff trained in emergency response (as per Fire Safety SOP).
- Alcohol service (if any) must be licensed and approved by local council.

Recommended Materials List

- UAC Event Banner Set (supplied by HQ)
- Portable speaker / mic system
- Photo backdrop + logo wall
- GymMaster tablet or kiosk for check-in
- Red carpet or entry archway
- UAC merchandise (shirts, towels, bottles)
- Printed brochures, flyers, and QR codes
- Cleaning and sanitizing materials
- Scent diffuser (Scent Australia)

Reporting & Metrics

Metric	Target / Description	Owner
Event attendance	150+ attendees	Manager
Membership sign-ups	30–50 founding members	Sales Team
Lead collection	200+ local leads	Front Desk
Social engagement	5%+ engagement rate	KodeO Digital
ROI Summary	2:1 return on ad spend	HQ

Review & Continuous Improvement

- Submit Grand Opening Summary Report to Franchise Support Officer within 5 business days.
- HQ to review outcomes (attendance, conversion, feedback).
- Lessons incorporated into the next version of launch checklist.

Optional Add-Ons

- Guest speakers (local athletes / ambassadors)
- Sponsored giveaways (nutrition, apparel, recovery products)
- Content booth (“I Trained at UAC” backdrop)
- Mini skills challenge or 3-point contest

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UAC GRAND OPENING EVENT CHECKLIST

4–6 WEEKS BEFORE – PLANNING

- Confirm event date, theme, and time with HQ
- Prepare run sheet and event flow (opening, demos, speeches)
- Identify & invite VIPs, partners, sponsors, and local media
- Assign staff roles – MC, check-in, tours, media, safety
- Submit budget & promo plan to HQ for approval
- Send email invites and launch social “Coming Soon” countdown

2–3 WEEKS BEFORE – PREPARATION

- Create & schedule social media content (KodeO / Franchise)
- Confirm giveaways, signage, balloons, banners, merchandise
- Print flyers, QR codes, and price sheets
- Deep clean and stage gym, recovery, basketball, reception areas
- Test GymMaster access, POS, Wi-Fi, music, lighting, scent
- Conduct staff briefing on sales, tour scripts, and event flow

1 WEEK BEFORE – ACTIVATION

- Run full event rehearsal with all staff
- Confirm sponsors & vendors setup positions
- Finalize decor & directional signage installation
- Test sound system, microphone, and lighting
- Prepare hydration & refreshment station
- Post daily social story countdowns (T-7 to T-1)

EVENT DAY – EXECUTION

- ⌚ 7:30 AM: Final staff briefing & safety check
- ⌚ 8:00 AM: Doors open – guest welcome & check-in
- ⌚ 8:30 AM: Facility tours begin (gym, recovery, basketball court)
- ⌚ 9:00 AM: Ribbon cutting & welcome speech (Owner/HQ Rep)
- ⌚ 9:30 AM: Demo sessions & community challenges
- ⌚ 10:30 AM: Sponsor highlights, giveaways, raffle
- ⌚ 11:00 AM: Membership offer announcement
- ⌚ 12:00 PM: Networking & wrap-up

Target Metrics

- 150+ attendees
- 30–50 founding memberships
- 200+ new leads
- 5%+ social engagement
- 48-hour conversion follow-up complete



Lead Handling, Management & Follow-Up Process

Applies To: All Franchise Clubs

Systems: Go High Level (CRM), GymMaster, Zapier, SMS/Email Automations

Departments: Sales, Operations, Marketing

Purpose: To establish a clear, consistent, and high-performing process for capturing, managing, nurturing, and converting leads into paying UAC members. This SOP ensures all leads receive timely communication, professional follow-up, and a seamless member experience across all UAC clubs.

Scope

This SOP applies to:

- Centre Managers
- Sales/Front Desk Staff
- Coaches assisting in tours or trials
- Marketing Agency (lead generation)
- Franchise Owners overseeing sales performance

Covers the entire lead lifecycle:

- Capture
- Qualification
- Follow-up
- Conversion
- CRM management
- Reporting

System Overview

Go High Level (CRM)

Primary system for:

- Lead capture
- Automated SMS / email drip sequences
- Pipeline management
- Lead scoring and reminders

Zapier Integrations

Automates movement of data from:

- Website
- Social ads
- Landing pages
- Class sign-ups
- Event registrations

GymMaster

Used ONLY once lead becomes a member (conversion point).

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Responsibilities

Centre Manager

- Oversees all lead handling and conversion KPIs
- Ensures follow-ups occur daily
- Trains staff in CRM usage and scripts
- Reviews weekly lead performance

Staff / Sales Admin

- Contacts leads same day
- Updates CRM pipeline stages
- Logs notes and follow-ups
- Books tours and trials
- Converts leads into members

Marketing Agency (Kode0)

- Generates paid leads
- Ensures correct integration to CRM
- Monitors ad performance

HQ Support

- Assists with CRM automations
- Troubleshoots Zapier errors

Lead Handling Process

Lead Capture Workflow

Sources:

- Facebook/Instagram ads
- Google ads
- Website forms
- Walk-ins
- Referrals
- Events/community activations
- Schools & B2B outreach

System Flow:

1. Lead submits form
2. Data flows → Go High Level (CRM)
3. Zapier triggers tag & pipeline stage
4. CRM triggers automatic SMS/email sequence
5. Staff notified to contact lead

All leads must enter CRM — no manual spreadsheets allowed.

5.3 Manual Follow-Up Process (Mandatory)

POINT OF DIFFERENCE: UAC MUST CONTACT EVERY LEAD WITHIN 24 HOURS.

Step 1: Lead Received

- Lead comes in via website, ads, or social media
- Assigned to sales/front desk immediately

Step 2: First Call (10:00 AM)

- Call the lead
- Goal: speak live and sell a FREE TRIAL + promotion

Step 3: SMS Follow-Up (If No Answer)

- Send intro text referencing their enquiry and free trial

Step 4: Second Call (12:00–2:00 PM)

- Call again to secure live conversation and booking

Step 5: Third Call (6:00–7:00 PM)

- Final call attempt (mandatory)
- Aim to book free trial immediately

Step 6: Log All Activity

- Record all calls, texts, and outcomes in CRM

Step 7: No Contact Outcome

- Update status to No Response
- Move lead into follow-up / nurture automation

UAC Standard:

- 3 calls, different times of day
- Phone first, automation second
- Objective = book free trial ASAP

Lead Qualification & Booking

Qualification Questions:

- Training goals?
- Experience?
- Age (for youth programs)?
- Preferred schedule?
- Interested in gym/recovery/basketball/ADP?

Booking Steps:

- 1.Offer tour or free trial class
- 2.Book via CRM calendar (linked to staff schedules)
- 3.Send confirmation SMS
- 4.Add lead notes in CRM

Conversion Process (Lead → Member)

Once a lead attends a tour or trial:

Centre Manager or staff:

1. Present membership options
2. Address objections professionally
3. Assist sign-up via GymMaster
4. Send welcome pack & onboarding instructions
5. Tag lead as Converted in CRM

Lead is now transferred to GymMaster for billing.

Close CRM lead pipeline entry.

CRM Pipeline Management

Pipeline Stages:

1. New Lead
2. Contacted
3. Booked Tour/Trial
4. Completed Tour/Trial
5. Hot Lead
6. Converted
7. Cold / No Response
8. Not Interested

Staff must update every stage to maintain reporting accuracy.

