

# Rise

## TO THE CHALLENGE

Fernwood National Challenge 2020



STARTS OCTOBER 19

INFORMATION TOOLKIT

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TERMS & CONDITIONS APPLY. PARTICIPATING CLUBS ONLY.



# Rise TO THE CHALLENGE

Fernwood National Challenge 2020



STARTS  
OCTOBER  
19TH

## CAMPAIGN OVERVIEW

**Our 2020 national spring challenge is all about encouraging our staff and members to rise to the challenge. We want them to rise, physically and mentally.**

**2020 has been a rollercoaster ride.** The day-to-day lives of our members have changed significantly. Our members' mental health is particularly important, and we know the positive impact fitness, wellness and nourishment can have on their mindset.

**The challenge inclusions** are based around **Empower Online**, to support our participants' mindsets, and **FIIT30**, to develop physical strength and a sense of community with other like-minded Fernwood members. **Empower Online** will be facilitated by NSO, reducing the organisational requirements on clubs and **FIIT30** can be offered in club, virtually or outdoors depending on the COVID restrictions in your state at the time the challenge is running.

**Challenge packages will** be available for members to purchase in-club and non-members can get started via the online join, plus, members will receive an e-voucher booklet jam packed full of great offers! Participants will receive six weeks of workouts and meal plans via the **MyChallenges** section of **MyFernwood**. Of course, clubs can support the base packages by offering **Food Coaching, Personal Training or Reformer Pilates**.

**Other inclusions are** new **FIIT30** workouts to use with your **TEAMBEATS** display, Fitness Testing assessment tool available in **pro.mywellness**, **national MOVEs challenge** and a **\$5000 cash prize** that eligible club winners can go into the draw to win!



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## CAMPAIGN OBJECTIVES

**To build awareness of the Rise Challenge**

**To drive enquiries (in club, online, phone)**

**To encourage current members  
to take part in the challenge**

**To encourage prospective members  
to join Fernwood and take part in the challenge**

**To support Fernwood's brand engagement  
and unique selling points**

**The campaign will be promoted nationally  
via social media, Google ads, the Fernwood App  
and the Fernwood website**

(including our new 'online join' purchase page).

## CAMPAIGN PROMOTIONAL PERIOD

**Monday 21 September – Monday 19 October**



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## KEY DATES

### THURSDAY 3 SEPTEMBER

- ▶ Challenge training webinar
- ▶ Collateral and resources available on Intranet and VCM
- ▶ Feedback survey sent to clubs

[Click here](#)

### WEDNESDAY 16 SEPTEMBER

- ▶ Survey responses due

### THURSDAY 17 SEPTEMBER

- ▶ Challenge pre-sale tips webinar with Belinda Amis at 2pm
- [Link to Intranet Calendar](#)

### FRIDAY 18 SEPTEMBER

- ▶ Challenge participants packs ordered from SFM by NSO based on survey responses

### MONDAY 21 SEPTEMBER

- ▶ **PRE-SALE STARTS IN CLUB**
- ▶ Challenge packages and products available in Exerp
- ▶ Challenge package add on available via the online join
- ▶ Fernwood App MOVEs Rise Challenge available to invite registered participants

### THURSDAY 1 OCTOBER

- ▶ External marketing campaign commences

### FRIDAY 9 OCTOBER

- ▶ Last day to order FIT30 merchandise from Beetle Branding so it will arrive in club prior to the challenge starting

### MONDAY 12 OCTOBER

- ▶ Clubs that have ordered participant packs will receive their orders in the week prior to the challenge commencing

### WEDNESDAY 14 OCTOBER

- ▶ Participants will have access to MyChallenges to view their meal plan/online workout plan

### SUNDAY 18 OCTOBER

- ▶ **OFFICIAL PRE-SALE ENDS**

### MONDAY 19 OCTOBER

- ▶ **CHALLENGE START DATE**

### FRIDAY 23 OCTOBER

- ▶ Official last day for people to sign up in the club to be eligible for national prizes

### SUNDAY 29 NOVEMBER

- ▶ **CHALLENGE END DATE**

### FRIDAY 4 DECEMBER

- ▶ Clubs submit winner information for entry into the prize draw

### WEDNESDAY 9 DECEMBER

- ▶ National winners announced. Cash prize draw and winner announced on social channels.



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## NATIONAL PRIZE

All participants who enter the challenge will have the opportunity to enter the draw to win a **\$5000 GIFT CARD**, provided they meet the terms and conditions (refer to Terms & Conditions section at the end of the toolkit).

### + WHAT DO CLUBS NEED TO DO?

Clubs must email [clare.walker@fernwoodfitness.com.au](mailto:clare.walker@fernwoodfitness.com.au) with a photo and one-two paragraphs testimonial for three club 'winners' by no later than COB Friday 4 December 2020. These members must have met the national prize terms and conditions and have shown a noticeable physical or mental transformation during the challenge.

A full list of Terms & Conditions is provided at the end of this toolkit, in addition to a separate document that clubs can print out and have available for staff at reception to assist with answering participant questions.

## FIIT3O

### + FIIT3O IN CLUB

Most of our clubs will be facilitating FIIT3O in club. Please refer to the FIIT3O resources on how to offer this program in club.

