s

ZeroW Operations Manual Version 2023.1

Private and Confidential

Contents

[Introduction 6](#_bookmark0)

[Facility Site 7](#_bookmark1)

[Your Responsibilities 7](#_bookmark2)

[Site Selection Process 7](#_bookmark3)

[Consultants 8](#_bookmark4)

[Demographic Profile 9](#_bookmark5)

[Tenant Mix 10](#_bookmark7)

[Local Amenities 10](#_bookmark8)

[Accessibility 11](#_bookmark9)

[Tenancy Size 11](#_bookmark10)

[Site Specifications 12](#_bookmark11)

[Facility Lease Requirements 12](#_bookmark12)

[Co-tenants 13](#_bookmark13)

[Redecoration Requirements 13](#_bookmark15)

[Relocation Procedures 13](#_bookmark16)

[Start-Up Guide 14](#_bookmark18)

[Fit-Out 14](#_bookmark19)

[Council and Building Permits 14](#_bookmark20)

[Landlord Approvals 14](#_bookmark21)

[Facility Layout and Fit Out Requirements 15](#_bookmark22)

[Building Layout 15](#_bookmark23)

[Reception Zone 15](#_bookmark24)

[Training Zone 15](#_bookmark25)

[Use of Qualified Trades 16](#_bookmark28)

[Flooring 17](#_bookmark29)

[Engineering Requirements/Floor Loading 17](#_bookmark30)

[Wall and Floor Fixing Requirements 18](#_bookmark31)

[Hand Sanitation and Equipment Cleaning 18](#_bookmark32)

[Water Fountain 19](#_bookmark33)

[Signage 19](#_bookmark34)

[Car Parking 19](#_bookmark35)

[Security 19](#_bookmark36)

[Supervision by ZeroW Support 20](#_bookmark37)

[Pre-Launch 20](#_bookmark38)

[Stock 20](#_bookmark39)

[ZeroW IT System 20](#_bookmark40)

[Stationery / Marketing materials / HR Docs 21](#_bookmark41)

[Brand Identity and Style Guide 21](#_bookmark42)

[Facility Trading Name 21](#_bookmark43)

[Acceptable Abbreviations 21](#_bookmark44)

[Signage 21](#_bookmark45)

[Corporate Fonts and Colours 21](#_bookmark46)

[Paint Colours 21](#_bookmark47)

[Furniture, Fixtures and Equipment 22](#_bookmark48)

[Fitness Equipment 22](#_bookmark49)

[Fitness Equipment Supplier Selection 22](#_bookmark50)

[Ordering Equipment 22](#_bookmark51)

[Fitness Equipment List 23](#_bookmark52)

[Equipment Inspections 23](#_bookmark53)

[Routine Maintenance 23](#_bookmark54)

[Making a Warranty Claim 24](#_bookmark55)

[Fit Out Equipment 24](#_bookmark56)

[Routine Maintenance 24](#_bookmark57)

[Products 25](#_bookmark58)

[Approved Products 25](#_bookmark59)

[Approved Product Suppliers (Australia) 25](#_bookmark60)

[How to Sell Products 25](#_bookmark61)

[IT Systems 26](#_bookmark62)

[Social Media Platforms 26](#_bookmark64)

[Email - @ZeroW.com.au 26](#_bookmark65)

[How to Use Gmail 27](#_bookmark66)

[Email Signature 27](#_bookmark67)

[Email Policy 27](#_bookmark68)

[OneFitStop 27](#_bookmark69)

[Services 28](#_bookmark72)

[Internet 28](#_bookmark73)

[Phone 28](#_bookmark74)

[Voicemail 29](#_bookmark75)

[Music 29](#_bookmark76)

[Security 29](#_bookmark78)

[Marketing, Promotion and Social Media 30](#_bookmark79)

[Local Marketing Activities 30](#_bookmark80)

[Examples of Campaigns 30](#_bookmark81)

[Marketing Streams 31](#_bookmark82)

[Printing of Materials 31](#_bookmark83)

[Social Media Advertising 31](#_bookmark84)

[Human Resource Management 33](#_bookmark86)

[General HR 33](#_bookmark87)

[Recruitment 33](#_bookmark88)

