

A woman with long brown hair tied back in a ponytail is performing a Pilates exercise on a reformer machine. She is wearing a dark grey tank top and light grey leggings. Her body is angled, with one arm extended upwards and her legs bent. The background shows the wooden floor and some equipment of the fitness studio.

STRENGTHEN YOUR BODY.
SOOTHE YOUR MIND.

Reformer
PILATES

TOOLKIT 2020

FITNESS
fernwood®



OVERVIEW

Fitness and wellness in one class – welcome to Fernwood Reformer Pilates where fitness and wellness combine.

Reformer Pilates has taken the fitness industry by storm, growing significantly in popularity over the past few years, with a boom in Reformer Pilates studios opening up all across the globe.

Fernwood Fitness has a perfect opportunity to be competitively placed within this still growing Reformer Pilates market. Reformer Pilates studio goers, outside of Fernwood are looking for affordable Reformer without a compromised experience and this is where we believe Fernwood Reformer can shine and standout.

Reformer Pilates offerings vary from the classical technique method (founded in the 1920s by Joseph Pilates) for rehabilitation, alignment and core function, through to classes that focus more on high intensity strength, conditioning and cardiovascular fitness. Within the discipline of Reformer Pilates, there is something for everyone.

A few of the benefits:

- Strengthen your core
- Improve postural alignment
- Support coordination and flexibility
- Release stress and improve wellbeing



REFORMER PILATES STUDIO SET UP

Your dedicated Reformer space should reflect the premium offering that is Reformer Pilates. The space should be well visible to members and if possibly passers-by 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.

REFORMER BEDS

We recommend a minimum of 8 Rialto (by Balanced Body) reformer beds, **with the ideal number being 10-12 beds for an unlimited offering.**

Below is an example of a 10-bed set up and the suggested minimum room size for such a space, which is approximately 9.4m x 6.2m.

Each Rialto Reformer bed will require roughly 1.9m x 3m of space for a safe and comfortable experience, as shown in Figure 1 below.

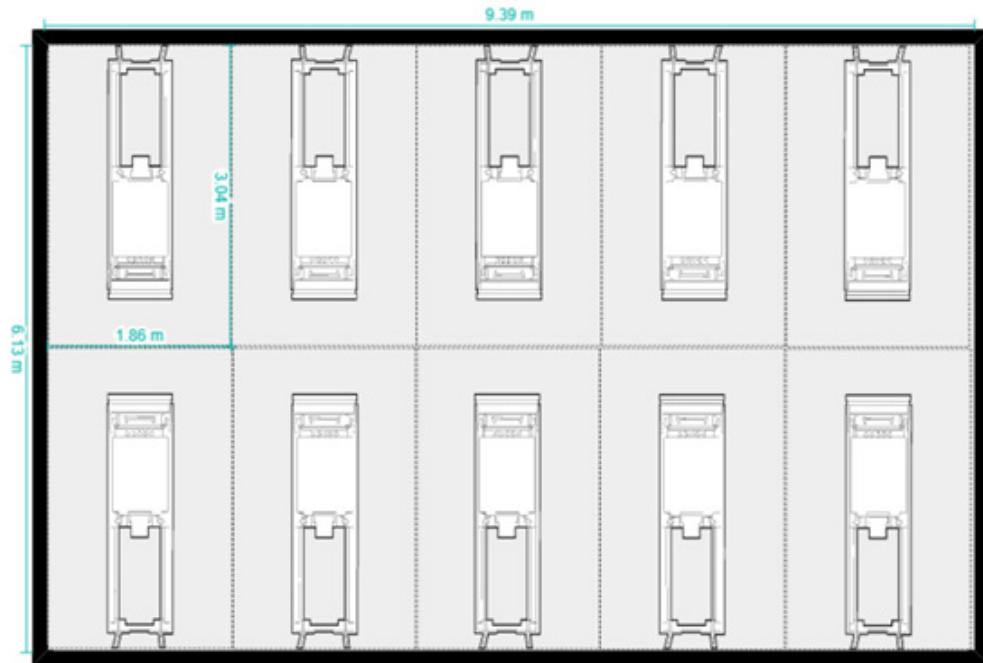


FIGURE 1 This image was created using the Room Planner tool provided by Balanced Body - [HERE](#). We recommend using this tool to establish the best fit for your dedicated reformer space. The dimensions of the Rialto bed are detailed below.

