

FERNWOOD 2024 NATIONAL CONFERENCE

Award Criteria

Franchisee of the Year

This award is based off 50% Performance and 50% Compliance & Culture.

PERFORMANCE

- ★ Profitability (July 2023 – June 2024)

COMPLIANCE

- ★ Annual compliance audit score
- ★ Branding and signage up to date
- ★ Meeting all finance reporting timelines including P&Ls
- ★ Compliance of Fernwood preferred supplier systems
- ★ Social Media compliance

CULTURE

- ★ Strong franchisee/franchisor relationship
- ★ Supports other Franchise partners
- ★ Supports all aspects of Fernwood's products and services
- ★ Supports all events, meetings, training and conferences
- ★ Supports positive team culture
- ★ Supports positive club/member culture

Club of the Year

PERFORMANCE

- ★ Profitability (July 2023 – June 2024)
- ★ Performance in all areas that are included in the Key Metrics & Bug Reports
- ★ Your score in the annual compliance audit

COMPLIANCE

- ★ Branding and signage up to date
- ★ Compliance of Fernwood preferred supplier systems
- ★ Social Media compliance

CULTURE

- ★ Supports all aspects of Fernwood's products and services
- ★ Supports positive team culture
- ★ Supports positive club culture

Most Inspiring Uplift Club of the Year

PERFORMANCE

- ★ Improvement year on year on club profitability (July 2023 – June 2024)
- ★ Improvement year on year on performance in all areas that are included in the Key Metrics & Bug Reports

COMPLIANCE

- ★ Branding and signage up to date
- ★ Compliance of Fernwood preferred supplier systems
- ★ Social Media compliance

CULTURE

- ★ Supports all aspects of Fernwood's products and services
- ★ Supports positive team culture
- ★ Supports positive club/member culture

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Award Criteria

Member Satisfaction Club of the Year

PERFORMANCE

- ★ Visits in first 28 days
- ★ Cancellation rate
- ★ Average length of stay
- ★ Google rating

COMPLIANCE

- ★ Branding and signage up to date
- ★ Compliance of Fernwood preferred supplier systems
- ★ Social Media compliance

CULTURE

- ★ Supports positive club/member culture

Club Manager of the Year

Nominated by Franchisee or NSO

PERFORMANCE

- ★ Profitability (July 2023 – June 2024)

COMPLIANCE

- ★ Attendance of national sales training

CULTURE

- ★ Leadership
- ★ Commercial acumen
- ★ Supports other Club Managers in the network

Kristy Woods Award

Nominated by Franchisee or Club Manager.

PERFORMANCE

- ★ Displays exceptional service to members, fellow workmates and the Fernwood brand by going above and beyond what is required within their role.

CULTURE

- ★ Displays the core Fernwood values in their role.

Membership Consultant of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Average gross sale
- ★ Number of membership units sold

COMPLIANCE

- ★ Attendance of national sales training

CULTURE

- ★ Supports all aspects of Fernwood products and services
- ★ Supports positive team culture
- ★ Supports positive club culture

Personal Training Club of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Total revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Compliant with Fernwood booking systems
- ★ Price point within 15% of NSO recommended pricing

CULTURE

- ★ Supports positive team culture
- ★ Supports positive club culture

Personal Trainer of the Year

PERFORMANCE

- ★ Number of attended sessions (July 2023 – June 2024)
- ★ Improvement year on year on number of attended sessions

COMPLIANCE

- ★ CPR and First Aid up to date
- ★ Registered with AUSActive

CULTURE

- ★ Commitment to upskilling
- ★ Supports positive team & club culture

FIIT30 Coach of the Year

Nominated by Franchisee or Club Manager.

PERFORMANCE

- ★ Total club FIIT30 revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Compliance with Teambeats
- ★ National FIIT30 Training Standards
- ★ CPR & First Aid up to date
- ★ Registered with AUSActive

CULTURE

- ★ Displays commitment to the FIIT30 tribe
- ★ Creates a great member experience in every FIIT30 class

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Award Criteria

FIIT30 Club of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Total revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Compliant with Fernwood booking systems
- ★ Price point within 15% of NSO recommended pricing
- ★ Follows brand guidelines
- ★ Branding and signage up to date

CULTURE

- ★ Supports positive team culture
- ★ Supports positive club culture

HYPOXI Club of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Total revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Compliant with Fernwood booking systems
- ★ Price point within 15% of NSO recommended pricing
- ★ Follows brand guidelines
- ★ Branding and signage up to date

CULTURE

- ★ Supports positive team culture
- ★ Supports positive club culture

HYPOXI Coach of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Average gross sale
- ★ Number of membership units sold

COMPLIANCE

- ★ HYPOXI Training completed

CULTURE

- ★ Supports positive team culture
- ★ Supports positive club culture

Reformer Pilates Instructor of the Year

Nominated by Franchisee or Club Manager

PERFORMANCE

- ★ Total club Reformer Pilates revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Reformer Pilates qualifications up to date
- ★ CPR & First Aid up to date
- ★ Registered with AUSactive

CULTURE

- ★ Displays commitment to the Fusion Reformer members and growth of the program
- ★ Creates a great member experience in every Fusion Reformer class

Reformer Pilates Club of the Year

PERFORMANCE

- ★ Gross sales (July 2023 – June 2024)
- ★ Total revenue (July 2023 – June 2024)

COMPLIANCE

- ★ Compliant with Fernwood booking systems
- ★ Price point within 15% of NSO recommended pricing
- ★ Follows brand guidelines
- ★ Branding and signage up to date

CULTURE

- ★ Supports positive team culture
- ★ Supports positive club culture

Group Fitness Instructor of the Year

Nominated by Franchisee or Club Manager

PERFORMANCE

- ★ Consistent attendance numbers across their classes

COMPLIANCE

- ★ CPR and First Aid up to date
- ★ Registered with AUSactive

CULTURE

- ★ Go above and beyond to create an amazing Fernwood experience in their GF classes