

# Fernwood Programs Manual

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## Introduction

### **OBJECTIVES**

To fully understand the requirements for setting up & running the Reformer Pilates service in Fusion Reformer Studios.

Integrate advancements and growth in the Reformer Pilates core offering.

To maximise potential & longevity of the service by increasing leads and member engagement.

### **OVERVIEW OF REFORMER PILATES**

Reformer Pilates is a popular and standard practice across the fitness industry, with every Fernwood having an operating Fusion Studio. *(unless exemption applies)*

Reformer Pilates offers a low impact workout that supports participants who are conscious about injury, pre & post-natal, and those who just love trying something new in the 'wellness space.'

Reformer Pilates also acts as a recovery session, or a complimentary training type to support strength and functional training.

### **KEY TEAM MEMBERS**

**Reformer Instructor** – Reformer instructors teach 30-45 min classes. Instructors will need to have completed their Reformer Pilates teacher training qualification.

**Reformer Co-ordinator/ Team Leader** – Reformer coordinator may also be an instructor but will over-see the Reformer Pilates program in the club. Roles include- upselling/ member sales, timetable and staff management, P&Ls, member retention and reporting.

**Club Manager** – The Club Manager will oversee the Reformer Pilates program with the coordinator and ensure the service compliments the clubs other offerings.

The club manager will help make decisions with the Reformer Co-ordinator and Franchisee owner about the service; including but not limited to:

- Pricing & memberships
- Core offering operations

- Timetabling
- Wages & Employee management
- Recruitment
- Core Offering management & reporting

### ***PRE-REQUISITES & CERTIFICATES***

Reformer instructors are required to have a Mat Pilates certification prior to completing their Reformer Teacher Training.

In a circumstance where a short /fast course of Reformer Pilates is delivered, the instructor ideally should hold a Cert 3 qualification.

It is also recommended for the new instructor to complete 20 hours of shadow work/ assistance teaching if they have not been teaching GF for 12m prior.

Employee

### **Overview of Pilates Instructor understanding:**

- ☐ Correct anatomical terminology & understand application to Pilates.
- ☐ Cover skeletal system including bone structure and function
- ☐ Understanding about the Pelvic Floor & spinal relationship.
- ☐ Learn about joints and joint movement including intervertebral, shoulder, elbow, wrist, hip, pelvis, knee, and ankle/feet joints
- ☐ Understand muscle structure & function, terminology
- ☐ Learn in a practical manner – shadow hours and a personal practice
- ☐ Build skills to use in Pilates with specific clients/ upskilling
- ☐ History & basic principles of Pilates
- ☐ Classical repertoire
- ☐ Understand programming, correction & modifications.
- ☐ Become familiar with variety of cueing/methods of instruction
- ☐ Facilitate safety for group classes & consider health related issues.
- ☐ Know how to take a large group class safely and give different levels.

### Overview of teaching a Reformer Pilates Class:

- ☐ Deliver Reformer exercises/ repertoire
- ☐ Correct posture and alignment in a safe manner.
- ☐ Become familiar with apparatus and equipment
- ☐ Understand safe regressions and modifications.
- ☐ Learn how to teach/ create programs for injury considerations & rehabilitation
- ☐ Cater to different client levels and manage coherently.
- ☐ Teach a variety of classes in the Fusion Reformer Studio.

### Teacher Training:

There are 2 main recommended providers for Teacher trainings:

- Positive Action Pilates (*VIC & virtual*)
- Pilates Education (BalanceBody) Training (*VIC & East Coast*)

All inquiries regarding organising a RTT (Reformer teacher training) should be directed to Fernwood NSO first, where we will organise the event and share with the Network.

RTT's can be held both online & face to face, although the latter is preferred.

It is imperative that instructors gain a Mat Qualification prior to teaching Reformer as the Reformer repertoire builds on Mat Foundation 1.

