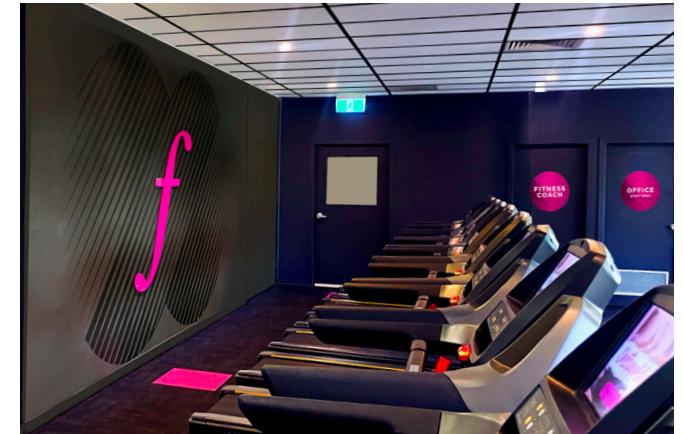


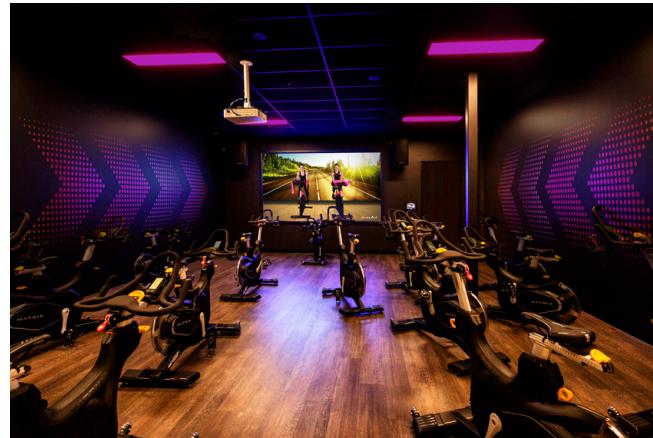
THE BRAND BOOK

LOVE
the Way You
LOOK!

FITNESS
fernwood[®]

CLUB OVERVIEW





THE STORY BEHIND THE BRAND



The first Fernwood Women's Health Club was established in Bendigo, Central Victoria, on 6 December, 1989, when Diana Williams recognised a need for women to have their own special space – a sanctuary to work out in a relaxed environment and enjoy regular exercise.

Since this time, we have become synonymous with Australian women's health and fitness. Today, with clubs and studios all over the country, we are the largest organisation of its kind with over 70,000 members and thousands of staff trained to help every one of them shine.

OUR PASSION

We are not just a gym. We offer complete solutions to a balanced and healthy lifestyle for women. We are in the business of looking after people, and providing memorable and empowering experiences. That includes you!

As a Fernwood representative, it is you who we depend on to deliver our promise to our members – to ensure they receive a memorable service experience, and are inspired and motivated in a happy, supportive atmosphere, giving them every chance of achieving their goal to shine.

We will strive to provide you with a supportive and collaborative environment, where our values guide all strategies, decisions and actions and where we

are transparent in our dealings. We all participate in worthwhile work to achieve a shared goal. We provide a playing field that allows us to challenge ideas while being respectful of thoughts and ideas of others and where we are empowered to achieve our goals without interference, where we cheer each other on, recognise our achievements and reward results.

OUR VALUES

Integrity ► “I will be honest and ethical in all my dealings with others. Compliance with the law and our company policies is the minimum standard.”

Commitment ► “I will do as I say and accept responsibility for my actions. I’m accountable for my results.”

Respect ► “I treat others the way I want to be treated, with dignity and respect.”

Passion ► “I’m passionate about the wellbeing of my members, our studios and our company. I’m passionate about excellence and professionalism.”

Openness ► “I’m open to ideas from anywhere and freely share with others. I avoid gossip and hearsay.”

Service mentality ► “I’m caring and responsive in the way I provide service to our members and my colleagues.”

OUR VISION

“To create a truly exceptional world-class brand and maintain the unique Fernwood culture.”

OUR PURPOSE

“Our purpose in business and why we exist beyond making a profit is to empower women to shine.”

OUR MANTRA

► Everybody Sells

As a Fernwood Fusion team member, you should be consistently positive about Fernwood, its products and services and staff. We sell and promote all the time, no matter what role we



THE BRAND VOICE

hold in the company. We have faith and belief in what we do and we contribute to the success that we want to achieve.

► Everybody Cleans

We take a proactive approach to ensure our studios always look clean and professional. Remember we are all individually responsible for maintaining excellent presentation standards. Our point of difference is the welcoming and warm atmosphere of our studio - we promote pristine conditions, attention to detail and take pride in our well-presented staff members in clean uniforms.

► Everybody Motivates

No matter what role you're in, everyone has contact and communication with our members. We are all responsible for ensuring they have a special experience at Fernwood and are achieving their desired health and fitness goals.

Acknowledge our members with eye contact and a smile. Speak to them and ask what keeps them motivated or how you can assist in this area. Remember to follow through by commenting on their goals and progress.

Encourage them to try different areas of your studio so they are getting a full experience and achieving amazing results. Let's build lasting relationships and a sense of community with our members.

When speaking or writing on behalf of Fernwood, it's important to be able to define our brand voice. When referring to 'voice', we are largely talking about the language and the messages that we convey to others.

The Fernwood voice is friendly, conversational, approachable and informal. We're serious about what we do, but not ourselves.

Simply put, Fernwood Fitness exists to:

"EMPOWER WOMEN TO SHINE"

The main points to keep in mind about the Fernwood brand 'voice' are:

- We are experts but not unapproachable
- We are helpful but not pushy
- We are informal but not unprofessional
- We are fun but not sarcastic
- We are aspirational but not unachievable
- We are passionate but not intense

Our brand's voice is constant, however, it is likely that our tone will change depending on the channel or context. So remember—have fun with those who engage with us, use common sense and remember that our goal is to create a superb experience, every time.

So how do we want to be viewed in comparison to some of our key competitors?

- We are for every woman
- We are real and authentic

- We march to the beat of our own drum – we don't follow the crowd
- We are inclusive and non-judgemental
- We are a community dedicated to women's wellness

Exceeding Expectations

Here at Fernwood, everything we do - from following up leads over the phone, via email and in person, to chatting with our community online and via social media - the public should be left with not only a positive experience, but an experience that makes them willingly and freely tell others about us.

This means:

- Going above and beyond for our members and potential members and exceeding their expectations.
- Actually doing what we say we're going to do.
- Showing empathy and understanding.
- Being accessible and approachable.
- Taking ownership and admitting when we've made a mistake.
- Providing not just superb customer service, but a superb customer experience.



Brand Language Toolkit

A detailed outline of our brand voice and social media guidelines can be accessed via the Fernwood Intranet.

Fernwood Sharepoint

Toolkits & Manuals > Brand Language & Social Media Management Toolkit

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CLUB COMPLIANCE

Welcome to the Fernwood Fitness network. This document provides resources, compliance requirements, and other information to guide your club fitout in line with our brand guidelines.

Within this document you will find direction on the assets and applications which make up our visual identity through a club fitout. It's through this guide we ensure our brand presents itself consistently and professionally, and that you have the appropriate know-how and tools to fitout your club so it reflects our distinct and contemporary brand.

This fitout guide will outline the compulsory branding, optional and nice to have guidelines.

For further information, assets or resources and approval please contact the Compliance team via helen.alfa@fernwoodfitness.com.au

WHY IS COMPLIANCE IMPORTANT?

Fernwood is a premium brand. To deliver on this promise, our clubs 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.

Women notice untidy, unclean and messy places, so cleanliness is paramount. We want our members to come into our clubs and feel as though we made a special effort to have our club looking shiny and clean, just for them.

Try walking through your club every day with fresh eyes, as though you were seeing it for the first time. **What do you notice?**

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.

CLUB PLANNING & APPROVAL PROCESS

+ 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.

PLANNING & SITE SELECTION

Good site selection is a key ingredient to ensuring the success of your club. Fernwood is a destination business. While our customers will travel to us, securing a high-profile site with good exposure and street presence is still the best way to advertise your business, and will be paramount to your success.

At Fernwood, we want to give you the best possible opportunity to succeed. Your Commercial Manager will work with you to source potential sites for your club and assist you in making an informed decision based on industry knowledge, experience, and most importantly, demographic data. In all cases the franchisor will be the head lessee on the lease, and therefore will assist with the negotiations on the site. They will facilitate the process from the Heads of Agreement stage to executing the final lease.

A licence agreement is then entered into between Fernwood (the franchisor) and your company to occupy and operate in the space under the Fernwood banner.

In selecting the best possible site, Fernwood uses the following criteria:

- + A footprint ranging from approximately 900-1200 square metres in size.
- + Central location within the Primary Marketing Area (PMA)

- + Prominence & good exposure on a main road
- + Street presence for signage
- + Parking to accommodate a minimum of 30-40 cars (alternatively adjacent parking options i.e. public car park)
- + Concrete floors
- + Minimum ceiling height of 2700mm
- + Three-phase power
- + Accessibility
- + Reverse cycle air-conditioning
- + Natural and artificial lighting
- + Preferably proper ceilings to be in place, particularly to facilitate the reverse cycle air-con. However, exposed ceilings are also an option.

Sites have been identified based on population and population growth estimates for the area. As a guide, a metropolitan area is based on an approximate population of 80,000 people. A regional territory is based on an approximate population of between 40,000 & 50,000 people.

To make the identification of the areas and ongoing local area marketing easier, the areas have been defined by postcode.

There will usually be a number of postcodes that make up your area. Your area boundary is defined in your franchise agreement.

CLUB PLANNING & APPROVAL PROCESS

Fernwood is a premium brand. To deliver on this promise, our clubs must always look immaculate, pristine and spotless.

AIR CONDITIONING & VENTILATION

Consideration needs to be taken into account for the varying layouts of Fernwood Fitness Clubs to ensure adequate ventilation and air conditioning as per Standards Australia (AS 1668.2). This is especially important in areas where there is strenuous physical activity and would ideally include a combination of air conditioning, fans and windows. Some areas of the club may also require heating for the comfort of members during lower impact activities such as meditation and yoga. Specifically the yoga room and wellness room need to have the ability to be heated to 27 degrees.

Which system is most appropriate will largely depend on the club size and layout, however, a zoned system allows different temperatures in each zone, as well as being able to close off zones when not in use to save energy. Typically, a 60kW system would be appropriate, however, a mechanical contractor will be able to determine the required capacity.

ZONES OF CONSIDERATION:

- + Reception Area
- + Members' Lounge
- + Main Gym Area
- + Group Fitness Studio
- + Spin Studio
- + Reformer Pilates Studio
- + Yoga Studio
- + Wellness Lounge
- + Change Rooms
- + Child Care or Child Minding
- + Offices - Fit Coaching Office & Sales Offices

SOUND PROOFING

The goal of sound proofing is to decrease the transmission of sound throughout the building. Solutions that provide acceptable levels of sound insulation should be considered as part of the overall design and layout of the club.

The requirements may vary as each space is different, but it is particularly important for the wellness space, specifically the Yoga Studio and Wellness Lounge to maximise the

member experience. Consultation with the builder will be required as part of the overall design and layout of the club.

ROOM SIZE RECOMMENDATIONS

Example breakdown for a club that has approx. 1000m² floor space:

- + Club Reception & Entry Foyer = 40m²
- + Members' Lounge = 70m²
- + Group Fitness Studio = 200m²
(eg: 200m² can accommodate 50 members for pump including the stage area and equipment storage).
- + Spin Studio = 60m²
(eg. 60m² is sufficient for 20 bikes).
- + Reformer Pilates Studio = 60m²
- + Wellness Lounge = 20m²
- + Cardio = 100m²
- + Pin load & hand weights
(including stretch area) = 100m²

- + **FIIT30** = 100m²
- + **Child Care** = 40m²
- + **Sales space** = 10m²
- + **Store room** = 10m²
- + **Laundry** = 10m²
- + **Change Rooms** = 90m²
(includes disability facility)

You lose space with walkways of course as you need to be very mindful of traffic flow, especially to change rooms and Group Fitness Studio.

PLANNING PRINCIPLES & APPROVAL

When taking on a new site, research is to be conducted with regards to the zoning.

It would make sense for all councils to adopt the same language to communicate the requirements of zoning codes. Unfortunately, that is not the reality as it's up to the states and territories to establish their own legal framework for zoning in Australia.

Therefore, each state or territory has different zoning rules.

They also have different ways to communicate these codes.

By way of example, Victoria falls under Commercial Zone 1, which will allow for a Leisure & Recreation Facility.

Please note, we are required to obtain the use consent from council. If the site is not suitably zoned, advice pertaining to approval must be discussed with a town planner.

Whether you're fitting out a new club or undertaking an upgrade on an existing site, considerable planning is required and Fernwood NSO is here to provide advice and assistance throughout the process.

When undertaking a cosmetic upgrade or a full club fit out, everything must be approved by NSO. In the first instance and in most cases, we will need to seek landlord approval, particularly if structural work is involved.

If you are undertaking a full club fit out or structural change to an existing site, you will require a registered builder to undertake the works. A building surveyor will also need to be engaged to assist with submitting an application to council for a building permit and to ensure everything is conforming to the building code.

The building permit will ensure the following:

- + The required building practitioners are registered and carry the required insurance(s)
- + Adequate documentation is prepared to enable compliant construction of the proposed building
- + An independent review of building documentation occurs
- + Key stages of the work are independently inspected
- + Your building is independently assessed as suitable for occupation
- + Other benefits including compliance with building legislation prior to building work commencing

On completion of the building work, a certificate of final inspection is issued. The need for a certificate of final inspection will be indicated on your building permit.

Occupancy permits signify that a building surveyor has approved the building work as being suitable for occupation.

The occupancy permit is required prior to the commencement of trading.

OVERVIEW //

EXTERNAL SIGNAGE

Besides establishing effective communication with customers, and adequately advertising the products and services a business offers, good business signage is the most efficient and cost-effective form of advertisement to get brand exposure and attract customers.

A survey carried out by a well established Australian university showed that nearly 76% of consumers (8 in 10) said they had entered a store or business they had never visited before based simply on its signs. This turns signage into a businesses most basic, and most efficient form of advertisement.

Signage increases brand exposure

Good business signage will make your company stand out from the crowd, increasing your brand exposure and the chances of new customer acquisition and repeated business.

Sets us apart from our competition

Custom signage will help to differentiate your business from the competition and will help you build a unique brand in the eyes of potential customers.

Signage is cost-effective

Signage is one of the most cost-effective marketing strategies. While you may have to make a considerable

initial investment, once your signage is ready and installed there are no further costs and it will advertise your company 24/7.

Year-round advertising opportunity

Depending on location, whether interior or exterior, signs work all year round. They're visible 24 hours a day, 7 days a week, 365 days a year. This alone makes them a worthy investment that will work for you with no effort required, no matter what time or day of the year it is.



Key considerations for EXTERNAL SIGNAGE

- External signage is mandatory and vitally important to the presence of your club in the local community.
- Maintaining brand consistency across all our creative brand assets is critically important to brand awareness. Our brand logo, colours, typography, imagery needs to be consistent across every club nationally.

Editable PDF form for external signage

Club Signage Request Form

When requesting signage please download the Club Signage Request Form on the Fernwood Intranet under **Brand>Brand Compliance**.

Please email the completed form to
designstudio@fernwoodfitness.com.au

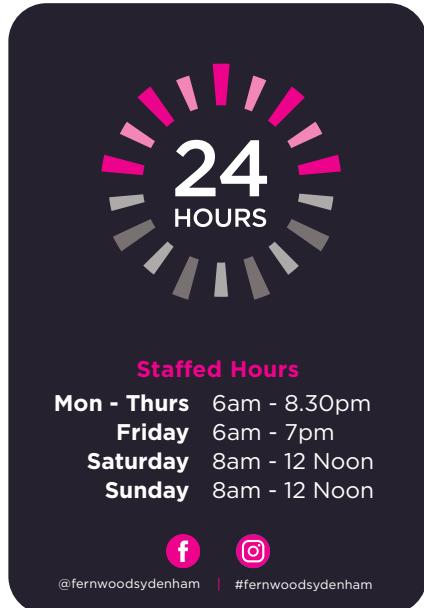
EXTERNAL SIGNAGE

Front entrance signage

Our brand logotype, additional graphics and information relating to club details, operating hours and club services have been designed for lightboxes, fascias and glass front door panels.



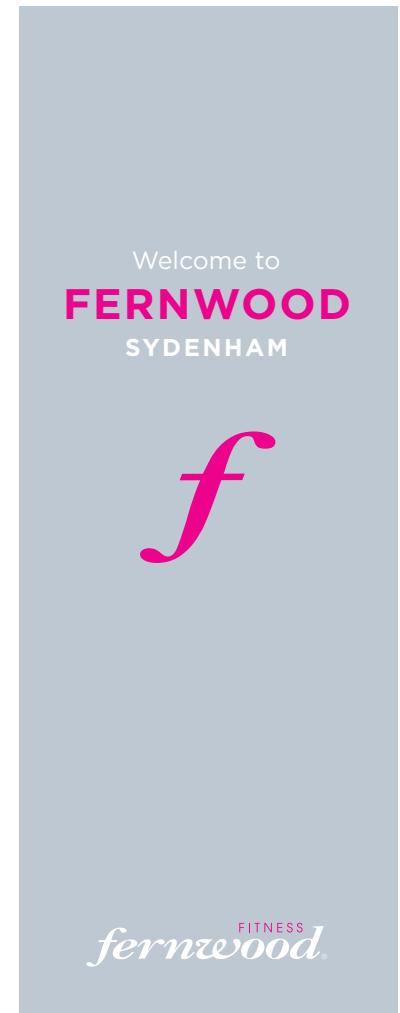
Primary Fernwood Logo with 24 Hour & For Women iconography



Example of club details placed on either side of entrance



Single version of club details decal



Door decal on clear glass

Additional supporting iconography

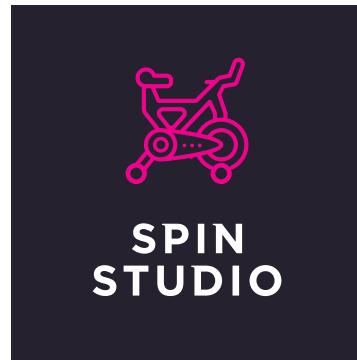
Iconography is a great way to support the brand, your club and its offerings. There is a suite of iconography that can be used on external signage to support your clubs services.



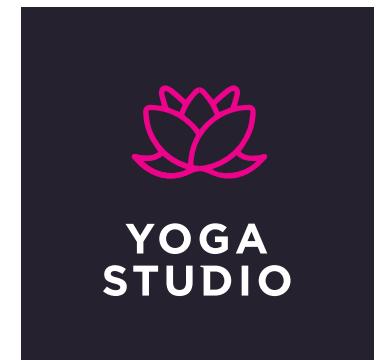
CHILD
CARE



PERSONAL
TRAINING



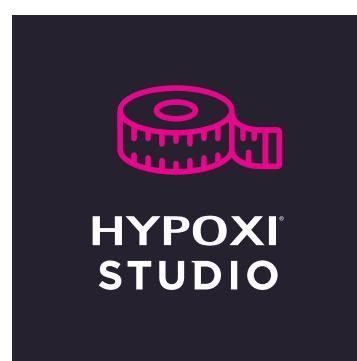
SPIN
STUDIO



YOGA
STUDIO



FOR
WOMEN



HYPOXI
STUDIO



GROUP
FITNESS



NUTRITION
COACHING



REFORMER
PILATES

EXTERNAL SIGNAGE

Front entrance window signage

Additional graphics, fernwood branded imagery and information relating to club services have been designed for lightboxes, fascias and glass front door panels.



Example of window signage and services iconography.



Example of window signage and services iconography.



24 hour after hours entrance decal



Pillar signage



A-Frame signage

OVERVIEW //

WAYFINDING & GRAPHICS

Our wayfinding system has been developed to work on different coloured walls across varying spaces.

Wayfinding can be tailored to be used on the left, right or even above doors to their respective spaces.

An inspirational tag has been neatly attached to the wayfinding to help develop our internal voice for our members. A new font has been designed based on our brand font Gotham for added personality.



CLUB SIGNAGE REQUEST GUIDELINES

Please note: Requesting an external supplier to produce your signage is outside the scope of this Brand Book. Please contact your signage supplier directly for further information.

STEP 1: Take a high-resolution, full-colour, front on, unobstructed photo of your space. Please supply just the sign and surrounding area, not your entire building or entrance signage.

STEP 2: Give us the dimensions measured to the nearest centimetre of your proposed signage.

STEP 3: As accurate as possible please fill out the outline form which is part of this PDF.

STEP 4: Send the form, dimensions and request photo to signage@fernwoodfitness.com.au

PLEASE NOTE: Signage requests sent in any other form than this process will not be accepted.

Example of external signage

Example of branded graphics

We work closely with [Graphic Designers](#) who provide very competitive rates, great service and a quality finish for all our signage needs. Let us know if you need any further details.

© Copyright Reserved

CLUB SIGNAGE DESIGN REQUEST

Please enter your signage request below. In the subject field include Club Name & Signage Request.

Club Name: **Signage:**
Email Address: **Phone No.:**
Club Address:

Job Description:
Please describe what signage you are requesting.
Include as much detail as possible about what you would like to achieve with your signage. Please include any relevant images, logos, fonts, and colors.

External Signage: Please confirm if you require an external sign.
For example:
• Gym
• Studio
• Reception
• Reception Front
• Reception Back
• Group Fitness
• Personal Training
• Studio
• Studio Front
• Studio Back

Internal Signage: Please confirm if you require an internal sign.
For example:
• Gym
• Studio
• Reception Front
• Reception Back
• Studio Front
• Studio Back

Estimated Budget:
Client approval: Yes No Not Required
Building management approval: Yes No Not Required
Photo of space attached: Yes No (Please supply clear unobstructed photo of space)
Measurements attached: Yes No (Please supply in millimetres - mm)

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Editable Signage request PDF form

 **Club Signage Request Form**
When requesting wayfinding please download the Club Signage Request Form on the Fernwood Intranet under **Brand>Brand Compliance**

Please email the completed form to designstudio@fernwoodfitness.com.au

WAYFINDING

FITNESS
fernwood®



VENDING MACHINES & FRIDGES

Vending Machine

Although not mandatory, some Fernwood clubs utilise an in-club vending machine that must be wrapped in the Fernwood branded decal artwork.

Fridges are also used and must be Fernwood branded.



Fernwood branded fridge



Vending machine artwork



Vending machine artwork

IN-CLUB BRAND GRAPHICS



Members' Lounge Decal

The message '**Stronger Together**' along with your club's suburban name and a powerful image that shows the support and connection between women.



Brand messaging in the Members' Lounge

What's the Goss Chalk Board

The '**What's The Goss**' board is a common asset used inside clubs to inform members of upcoming events or occasions happening inside the club.



This is my Gym Life

The message '**This Is My Gym Life**' is to provide imagery and a quote that personalises the suburb of the gym.



IN-CLUB BRAND QUOTES

Brand Messaging

In-club graphics that bring spaces to life and inspire our members to achieve their fitness goals.

A selection of inspirational quotes will be available to choose from for various walls and rooms around your club.

DON'T Wish FOR IT Work FOR IT

DON'T Wish FOR IT Work FOR IT

THE BODY Achieves WHAT THE MIND Believes

THE BODY Achieves WHAT THE MIND Believes

STRENGTHEN YOUR Body SOOTHE YOUR Mind

STRENGTHEN YOUR Body SOOTHE YOUR Mind

3 options of how brand messaging might work in-club depending on wall colour.

IN-CLUB BRAND SIGNAGE

FITNESS
fernwood®

Neon Signs (Pink or White)

These neons have been designed and developed to be more personable and engaging for each member to feel like they belong to something so much bigger than a gym.

The words are the 5 words selected to typify the types of women who visit Fernwood.

NEON SIGNS

Colour	Pink or White
Supplier	Alpha Lewis Signs
Website	www.alphalewissigns.com.au
Email	info@alphalewissigns.com.au



**EMPOWERED
INSPIRING
STRONG
CONFIDENT
COURAGEOUS**

IN-CLUB BRAND SIGNAGE

Safety Station

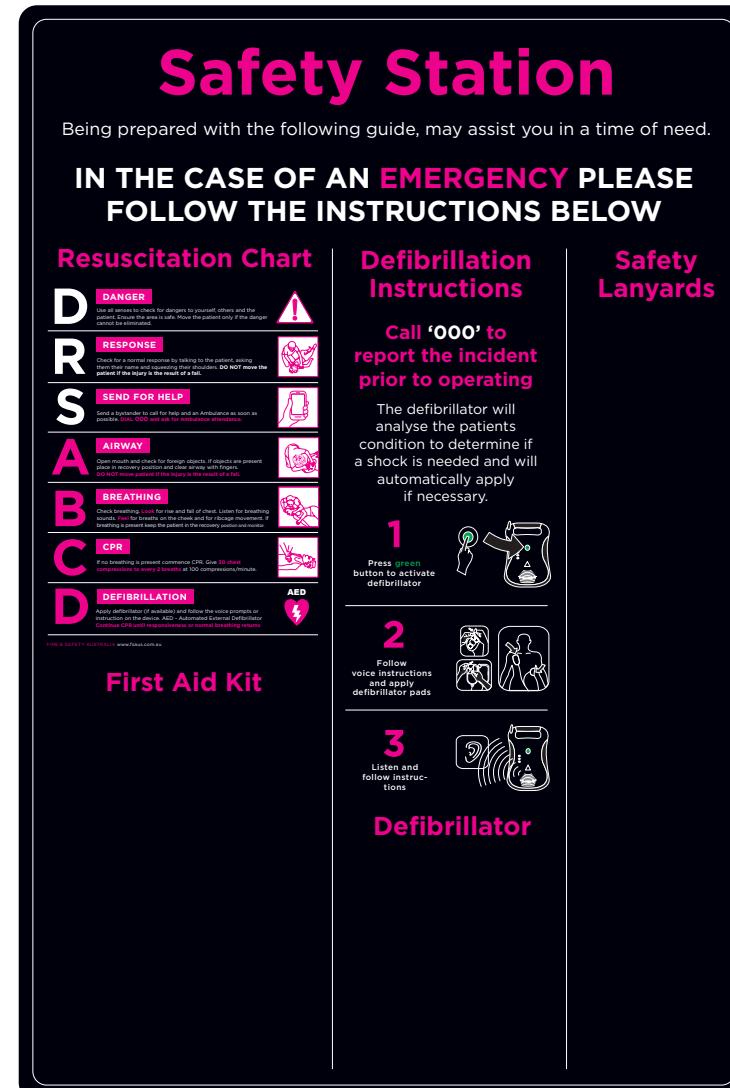
Large format decal to house a clubs first aid kit, defribulator, safety lanyards and emergency phones or buttons.

Brand Values

Large format decal the should be present in staff rooms to remind all staff what Fernwood's purpose, vision and values are to help build culture and brand buy-in.

'F' Brand Graphic

Large format decal with 3D acrylic 'f' logo that is used as Fernwood's feature wall.



Safety Station - 800 x 1200mm

WHY WE EXIST?

OUR VALUES

INTEGRITY

"I will be honest and ethical in all my dealings with others. Compliance with the law and our company policies is the minimum standard."

COMMITMENT

"I will do as I say and accept responsibility for my actions. I'm accountable for my results."

RESPECT

"I treat others the way I want to be treated, with dignity and respect."

PASSION

"I'm passionate about the wellbeing of my members, our studios and our company. I'm passionate about excellence and professionalism."

OPENNESS

"I'm open to ideas from anywhere and freely share with others. I avoid gossip and hearsay."

SERVICE MENTALITY

"I'm caring and responsive in the way I provide service to our members and my colleagues."