#### ► FIIT3O & FIITRIGHT WEBINAR RECORDING

[Click here](#)

#### ► FIIT3O & FIITRIGHT WEBINAR SLIDES

[Click here](#)

**PLEASE NOTE** Six new Rise Challenge FIIT3O workout templates have been added to pro. mywellness for use on your TEAMBEATS display.

### + VIRTUAL FIIT3O

Virtual FIIT3O will be processed within the challenge packages as FIIT3O (not as a separate virtual FIIT3O subscription) so the only difference is the delivery.

### Scheduling FIIT3O virtual classes in pro.mywellness

1. We have set up a new class in pro.mywellness for FIIT3O virtual called FIIT3O Virtual which you must use for booking purposes in the app.
2. Only members that have upgraded to the FIIT3O Virtual membership will have access to book this class.

### Steps to schedule FIIT3O Virtual

1. In pro.mywellness go to Planner > Class Scheduling
2. Click on New and enter in the class details:
  - **Class** - FIIT3O Virtual
  - **Room** - You must use your FIIT3O room i.e. FIIT3O Area, FIIT3O Gym Floor
  - Select your Instructor

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## FIIT30

- Start and end time, recurrence and days of the week
  - Start and end date. Adjust the end date in line with temporary closure
  - **Instructions** - You may want to add your Zoom link here
  - Adjust the Booking tab as required.
3. Members will then receive a push notification reminder for their virtual class (provided their notification settings are set up in their Fernwood App).

### VIRTUAL FIIT30 WORKOUT TEMPLATE EXAMPLES

[Click here](#)

New class schedule

Scheduling      Booking

Class	FIIT30 Virtual
Room	FIIT30 Gym Floor
Instructor	Day Tahlia

Start time: 12:00      End time: 12:30

Recurrence:  None  Weekly  
Every  weeks

Days of week:

<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input checked="" type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday
<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday	

Start date: 08/07/2020      End date: 19/08/2020

Instructions: Insert Zoom Link

**OK**



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## EMPOWER ONLINE

**Empower Online is a 6-week personal wellbeing program combining meditation, mindfulness and motivation. It is what we like to call wellness for the modern woman. Empower Online is facilitated by qualified Empower Coaches to provide specialised support for women who wish to focus on their mindset, goal setting, stress management, sleep health and mental and emotional wellbeing - including struggles with low self-esteem and self-worth.**

**The Rise Challenge** is all about women taking back control of their health - physically, emotionally and mentally. **Empower** provides the perfect space and opportunity for our members to put themselves in focus and to make powerful choices for the future of their health and wellness.

For members that choose their challenge package to include **Empower Online** (Package 1 and 3), their journey will include:

- **1 x Live wellness workshop per week for 6 weeks** (program duration)  
(via Zoom - 75 minutes each)
  - + Monday evenings, 7pm AEST
  - + Recorded for viewing at any time
- **Online platform**
  - + Wellbeing resources and activities
  - + Yoga
  - + Meditation
- **eJournal plus bonus hard copy journal**  
(to be sent by NSO)

**Empower Online** is coordinated and facilitated by NSO to ensure accessibility across all clubs nationally. This makes it an easy and manageable addition to your challenge packages, with little to no work to run this program in your club.

If you are an **Empower** club (have existing Empower Coaches) and would like to run your own online program for your club community throughout the challenge, you must make this known by emailing Emma via emma.robertson@fernwoodfitness.com.au.

When a challenge pack is sold that includes the **Empower Online** program, the welcome email the member receives will contain the instructions about how to get started in the Empower program, including a link to the online portal to create a login. The Zoom links and workshop details will be emailed to all participants on Friday 16 October.

### + MEMBER ENQUIRIES

Naturally, members will be curious to know more about the **Empower Online** component of the challenge. Below is a summary of information you could share with them.

### + WHAT IS EMPOWER ONLINE?

**Empower Online** is what we like to call wellness for the modern woman. Designed exclusively for women, **Empower Online** is a 6-week personal wellbeing program combining everything you need to find calm, take control, connect with others, and create the life you're always daydreaming about.

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## ----- EMPOWER ONLINE -----

### + WHAT IS INVOLVED?

Meditation, mindfulness, motivation and more.  
The Empower Online program includes:

- **1 x Live wellness workshop per week for 6 weeks** (program duration)  
(via Zoom – 75 minutes each)
  - ✚ Monday evenings, 7pm AEST
  - ✚ Recorded for viewing at any time
- **Online platform**
  - ✚ Wellbeing resources and activities
  - ✚ Yoga
  - ✚ Meditation
- **eJournal plus bonus hard copy journal**  
(to be sent by NSO)

### + WHEN IS IT?

The webinar workshops take place on Monday evenings, 7pm AEST during our Rise Challenge starting on Monday 19 October, 2020. These sessions will be recorded for participants to access anytime.

Though the program is guided by weekly live webinar workshops, a large portion of the program is completed in your own time throughout each week.

Own time journal activities as well as meditations and (optional) yoga postures are completed through the week as and when suits you.