[Stages of Recruitment 34](#_bookmark89)

[Employment Contract 34](#_bookmark90)

[Staff Training 34](#_bookmark91)

[Staff Presentation 34](#_bookmark92)

[Payment of Wages 34](#_bookmark93)

[Staff Records 34](#_bookmark94)

[Manager Leave 35](#_bookmark95)

[Performance Management 35](#_bookmark96)

[Dismissing Staff 35](#_bookmark97)

[Exit Interviews 35](#_bookmark98)

[Training & Qualification Standards 36](#_bookmark99)

[On-going Training and Support 36](#_bookmark101)

[Qualification Standards 36](#_bookmark102)

[ZeroW Coaches 37](#_bookmark103)

[Staff Recruitment and Training 37](#_bookmark105)

[Professional Development 37](#_bookmark106)

[Communications with ZeroW Support 38](#_bookmark107)

[Communications Methods 38](#_bookmark108)

[Meetings 38](#_bookmark109)

[Ongoing Support 38](#_bookmark110)

[Membership Management 40](#_bookmark112)

[Sales 40](#_bookmark113)

[Form of Membership Application 40](#_bookmark114)

[Member Age Policy 40](#_bookmark116)

[Member Health Policy 40](#_bookmark117)

[Cancellation Policy 41](#_bookmark118)

[Pricing 41](#_bookmark119)

[Direct Debit Systems 41](#_bookmark121)

[Collaborative Membership and Transfer Policies 41](#_bookmark122)

[Suspension/Termination of a Member 41](#_bookmark123)

[Member Complaints or Feedback 41](#_bookmark124)

[Daily Operations 42](#_bookmark125)

[Operating Hours 42](#_bookmark126)

[Cleaning 43](#_bookmark129)

[Repairs and Maintenance 43](#_bookmark130)

[Performance Management 44](#_bookmark131)

[Business Plan and KPI's 44](#_bookmark132)

[Inspection and Audit 44](#_bookmark133)

[Member Experience Evaluation 45](#_bookmark135)

[Memberships and Insurances 46](#_bookmark137)

[Fitness Australia 46](#_bookmark140)

[Future Memberships 46](#_bookmark141)

[Insurance 46](#_bookmark142)

[Contents Insurance 47](#_bookmark143)

[Renewal Process 47](#_bookmark144)

[Fees 48](#_bookmark145)

[Direct Debit 48](#_bookmark146)

[Email 48](#_bookmark147)

[Service 48](#_bookmark148)

[Additional Training 48](#_bookmark149)

[Record Keeping 50](#_bookmark155)

[Set Up A Record Keeping System 50](#_bookmark156)

[Financial Record Keeping 50](#_bookmark157)

[Business Record Keeping 50](#_bookmark158)

[Employee Time and Wage Records 50](#_bookmark159)

[Facility Obligations 51](#_bookmark160)

[Record Producing Timeframes 51](#_bookmark161)

[Online Access to Accounting Software 51](#_bookmark162)

[WHS, Cleaning and Hygiene 52](#_bookmark163)

[WHS Program 52](#_bookmark164)

[Training and Competency 52](#_bookmark165)

[Consultation and Communication 52](#_bookmark166)

[Hazard Identification, Risk Assessment and Control 53](#_bookmark167)

[Contractors 53](#_bookmark168)

[Equipment Safety 53](#_bookmark169)

[Emergency Preparedness and Response 53](#_bookmark170)

[Injury Management 53](#_bookmark171)

[Specific Risk Prevention Measures 53](#_bookmark172)

[WHS Risk Assessment 53](#_bookmark173)

[Safety and Emergency Equipment 53](#_bookmark174)

[Infectious Disease Policies 54](#_bookmark175)

[Wet Surfaces 54](#_bookmark176)

[WHS Meetings 54](#_bookmark177)

[Action and Reporting of Incidents 54](#_bookmark178)

[Non-Notifiable Incidents 54](#_bookmark179)

[Notifiable Incidents 55](#_bookmark180)

[In the Occurrence of a Notifiable Incident 55](#_bookmark181)

[Cleaning and Hygiene 56](#_bookmark182)

