

# Geelong Movement Co — Competitor Analysis (MVP)

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## Executive Summary

The Geelong and Surf Coast functional fitness market is competitive and trial-heavy. Local CrossFit boxes and corporate HIIT franchises (F45, BFT) emphasize low-friction trials and community signals. Our advantaged wedge is **assessment-led onboarding (FMS)** and **physio-integrated coaching** that de-risks starting or returning to training. The go-to-market should position **assessment > free class**, surface credible proof (coach quals, member stories), and funnel visitors to **FMS leads** rather than class bookings (per MVP constraints).

**Primary recommendation:** Own the “**Start Smart: Screen → Plan → Train**” story for Geelong. Ship parity table-stakes (read-only timetable, trust bar, drop-in info) and double-down on condition hubs and member stories to win intent beyond brand searches.

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## 1) Market Landscape

### Category map

- **Local CrossFit boxes:** CrossFit Geelong (Newtown), CrossFit Raven (Grovedale), CrossFit Barwon (South Geelong), CrossFit Bells Beach (Torquay/Surf Coast).
- **Corporate group-training:** F45 (Geelong West), Body Fit Training/BFT (Geelong West, Geelong North).
- **Adjacent/alternatives (awareness only):** general strength facilities, Pilates/yoga studios, boutique PT.

### Customer jobs-to-be-done (JTBD)

- **Start safely:** New or returning to training; wants guidance and reassurance.
  - **Train around pain:** Rehab-aware programming; avoid flare-ups; build confidence.
  - **Progress performance:** Identify weak links; test, correct, and level up.
  - **Travel drop-in:** Clear rules, simple confirmation, quality coaching while visiting.
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## 2) Competitive Grid (parity vs. differentiation)

Competitor	Likely Positioning	Trial Construct	Pricing Disclosure	Timetable Access	Physio/Assessment	Content Depth	Notable Hooks	Risk to Us
CrossFit Geelong	"Original/local authority"	Free trial/intro common	Gated or partial	Visible	No integrated physio; standard on-ramp	Light-moderate	Longevity, community	Strong brand familiarity
CrossFit Raven	Coaching-first, fundamentals	Intro/on-ramp	Gated	Visible	Assessment implied via fundamentals	Light-moderate	Structured progression	Lower activation friction vs i
CrossFit Barwon	Transparent and approachable	Free/no-sweat intro	<b>Public</b> pricing	Visible	No integrated physio	Light	Clear drop-in rules	Price-anch expectation
CrossFit Bells Beach	Performance & recovery hub	Likely trial	Gated	Visible	Recovery amenities (sauna, cold plunge)	Light	Amenity prestige	Amenity er Surf Coast
F45 Geelong West	Chain HIIT format	Frequent low-cost/"free" trials	Gated	Visible	No assessment; standardized format	Light	Ubiquity, convenience	Ads/promo set expectation
BFT (West/North)	Progressive strength/conditioning	Low-friction trials	Gated	Visible	No assessment; periodized blocks	Light	"Science-based" cadence	Strong pro cycles

**Table-stakes to match:** read-only timetable, clear "how to start," social proof (reviews), coach credentials/bios, concise drop-in page. **Where we win:** assessment-led start (**FMS**), **physio on-site**, condition-hub content, and **safety + progress** narrative.

### 3) SWOT — Geelong Movement Co

#### Strengths

- Physio-integrated coaching; credible **FMS-first** pathway.
- Clear "train around pain" promise suitable for return-to-training segment.
- Ability to publish evidence-led condition hubs and member stories.

#### Weaknesses

- No free trial (by design) vs. a market accustomed to trials.
- Manual scheduling for FMS in MVP (longer time to confirmation if ops lag).
- Newer brand equity vs established boxes/chains.

#### Opportunities

- Capture underserved **pain-aware** demand with clear, reassuring content.
- Differentiate with **testing/re-testing cadence** and outcomes tracking.
- Leverage drop-ins to seed reviews and word-of-mouth.

#### Threats

- Aggressive promotional cycles from chains.
- Amenities-led positioning from Surf Coast competitors.
- Consumer confusion equating FMS with a paywall vs "free trial."

## 4) Messaging Counterpoints (competitor-specific)

### Against “Free Trial” claims (generic)

- *Counter:* “Trials test your nerves; screens test your movement. Start with a plan, not guesswork.”
- *Proof:* 15–20 min FMS → tailored first-week plan; member stories of safer starts.

### CrossFit Geelong

- *Their likely angle:* heritage/OG status, community.
- *Our counter:* “Start smarter, not just sooner.” Emphasize assessment + physio oversight for confidence.
- *CTA:* **Book your FMS** (not a class).

### CrossFit Raven

- *Their likely angle:* fundamentals/on-ramp before classes.
- *Our counter:* “Screen before on-ramp.” Position FMS as pre-fundamentals diagnostic.

