



# WELLNESS

FITNESS  
*fernwood*®

# WELLNESS

## Welcome to Wellness

For 30 years Fernwood Women's Health Clubs have paved the way as specialists in women's fitness and are now moving into the new era of women's wellness and mental wellbeing.

The wellness industry is expanding, with more specialised boutique yoga & Pilates studios opening around us, consumers are placing more value on their wellbeing, where ones physical, emotional and mental health are in sync.

Emotional wellbeing is strongly linked to physical health and so the presence of a wellness offering within the Fernwood brand lends itself to support and strengthen the fitness arm in return.

Fernwood clubs now have the opportunity to incorporate wellness into their business with specialised yoga, meditation, Reformer Pilates and Empower and dependant on the space of their club can offer the following:



# WELLNESS

## Wellness Wednesdays

Wellness Wednesdays offer clubs the opportunity to introduce specialised wellness offerings to not only bring in clubs a new lead but to build revenue from existing members, help with retention and provide a service for women to help with their overall mental wellbeing.



Yoga/Meditation	Outdoor Activities	Speaker Events/Workshops
<ul style="list-style-type: none"><li>• Power Flow Yoga</li><li>• Yin Yoga</li><li>• Qigong</li><li>• Vinyasa Yoga</li><li>• Ashtanga Yoga</li><li>• Iyengar Yoga</li><li>• Yoga Nidra</li><li>• Restorative Yoga</li><li>• Pranayama</li><li>• Hatha Yoga</li><li>• Sound Healing Mediation</li><li>• Mat Meditation</li></ul>	<ul style="list-style-type: none"><li>• Walking Group</li><li>• Beach Yoga &amp; Swim</li><li>• Sunrise Meditation</li><li>• Walking Nature Meditation</li><li>• Yoga in the Park</li><li>• Mediterranean Picnic and Bocce</li><li>• Lawn bowls</li></ul>	<ul style="list-style-type: none"><li>• Mental Health Awareness</li><li>• Managing Menopause</li><li>• Sleep Health</li><li>• Stress Management</li><li>• Emotional Intelligence</li><li>• Mediterranean diet &amp; recipe demonstrations</li><li>• Mediterranean Morning Tea</li><li>• Vision boarding</li><li>• Art Therapy</li></ul>

# WELLNESS

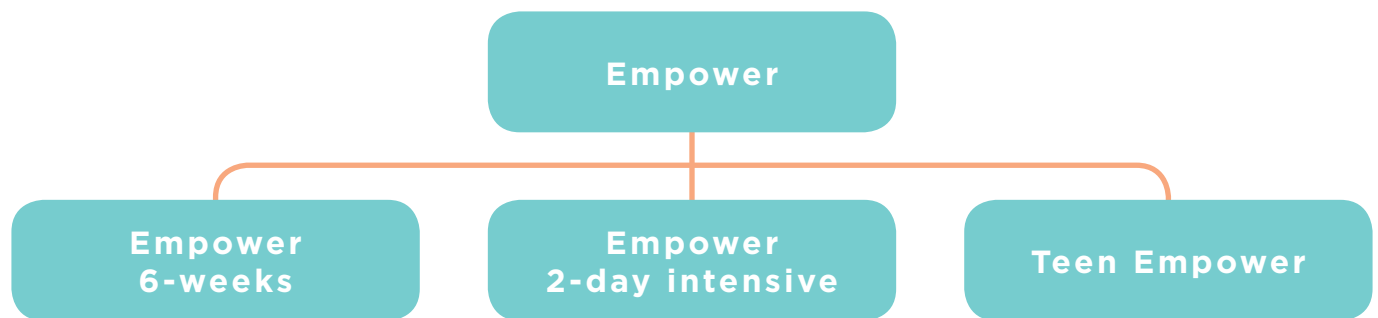
## Wellness Membership



Wellness Membership Pricing	
Casual Class	\$25
Intro offer (new clients only)	\$40 (unlimited access for 2 weeks)
5 class pass	\$110 (6-month expiry)
10 class pass	\$200 (6-month expiry)
20 class pass	\$350 (6-month expiry)
Unlimited monthly pass (wellness and gym access)	\$220
Wellness membership (Flexi) includes gym access	\$39 - \$49 p/w
Wellness membership (12 month) includes gym access	\$35 - \$45 p/w
FIIT30 + Wellness + gym access (Flexi)	\$49 - \$59 p/w
FIIT30 + Wellness + gym access (12 Month)	\$45 - \$55 p/w

# WELLNESS

## Wellness Programs



### Empower 6-Week Program

A personal wellbeing program that helps women to:

- Practically manage stress and work-life balance
- Improve sleep
- Manage mild-moderate anxiety and depression
- Boost emotional intelligence
- Learn self-care practices
- Align values and goals in both their personal and professional lives

The program includes:

- Weekly live workshops including a 5-10min guided meditation
- Online program content, including yoga exercises and meditations
- Program journal for reflection and program guidance
- Mediterranean recipe E-book

# WELLNESS



## Empower 2-day Intensive Program

2 days of wellness, yoga, meditation and Empower workshops for women who:

- Find it difficult to manage stress
- Struggle with poor sleep
- Experience mild-moderate anxiety
- Want to understand and utilise meditation and mindfulness in their daily life
- Learn how to positively manage thoughts and feelings
- Would like to re-evaluate or set meaningful goals
- Want to expand their practice and understanding of yoga

The program includes:

- Empower workshops
- Meditation
- Power Flow Yoga class each morning
- Yin Yoga and Sound Meditation class at the end of each day
- Mediterranean breakfast, snacks and lunch each day
- Online program content, including yoga exercises and meditations
- Mediterranean recipe E-book
- Empower journal

## Empower Teen 6-Week Program

A personal wellbeing program that specifically helps year 10/11/12 female students to:

- Create a healthy study plan
- Manage stress and anxiety
- Improve sleep
- Manage emotions and energy levels
- Implement tools to help with overwhelm and burnout during exam times

The program includes:

- Weekly live workshops including a 5-10min meditation
- Healthy Mediterranean snacks at each weekly workshop
- Mediterranean eating plan and recipes
- Session handouts
- Empower journal

# WELLNESS

## Program Costings (minus wages)

Empower \$299		Empower Intensive \$399		Teen Empower \$299	
Expenses	Cost	Expenses	Cost	Expenses	Cost
Journal	\$9.00	Journal	\$9.00	Journal	\$9.00
Royalties (12%)	\$35.85	Royalties	\$47.88	Royalties	\$35.85
GST	\$29.90	GST	\$39.90	GST	\$29.90
		Food/refreshments	\$30.00	Snacks	\$10.00
Total	\$74.75	Total	\$126.78	Total	\$84.75
Less expenses	\$224.25	Less expenses	\$272.22	Less expenses	\$214.25

# WELLNESS

## Wellness Events



## Wellness Open Days

Wellness Open Days are a perfect way to introduce wellness to your members as well as increasing referrals by asking your members to bring a friend. It can set up with market stalls with wellness themes/products as well as wellness activities such as:

- Specialised yoga or pilates classes
- Meditation
- Mediterranean recipes and food throughout the day (Breakfast/morning tea/lunch/afternoon tea/evening wine and cheese)
- Workshops (Indian head massage/reflexology/aromatherapy/meditation/Reiki etc.)
- Specialist talks - (Mental Health Awareness, Mediterranean Diet, Sleep health etc.)
- Goodie Bags