[Privacy and Intellectual Property 57](#_bookmark184)

[Information Collected 57](#_bookmark185)

[ZeroW's Obligations 57](#_bookmark186)

[Individuals Privacy Obligations 57](#_bookmark187)

[Protection of Member Information 57](#_bookmark188)

[How Personal Information May Be Used 58](#_bookmark189)

[How Personal Information May Be Disclosed 58](#_bookmark190)

[Use of Photos and Videos 58](#_bookmark191)

[Intellectual Property 58](#_bookmark192)

[Additions and Variations to Manual 59](#_bookmark193)

[Manual Amendment Procedures 59](#_bookmark194)

[Suggestions and Improvements 59](#_bookmark195)

# Introduction

The purpose of the ZeroW Operations Manual is to provide ZeroW Facilities with practical advice and assistance on day-to-day operations.

This manual has been developed to:

* clearly articulate systems, standards and procedures;
* be an aid for training new staff;
* assist in containing training and support costs;
* allow each facility to function more smoothly.

The Operations Manual provides a detailed guide to owning and running a ZeroW facility using tried and proven methods which, when fully embraced and adhered to, will contribute to your success.

This Operations Manual supersedes all past, written, verbally expressed or implied policies, handbooks, standards, benefits and programs outlined within it.

Throughout the Operations Manual:

ZeroW Support refers to the management team at ZeroW HQ and specified consultants.

Please note:

Links and governing body policies are provided as reference only, each Australian state and territory and international sites may have specific requirements. All facilities are required to follow local requirements and seek out information from their governing bodies.

# Facility Site

The following section will provide a guide to securing the best possible site with information drawn from the existing ZeroW locations and from he extensive industry and professional knowledge of our team.

ZeroW has proven sites across a variety of locations and building types. These include main street, industrial zone and secondary road locations, as well as ground, first floor and warehouse style tenancies. You will expect to find a mix of these in the tenancies you inspect throughout your site selection journey.

The success of these sites has come from the foundation set through addressing key factors during the site selection process, which include:

* Matching the key population demographics;
* A local mix of residential and commercial properties;
* Securing the best possible lease deal;
* Marketable and desired suburbs;
* Affordable fit out requirements;
* Parking availability.

# Your Responsibilities

While the team at ZeroW is here to assist you, as per the Agreement you are:

* responsible for the selection of the studio site;
* responsible for the negotiation of the studio lease;
* advised to engage suitably qualified consultants to assist in the selection of the studio site;
* to obtain the written approval of ZeroW to the selection of the studio site;
* to select the studio site by the studio site due date; and
* to use best endeavors to ensure that your ZeroW studio is opened to the public by the opening date.

# Site Selection Process

Finding the most suitable site for your ZeroW facility will set you up for success. We recommend putting a plan together to kick of this process as it will assist in minimizing time wasted looking at unsuitable properties.

Focusing your initial search with these following points at front of mind will assist in seeing the best possible sites:

* Vibrant area consisting of retail and residential mix;
* High visibility and good parking/transport links;
* Strong tenant mix and good road/public transport access;

To assist in focusing your search and ensuring that you have the best chance to find the right property, you should use a range of these strategies:

* Set up alerts on property websites with the key criteria’s included;
* Talk to local real estate agents about off market opportunities;
* Ask agents to put together properties on your behalf that match our criteria;
* Don’t rule out a tenancy from online photos, if it ticks a lot of boxes do an inspection.

# Consultants

During your planning process, the engagement of consultants needs to be considered. It is recommended where you do not have the required skill or ability in a particular area related to the site selection or development process, to engage a consultant in that area to help assist you.

It can save time, money and headaches when dealing with real estate agents, council applications and reducing future possible unforeseen issues.

Throughout your process, continue to analyze your current position across the various areas and if there is something that is holding you back consider how a consultant may assist.

Example of consultants that can be engaged include:

* demographic;
* planning;
* project management;
* acoustic;
* traffic surveyors.

The use of consultants does not guarantee success but will assist in limiting potential issues.

# Demographic Profile

Hitting your key population demographics will maximize the potential membership draw from your local area. While ZeroW provides gym facilities accessible to everybody, there are still some identifiable traits of the person most likely to join.

