**Background**

* The gym has been open for 3 years, making it one of the older ZeroW gyms.
* 1136 members, by far the largest ZeroW gym.
* retail location and parking.
* they use a different software stack: clubware; group calendar; debit success for automated payments; setmore.
* they do their own accounts.
* The gym is a bit more like a commercial gym in some aspects.
* The membership base has grown organically. We talk more about marketing further down the page.

**The market**

* Mackay is a bit of a small town, with a “known” feel. There is a strong impetus in the community to to “buy local”.
* FIFO workers come home to Mackay. In many ways they haven’t struggled as much as other parts of Australia because the strong mining sector boosts the income of locals
* Mackay is its own bubble. That’s a good thing as long as coal is doing well.

**The team**

* All the owners are well known in Mackay.
* Kahn has a sales background, and is naturally charismatic.
* Each member of the team have their own niche: powerlifting, bodybuilding, etc. All 4 Owners are very hands on with the day to day operation. That level of focus and care factor is evident.
* Everyone is selling all the time.

**Juniors**

* clients are often kids with issues
* parents are willing to spend whatever they have to in order to help their kids
* they feel safe and looked after
* Looking to have their first juniors comp in November

**Weaknesses**

* The hole is systematising the experience
* Marketing: formal marketing isn’t really working
* 100% of the membership is based on relationships
* need more structure in marketing.
* Would like to get more for their money, in terms of marketing content. (How do we measure this?)