PLEASE NOTE You can get creative with your reformer space, perhaps converting an area that is currently ‘wasted space’ within your club. This design tool can help you play around with making what you have workable.

Reformer PILATES

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THE RIALTO REFORMER BED FROM BALANCED BODY.



SPECIFICATIONS

COLOUR	Maple
LENGTH	96" (244cm)
WIDTH	26.5" (67cm)
HEIGHT	14" (36cm)
WEIGHT	140lbs (64kg)
CARRIAGE TRAVEL LENGTH	Up to 42"/106.5 cm

For Rialto Reformer bed enquiries and purchases, please contact our preferred compliant supplier

ROY CANTRELL FROM HF INDUSTRIES PTY LTD.

Mobile 0412 953 733

Email roy@cantrellventures.net

Web www.hf.com.au

REFORMER PILATES ROOM FITOUT

When setting up your Reformer Pilates spaces there are a few key elements to consider that will make your members experience when doing a class as professional and premium as possible. Below is a list that needs to be checked off, if possible when building out your pilates space.



KEY ELEMENTS TO CONSIDER

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

PLEASE NOTE - Depending on your room size, a TV screen is a viable option for virtual class streaming in smaller studios

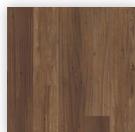
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Below is a list of stockists that you can contact to help set up your pilates spaces.

REFORMER PILATES STUDIO

FITNESS fernwood®



FLOORING - VINYL PLANK

Brand Karndean
Collection Van Gogh wood collection
Colour VGW87T Walnut
Supplier www.karndean.com



REFORMER PILATES BEDS

Brand Rialto Reformer
Colour Maple
Size Length - 244cm, Width - 67cm, Height - 36cm
Suppliers www.balancedbody.com.au
www.novofit.com.au



WALL PAINT

Collection Industrial
Colour Natural Sand
Finish Textured
Supplier www.haymespaint.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



SKIRTING

Product Decorum Flat Skirting
Colour White
Supplier www.criterionindustries.com.au



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



LIGHTING - DOWNLIGHTS

Brand LEDLUX Dimmable Downlight
Colour White or Black to match roof colour
Supplier www.beaconlighting.com.au



DOOR - HANDLE

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

MARKETING COLLATERAL

For a full suite of collateral please see our intranet.



DL Flyer



DL Flyer

Reformer PILATES

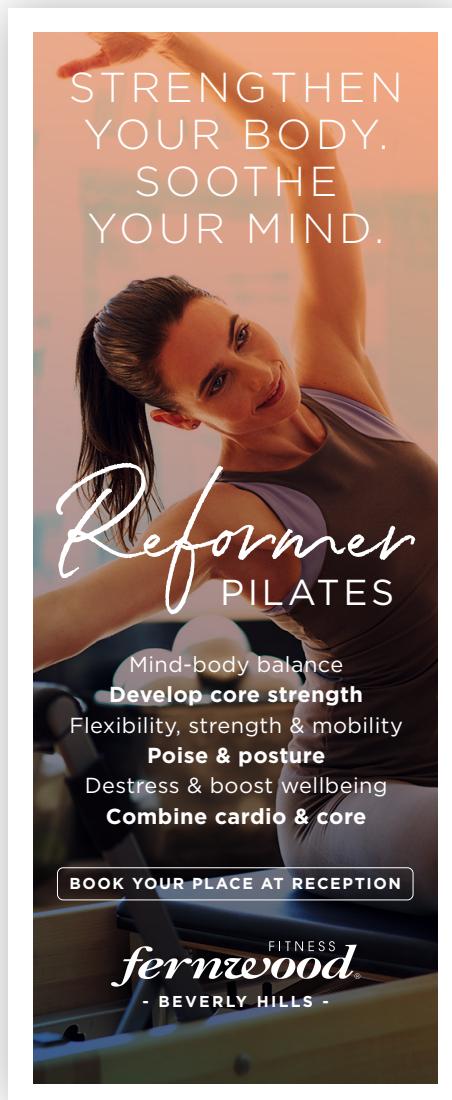
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Strengthen your body. Soothe your mind.