Reporting Requirements

Daily (Staff)

- Review all new leads
- Update CRM activity logs
- Follow up overdue tasks

Weekly (Centre Manager)

- Review lead volume
- Check conversion rates
- Monitor staff performance
- Identify cold leads to re-engage

Monthly (Franchise Owner / HQ)

- Review lead → conversion ratio
- Track cost per lead (if marketing is in use)
- Analyse traffic channels
- Review sales performance

Scripts & Templates

UAC uses approved scripts for:

- First call
- SMS follow-ups
- Email nurturing
- Tour invitation
- Objection handling ("price," "timing," "thinking about it")

These must be accessed via:

📁 Google Drive → Sales → Scripts & Templates

Escalation Pathway

Issue	First Contact	Second	Final
CRM not receiving leads	Centre Manager	HQ Support	Marketing Agency
Zapier failure	CM	HQ Support	Zapier Engineer
Staff not following follow-up timeline	CM	Franchise Owner	HQ
Lead complains of no response	CM	Franchise Owner	HQ

Compliance Rules

- Respond to 100% of leads
- Follow UAC-approved scripts
- Do NOT create manual lead lists
- Do NOT delete or hide leads
- No personal mobile use unless approved
- All communication must be logged in CRM
- Respect privacy laws, do not store personal data elsewhere



Social Media Content Management

Applies To: All Franchise Clubs

Departments: Marketing, Operations, Coaching, Centre Management

Platforms: Instagram, Facebook, TikTok (optional), YouTube Shorts (optional)

Purpose: To provide a unified and professional social media process across all UAC franchises—ensuring consistent branding, high-quality content, safe posting practices, and clear responsibilities for planning, creation, approval, and publishing. This SOP ensures every club communicates UAC's athlete-first, high-performance identity while avoiding reputation, legal, or compliance risks.

Scope

This SOP applies to:

- Centre Managers
- Coaches involved in academy content
- Marketing agency partners (Kode0)
- Franchise Owners
- Staff managing in-club filming or posts

Platforms included:

- Instagram (primary)
- Facebook Page
- TikTok (optional, content approved by HQ)
- YouTube Shorts (optional)

Responsibilities

Centre Manager

- Oversees all club social media activity
- Ensures posts align with brand guidelines
- Approves content before publishing
- Coordinates with HQ or Kode0 for campaigns

Staff / Coaches

- Capture raw content during sessions
- Submit content for approval before posting
- Follow privacy protocols

Marketing Agency (Kode0)

- Creates paid ads and high-quality campaign materials
- Provides monthly content guidance
- Maintains brand consistency

HQ Support

- Provides templates, brand guidelines, and content calendars
- Reviews escalated posts or sensitive content
- Handles national brand campaigns

Content Categories

UAC content must fall under one of the approved categories:

1. ***Athlete Training Highlights***

- Basketball drills
- ADP strength and conditioning
- Testing highlights

2. ***Member Experience***

- Testimonials
- Class snapshots
- Recovery area usage

3. ***Educational Content***

- Coaching tips
- “Why we train this way” posts
- Injury prevention / recovery education

4. ***Promotional Content***

- Pre-sale campaigns
- Trial offers
- Academy enrolments
- Seasonal promos

5. ***Behind-the-Scenes***

- Staff introductions
- Facility improvements
- Community involvement

Content Creation Guidelines

Filming Standards

- Clean, well-lit space
- Avoid cluttered backgrounds
- Staff in UAC uniform
- Clear audio; avoid loud background noise
- Use landscape for YouTube, portrait for social media

Brand Guidelines (Mandatory)

- Use UAC colors: Red (#C8102E) and Dark Gray (#2E2E2E)
- Use approved UAC fonts from your Canva kit
- No pixelated or low-quality graphics
- Uniform caption tone:
- Direct, athlete-first, supportive, high-performance

Privacy & Consent

- No minors filmed without parental consent
- Avoid filming faces of non-participants
- Do not post injury content without approval
- No recording in bathrooms or change rooms

Posting Process

Step 1 – Capture Content

Staff/coaches record training clips or photos following brand guidelines.

Step 2 – Upload to Shared Drive

Place content in:

Google Drive → Social Media → Raw Footage

Step 3 – Draft Content in Canva

Use the official UAC Canva templates:

- Training posts
- Academy promo
- Test results
- Event announcements

Step 4 – Centre Manager Review

CM checks for:

- Branding
- Safety
- Accuracy
- Tone
- Compliance

Step 5 – Schedule in Meta Business Suite

- Post during peak times (4–9 PM weekdays, 9–12 weekends)
- Ensure copy is error-free
- Assign relevant hashtags (UAC global hashtags provided by HQ)

Step 6 – HQ Review (for major campaigns)

HQ must approve:

- Pre-sale
- Grand opening
- Seasonal promotions
- Major academy announcements

Response & Engagement Protocol

All comments & messages must receive a response within 4 hours (staffed hours):

DM Handling

- Answer inquiries promptly
- Direct leads to booking link or CRM capture form
- Move hot leads into Go High Level

Comment Management

- Hide offensive comments
- Remove spam
- Never argue publicly
- Report harassment to HQ

Negative Feedback

Move to private messages immediately.

If unresolved → escalate to Centre Manager → HQ.

Prohibited Content

- ✗ Sharing private member information
- ✗ Posting minors without written consent
- ✗ Injury or medical advice
- ✗ Offensive language or music
- ✗ Negative interactions with competitors
- ✗ Posting without CM/owner approval
- ✗ Mentioning pricing inconsistently
- ✗ Filming in recovery tubs/sauna without protocol

Monthly Planning & Reporting

Content Calendar (Monthly)

Must include:

- 8–12 posts per month
- Mix of training, educational, community, promos
- 2–4 reels
- Weekly story templates
- Major seasonal events

Performance Review (Monthly)

Centre Manager reviews:

- Engagement
- Reach
- Growth
- Lead conversions

Report sent via:

 Google Drive → Monthly Reports → Social Media KPI

Crisis Management Protocol

If a post is flagged as:

- ⚠ Controversial
- ⚠ Misleading
- ⚠ Violating policy
- ⚠ Legally risky
- ⚠ Injuring brand integrity

Actions:

1. Remove immediately
2. Notify Centre Manager
3. HQ reviews and advises next steps
4. Repost only after approval



Website Quarterly Update Process

Applies To: All Franchise Clubs

Departments: Marketing, Franchise Support, Agency (Kode0 / UAC Web Team)

Purpose: To ensure all UAC franchise websites remain accurate, updated, brand-consistent, and optimized for conversions. This SOP outlines how quarterly website updates are planned, approved, and deployed, including rules for urgent change requests.

Scope

This SOP applies to all club-specific website pages and shared global UAC pages, including:

- Pricing & membership updates
- Program offerings
- Timetables & coaching profiles
- Updated images or facility photos
- Sales landing pages
- Recovery & basketball academy sections

Responsibilities

Franchisee / Centre Manager

- Reviews quarterly update proposal
- Confirms accuracy of pricing, program listings, staff profiles
- Submits update needs 2 weeks before the scheduled cycle

UAC HQ Marketing

- Coordinates with agency (Kode0)
- Prepares quarterly update summary
- Ensures updates align with brand standards

Marketing Agency (Kode0 or Web Team)

- Executes quarterly updates
- Implements urgent change requests (billable)
- Ensures website quality and functionality

Update Schedule

Quarterly Update Cycle

Updates occur four times per year, typically:

- Q1 – January
- Q2 – April
- Q3 – July
- Q4 – October

Changes are batched to maintain efficiency and cost control.

Advance Notice Requirement

Two-Week Notification Rule

UAC HQ will send franchisees:

- Quarterly Update Notification
- Update Requirements Form

Franchisees have 14 days to submit:

- Pricing changes
- Updated images
- New staff profiles
- New offerings or removals
- Opening hours updates
- Facility changes

If a franchisee does not submit updates within the timeframe, existing information will roll over unchanged.

Types of Quarterly Updates

1. Pricing Updates

- Adjusted membership pricing
- Casual visit prices
- Program/academy pricing
- Recovery services pricing

All pricing must match GymMaster and in-club displays.

2. Updated Images

Franchisees may provide:

- New facility photos
- Staff headshots
- Program images
- Class/academy photography

All images must be:

- High resolution
- On-brand
- Approved by HQ before upload

3. Program & Offering Reformatting

Includes:

- Adding or removing programs
- Updating class descriptions
- Adjusting ADP or academy schedules
- Adding new services (ice bath, sauna, S&C, camps)

HQ will ensure consistency across the network.