OUR VISION

To create a truly exceptional world-class brand and maintain the unique Fernwood culture



OUR PURPOSE

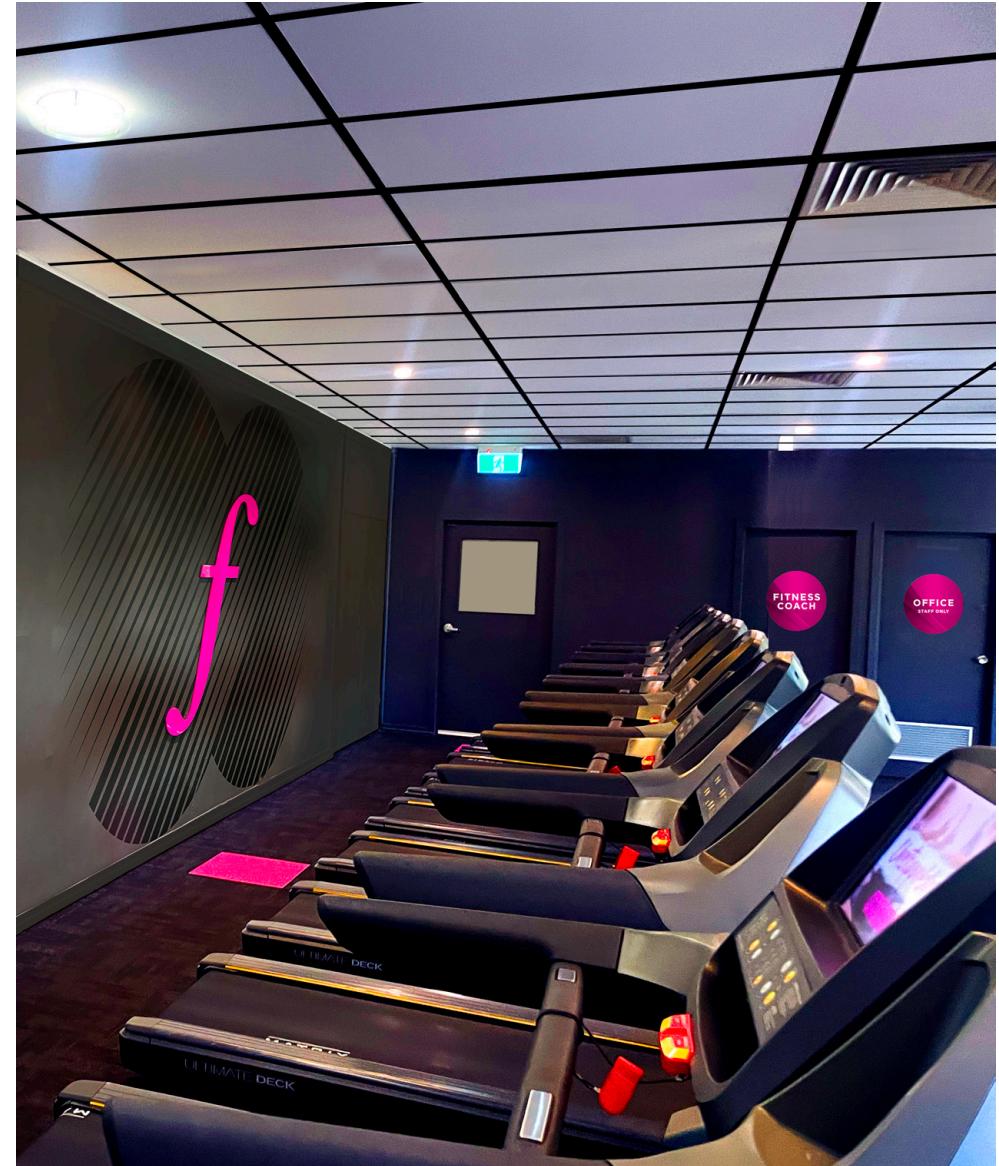
Our purpose in business and why we exist beyond making a profit is to "Empower Women To Shine"

OUR MANTRA

- + Everybody Sells
- + Everybody Cleans
- + Everybody Motivates

IN-CLUB BRAND SIGNAGE

FITNESS
fernwood®



CORE CLUB REQUIREMENT //

CLUB UNIFORMS & MERCHANDISE

Fernwood's uniform reflects our club atmosphere to help you feel motivated, supported and feminine. Primarily an active wear range, we want to make sure you feel supported in your everyday activities both in and out of the club.

Any variations to the uniform selections must be put in writing to the Fernwood National Support Office and go through an approval process before purchasing, to ensure we are on brand nationwide.



Uniform & Merchandise Orders

When requesting uniform and merchandise orders please contact Debbie Williams at SFM (Strategic Flow Management)
Email - debbie.williams@sflowm.com



CLUB UNIFORMS

STAFF UNIFORM

¾ Sleeve Top - Black



Front

Back

STAFF UNIFORM

Short Sleeve Top - Black



Front

Back

STAFF UNIFORM

Singlet - Black



Front

Back

POLO SHIRT

Short Sleeve - Black



Front

Back

BUSINESS SHIRTS

Short & Long Sleeve Shirt - Black



Front

Front

NAME BADGE

Colour - Pink

 Name Surname

PERSONAL TRAINER UNIFORM

¾ Sleeve Top - Black



Front

Back

PERSONAL TRAINER UNIFORM

Short Sleeve Top - Black



Front

Back

PERSONAL TRAINER UNIFORM

Singlet - Black



Front

Back

STAFF UNIFORM

Hoodie - Black



Front

Back

VEST

Softshell Short Sleeve Vest - Black



Back

Front

JACKET

Softshell Long Sleeve - Black



Front

Back

CLUB UNIFORMS & APPAREL

PUFFA JACKET

Long Sleeve Puffa Jacket - Black



Front

CAPS

Colour - Black



Front



Back

PUFFA VEST

Short Sleeve Puffa Vest - Black



Front

VISOR

Colour - Black



Front

FIIT30 CAPS

Colour - Black



Front



Back

FIIT30 POLO SHIRT

Short Sleeve - Black



Front

FIIT30 APPAREL

Long Sleeve Top - Black



Front

FIIT30 TRAINER UNIFORM

Short Sleeve Top - Black



Front



Back

FIIT30 TRAINER UNIFORM

Racerback - Black



Front



Back

FIIT30 APPAREL

Short Sleeve Top - Black



Front

FIIT30 APPAREL

Singlet - Black



Front

MERCHANDISE & STAND



MERCHANDISE STAND

Supplier Shop For Shops

Email Sarah Le Breton at sarahl@shopforshops.com or

Call (03) 8419 9207 (direct) or main number 1300 117 467 ask for Sarah Le Breton.



Towel



Black Cap Front



Black Crew Sweater



Black Cap Back



Pink Cap Front



Pink Cap Back



Pink Tee



Tote Bag Front



Tote Bag Back

OVERVIEW //

LIGHTING

Installing the correct lighting in Fernwood clubs can really set the tone of the club to be a warm and welcoming space that promotes inclusiveness, community and security as well as help members focus better on their workouts and instruction from trainers.

Lighting and colour can have a tremendous effect on workouts. Bodies respond positively to light signals and the right lighting can also influence energy levels, concentration and can even impact and improve performance.

The right lighting is also important to help members see others and avoid injury. Activities with more intensity and movement need brighter light for member safety. Conversely, soft light can create a calming mood and a relaxed environment for a yoga or pilates class.

Spin Studio

Unlike other group fitness classes that involve moving around the room, Spin classes keep participants in a fixed location, so bright light is not required for safety. Therefore, the nightclub effect can be installed using coloured neon lighting and wall graphics to run high energy and motivating spin classes.

Pilates & Yoga Studio

Lighting for these spaces is critical as we want members to feel relaxed and comfortable. Lighting needs to set a tone so use ambient lighting instead of overly bright solutions. Strip lighting and dimmable downlights will certainly help create an ambience that reflects the nature of the classes.

Key considerations for LIGHTING

- + Dimmable downlights
- + Soft panel lights
- + Low profile strip lighting
- + Correct Wattage
- + Colour & Temperature
- + Targeting & Positioning
- + Mood creation
- + Light Sensors

Preferred lighting suppliers

- + www.ledvic.com



WHITE ONLY PACKAGE

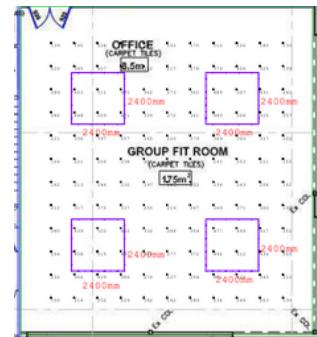
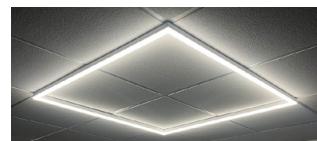
What you need to know?

This option provides an alternative to conventional panel lighting, offering the opportunity to create a contemporary, flexible and stylish installation.

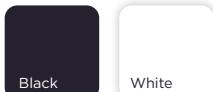
The system is fully functional and can replace existing panel lighting systems in various areas of the gym. Equipped with an opal diffuser for superior glare control, it is adaptable for mounting on ceilings or walls of any type.

The lighting system can be installed in various configurations, including squares, lines, or zig-zag patterns. With its clip on/off installation system, it can be easily relocated after installation, providing flexibility in case the lighting system needs to be moved.

The below pricing is based off the above "square" design for a large Group Fitness space, with 4 x 2400mm square fittings installed on the ceiling.



Fitting Housing Colour



Pricing

Estimated price for 4 x 2.4 metre light squares delivery.

\$11,113.43

Est. Price Excluding GST



FIXED COLOUR PACKAGE

What you need to know?

This alternative represents an enhanced version of the White package, offering the flexibility for the installed fixtures to provide both white and coloured illumination. The colours can be effortlessly and smoothly changed using a colour switch, ensuring a seamless transition. All lights are connected to the switch, allowing simultaneous colour changes as required with one colour selected.

Ideal for any area within the gym, this option can create a dynamic and unique atmosphere. The user can easily switch to standard "HouseLights," (normal white illumination), making it convenient to return to regular lighting at the end of a session.

The system is fully functional and can replace existing panel lighting systems in various areas of the gym. Equipped with an opal diffuser for superior glare control, it is adaptable for mounting on ceilings or walls of any type.

The lighting system can be installed in various configurations, including squares, lines, or zig-zag patterns. With its clip on/off installation system, it can be easily relocated after installation, providing flexibility in case the lighting system needs to be moved.

This option has a number of useful applications and is not limited to:

- Spin classes (any colours)
- Group fitness rooms (any colours)
- Ice bath areas (blue light)
- Recovery areas (warmer, relaxing colours)

The below pricing is based off the above "square" design for a large Group Fitness space, with 4 x 2400mm square fittings installed on the ceiling.

Fitting Housing Colour



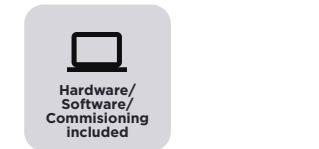
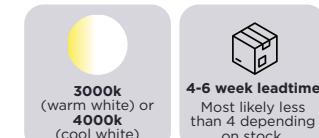
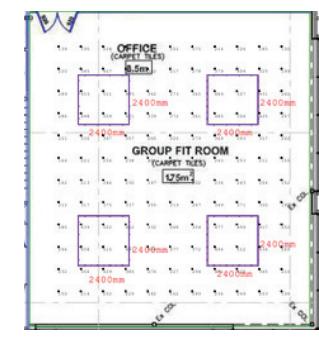
Pricing

Estimated price for 4 x 2.4 metre light squares with colour, software and hardware controls & delivery.

\$15,249.86

Est. Price Excluding GST.

LIGHTING \$12,430.80
SOFTWARE/HARDWARE \$2,819.06



INTERIOR LIGHTING | PACKAGES

FULL COLOUR PACKAGE

What you need to know?

Introducing our comprehensive lighting solution – a seamlessly integrated package designed to elevate the end users experience in a gym space.

The lighting system effortlessly connects to the included laptop, equipped with pre-loaded software that synchronizes with your music player. This dynamic integration transforms your workout space into an immersive environment, where the coloured lights mirror the rhythm of the music, adding an exhilarating visual dimension for all users.

Users have the flexibility to personalize their experience by nominating three distinct "Scenes" controlled through a wireless switch. These include captivating Light Pulsing feature, an engaging Light Chasing effect, and the versatile "Fixed Colour Package" mentioned earlier.

This all-inclusive package comes ready for use, complete with comprehensive instructions and all necessary hardware and software.

The system is fully functional and can replace existing panel lighting systems in various areas of the gym. Equipped with an opal diffuser for superior glarecontrol, it is adaptable for mounting on ceilings or walls of any type.

The lighting system can be installed in various configurations, including squares, lines, or zig-zag patterns. With its clip on/off installation system, it can be easily relocated after installation, providing flexibility in case the lighting system needs to be moved.

Similar to the Fixed Package, this system opens the door to limitless possibilities, offering numerous installation options to cater to the unique needs and preferences of your gym space.

The below pricing is based off the above "square" design for a large Group Fitness space, with 4 x 2400mm square fittings installed on the ceiling.

Fitting Housing Colour



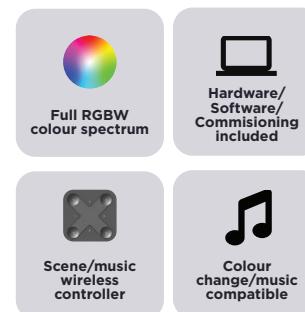
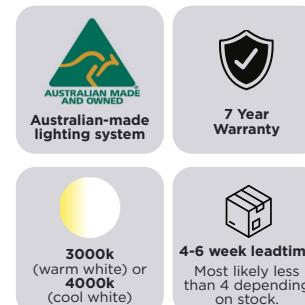
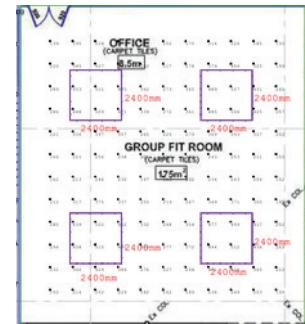
Pricing

Estimated price for 4 x 2.4 metre light squares with colour, software and hardware controls & delivery.

\$20,908.12

LIGHTING \$11,113.43
SOFTWARE/HARDWARE \$9,794.69

Est. Price Excluding GST.



RECEPTION PACKAGE

What you need to know?

This package includes a suspended linear pendant, as well as adjustable downlights to be installed at the reception area. The linear pendant is suspended over the desk, and is an Australian Made system, the SK50 Pendant, from Efficient Lighting Systems. The Adjustable downlights, also from ELS, are to be installed so that they can highlight the feature wall/FF signage.



FERNWOOD FITNESS, CLAYTON

The below pricing is based off the above a standard reception package which includes two adjustable downlights to highlight the signage/feature wall, and a suspended linear pendant which goes over the reception desk.

Fitting Housing Colour



Pricing

Estimated price for 1 x 3 metre linear pendant with 2x adjustable downlights & delivery.

\$1,525.83

Est. Price Excluding GST. Pricing is provided for each different space and is subject to change



LINEAR LIGHTING

What you need to know?

A suspended linear lighting system in a gym can offer various benefits that contribute to a better overall gym experience.

Even Illumination: Linear lighting fixtures distribute light uniformly across a space. This ensures that there are no dark spots or areas with insufficient lighting in the gym, creating a well-lit and safe environment for exercise.

Reduced Glare: Suspended linear lighting fixtures are designed to minimize glare, which can be particularly important in a gym where people engage in activities that require concentration and focus. Reduced glare helps create a comfortable workout space.

Aesthetic Appeal: Linear lighting fixtures come in various designs, allowing for the creation of visually appealing lighting arrangements. The aesthetic aspect is essential in a gym to enhance the overall ambiance and make the space more inviting.

Flexibility in Design: Suspended linear lighting systems provide flexibility in design and installation. They can be arranged in various patterns and configurations, allowing gym owners to create a customized lighting layout that suits the specific needs and style of the facility.

Energy Efficiency: Our fixtures utilize energy-efficient LED technology. This can result in significant energy savings compared to traditional lighting systems, leading to lower electricity bills and a reduced environmental impact.

Adjustable Lighting Levels: Our suspended linear lighting systems come with dimming capabilities, allowing gym operators to adjust the lighting levels based on the time of day or specific activities. This flexibility can enhance the overall user experience.

Low Profile: Suspended linear lighting systems typically have a sleek and low-profile design. This not only contributes to the overall aesthetics but also ensures that the lighting doesn't obstruct the view or create unnecessary visual clutter in the gym.

Compliance with Standards: Our linear lighting fixtures are designed to comply with lighting standards and regulations, ensuring that the gym meets safety and code requirements.

In summary, a suspended linear lighting system in a gym can enhance both the functionality and aesthetics of the space, providing even illumination, reducing glare, and offering flexibility in design and energy efficiency. These benefits contribute to a more comfortable and visually pleasing environment for gym-goers.

Efficient Lighting Systems, manufacture a number of different sized Linear profiles which can provide a great solution in a large open area with a higher exposed ceiling, such as **Weights, Cardio, FIT 30, Offices and Members Lounges**.

Fitting Housing Colour



Pricing

Pricing will be provided for individual requirements.



DOWN LIGHTS

What you need to know?

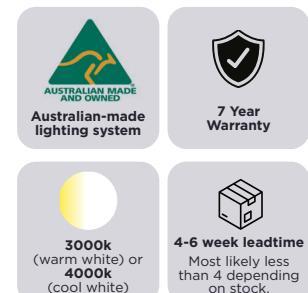
Lighting & Electrical Distributors have a number of different downlights that we can offer for a space within a gym.

These downlights, made in Australia, can come provided with an IPX4 seal (ensuring protection from water/steam ingress) and can be used in **bathrooms, office spaces, reception areas and hallways**.

The fittings can be recessed, surface mounted in a can or come with an adjustable gimble for highlighting any feature walls/promotional material.



These downlights can come in different sizes, with different finishes, outputs and beam angles available, enabling the end user to specify the right light for the right space.



Fitting Housing Colour



Pricing

Pricing will be provided for individual requirements.

OVERVIEW //

ENTRY FOYER & CLUB RECEPTION

The entry foyer and reception area serve as both a first impression for potential members and a regular point of interaction for existing members.

It is therefore important they convey the ambience that is integral to the Fernwood philosophy - a functional and inviting layout, complemented by the colours and finishes employed within the space.

The reception desk is a central feature within this area and should be easily located upon entry to the space.

Merchandising shelves are located in reception (see pages 32 & 33) and must be clearly visible to those standing by the reception desk. This will raise client awareness of the services and products offered by Fernwood.

To create an instant connection in the mind of potential and existing clients to the social atmosphere Fernwood offers, it is important that the Members' Lounge and café is immediately accessible or integrated with the reception area. In addition to providing advertising impact, this space can then be utilised as a waiting and discussion area for potential and existing clients.



Key considerations for the RECEPTION AREA

- Reception desk with 2 computers, monitors, keyboards and printer
- Merchandising shelves
- Merchandise - Contact SFM, Move Active
- Raised 3D acrylic brand logo either spot lit, back lit or illuminated
- Stylish reception chairs
- Stylish rubbish bin
- Phone System
- Flowers
- Welcome Mat
- Signature Pads
- RFID readers
- Stationary
- An optional reception set up is to have the desk as an island, square shape with no back wall, leading to the open gym area.



ENTRY FOYER & CLUB RECEPTION | INTERIOR FINISHES



WELCOME MAT

Product Entry Mat
Dimensions 1500mm x 850mm (alternate sizes available)
Supplier thematgroup.com.au/products/fernwood-fitness



TIMBER BATTENS - CHARCOAL

Product Woodflex flexible acoustic wood wall panels
Colour Oak Veneer
Size 2400mm or 2700mm long by 600mm
Specs A grade Fire Resistant
Acoustics grade polyester
Supplier www.woodflex.com.au



RECEPTION DESK SURFACE

DESK #1

Product Polytec
Colour Marmo Di Monte
Finish Smooth
Supplier www.polytec.com.au



TIMBER BATTENS - OAK

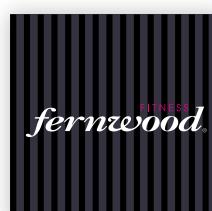
Product Woodflex flexible acoustic wood wall panels
Colour Black Veneer
Size 2400mm or 2700mm long by 600mm
Specs A grade Fire Resistant
Acoustics grade polyester
Supplier www.woodflex.com.au



RECEPTION DESK SURFACE

DESK #2

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au



RECEPTION SIGNAGE 3D

(BEHIND RECEPTION DESK)

Product Raised 3D acrylic brand logo either spot lit, back lit or illuminated
Size Sized to suit wall behind reception desk
Artwork Please contact Design Studio for advice



PENDANT LIGHTING

Product Suspended Linear Pendant
Colour Black
Size Custom built to fit reception area
Supplier www.ledvic.com.au



LIGHTING - DOWNLIGHTS (See P34)

Brand Dimmable Downlight facing 'Fernwood Logo'
Colour White or Black depending on ceiling colour
Globe Warm Light
Supplier www.ledvic.com.au



VINYL FLOORING

Product Van Gogh French Oak VGW85T
Dimensions 1219.2 x 177.8mm - 3mm
Warranty 15 Years
Supplier <https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t>



JOINERY DOORS & PANELS

Product Laminex
Colour New Graphite
Finish Natural
Supplier www.laminex.com.au



STORAGE BEHIND RECEPTION BENCH TOP

Product Polytec
Colour Bottregia Oak
Finish Post formed including splashback
Supplier www.polytec.com.au



UNDERCOUNTER KEYHOLDER

Product Polytec
Colour Bottregia Oak
Finish Post formed including splashback
Supplier www.polytec.com.au



STORAGE BEHIND RECEPTION CUPBOARD FRONTS

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au.com.au



STORAGE

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au.com.au



STORAGE BEHIND RECEPTION OPEN SHELVING

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au.com.au



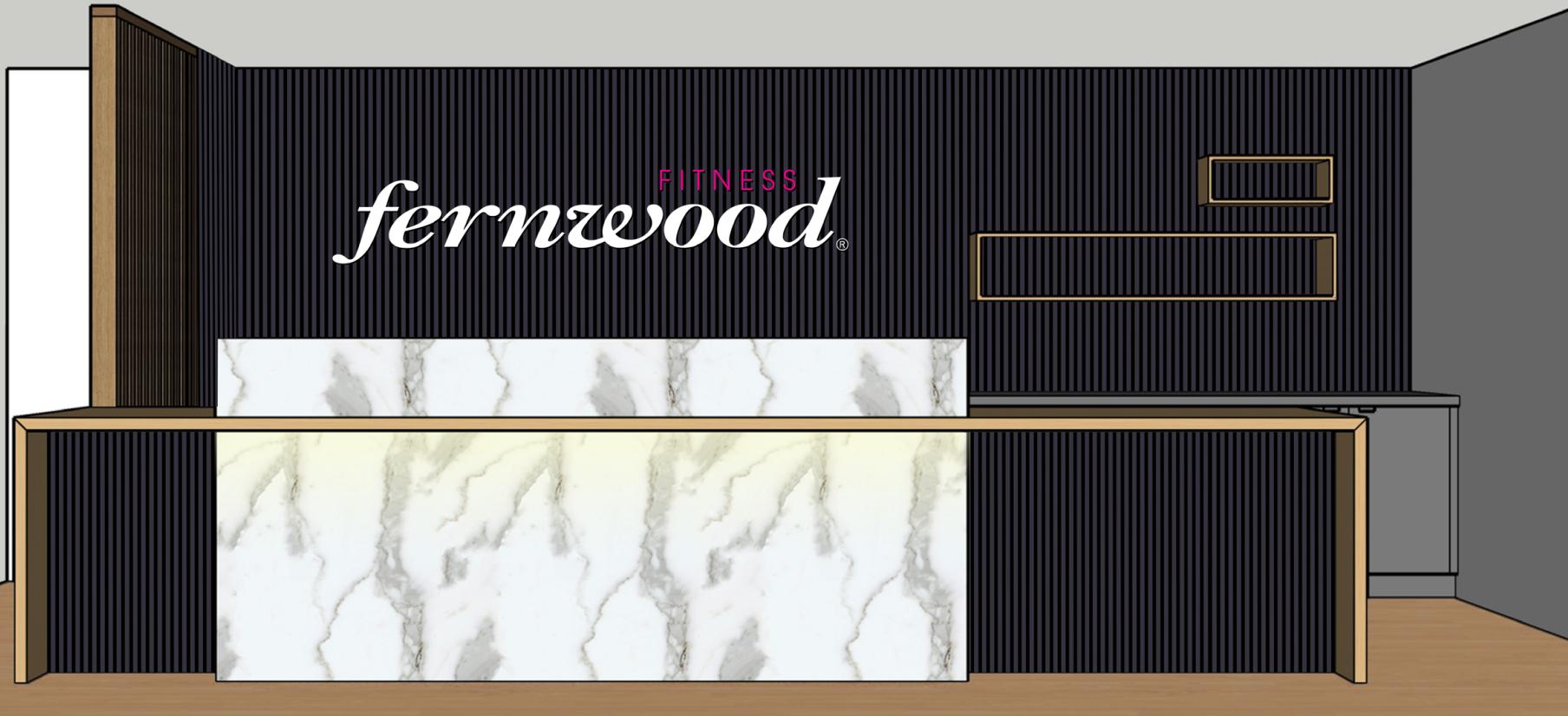
SKIRTING BOARDS & ARCHITRAVES

Colour Black or Endless Dusk
Finish Semi-gloss finish
Range Dulux Aquanamel (interior grade)
Supplier www.dulux.com.au