There is a private Facebook group for participants to access anytime to post questions and receive support from qualified Fernwood Empower Coaches.

### + WHY JOIN?

Women join Empower for different reasons, but each leave positively equipped to support their own wellbeing through the understanding and management of stress and anxiety, the creation of values-based goals and desires as well as self-acceptance practices of loving kindness.

**Empower Online** is especially powerful for women who want to:

- **Manage stress, anxiety and burnout**
- **Improve sleep**
- **Bring more peace, balance and confidence into everyday**
- **Align values and goals in both their personal and professional lives**
- **Feel supported in making positive changes in their life**
- **Introduce more mindfulness into their lives**
- **Learn how to positively manage thoughts and feelings**
- **Start living in alignment with their true self**

If you have questions around **Empower Online**, please contact Emma via [emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au)



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## ----- PRO.MYWELLNESS MOVES CHALLENGE -----

The challenge function allows clubs to create a fun, interactive and engaged member experience. Members can join via the kiosk or the Fernwood App and once joined, can constantly view their ranking on the app leaderboard.

This challenge will be set up nationally and all clubs can participate regardless of their offerings and package inclusions. Once set up clubs will be able to invite their challenge participants through pro.mywellness. Further information will be emailed to clubs closer to the pre-sale period.

**MOVEs** is a way to measure all types of activities. Whatever your age or fitness level, the **MOVEs** you collect depend exclusively on the activity you have chosen and how active you are. **MOVEs** let you compare your activity with your friends and challenge them for fun. For optimal results, you should aim to collect at least 1000 **MOVEs** per day.

### + MEMBERS CAN RECORD MOVES IN THE FOLLOWING WAYS

- Activity automatically tracked on equipment or during /classes in their home club
- Activity automatically tracked with the Fernwood App and heart rate belt in their home club
- Automatically tracked activities with GPS apps and devices
- Automatically tracked lifestyle with activity trackers
- Manually tracked activities

### COMPATIBLE HEART RATE DEVICES



 VIVOFIT	 HRM-TRI	 SOFT STRAP PREMIUM	 myzone MZ-3	 wahoo TICKR

**PLEASE NOTE** Some members may have heart rate devices that are compatible and can be used with the Fernwood App and/or connected to the TEAMBEATS kiosk in club.

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## CHALLENGE PACKAGES

To ensure the most cost-effective challenge offering, we recommend the following package options. Please see below recommendations. It is important that you promote the package weekly rate, rather than the total to make it more appealing for members. There is a package option suitable for all clubs!

### O1.

#### RISE ULTIMATE PACKAGE

This is the package that will be highlighted during national marketing and promotions and is the ultimate combination of fitness and wellness.

##### INCLUSIONS

- Empower Online
- Unlimited FIIT30
- Workout and meal plans
- Fitness testing
- e-Voucher booklet

##### COST

**\$68.16** per week  
**\$409** PIF

**PLEASE NOTE** We recommend checking if the member has a POLAR heart rate monitor or other compatible device. If not, you can add one to the package for an extra \$120.

### O2.

#### RISE RESULTS PACKAGE

For those members that want to focus on fitness and building strength, the RISE results package is the perfect package!

##### INCLUSIONS

- Unlimited FIIT30 (ideally offered in club, but virtual or outdoors also an option).
- Workout and meal plans
- Fitness testing
- e-Voucher booklet
- POLAR heart rate monitor (sold separately)

##### COST

**\$35** per week  
**\$210** PIF

**PLEASE NOTE** We recommend checking if the member has a POLAR heart rate monitor or other compatible device. If not, you can add one to the package for an extra \$120.

### O3.

#### RISE MINDSET PACKAGE

Perfect for clubs that are low on resources or want to include other add on services such as Personal Training, Reformer Pilates and Food Coaching to compliment Empower Online.

##### INCLUSIONS

- Empower Online
- Workout and meal plans
- Fitness testing
- e-Voucher Booklet

##### COST

**\$43.16** per week  
**\$259** PIF

**PLEASE NOTE** \*Prices are indicative and may vary from club to club

**PLEASE NOTE** We recommend that clubs ask all participants to complete a new health screen questionnaire at the time of sign up.



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## ONLINE JOIN OVERVIEW

(PROSPECTIVE MEMBERS ONLY)

During the dates of the pre-sale for the challenge, prospective members (non-members) can purchase a flexible, 12- or 18-month membership online via our website [www.fernwoodfitness.com.au/join](http://www.fernwoodfitness.com.au/join) and select a challenge package to 'add on' to their membership purchase.

- The online join form will only display the club prices and challenge packages that your club has on offer.

1. Select your club

2. Membership type

3. Add ons

Experience everything Fernwood has to offer, by adding premium services to your membership.

There are no add ons available for the subscription you selected. Please proceed to the next step.

6 Week Challenge Rise Mindset

\$259.00 one off fee

- Challenge yourself
- Next
- Next
- Next
- Next

Select

Continue

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## ADMIN PROCESS FOR CHALLENGE REGISTRATIONS

All packages for the 2020 Rise Challenge are set up under the Front Desk in Exerp. We have added in a challenge product group so you can find all your challenge packs and extras under the one location.

