

Marketing Rebate criteria

As the new financial year has begun we have revised and finalised the criteria for the annual marketing rebate, effective from July 1st, 2024 to June 30th, 2025.

We are pleased to share the marketing rebate will remain at \$4,000 plus GST. To qualify for this rebate, there are three key criteria that must be met. These requirements, along with the metrics and measurement methods, are detailed in the table below.

Claiming this benefit for your club has been simplified; invoices can now be submitted at any time to finance@fernwoodfitness.com.au. Reimbursements will be processed in December 2024 and June 2025, following verification of the criteria.

Please reach out if you have any questions or need further clarification regarding the rebate process.

	Criteria	Metric	Measure
Brand experience	Club upgraded as per the agreed scope of work and deadline	100% club upgrade	Club audit
	Completion of all marketing training on MasterClass	80% pass rate	MasterClass reporting
	Brand approved assets and supplier partners	WebEngage JBE Digital Canva for creative assets	Agency reporting
	Alignment to national campaigns and initiatives such as FIIT30, Donna Aston, Rize Up etc.	80% opt in and execution of all marketing initiatives. <ul style="list-style-type: none"> • Club fit outs • Training • Campaign execution 	Campaign reporting, audits, Exerp
	Attendance at mandatory marketing training sessions, workshops, or conferences.	80% attendance	Attendance
Local Area Marketing	Implementation of at least 4 local area marketing campaigns / initiatives	One campaign a quarter	Proof of marketing spend and

			campaign outcomes
Community engagement	Active presence with brand aligned social media posts as per social media guidelines	Weekly on-brand posting	Social media audit