POSITIVE ACTION PILATES	<a href="https://www.thepilatescompany.com.au/teacher-training/">https://www.thepilatescompany.com.au/teacher-training/</a>
The Pilates Workshop	<a href="https://thepilatesworkshop.com.au/reformer-instructor-training/">https://thepilatesworkshop.com.au/reformer-instructor-training/</a>

### Additional Training providers:

TENSEGRITY TRAINING (VIC)	<a href="https://tensegritytraining.com.au/pilates-group-reformer-instructor-training-course/">https://tensegritytraining.com.au/pilates-group-reformer-instructor-training-course/</a>
APPI Reformer Course  also through: UNITE HEALTH	<a href="https://appihealthgroup.com/buy/reformer-certification-series/">https://appihealthgroup.com/buy/reformer-certification-series/</a>  <a href="https://unitehealth.com.au/courses/appi-reformer-certification-online">https://unitehealth.com.au/courses/appi-reformer-certification-online</a> -

**POSITION DESCRIPTIONS-****Reformer Pilates Instructor-**

Demonstrate outstanding communication skills, customer service abilities, create develop and lead relevant fitness routines in the reformer studio, understand how to address individual clients needs and hold a safe space.

**Reformer Pilates Co-ordinator –**

Having practiced as an instructor, the co-ordinator is required to help manage, develop and grow the reformer Pilates service in club.

Membership sales and processing may be a priority role in clubs that have sub contracted instructors, as well as CRM management.

**JOB ADS**

You can find all job templates on the intranet - [Job Advertisements](#) as well as below.

<b>Reformer Pilates Instructor</b>	<a href="#">NEW 2023 - Reformer Pilates Instructor Job Ad.docx</a>
<b>Reformer Pilates Co-ordinator</b>	<a href="#">NEW 2023 - Team Leader Job Ad (previously Club Coordinator).docx</a>

**STAFF ONBOARDING & SET UP**

Staff Onboarding: Staff training videos can be found on VELPIC.

**Setting up a Reformer Pilates instructor:** this usually requires Owner/ manager access on EXERP or by sending a request via Helpdesk.

This is done by adding the Reformer Pilates Instructor & MyWellness staff bookings privilege to the staff profile.

**Reformer National Training** contents can be found on the intranet; under Operations > Reformer Pilates > National Training 2023.

This includes:

- An extensive training webinar
- Reformer Pilates class styles (for scheduling)
- How to run an Open day
- Reformer Benefits poster
- How to create a lesson plan
- Fusion safety requirements

### **ONGOING TRAINING**

Instructors are encouraged to continue their learning whilst teaching and practice the discipline themselves, as well as through professional development providers.

**Reformer Performer Scheme:** NSO offers a 'Reformer Performer' Scheme designed to help clubs improve and develop their Reformer Pilates offering.

The scheme runs for 6 weeks working closely the managers and team to elevate the service both operationally and financially.

**Reformer National Training:** National Reformer training will be facilitated every year across the network. The recordings will be available on the intranet and quarterly refreshers/ focus groups can be organised should you need.

**The Pilates Workshop:** The Pilates workshop company offer in-face and online further learning for qualified instructors.

Workshops include examples like Pre & Post Natal, Diastasis Recti & Jump board.

*The Pilates workshop can also deliver some Balanced Body modules (live online) as long as students have access to the relevant apparatus. For those looking to expand the studio offerings and add Pilates apparatus (Trap, Wunda Chair, Cadillac, Barrels), all the modules can be taken individually, they do not have to complete full studio certification.*

## Systems And Processes

### *PROGRAMS*

#### Reformer Pilates classes

- Classes run for typically 45 minutes
- 30 min express classes can also be offered
- Fusion Reformer studios are encouraged to have 10+ Reformer Pilates beds in order to be able to offer unlimited classes at their location.
- The classes vary in teaching style eg: cardio, strength, restore.
- Additional of Virtual reformer with YourReformer partner.

#### Reformer Refined-

Refined sessions are for one or two people with an instructor.

The focus is on form and specialised training, attending more intimately to specific member needs.

#### Semi Private Sessions:

Other pieces of Pilates equipment can be used in in semi- private or private sessions eg: Cadillac, Barrell, Chair, Mat and other props.