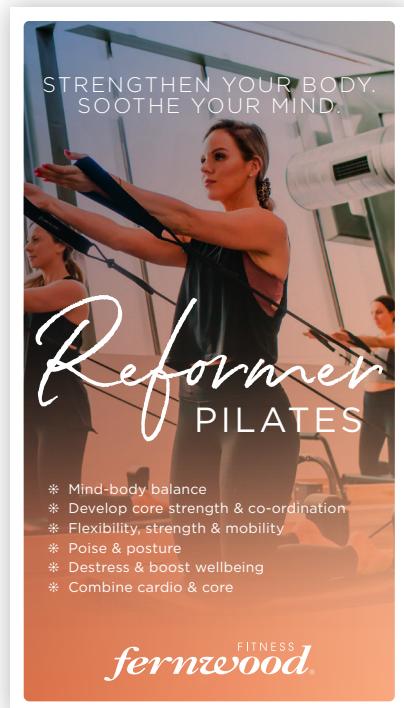
Wall Graphics



FERNWOOD ULTRA GEELONG CITY



Social Tile



Social Tile



Social Tile

Pull Up Poster



FERNWOOD REFORMER PILATES

TAGLINE STRENGTHEN YOUR BODY. SOOTHE YOUR MIND.

It is important as with any Fernwood offering, that across the network, our look, feel and messaging stays on brand and compliant. We have created a list of benefits we can use in promotions of Fernwood Reformer Pilates. These include:

- Promote overall coordination
- Improve strength
- Enhance flexibility and balance
- Ideal for core strength and postural alignment
- Release stress and improve wellbeing

Reformer is an incredible service that helps members gain exceptional results. However, we must be careful with any claims we make regarding the benefits of reformer Pilates, as different bodies will experience benefits in different ways and it is important that we refrain from using words such as 'cure' or 'heal'.

For example, in regards to the benefits that reformer Pilates may have for someone experiencing back pain we cannot say '**Get rid of back pain and sciatica**'. We may say '**Strengthen core muscles to aid in spinal stability**'.

CLASSES & TIMETABLING

SERVICING A GROWING MARKET

One of the key reasons we recommend Reformer Pilates within Fernwood has a dedicated space, is so clubs can accommodate for class demands throughout peak times, without being limited by a shared timetable.

CONSIDER REFORMER SAFETY

Fernwood reformer safety briefing from instructors should be standardised across classes. Similar to:

"Welcome to your Fernwood Reformer Pilates class. Your health and wellbeing are of the utmost importance to us and so invite you now to consider if you have any injuries or conditions that I as your instructor may need to be aware of. If you have any joint, muscle or cardiovascular concerns or think you might be pregnant, please ensure you have sought clearance from your chosen practitioner, indicating that you are in the most optimal health before proceeding. Now it's time to prepare for a fantastic Fernwood class, enjoy!"

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For live class participation, we recommend at least one (if not more) Reformer Foundation class before progressing onto other classes. Consider progressive classes, always offering a foundation class through the week for new comers. Knowing basic reformer technique and repertoire before progressing is paramount for safety, enjoyability and the effectiveness of the practice.