4. Staff & Coaching Profiles

Quarterly updates include:

- New staff introductions
- Removing resigned staff
- Updated qualifications
- Coach availability

Immediate or Out-of-Cycle Requests (Billable)

If a franchisee requests changes outside the quarterly cycle, the following applies:

- Minor quick edits (text-only): Agency rate applies
- Major updates (pages, images, redesign): Hourly agency rate applies
- Emergency compliance updates: No charge

Franchisees must email:

 support@uacfranchise.com.au

Subject Line: Urgent Website Update Request – [Club Name]

HQ will confirm:

- Timeline
- Estimated cost
- Approval required before execution

Quality Assurance Checklist (Before Publishing)

HQ & Agency must verify:

- All links functional
- Mobile optimization
- Pricing matches national rates
- Images are clear and professional
- Spelling/grammar checked
- Branding complies with UAC style guide
- No outdated promotions remain live

Post-Update Review

Franchisees receive a completion report including:

- Summary of updates
- Page links to verify
- Next update cycle date

Franchisees must review changes within 48 hours.

Non-Compliance

Franchisees failing to update critical information (e.g., pricing inaccuracies, outdated promotions) may trigger:

- ⚠ Performance warning
- ⚠ Audit note
- ⚠ Mandatory HQ review cycle

Accurate online information is essential for compliance and member trust.



Marketing Toolkit Access & Usage

Applies To: All Franchise Clubs

Departments: Marketing, Centre Management, Franchise Owners, Coaching Teams

Purpose: To ensure all UAC franchise clubs consistently use approved marketing assets that uphold the brand's high-performance identity. This SOP outlines what marketing materials are provided, how to access them, and how they must be used across campaigns, digital channels, and in-club communication.

Scope

This SOP covers all UAC marketing assets including:

- Raw photos & image libraries
- Video content
- Ads content (static & video)
- EDM templates
- Posters & signage
- Business cards
- Brand assets
- Playbook guidelines
- Social media templates
- Campaign packs (pre-sale, grand opening, academy, ADP)

Responsibilities

Franchisee / Centre Manager

- Ensures all staff use approved UAC materials
- Maintains brand consistency across digital & in-club
- Coordinates with HQ and Kode0 for custom content
- Approves all in-club posters, promotions, and social posts

HQ Marketing (UAC Head Office)

- Maintains master marketing library
- Issues quarterly marketing updates
- Releases campaign kits and seasonal assets
- Provides brand guidelines

Marketing Agency (Kode0)

- Produces ads, content, and design assets
- Manages EDM sequences & automation
- Delivers pre-sale and ongoing campaigns
- Ensures all designs stay within brand standards

Marketing Toolkit Overview

Below is the complete list of marketing tools available to every UAC franchise.

Raw Photos & Image Library

UAC provides a full library of high-quality content:

- Basketball academy photos
- Athlete Development Program photos
- Facility imagery (gym, recovery, court, classes)
- Staff/coach action shots
- Recovery area photographs
- Stock images in UAC branding style

Location:

Google Drive → Marketing Toolkit → Image Library

Usage Rules:

- Only UAC-approved images may be used in ads or social media.
- No external stock images unless approved by HQ.
- Do not edit images outside of UAC branding templates.

Video Content Library

Professional video content available for:

- Pre-sale promotions
- Grand opening
- Basketball skills & drills
- ADP training methods
- Recovery zone tutorial clips
- Hero videos
- Short-form reels (IG/TikTok)

Location:

Usage Rules:

- Watermarks must not be removed.
- No filters, stickers, or off-brand edits.
- Videos must align with UAC values and safety guidelines.

Ads Content (Static & Video)

Includes:

- Facebook/Instagram ad creatives
- Lead generation funnels
- Pre-sale ads
- Academy enrolment ads
- Recovery promotions
- Seasonal campaigns

These are produced and managed by Kode0.

Important:

Franchisees must not run self-made ads.

All paid advertising is executed through Kode0 for brand consistency and data tracking.

EDM Templates (Email Campaigns)

Includes:

- Pre-sale EDM sequences
- Grand opening countdown
- Onboarding emails
- Weekly newsletter template
- Academy communications
- Recovery content emails
- Member reactivation or retention emails
- "Low attendance" or "non-active" automated sequences

Managed within Kode0 / Go High Level CRM

Club Signage & Posters

Templates provided for:

- Facility directional signage
- Safety signage
- Class schedules
- Recovery instructions
- Testing week
- Academy pricing
- In-club promotions
- Merchandise displays

Files provided in print-ready PDF + editable Canva templates.

Google Drive → Marketing Toolkit → Signage & Posters

Business Card Templates

Includes:

- Coach business card templates
- Centre manager cards
- Generic UAC franchise card

Editable only via Canva-approved design kit.

Brand Guidelines & Assets

Includes:

- Logo files (PNG, SVG, JPG)
- Color palettes (UAC red, dark grey, black/white)
- Typography (UAC fonts)
- Allowed & restricted usage
- Tone of voice
- Photography guidelines

 Google Drive → Brand Guidelines

Campaign Playbooks (PDF)

Campaigns available:

- Pre-sale
- Grand opening
- Academy launch
- ADP launch
- Testing week
- Recovery membership upsell
- Community events
- Back-to-school
- Holiday promos

Each contains:

- Messaging frameworks
- Talking points
- Ads copy
- Posting schedule
- Lead follow-up instructions

Accessing the Toolkit

Step 1 – Login to Google Drive

Franchise owners and managers receive secure access.

Step 2 – Navigate to “Marketing Toolkit” Folder

Organised by category for easy use.

Step 3 – Download Required Assets

Follow brand guidelines for usage.

Step 4 – Request Custom Edits (Optional)

Email Kode0 or HQ for:

- Staff posters
- Event-specific banners
- Club-specific updates
- Note: Custom edits may incur agency fees.

Usage Rules & Guidelines

Must use approved templates for:

- Social posts
- Posters
- EDM
- Flyers
- Digital ads

Do NOT:

- Use unapproved colors
- Create your own ads
- Modify the UAC logo
- Use low-quality/pixelated images
- Use off-brand fonts

Safety Considerations

- No filming minors without consent
- No injury-related content
- No training techniques outside UAC curriculum

Quarterly Updates

The Marketing Toolkit is updated every quarter with:

- New images
- Updated EDMS
- Seasonal campaigns
- New class posters
- Updated templates

HQ sends a 2-week notice before rollout.

Support & Assistance

Email for support:

 marketing@uacfranchise.com.au

Requests include:

- New posters
- Photoshoots
- Campaign packs
- Custom videos
- Local event branding



Merchandise Ordering & Promotion (PUMA Partnership)

Department: Operations / Marketing / Franchise Support

Applies To: Franchise Owners, Centre Managers, and HQ

Purpose: To provide a standard process for ordering, managing, and promoting PUMA-branded UAC merchandise and uniforms through HQ.

This ensures quality control, brand consistency, and compliance with UAC's pricing and merchandising policies.

Objectives

1. Maintain uniform quality and consistency across all UAC clubs.
2. Streamline bulk ordering through HQ for efficiency and discount eligibility.
3. Regulate retail pricing and avoid brand dilution.
4. Ensure UAC-branded apparel supports both staff uniform needs and member merchandise sales.

Scope

This SOP applies to:

- All UAC clubs in Australia and international franchise locations.
- Staff uniform orders, member merchandise, and event apparel.
- PUMA partnership program orders facilitated through HQ Franchise Support.

Roles & Responsibilities

- Franchise Owner / Manager: Identify merchandise needs, prepare order request, and ensure pricing compliance.
- HQ Franchise Support Team: Process and consolidate all PUMA orders, manage supplier communication.
- PUMA Supplier / TGI Sport: Supply approved merchandise per design and quantity.
- Marketing Department (HQ): Approve in-club promotional materials and ensure brand alignment.