1. Go to the Front Desk app in Exerp and search for your member so they appear in top left-hand corner of the screen.
2. Select Products > Challenges.

FREQUENT PRODUCTS			Search
ACTIVATION KIT	BOOTCAMP	BUDDY PERSONAL TRAINING	
CASUAL VISIT	CELL IQ	CHALLENGES	
CHILDCARE	EMPOWER	EXERCISE PHYSIOLOGISTS	

3. Select the core package (Ultimate, Rise or Mindset) the member is signing up for.

ACTIVATION KIT	BOOTCAMP	BUDDY PERSONAL TRAINING
CASUAL VISIT	CELL IQ	CHALLENGES
CHILD CARE	EMPOWER	EXERCISE PHYSIOLOGISTS
FERNWOOD FOUNDATION	FERNWOOD SESSION PASS	FOOD & DRINK
MASTER PERSONAL TRAINING	MEMBERSHIP FEES	MERCHANDISE
OTHER	SAUNA	FIIT30
PERSONAL TRAINING	REFORMER PILATES	FOOD COACHING
WELLNESS		

Products (Challenges)

6 Week Challenge Rise Mindset	6 Week Challenge Rise Results	6 Week Challenge Rise Ultimate
8 WC Base Package	Rise Challenge PT Pack - 6 Sessions	



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## ADMIN PROCESS FOR CHALLENGE REGISTRATIONS

Select installment plan for clipcard

"6 Week Challenge Rise Ultimate"

PAY NOW!

CC - 3 INSTALLMENTS

CC - 2 INSTALLMENTS

CC - 5 INSTALLMENTS

CC - 4 INSTALLMENTS

CC - 1 INSTALLMENTS

CC - 6 INSTALLMENTS

By selecting the credit option "Installment", the customer then does not have to pay the full amount up front, but will be collected over several months using a valid payment agreement.

Cancel LIQ CHALLENGES

CAMP	BUDGY PERSONAL TRAINING
EMPOWER	EXERCISE PHYSIOLOGISTS
FERNWOOD SESSION PASS	FOOD & DRINK
MEMBERSHIP FEES	MERCHANDISE
SAUNA	FIIT30
REFORMER PILATES	FOOD COACHING

WELLNESS

Products (Challenges)

6 Week Challenge Rise Mindset	6 Week Challenge Rise Results	6 Week Challenge Rise Ultimate
8 WC Base Package	Rise Challenge PT Pack - 6 Sessions	

1 6 Week Challenge Rise Ultimate 409.00 X

Tahlia

\$0.00

CANCEL PARK DISCOUNT SELL ON BEHALF OTHER PAYMENTS

CARD (0.00) CASH (0.00)

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## ADMIN PROCESS FOR CHALLENGE REGISTRATIONS

6. To complete the sale, if the member is paying upfront, select either CASH or CARD depending on how they wish to pay for their challenge. If the member is paying over instalments, use the CASH button to complete the sale. This will ensure it displays correctly in their account screen.
7. Once you have completed the sale in Exerp, this will trigger the challenge welcome email to the member.

POS PRODUCT	RECOMMENDED PRICE
6 Week Challenge - <b>Rise Ultimate</b>	\$409
6 Week Challenge - <b>Rise Results</b>	\$210
6 Week Challenge - <b>Rise Mindset</b>	\$259
Polar Heart Rate monitor	\$120

### OPTIONAL CLUB EXTRAS

6 weeks of unlimited Reformer Pilates	\$150
6 Personal Training sessions	\$240
6 Food Coaching sessions	\$90
6 Group Food Coaching sessions	\$90
6 weeks of unlimited bootcamp	\$180

## CHANGING PRICES FOR YOUR CHALLENGE PACKS

To update the price of your challenge products, please ensure you complete the survey [Click Here](#) and all your pricing changes will be made prior to pre-sale commencing. This price will also reflect for any online joiners for the challenge and the core packages you choose to offer in club. If no response is received, we will assume you are choosing the recommended pricing above.

For those clubs offering unlimited Reformer Pilates, you must process these upgrades as an **add-on** through the member's profile (**Membership tab > New Add-On**). Once you have added it to the member's profile you can adjust the end date of the add-on to be in line with the end date of the challenge.



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## TRACKING / REPORTING

To pull a report of all your challenge participants, follow the steps listed below:

1. Exerp > Reports App
2. Select Extract Wizard > Franchisee
3. Choose the Clip Card Report
4. Select your date range (this is based off purchase date) and select Next to pull your data.
5. Right click on the data and export to Excel to filter
6. Once your report is in an excel spreadsheet > click on Filter in the top right hand

Once a member has joined the challenge and has one of the three core packages assigned to their account in Exerp, this is what will dictate their access to the online access to MyChallenges, through the MyFernwood member portal.

To view the purchase on the member's profile, follow the steps below:

1. Go to your member's profile in **Exerp > Membership**
2. From here you will see their purchase i.e. 6 Week Challenge Rise Ultimate and any clips associated with that pack, so they can book into those sessions via the app and in-club.