### CrossFit Barwon

- *Their likely angle:* transparent, approachable, clear drop-in.
- *Our counter:* Match parity (timetable, drop-in clarity); out-position with FMS + condition hubs; avoid price wars.

### CrossFit Bells Beach

- *Their likely angle:* recovery amenities and performance vibe.
- *Our counter:* Rehab-to-performance path with **clinical** guidance > amenities; show objective progress/re-tests.

### F45/BFT

- *Their likely angle:* format simplicity, schedule density, trials.
- *Our counter:* Individual readiness and safety; **screened start** + strength basics; “not just sweat—progress you can see.”

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## 5) Parity Checklist (MVP must-haves)

- **Timetable page (read-only):** fast, mobile-friendly, linked in header/footer.
- **Trust bar (above the fold):** coach quals, review stars, “physio on-site.”
- **Drop-in page:** rules, fee, confirmation steps, map/parking.
- **Coach bios:** certifications, specialties (pain-aware progressions).
- **FAQ:** “Will CrossFit worsen my pain?”, “What happens in an FMS?”, “Do I need to be fit first?”

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## 6) Differentiation Assets (to build/feature)

- **FMS Explainer** with plain-language walkthrough and “after your screen” roadmap.

- **Condition hubs:** Shoulder, knee, low back, mobility/return. Practical regressions/progressions.
- **Member stories library:** return-to-training wins; beginner confidence; performance case studies.
- **Testing & re-testing cadence:** simple calendar and metrics snapshot (e.g., overhead ROM, squat depth, hinge pattern).
- **Clinical + coaching collaboration:** show how findings flow into programming.

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## 7) Trial-Alternative Constructs (ethical echoes)

- **“Start Smart Week”:** FMS + two guided intros (framed as *coached starts*, not free classes).
- **“Pain-Smart Pathway”:** FMS → 1:1 movement tutorial → class selector; bundle priced, but MVP page touts the **assessment**, not the price.
- **“Performance Baseline”:** FMS + performance testing battery (for athletes), optional follow-up.

*Note: Keep all CTAs anchored to **Book your FMS**; explain what comes next so it feels like a *start*, not a *gate*.*

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## 8) Search & Reviews (directional focus)

- **Local SEO:** Optimize GBP categories/services, photos, hours; post updates (FMS, drop-in).
  - **SERP intent:** Own “CrossFit Geelong,” “functional movement screen Geelong,” “train around pain,” and drop-in queries.
  - **Review program:** Prompt drop-ins and Week-1 completers; surface snippets in proof bars.
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## 9) Experiments Tailored to Competition

1. **Hero framing vs trial-heavy market** — A: “Stronger, pain-smart training—Book your FMS.” B: “Start CrossFit safely—15–20 min screen.” *KPI:* FMS submit rate.
  2. **Proof modules** — A: Coach quals + reviews + physio badge vs B: Member outcomes + reviews + physio badge. *KPI:* CTA click → FMS submits.
  3. **Drop-in cross-sell** — After timetable view, show an unobtrusive “new here?” teaser to FMS for visitors staying ≥1 week. *KPI:* timetable→FMS CTR.
  4. **KB inline CTA tone** — “Unsure where to start?” vs “Train around pain.” *KPI:* KB→FMS CTR and downstream submits.
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## 10) Ops Guardrails (to beat competitors on experience)

- **Response time:** SMS within 15 minutes; call within 4 hours during business hours.
- **Scheduling clarity:** Offer AM/PM choice on thank-you; confirm within stated window.

- **No-show reduction:** Reminders; prep email with what to bring and what to expect.
  - **Accessibility:** Clear copy, alt text, color contrast, mobile forms.
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## 11) Roadmap Tie-In (next 4–12 weeks)

- **P0 (Weeks 1–2):** Ship parity (timetable, trust bar, drop-in). Publish FMS explainer + 2 KB pieces. Launch Experiments #1–#2.
  - **P1 (Weeks 3–4):** Publish Physio × Coaching page; add 2 KB pieces + Member Story #1. Run Experiment #3.
  - **P2 (Weeks 5–8):** Build Shoulder/Knee hubs; test form friction and timetable prominence.
  - **P3 (Weeks 9–12):** Launch Low Back & Mobility/Return hubs; expand outcomes storytelling; performance bundle section.
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## 12) Monitoring & Signals to Watch

- **Competitor trial promos** (cadence, framing).
  - **Pricing transparency shifts** (who posts, who gates).
  - **Amenities expansion** (recovery, facilities) vs **clinical claims**.
  - **Review velocity** and themes (pain/safety mentions vs intensity/“hardcore”).
  - **SERP changes:** Local pack entrants, feature snippets for condition queries.
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## Appendices

### A) One-Page Scorecard Template

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