

A photograph of two young women sitting at a white table, smiling and looking at a tablet. The woman on the left is wearing a pink sleeveless top, and the woman on the right is wearing a black shirt. They are both looking at the tablet, which is held by the woman on the right. The background is a white brick wall.

CAREERS EXPO

• Find your future at Fernwood •

TOOLKIT

FITNESS
fernwood®

CAREERS EXPO TOOLKIT



CAMPAIGN OVERVIEW

Fernwood recognises that one of the key challenges in our industry is finding staff.

We pride ourselves on our passionate and engaging teams, across all positions within the club, but as our business grows, our team must grow with it!

To ensure the Fernwood network continually delivers high quality care, holding a Careers Expo for your local area is a fantastic way to generate leads, connect and serve the network, provide a means of awareness of the roles available within our clubs and encourage applications on the night.

OBJECTIVES

- Increase engagement with member-base
- Raise awareness of the potential roles/possibilities working for Fernwood
- Connect members and interested applicants with industry experts
- Recruit passionate women into the workforce and be a part of the Fernwood Fitness team!

KEY COMPONENTS

When holding your Careers Expo, it is advised to have role-specific stands across your gym floor with professionals and providers available to talk and answer Q&A.

Attendees will visit different areas in your club to learn about the various roles available and gain relative insight into working for Fernwood Fitness. Ensure you have a broad representation of all roles that Fernwood offers and be sure that staff feel confident speaking about these specifically.

Please also remember to update SEEK with your current vacant positions prior to the event commencing.

In order to create buzz around the event, consider running a specialised group fitness class at the end and possibly having a local guest speaker talk at your event. This could be a motivational speaker, charity/local campaign you have chosen to work alongside, or even an industry expert.

CAREERS EXPO TOOLKIT



MARKETING COLLATERAL

You can find the generic marketing collateral on [CANVA](https://www.canva.com).



A1, A3, A4 POSTERS // CAREERS EXPO



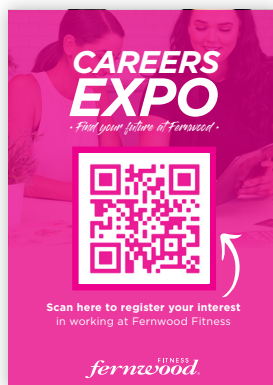
DL FLYER // CAREERS EXPO



INSTAGRAM STORY // CAREERS EXPO



EMAIL BANNER // CAREERS EXPO



REGISTRATION INTEREST // CAREERS EXPO



INSTAGRAM POST // CAREERS EXPO



When you click onto an editable tile, you can select 'USE AS TEMPLATE' and edit this to suit your campaign time, date and location (please do not edit the original). There are multiple assets to use: flyers, A4 & A3 posters and social tiles.

NOTE: Please ensure you do not use the image of Jelena Dokic - this image can be swapped with your own images/feature speaker.

CAREERS EXPO TOOLKIT



OUTREACH

In addition to inviting your member-base, it is beneficial to visit your local shops and relative businesses that may be interested in your event, even as a means of new lead generation for members.

Feel free to utilise any old Fernwood Pulse magazines you have with printed flyers attached and leave with hairdressers, cafes, libraries and community centres.

Choose 1-2 schools, TAFEs or universities in your area to contact and try to arrange collaboration with them. For example, if there is a local girls school, you may want to contact the Principal or Careers Advisor (or respective role) to communicate the event with the final year students or post on the notice board.

PROVIDERS/SUPPLIERS & PROFESSIONALS

It's no surprise that each state will have different training providers and suppliers, so while we can make recommendations of who to contact, you will have to do some research of your own.

Please find below some recommendations, however, many will be dependant on area.

LES MILLS	Kylie Burrough-Williams Business Partnerships Manager Scott Lambert NSW Katherine Tighe QLD	kylie@lesmills.com.au scott@lesmills.com.au kathryn@lesmills.com.au
ESSA	James Kleidon Member Development Coordinator	James.Kleidon@essa.org.au
VAST Fitness Academy (QLD)	Lyndsay Warner	lyndsey@vastfitnessacademy.edu.au
Australian Institute of Fitness	Molly Fabri	molly.fabri@fitness.edu.au

CAREERS EXPO TOOLKIT



LEAD GENERATION & EVENT MANAGEMENT

You will need to have various staff at the event to 'man the stations' and represent the areas of work within a Fernwood club. You may need to schedule extra staff on top of those rostered on that night.

Consider: reformer instructors/providers, FIIT30 instructors and fit coaches, PTs and training organisations, GF instructors/suppliers/membership consultants/sales and creche.

Marketing and Operations at NSO can assist you on a club level by facilitating a landing page for your event should you want one. Please allow plenty of time if requesting a landing page or if you require some assistance - we are more than happy to help but need some notice to get everything organised!

EMAIL TEMPLATES

The following documents are available on the Intranet to guide your email comms in the lead up to the event.

- Provider guest email template
- Members/leads email template
- SEEK job applicant email template
- Uni/TAFE/school guest email template

The files are available for download by visiting the Intranet: **Departments > Operations > Fernwood Fitness folder > Careers Expo** folder. Alternatively, you can access the folder [here](#).

NOTE: please do not edit the original documents.

You can contact your members via TalkBox and ZipLeads. All other contact is to be sent from your club's email.

Simply choose the relevant document for the audience you are contacting and copy/paste into the respective platform you're using (e.g., TalkBox, ZipLeads, club email).

When contacting industry providers, local schools, universities, etc. – the sooner you get in touch the better, to ensure they can come along.

NOTE: you may want to consider collaboration between clubs if you own more than one franchise.

CAREERS EXPO TOOLKIT



SCHEDULING

Choose a busy day or evening in club to hold this event. It is likely that putting on an event will disrupt the generic gym timetable and so you may want to schedule a specialised class for that evening. It is recommended to run a class that doesn't appear on your current timetable (e.g., BoxaBIKE, RollaFLEX or something that appeals to young adults/students while offering a new experience).

You will need to assess and adjust the classes on your GF timetable that night, as you may require use of the GF room for guest speakers/pop-up classes etc. For example, if you were holding your expo on a Tuesday night, you may want to begin the event at 5.30pm, have your guest speaker or workshop at 6.30pm, and run a specialised class at 7.30pm.

Remember to create an agenda overview to include in your comms so attendees know what the event's running order is and utilise your staff to make posts and videos about the event on social media. The members will know about the event from your in-club communications, but it will be important to relay this to public and non-members as well as providers and suppliers.

CONVERISON

Finally, don't forget that this event should be fun!

The objective is to connect like-minded people and create a community of supportive and passionate women who want to help each other in their wellness journeys and encourage others that working for Fernwood is FAB!

Follow up your leads, consider offering mentorship or shadowing opportunities, and good luck!