Summary	Details	Membership	Journal	Account	Booking	Relations	Employee
Subscriptions	Clip cards	Privileges	Privilege usages				
PURCHASES							
<input type="checkbox"/> include old clipcards							
Name	Center	Assigned staff	Clips	Start	Stop	State	
Rise Challenge PT Pack - 6 Sessions	Ascot Vale	Tahlia Day	6	Today 00:00	29/10/2020 12:00 AM	Active	
6 Week Challenge Rise Ultimate	Ascot Vale	None	100	Today 00:00	29/10/2020 12:00 AM	Active	

**PLEASE NOTE** You will notice on the packages that include FIIT30 have 100 clips dropped in on their account. This is just to allow for unlimited booking access for the members. The clips are set to expire once the challenge finishes. We have given the clips a grace period as well, to ensure any members that purchase packs in the first week of pre-sale do not lose their booking access until the challenge has commenced.



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## ---- PARTICIPANT GIFT PACK & MERCHANDISE ---- (RECOMMENDED)

**Strategic Flow Management (SFM) has a range of products that can be purchased to make up a gift pack for each of your challenge participants that are available for you to order. Clubs can add their own locally sourced items to these packs, as well as FIIT30 merchandise (see below)**

### O1.

#### RISE ULTIMATE PARTICIPANT PACKAGE

- ▶ Pink gift box & paper sleeve
- ▶ Fernwood vegetable spiral
- ▶ Fernwood silicon measuring cups
- ▶ Fernwood kitchen scales
- ▶ Empower Journal
- ▶ Hello Healthy recipe booklet
- ▶ Pink drawstring bag

#### COST PER PACK

**\$27.99** plus delivery costs

### O2.

#### RISE RESULTS PARTICIPANT PACKAGE

- ▶ Pink gift box & paper sleeve
- ▶ Fernwood vegetable spiral
- ▶ Fernwood silicon measuring cups
- ▶ Fernwood kitchen scales
- ▶ Hello Healthy recipe booklet

#### COST PER PACK

**\$14.99** plus delivery costs

### O3.

#### RISE MINDSET PARTICIPANT PACKAGE

- ▶ Pink gift box & paper sleeve
- ▶ Fernwood vegetable spiral
- ▶ Fernwood silicon measuring cups
- ▶ Fernwood kitchen scales
- ▶ Empower Journal

#### COST PER PACK

**\$23.99** plus delivery costs

**PLEASE NOTE** Prices may have changed from the time this manual was prepared. Please confirm prices directly with Strategic Flow Management.

Please complete the following survey [Click Here](#) no later than **Wednesday 16 September** to place your orders. Orders will be dispatched by NSO and delivered to clubs in the week prior to the challenge commencing.



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## FIIT30 MERCHANDISE

BY BEETLE BRANDING



### FIIT30 SPORTS TOWEL

#### COST

**\$9.90** + GST per towel + delivery costs Minimum order - 10

### FIIT30 CAPS

#### COST

**\$16.00** + GST per cap (+ delivery costs) Minimum order - 10

**\$12.90** + GST per cap (+ delivery costs) Minimum order - 25

**\$9.90** + GST per cap (+ delivery costs) Minimum order - 50

**\$8.90** + GST per cap (+ delivery costs) Minimum order - 100

## SETTING YOUR CLUB TARGET

**The flexibility of the challenge packages and delivery either in club, virtually or outdoors in addition to the Rise Challenge being part of a national campaign, means that there are more opportunities for members to participate, increasing overall challenge numbers and revenue.**

1. Set a team target for how many participants you are aiming for. We recommend setting 5% coverage as a target for your club i.e. 1000 members @ 5% = 50 members
2. Track targets daily on a whiteboard for all staff to see, similar to new member targets.

**Staff engagement is vital to the success of any in-club campaign. Find ways in your club to incentivise staff for challenge registrations, for example:**

- First staff member to register five participants gets a \$50 gift card of their choice.
- All staff who register 10 participants go in the draw to win a \$100 gift card of their choice.
- Fitness staff vs admin staff registration competition. The team who reaches the highest registrations wins a team dinner at a local restaurant.

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## WHATS THE GOSS? BOARD

Your 'What's the Goss?' board is a great way to promote the challenge and keep members engaged throughout. Use some of the suggestions below or come up with your own, remembering to keep them legible and engaging - lots of bright colours!

- ▶ Pre-sales dates and special sign up offers
- ▶ Testimonials from previous challenge participants
- ▶ During the challenge
- ▶ Each week throughout the challenge, display the weekly theme on the 'What's the Goss?' board
- ▶ Recipe of the week
- ▶ Workout of the week
- ▶ A weekly wellness affirmation to promote Empower Online
- ▶ End of challenge – congratulations to all participants and winner announcement

## MARKETING COLLATERAL & RESOURCES

EXAMPLES OF SOME OF THE COLLATERAL AVAILABLE

WIN \$5000

STRONG WOMEN

RISE RESULTS. 6 WEEKS OF FITNESS, WELLNESS & NOURISHMENT

+ Unlimited FIIT30 sessions

+ Empower Online program

+ Weekly workout plan

+ Weekly meal plans & recipes

This is the Rise Ultimate package.  
Various packages available.