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

CLASS NAME	TEMP	INTENSITY	DURATION	DESCRIPTION	IMAGE
Reformer Foundation	AC	Low	30-45	<p>Reformer Pilates is a total body workout, designed to strengthen and tone the entire body while improving core strength and posture. This foundation class introduces the fundamentals of Pilates theory and the correct form and technique to gain the most benefit from all reformer classes.</p> <p>Main benefits: Knowledge and understanding, strength and tone, core fitness and posture alignment.</p> <p><i>This is a pre-requisite class for all other Reformer Pilates classes.</i></p>	
Reformer Foundation	AC	Low - Mod	30-45	<p>Building upon Reformer Foundation, this beginner class focuses on mastering correct movement patterns and technique. Really start to experience the truly amazing benefits of reformer Pilates in this full body workout, designed to develop core strength, muscle tone and definition and overall flexibility.</p> <p>Main benefits: Strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	

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CLASS NAME	TEMP	INTENSITY	DURATION	DESCRIPTION	IMAGE
Reformer Intermediate	AC	Mod - High	30-45	<p>Reformer Intermediate requires prior experience of the Reformer Beginner class and a sound understanding of the reformer Pilates method. Moving with increased pace and intensity, the intermediate classes will give you a full body workout, raising your heart-rate and further developing core strength, muscle tone, definition and flexibility.</p> <p>Main benefits: Strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	
Reformer Pro	AC	High	30-45	<p>This reformer Pilates class will enhance fitness and form, using techniques to strengthen, condition and tone the body from top to toe. The focus is on precision and control for efficient and effective results.</p> <p>Main benefits: Strength and tone, core fitness and posture alignment</p> <p><i>If you are new to Reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	
Reformer Cardio	AC	Mod - High	30-45	<p>Reformer Cardio is a reformer Pilates class that includes all the elements and benefits of Reformer Pro with an added component of cardio. Perfect for anyone wanting to work their cardiovascular system at the same time as toning and conditioning the entire body.</p> <p>Main benefits: Cardio fitness, strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	



Virtual Reformer (VOD)

We now have a fantastic range of Fernwood Reformer Pilates classes on Video on Demand (VOD). For more information please go to the VOD folder on the intranet.



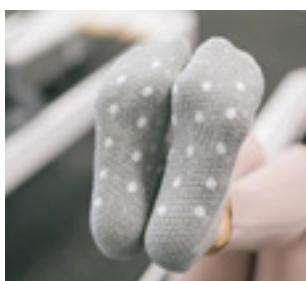
Hygiene safety

It has never been more important to adhere to the highest of hygiene standards. You must allow time between classes for a thorough cleaning of all beds and equipment by staff/instructors and provide members with a hand sanitiser station upon entry to the space, as well as visible and accessible spray bottles and disposable paper towels or WOW wipes for use before and after class.



Hygiene mats

Hygiene mats may be sold to members at the front desk (see 'Costings and Monetization' below). These, similar to yoga mats, are brought to class by members and used as an added hygiene measure.



Grip socks

Many clubs are looking to make the use of socks mandatory for access to a reformer class for hygiene reasons and we are happy to support a 'no socks, no class' policy. Having socks in stock to sell at reception is a perfect solution for this should anyone forget their socks and a great way to add to reformer/yoga revenue (see 'Costings and Monetization' below)



INSTRUCTORS

Deciphering the best Reformer qualifications can be a little confusing because the industry is currently unregulated and there are many different schools and training courses available. Most of these have equally great quality content, but the various course names and delivery methods make it difficult to know if what is being offered is of a high standard. No doubt some courses out there may not fully equip an instructor to create and deliver safe and enjoyable reformer classes.

In order to teach Reformer Pilates in our Fernwood clubs, instructors must have:

- Reformer Pilates specific training (see criteria below)
- Fitness Australia Registration
- Relevant Insurance

Reformer Pilates training varies from a short course in reformer repertoire, through to Cert IV and diploma level qualifications in clinical Pilates, which are much higher credentials that focus on injury pathology and rehabilitation.