CLUB OPERATIONS STANDARDS

Ordering Process (Step-by-Step)

Step	Action	Responsible	Details / Notes
1. Identify Needs	List items for staff, events, or resale (refer to PUMA catalogue).	Franchise Manager	Uniforms, accessories, bags, jerseys, hoodies, etc.
2. Complete Order Form	Use the UAC Merchandise Order Form (PUMA) template.	Manager / Owner	Include sizes, colors, and total units.
3. Submit via Email	Send completed form to operations@uacfranchise.com.au	Franchise Manager	Subject: "PUMA Order – [Club Name]"
4. HQ Consolidation	HQ collects and reviews orders for MOQ eligibility.	HQ Team	Orders below 200 units will be held until consolidated.
5. Supplier Coordination	HQ sends consolidated order to PUMA/TGI Sport.	HQ	Managed through official PUMA franchise channel.
6. Invoice & Payment	HQ issues invoice to club. Payment due within 7 days.	Franchisee	Payment confirms order processing.
7. Production & Delivery	Supplier manufactures & ships items to club.	PUMA / HQ	Estimated lead time: 4-6 weeks.
8. Inventory & Promotion	Club records items in stock tracker; display & promote.	Centre Manager / Marketing	Follow UAC visual merchandising standards.

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CLUB OPERATIONS STANDARDS

Minimum Order Policy

- Minimum Order Quantity (MOQ): 200 units per order (can be mixed items).
- Clubs may combine uniform and retail merchandise to reach MOQ.
- HQ may combine multiple franchise orders to meet supplier thresholds.

Payment Terms

- All payments to be made directly to UAC HQ (Franchise Finance) before processing.
- Orders are non-refundable once sent to production.
- Prices include UAC's negotiated PUMA partner discount rate.

Merchandise Categories

Category	Examples	Usage
Staff Uniforms	Shirts, pants, jackets, polos	Required for all staff on duty
Retail Merchandise	Hoodies, singlets, caps, bags	For in-club sales or promotions
Event / Launch Kits	Limited-edition shirts, towels, caps	Grand opening or sponsorship events
Rewards & Giveaways	Branded bottles, socks, tees	Used in challenges or membership promos

Pricing Policy

Type	Policy
Retail Pricing	In-club merchandise may not exceed 10% above HQ recommended retail price (RRP).
Staff Purchases	Staff may buy at cost + 5%.
Discount Promotions	Must be approved by HQ Marketing.
Reward Use	Clubs may use stock as giveaways for member engagement events.

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CLUB OPERATIONS STANDARDS

Marketing & Promotion

All promotional visuals (social media, posters, in-club displays) must:

- Use UAC branding (Red #D71920, Dark Gray #2B2B2B, White)
- Feature the PUMA logo alongside the UAC Crest
- Be pre-approved by HQ Marketing or Kode0 Digital

Franchisees are encouraged to:

- Showcase new arrivals in email blasts & social posts
- Create merchandise display zones in reception areas
- Offer launch bundles (e.g., Tee + Bottle + Towel sets)

Storage & Stock Management

- Merchandise must be stored in a clean, dry, and secure area.
- Valuable items (e.g., limited-edition gear) stored in a locked cabinet.
- Maintain a monthly stock tracker (template provided by HQ).
- Expired or outdated designs must be discounted or cleared per HQ approval.

Returns & Defects

Condition	Action
Incorrect order or damaged goods	Notify HQ within 5 business days of delivery.
Incorrect sizing	Exchanges permitted only before branding is applied.
Manufacturing defect	HQ to liaise with PUMA/TGI Sport for resolution.

Reporting & Compliance

- Franchisees must submit quarterly merchandise sales reports to HQ.
- HQ monitors brand compliance and pricing via periodic audit.
- Repeat non-compliance may result in ordering suspension.

Contact Points

Orders: operations@uacfranchise.com.au

Supplier: merchandise@tgisport.com.au

Marketing Approvals: keith@kode0digital.com

Finance: accounts@uacfranchise.com.au

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COMPLIANCE



Ensuring every UAC facility operates safely, legally, and consistently through strict adherence to regulatory standards, franchise requirements, and risk-management best practices.

COMPLIANCE

- Franchise Licensing Obligations
- Planning Permit & Council Compliance
- Allied Health Partner Management
- Risk Management Matrix
- WHS Checklists
- Audit Templates (Quarterly & Annual)



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Franchise Licensing Obligations

Applies To: All Franchisees / Licensees

Departments: Legal, Franchise Development, Operations, Finance

Purpose: To ensure all UAC franchisees fully understand and comply with their licensing obligations, including legal requirements, financial commitments, operational standards, and ongoing compliance responsibilities defined in UAC franchise documentation.

Scope

This SOP applies to:

- New Franchisees entering the network
- Current Franchisees renewing or updating agreements
- Franchise Support Officers
- UAC Legal & Compliance Team

It outlines mandatory steps before, during, and throughout the franchise ownership lifecycle.

Responsibilities

Franchisee Responsibilities

- Understand and comply with all legal, financial, and operational requirements
- Seek independent legal and accounting advice
- Maintain compliance with the License Agreement
- Provide accurate information to UAC at all stages
- Maintain confidentiality and non-compete obligations

UAC Head Office Responsibilities

- Provide Disclosure Documents and License Agreement within required timelines
- Support franchisees through onboarding
- Ensure compliance with Franchising Code-style transparency
- Maintain documentation, audits, and licensing record

Pre-Agreement Licensing Obligations

Disclosure & Legal Review

Before signing, the franchisee must receive:

- License Agreement (final executable version)
- Disclosure Document (if applicable)
- MOU and ancillary documents

Franchisee Obligations:

- Must receive all documents 14 days prior to signing
- Must review with independent legal advisor
- Must acknowledge understanding of all terms

(As stated in the MOU)

Business Structure & Registration

Franchisee must:

- Register ABN or ACN
- Establish business structure (sole trader, partnership, trust, company)
- Clarify ownership roles
- Create shareholder/partnership agreements as advised by legal counsel
- Understand GST and tax obligations

(Reference: UAC Licensee Legal Checklist) UAC - Licensee Legal Checklist

Initial Financial Obligations

Franchisee must understand all financial commitments:

- Franchise Fee
- Fit-out costs
- Equipment and construction costs
- Royalty fees
- Marketing fees (if applicable)
- Ongoing operating costs

Initial payments are refundable within the first 14 days if the franchisee opts not to proceed after receiving Required Documents.

(Per MOU refund clause)

Non-Compete & Confidentiality Requirements

Franchisee must comply with:

- Full confidentiality of all information
- Non-solicitation of UAC clients or staff
- Non-compete restrictions during the term and post-termination (geographical radius to be defined in agreement)
- If MOU is terminated without proceeding to Franchise Agreement, franchisee must not operate competing business for 6 months within 5km of any UAC location.

(As outlined in MOU)

CLUB OPERATIONS STANDARDS

Obligations Upon Signing the License Agreement

Once the License Agreement is executed, franchisees must:

Secure Premises

Required for activation of rights:

- Sign lease or sublease with approved terms
- Provide UAC with occupancy documentation
- Ensure zoning, parking, and council approvals are obtained

(Per “premises approval” requirement in MOU) UAC - EDITABLE Memorandum of Un...

Insurance Requirements

Mandatory before opening:

- Public Liability Insurance
- Workers’ Compensation
- Professional Indemnity Insurance (recommended)
- Business Interruption Insurance (recommended)

(Per Licensee Legal Checklist) UAC - Licensee Legal Checklist

Employment Law Compliance

Franchisee must comply with:

- Fair Work legislation
- Correct wage awards
- Valid employment agreements for all staff
- Maintaining staff certifications (First Aid, CPR, Working With Children Check for coaches)

Operational Licensing Obligations

Once operational, franchisees must comply with all UAC standards:

Brand & Identity Protection

Franchisee must:

- Follow UAC brand guidelines
- Use approved marketing materials
- Maintain brand tone and values
- Protect UAC intellectual property

Mandatory Systems Usage

Franchisees must use the required technology stack:

- GymMaster
- Go High Level CRM
- Zapier workflows
- Payment systems (GoCardless)
- Bolt AI for operations support

UAC may audit system usage.