FERNWOOD ASCOT VALE

Phone (03) 9375 2399 Visit 29 Alexander Road

TERMS & CONDITIONS APPLY. PARTICIPATING CLUBS ONLY.

For more details visit [fernwoodfitness.com.au](http://fernwoodfitness.com.au)

**fernwood** FITNESS

DL FLYER // RISE CHALLENGE 2020



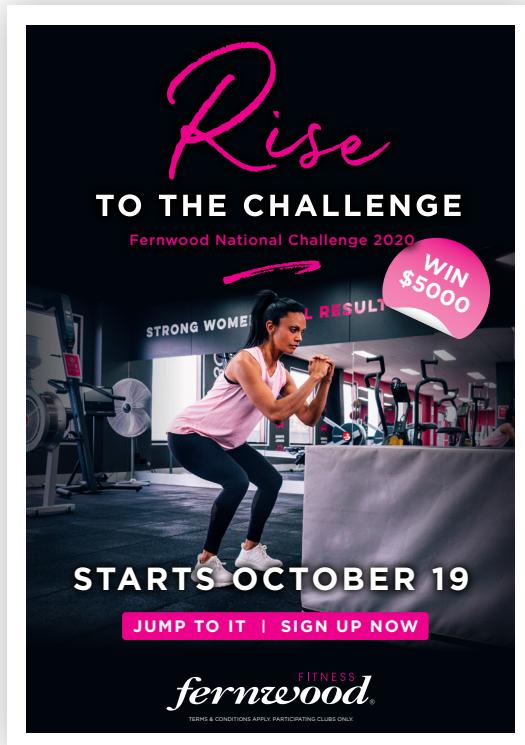
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## MARKETING COLLATERAL & RESOURCES



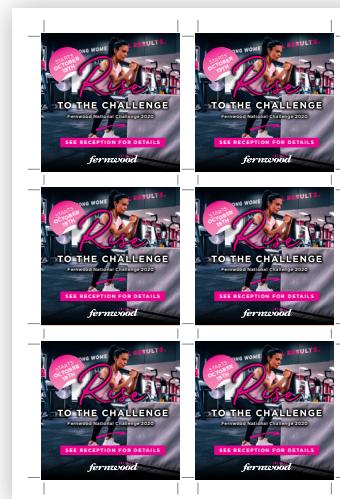
A4 POSTER // RISE CHALLENGE 2020

A4 POSTER // RISE CHALLENGE 2020



GOAL															
MY 6 WEEK GOAL IS ...															
RECORD // DAILY RESULTS															
T = TASK COMPLETED P = POINTS AWARDED															
Task	Points	Task	Points	Task	Points	Task									
MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY			
WEEK 01															TOTAL
WEEK 02															TOTAL
WEEK 03															TOTAL
WEEK 04															TOTAL
WEEK 05															TOTAL
WEEK 06															TOTAL
SIGNED BY A FERNWOOD CLUB MEMBER							CHALLENGE TOTAL								
POINTS							25 POINTS	50 POINTS	100 POINTS						
GIFT							SCT = Fitness class	SCT = Personal Training session	SH = Social media post						
GIFT							M = Minimum 500 MOVES	PC = Food Coaching session	WOW = Worked out the week						
GIFT							P = Personal Trainer	PT = Personal Trainer							

PARTICIPATION CARD // RISE CHALLENGE 2020



CARDIO TAGS // RISE CHALLENGE 2020

FITNESS  
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# Rise TO THE CHALLENGE

Fernwood National Challenge 2020



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## COMMUNICATIONS

### + PRE-SALE COMMUNICATIONS

When pre-sale commences, clubs will find challenge promotional images in their Agillic LCP account. Clubs can create promotional emails and target current members and non-members (refer to the target audience list for selection).

Clubs will be provided with a challenge email overview which will include base copy, imagery, links etc. This email outline can be adapted to suit your specific challenge offerings. This will be provided to clubs in the weekly national What's The Goss update closer to pre-sale commencement.

Whenever sending any communications to promote the Rise Challenge, you must include the terms and conditions.

### + CONFIRMATION EMAIL

All challenge participants will be sent an automated email from Exerp with a confirmation of their purchase and how to book into the challenge-related sessions and workouts. There will be three confirmation emails, and a member will receive the email that reflects the challenge package they have purchased:

- ▶ **01. RISE ULTIMATE**
- ▶ **02. RISE RESULTS**
- ▶ **03. RISE MINDSET**

### + DURING THE CHALLENGE

To communicate with challenge participants during the challenge, a target audience group has been created in Agillic LCP called: RISE Challenge. Clubs can use this target audience group to send weekly emails, reminding participants of what activities are taking place in-club, boost motivation, provide tips, and support participants.



