**ZeroW Sunshine Coast**

* The site was an existing gym
* ZeroW Sunshine Coast started with 50 lifters who moved across from the studio
* Have grown to 67 lifters in 2 weeks
* A number are because of the ZeroW brand and word of mouth
* Would like to hold a competition and opening event after fit out is complete
* Community, equipment and care factor are the key features attracting people
* They have a VERY low churn compared to World Gym, which seems to be the reference point for Sunshine Coast
* The community sounds very small, where everyone knows everyone. It sounds a bit like the way Mackay and Cairns are described. I wonder what learnings Wes, Kahn and the others can share?
* Need to get to 100 standard members to break even
* Would like to see analysis of the different mixes of membership tiers and how it impacts revenue and profit.
* Thinking about incentivising referrals, and the different kinds of incentivisation: cash, stuff etc. Thomas shared that the “stuff” seems to be the most attractive incentive.
* Would like to get 4 new members per week. That may be possible in the short term, and should be a goal in order to hit BEP, but that expectation may need to be moderated in the medium and long term. 4 new members per week seems unsustainable over the long term.
* Talked about QR codes, which Chloe had done. It’s very cool and should be replicated across the gyms.
* Talked about the need for an onboarding process for new customers and staff. Similar to what other OG members have talked about.
* Super Saturdays
* Apparel sales: Cairns sells more than anyone. Thomas believes that its down to display and promotion. He cautions that it can be an add-on but shouldn’t dilute focus from growing membership. I agree
* Discussion about sales of drinks and food. Thomas is comfortable with drinks but is not so comfortable with food. Definitely against supplements.
* There was a general discussion around what the maximum number of members might be. There was no clear answer, btu Thomas noted that he believes the max show rate is 12%