Financial Reporting Obligations

Franchisee must:

- Submit monthly P&L reports
- Process royalty payments on schedule
- Submit EOFY documentation through Xero
- Allow UAC to audit financial records if required

Compliance Audits

Franchisees must allow HQ to conduct:

- Quarterly operational audits
- Annual license compliance audits
- Review of safety, staffing, and equipment

Post-Termination Obligations

Upon termination or non-renewal, franchisees must:

- Cease use of UAC brand, IP, and signage
- Remove UAC branding from website and social media
- Return or destroy confidential materials
- Observe non-compete periods
- Settle outstanding balances & royalties
- Not solicit UAC clients or staff

(Per MOU clauses referencing termination and non-solicitation)

Breaches & Consequences

Failure to comply may result in:

- ⚠ Written warning
- ⚠ Mandatory corrective action plan
- ⚠ Fines or penalty fees (as defined in License Agreement)
- ⚠ Suspension of marketing or operational support
- ⚠ Termination of license agreement
- ⚠ Legal proceedings (for breach of confidentiality or non-compete)

Documentation Required for Compliance

Franchisees must keep accessible:

- Signed License Agreement
- Disclosure documentation
- Insurance certificates
- Council permits
- Employment contracts
- WHS documents
- Financial audit trail
- Fit-out & build documentation
- All franchise communication records



Planning Permit & Council Compliance

Purpose: To ensure every UAC facility meets all local council regulatory requirements—from construction and fit-out to ongoing operations—ensuring legal compliance, member safety, and uninterrupted business operations.

Scope

Scope

This SOP applies to:

- Franchise Owners
- Centre Managers
- Project Managers
- UAC Head Office Support Team
- Contractors and Compliance Consultants

It covers planning permits, building approvals, operational compliance, and mandatory ongoing council obligations.

Responsibilities

Franchise Owner

- Submit all required council documents.
- Engage licensed contractors or consultants.
- Maintain compliance documentation onsite.
- Ensure facility operations align with approved permits.

Project Manager (UAC)

- Provide guidance through permit preparation and submission.
- Coordinate with architects, draftsmen, and engineers.
- Ensure fit-out adheres to permit conditions and building codes.

Centre Manager

- Maintain ongoing compliance requirements (noise, safety, capacity).
- Manage incident logs & council-related notices.
- Ensure display of required compliance signage.

UAC Head Office

- Provide templates, compliance checklists, and advisory support.
- Review any council requests affecting branding or operations.

Planning Permit Compliance Process (Pre-Construction)

Step 1 – Site Feasibility Review

Franchise Owner + Project Manager

- Confirm zoning allows for “gym/indoor recreation facility.”
- Assess noise impact potential.
- Check available parking and access requirements.
- Review local overlays (heritage, environmental, restricted zones).

Documents Used:

- UAC Feasibility Checklist
- Preliminary Floor Plan
- Council zoning map

Step 2 – Planning Permit Preparation

UAC Project Manager oversees

Gather required supporting documents:

- Architectural drawings
- Proposed use statement
- Noise Management Plan
- Car parking assessment (if required)
- Traffic impact statement
- Waste management plan
- Operational hours statement (24/7)

Important:

Some councils require a community notice period before approval.

Step 3 – Permit Submission

Franchise Owner submits via council portal

- Pay council fees.
- Upload all documents.
- Keep receipt + copy of all correspondence.

HO Note:

If council requests revisions, notify UAC immediately before responding.

Step 4 – Council Assessment

Council may request:

- Noise testing
- Additional drawings
- VicRoads consultation
- Amendment of 24/7 access plan
- Neighbor notification period

Project Manager coordinates responses, ensuring brand consistency.

Permit Approval

Once issued:

- Save permit in Google Drive (UAC Shared Folder)
- Display permit onsite if required
- Proceed to building permit application

Building Permit & Fit-Out Compliance (Construction Phase)

Requirements

- Structural engineering certification
- Fire safety compliance (sprinklers, extinguishers, exits)
- Disabled access compliance
- Emergency lighting
- Fixed equipment spacing & safe layout
- Electrical compliance & RCD testing
- Ventilation standards (especially for recovery/wet zones)

Building Surveyor to sign off all works.

Operational Council Compliance (Post-Opening)

Centre Manager must maintain:

- Noise levels within approved limits
- Parking availability & signage
- Cleanliness & waste disposal compliance
- Fire and emergency exit clearance
- Safe capacity management
- 24/7 unstaffed hours compliance (CCTV, lighting, panic buttons)

Required Onsite Documents

Must be accessible to staff and inspectors:

- 📌 Planning Permit
- 📌 Building Permit
- 📌 Occupancy Certificate
- 📌 Emergency Evacuation Plan
- 📌 Public Liability Insurance
- 📌 Noise Management Plan
- 📌 Wet Area Safety Procedures
- 📌 Incident & Hazard Logs

Store in: UAC Compliance Folder → Centre Manager Office

CLUB OPERATIONS STANDARDS

Ongoing Council Requirements (Annual/Quarterly)

Centre Manager Responsibilities

- Annual Essential Safety Measures Check (ESM)
- Annual fire equipment service (by licensed provider)
- Quarterly emergency exit inspections
- Quarterly noise compliance check
- Annual building compliance report (if required by council)
- Update council if operational hours change
- Maintain CCTV compliance for unstaffed periods

Non-Compliance Escalation Procedure

If council issues a warning, request, or citation:

1. Centre Manager documents the issue.
2. Notify UAC HQ within 24 hours.
3. HQ + Project Manager review and advise corrective actions.
4. Franchise Owner implements corrections.
5. Send proof of compliance back to council.
6. Upload documents to UAC Compliance Folder.

Failure to comply may result in:

- Fines
- Operational restrictions
- Suspension of 24/7 access
- Closure notices



Allied Health Partner Management

Applies To: All Franchise Clubs

Departments: Operations, Centre Management, Coaching Teams, Allied Health Partners

Purpose: To ensure safe, consistent, and professional collaboration between UAC franchise facilities and approved allied health providers (AHPs), including physiotherapists, chiropractors, dietitians, exercise physiologists, sports psychologists, and massage therapists.

This SOP outlines onboarding, facility access, service standards, communication protocols, compliance, fees, and termination rules.

Scope

This SOP covers AHPs who:

- Operate within a UAC facility (room rental or shared space)
- Provide services to UAC members
- Deliver education or workshops
- Support athlete development programs
- Collaborate with coaches on high-performance support
- Use UAC branding in co-marketed content
- Provide external referrals

Responsibilities

Centre Manager

- Manages day-to-day relationship with AHPs
- Ensures compliance with UAC standards
- Coordinates scheduling and space allocation
- Approves AHP marketing and events
- Reviews performance quarterly

Allied Health Partner

- Ensures full compliance with professional standards
- Maintains valid insurance and accreditation
- Provides evidence-based care
- Communicates safely and professionally with members and staff
- Aligns educational advice with UAC guidelines

UAC HQ

- Approves new partners
- Reviews partnerships annually
- Provides branding guidelines
- Supports joint marketing initiatives

Partner Onboarding Process

Step 1 – Expression of Interest

AHP submits:

- Resume + qualifications
- ABN/ACN
- Insurance certificates (PLI + PI)
- Registration documents (AHPRA, ESSA, etc.)
- Service offerings & pricing

Step 2 – Compliance Review

Centre Manager verifies:

- Accreditation validity
- Active insurance coverage
- Working With Children Check (if applicable)
- First Aid + CPR

HQ must approve before onboarding.