# Rise TO THE CHALLENGE

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## NATIONAL SOCIAL MEDIA SCHEDULE

### OCTOBER 2020

				THURSDAY 1 OCTOBER	FRIDAY 2 OCTOBER	SATURDAY 3 OCTOBER	SUNDAY 4 OCTOBER
NSO				<b>INFORM</b> Challenge pre-sale promotional video	<b>INFORM</b> Blog Post	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> Blog Post
CLUB				<b>INFORM</b> Challenge pre-sale promotional video	<b>INFORM</b> Blog Post		<b>INFORM</b> Blog Post

		MONDAY 5 OCTOBER	TUESDAY 6 OCTOBER	WEDNESDAY 7 OCTOBER	THURSDAY 8 OCTOBER	FRIDAY 9 OCTOBER	SATURDAY 10 OCTOBER	SUNDAY 11 OCTOBER
NSO	<b>EMPOWER</b> Member Image or Video Re-post - World Smile Day		<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EMPOWER</b> Inspirational Quote	<b>EDUCATE</b> Workout Video: Cardio Circuit	<b>INFORM</b> Blog Post	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> Blog Post
CLUB			<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EMPOWER</b> Inspirational Quote	<b>EDUCATE</b> Workout Video: Cardio Circuit	<b>INFORM</b> Blog Post		<b>INFORM</b> Blog Post

		MONDAY 12 OCTOBER	TUESDAY 13 OCTOBER	WEDNESDAY 14 OCTOBER	THURSDAY 15 OCTOBER	FRIDAY 16 OCTOBER	SATURDAY 17 OCTOBER	SUNDAY 18 OCTOBER
NSO	<b>INFORM</b> Blog Post		<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EDUCATE</b> Recipe Video - National Dessert Day	<b>INFORM</b> Ovarian Cancer Australia - Survivor Story - November Campaign	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Humour Quote	<b>EMPOWER</b> Member Image or Video Re-post
CLUB	<b>INFORM</b> Blog Post		<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EDUCATE</b> Recipe Video - National Dessert Day	<b>INFORM</b> Ovarian Cancer Australia - Survivor Story - November Campaign	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Humour Quote	

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----- NATIONAL SOCIAL MEDIA SCHEDULE -----

OCTOBER 2020

	MONDAY 19 OCTOBER	TUESDAY 20 OCTOBER	WEDNESDAY 21 OCTOBER	THURSDAY 22 OCTOBER	FRIDAY 23 OCTOBER	SATURDAY 24 OCTOBER	SUNDAY 25 OCTOBER
NSO	<b>EDUCATE</b> Workout Video: MyFernwood Sneak Peek	<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EMPOWER</b> Inspirational Quote	<b>EDUCATE</b> November Campaign Promo Video - Ovarian Cancer Australia	<b>INFORM</b> Blog Post	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> Blog Post
CLUB	<b>EDUCATE</b> Workout Video: MyFernwood Sneak Peek	<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>EMPOWER</b> Inspirational Quote	<b>EDUCATE</b> November Campaign Promo Video - Ovarian Cancer Australia	<b>INFORM</b> Blog Post		<b>INFORM</b> Blog Post

	MONDAY 26 OCTOBER	TUESDAY 27 OCTOBER	WEDNESDAY 28 OCTOBER	THURSDAY 29 OCTOBER	FRIDAY 30 OCTOBER	SATURDAY 31 OCTOBER
NSO	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>ENTERTAIN</b> Humour Quote	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Workout Video - Halloween Workout	<b>INFORM</b> Blog Post
CLUB		<b>INFORM</b> New Podcast Episode - Out Now! (Live at 9am)	<b>ENTERTAIN</b> Humour Quote	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Workout Video - Halloween Workout	<b>INFORM</b> Blog Post



# Rise TO THE CHALLENGE

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## CLUB CHECKLIST

ACTIONED BY STAFF

TASK	ACTIONED BY STAFF
▶ Print toolkit and have staff read it and signed it	
▶ Watch the challenge webinar and make note of key challenge dates	
▶ Plan your challenge schedule i.e. FIIT30 timetable	
▶ Confirm your challenge packages, pricing and complete challenge survey	
▶ Confirm club/individual targets and communicate this to your staff	
▶ Role play and train your staff	
▶ Check all staff know how to register someone for MOVEs challenge	
▶ Plan your marketing and promotions (SMS, email, in-club and socials)	
▶ Log in to VCM and print collateral to place around club	
▶ Have an expression of interest list at reception	
▶ Arrange at least one info night during your pre-sale	
▶ Create hype/decorate your club – What's The Goss? board, in-club displays	
▶ Have fun!	

### + RESOURCES AVAILABLE

Rise Challenge Marketing Collateral on VCM [Click Here](#)  
Rise Challenge Resources on Sharepoint [Click Here](#)



# Rise TO THE CHALLENGE

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## TERMS & CONDITIONS OF ENTRY