Therefore, the Reformer Pilates-specific qualifications that Fernwood Reformer instructors are required to carry are:

- Cert IV (in Pilates) or a Pilates Diploma (including mat Pilates)
- Reformer Pilates short course in repertoire in addition to a Cert IV in fitness and prior teaching experience

We **always** recommend a short class delivery (to staff) as part of the interview process. Be sure to audit your instructors for the appropriate qualifications for the kinds of classes/sessions they offer.

Simply speaking, the hierarchy of Reformer Pilates qualifications looks something like this:

01. REFORMER PILATES SHORT COURSE

(entry level, often with a prerequisite of mat Pilates, or existing fitness/physiotherapy qualification).

Examples:

Polestar Pilates Gateway to Reformer

<http://www.polestarpilates.edu.au/pilates-gateway/>

Tensegrity Training

<https://www.tensegritytraining.com.au/pilates-group-reformer-instructor-training-course/>

PLEASE NOTE If you are going to hire instructors with only a short course in reformer, our recommendation is they must also carry a mat Pilates or another fitness qualification and have sound experience in instructing classes.



02. CERT IV IN PILATES OR EQUIVALENT

(most common, highly recommended for teaching 1:2:1 reformer and a variety of reformer classes).

Examples:

Breathe Education

<https://breathe.edu.au/certificate-iv-pilates/>

Polestar Ultimate Reformer

<http://www.polestarpilates.edu.au/courses/polestar-pilates-reformer-certification/>

Studio Pilates

https://www.studiopilates.com/education/course_info/reformer-course/

Studio Pilates Full Studio course

https://www.studiopilates.com/education/course_info/full-studio-courses/

03. DIPLOMA LEVEL/CLINICAL PILATES

Examples:

Polestar Diploma

<http://www.polestarpilates.edu.au/courses/polestar-pilates-comprehensive-diploma-10828nat/>

Polestar Studio Rehab

<http://www.polestarpilates.edu.au/courses/pilates-studio-rehab-series/>

Australian Physiotherapy & Pilates Institute

<https://unitehealth.com.au/pages/appi-pilates-instructor-training-courses>



COSTINGS & MONETIZATION

Set up costs to consider:

- **Studio creation and fitout** (varies dependent on scope of work)
- **Mirrors:** length of one wall, ideally
- **Rialto reformer beds, including box** (by Balanced Body) (approx. \$4,700ea, excl GST and delivery). See [HERE](#).
- **Props:** speak to your instructors for 'must haves' and 'nice to have' props for launch. These will depend on the types of classes you offer initially. Work with your instructors to get an idea on what is required. Often, starting with minimal props is adequate. The following are commonly requested props, with links to examples. You are welcome to source props from the most economic sources.



Pilates rings.

See example [HERE](#)



Toning balls.

See example [HERE](#)



Balance poles.

See example [HERE](#)



Jump Boards.

See example [HERE](#)



Pilates/barre balls.

See example [HERE](#)



Small hand weights/

mini DBs (1-3kgs)

- Promotions (social ads)
- Projector for virtual (Video on Demand) reformer Pilates. Fill your timetable with more classes, with reduced instructor costs. For more information on this offering, click [HERE](#).
- Restricted access – fobbed off studio

Running costs to consider:

- Instructors (approx. \$60-\$70 per class)
- Cleaning (time and staff)
- Ongoing promotions

Monetization (example prices)