RECEPTION DESK | SPECIFICATIONS

RECEPTION DESK

FRONT VIEW



RECEPTION DESK

MATERIAL SPECIFICATIONS



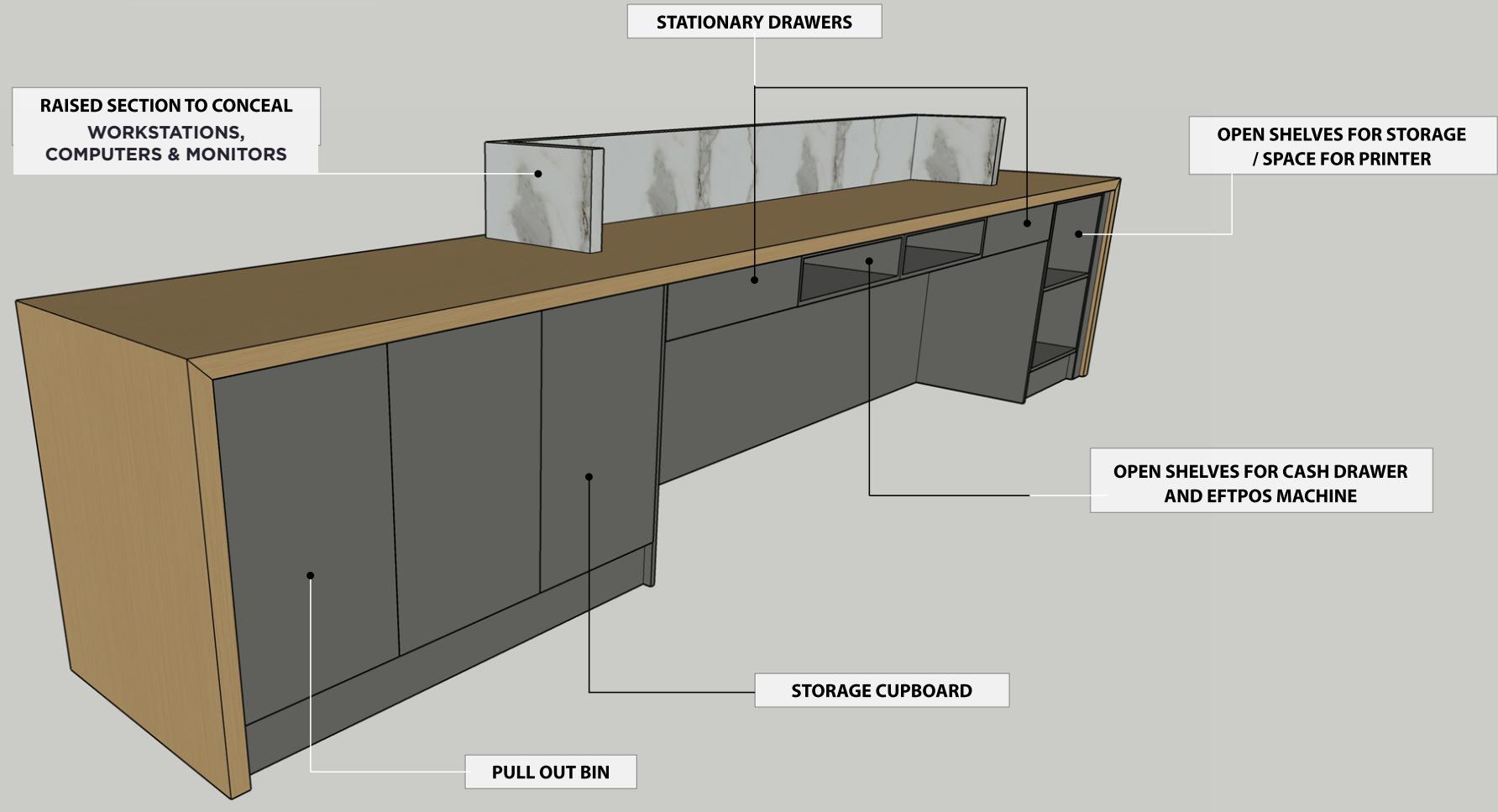
RECEPTION DESK | SPECIFICATIONS

RECEPTION DESK MATERIAL SPECIFICATIONS



RECEPTION DESK

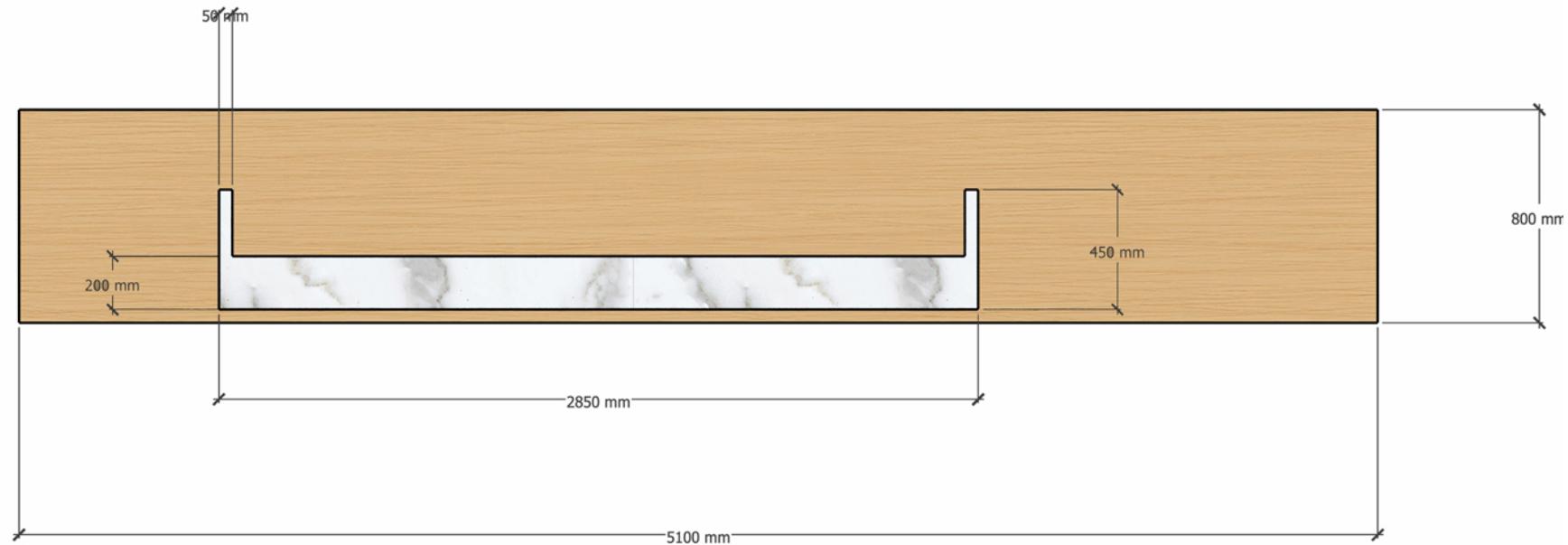
REAR VIEW LAYOUT

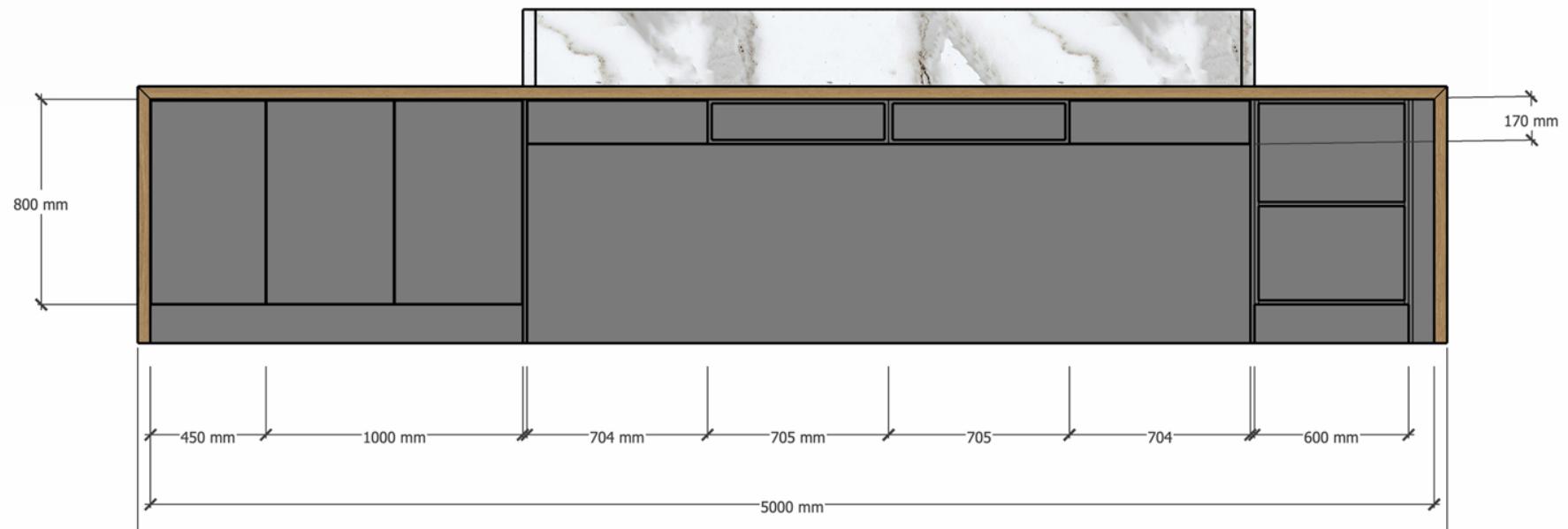
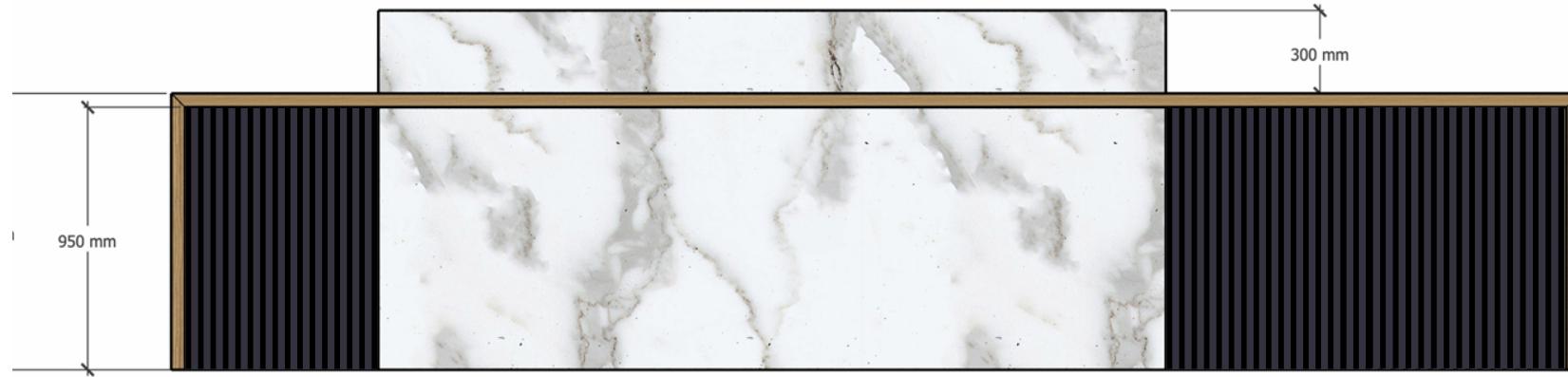


RECEPTION DESK | SPECIFICATIONS

RECEPTION DESK

DIMENSIONS





RECEPTION DESK | SPECIFICATIONS

RECEPTION DESK

HARDWARE SPECIFICATIONS



CABINET DOOR/DRAWER HANDLE

PRODUCT: DOOR HANDLE
SUPPLIER: HAFELE
PRODUCT NAME: FURNITURE HANDLE - STUDIO
FINISH/COLOUR: BLACK
SIZE: 70 X 42 mm

<https://www.hafele.com.au/en/product/furniture-handle-studio/000000120000ffbe00070023/>



STRIP LIGHTING

PRODUCT: STRIP LIGHTING LED
SUPPLIER: HAFELE
PRODUCT NAME: HÄFELE LOOX LED 2043
FINISH/COLOUR: 3000K - WARM WHITE

<https://www.hafele.com.au/en/product/led-strip-light-hafele-loox-led-2043-plastic-12-v/00000cd0002ea9f00020023/>



WASTE BIN

PRODUCT: WASTE BIN
SUPPLIER: HAFELE
PRODUCT NAME: HIDEAWAY COMPACT 2 X 40LTR
FINISH/COLOUR: CINDER
SIZE: 418 X 615 X 510 (WxHxD) mm

<https://www.hafele.com.au/en/product/waste-bin-hideaway-compact-2-x-40ltr/50352484/>



STRIP LIGHTING DIFFUSER

PRODUCT: ALLUMINUM MOUNT AND DIFFUSER
SUPPLIER: HAFELE
PRODUCT NAME: LOOX PROFILE FOR RECESS MOUNTING
FINISH/COLOUR: MILKY
SIZE: 6.5 mm DEPTH

<https://www.hafele.com.au/en/product/hafele-loox-profile-for-recess-mounting-depth-6-5-mm-aluminium/000000b4000166e200030023/>



CABLE OUTLET

PRODUCT: CABLE OUTLET
SUPPLIER: HAFELE
PRODUCT NAME: CABLE OUTLET, TWO PIECE, RECTANGULAR
FINISH/COLOUR: STAINLESS STEEL
SIZE: 60 mm DIAMETER

<https://www.hafele.com.au/en/product/cable-outlet-two-piece-rectangular/000000eb000180e300010023/>



DRAWER SYSTEM

PRODUCT: DRAWER RUNNER/SYSTEM
SUPPLIER: HAFELE
PRODUCT NAME: HÄFELE MATRIX BOX SLIM
FINISH/COLOUR: ANTHRACITE
SIZE: 89 mm DRAWER SYSTEM HEIGHT

<https://www.hafele.com.au/en/product/drawer-set-hafele-matrix-box-slim-89-mm-drawer-side-height/0000015c0000f76d00030023/>

RECEPTION DESK

MATERIAL SPECIFICATIONS



DESK SURFACE - TIMBER APPEARANCE

MATERIAL: LAMINATE
SUPPLIER: POLYTEC
COLOUR NAME: TUROSS OAK
FINISH/TEXTURE: MATT

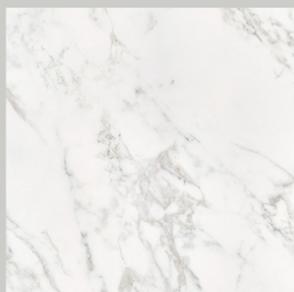
<https://www.polytec.com.au/colour/tuross-oak/>



PAINT FINISH - ACCENT

MATERIAL: PAINT
SUPPLIER: DULUX
COLOUR NAME: BLACK CAVIAR
FINISH/TEXTURE: LOW SHEEN
COLOUR CODE: SN4H9

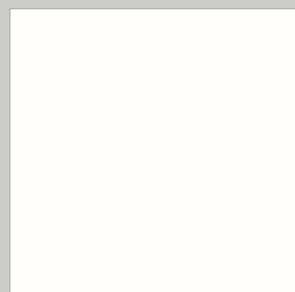
<https://www.dulux.com.au/specifier/colour/black-caviar>



DESK SURFACE - STONE APPEARANCE

MATERIAL: LAMINATE
SUPPLIER: POLYTEC
COLOUR NAME: MARMO DI MONTE
FINISH/TEXTURE: SMOOTH

<https://www.polytec.com.au/colour/marmo-di-monte/>



PAINT FINISH - PRIMARY

MATERIAL: PAINT
SUPPLIER: DULUX
COLOUR NAME: NATURAL WHITE
FINISH/TEXTURE: LOW SHEEN

<https://www.dulux.com.au/colour/whites-and-neutrals/popular-whites/natural-white>



JOINERY DOORS AND PANELS

MATERIAL: MELAMINE
SUPPLIER: LAMINEX
COLOUR NAME: NEW GRAPHITE
FINISH/TEXTURE: NATURAL

<https://www.laminex.com.au/products/new-graphite/p/AU1001657>



FLOORING

MATERIAL: VINYL PLANK
SUPPLIER: KARNDÉAN
COLOUR NAME: OPUS NIVEUS
COLOUR CODE: WP411

<https://www.karndean.com/en-au/commercial-flooring/products/wp411-niveus>

ENTRY FOYER & CLUB RECEPTION | INTERIOR FITOUT



COFFEE TABLE

Product	Dion Oak Herringbone Coffee Table
Colour	Oak
Supplier	www.templeandwebster.com.au



CLOCK

Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



TWO SEATER COUCH

Product	Bianco 2 seater sofa
Size	1610mm (W) x 850mm (D) x 900 (H)
Colour	Light grey
Supplier	www.amartfurniture.com.au



ELECTRIC VAPORIZER

Product	White 4-in-1 aroma room diffuser
Supplier	www.templeandwebster.com.au



CUSHIONS

Product	Hope cushion
Colour	Light & dark grey tones
Supplier	www.amartfurniture.com.au



MERCHANDISING FRIDGE

Product	Polar upright display cabinet
Size	18 Litre, 1610(H) x 530(W) x 575mm(D)
Colour	White
Supplier	www.nisbets.com.au
Artwork	Available via design studio for decals



CUSHIONS

Product	Hope cushion
Colour	Light & dark grey tones
Supplier	www.amartfurniture.com.au



THROWS

Product	Aston throw
Colour	Dark grey tones
Supplier	www.amartfurniture.com.au



BIN & WIPES DISPENSER

Product	Stainless steel floor standing bin & dispenser
Colour	Black
Supplier	www.wowwipes.com.au



CHARCOAL

VENDING MACHINE

Product	Vending Machine
Artwork	Fernwood wrapped (supplier has artwork)
Supplier	www.worldwidevending.com.au
Supplier	www.fitnessvending.com.au



SNAP FRAMES

Product	Classic Clip Frame
Colour	Black
Dimensions	A0, A1, A2, A3, A4
Supplier	www.slimlinewarehouse.com.au



White

LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



INDOOR PLANTS

Product	Indoor potted plants
Colour	Black or white, gloss or matte pots with pebbles
Supplier	www.tropicalplantrentals.com.au



fernwood

'THE GOSS' BOARD (VERTICAL)

Product	Blackboard
Frame	Black
Size	Approx 1 - 1.8m tall (Sizes can vary)
Signage	Submit custom artwork request through VCM to be installed by local signage company



RUG

Product	Bleached Premium Braided Jute Rug
Colour	White
Supplier	www.templeandwebster.com.au



EMPLOYEE PROFILE WALL

Product	Clear Wall Mount Sign
Size	A4 Portrait
Signage	www.slimlinewarehouse.com.au

OVERVIEW //

MEMBERS' LOUNGE & CAFÉ

The Members' Lounge and café is the social hub of Fernwood and should be situated in close proximity to the entrance and reception areas. The ambiance is crucial as this is our new members' sign up area.

It is here that members can use the facilities to enjoy a post workout breakfast, tea or coffee in a pleasant, inviting environment. The lounge contains comfortable chairs and ottomans and café style seating making it the ideal location to catch up in a group or simply relax alone.



Key considerations for the MEMBERS' LOUNGE

- + Breakfast bar including sink
- + Breakfast (bread, cereal, spreads, fruit)
- + Coffee machine
- + Tea & coffee cups
- + Toaster
- + Cutlery
- + Dishwasher
- + Bar refrigerator
- + Café style chairs
- + Café style tables
- + Comfortable arm chairs
- + Kettle
- + Microwave
- + Tea, coffee, milk
- + Tea towels
- + Stylish Rubbish Bins
- + 'What's The Goss' member board
- + Pattern sound proofing wall

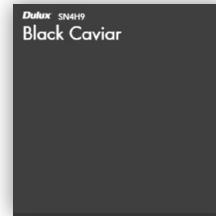
The quantities of these items will be dependent on the size of your club.

MEMBERS' LOUNGE & CAFÉ | DESIGN & PRODUCTS



KITCHEN BENCH TOP

Product	Laminex
Colour	New Graphite
Finish	Natural
Supplier	www.laminex.com.au



WALL PAINT

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



KITCHEN CUPBOARD FRONTS & DRAWERS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au.com.au



FLOORING - VINYL

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



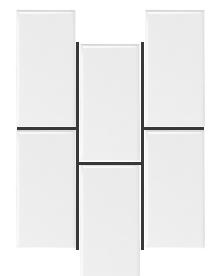
KITCHEN OVERHEAD CUPBOARDS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au.com.au



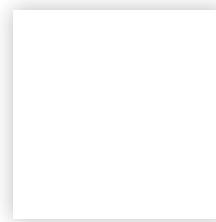
FLOORING - POLISHED CONCRETE

Product	Polished Concrete
Supplier	Please contact local supplier



SPLASHBACK

Product	White gloss subway tile
Dimensions	100mm x 300mm - Vertical Offset
Grout	Black Epoxy
Supplier	www.nationaltiles.com.au



WALL PAINT

Colour	Natural White™
Finish	Low sheen (Interior Paint)
Supplier	www.dulux.com.au



WATER COOLER

Product	WL100
Installation	Easy connection to your existing main's water supply
Supplier	www.waterlogicaustralia.com.au



DINNER SET

Product	12 Piece Dinner Set
Colour	White
Supplier	www.kmart.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



MEMBERS' LOUNGE TABLE TOP

Product	Gentas Table Top
Colour	Natural Walnut
Dimensions	Round Stratos (600mm or 800mm)
Warranty	5 Years
Supplier	www.adagefurniture.com.au



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



MEMBERS' LOUNGE TABLE BASES

Product	Astoria Table Base
Colour	Polished Aluminium
Dimensions	(600mm or 800mm to match top size)
Warranty	5 Years
Supplier	www.adagefurniture.com.au



BIN & WIPES DISPENSER

Product	Stainless steel floor standing bin & dispenser
Colour	Black
Supplier	www.wowwipes.com.au



MEMBERS' CHAIR

Product	Pano Chair
Colour	Black
Warranty	5 Years
Supplier	www.corehospitalityfurniture.com.au

Please note The quantity of tables and chairs will depend on the size of your members' area.

MEMBERS' LOUNGE & CAFÉ | DESIGN & PRODUCTS

KITCHEN SINK



Product Clark 930mm advance single End Bowl Sink LH 1TH
Finish Stainless steel
Supplier www.bunnings.com.au



MEMBERS' TABLE PLANTS

Product FEJKA artificial potted plant
Supplier www.ikea.com/au/en

KITCHEN MIXER



Product Caroma WELS 4 Star Acqua sink mixer
Finish Stainless steel
Supplier Any plumbing or hardware store



ZIP HYDRO TAP

Product Zip Hydro Tap
Colour Black or stainless steel
Supplier www.zipwater.com

KITCHEN BAR FRIDGE



Product Hisense 120L Bar Fridge
Finish Stainless steel
Code HR6BF121S
Supplier www.thegoodguys.com.au



MEMBERS' LOUNGE GLASSES

Product GODIS glass
Code 401.745.88
Supplier www.ikea.com/au/en

KITCHEN DISHWASHER



Product Fisher & Paykel Double dishwasher
Finish Stainless steel
Code DD60DCX9
Supplier www.thegoodguys.com.au



TEA, COFFEE & SUGAR JARS

Product SINNERLIG jar with lid, clear glass and cork
Code 603.102.74
Supplier www.ikea.com/au/en



CLOCK

Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



CARAFE (WATER VASES)

Product	IKEA 365+ clear glass carafe with cork stopper
Code	702.797.20
Supplier	www.ikea.com/au/en



MICROWAVE

Product	Please select an appropriate model with a large capacity size
Colour	Stainless steel



CEREAL DISPENSER

Brand	Temple & Webster
Colour	Silver
Supplier	www.templeandwebster.com.au



TOASTER

Product	4 slice toaster
Finish	Stainless steel
Supplier	www.kmart.com.au or www.bigw.com.au



COFFEE MUGS

Brand	Robert Gordon Pottery
Colour	Various
Supplier	www.robertgordonaustralia.com



COFFEE MACHINE

Product	LB Ebony 2600 Milk
Colour	Black
Supplier	www.lavazza.com.au



KETTLE

Product	Retro Style kettle
Finish	Stainless Steel & Pink
Supplier	www.smeg.com

OVERVIEW //

SALES OFFICES

The club offices are provided to cater for key club operations such as sales and administration. They may also include sub-tenant rooms such as hair and beauty services.

These areas should be conveniently located off the reception area where possible. The administration and sales area is designed as an open plan space that will nurture a team environment.

Sales offices ideally would be situated near the club manager for easy access. The sales office door should be closed for privacy when making sales calls.



Key considerations for the SALES OFFICES

- + 2 x workstations with desks
- + Computers, monitors and printer
- + Ergonomic chairs
- + Telephone system
- + Headphones
- + Large wall mounted sales tracking whiteboard - out of view of members
- + Extra whiteboard for training and meetings
- + Stylish rubbish bins
- + Stationary (pens, paper, staplers)
- + Fernwood branded pop up banners for outreach activities.

SALES OFFICES | DESIGN & FINISHES



SALES & MANAGER OFFICE

BENCH TOP

Product	Polytec
Colour	Botttega Oak
Finish	Post formed including splashback
Supplier	www.polytec.com.au



OFFICE DESK

Product	Malm desk
Colour	White stained oak veneer or white
Product Code	503.617.54
Supplier	www.ikea.com/au/en



SALES & MANAGER OFFICE

CUPBOARD FRONTS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au/com.au



MEMBERS' CHAIR

Product	Pano Chair
Colour	Black
Warranty	5 Years
Supplier	www.corehospitalityfurniture.com.au



SALES & MANAGER OFFICE

OVERHEAD CUPBOARDS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au/com.au



ERGONOMIC WORK CHAIRS

Product	Matrix high back heavy-duty ergonomic chair
Colour	Black
Quantity	Dependant on office spaces
Product Code	PAMAT2HBBK
Supplier	www.officeworks.com.au



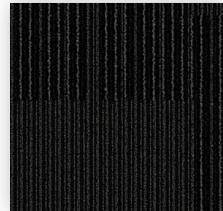
VINYL FLOORING

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



CLOCK

Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



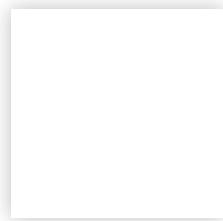
CARPET TILES

Product	Metroscape - OBSIIDIAN
Dimensions	50cm x 50cm
Backing	Enviro Bac - Direct Stick
Supplier	ghcommercial.com



DOORS

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



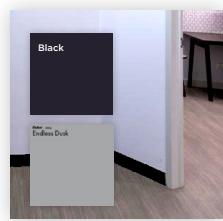
WALL PAINT

Colour	Natural White™
Dimensions	Low sheen (interior paint)
Supplier	www.dulux.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



SKIRTING BOARDS & ARCHITRAVES

Colour	Black or Endless Dusk
Finish	Semi-gloss finish
Range	Dulux Aquanamel (interior grade)
Supplier	www.dulux.com.au



WINDOW FRAMES

Product	Black Coated Aluminium Frames
Glass	Clear glass for top and bottom panels
Supplier	Refer to your builder to contact a reputable supplier for window solutions



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



FLUTED FROSTING (PRIVACY)

Product	Reeded or fluted frosting
Size	Covers the middle panel of glass
Supplier	Contact Signarama Kew
Phone	1300 723 664

OVERVIEW //

CHANGE ROOMS



CHANGE ROOMS

The change room is the area in which a Fernwood member is likely to both commence and conclude their visit. It is integral that the ambience and freshness of the rest of the gym extends to the change rooms.

Here the importance of cleanliness cannot be overstated, however, the finishes remain warm and inviting rather than clinical. In a sense, this is the backstage area. A place of preparation to allow the Fernwood member to head back into the world looking as good as she feels after her workout.

In the change room itself, an ample make-up bench, complete with hair dryers, is provided alongside beauty mirrors. A bench seat is installed so that shoes can be put on with ease and lockers line the space with compartments for both bags and hanging garments.

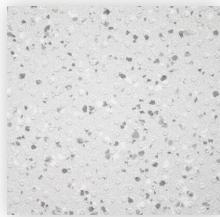
The showers contain a shampoo, conditioner and soap dispenser as an additional convenience.



Key considerations for the **CHANGE ROOMS**

- + Interconnection between all three areas
- + Lockers
- + Sufficient lighting
- + Beauty Bar
- + Hairdryer & Straightener
- + Shampoo, Conditioner & Body Wash
- + Hand Dryer
- + Hand Soap
- + Stylish Rubbish Bin
- + Deodorant
- + Hairspray
- + Mirrors - Beauty & full-length
- + Toilet paper
- + Sanitary bins

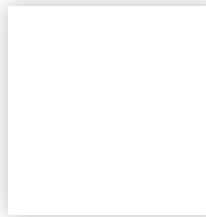
CHANGE ROOMS | DESIGN & PRODUCTS



VINYL SAFETY FLOORING

FLOOR / SHOWER / TOILET

Product Tarasafe H2O
Colour Iceberg 7720
Supplier <https://www.gerflor.com.au/professionals-products/floors/tarasafe-ultra-h2o.html>



WALL & CEILING PAINT

Colour Natural White™
Dimensions Low sheen (interior paint)
Supplier www.dulux.com.au



FLOORING - TILES

FLOOR / SHOWER / TOILET

Product Granit 0502
Colour Light Grey
Supplier www.tarkett.com.au



VANITY TOP

Product Polytec
Colour Bottregga Oak
Finish Post formed including splashback
Supplier www.polytec.com.au



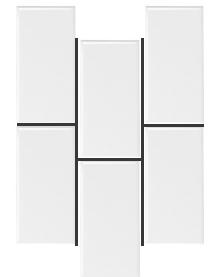
SHOWER/TOILET DOORS/PARTITIONS

Product Laminex
Colour Charcoal
Finish Natural
Supplier www.laminex.com.au



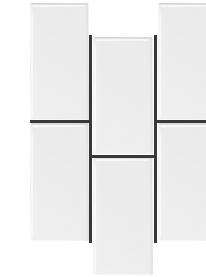
VANITY CUPBOARD FRONTS

Product Laminex
Colour Sublime Teak
Supplier www.laminex.com.au



SHOWER WALLS

Product White gloss subway tile
Dimensions 100mm x 300mm - Vertical Offset
Grout Black Epoxy
Supplier www.nationaltiles.com.au



VANITY SPLASHBACK

Product White gloss subway tile
Dimensions 100mm x 300mm - Vertical Offset
Grout Black Epoxy
Supplier www.nationaltiles.com.au



DOORS

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



BASIN

Product	Ovia Gloss White Semi Inset Round Basin
Size	400x400x145mm
Colour	White
Supplier	www.bathroomsalesdirect.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



BASIN

Product	Nero Matte Electronic Sensor Bench Basin Tap
Style	Curved Gooseneck
Colour	Black
Supplier	www.bathroomsalesdirect.com.au



SHOWER HEAD

Colour/Finish	Matt Black
Note	As per the builders' recommendation, meeting all water saving requirements.



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



SHOWER TAPS

Colour/Finish	Matt Black
Note	As per the builders' recommendation, meeting all water saving requirements.