### 6-WEEK RISE CHALLENGE 2020

#### 1. THE 2020 RISE CHALLENGE

- 1.1 The 6 Week Rise Challenge will run from Monday 19 October 2020 to Sunday 29 November, six (6) weeks in total. The final day to register will be 23/10/2020.
- 1.2 In-club packages are available at an additional cost and prices will vary by club. Participants must have met all payment obligations with their Fernwood home club.
- 1.3 FIIT30, one-on-one Personal Training, Empower Program, Food Coaching, Group Food Coaching, Reformer Pilates, Bootcamp Sessions and Body Scans must be booked in advance and are only valid at your Fernwood home club and are non-transferable.
- 1.4 If you need to cancel or reschedule a one-on-one Personal Training, FIIT30, Empower Session, Food Coaching, Group Food Coaching, Reformer Pilates or Body Scan, please ensure you contact your Fernwood home club a minimum of 12 hours prior to the booked session time, otherwise this session will be forfeited.
- 1.5 If you are unable to attend a scheduled session, you may undertake an extra session in a later week to make up a missed session. Make-up sessions are only permitted within the duration of the program outlined in Section 1.1 and are at the discretion of the Fernwood home club.
- 1.6 All sessions including FIIT30, Personal Training, Reformer Pilates or any other service purchased as part of the Rise Challenge will expire on Monday 30 November 2020 after the challenge is completed.
- 1.7 All 6 Week Rise Challenge participants will be required to inform their Fernwood home club of any changes to their health that may impact the appropriateness of their training.
- 1.8 By purchasing the 6 Week Rise Challenge, you are accepting these terms and conditions and it is an indication to your agreement that Fernwood Fitness does not accept liability for any harm that may come to you, damage or loss of personal property within our clubs, as permitted under law. You also understand your images, achievements and any relevant details may be used for marketing purposes by Fernwood Fitness, unless otherwise requested in writing.

#### 2. CANCELLATION

##### 6 Week Rise Challenge program in-club purchases

- 2.1 Your inability to continue participation in the 6 Week Rise Challenge should be noted in writing and forwarded to your Fernwood home club.
- 2.2 The challenge cannot be cancelled once it commences unless a medical certificate is provided.



# Rise TO THE CHALLENGE

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## TERMS & CONDITIONS OF ENTRY

### 6-WEEK RISE CHALLENGE 2020

- 2.3** If you are unable to continue the 6 Week Rise Challenge due to medical reasons, you are required to provide your Fernwood home club with a written request and medical certificate. Any sessions you have paid for but not used will be refunded in full, less a \$50 cancellation fee.

#### **6 Week Rise Challenge online purchases**

- 2.4** No refunds will be issued for 6 Week Rise Challenge participants who are not a Fernwood club member or not associated with a Fernwood Fitness club.
- 2.5** All online purchases for the 6 Week Rise Challenge are payable in full at the time of purchasing the challenge.

#### **Fernwood club memberships**

- 2.6** Standard Fernwood club membership terms and conditions will apply for all new memberships and can be viewed online [Click here](#)

### **3. WHO CAN PARTICIPATE**

- 3.1** Entry is open to Australian residents who are 18 years of age or over. All 6 Week Rise Challenge participants and Fernwood club members must enter in their own name.
- 3.2** Fernwood employees and contractors are not eligible for prizes but may participate in the 6 Week Rise Challenge.

### **4. FEES AND PAYMENT**

- 4.1** The 6 Week Rise Challenge consists of one of three core packages: Rise Ultimate, Rise Results, Rise Mindset. Prices will vary depending on your home club and registration expires 23/10/2020.
- 4.2** If you have paid for the program in-club components, please refer to your debit schedule for complete information on fee and payment arrangements if you have chosen to pay via direct debit.

### **5. NATIONAL PRIZE TERMS & CONDITIONS**

- 5.1** To be eligible for the national prize, participants of the 6 Week Rise Challenge must have purchased one of the core challenge packages; 6 Week Rise Ultimate, 6 Week Rise Results, 6 Week Rise Mindset, either in club or online.
- 5.2** The national prize for the 6 Week Rise Challenge is a \$5000AUD gift card.



# Rise TO THE CHALLENGE

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## TERMS & CONDITIONS OF ENTRY

### 6-WEEK RISE CHALLENGE 2020

- 5.3** Eligible winner must complete at least 2 workouts in club each week of the 6-week challenge period.
- 5.4** Eligible winner must have registered MOVEs during the 6-week challenge period.
- 5.5** Eligible winner must meet any other specific home club terms and conditions.
- 5.6** The home club must provide a photo of the eligible winner and submit a one-two paragraph testimonial of challenge achievements.
- 5.7** Winner will be drawn on Wednesday 9 December and will be contacted directly by Fernwood Women's Health Clubs.

### 6. EMPOWER ONLINE PROGRAM

- 6.1** The Empower program has been created by Fernwood Women's Health Clubs in conjunction with experts from Deakin University's School of Psychology and Food & Mood Centre. This program is a coaching program by nature and by no means is a replacement of professional counselling or therapy.
- 6.2** Our experienced coaches are trained in Mental Health First Aid, but under no circumstances can the program, coaches or facilitators treat or diagnose any mental or physical illness, problem or concern. If you have concerns regarding your mental or physical health, please consult a medical professional.
- 6.3** Participants consent to full participation in the Empower program and understand that certain aspects of the program may be physically, mentally and emotionally challenging.
- 6.4** Participants agree to take full and complete responsibility for disclosing any physical or mental health conditions or concerns to the coach or facilitator or any Fernwood staff member prior to starting the Empower program.
- 6.5** Participants agree to hold Fernwood Women's Health Clubs including staff, coaches and trainers free and harmless of any and all liability for any death, subsequent injury or health complication that may result from, or be aggravated by participation in the program.