Step 3 – Agreement Signing

AHP signs:

- UAC Allied Health Agreement
- Code of Conduct
- Brand & Marketing Policy
- Room Rental or Revenue-Share Agreement (if applicable)

Step 4 – Induction

Includes:

- Facility access rules
- Emergency & WHS procedures
- Member communication guidelines
- Booking system overview
- Reporting and collaboration expectations

Step 5 – Facility Setup

AHP receives:

- Room/space allocation
- Access pass or FOB
- Storage guidelines
- Wi-Fi access
- Laundry/waste disposal rules

Service Delivery Standards

AHP Must Provide:

- Evidence-based care only
- Athlete-first approach
- Clear and professional communication
- No conflicting training advice
- No medical procedures outside permitted scope
- Appointment privacy & confidentiality
- Accurate documentation of care

AHP Must NOT:

- ✗ Diagnose beyond their scope
- ✗ Sell supplements/products without approval
- ✗ Provide information contradicting UAC training methodology
- ✗ Promote external competing gyms or programs
- ✗ Derive contact lists from UAC without permission

Collaboration With UAC Coaches & Staff

Information Sharing Rules

AHPs may share insights with coaches only with member consent.

Examples allowed:

- Movement restrictions
- Recommended regressions
- Clearance to train
- Rehab protocols approved by AHP

Examples NOT allowed:

- ✗ Sharing medical history
- ✗ Discrediting coach's programming
- ✗ Direct communication without member awareness

Case Collaboration

Cases requiring multidisciplinary support must follow:

- Member consent
- Clear responsibilities
- Shared plan in writing
- Approved by Centre Manager

Booking, Scheduling & Access

Booking

- AHPs manage their own clients unless using UAC systems
- UAC staff must not book appointments unless approved
- No walk-ins without prior consent from CM

Facility Access

- Access only during approved hours
- No access to staff-only rooms unless permitted
- No private training conducted outside their agreement

Marketing & Co-Promotion

Allowed Marketing Activities:

- Joint workshops
- Social media educational posts
- In-club flyers (approved template)
- Co-branded events
- Recovery education
- Athlete development seminars

Rules

- Must use UAC brand guidelines
- All marketing must be approved by CM or HQ
- AHP may not use the UAC logo without written permission

Not Allowed:

- ✖ Running ads for external businesses using UAC name
- ✖ Selling unrelated products in the facility
- ✖ Calling themselves UAC staff

Fees, Payments & Commercial Terms

Depending on agreement type:

Room Rental Model

AHP pays:

- Weekly or monthly fixed rent
- Utilities may be included or additional

Revenue-Share Model

Typical percentages:

- 10–30% depending on service

Hybrid Model

Mix of rental + small percentage split.

All financial arrangements must be documented and signed.

Compliance Requirements

AHPs must maintain:

- Current Public Liability Insurance (min. \$10M)
- Professional Indemnity Insurance
- First Aid + CPR
- Working With Children Check (if coaching youth)
- Compliance with their regulatory board
- Vaccination requirements (if necessary)

Centre Managers must verify documents annually.

Incident, Safety & Risk Management

AHP Responsibilities

- Report injuries or incidents within 24 hours
- Complete UAC Incident Report Form
- Follow UAC WHS procedures
- Escalate high-risk situations immediately

Centre Manager Responsibilities

- Review incident
- Ensure documentation completeness
- Notify HQ for moderate/high-risk cases

Conflict Resolution & Performance Review

Quarterly Review by Centre Manager

Covers:

- Service quality
- Member feedback
- Collaboration quality
- Attendance and punctuality
- Professional conduct
- Revenue performance (if applicable)

Performance Concerns

Handled via:

- 1.Verbal Warning
- 2.Written Warning
- 3.Formal Review
- 4.Termination of Agreement

Termination of Agreement

AHP partnerships may be terminated if:

- Safety standards are breached
- Member complaints are unresolved
- Misrepresentation or unethical practice occurs
- Non-compliance with UAC brand or legal requirements
- Agreement terms are violated

Termination requires:

- Written notice
- Return of access keys
- Removal of all signage/materials
- Cessation of use of UAC branding



Risk Management Matrix

Purpose: To provide a structured, proactive framework for identifying, assessing, managing, and monitoring operational, financial, compliance, and safety risks across all UAC franchise locations. This SOP standardises how risks are rated and controlled, ensuring safer environments for members, staff, and visitors while protecting business continuity and franchise compliance.

Scope

This SOP applies to:

- All UAC facilities (gym, recovery, academy courts, allied health zones)
- All staff and contractors
- All programs, services, and operational functions
- Franchisees and Head Office (HO) Governance Team

Definitions

- Risk: Any event or condition that may negatively affect safety, operations, financial stability, compliance, brand reputation, or member experience.
- Likelihood Rating: Probability that a risk may occur (Rare / Unlikely / Possible / Likely / Almost Certain).
- Consequence Rating: Severity of impact if the risk occurs (Insignificant / Minor / Moderate / Major / Severe).
- Risk Rating: Combined score of likelihood × consequence, classified as Low, Medium, High, or Critical.
- Mitigation Strategy: Actions required to eliminate, minimise, or control identified risks.

Responsibilities

Franchise Owner / Centre Manager

- Conduct quarterly risk assessments.
- Maintain the Risk Register and ensure actions are completed.
- Report high or critical risks to HO within 24 hours.
- Ensure staff are trained on WHS and hazard reporting.

Staff & Coaches

- Identify and report hazards immediately.
- Follow all WHS procedures and emergency protocols.
- Assist in implementing risk reduction measures.

UAC Head Office

- Provide templates, policies, WHS standards, and audit criteria.
- Conduct annual compliance audits.
- Support incident investigation and risk closure.

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Risk Management Process

Step 1: Identify Risks

Risks may be identified through:

- Daily walkthroughs
- Incident reports
- Equipment inspections
- Staff or member feedback
- External audits (WHS, council, insurance)

Common categories include:

- Financial & Solvency Risks
- Operational Risks (equipment failure, staffing gaps)
- WHS Risks (injury, unsafe environment)
- ICT Risks (system failures, cyber)
- Compliance Risks (licensing, privacy, child safety)
- Reputation & Social Media Risks
- Casual & Contractor Risks
- Pandemic/Health Risks
- Key Person Dependency
- Modern Slavery & Supplier Risks

Risk Assessment (Matrix)

Likelihood Scale

Rating	Descriptor
1	Rare
2	Unlikely
3	Possible
4	Likely
5	Almost Certain

CLUB OPERATIONS STANDARDS

Consequence Scale

Rating	Descriptor	Example Impact
1	Insignificant	No injury, no disruption
2	Minor	First aid only, small delay
3	Moderate	Medical treatment, operational disruption
4	Major	Serious injury, financial loss, brand impact
5	Severe	Fatality, prosecution, business shutdown

Risk Rating Matrix

	Consequence	1	2	3	4	5
Likelihood						
1 Rare		Low	Low	Low	Medium	Medium
2 Unlikely		Low	Low	Medium	Medium	High
3 Possible		Low	Medium	Medium	High	High
4 Likely		Medium	Medium	High	High	Critical
5 Almost Certain		Medium	High	High	Critical	Critical

Risk Treatment & Mitigation

For Low Risks

- Maintain current controls
- Monitor annually

For Medium Risks

- Implement additional controls
- Monitor monthly

For High Risks

- Action immediately
- Centre Manager must escalate to HO
- Monitor weekly

For Critical Risks

- STOP activity immediately
- HO must be notified within 24 hours
- Formal investigation and corrective plan required
- May require facility closure or service suspension

Common UAC Risks & Example Controls

Financial & Solvency

- Accurate Xero bookkeeping
- Monthly P&L review
- Cash flow forecasting

WHS (High Priority Area)

- Quarterly facility inspections
- Training staff in VIC WHS requirements
- Correct signage and hazard reporting processes

Operational Risks

- Equipment maintenance schedule
- Spare parts and toolkit on-site
- Rapid response faults reporting to HO

ICT & Cyber

- Regular updates (GymMaster, CRM, GoCardless)
- 2FA on all systems
- Staff access levels reviewed quarterly

Membership & Compliance

- Correct use of membership agreements
- Adherence to cancellation, hold, and billing rules
- Child Safe Standards for junior academy programs

Social Media / Reputation

- Daily monitoring
- Same-day replies to reviews
- Incident escalation to HO

CLUB OPERATIONS STANDARDS

Documentation Requirements

Centres must maintain a digital folder with:

- Risk Register (mandatory quarterly update)
- Incident Reports & Investigations
- WHS Checklists & Facility Inspections
- Equipment Maintenance Log
- Staff Training Records
- Emergency Procedures & Evacuation Plans

All records must be stored for five (5) years.