TRIPLE SOAP BOTTLE HOLDER

Product	Wall mounted bottle holder bracket
Brand	Ceremony Home
Colour	Black
Supplier	www.etsy.com/au

CHANGE ROOMS | DESIGN & PRODUCTS



MIRRORS

Product Issy Urban Oval Frameless Wall Mirror
Dimensions 90cm H x 45cm W x 1.2cm D
Supplier www.idealbathroomcentre.com.au



MIRRORS - VANITY STATION

Product Otti Noosa Oval LED Illuminated Mirror
Dimensions 90cm H x 45cm W x 1.2cm D
Supplier www.ottiaustralia.com.au



TOILET

Product Caroma WELS 4 star Sahara II wall faced close coupled toilet
Supplier Plumbing supplier



TOILET BRUSH & HOLDER

Product Salt & Pepper Suds Toilet Brush Ceramic Holder
Colour Black
Size 39 cm
Supplier www.kitchenwarehouse.com.au



RUBBISH BIN - TOUCH FREE

Product Devanti Motion Sensor Bin
Size 68 litre
Colour Black
Supplier www.kitchenwarehouse.com.au



HAND DRYERS

Product Jet Hand Dryer
Colour Stainless Steel
Supplier www.jetdryers.com.au
Note Contact supplier for latest models and costs



HAIRDRYER

Product Wahl
Supplier au.wahl.com
Note We suggest a minimum of two hairdryers per club



HAIR STRAIGHTENERS

Product Str8 Up Hair Straightener
Code VS2010A
Supplier www.vssassoon.com.au
Note We suggest a minimum of two hair straighteners per club



SOAP DISPENSER

Product	Manual Soap Dispenser
Range	Signature Premium
Colour	Black
Supplier	www.initial.com



OTTOMAN

Product	Ottoman bench seating
Dimensions	1800mm(L) x 800mm(W)
Colour	Pink upholstery with Laminex Sublime Teak finish
Supplier	www.lockin.com.au



PAPER HAND TOWEL DISPENSER

Product	Paper Towel Dispenser
Range	Signature Premium
Colour	Black
Supplier	www.initial.com



LOCKERS (KEYLESS)

Colour/Finish	Laminex Sublime Teak
Supplier	www.laminex.com.au
Kickboard	Charcoal Natural
Supplier	www.laminex.com.au



TOILET ROLL DISPENSER

Product	Jumbo Toilet Paper Dispenser
Range	Signature Premium
Colour	Black
Supplier	www.initial.com



DIGITAL KEYLESS LOCKER LOCKS

Colour/Finish	Black
Product	Black Pin-Coded Locks (Keyless1)
Supplier	www.lockin.com.au



SANITARY UNIT

Product	No-Touch Sanitary Bin
Range	Signature Premium
Colour	Black
Supplier	www.initial.com



AIR FRESHENERS

Product	Air Fresh Fan
Range	Signature Premium
Colour	Black
Supplier	www.initial.com

CHANGE ROOMS | DESIGN & PRODUCTS



LEIF HAND WASH

Product
Supplier Wild Rosella & Buddha Wood
leifproducts.com



CANDLES

Product
Colour
Supplier Candle
Pink
www.amazon.com.au



VASE & DECORATION

Product
Colour
Supplier Vase & Decoration
Various
www.amazon.com.au



BEAUTY BAR PRODUCTS

Supplier www.amazon.com.au



IRON

Product	Kambrook steamline advance steam iron
Supplier	www.bigw.com.au
Note	Iron to be installed into existing ironing board cupboard within locker bay



IRONING BOARD CUPBOARD

Product	Robin Hood Deluxe Ironing Centre
Colour	White
Supplier	www.bunnings.com.au
Note	Cupboard exterior to be lined with laminex (chalky teak) to match locker doors.



CLOCK

Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



TOILETRY TRAY

Product	DRAGAN (Box Set of 3)
Colour	Bamboo
Supplier	www.ikea.com
Toiletries	Toiletry items include deodorant, hair spray, cotton balls and cotton buds



SNAP FRAMES

Product	Classic Clip Frame
Colour	Black
Dimensions	A0, A1, A2, A3, A4
Supplier	www.slimlinewarehouse.com.au



ASSORTED PERFUMES

Product	Assorted perfumes as a special touch
Supplier	Chemist Warehouse



ARTIFICIAL PLANTS

Product	Artificial Plants
Size	Various depending on your space
Supplier	www.bunnings.com.au



WAYFINDING

Colour	Pink/Charcoal
Installer	www.signarama.com.au/store/kew
Contact	Please refer to the Custom Signage Request form available on the Fernwood Intranet

CHANGE ROOMS

OVERVIEW //

MAIN GYM FLOOR

The main gym area includes strength and cardio equipment, personal training and a stretching area.

These are the spaces that Fernwood members will have the most interaction with. It is integral that these areas are presented in a clean, inviting and fresh manner, reinforcing the branding through the corporate colour feature walls and ensuring the layout encourages member circulation.

The space should be well lit by a combination of natural and artificial lights (keeping in mind that glazing film may need to be applied to ground floor windows or where member privacy may be at risk). A sound system should also be installed to maintain the appropriate ambience within these spaces.



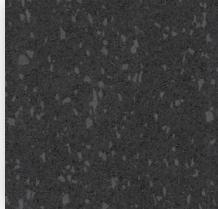
Key considerations for the MAIN GYM FLOOR

- + Body Composition Scanner
- + Safety Station
- + Free weights
- + Dumbbells
- + Barbells
- + Strength machines
- + Cross-trainers
- + Steppers
- + Pin-loaded weights
- + Treadmills
- + Upright & reclining bikes
- + Cardio Equipment
- + Stretch Area
- + Mirrors
- + Stylish Rubbish bin with wipes

Preferred gym equipment suppliers

- + www.technogym.com.au
- + www.novofit.com.au
- + www.matrixfitness.com
- + www.synergyfitness.com.au
- + www.hf.com.au
- + www.lifefitness.com.au
- + www.inbody.net.au
- + www.tanitaaustralia.com.au

MAIN GYM FLOOR | DESIGN & FINISHES



FLOORING - RUBBER

Product	Rubber Flooring
Range	Everroll® Classic
Colour	Mons [3256]
Width	8mm or 15mm (Heavy weights)
Supplier	www.regupol.com.au



FLOORING - POLISHED CONCRETE

Product	Polished Concrete
Supplier	Please contact local supplier



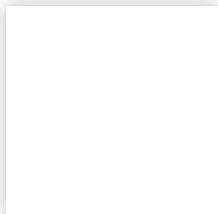
WALL PAINT

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



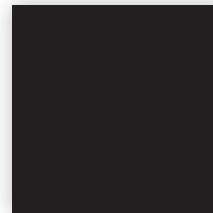
WATER COOLER

Product	WL100
Installation	Easy connection to your existing water supply
Supplier	www.waterlogicaustralia.com.au



WALL PAINT

Colour	Natural White™
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



SKIRTING BOARDS & ARCHITRAVES

Colour	Black or Endless Dusk
Finish	Semi-gloss finish
Range	Dulux Aquanamel (interior grade)
Supplier	www.dulux.com.au



SNAP FRAMES

Product	Classic Clip Frame
Colour	Black
Dimensions	A0, A1, A2, A3, A4
Supplier	www.slimlinewarehouse.com.au



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



BIN & WIPES DISPENSER

Product	Stainless steel floor standing bin & dispenser
Colour	Black
Product	Gym wipes
Supplier	www.wowwipes.com.au



PANEL LIGHTING

Product	LED Panel Lights
Dimensions	Ceiling tile sizes may vary so this will determine your panel light sizes
Supplier	www.ledtubelighting.com.au



WALL MIRRORS

Contact	Contact your local gym mirror supplier
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DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



SLED TRACK - BRANDED

Product	Artificial grass
Range	Fernwood Branded
Colour	Black
Supplier	www.arenaflooring.com.au



EQUIPMENT UPHOLSTERY

Product	Calypso Ink
Colour	https://vyfab.com/product/calypso-ink/
Supplier	Please source local supplier.



SLED TRACK - PINK

Product	Artificial grass
Range	Cockatoo Turf
Colour	Pink
Supplier	www.artificialgrassonline.com.au

OVERVIEW //

GROUP FITNESS STUDIO

The Group Fitness Studio is the space where Fernwood members will have the most interaction. It is integral that the group fitness studio is a large space presented in a clean, inviting and fresh manner.

The space should be well lit by a combination of natural and artificial lights (keeping in mind that glazing film may need to be applied to ground floor windows where member privacy may be at risk).

A high quality sound system is key in this space, to create the ultimate group fitness experience.

This space should be large and open, providing plenty of room for movement. Mirrors and a stage are recommended, along with sufficient storage for equipment around the perimeters.



Key considerations for the GROUP FITNESS STUDIO

- + Elevated Stage
- + High Quality Sound System
- + Wireless microphone with receiver
- + Projector or LED TV Panel (Virtual)
- + Wall Mirrors
- + Group Fitness Equipment
- + Equipment storage
- + Stylish rubbish bin with wipes
- + Wall-mounted or pedestal fans
- + Branded wall graphics
- + Wayfinding

LOVE
The Way You
LOOK!

GROUP FITNESS STUDIO | DESIGN & PRODUCTS



WAYFINDING

Colour
Contact

Pink/Charcoal

Please refer to the Custom Signage Request form available on the Fernwood Intranet



DOORS - CLEAR GLASS

Colour
Design
Supplier

Black Frames

Clear Glass

Contact local business for fit and install



CEILING - BLACK PAINT OR TILES

Paint Code
Finish
Supplier
Tiles
Supplier

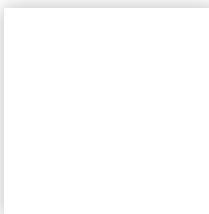
Dulux Theatre Black

Matt finish (interior paint)

www.dulux.com.au

Black fine fissured

www.armstrongceilings.com.au



WALL PAINT

Colour
Finish
Supplier

Natural White™

Low sheen (interior paint)

www.dulux.com.au



LIGHTING - DOWNLIGHTS

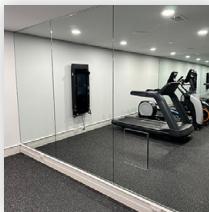
Brand
Colour
Globe
Supplier

Dimmable Downlight

White or Black depending on ceiling colour

Warm Light

www.ledvic.com.au



WALL MIRRORS

Contact

Contact your local gym mirror supplier



SKIRTING BOARDS & ARCHITRAVES

Colour
Finish
Range
Supplier

Black or Endless Dusk

Semi-gloss finish

Dulux Aquanamel (interior grade)

www.dulux.com.au



AUDIO SOUND SYSTEM

Speakers
Amplifier
Headset
Supplier

2 x Wall-mounted 2 way satellite speakers

Amplifier matching wireless mic receiver module

Sweat resistant wireless headset with transmitter

www.fitnessaudioshop.com.au

DOOR - HANDLE



Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



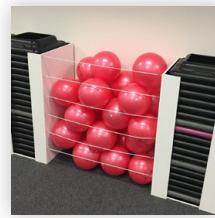
BARRE EQUIPMENT

Company	Harlequin Floors
Supplier	www.aus.harlequinfloors.com

CLOCK



Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



EQUIPMENT STORAGE

Supplier	Please see preferred gym supplier list as they offer storage solutions
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MOUNTED TV OR LED SCREEN



Product	Minimum 65 inch HD TV Screen or LED Panel
Contact	www.avsystems.com.au



WALL MOUNTED (BLACK)

Product	MF commercial wall fan 26"
Supplier	www.pedestalfanswarehouse.com.au
Product	Fantech commercial pedestal stand mounted fan 25"
Supplier	www.pedestalfanswarehouse.com.au

BRAND QUOTE

Product	Decal artwork
Contact	The Fernwood Design Studio for assistance.

DON'T *Wish* FOR IT *Work* FOR IT

GROUP FITNESS STUDIO | FLOORING

TARAFLEX EVOLUTION 7.5MM

Cost - \$100-120 sqm (Supply & Install)

Warranty 12 Years

Supplier www.gerflor.com.au

Contact Wayne Jarrad

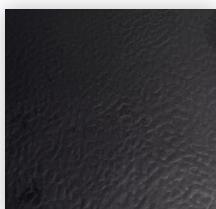
Email wjarred@gerflor.com.au



5742
WOOD OAK
Finish Wood
Size 20.5m x 1.5m
Thickness 7.5mm
Format Roll



6844
BLACK STRIPS
Finish Wood
Size 20.5m x 1.5m
Thickness 7.5mm
Format Roll
Multi-use



6830
BLACK
Finish Embossed
Size 20.5m x 1.5m
Thickness 7.5mm
Format Roll

Safety First

Taraflex sports flooring is essential for reducing the risk of injury. Sports and exercise involving high-intensity movements and jumps are particularly prone to impact-related injuries like sprains, strains, and fractures. The right flooring can absorb shock, reduce joint stress, and minimise the risk of slips and falls.

Peak performance.

For fitness enthusiasts, high-quality sports flooring improves performance. Fitness enthusiasts will experience more fatigue and injuries on a floor that has dead spots or is inconsistent. They will also lack the confidence to make dynamic movements if the floor does not provide adequate support.

Durability

The assurance of long-lasting sport

performances (shock absorption, slide and grip) all through the project lifetime. No extensive refurbishment costs such as sanding and sealing. Excellent resistance to impacts and loads from sport equipment and various types of furniture. 12-year warranty on all Taraflex® floors

Longevity

Not only do athletes need a long-lasting surface, but facility managers also need flooring that is durable and easy to maintain to minimise operational costs. Quality materials in a well-designed flooring system like Taraflex will provide a reliable surface for years to come.

Health & Hygiene

Easy-to-clean surfaces make maintenance easier and encourage a hygienic atmosphere free of moisture, dust, and other particles that could weaken

the flooring's structural integrity and endanger athletes' safety. Resistance to scratches and stains and the floor's ability to withstand different types of cleaning chemicals are also important factors. Gerflor provide a full maintenance program with recommended cleaning products and intervals.

Additional Costs

This price excludes any take up of the previous flooring, grinding or additional preparation of the subfloor which is an average of approx. \$50-\$80 per m² and varies from gym to gym.

Sprung Flooring - Premium Option

A sprung floor is a floor that absorbs shocks, giving it a softer feel. It is considered the best for physical activity, and can enhance performance and greatly reduce injuries. Modern sprung floors are supported by foam backing or rubber feet, while traditional floors provide their spring through bending woven wooden battens.

Connor Sports Rezill Sleeper System

Product North American Maple Hardwood Court

Type - Plywood sleepers

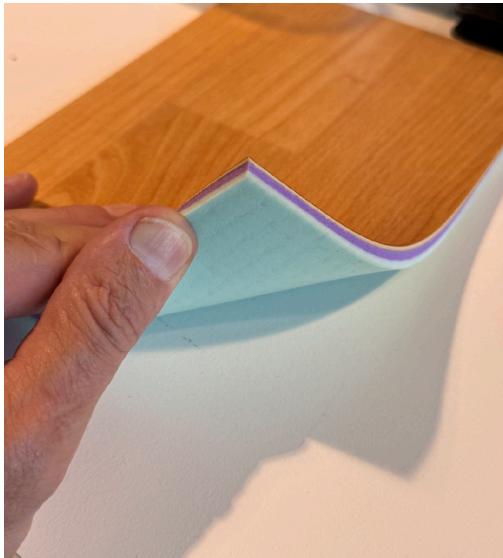
Thickness - 20mm

Overall system thickness - 56mm

Cost - \$240-\$270 sqm (Supply & Install)

Note - These prices don't include any preparation to the subfloor.





Neon Signs

These neons have been designed and developed to be more personable and engaging for each member to feel like they belong to something so much bigger and are consistent with Fernwood clubs.

They are 300mm high so the width of each word varies. Be mindful that they fit nicely into the space with plenty of space around them and tend to look better in lower light spaces.

Sizes

- **Confident** - 300mm x 2000mm
- **Courageous** - 300mm x 2370mm
- **Inspiring** - 300mm x 1740mm
- **Empowered** - 300mm x 2220mm
- **Strong** - 300mm x 1400mm

Supplier Alpha Lewis Signs

Email info@alphalewissigns.com.au or your local signage company

EMPOWERED
INSPIRING
STRONG
CONFIDENT
COURAGEOUS



We offer
premium
spaces,
state-of-the-art
equipment and
outstanding
customer
service.



FITNESS
fernwood®



DESIGN & PRODUCTS

FITNESS
fernwood®



BIN & WIPES DISPENSER

Product	Stainless steel bin & dispenser
Colour	Black
Supplier	www.wowwipes.com.au



THERABANDS

Product	TheraBand Resistance Bands
Contact	www.holisticalifestyle.com



GYM WIPES

Product	Gym wipes
Supplier	www.wowwipes.com.au



PILATES BALLS

Brand	Exer-soft Pilates Balls
Colour	Pink & Grey
Size	7 & 9 inches
Suppliers	www.align-pilates.com



MATS

Product	Hanging Exercise Mat
Colour	Black
Gym Direct	www.gymdirect.com.au
Supplier	



FITBALLS

Product	Professional Balance Fitness Balls
Colour	Pink
Gymquipfitness	www.gymquipfitness.com
Supplier	



DUMBBELL SETS (Recommended)

Supplier	NC Fitness www.ncfitnessgear.com.au
Supplier	Iron Edge www.ironedge.com.au
Supplier	Australian Barbell Co www.australianbarbellco.com



BARS, PLATES & COLLARS

Quantity	30-40 Sets
Supplier	Les Mills www.lesmills.com.au
Supplier	Australian Barbell Co www.australianbarbellco.com

OPTIONAL OFFERING //

SPIN STUDIO

The spin studio is a dedicated space for group cycle classes. This space should have a dark ambience, with recommended dim stage lighting to amplify instructor energy. Coloured strip lighting and inspiring neon workout slogans are also suggested to build the mood.

A high quality sound system is key in this space, to create the ultimate group fitness experience.

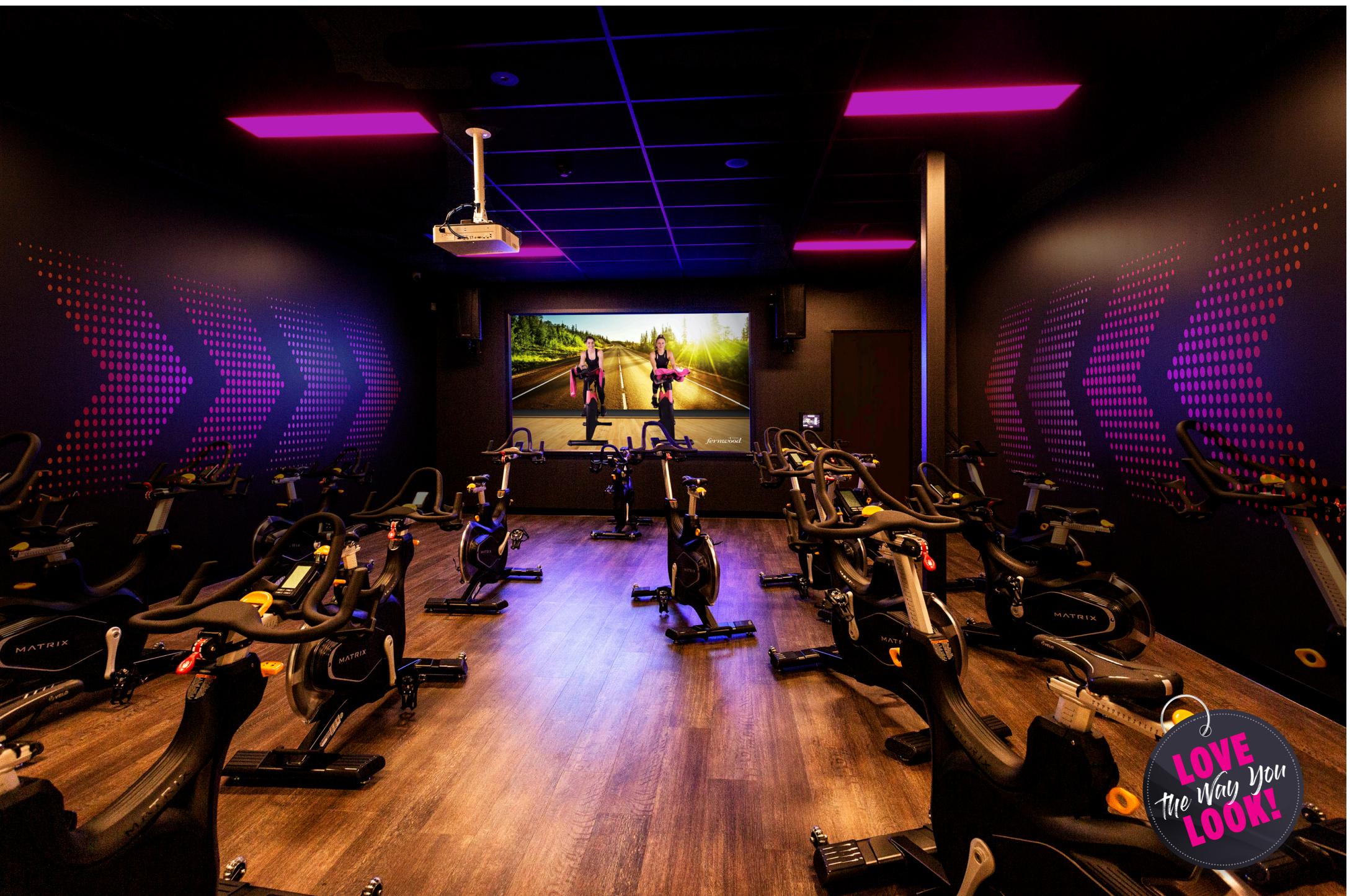
This space should provide a series of bikes sufficient to run a group class, with lighting that can be provided for safety, but dimmed for the ultimate group cycle ambience and experience.

Key considerations for the SPIN STUDIO

- + Bikes
- + Projector or LED TV Panel
- + High Quality Sound System
- + Fluro strip & Panel Lighting
- + Stylish Bins & Fans
- + Wall Graphics & Wayfinding

PREFERRED EQUIPMENT SUPPLIERS

- + **BIKES**
Bodybike www.body-bike.com.au
Technogym www.technogym.com.au
- + **SOUND SYSTEM**
Fitness Audio Shop
www.fitnessaudioshop.com.au
- + **SPIN MICROPHONE**
Aeromic www.fitnessaudioshop.com.au
Shure www.storedj.com.au



LOVE
the Way You
LOOK!

SPIN STUDIO | DESIGN & FINISHES



VINYL FLOORING

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



MOUNTED TV OR LED SCREEN

Product	Minimum 65-85 inch HD TV Screen or LED Panel
Contact	www.avsystems.com.au



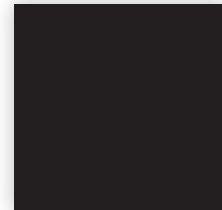
CARPET TILES

Product	Square carpet tiles
Colour	Charcoal
Dimensions	50cm x 50cm
Supplier	www.ghcommercial.com



AV PROJECTOR

Brand	Epson EB-1100 Data Projector
Supplier	www.epson.com.au
Alternative	LED Panel
Supplier	Ray Furphy - Vertex Technologies ray@vertextechnology.com.au 0438 567 477



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



AUDIO SOUND SYSTEM

Speakers	2 x Wall-mounted 2 way satellite speakers
Amplifier	Amplifier matching wireless mic receiver module
Headset	Sweat resistant wireless headset with transmitter
Supplier	www.avsystems.com.au

CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



THIN LED FLURO LIGHTING

Product	Thin LED ceiling fluro lights (see lighting section)
Colour	Pink/Purple
Supplier	www.ledvic.com.au



WALL MOUNTED / PEDESTAL FANS

Product	MF commercial wall fan 26"
Supplier	www.pedestalfanswarehouse.com.au
Product	Fantech commercial pedestal stand mounted fan 25"
Supplier	www.pedestalfanswarehouse.com.au



SPIN BIKES

Product	Commercial Class Bike
Quantity	10-20 bikes
Colour	Pink/Black
Supplier	www.body-bike.com.au



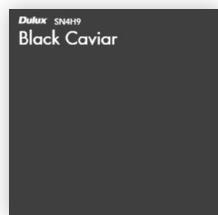
WALL PAINT

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



BIN & WIPES DISPENSER

Product	Stainless steel floor standing bin & dispenser
Colour	Black
Supplier	www.wowwipes.com.au



DOORS

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



STRIP LIGHTING - PINK

Product	LED Strip Lighting around lower walls
Colour	Pink 2700K
Supplier	www.modernlights.com.au



WALL GRAPHICS

Product	Decal graphics
Colour	Pink
Contact	Fernwood Design Studio for instructions
Installer	www.signarama.com.au/store/kew

OVERVIEW //

FIIT30 AREA

FIIT30 is Fernwood's premium small group training program, offering women the opportunity to achieve stronger results, in a shorter timeframe, with specialised HIIT workouts, that last for 30 minutes.

Designed for women, these workouts are the ideal option for busy working women who want to get better results, faster.

FIIT30 has been developed for the Fernwood member as a whole body

workout that will improve body composition and increase tone through moderate to high intensity, small group training.

FIIT30 is designed to have its own dedicated training zone within the club, with a unique look and feel.

FIIT30 incorporates powerful female imagery, a strong colour scheme and inspiring workout slogans to inspire members to work hard.



**STRONG
WOMEN.
REAL
RESULTS.**



Key considerations for the FIIT30 AREA

- + Equipment compliancy (see page 77)
- + LED HD TV Panel or Projector
- + Technogym Kiosk stand
- + Charcoal walls
- + Targeted lighting
- + FIIT30 Branded graphics for walls
- + Portable Sound System
- + Heart Rate Monitors
- + Sound System



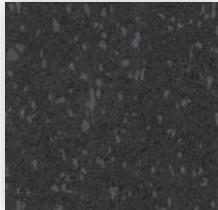
* FIIT30 Operations Manual & Toolkit

A detailed outline of requirements can be accessed via the Fernwood Intranet.