PRODUCT	SUGGESTED MEMBER PRICE
INTRO OFFER	
Intro offer (one time only) 3 sessions for \$40	\$40
1:1 REFORMER ('Reformer Refined')	
Reformer Refined - single	\$95
Reformer Refined - 2 per week (recurring clips)	\$85/session (\$340/debit)
Reformer Refined - 1 per week (recurring clips)	\$90/session (\$180 per debit)
Reformer Refined - 5 pack	\$460 (\$92/session)
Reformer Refined - 10 pack	\$870 (\$87/session)
CLASSES	
Class - casual	\$25
Unlimited (Reformer Membership) - includes gym access (12 months)	\$55-\$65/week
*2 per week (recurring clips) includes virtual privilege	Add \$36/week (\$72/debit) - \$18 per class
*3 per week (recurring clips) includes virtual privilege	Add \$48/week (\$96/debit) - \$16 per class
5 pack	\$110
10 pack	\$200
20 pack	\$350
VIRTUAL REFORMER	
Fill your timetable with more classes with reduced instructor costs by offering Virtual Reformer Pilates	
SELL ACCESSORIES	
Non-slip Pilates/yoga socks - wholesale approx \$8 per pair (MoveActive)	RRP \$15-20
Fernwood branded options available	Prices vary
Reformer Hygiene mats (MoveActive)	RRP \$70-\$80

***The number of beds you have will determine your offering of capped clip cards or unlimited access:**

- 8 beds: capped sessions are recommended
- 10-12 beds: unlimited is recommended

Wholesale accessories for front desk sales

MOVEACTIVE WHOLESALE ACCOUNTS

Marilyn Saville

Mobile 0409 403 336

Email marilyn@moveactive.co



Grip Socks



Hygiene Mat

THE WHOLESALE DEAL

All Fernwood clubs to receive a **15% discount** on their first order placed. A unique **10% discount** code for all Fernwood club orders, to be used on each order placed. Minimum 10 pair order for grip socks.

Option for Fernwood branding on socks (please speak to Marilyn for more details).

Visit the Intranet **Our Programs > Reformer > MoveActive Pricelists** for prices and order options.

OPERATIONS PROCESSES & BOOKINGS

Reformer room access: Reformer is a premium paid for service, which requires access to be permitted only to persons who have a Reformer Pilates privilege on their account therefore, the room will need to be fobbed off to avoid access from non-paying persons.

Reformer Pilates only membership: Subject to the ability to set privileged access via Gantner to your reformer room, you may wish to offer reformer only memberships. These members will have booking privileges for reformer and reformer virtual only (if offered).

Reformer for non-members: Also subject to the ability to set privileged access via Gantner to your reformer room, you may wish to extend intro offers and packs to non-members. This is a great way to service the reformer-only market and generate leads for upgrades to other services.

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

The non-member would need to have a lead profile in Exerp with their personal details. They will then need to register themselves an account via www.fernwoodfitness.com.au/register using their first name, last name and email address. Once they have created their account, they can use these login details to log into the Fernwood App and make their bookings for reformer Pilates classes.

Cancelation window: The cancelation window for reformer class bookings and Reformer Refined (1:1) is 12 hours. This can be overridden at a club level if required however, any cancellations inside this window cannot be done via the Fernwood App and the member would be charged their session as per the Reformer Pilates Cancellation Policy.



PROMOTIONS & MARKETING

OFFER EXAMPLES

One-time intro offers: E.g. 3 sessions for \$40 (14-day expiry, one-time only purchase).

Landing page for lead generation and online purchases

- ▶ Enquiry (lead) or 'buy now' (sale) – integrated sync with Exerp
- ▶ Payments link to your Stripe account (Nathan Harber from Web Engage is the recommended contact for landing pages – nathan@webengage.com.au)

Upgrade offers: existing members to upgrade to a reformer membership at a special rate (re-contract).

Foundation memberships: new members who join at launch of reformer receive a special rate for a minimum term reformer membership.

DIGITAL ASSETS

Please see digital and social assets for Fernwood Reformer Pilates [HERE](#) on the intranet.

Email template: Clubs can use the '2020 CLUB Reformer Pilates template' available in Talkbox.

This is a blank template, where clubs can include their own messaging (regarding launch, information, memberships, pricing etc.) and a button link to a landing page (if being used).

CONTACT

For more information and advice on how to get reformer set up as an offering in your club, please email **Emma** via emma.robertson@fernwoodfitness.com.au.