### *PRODUCTS & OFFERINGS*

**Reformer Pilates membership:** 3m, 6m, 12, and 18m can be sold on the front desk.

**Flexi upgrade:** This is a subscription add- on, through the members profile on CRM.

**Session based Membership:** Recommended to offer a 1 or 2 session per week. Also great for clubs with under 8 beds.

**TIP:** create session-based memberships (eg 1, 2 or 3 sessions per week) to get members off packs and onto DD!

**Reformer Pilates packs:** Pack offering is suggested to be considered post pre-sale and as an alternate option to DD membership offerings.



## **BOOKING**

We do have the functionality to offer reformer Pilates memberships that include or exclude the gym, however it is advised to try "upsell the gym access".

It is important to note that if the member on a 'reformer only' membership they will need to gain access to the facility outside of staffed hours, they will still need to be given a FOB.

These members will not be restricted to gaining access to the gym through the front door as they will need this access to attend the reformer class, however, keep an eye on their attendance to ensure they are not accessing the gym 24/7 when there are no reformer classes on.

## **BOOKINGS FOR NON-MEMBERS**

Non-members that wish to purchase an intro offer or a pack of reformer Pilates sessions can also then make their bookings via the Fernwood App.

The non-member would need to have a lead profile in Exerp with their personal details.

They will then need to register themselves an account via [www.fernwoodfitness.com.au/register](http://www.fernwoodfitness.com.au/register) using their first name, surname and email address. Once they have created their account, they can use these login details to log into the Fernwood App and make their bookings for reformer Pilates classes.

If the non-member would like to manage their purchases ongoing through the Fernwood App, on their lead profile in Exerp, you will simply need to add in a payment agreement on their profile in Exerp and they will be able to do so.

## **BOOKINGS FOR MEMBERS**

Members who have Reformer Pilates clips can book into Reformer Pilates classes via the app. Each class booked will subtract one clip card.

If a member books a class and cannot make it, they are encouraged to remove their booking via the app.

If the booking window has closed for cancellation, the member should call the reception to surrender their spot and anyone on the waiting list can move up into the class.

### ***CANCELATION WINDOW***

The cancelation window for reformer classes & Reformer Refined (1:1) is 12 hours.

This can be overridden at a club level if required

Any cancellations made inside this window cannot be done via the Fernwood App and the member would be charged their session as per the Reformer Pilates Cancellation Policy

**Instructors can check via their MyProWellness app who has booked into their reformer Pilates class and who shows up!**

It is also encouraged that instructors check their class prior to teaching to consider extra time or care for new students/ specialised care or injury prevention and possible varying levels of experience.

### ***SESSION PENALTY/ SANCTIONS***

If a member does not cancel in advance and they do not show up- a prompted fee alert can be implemented to maintain the integrity of the booking service.

Please contact the Helpdesk to set up sanctions for Reformer Pilates members.

When a member does not cancel their booking, an auto email will be sent to notify of the missed class, notifies the member of a charge on their next DD, and gives both member and club an opportunity to review before confirmed.

Please note- currently a charge can only be set on the paid core offering services, and will be debited from the members account with their fortnightly membership payments.

Please note- it is essential that you give enough notice to your member base about incurring charges for no-shows before you implement 2-4 weeks' notice is plenty.

## SESSION EXPIRY

Reformer 'clips' (for add-ons and packs) are set to the default expiry periods as outlined in the table below. If you require adjustments to suit your business outcomes, please ensure you have requested your custom expiry timeframes for your reformer products via helpdesk.

Reformer clips product	Expiry period from purchase
Weekly recurring clips (1, 2 or 3 per week)	4 weeks
20 pack	12 weeks
10 pack	6 weeks
5 pack	14 days
4 for \$45 class intro offer	14 days
7- or 14-days unlimited intro offers	7 or 14 days respectively

## Timetable

- See the Pre-Sale & Launch toolkit below for how to **start** a timetable.
- Timetable strategically to boost your core offerings.
- Ensure you have appropriate 'overflow' classes running on the GF timetable around the peak Reformer Pilates classes eg- mat, barre, yoga, core etc.
- It is recommended to start with 45 min classes and a 15min changeover time.