[Fernwood Sharepoint](#)

Toolkits & Manuals > FIIT30 Operations Manual & Toolkit

FIIT30 AREA | DESIGN, FINISHES & EQUIPMENT



FLOORING - RUBBER

Product	Rubber flooring
Range	Everroll® core
Colour	Mons
Thickness	10-12mm - Consider underlay also
Supplier #1	www.regupol.com.au



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



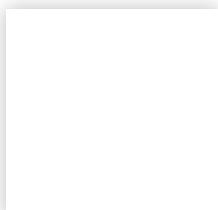
WALL PAINT

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



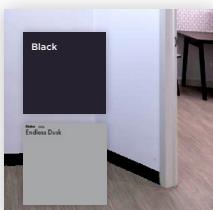
LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



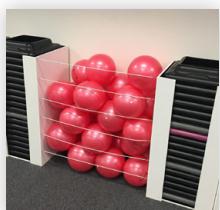
WALL PAINT

Colour	Natural White™
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



SKIRTING BOARDS & ARCHITRAVES

Colour	Black or Endless Dusk
Finish	Semi-gloss finish
Range	Dulux Aquanamel (interior grade)
Supplier	www.dulux.com.au



EQUIPMENT STORAGE

Supplier	Please see preferred gym supplier list as they offer storage solutions
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WALL MOUNTED / PEDESTAL FANS

Product	MF commercial wall fan 26"
Supplier	www.pedestalfanswarehouse.com.au
Product	Fantech commercial pedestal stand mounted fan 25"
Supplier	www.pedestalfanswarehouse.com.au

FIIT30 EQUIPMENT LIST

FITNESS
fernwood®



BIN & WIPES DISPENSER

Product	Stainless steel floor bin & dispenser
Colour	Black
Supplier	www.wowwipes.com.au



MOUNTED TV OR LED SCREEN

Product	65 inch HD TV Screen or LED Panel
Contact	www.avsystems.com.au

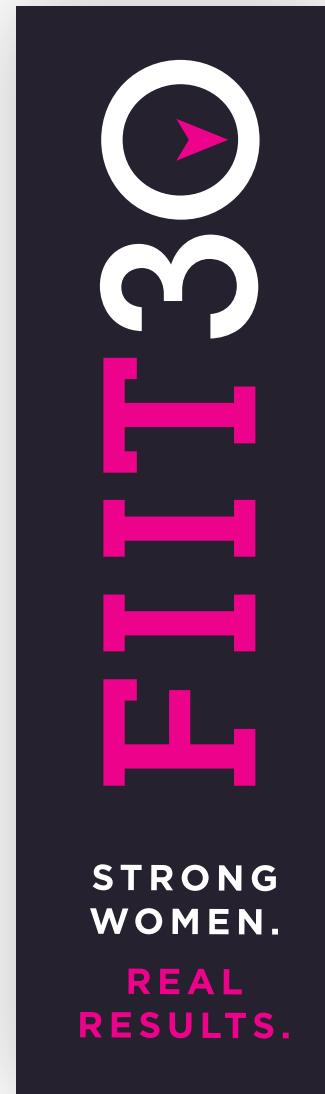


FIIT30 KIOSK

Product	UNITY™ SELF Kiosk
Colour	Black
Supplier	www.technogym.com

HEART RATE MONITORS

Product	Polar Heart Rate Monitors
Supplier	www.technogym.com



Logo for charcoal walls



Logo for charcoal walls



Large Logos for charcoal walls

Branded wall graphics

- + Contact the design studio for artwork
designstudio@fernwoodfitness.com.au

Branded wall graphics installer

- + Contact Signarama Kew
www.signarama.com.au/store/kew

Branded uniform and merch supplier

- + Contact the Debbie Williams at SFM
debbie.williams@sflowm.com

30
FIT
FIT

**STRONG
WOMEN.**

**REAL
RESULTS.**



FIIT3O Equipment (Minimum)

- + Medicine Balls
- + Slam Balls
- + Wall Balls
- + Functional Rig or Squat Rack
- + Kettlebells
- + Skipping Ropes
- + Dumbbells
- + Suspension Straps
- + Battle Ropes
- + Resistance Bands
- + BOSU
- + Plyo Boxes
- + Mats

Extra equipment recommendations

- + Concept II Rower or similar
- + Fitballs
- + Sled and Pink Track
- + Cycle/Spin Bike
- + Assault Bike
- + Boxing Gloves/Pads
- + Boxing Bag
- + Deadlift Platform
- + Olympic Bar
- + Coloured Bumper Plates & Floor Storage
- + Ski Erg
- + Self Powered Treadmill
- + Self Powered Tower/Climber

FIIT3O Preferred Equipment Suppliers

WALL BALLS

NC Fitness

www.ncfitnessgear.com.au

SKIPPING ROPES

TRX Suspension Exercise

www.suspensionexercise.com.au

Gym and Fitness

www.gymandfitness.com.au

BOXING BAGS

Jim Bradley

www.jimbradley.com.au

TEAM BEATS KIOSK

Technogym

www.technogym.com.au

SOUND SYSTEM

Fitness Audio Shop

www.fitnessaudioshop.com.au

MICROPHONES

Aeromic

www.fitnessaudioshop.com.au

Shure

www.storedj.com.au

OWER/ASSULT BIKE

Technogym

www.technogym.com.au

BARBELLS & WEIGHTS

Matrix Fitness

www.matrix.com/au/eng

RACK

Precor

www.precor.com/en-au

STORAGE

Johnston Design

www.johnstondesign.com.au

BIKES

Bodybike

www.body-bike.com

HF Industries

www.hf.com.au

RESISTANCE BANDS

EMP Industrial

www.empind.com.au

OVERVIEW //

FUSION REFORMER STUDIO

Your dedicated **Fusion Reformer Studio** should reflect the premium offering that is Reformer Pilates.

The space should be well visible to members and passers-by via a partially frosted glass wall or room divide, in order to showcase the offering to existing and potential new members. The space must follow the look and feel outlined in the next section.

A clean, streamlined and beautiful looking room, well equipped to give members a premium experience. The room should have enough space for the instructor & participants to safely walk around during the class.

Props are stored safely in allocated additional storage space

Minimum room size to consider:

To offer unlimited Reformer Pilates, it is advised to purchase at least 10 beds. This will require a studio to be evenly spaced, facing the same direction with safe and recommended distance between each.

Each reformer bed will require roughly 1.9m x 3m of space for a safe and comfortable experience.

Lighting should be warm and dimmable, with strategic placement of downlights around the edges of room and not directly over beds.

PREFERRED REFORMER BED SUPPLIERS:

1. Pilates Reformer Australia

Contact Adrian Burgess
adrian@pilatesreformersaustralia.com.au

2. The Fitness Solution

Contact Dean Ziesler
dean@thefitnesssolution.com.au

3. Balanced Body

Contact Roy Cantrell / HF Industries
roy@cantrellventures.net

4. Peak Pilates

Contact Mark Ross
mross@novofit.com.au

5. Your Reformer

Contact Ben Stallworthy
ben@yourreformer.com.au

6. Leisure Concepts

Contact Mike Tanner (Merrithew)
mike@leisureconcepts.com.au

7. Function PCP

Contact Mena Ghaly
mena@functionpcp.com.au



Key considerations for **FUSION REFORMER STUDIOS**

- Quality Reformer Beds
- Soundproofing
- Studio mirrors
- Dimmable downlights
- LED strip lighting
- Sufficient storage spaces
- Under bed storage for extras
- Clean, modern feel
- Ceiling sprayed black

 **Fernwood Sharepoint**

Toolkits & Manuals > Fusion Reformer Studio Manual

FUSION REFORMER STUDIO



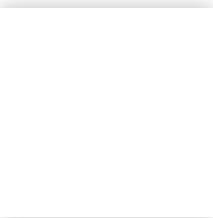
VINYL FLOORING

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



WALL LIGHTS

Product	Baristo 2 Light
Supplier	Up and Down Round Wall Lights www.beaconlighting.com.au



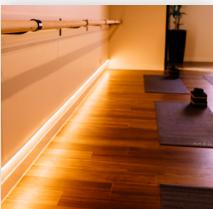
WALL PAINT

Colour	Natural White™
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



LIGHTING - LED STRIP LIGHTS

Product	LED Strip Lighting
Colour	Pink or Warm Soft White 2700K
Supplier	www.modernlights.com.au



WINDOW FRAMES

Product	Black Coated Aluminium Frames
Glass	Clear glass for top and bottom panels
Supplier	Contact a reputable supplier for window solutions



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



FLUTED FROSTING (PRIVACY)

Product	Reeded or fluted frosting
Size	Covers the middle panel of glass
Supplier	Contact Signarama Kew



DOORS - SLIDING WITH WINDOW

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



REFORMER PILATES BEDS

Suppliers	See previous page for option details
Brand	C8 or C8-S by Align Pilates
Brand	Rialto by Body Balance
Brand	Peak Pilates FIT Reformer



DOOR - HANDLE

Product	Milos Flush Pull Handle
Colour	Matte Black
Size	550mm
Supplier	www.thelockandhandle.com



EXER-SOFT BALLS

Brand	Align Pilates
Colour	Pink & Grey
Size	7 & 9 inches
Suppliers	www.align-pilates.com



WALL MIRRORS

Wall Mirrors Contact

Contact your local gym mirror supplier

Wall Graphics Contact

Please contact the Fernwood Design Studio on designstudio@fernwoodfitness.com.au



PADDED PILATES RINGS

Brand	Align Pilates
Colour	Black
Size	14 inches
Suppliers	www.align-pilates.com



WALL GRAPHICS & WAYFINDING

Wall Graphics Contact

Please contact the Fernwood Design Studio on designstudio@fernwoodfitness.com.au



PILATES SITTING BOX

Brand	Align Pilates
Colour	Black
size	70cm (l) x 40cm (w) x 28cm (h) 9kg
Suppliers	www.align-pilates.com

Please note: Balance Body sitting Box Lite only fits with Balance Body beds. Pro sitting box will fit with any bed

FUSION REFORMER STUDIO SET UP



MOUNTED TV'S OR LED SCREENS

Product Minimum 65-85 inch HD TV Screen or LED Panel

Supplier We recommend sourcing your own local AV specialist for supply and installation



DUMBBELLS & WEIGHT PLATE WITH HAND GRIPS

Colour Black
Supplier See supplier list page on this page



AUDIO SOUND SYSTEM OR PORTABLE SPEAKER

Speakers 2 wall or roof mounted 2 way satellite speakers

Amplifier High-quality amplifier if required

Colour White or black depending on wall or roof install

Supplier Sourcing your own local AV specialist



NON-STICK GRIP SQUARES

Colour Black
Supplier Kmart



STORAGE SOLUTIONS

Colour Florentine Walnut

Brand Polytec

Design Please source a reputable storage solution company for requirements



BOOTY BANDS & THERABANDS

Colour Multi-coloured
Supplier Function PCP

Colour Fernwood Pink where possible or black
Supplier EMP Industrial



SHOE CUBE STORAGE BENCH

Colour White, black or possibly wood grain
Supplier Temple & Webster

Note Please make sure all storage solutions are matching in colour and style.



YOGA MATS

Product Standard Mat
Colour Black
Size 60cm x 173cm (4.5mm thickness)
Supplier See supplier list

FUSION REFORMER STUDIO SET UP | EQUIPMENT & SUPPLIERS



STYLISH SPRAY BOTTLES

Colour	Black or white
Supplier	Kmart
Note	Spray bottles are filled with 1 part disinfectant and 3 parts water



BEAUTIFUL INDOOR PLANTS

Colour	Stylish white or black pots
Size	Medium. Not too small or too large
Note	Fake but realistic plants are acceptable



EQUIPMENT BASKET (Placed under reformer beds)

Colour	Black
Size	Large enough to hold equipment and accessories. Weights, Booty & Therabands, soft balls, non-stick mats, pilates circle, disinfectant cleaner, cloth



INSTRUCTOR UNIFORMS

Colour	Black T-Shirt
Supplier	Contact NSO for supplier info

Preferred FusionX Class Equipment Suppliers

Function PCP

mena@functionpcp.com.au

Life Fitness

dloats@lifefitness.com.au

Leisure Concepts

mike@leisureconcepts.com.au

Matrix

corey@matrixfitness.com.au

Align Pilates

dean@thefitnesssolution.com.au

HF Industries

roy@cantrellventures.net

Novofit

bmcdonald@novofit.com.au

Your Reformer

ben@yourreformer.com.au

Pilates Reformer Australia

adrian@pilatesreformersaustralia.com.au

OPTIONAL OFFERING //

YOGA STUDIO

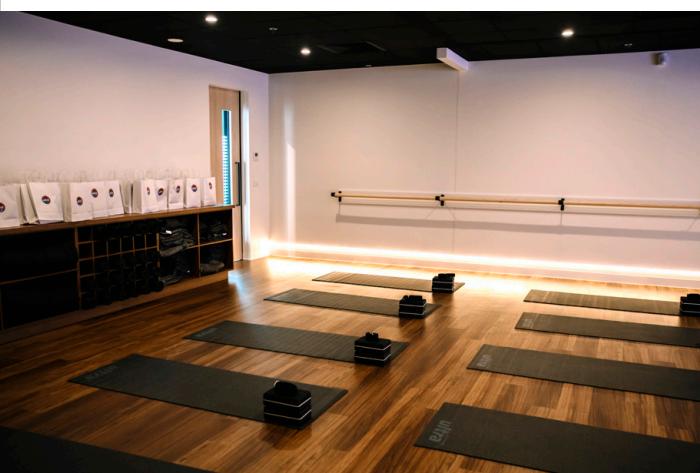
The yoga studio is a unique space that clearly delivers a sanctuary experience; a room that members can't wait to step into and rush from a busy day at work or with the kids, to wind down in.

The temperature must be consistently warm at 27 degrees for all classes from powerful Vinyasa flows to yin and meditation. Air conditioning should

only be considered in the height of summer if temperatures are in excess of 27/28 degrees. The yoga studio should be cosy with warm dim lighting and most importantly it must be sound proofed to avoid noise contamination from other spaces in the club.

Strategically planning the location of your yoga studio within your overall space is paramount. Paying members,

seeking a true yogic experience, will expect nothing less. In Wellness offerings, the overall experience is what will keep your members coming back time and again. How they feel whilst in the room and in the class is vital for member results, retention and referrals.



Key considerations for the YOGA STUDIO

- + Soundproofing
- + Ceiling sprayed black
- + Dimmable downlights
- + LED strip lighting
- + Sufficient storage spaces
- + Large white wall for projection
- + Clean, modern feel
- + Infrared heating panels

YOGA STUDIO



VINYL FLOORING

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



DOORS - SLIDING WITH WINDOW

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



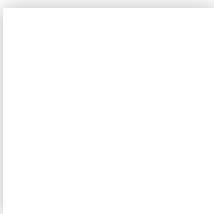
SKIRTING BOARDS & ARCHITRAVES

Colour	Black or Endless Dusk
Finish	Semi-gloss finish
Range	Dulux Aquanamel (interior grade)
Supplier	www.dulux.com.au



DOOR - HANDLE

Product	Milos Flush Pull Handle
Colour	Matte Black
Size	550mm
Supplier	www.thelockandhandle.com



WALL PAINT - WHITE

Colour	Natural White™
Finish	Low sheen (Interior Paint)
Supplier	www.dulux.com.au



LIGHTING - LED STRIP LIGHTS

Product	LED Strip Lighting
Colour	Warm Soft White 2700K
Supplier	www.modernlights.com.au



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



STORAGE SOLUTIONS

Brand	Polytec
Colour	Florentine Walnut
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom storage solutions



YOGA BLOCK & STRETCHING STRAP

Product	Block 3/4 High Density - 7.5 x 15 x 23cm
Product	Jade Stretching Strap - 240cm
Colour	Black
Supplier	www.empind.com.au



LED SCREEN OR AV PROJECTOR



Brand	Epson EB-1100 Data Projector
Supplier	www.epson.com.au
Alternative	LED Screen Panel
Supplier	Ray Furphy - Vertex Technologies ray@vertextechnology.com.au 0438 567 477



YOGA BLANKET

Product	Blanket
Colour	Grey Stripe
Size	200 x 150cm
Supplier	www.empind.com.au



INFRARED PANEL HEATERS

Specifications	Minimum 1000W - 2000W Panel
Colour	Black
Supplier	www.heat-on.com.au



YOGA BOLSTER

Product	Budget Round Bolster
Colour	Black Large
Size	73 x 26 (C)
Supplier	www.empind.com.au



WALL MIRRORS

Brand	Contact your local gym mirror supplier
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YOGA MAT

Product	Standard Mat
Colour	Black
Size	60cm x 173cm (4.5mm thickness)
Supplier	www.empind.com.au

OPTIONAL OFFERING //

VOD VIDEO ON DEMAND

Virtual Group Fitness Solution

Fernwood Video on Demand Solutions have been developed as an alternative that can fit into member's schedules when live training options may not suit.

The virtual solution provides the opportunity to enhance the offerings in your group fitness, spin and wellness studios.

Mounted televisions provide the most cost-effective virtual solution and is ideal for smaller rooms such as the spin studio, whilst projectors are a premium solution recommended for larger spaces like the group fitness studio.

Television

65-85" HD TV Screen or LED Panel

*Our recommendation is to display the Fernwood VOD solution via an iOS device, using a HDMI cable to connect the tablet direct to your chosen screen. Sound will be dependent on whether the television provides enough sound projection or if additional speaker installation is required.

AV Projector

EB-L1065UNL 6000LM WUXGA
Large Venue 3LC Epson Projector
Epson ELPLU03 Short Throw Lens
ELPMB47 Ceiling EB-G7000 Series

Epson www.epson.com.au

 BODY WEIGHT ENDURANCE

Relaxing deeply and intently into lengthy held stretches, Yin Yoga is a perfect balance to more intensive flow practices.

+ Benefits
Improve Flexibility
Relaxation
De-stress

+ Instructor
Marina

+ Duration
25 minutes

+ Fitness Level
All levels



Endurance





MOUNTED TV OR LED SCREEN

**Product
Supplier**

Minimum 65-85 inch HD TV Screen or LED Panel
Ray Furphy - Vertex Technologies
ray@vertextechnology.com.au
0438 567 477



AV PROJECTOR

**Brand
Supplier
Alternative
Supplier**

Epson EB-1100 Data Projector
www.epson.com.au
LED Panel
Ray Furphy - Vertex Technologies
ray@vertextechnology.com.au
0438 567 477



AUDIO SOUND SYSTEM

**Speakers
Amplifier
Supplier**

2 x Wall-mounted 2 way satellite speakers
High quality amplifier
Ray Furphy - Vertex Technologies
ray@vertextechnology.com.au
0438 567 477



SPEAKER SYSTEM

**Speakers
Supplier**

Roof mounted speakers
Ray Furphy - Vertex Technologies
ray@vertextechnology.com.au
0438 567 477

Key considerations for the VIRTUAL GROUP FITNESS

- + Large TV or LED Panel
- + Projector
- + Audio Sound system
- + Ceiling-mounted speaker system

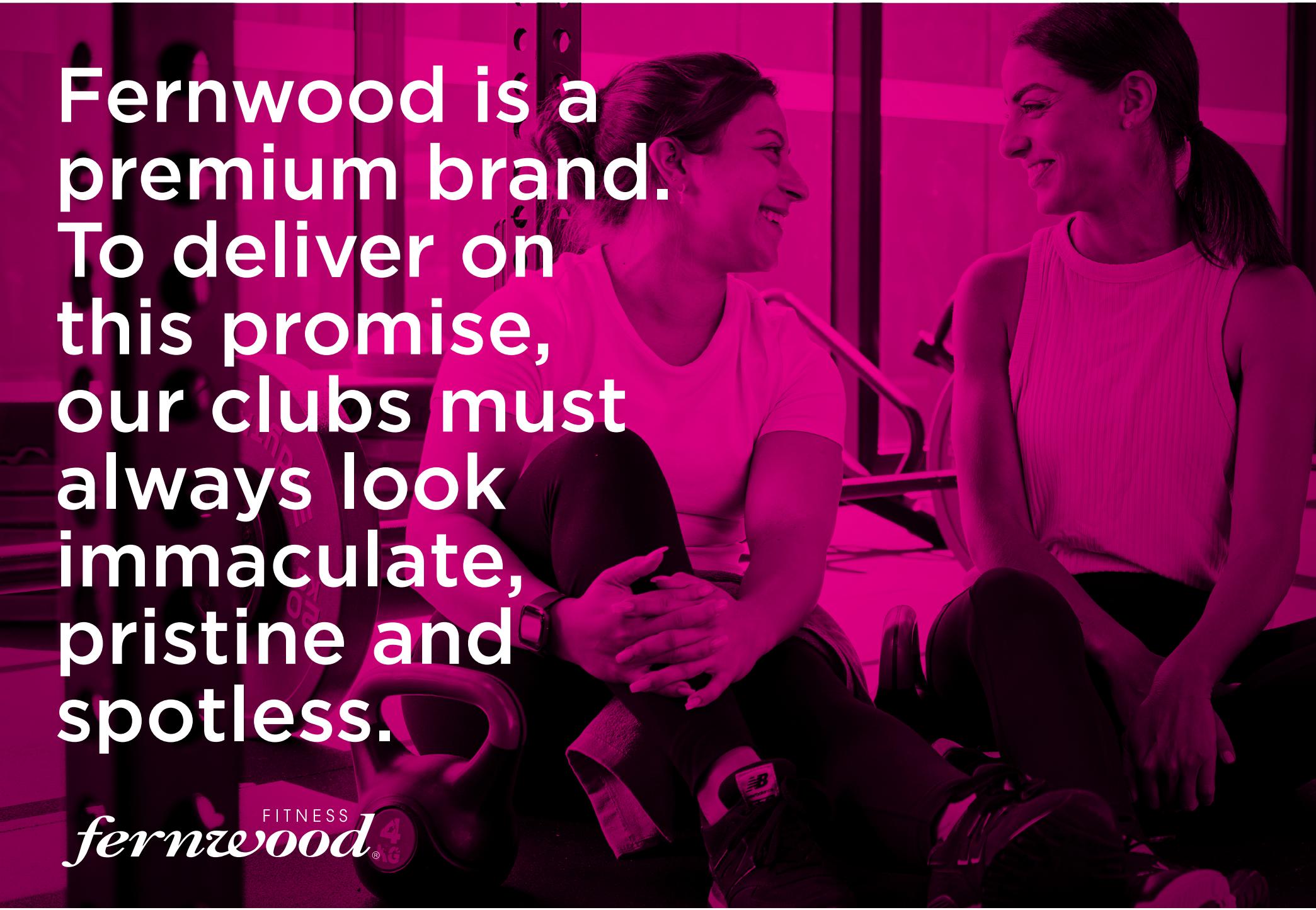


* **Video On Demand (VOD) Toolkit**

A detailed outline of audio visual and best hardware requirements can be accessed via the Fernwood Intranet.

Fernwood Sharepoint

Toolkits & Manuals > Video On Demand (VOD) Toolkit



Fernwood is a premium brand. To deliver on this promise, our clubs must always look immaculate, pristine and spotless.

FITNESS
fernwood®
4 kg

OPTIONAL OFFERING //

FIT COACHING STUDIO

Fitness Coaches at Fernwood guide new members through their New Member Experience, establishing strong and trusting relationships to ensure a smooth transition to the club.

The Fitness Coaching studio is a non-threatening space that offers members the opportunity to discuss their health and fitness goals and with the help of their Fit Coach, create a plan of how they will achieve them.

Please ensure your team are following the New Member Journey guidelines.

Key considerations for **FIT COACHING**

Preferred body composition scanner suppliers

- + www.tanitaaustralia.com
- + www.inbody.net.au
- + www.fit3d.com



FIT COACHING STUDIO | DESIGN & PRODUCTS



OFFICE DESK

Product	Malm desk
Colour	White stained oak veneer or white
Code	503.617.54
Supplier	www.ikea.com/au/en



OFFICE BENCH TOP

Product	Polytec
Colour	Bottregga Oak
Supplier	www.polytec.com.au



MEMBERS' CHAIR

Product	Pano Chair
Colour	Black
Warranty	5 Years
Supplier	www.corehospitalityfurniture.com.au



OFFICE CUPBOARD FRONTS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au



ERGONOMIC WORK CHAIRS

Product	Matrix high back heavy-duty ergonomic chair
Colour	Black
Quantity	Dependant on office spaces
Product Code	PAMAT2HBBK
Supplier	www.officeworks.com.au



OFFICE OVERHEAD CUPBOARDS

Product	Polytec
Colour	Tuross Oak
Finish	Matt
Supplier	www.polytec.com.au



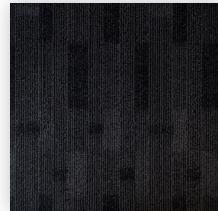
SKIRTING BOARDS & ARCHITRAVES

Colour	Black or Endless Dusk
Finish	Semi-gloss finish
Range	Dulux Aquanamel (interior grade)
Supplier	www.dulux.com.au



VINYL FLOORING

Product	Van Gogh French Oak VGW85T
Dimensions	1219.2 x 177.8mm - 3mm
Warranty	15 Years
Supplier	https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t



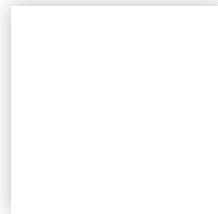
CARPET TILES

Product	Square carpet tiles
Colour	Charcoal with touches of Pink (Cerise)
Dimensions	50cm x 50cm
Supplier	www.ghcommercial.com



CLOCK

Product	Modern Wall Clock
Brand	Cooper & Co
Colour	Black
Supplier	www.spotlightstores.com



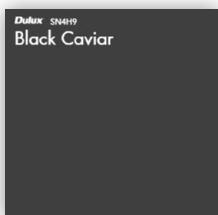
WALL PAINT - WHITE

Colour	Natural White™
Finish	Low sheen (Interior Paint)
Supplier	www.dulux.com.au



DOORS

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



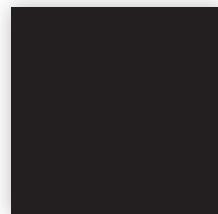
WALL PAINT

Colour Code	Dulux Black Caviar
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



We are
invested
in creating
a consistent
brand
experience
across all
channels.

fernwood[®]
FITNESS

OPTIONAL CLUB OFFERING //

CHILDCARE

The childcare area serves as a place where women may leave their children for occasional care, or on a regular basis for ongoing care. As young children can suffer from separation anxiety, the friendliness and cosiness of the space is of the utmost importance.

The design of the childcare area should be warm and inviting. The area must be well lit by natural and artificial lighting, with bright colours used throughout to give the room a sunny feel, no matter the weather outside. Cosy nooks provide comfort for small children and toys placed throughout add interest and intrigue for young minds, while assuring parents that their little ones have been left in the very best hands.

Key considerations for CHILDCARE

- + Adequate room for play
- + Space for babies under 12 months to play safely away from older children
- + Ensure sufficient storage and places to keep out of reach items such as hand sanitisers
- + See local state laws for minimum setup requirements
- + Rubbish & nappy bins
- + Kids toilets
- + Safety features



* [Childcare Overview & Toolkit](#)

A detailed outline of requirements can be accessed via the Fernwood Intranet.

[Fernwood Sharepoint](#)

[Toolkits & Manuals > Childcare Overview & Toolkit](#)

CHILDCARE | DESIGN & PRODUCTS



VINYL FLOORING

Product Van Gogh French Oak VGW85T
Dimensions 1219.2 x 177.8mm - 3mm
Warranty 15 Years
Supplier <https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t>



KITCHEN BENCH TOP

Product Polytec
Colour Botttega Oak
Supplier www.polytec.com.au



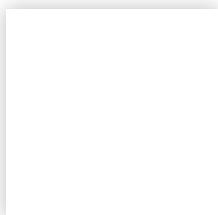
WALL PAINT

Colour Code Dulux Black Caviar
Finish Low sheen (interior paint)
Supplier www.dulux.com.au



KITCHEN CUPBOARD FRONTS

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au.com.au



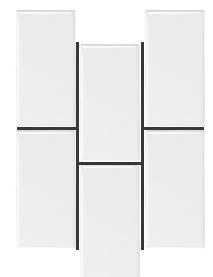
WALL PAINT

Colour Natural White™
Finish Low sheen (interior paint)
Supplier www.dulux.com.au



KITCHEN OVERHEAD CUPBOARDS

Product Polytec
Colour Tuross Oak
Finish Matt
Supplier www.polytec.com.au.com.au



SPLASHBACK

Product White gloss subway tile
Dimensions 100mm x 300mm - Vertical Offset
Grout Black Epoxy
Supplier www.nationaltiles.com.au



TOILET

Product Caroma WELS 4 star Sahara II wall faced close coupled toilet
Supplier Plumbing supplier



STORAGE SHELF

Product	KALLAX
Colour	White
Code	803.518.81
Supplier	www.ikea.com/au/en
Note	Must be attached to the wall



LIGHTING - DOWNLIGHTS

Brand	Dimmable Downlight
Colour	White or Black depending on ceiling colour
Globe	Warm Light
Supplier	www.ledvic.com.au



STORAGE BOX

Product	DRÖNA
Colour	Red
Code	602.635.93
Supplier	www.ikea.com/au/en



DOORS

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



CHILDREN'S TABLE & CHAIRS

Product	Mammut Range at IKEA
Supplier	www.ikea.com.au



DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au
Note	Please check minimum height required



WALL DECALS

OPTION 1

Product	Jungle land
Size	Large
Supplier	www.thewallstickercompany.com.au



WAYFINDING

Colour	Pink/Charcoal
Installer	www.signarama.com.au/store/kew
Contact	Please refer to the Custom Signage Request form available on the Fernwood Intranet

A photograph of two women in a kitchen setting. One woman on the left, wearing a dark t-shirt, has her hair in a braid and is smiling. The other woman on the right, wearing a dark tank top, is also smiling and looking down at a laptop. They appear to be working together on a project. In the background, there's a wooden cabinet with various items on it, including what looks like a small plant and some containers.

We understand
the importance of
cutting edge, quality
nutrition advice,
programs and
services for women.

CORE CLUB OFFERING //

NUTRITION COACHING

Nourishing you for life



NUTRITION COACHING

Fernwood Nutrition Coaching is a 1:1 personalised nutrition coaching service provided to members by a coach who holds a specific nutrition qualification.