Review & Audit Cycle

Activity	Frequency	Responsible
Daily hazard walk	Daily	Staff / Manager
Equipment inspection	Weekly	Coaches / Facility Attendant
Incident review	As required	Manager
Risk Register update	Quarterly	Centre Manager
WHS internal audit	Quarterly	HO & Franchisee
Annual Risk + WHS Audit	Annual	HO Governance

Escalation Protocol

Immediate escalation to HO (within 24 hours) if:

- Any injury requiring medical treatment occurs
- Equipment failure poses risk of harm
- Non-compliance with licensing or council requirements is identified
- Social media event poses PR risk
- Child safety or misconduct allegation occurs

HO will:

- conduct risk assessment
- provide corrective actions
- support incident communication
- close the risk formally once resolved



WHS CHECKLIST

Workplace Health & Safety

Workplace Health & Safety – Universal Athlete Centre

Use: Daily/Weekly/Monthly depending on inspection cycle

Completed By: _____ **Date:** _____

1. ENTRY, LOBBY & RECEPTION

Item	Check	Notes
Entry pathway safe and unobstructed	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Doorbell functioning	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Key fob access working correctly	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Tailgating sensors functioning	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Front desk clean and presentable	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Emergency exits clearly marked	<input type="checkbox"/> Yes <input type="checkbox"/> No	
QR codes visible and functional	<input type="checkbox"/> Yes <input type="checkbox"/> No	
LED screen operational	<input type="checkbox"/> Yes <input type="checkbox"/> No	

2. GYM FLOOR (STRENGTH, CARDIO & FUNCTIONAL)

Item	Check	Notes
All cardio equipment operational	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Strength machines safe, pins/bolts intact	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Free weights stored properly	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Flooring free of hazards	<input type="checkbox"/> Yes <input type="checkbox"/> No	
S&C equipment intact (bands, boxes, sleds)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Trip hazards removed (cables, bags, water bottles)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ventilation/aircon set below 30°C	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Fans operating safely	<input type="checkbox"/> Yes <input type="checkbox"/> No	



WHS CHECKLIST

Workplace Health & Safety

3. BASKETBALL COURT / SHOOTING MACHINE

Item	Check	Notes
Court surface clean & slip-free	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Basketball rings secure	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Shooting machine functioning & safe	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Nets/straps undamaged	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Court barriers and walls safe	<input type="checkbox"/> Yes <input type="checkbox"/> No	

4. RECOVERY ZONE (ICE BATHS, SAUNA, COMPRESSION)

Item	Check	Notes
Ice bath chiller operating safely (RCD tested)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Hoses, filters, strainer mesh clean	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Sauna heating functioning, no exposed wiring	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Compression boots cleaned between use	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Wet area floors dry and safe	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Temperature controls operating correctly	<input type="checkbox"/> Yes <input type="checkbox"/> No	



WHS CHECKLIST

Workplace Health & Safety

5. BATHROOMS, SHOWERS, CHANGEROOMS

Item	Check	Notes
Toilets clean and operational	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Soap, paper towels, toilet paper stocked	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Showers functioning, no blockages	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Floors dry and anti-slip mats in place	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Lockers functioning, no sharp edges	<input type="checkbox"/> Yes <input type="checkbox"/> No	

6. SAFETY EQUIPMENT

Item	Check	Notes
First Aid Kit stocked & sealed	<input type="checkbox"/> Yes <input type="checkbox"/> No	
AED accessible, battery/pads in date	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Fire extinguishers present and in-date	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Emergency procedures posted & visible	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Whistle, panic button, and phones working	<input type="checkbox"/> Yes <input type="checkbox"/> No	



WHS CHECKLIST

Workplace Health & Safety

7. CCTV & SECURITY SYSTEM

Item	Check	Notes
CCTV cameras online & recording	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Tripwires & tailgating alerts functioning	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Access logs match membership system	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Alarms armed/disarmed correctly	<input type="checkbox"/> Yes <input type="checkbox"/> No	

8. CLEANING & HYGIENE

Item	Check	Notes
Daily cleaning checklist completed	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Equipment sanitised & wipes stocked	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Bins emptied	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Floors vacuumed/mopped	<input type="checkbox"/> Yes <input type="checkbox"/> No	

9. ADMIN & DOCUMENTATION

Item	Check	Notes
Incident forms available and accessible	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Staff training records up to date	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Risk register updated	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Compliance posters visible (child safe, CPR, WHS)	<input type="checkbox"/> Yes <input type="checkbox"/> No	

10. STAFF & MEMBER SAFETY

Item	Check	Notes
Staff on duty trained in First Aid & CPR	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Under 18s in facility supervised appropriately	<input type="checkbox"/> Yes <input type="checkbox"/> No	
No unsafe behaviour observed	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Hazard reports completed	<input type="checkbox"/> Yes <input type="checkbox"/> No	

SIGN-OFF

Completed By: _____

Time: _____

Signature: _____

Centre Manager Approval: _____

Date: _____

FRANCHISE COMPLIANCE HEALTH CHECK

Maintaining Operational Standards and Supporting Franchisee Success

OBJECTIVE:

To ensure all UAC franchise clubs comply with operational, brand, and safety standards through a standardized quarterly audit process.

PROCESS FLOW

Step 1: Access the Audit Form

- Click the official JotForm link <https://form.jotform.com/252348875142462> or scan the QR Code

Step 2: Enter Audit Details

- Fill in all required information accurately.
- Ensure the correct staff email of the person conducting the audit is entered.

Step 3: Complete the Audit Checklist

- For each question, select Yes or No.
- Add notes or remarks where necessary.
- Attach supporting photos or documents where relevant.

Step 4: Review & Submit

- Review all details before final submission.
- Click Submit.
- A "Thank You" notification will appear once the audit is successfully completed.

Step 5: Receive Audit Summary

- The staff who initiated the audit will automatically receive a copy of the completed audit summary via email.
- The Master Franchisee will also receive a copy of each submitted form.

Step 6: Share with Franchisee/Club Operator

- The auditor may forward the audit summary email to the relevant franchisee or club operator for their records.

Step 7: Consolidated Reporting

- The Master Franchisee will have access to an Excel summary of all audits via Google Sheets.
<https://docs.google.com/spreadsheets/d/1-Z-724SEbMtaTj5MBwLxcIORvEQUNPPQLh34vN25mQ/edit>
- A Quarterly PDF Consolidated Report will be generated and sent to the Master Franchisee for official record-keeping.

QUARTERLY FRANCHISE COMPLIANCE HEALTH CHECK

Maintaining Operational Standards and Supporting Franchisee Success

STEP 1

Access the Audit Form



Click the official JotForm link
<https://form.jotform.com/252348875142462> or scan the QR Code

STEP 2

Enter Audit Details

Club Location *	<input type="text" value="Please Select"/>		
Franchisee Name *	<input type="text"/>	Date *	<input type="text" value="08-25-2025"/>
Audit Completed by *	<input type="text"/>	<input type="text"/>	
First Name	Last Name		
UAC Staff Email *	<input type="text"/>		
example@example.com			

Fill in all required information accurately.
 Ensure the correct staff email of the person conducting the audit is entered.