*Peak hours include (but not limited to) early morning (5.30-7.30), mid morning (9.30-11.30) and evening (5.30-8.30).*

See the **Reformer Pilates Pre- Sale and Launch Toolkit** for more info on timetabling.

If you are running at capacity during peak hours, you could consider:

- 1- running 30min express classes during peak times
- 2- installing VOD in your club so members can access reformer Pilates on demand

Editable templates for timetables can be found on CANVA [HERE](#).

<div> <div>TIMETABLE</div> <div>MAROOCHYDORE</div> <div>Please book your session through the Fernwood App or see reception</div> <div>  </div> </div>						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div> <div>MORNING</div> <div></div> </div>	8.30am Reformer / Peta	8.30am Reformer / Peta	8.30am Reformer / Peta	8.30am Reformer / Peta	8.30am Reformer / Peta	8.30am Reformer / Peta
	9.30am Reformer / Sarah	9.30am Reformer / Sarah	9.30am Reformer / Sarah	9.30am Reformer / Sarah	9.30am Reformer / Sarah	9.30am Reformer / Sarah
	10.30am FusionX / Michelle	10.30am FusionX / Michelle	10.30am FusionX / Michelle	10.30am FusionX / Michelle	10.30am FusionX / Michelle	10.30am FusionX / Michelle
<div> <div>AFTERNOON</div> <div></div> </div>	4.30pm Reformer / Peta	4.30pm Reformer / Peta	4.30pm Reformer / Peta	4.30pm Reformer / Peta	4.30pm Reformer / Peta	4.30pm Reformer / Peta
	5.30pm Mat Pilates / Sarah	5.30pm Mat Pilates / Sarah	5.30pm Mat Pilates / Sarah	5.30pm Mat Pilates / Sarah	5.30pm Mat Pilates / Sarah	5.30pm Mat Pilates / Sarah
	7.00pm FusionX / Michelle	7.00pm FusionX / Michelle	7.00pm FusionX / Michelle	7.00pm FusionX / Michelle	7.00pm FusionX / Michelle	7.00pm FusionX / Michelle

There are additional editable documents available on CANVA that you can use at point of sale, display around the club and use for internal challenges / retention.

## Day To Day Operations

### TOOLKITS

(all documents are available on the intranet under Operations> Reformer Pilates)

#### Reformer Pilates Folder:

Pre-sale and Launch Toolkit

Pilates class styles doc

#### Club documents Folder:

Reformer Membership Terms and Conditions

Reformer Pilates Ts&Cs packs add ons

Reformer Pilates Cancellation Policy

Reformer Pilates upgrade slip

#### National Training Nov 2023 Folder:

Comparing reformer beds document

Fusion reformer benefits poster

How to create a lesson plan

Fusion Safety requirements

Fusion Running an open day

Reformer teacher training mp4 recording

### **Fusion Reformer Studio rebranding Folder:**

Fusion Reformer Studio Social Media Set-up

Fusion Reformer re-branding Manual

Fusion Reformer studio logo mock- up

### ***OPEN DAYS/LAUNCH***

Open days are a great way for retention, lead generation and trade in offers.

More info about how to launch your Reformer Service can be found in the Pre-sale and launch toolkit listed above.

NSO can work 1-1 with clubs in the Reformer Performer scheme to help plan and facilitate a timeline for Open days prior to launching the service, or as an additional retention tool throughout the year.

### ***UPGRADE SLIPS***

You can find editable upgrade slips available on CANVA:

[https://www.canva.com/design/DAFPiapS0Bs/z3p5DUwbpRQTR\\_XHbNYLMA/edit](https://www.canva.com/design/DAFPiapS0Bs/z3p5DUwbpRQTR_XHbNYLMA/edit)

## **Overview of Roles**

**Reformer Pilates instructor:** Deliver safe, fun and motivating reformer Pilates classes while creating a genuine connection with members and fostering an empowering environment for women of all fitness levels.

Promote overall health and wellness with your expertise and guide members on their journey to improved muscle tone, strength, and posture.

**Reformer Pilates co-ordinator:** Working closely with the Club Manager, this role combines leadership of reformer Pilates instructors and assisting in areas of club administration.