Nutrition Coaching sessions are tailored to the client and offer personalised nutrition and health support based on the client's needs

and goals. The coach's unique training and scope of practice in which they are qualified will determine the content and journey of these 1:1 sessions, with only a limited number of branded template resources provided by NSO. The NSO resources are general templates for coaches to use for their own programming.

Key considerations for NUTRITION COACHING

- + Work stations and desks
- + Computer, monitor & printer
- + Staff & member chairs
- + Telephone system
- + Stylish rubbish bin



* **Nutrition Program Toolkit**

A detailed outline of requirements can be accessed via the Fernwood Intranet.

Fernwood Sharepoint

Toolkits & Manuals > Nutrition Program Toolkit

NUTRITION COACHING | DESIGN & PRODUCTS

WALL PAINT

Colour	Natural White™
Finish	Low sheen (interior paint)
Supplier	www.dulux.com.au



DOORS

Brand	Polytec
Colour	Polytec Nordic Oak Woodmatt
Supplier	www.polytec.com.au
Design	Please contact NSO for support drawings and suppliers for custom door solutions



MEMBERS' CHAIR

Product	Pano Chair
Colour	Black
Warranty	5 Years
Supplier	www.corehospitalityfurniture.com.au



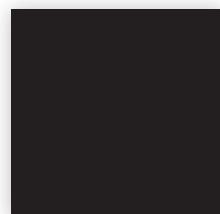
DOOR - HANDLE

Product	Square Matt Black Door Handle
Colour	Matte Black
Size	120mm
Supplier	www.lockandhandle.com.au



ERGONOMIC WORK CHAIRS

Product	Matrix high back heavy-duty ergonomic chair
Colour	Black
Quantity	Dependant on office spaces
Product Code	PAMAT2HBBK
Supplier	www.officeworks.com.au



CEILING - BLACK PAINT OR TILES

Paint Code	Dulux Theatre Black
Finish	Matt finish (interior paint)
Supplier	www.dulux.com.au
Tiles	Black fine fissured
Supplier	www.armstrongceilings.com.au



OFFICE DESK

Product	Malm desk
Colour	White stained oak veneer or white
Code	503.617.54
Supplier	www.ikea.com/au/en



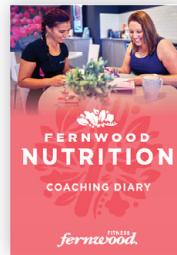
LIGHTING - DOWNLIGHTS

Brand	LEDLUX Dimmable Downlight
Colour	Black to match roof
Globe	Warm Light
Supplier	www.lightbrokers.com.au



SCALES

Product Tanita UM-051 body fat/hydration monitors
Supplier www.tanitaaustralia.com



NUTRITION COACHING DIARY

Supplier Please contact Debbie Williams at SFM for printed copies of this diary.
debbie.williams@sflowm.com



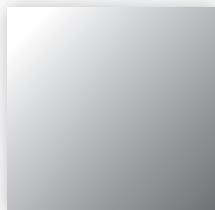
SHELVING UNIT

Product FJÄLKINGE shelving unit
Dimensions 118cm x 193cm
Code 702.216.87
Supplier www.ikea.com/au/en



BIN & WIPES DISPENSER

Product Stainless steel floor standing bin & dispenser
Colour Black
Supplier www.wowwipes.com.au



MIRROR

Product Direct stick mirrors polished edge
Dimensions 1200mm(H) x 360mm(W) x 6mm(D)
Supplier Contact a local glazier



VINYL FLOORING

Product Van Gogh French Oak VGW85T
Dimensions 1219.2 x 177.8mm - 3mm
Warranty 15 Years
Supplier <https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t>



MEASURING TAPE

Product Figure finder
Code PEO24
Supplier www.mentone-educational.com.au

OPTIONAL CLUB OFFERING //

HYPOXI STUDIO

HYPOXI is a low-impact exercise method that is up to three times more effective at burning stubborn fat than traditional exercise, significantly reducing cellulite. Through the advanced vacuum and compression technology, and in conjunction with healthy nutrition and an exercise plan, HYPOXI activates the body's natural system to burn specific areas of fat and cellulite.

Key considerations for the HYPOXI STUDIO

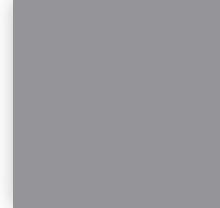
- + Contact National Support Office
franchising@fernwoodfitness.com.au
for all your studio requirements





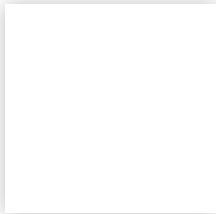
VINYL FLOORING

Product Van Gogh French Oak VGW85T
Dimensions 1219.2 x 177.8mm - 3mm
Warranty 15 Years
Supplier <https://www.karndean.com/en-au/commercial-flooring/products/french-oak-vgw85t>



KICKBOARD

Product Laminex
Colour Gunmetal
Finish Natural
Supplier www.laminex.com.au



WALL & CEILING PAINT

Colour Natural White™
Finish Low sheen (interior paint)
Supplier www.dulux.com.au



VERTICAL TIMBER LOUVRES (PRIVACY SCREEN)

Product Solid Blackbutt
Finish Stained walnut
Custom built to suit entrance to studio



DOORS

Brand Polytec
Colour Polytec Nordic Oak Woodmatt
Supplier www.polytec.com.au



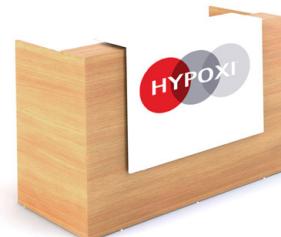
LIGHTING - DOWNLIGHTS

Brand Dimmable Downlight
Colour White or Black depending on ceiling colour
Globe Warm Light
Supplier www.ledvic.com.au



DOOR - HANDLE

Product Square Matt Black Door Handle
Colour Matte Black
Size 120mm
Supplier www.lockandhandle.com.au



RECEPTION DESK

Product HYPOXI Reception desk
Logo Hypoxi logo - Contact Design Studio
Supplier www.eliteofficefurniture.com.au

HYPOXI STUDIO | DESIGN & PRODUCTS



RECEPTION CHAIR (RECEPTION AREA)

Product	Replica Eames DAW Hal Inspired Chair
Colour	Light Grey
Dimensions	640cm(W) x 60cm(D) x 82cm(H)
Supplier	www.skdesignerliving.com.au



DIFFUSER

Product	White 4-in-1 aroma room diffuser
Supplier	www.templeandwebster.com.au



COFFEE TABLE

Product	Nessie coffee table
Colour	White
Supplier	www.templeandwebster.com.au



SKIRT RACK (STUDIO)

Colour	Silver
Supplier	www.ikea.com/au/en



MERCHANDISE SHELVES (RECEPTION AREA)

Product	KALLAX shelving unit
Colour	White stained oak
Article no.	703.629.17
Supplier	www.ikea.com/au/en



SIDE TABLE

Product	Replica Eric Pfeiffer Offi Mag Lamp Table
Colour	Walnut
Dimensions	width 70cm x depth 60cm x height 40cm
Supplier	www.milanorepublicfurniture.com.au



PLANT (RECEPTION AREA)

Product	Potted Faux Pothos Plant in Ceramic Pot
Supplier	www.templeandwebster.com.au



RUG (RECEPTION AREA)

Product	Silver Orbit Hand-Woven Round Rug
Supplier	www.templeandwebster.com.au



THERAPY TABLE

Product	Portable massage table
Colour	Black Cream
Sheet Cover	Fitted Terry Combo Sheet Set
Supplier	www.firm-n-fold.com.au



MEASURING TAPE

Product	Seca 201 Tape Measure
Colour	White
Supplier	www.medshop.com.au



MIRROR (STUDIO)

Product	Direct stick mirrors timber edge
Dimensions	60cm x 165cm
Supplier	www.templeandwebster.com.au



HYPOXI MACHINES (STUDIO)

Supplier franchising@fernwoodfitness.com.au



TOWELS (STUDIO)

Product	Bath towel and hand towels
Colour	Grey
Supplier	www.target.com.au



WALL GRAPHICS (STUDIO)

Product	Decal graphics
Contact	Fernwood Fusion Design Studio for artwork
Installer	www.signarama.com.au/store/kew



OFFICE DESK

Product	Malm desk
Colour	White
Code	503.617.54
Supplier	www.ikea.com/au/en



SCALES

Product Tanita UM-051 body fat/hydration monitors
Supplier www.tanitaaustralia.com

OVERVIEW //

CLUB OPENING & PRESALE



CONGRATULATIONS & WELCOME TO THE FERNWOOD COMMUNITY.

Fernwood Fitness has been empowering women to shine since 1989. Fernwood's success is attributed to our partnership with dedicated franchisees who strive for excellence within their club and local community.

Our **full-service offering, exclusive to woman**, creates a strong point of difference. The **Fernwood** experience is like no other.

Our approach is holistic with each club providing comprehensive workout areas incorporating strength and cardio equipment, one-on-one personal training, small group personal training (FIIT30), various group fitness classes, wellness and nutrition programs and complimentary breakfast and toiletries.

Opening a new club is fun and exciting however, strategic planning and a strong pre-sale will set a solid foundation to create ongoing success.



Club Opening & Presale Toolkit

A detailed outline of requirements can be accessed via the Fernwood Intranet.

Fernwood Sharepoint

Toolkits & Manuals > Club Opening & Presale Toolkit

PRESALE PERIOD

Your Fernwood pre-sale needs to run for 12 weeks at a minimum. It is possible that your opening date will be delayed however, it is vital that you allow a 12-week period in the first instance.

PRESALE OBJECTIVES

- To build community awareness and drive enquiries to your new Fernwood club.
- To sell enough memberships to enable a break-even point prior to opening.

The execution of a 12-week strategic plan will ensure that your sales and marketing requirements are achieved, supporting a successful grand opening.

PRESALE CHECKLIST

- DA
- Signed lease
- Club building plans approved by NSO
- Pre-sale budget set
- Cash flow forecast for pre-sale & first 12 months
- Hire sales staff for presale campaign
- Exerp training with NSO

- Pre-sale training with NSO (initial & ongoing)
- Order all printed marketing collateral
- Book casual leasing for your pre-sale site

LOCAL AREA MARKETING GUIDANCE

Social page likes

- Build Facebook and Instagram likes/followers using a paid ad campaign. Ad copy simply states that Fernwood [location] is coming soon and to like the page to be the first to hear about pre-sale offers.
- Franchisee should send Facebook and Instagram pages to their friends and family to build likes organically (not paid)
- Your page likes ad campaign may continue for the duration of the pre-sale period or as necessary in order to build as much interest/following as possible prior to opening.

Register your interest

If advertising is to start prior to DA or a few months before opening.

- Facebook/Instagram/Google (possibly YouTube) ads with copy around Fernwood [location] coming soon and to register interest about upcoming VIP/pre-sale/foundation membership offers.

- Ad will lead to a landing page where prospects can enter their information (name, email, phone) to enable the franchisee to contact them either immediately or once pre-sale starts.

VIP presale/foundation membership

- Similar to the 'register your interest' stage however, this will only take place once DA has been approved and you are ready to start selling memberships. Ad copy will state that pre-sale has started (with more urgency to join) such as different stages (gold, silver, etc.) with limited memberships at each stage (based on Fernwood pre-sale membership stages). This will move into a last chance phase before club opens.
- Depending on lead numbers from the above, a secondary lead gen campaign (such as a competition to win a membership) may also be introduced prior to the grand opening to pull in as many extra leads as possible. All leads would be contacted about the pre-sale offer whilst also being told that they would also get their first year free if they win the competition. All leads would receive a final follow up offer once the competition winner is drawn at the grand opening, with a last chance to secure the pre-sale membership pricing.
- Your club manager should be the face of any organic social media posts and should post

CLUB OPENING & PRESALE | OVERVIEW & PROCESS

regular video updates on the club to build progress or any outreach activities. Some of these posts can also be boosted for additional exposure if necessary.

GRAND OPENING

- Once the club has opened, continue with a final grand opening offer for a few weeks. This will attract anyone that was waiting for the club to open before making their decision (possibly would like to see the club first, etc.).

SOCIAL MEDIA GUIDANCE

Before beginning to post on your new club social pages, please review these best practice social media marketing guidelines on the Fernwood intranet.

This training manual includes information on:

- Pre-scheduling posts on Facebook & Instagram
- Managing your social pages via mobile
- Pre-planning your posts
- When should you post?
- What posts are working?
- Creating high quality posts
- Creating engaging captions
- Regrassing posts on Instagram
- How to use hashtags on Instagram
- How to use Link in Bio on Instagram

- Community
- Competitions
- Instagram Stories

Also take time to review the Fernwood Brand Language and Social Media Management Guidelines for an overview on:

- The Fernwood brand tone of voice
- Community management process
- Tips for responding to good and bad member feedback

COMMUNICATION GUIDANCE

Build a database

Marketing communications via TalkBox is a great way to drive offers to existing leads and communicate with your new members. Before commencing a communications plan, start by building your database via other channels, such as a lead form, advertising, social media pages and other digital marketing efforts.

By building up your database of leads, this will create an audience for you to send foundation and other offers via email and SMS communications.

Confirm your launch offer

Before starting a communications plan, confirm your foundation/launch offer. This offer should

run for a limited time, highlight your key service/program offerings and entice new members with a discount/add-on. Ensure to include terms and conditions within your communications, including the date (DD/MM/YYYY) the offer ends.

Create communications plan

Create a calendar of all planned communications in the lead up to, and post, opening. The number of communications (emails and SMSs) you send prior to launch is very dependent on:

- When you first begin the communications plan
- How quickly your database of leads is growing
- Foundation offers and expiry

Best practice outlines no more than three communications on the same topic to the same target audience group within a short timeframe, as this will likely lead to unsubscribes.

Some people may not want to commit to a membership until the club officially opens. They may want to take a tour, do a trial or simply wait until they know they can attend the club. That's why it's important to ensure your communication plan includes a post-opening calendar, to target prospects sitting on the fence.

Email templates & imagery

Fernwood templates are available in all club accounts. You can use the standard email template, and update copy, images, links etc. to

reflect your launch offer. Contact the Fernwood Design Team to request custom imagery for your opening.
designstudio@fernwoodfitness.com.au

Automations

To reduce some of your workload during the launch period, you may wish to set up automated emails. For example:

- A foundation offer email sent X days after enquiry date

This would target every person who enquires (who is subscribed and has an active email account) within a set timeframe. Once the offer expires, you simply turn the automation off.

Segmenting

Segmenting your audiences is an ideal way to ensure you send targeted communications. A few options for this could be:

- Segment by date (enquired 6 weeks pre-launch, enquired 2 weeks pre-launch)
- Segment by type (contact, lead, prospect)

Your communications plan should also include communications to members who have joined prior to the launch to keep them engaged and drive potential referrals.

You could consider running a referral campaign

for members who sign up during the launch period to build connection and loyalty with the member, drive more sign ups and generate positive word of mouth reviews.

Other considerations

- Sunday, Monday, Tuesday and Thursday usually garner the best open and click rates
- Segment your audiences by enquiry date to ensure you do not saturate the same target groups with offer messaging – this can lead to unsubscribes before you have converted leads to members
- Keep members engaged with launch and club opening information
- Review Reports in your TalkBox account for open and click rates to gather data about which audience groups are most/least engaged
- Use merge field [first name] in the subject line for personalised content
- Refer to the TalkBox Manual for best practice advice on sending communications

MARKETING COLLATERAL

Clubs should put in a custom request using the Custom Design Request form on the intranet.

Once you have completed your custom request form, this can be emailed to the Fernwood Design Studio so they can log and track your job:

designstudio@fernwoodfitness.com.au

Please allow a 14 working day turnaround for your new club requests to ensure you have everything you need in time for your campaign.

Here is a recommended list of creative assets you would require for an ‘Opening soon’ campaign:

- Club Logo for digital use
- Outdoor banners for the local area
- Pull up banners for shopping centre display
- Club layout plan poster
- A4 posters for noticeboards & windows
- DL fliers for local letter box drops
- Social media images for Facebook, Instagram
- Email banners (EDM's)
- External club render for Fernwood website

CLUB OPENING & PRESALE | MARKETING ASSETS



Fernwood Club Logo



EDM Banner - Opening Soon



Social Assets - 1:1



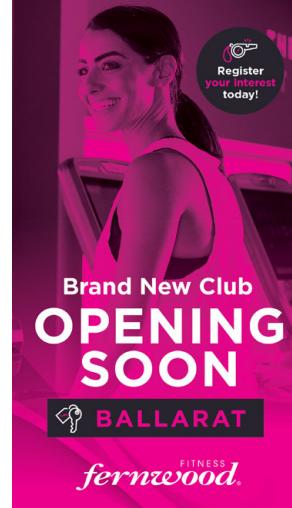
Social Assets - 16:9



Digital - Website Landing Page



EDM Banner - Now Open



Social Assets - 9:16



Facebook Cover Image



Digital - Mobile Landing Page



Social Tile - Colour



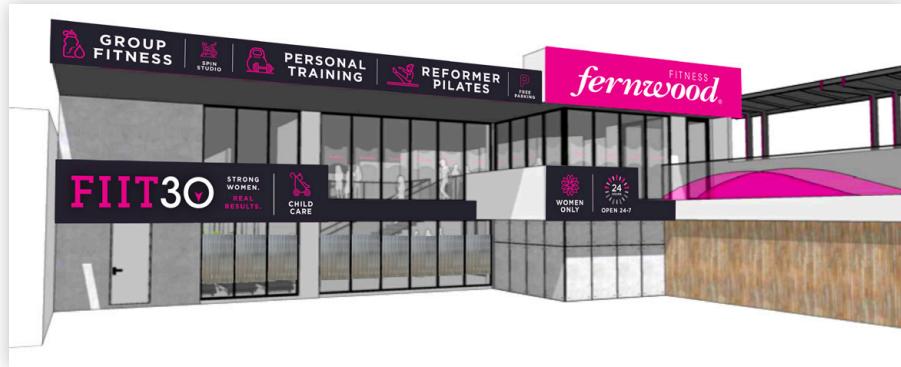
Social Tile - Black & White



QR Code - Black & White



QR Code - Pink

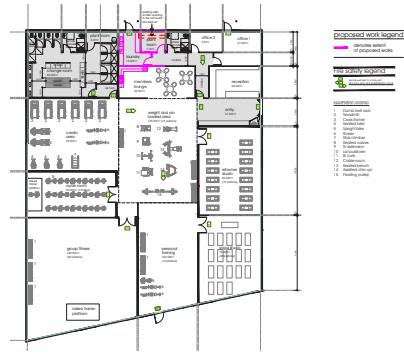


External Club Rendering - Fernwood Website

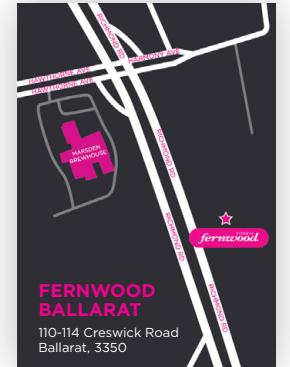
Club Floor Plan FERNWOOD BALLARAT

110-114 Creswick Road
Ballarat, 3350

fernwood FITNESS



Club Floor Plan - Poster printed onto coreflute backing



Map - Club Location



Pull Up Banner - Opening Soon



Pull Up Banner - Now Open



Opening Outdoor Banner - 3000 x 1500mm



DL Flyer - Front



DL Flyer - Back



A1,A3,A4 Posters - Opening Soon

CLUB OPENING & PRESALE | OVERVIEW & PROCESS

SALES STRATEGY

To help you kick off your pre-sale successfully, please book your Zoom pre-sale sales training session with **Belinda Amis**.

- Email belinda.amis@fernwoodfitness.com.au
- Mobile 0433 100 929

This 2 hour training session is designed to take place 13 weeks out from your planned opening date.

This training session will cover the following sales topics:

- Maximising each lead
- Community presence
- Formulating pre-sale targets based on your club's break-even point
- Breaking down sales targets to daily expectations
- Sales hours required to achieve target
- Recruitment and training of sales team
- Sales activity required to achieve target
- Your pre-sale stand
- Sales strategy 12-8 weeks out
- Sales strategy 8-4 weeks out
- Sales strategy 4-0 weeks out
- Sales strategy first month of opening

Once you have completed your initial training, we are still here to support you throughout the lead up to your successful club opening and beyond.

A weekly sales check in time will be set up with you to offer support and guidance throughout the duration of your pre-sale. These weekly check ins will be with Belinda and will run for 30-60 minutes dependant on pre-sale status.

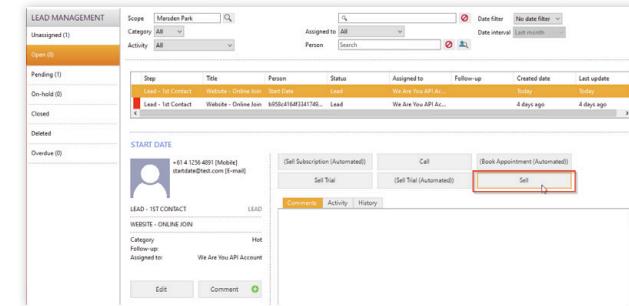
HOW TO PROCESS A NEW MEMBERSHIP IN EXERP

When you begin the sign-up process for your new members in club, you can refer to the below process on how to sign a new member up in **Exerp**.

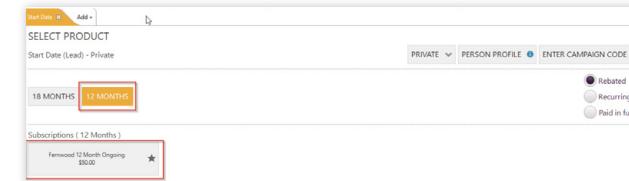
You can either process a new sale by going through their lead profile in **Exerp** and using the membership sale app shortcut link, searching for them when you are in the Membership Sale app in **Exerp** or by following the CRM flow and choosing Sell when on their profile in the CRM.

We recommend going through the CRM flow to capture all this information in your Sales Performance reports in Superset.

1. In the CRM, select your lead profile and choose the Sell button as pictured above. By selecting this, it will re-direct you to the Membership Sale app and pull across any of the existing details of the person into the sale.



2. Select the membership you are wanting to sell i.e., 12 Month Ongoing and select Next.



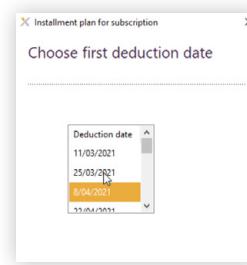
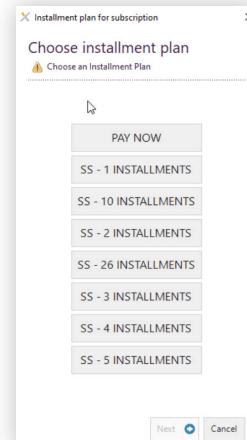
3. This will take you through to the personal details section to update. Please ensure you check the existing details, the marketing preferences & DOB of the member to ensure they are correct.

You will also be required to enter their payment details – either bank account or credit card and check their payment cycle week. You may wish to update this if you would like your members on one set billing run.

4. You will then move through to the Membership Summary screen where you can double check all the details of the membership. A few things to check include:

- a. Start date of the membership – ensure this coincides with the opening date of your club
 - b. Price per debit is correct
 - c. Activation Kit and pro-rata amounts
5. If you have Gantner set up in the club and are ready to assign FOBS you can assign the new FOB and take a photo of the member. Once happy with everything click on FINISH.
6. You will then be prompted to process any upfront membership payments for the new member. This will include their Activation Kit and any pro-rata amounts. You can either PAY NOW (provided you have DA approval and can take payments prior to open) or you can select an instalment plan.

If you choose an instalment plan, you will then be prompted to select the start date of that instalment plan. We recommend choosing this in line with their first debit date at the club.



7. It will complete the sale in Exerp and create their membership. The new member will be sent their welcome email straight away with their contract attached.

ONLINE JOIN

During your club pre-sale period and once your new club has opened, you can promote new membership sales via the online join form on our website.

Online membership prices can be updated to reflect your current offers. If you would prefer to create a campaign code (i.e., Enter the code FERNWOOD10 at checkout for 10% off), this can also be coordinated by the NSO team.

To promote online sales for your new club, we recommend generating a URL that opens the online join page with your club pre-selected from the dropdown menu.

To create your unique club URL, simply add your club's Exerp ID.

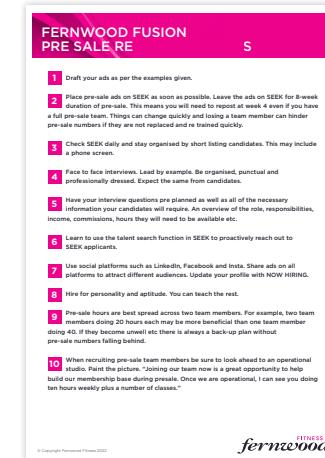
This custom online join URL can be used in your social posts and/or in your Instagram bio. Do not forget to shorten your URL first using a tool such as bitly before posting on socials (so it does not take up as much room in your caption).

Some users may complete the online join form, however, do not proceed with the final

membership purchase ("abandon cart") or reach an unknown error. These unsuccessful online joiners will appear in your clubs Exerp CRM under 'open leads > assigned to > all'.



Pre-sale Timeline



Pre-sale Recruitment Tips

OVERVIEW //

COMMUNICATIONS SECURITY & IT

COMPUTER NETWORK SYSTEM RECOMMENDATIONS & SECURITY

Internet

It is recommended that all clubs implement at a minimum a NBN 100 connection via their chosen Internet Service Provider (ISP).

A backup internet connection via 4G is also great wherever possible.

Firewall

It is strongly recommended to not use the residential grade firewall most ISPs supply. Instead engage a local IT company and look at implementing a commercial grade firewall to protect the club from being hacked.

Recommended brands include:

Fortinet, Cisco & Meraki

Network Switches

Network switches are what connect all your devices on the club together. A low speed switch or a generic brand will impact the performance of your devices and staff. It is recommended to purchase a Gigabit (1Gb) switch with enough free ports for expansion. The switch should also be placed in a secure location such as a locked comms rack.

Recommended brands include:

Cisco & Meraki

WI-FI

It is critical that the staff & member Wi-fi are separated to prevent members or hackers accessing corporate resources on the network. The “guest” network should also have speed limitations enabled to prevent members using all the internet bandwidth.

Recommended brands include:

Cisco & Meraki

UPS

A UPS is an Uninterruptable Power Supply. It basically provides battery backup as well as surge protection for your critical IT equipment. It is important that all IT devices are protected by a UPS. If your firewall, network switch, Gantner PC, alarm system & CCTV are all located in the same location (eg. comms rack) then a single central UPS can be used. If the equipment is scattered around the club then you may need to acquire several smaller UPS to protect your equipment.

Recommended brands include: APC

Computers minimum requirements

Operating system – Windows 10 or 11 64-bit

Processor – i3, i5 (recommended)

Memory – 4GB, 8GB (recommended)

Disk – 160GB, 240GB SSD (recommended)

PC should not be older than 3 years

Recommended brands include:

HP, Dell & Lenovo

PLEASE NOTE Exerp does not run on a Mac operating system. If you are running Windows on Parrallels or something similar on a Mac then this should work. Support for this is limited and you should seek further advice from your local IT Tech.

Gantner 24/7 PC

Gantner's recommendation is that there should be a dedicated PC for this function. This PC should be left on 24x7 (ensuring power saving features are disabled). The PC should also be connected to a UPS(discussed below). The PC should have Windows 10 installed, not we more than 3 years old and should also have anti-virus software installed.

Recommended brands include:

HP, Dell & Lenovo

Reception PC

Reception PC should have Windows 10 installed, not we more than 3 years old and should also have anti-virus software installed.

Recommended brands include:

HP, Dell & Lenovo

Anti-Virus

Up to date anti-virus software must be installed on all devices within the club. This is to prevent any viruses or malware infecting machines and either stealing data or disabling the device leading to downtime in the club. It is good to get an IT company to check this is correctly installed and updating regularly.

Recommended brands include:

Sophos (can be provided by NSO for a cost), Kaspersky & Trend Micro

Alarm System & CCTV

Best to engage someone from Global Zone or Seda Solutions on their recommendations on this area as they are the experts.