STEP 3

Complete Audit Checklist

System Implementation

	Yes	No	Notes
Have all staff completed the required quarterly Sales and Marketing training?	<input type="radio"/>	<input type="radio"/>	
Have all staff successfully completed the required UAC Sales Courses?	<input type="radio"/>	<input type="radio"/>	

Take Photo



Take Photo



For each question, select Yes or No. Add notes or remarks where necessary. Attach supporting photos or documents where relevant.

STEP 4

Review and Submit

SUBMIT NOW



Thank You!

Your submission has been received.

Review all details before final submission. Click Submit.

A **"Thank You"** notification will appear once the audit is successfully completed.

STEP 5

Receive Audit Summary



Club Location
UAC

Franchisee Name
Jayson Hook

Date
08-25-2025

Audit Completed by
John Doe

The staff who initiated the audit will automatically receive a copy of the completed audit summary via email. The Master Franchisee will also receive a copy of each submitted form.

Share with Franchisee / Operator



The auditor may forward the audit summary email to the relevant franchisee or club operator for their records.

STEP 7

Consolidated Reporting

The Master Franchisee will have access to an Excel summary of all audits via Google Sheets. <https://docs.google.com/spreadsheets/d/1-Z-724SEbMtttaTj5MBwLxclORvEQUNPPQLh34vN25mQ/edit>
 A Quarterly PDF Consolidated Report will be generated and sent to the Master Franchisee for official record-keeping.

**UNIVERSAL ATHLETE
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EDUCATION & SUPPORT



Empowering franchisees and staff with continuous learning, expert guidance, and access to resources that drive long-term success and high-performance operations.

EDUCATION & SUPPORT

- Franchisee Webinars (Biannual)
- WhatsApp Forum Guidelines
- Ongoing HQ Support Access
- Staff Upskilling Modules
- AI-Powered Resource Library (Looms, SOPs, Templates)



**UNIVERSAL ATHLETE
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Education & Support

Objective

To provide ongoing education, structured communication, and accessible operational support that empower UAC franchisees and staff to deliver consistent, high-performance standards across all facilities.

Scope

This SOP applies to all franchise owners, centre managers, head coaches, and staff under the Universal Athlete Centre (UAC) network.

It defines HQ-driven support initiatives, digital learning tools, and collaboration channels to ensure every franchise operates at its best.

Detailed Procedures

Franchisee Webinars (Biannual)

Purpose: To align all franchise owners and managers on performance, brand direction, compliance, and innovation across the network.

Frequency: Twice a year (June & December)

Platform: Zoom or Microsoft Teams (F2F if possible)

Facilitated by: UAC HQ Leadership Team and Guest Experts

Process:

1. Announcement:

- Webinars are scheduled and announced via email and the UAC WhatsApp Forum four weeks prior.
- HQ provides an agenda outlining topics such as:
 - Operational best practices
 - Marketing performance and lead generation results
 - New product or service launches
 - Safety and compliance updates
 - Franchise success stories

2. Attendance:

- Mandatory for all franchise owners and centre managers.
- Recordings are uploaded to the UAC AI Resource Library for later reference.

3. Post-Webinar Follow-Up:

- HQ issues a summary deck and key takeaways.
- Action points are integrated into the franchise's next Performance Review Meeting.

Outcome: Ensures network alignment, continuous improvement, and collaboration between HQ and franchises.

WhatsApp Forum Guidelines

Purpose: To foster transparent communication and collaboration between HQ and franchisees.

Group: "UAC Franchise Network Forum" (managed by HQ Support Team)

Members: Franchise Owners, Centre Managers, HQ Support Staff

Guidelines:

Do:

- Use the forum for official updates, questions, and sharing best practices.
- Post images or success stories (e.g., club events, athlete highlights).
- Ask operational or marketing queries for HQ response.

Don't:

- Post unrelated topics, external promotions, or competitor content.
- Discuss sensitive matters (e.g., financial, legal, or member complaints).
- Use unprofessional language or tone.

Moderation & Compliance:

- HQ monitors all communications for professionalism.
- Warnings are issued for misuse, with repeat offenders removed.
- Urgent issues are redirected to the HQ Support Email for proper documentation.

Outcome: Ensures brand-consistent, respectful, and efficient communication across the UAC network.

Ongoing HQ Support Access

Purpose: To provide franchisees and staff with immediate, multi-channel access to assistance for operational, financial, and marketing concerns.

Support Channels:

- ✉ Email: support@uacglobal.com
- 💬 Bolt AI Assistant: 24/7 instant access to SOPs, templates, and troubleshooting.
- 📞 Monthly Check-ins: Scheduled video or phone meetings with the Franchise Support Officer (FSO).

Types of Support Provided:

Area	Support Examples	Handled By
Operations	Opening/Closing issues, equipment repair escalation, staff rostering	FSO / Operations HQ
Finance	Billing inquiries, Xero troubleshooting, royalty payment clarifications	Finance HQ
Marketing	Ad strategy review, content approval, local campaign setup	Marketing HQ
Compliance	Audit preparation, WHS support, legal documentation	Compliance HQ

Response Standards:

- HQ aims to acknowledge inquiries within 24 hours.
- Complex issues are resolved within 3–5 business days.

Outcome: Franchisees feel supported, enabling consistency and fast problem resolution across the network.

Staff Upskilling Modules

Purpose: To maintain a skilled, professional, and high-performing team across all UAC facilities.

Learning Structure:

- Delivered via UAC Learning Management System (LMS) and supported by Loom tutorials.
- Combination of online and in-person sessions facilitated by UAC HQ.

Core Training Areas:

Category	Module Topics	Frequency
Operations & Customer Experience	Member onboarding, sales scripts, complaint handling	Quarterly
Coaching & Programming	UAC Athlete Curriculum, testing procedures, safety standards	Quarterly
Health & Safety	WHS compliance, CPR, First Aid (external training with council)	Annually
Technology Systems	GymMaster setup, CRM usage, GoCardless, Bolt AI	Ongoing
Brand & Marketing	Social media SOP, brand voice, content approval	Biannual

Assessment & Certification:

- Each staff member must complete module quizzes with 80% pass rate.
- Certificates are stored in the Staff Training Register.
- HQ monitors participation and flags overdue staff during quarterly audits.

Outcome: Ensures continuous professional development and standardization across all UAC locations.

AI-Powered Resource Library (Looms, SOPs, Templates)

Purpose: To centralize access to UAC's operational materials, ensuring staff and franchisees can easily find procedures and training resources.

Access Point:

- Bolt AI Assistant and Google Drive (HQ Shared Resource Hub)

Contents Include:

- All UAC Standard Operating Procedures (SOPs)
- Video walkthroughs (Loom recordings) for common tasks
- Editable templates (reports, contracts, checklists)
- Marketing materials (social media templates, EDMs)
- Technical guides for GymMaster, GoCardless, CRM, and automation tools

Update Process:

- HQ uploads new materials quarterly.
- Franchisees are notified via WhatsApp and email.
- Each update includes a "Change Log Summary" for quick review.

Usage Guidelines:

- Files are view-only; editable versions are requested through HQ.
- Staff must not share or duplicate UAC intellectual property outside the organization.

Outcome: Provides real-time access to structured knowledge, enabling independence, consistency, and efficiency across the UAC franchise network.

Monitoring & Review

- HQ Education Lead reviews participation rates and learning outcomes quarterly.
- Franchise Support Officers document webinar attendance and upskilling completion.
- SOP and training content reviewed every six months for updates or compliance changes.

Non-Compliance

Failure to comply with training, communication, or support protocols may result in:

- Suspension from internal communication channels (e.g., WhatsApp)
- Requirement to complete mandatory catch-up sessions
- Review under the franchise compliance framework