As Team Leader, you will oversee the operation of the service and liaise with Club Manager &/or Franchise owner, driving results and encouraging a strong team environment.

## Programming

For new members, we recommend at least 3x Foundation class before progressing onto other classes.

Knowing basic reformer technique and repertoire before progressing is paramount for safety, enjoyability and the effectiveness of the practice.

For virtual reformer class participation, we recommend at least 3x live classes, one of which is Reformer Foundation, before participating in a virtual reformer class.

EXAMPLE PRODUCT	EXAMPLE PRICE
<b>INTRO OFFERS FOR LEAD GEN &amp; TRADE INS</b>	
Intro offer (one time only) 3 sessions for \$40	\$40
Intro offer (one time only) 4 sessions for \$45	\$45
Intro offer (one time only) 1 week unlimited pass	\$47
<b>1:1 REFORMER ('Reformer Refined')</b>	
Reformer Refined - Single	\$95
Reformer Refined - 2 per week (recurring clips)	\$85/session (\$340/debit)
Reformer Refined - 1 per week (recurring clips)	\$90/session (\$180 per debit)
Reformer Refined - 5 pack	\$460 (\$92/session)
Reformer Refined - 10 pack	\$870 (\$87/session)

## Targets

Working with the Sales team/Advisor and NSO, a formulated target can be achieved prior to launching your service.

Clubs should be aiming for a 0.5-1.5% growth per quarter on active reformer members (of total member count).

The Reformer Pilates coverage average across the network currently sits at 14.9%.

## Policies

Compliance: Fernwood Fusion is a premium brand.

To deliver on this promise, our studios must always look immaculate, pristine, and spotless. Our members appreciate the little touches like fresh flowers and fresh fruit. These are what sets us apart from our competitors.

## What is Not Compliant?

- **Clutter and mess.** If you have an empty space or a corner, don't fill it with clutter for the sake of it. Remember, less is more.
- **Untidy reception desk.** Minimalist is key.
- **Chipped paint and holes.** Re-plastering must be done promptly.
- **Light fittings that don't work.** Fittings or blown light globes must be replaced promptly.
- **Rubbish bins with plastic bin liners.** Make sure that bin liners are not exposed over the top of rubbish bins.
- **Posters, member notices on walls and mirrors.** All posters and notices must be in the compliant snap lock frames, on brand and arranged in a caring manner.
- **Unsightly electrical cords.** While it's necessary to have electrical cords connecting the equipment, they need to be hidden away and out of sight.
- **Water stained ceiling tiles.** These need to be replaced or painted.
- **Cobwebs, dust and grime.** It's a good idea to do a quick workout on all the equipment in your gym. Sometimes when the equipment is being used, unsightly dirty spots that otherwise go unnoticed can be seen.
- **Out of date signage and posters.** All displays must be current and on brand.
- **Torn or worn upholstery** Everything must look shiny and new, regardless of its age.

## Reporting and Tracking

### **EXERP REPORTS**

**UPGRADES REPORT-** this report tracks your upgrades in club.

The report can be selected for specific categories to track- eg Reformer Pilates, challenge upgrades etc. This shows you the name and \$ for the upgrades in a certain date period chosen.

**CORE OFFERING REPORT**- this gives you an accurate snapshot of CURRENT reformer members and what they are paying for. This report can *never* be backdated and will always read the most current value taken.

**CLIP CARDS REPORT** (active)- there are 2x clip card reports, choosing the ACTIVE clip card report will show you which members in the system still have active clips (ie they are usable) on their memberships in the system. This is a great tool for retention and leads for trainers and instructors to make calls from and get members back in club.

## SUPERSET REPORTS

**Reformer Monthly Comparative Report**- this shows a snapshot of month to date progress of each clubs total gross, total sales, total DD sales and average gross sale.

Club name	Total Gross	Total Sales	Total DD Sales	Average Gross Sale
Tarnait	\$74,091	31	31	\$2,390
Gregory Hills	\$46,808	27	15	\$1,734
Marsden Park	\$39,507	23	13	\$1,718
Petrie	\$36,645	16	11	\$2,290
Woonona	\$35,417	22	14	\$1,610