Phone System

NSO is using a Cloud PBX called 8x8. There are several advantages of this but the main one being that if internet goes down in the area you can download a mobile phone app and continue receiving calls from your mobile.

Recommended brands include: 8x8

Printers

For printing contracts, your existing network printer should be compatible. We will not be printing receipts through Exerp so a receipt printer will not be required.

Cameras

Most modern USB cameras will work with Exerp, we recommend using a Logitech WebCam that can be attached to your reception monitor. If you are using a Windows laptop or tablet with an inbuilt camera, this should also work but will need to be tested for compatibility.

Tablets

IPads and Android tablets are not supported by Exerp but can still be used in club for other functions e.g. Pro.mywellness and remote PT bookings via mywellness.



* Club Technology Standards Toolkit

A detailed outline of requirements can be accessed via the Fernwood Intranet.

Fernwood Sharepoint

Toolkits & Manuals > Club Technology Standards Toolkit

OVERVIEW //

24 HOUR OPERATIONS

FERNWOOD CLUBS OPERATING UNDER 24 HOUR SYSTEMS NEED TO PUT IN PLACE THE FOLLOWING REQUIREMENTS

With all 24 hours clubs it is mandatory to have a safety station board that is clearly visible from areas within the club and easily accessible in emergencies.

Safety Station

- + Panic buttons on lanyards
- + Emergency phone
- + Wall-mounted first aid kit
- + Wall-mounted emergency defibrillator

Emergency Evacuation Maps

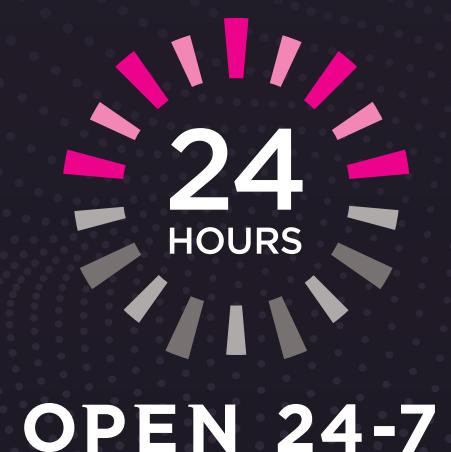
- + Located clearly around the club

Emergency Management Response Plan

- + Printed and in folder at reception

Exit Signs

- + Clearly marked and illuminated exit signs





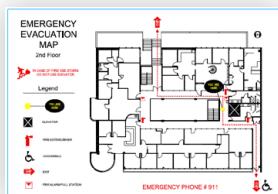
FIRST AID KIT

Contact Peter Doutsas
Mobile 0431 634 998
Email peter@comprehensivetagging.com.au
Website www.comprehensivetagging.com.au



DEFIBRILLATOR

Contact Peter Doutsas
Mobile 0431 634 998
Email peter@comprehensivetagging.com.au
Website www.comprehensivetagging.com.au
Please note It is a legal requirement that all 24/7 fitness clubs have a defibrillator within their club.



EMERGENCY EVACUATION MAPS

Product Emergency evacuation maps
Location Around the club
Supplier Lungela Pty Ltd
Contact www.lungela.com.au



EMRP - EMERGENCY MANAGEMENT RESPONSE PLAN

Location Fernwood Fitness Sharepoint > Brand > Brand Compliance

Safety Station

Being prepared with the following guide, may assist you in a time of need.

FOR AN EMERGENCY OR FOR SECURITY PRESS THE BUTTON BELOW

Resuscitation Chart	Defibrillation Instructions	Safety Lanyards
First Aid Kit	Security Assistance	

Fernwood Fitness management regards your safety as our top priority.

fernwood[®]

Safety Station Artwork

- + Please contact the Fernwood design studio for decal artwork - designstudio@fernwoodfitness.com.au
- + 800 x 1200mm
- + We will need the sizes of your first aid kit and defibrillator to make sure they fit in the allocated spaces on the artwork or adjust accordingly.

A woman with long dark hair tied back in a ponytail is smiling broadly at the camera. She is wearing a light-colored, ribbed tank top and black leggings. She is running on a treadmill. In the background, there are other gym equipment and a wall with motivational text that is partially visible.

We build
brand loyalty
and emotional
investment by
being genuine
and authentic
in everything
we do.

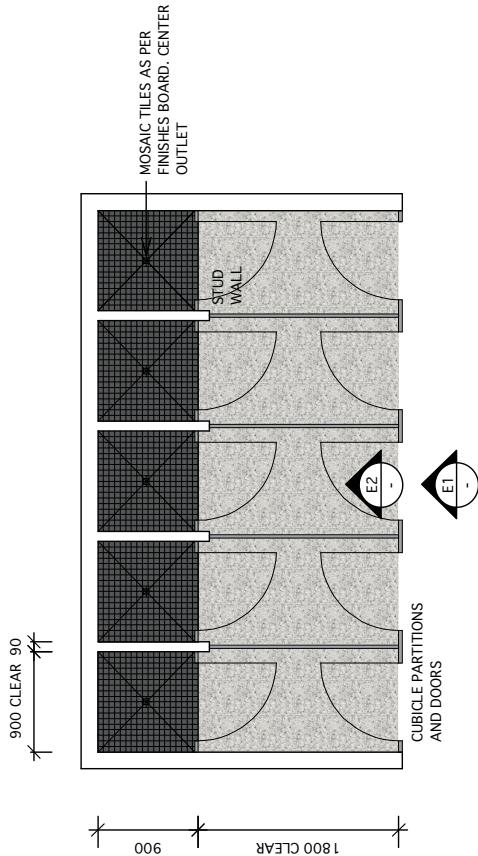
FITNESS
fernwood®

NOTES //

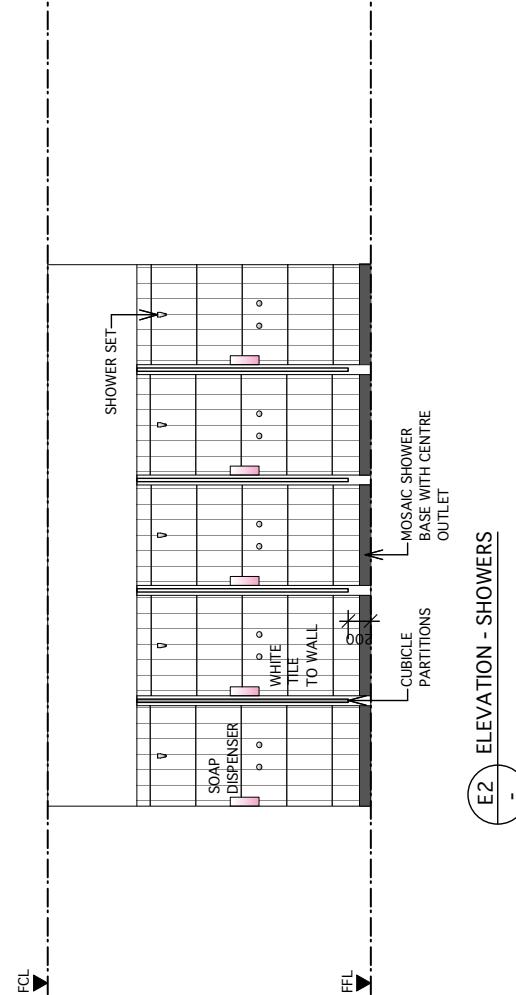
OVERVIEW //

CLUB ARCHITECTURAL PLANS

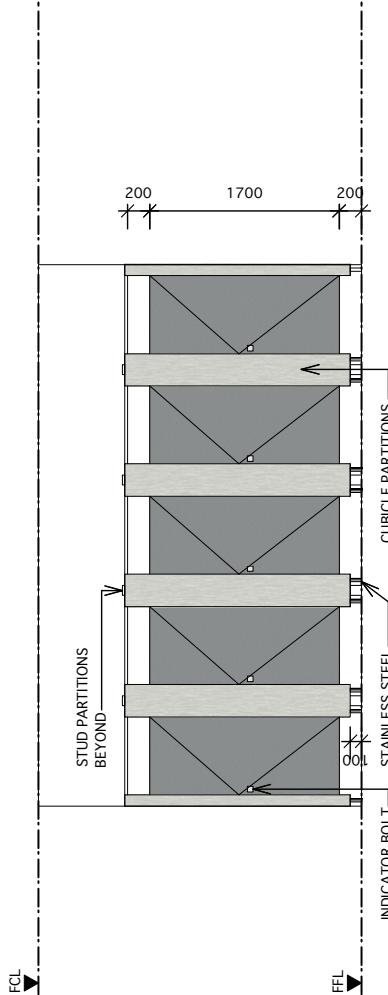
SHOWERS //



- PLAN - SHOWERS -



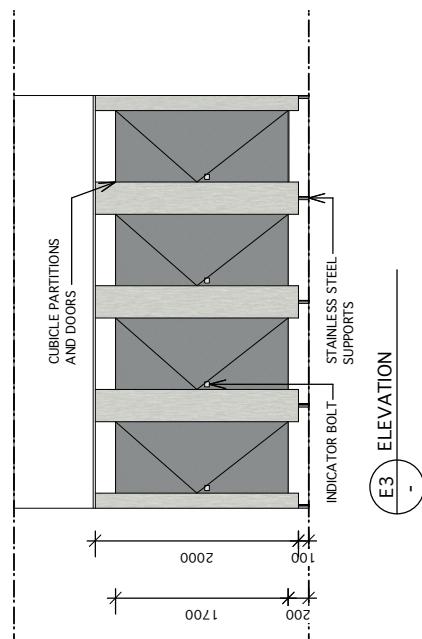
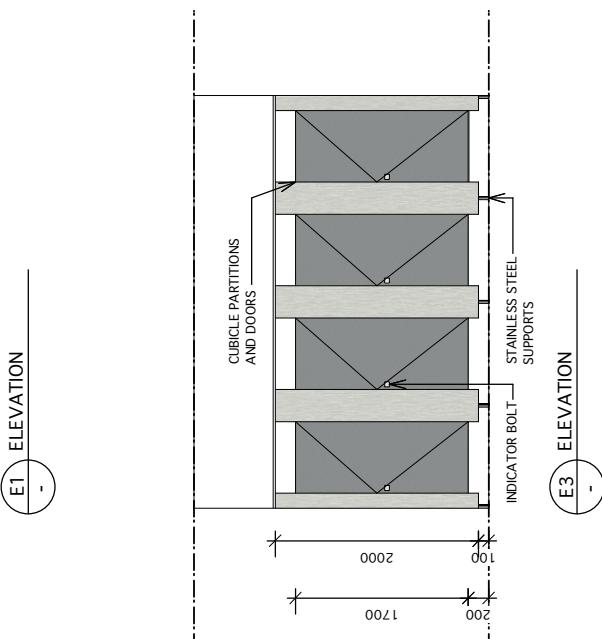
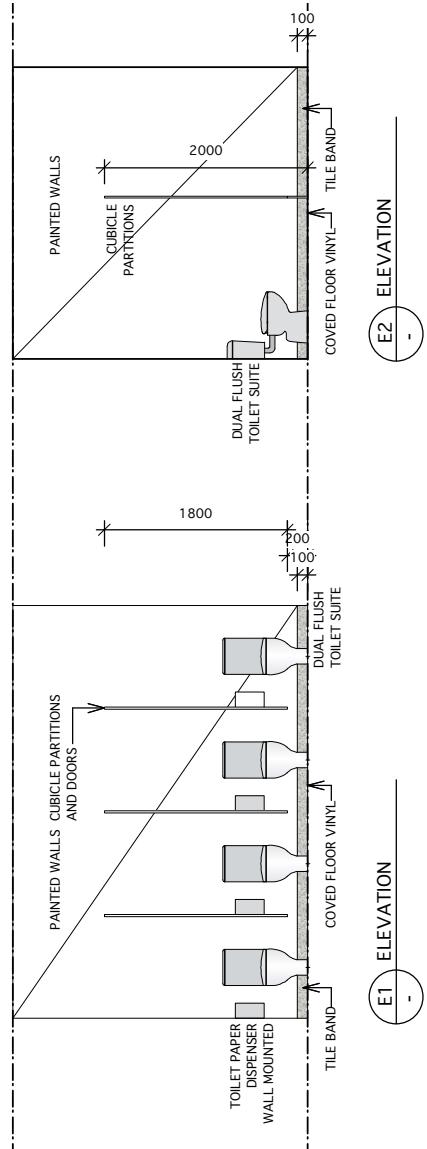
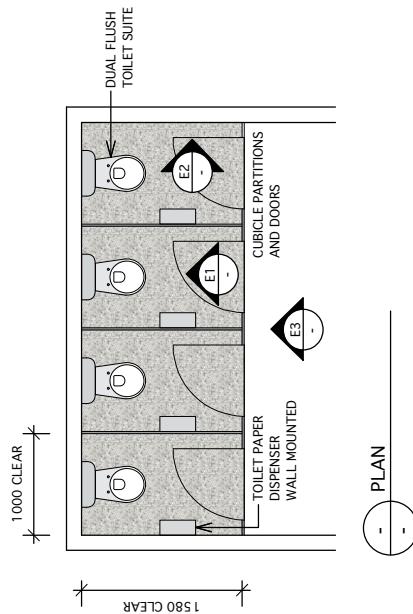
- ELEVATION - SHOWERS -



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	2D Studio Studio 6, 151 Foveaux St Surry Hills NSW 2010 T: 02 8354 1907 F: 02 8354 1908 M: 0417 129 456 E: studio2d@ippond.com www.2dstudio.com.au	01	A

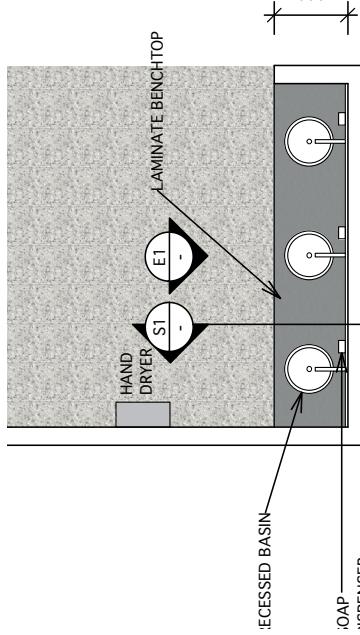
CLUB ARCHITECTURAL PLANS

TOILETS //

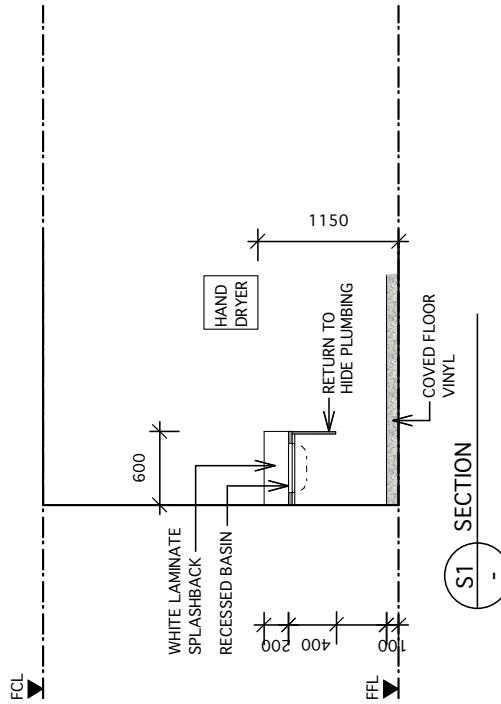
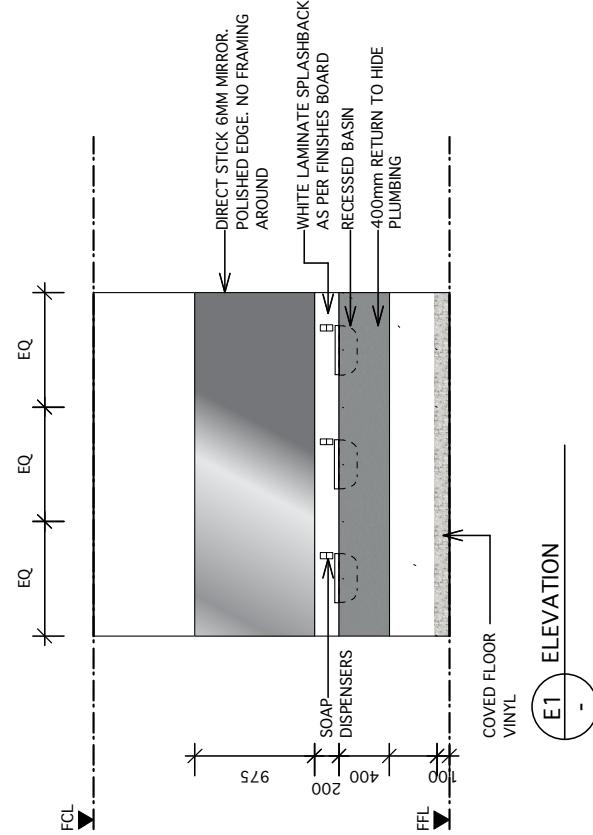


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title: TOILETS	scale: 1:50 A3 Size	T: 02 8354 1907 F: 02 8354 1908 M: 0417 129 456 E: studio2d@bigpond.com www.2dstudio.com.au	revision
client: FERNWOOD WOMENS HEALTH CLUBS LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000	02	A	

AMENITIES //



PLAN

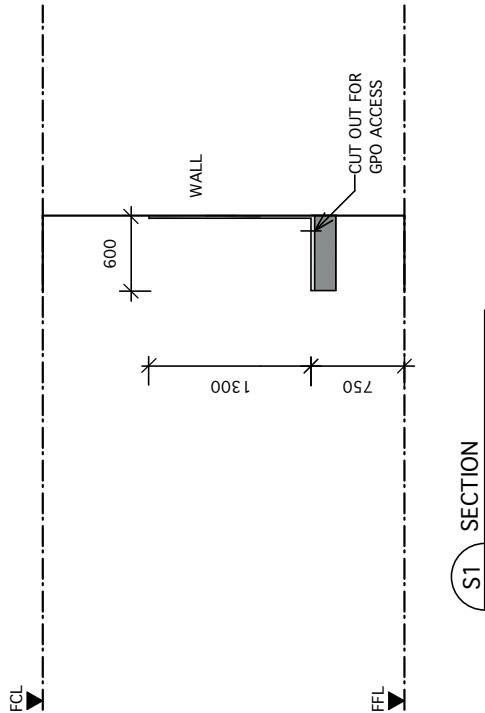
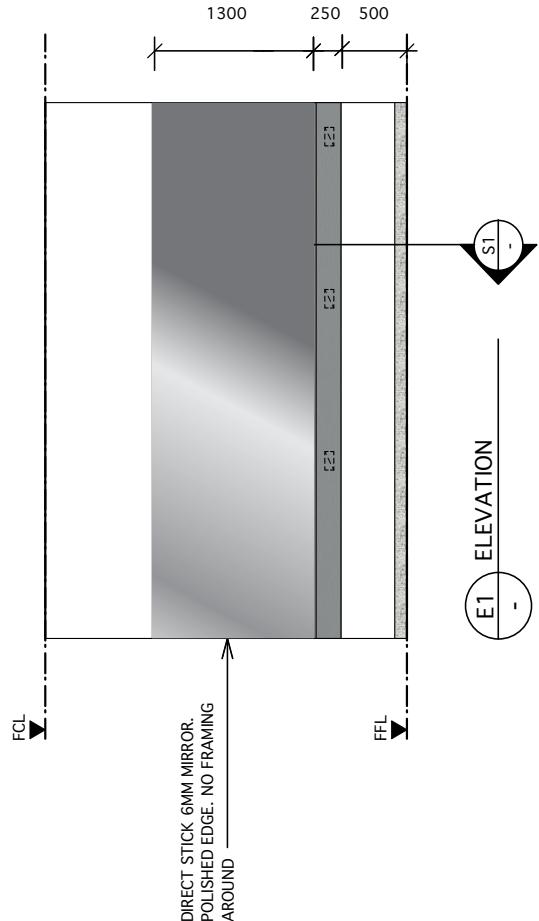
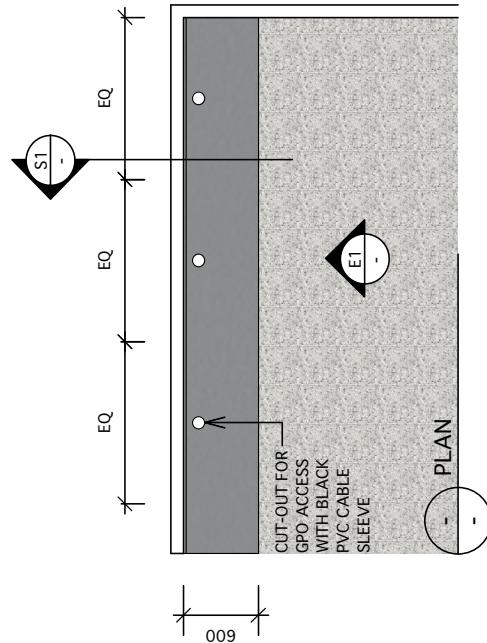


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		T:	02 8354 1907
		F:	02 8354 1908
		M:	0417 129 156
		E:	studio2d@bigpond.com
		www:	www.2dstudio.com.au
		dwg no:	03
		revision:	A

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CLUB ARCHITECTURAL PLANS

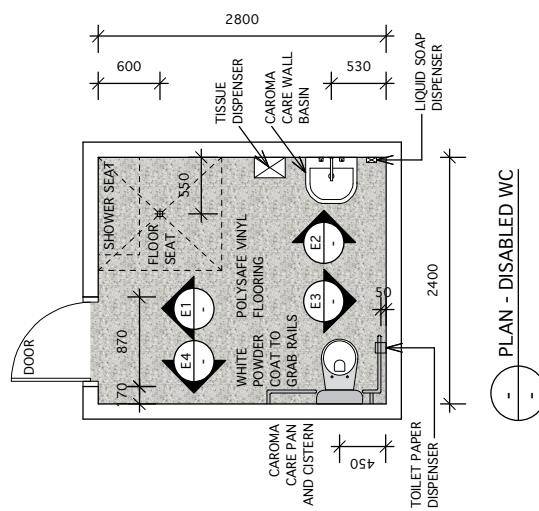
MAKE-UP BENCH //



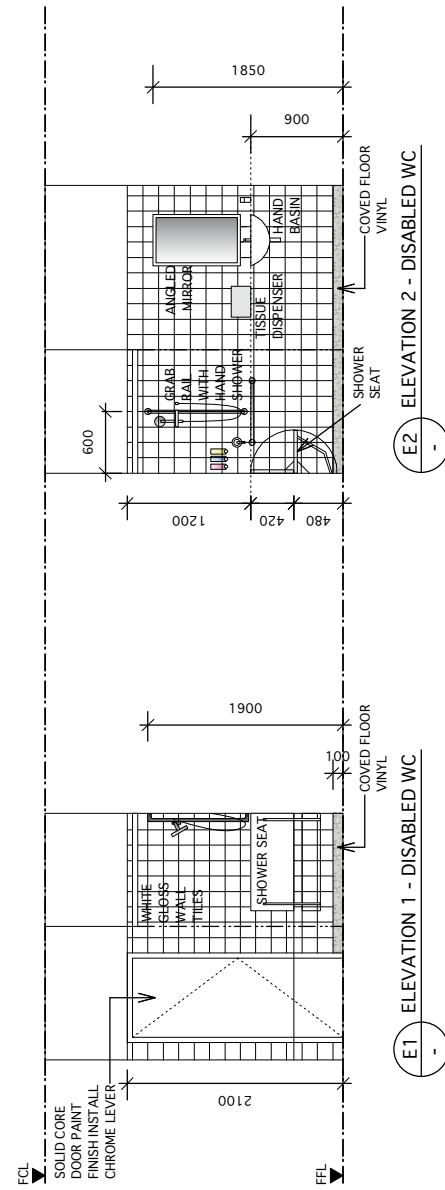
NOTE: Verify all dimensions and condition on site prior to commencement of any work. Do not scale from drawings, refer to figured dimensions. The contents of this drawing remain the property of 2D Studio Copyright and are not to be reproduced without authorisation from 2D Studio	date: MARCH 2011 scale: 1:50 @ A3 Size job no: 01117730	client: MAKES UP BENCH FERNWOOD WOMENS HEALTH CLUBS LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000	draw no: 20 Studio 6, 151 Foveaux St Surry Hills NSW 2010 T: 02 8354 1907 F: 02 8354 1908 M: 0417 129 456 E: studio2d@bigpond.com www.2dstudio.com.au	revision A
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DISABLED TOILET //

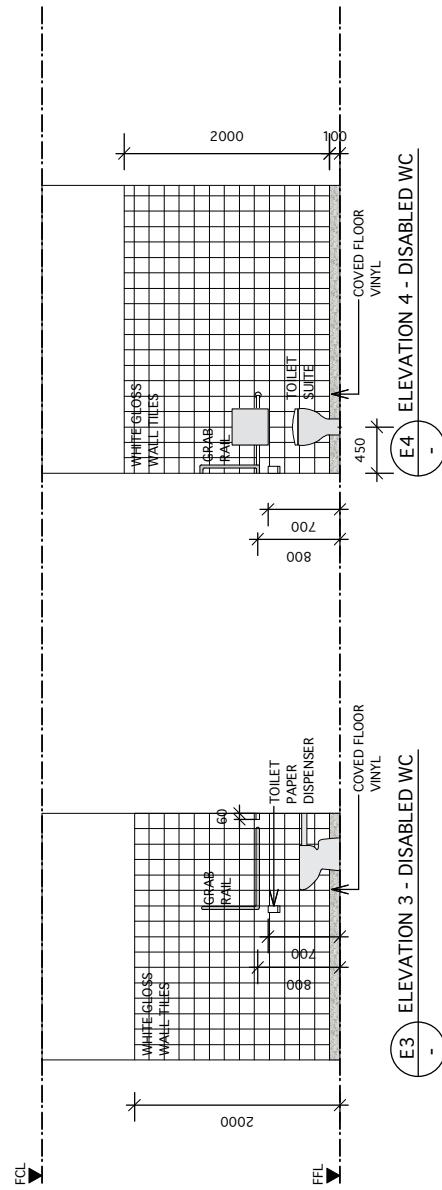
NOTE: SUPPLY ECONOMICAL FITTINGS PLEASE



PLAN - DISABLED WC



E1 ELEVATION 1 - DISABLED WC
-
E2 ELEVATION 2 - DISABLED WC
-
VINTL



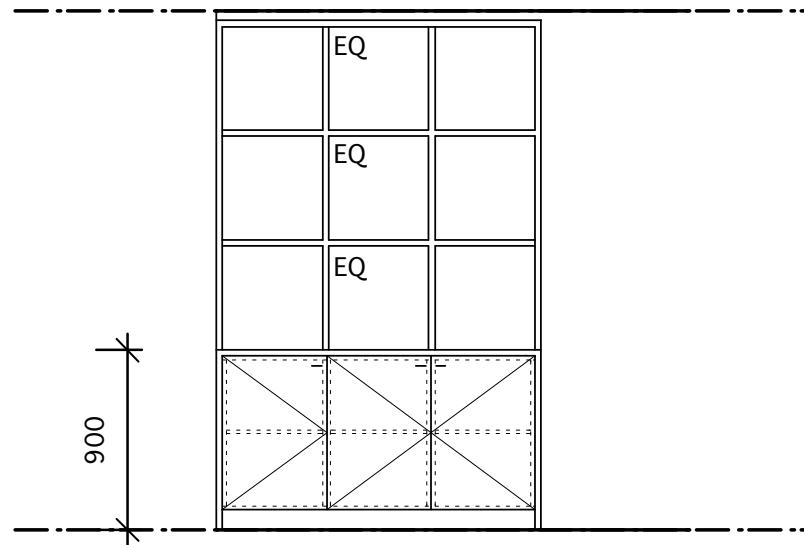
E3 ELEVATION 3 - DISABLED WC

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<p>DISABLE WC</p> <p>Note: Verify all dimensions and condition on site prior to commencement of any work. Do not scale from drawings, refer to figured dimensions. The contents of this drawing remain the property of 2D Studio. Copying and any use of this drawing without authorisation from 2D Studio</p>	<p>FERNWOOD WOMENS HEALTH CLUBS LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000</p>	<p>05</p>	<p>A</p>
<p>title:</p>	<p>dwg no:</p>	<p>revision</p>	
<p>2D Studio Studio 6, 151 Foveaux St Surry Hills NSW 2010 Job no: 01011730</p>	<p>date: MARCH 2011 scale: 1:50 @ A3 Size T: 02 8354 1907 F: 02 8354 9108 M: 0417 129 456 E: studio2d@optonline.com www.2dstudio.com.au</p>	<p></p>	

CLUB ARCHITECTURAL PLANS

RECEPTION MERCHANDISING //

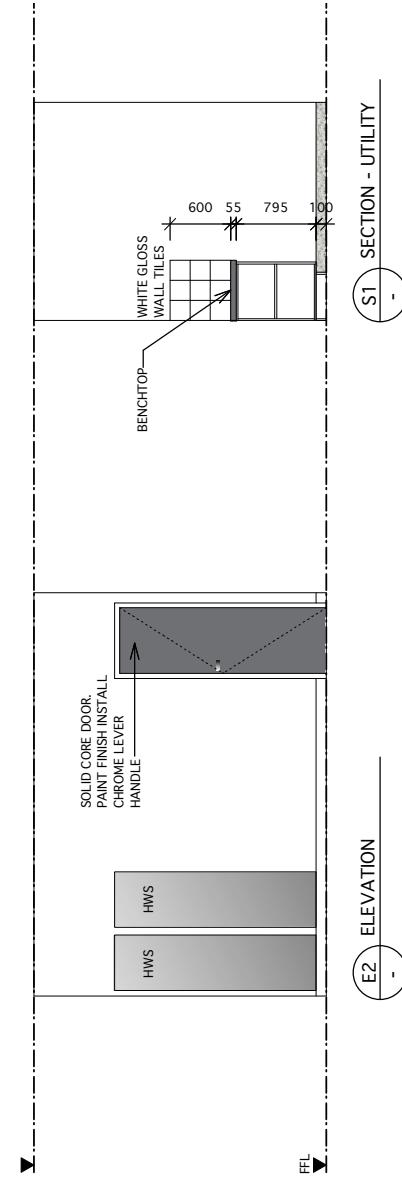
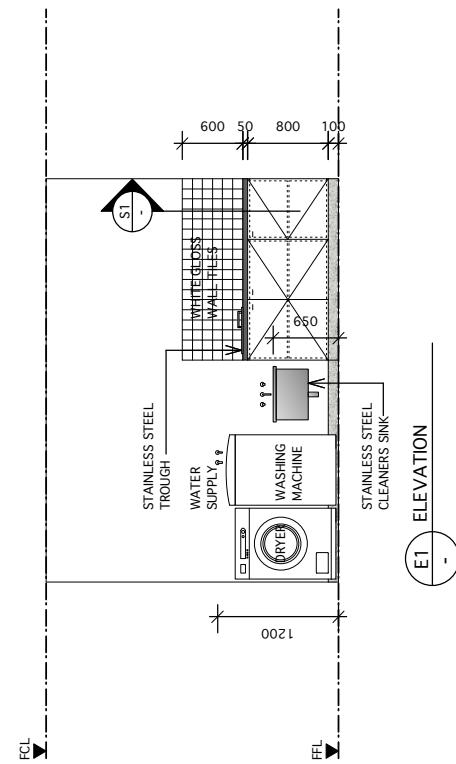
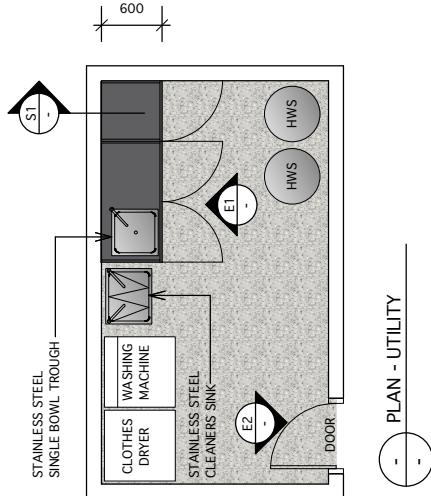


E3
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MERCHANDISING ELEVATION

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UTILITY //

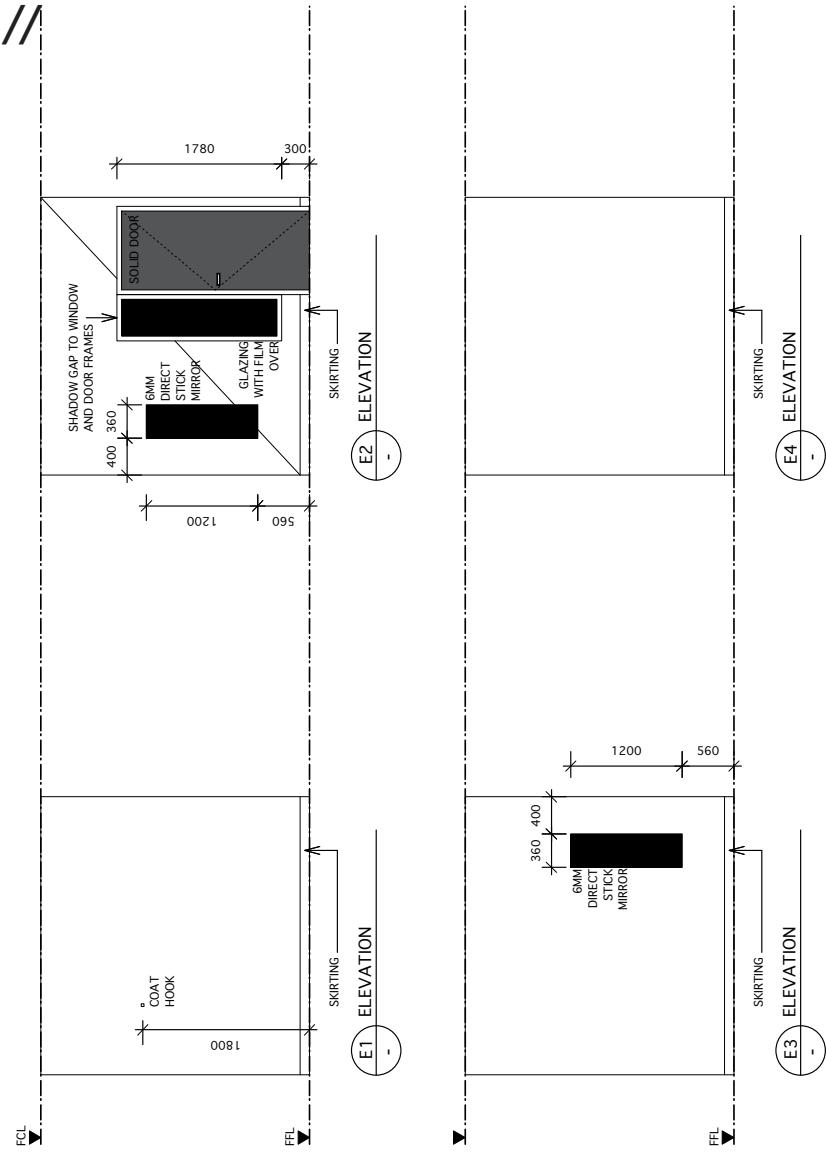
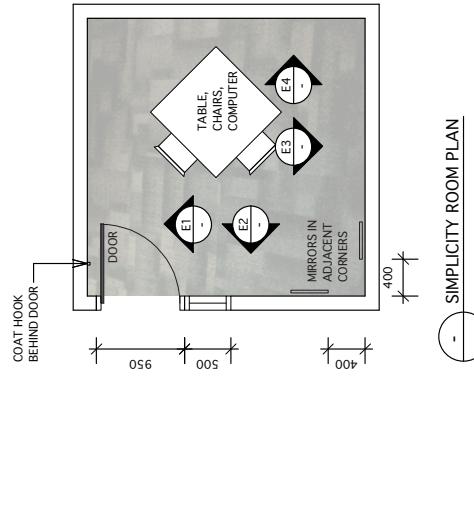


E2 ELEVATION

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				LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000	2D Studio, 151 Foveaux St Surry Hills NSW 2010 T: 02 8354 1907 F: 02 8354 1908 M: 0417 129 156 E: studio2d@bigpond.com www.2dstudio.com.au		A 07

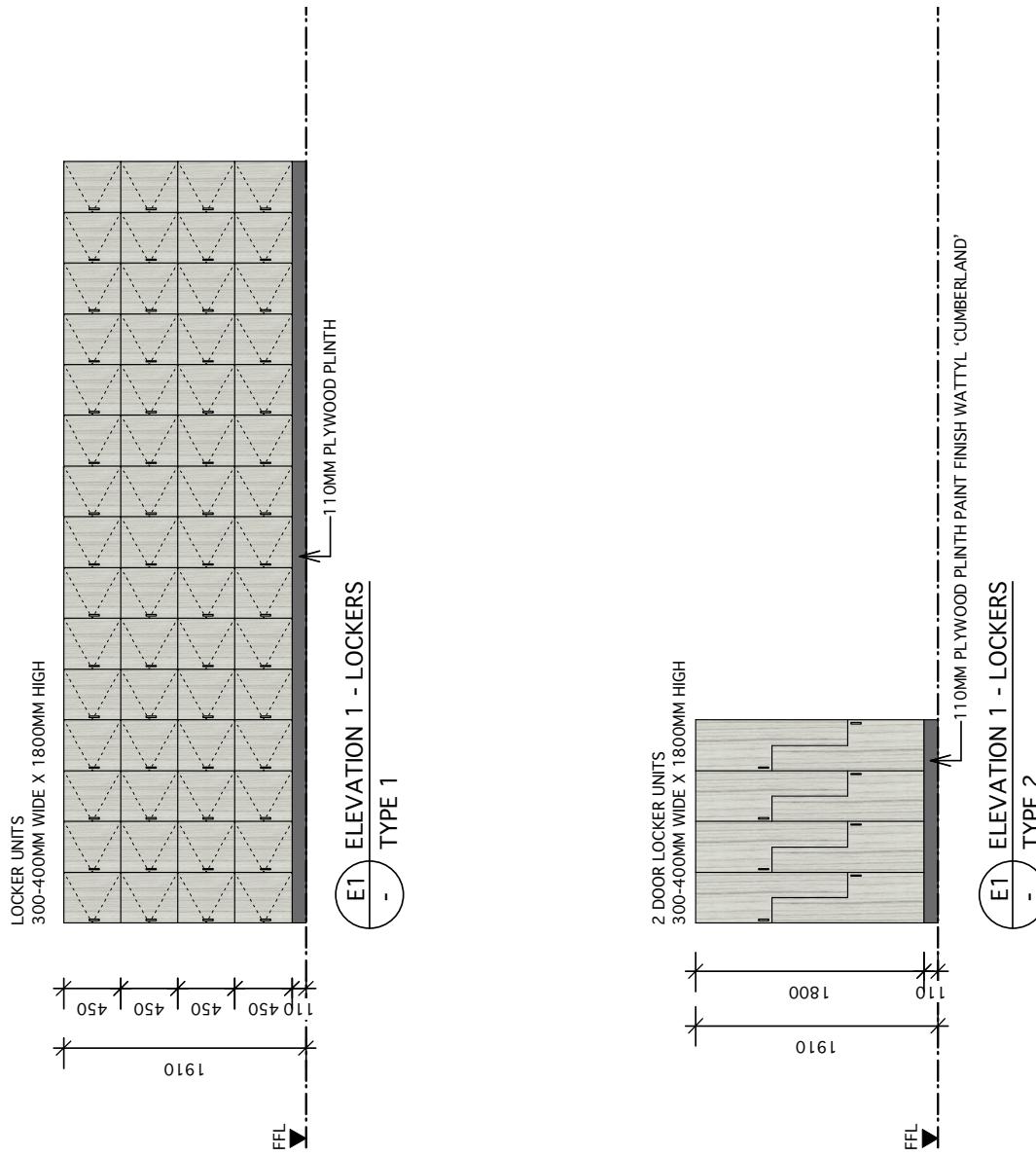
CLUB ARCHITECTURAL PLANS

NUTRITION COACHING //



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	client: FERNWOOD WOMENS HEALTH CLUBS LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000	scale: 1:50 @ A3 Size	T: 02 8334 1907
		job no.: 010117730	F: 02 8334 1908
			M: 0417 129 556
			E: studio.2d@bigpond.com
			www.2dstudio.com.au
		drawn by:	revision
		08	A

LOCKERS //

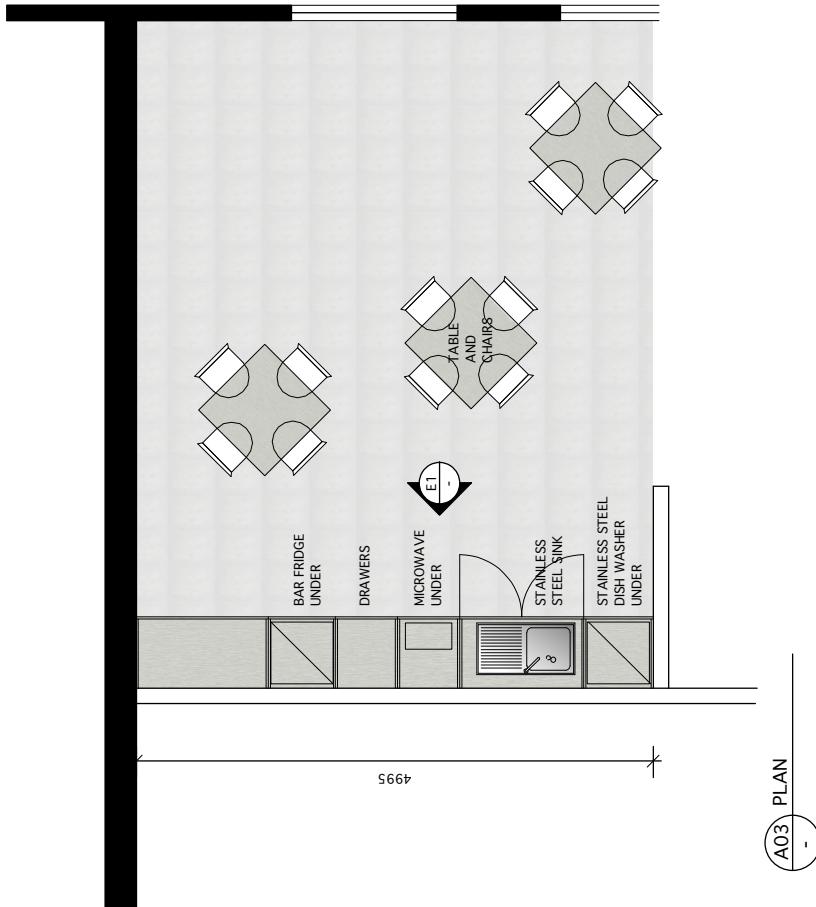


revision	dwg no:	date:	scale:	client:	title:
A	09	MARCH 2011 2D Studio 6, 151 Foveaux St Surry Hills NSW 2010 job no:0_0117730	1:50 @ A3 Size T: 02 8334 1907 F: 02 8334 1908 M: 0417 129 156 E: studio2d@ipond.com www.2dstudio.com.au	FFL	2 DOOR LOCKER UNITS 300-400MM WIDE X 1800MM HIGH 110MM PLYWOOD PLINTH FINISH WATTYL 'CUMBERLAND'

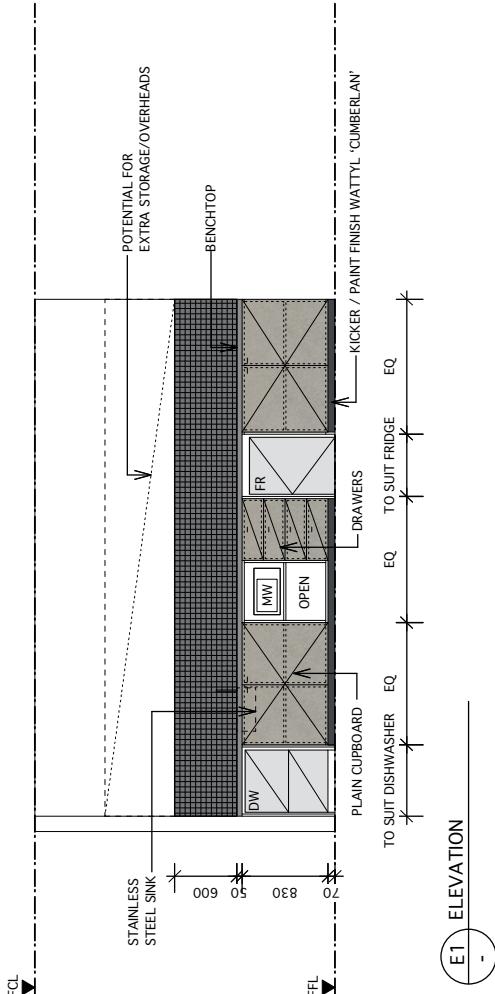
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CLUB ARCHITECTURAL PLANS

MEMBERS' LOUNGE //



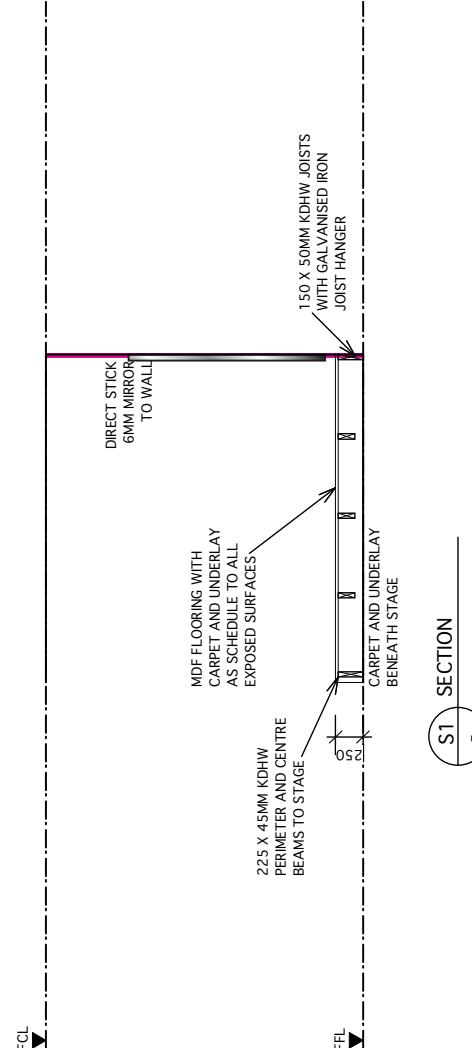
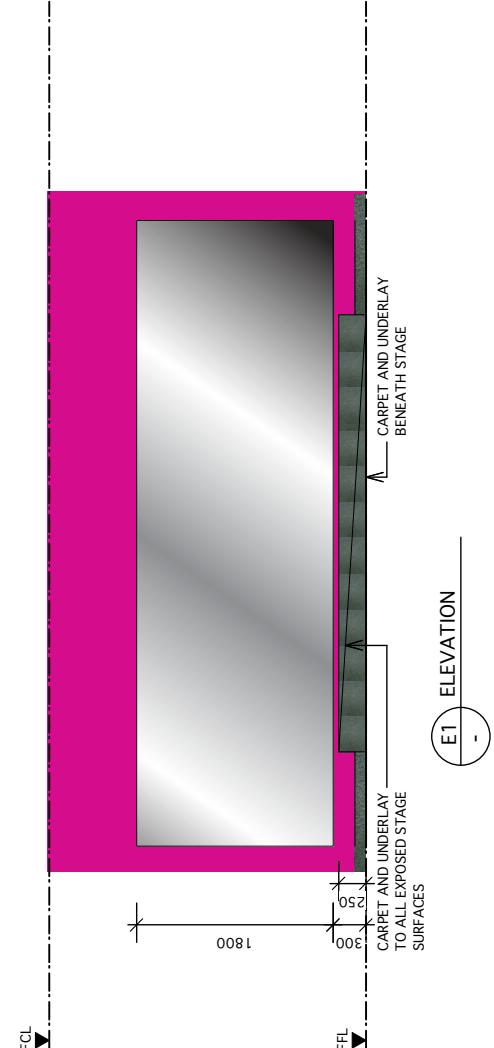
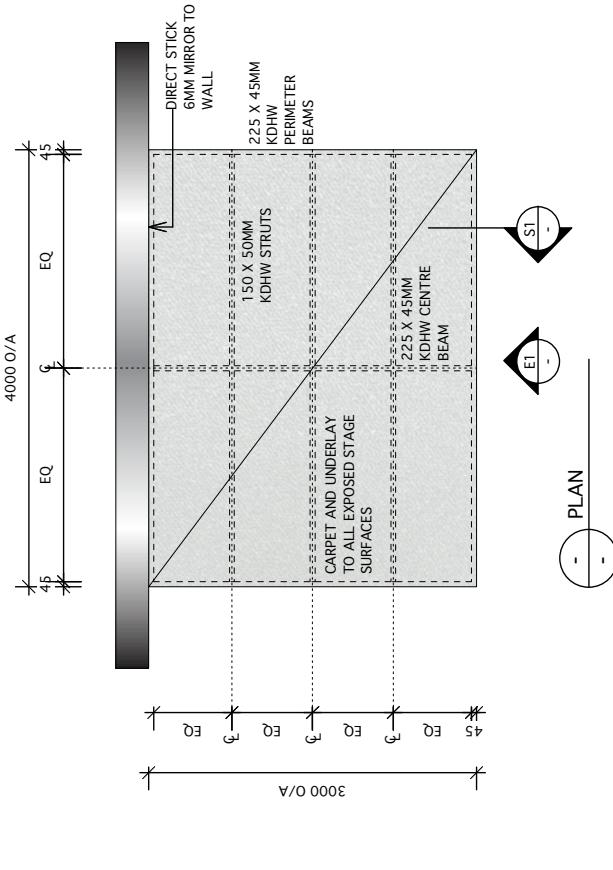
A03 PLAN
-



E1 ELEVATION
-

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		drawn by:	10 A

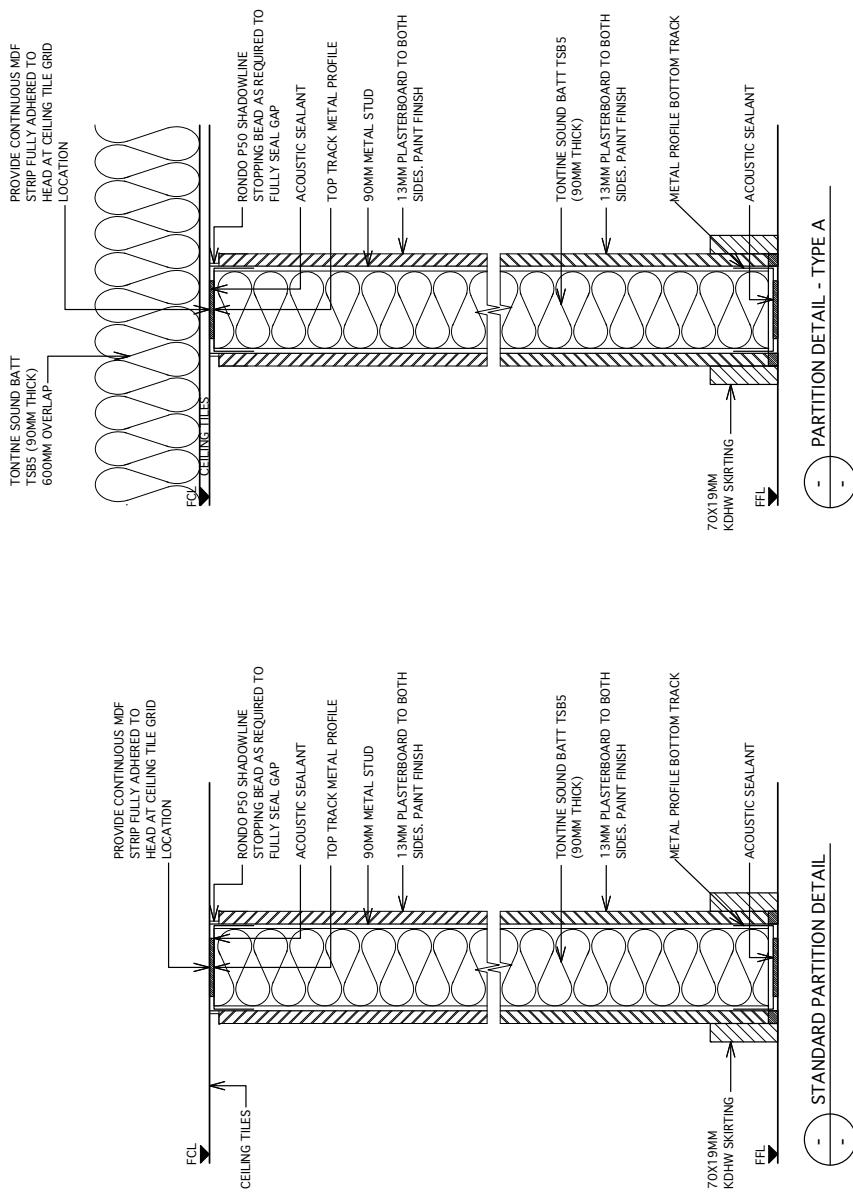
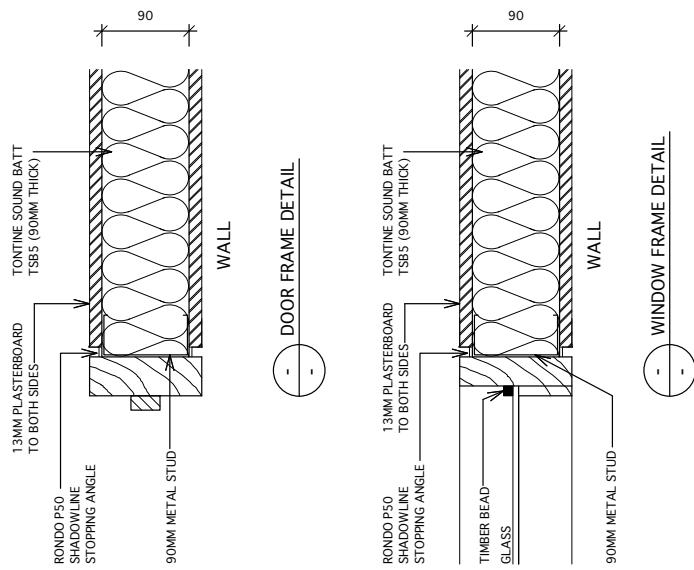
GROUP FITNESS //



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the:	GROUP FITNESS			
client:	FERNWOOD WOMENS HEALTH CLUBS			
	LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000			
	job no: 010117730	T: 02 8354 1907		
		F: 02 8354 1908		
		M: 0417 129 156		
		E: studio2d@bigpond.com		
		www.2dstudio.com.au		

CLUB ARCHITECTURAL PLANS

DOORS & WINDOWS //



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<p>NOTE: Verify all dimensions and condition on site prior to commencement of any work. Do not scale from drawings after they have been released. The content of this drawing remains the property of 2D Studio. Copyright and all rights reserved to be reproduced without authorisation from 2D Studio.</p> <p>client: FERNWOOD WOMENS HEALTH CLUBS LEVEL 1, 475 FLINDERS LANE MELBOURNE, VIC 3000</p> <p>title: DOOR, WINDOW & PARTITION DETAILS</p> <p>date: MARCH 2011 scale: 1:20 @ A3 SIZE job no: 010117730</p> <p>2D Studio 1, 151 Foveaux St South Hill NSW 2010</p> <p>T: 8153 1107 F: 02 8535 1108 M: 0417 129 456 E: studio2a@tpgood.com www.2dstudio.com.au</p> <p>revision</p> <p>A</p> <p>12</p> <p>dwg no:</p>

A woman with long dark hair tied back in a ponytail is smiling broadly at the camera. She is wearing a light-colored, ribbed tank top and black leggings. She is standing on a treadmill, and the digital display on the machine shows the number '17.38'. The background is a blurred gym environment with other equipment and a wall that has the words 'THE BO' and 'WHAT THE' partially visible.

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