The majority of existing members at other locations are those wanting:

* efficiency with training time;
* social, motivating environment; and
* results.

Other key traits found in a ZeroW member are those:

* who may want one on one Personal Training;
* have previously attended Bootcamps or CrossFit or other group training studios;
* those who want more support and customer service than your local 24hr gym.

But how do you know who these people are?

They are included in the highest density within the following measurable categories:

* medium to high income earners;
* aged between 25 – 40;
* living in high density residential areas.

Further information can be sought in a number of ways:

* Demographic consultants can be engaged;
* Real estate websites such as [www.realcommercial.com.au](http://www.realestate.com.au/);
* Census data can be found at the Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au/).

# Tenant Mix

While prospecting through your site shortlist you should consider - what is next door?

The tenancy mix surrounding your location can have a dramatic impact on drawing the right demographic of people to you and will also provide you with a local support network of businesses.

Locations directly relating to sport, fitness, health and wellbeing can assist in bringing like-minded potential customers to your business.

High-traffic retail and food outlets can create repeat business and service the local community.

# Local Amenities

Look at the surrounding areas and see what they have to offer.

High patron-drawing locations such as:

* Shopping strips;
* Apartment buildings;
* Office buildings;
* Car parks;
* Food outlets;

There will assist in providing better exposure and foot traffic. The key to these adjacencies is that they offer repeat visits by the same patrons, who look for other aspects of their life that can fit into their routine.

Take into consideration your opening hours with the following aspects of surrounding tenancies will enable a full evaluation of the pros and cons of the location.

* Parking availability at different times of the day;
* Opening hours of retail and food outlets;
* Public transport operating times.

# Accessibility

To ensure ease of access to the facility and to be able to meet the disability requirements for council (if required), accessibility of the facility needs to be carefully considered.

The following key aspects should be included in the evaluation:

* Footpath access;
* Ground level or first/second floor;
* Ramp or lift available;
* Shared foyer;
* Shopping Centre or shared tenancy;
* On-site parking;
* Public transport location.

# Visibility

You want to be seen. Exposure and brand awareness can significantly contribute to the success of the business. This minimizes the reliance on direct marketing and therefore reduces overall marketing costs.

The opportunity to secure a location with:

* visibility to main roads, car parks and shopping strips;
* significant space for building signage;

will contribute to a higher level of brand awareness to passing traffic and local visitors which leads to exposure every day.

While ZeroW has proven that sites can be successful without the above being at its optimum, those sites have been in dense population areas and have required a stronger level of direct marketing activity and outreach to engage the community and create awareness.

# Tenancy Size

It is easy to be seduced by a site only to find that the internal space is not suitable. Ensure that when shortlisting a property, the internal space is explored, as to not waste time setting up a site inspection only to find out that it isn't suitable. (Refer to the site selection checklist)

The internal tenancy size needs to be a minimum of 210m2 which includes:

* 180m2 of unencumbered active space;
* 10m2 of reception space and 20m2 of amenities. A more ideal tenancy size is 240m2 which allows for:
* 200m2 of unencumbered active space; and
* 20m2 of amenities and 20m2 of reception/office area

Up to 300m2 can be accommodated but lease and fit out costs needs to be kept within budget limits.

# Site Specifications

The following specifications provide the best possible site. Not every site will achieve all of these items, but ensuring the majority are covered off, will give the best possible chance for success.

* Ground floor – provides the best access and reduces council requirements. First floor or above needs to take into consideration access, exposure, adjacent tenancies for noise transfer and potential objections to council permits;
* Good signage opportunities – providing exposure to passing traffic and strong building identification for potential clients;
* Ceiling height preferred is above 3.5m – this will allow for a generous feel to the facility and will also accommodate all equipment and exercise options. The minimum mandatory ceiling height is 2.9m;
* Solid walls within the workout space to allow for wall mounted storage;
* Windows for natural light and air flow;
* Existing recreation permits are a bonus, which reduces the need to gain council approval.

# Facility Lease Requirements

The recommended lease term is 5 years with options for further years. It allows you to provide a secure home for your ZeroW facility without the requirement to renegotiate terms, move premises or have an unexpected increase in your fees, which are all potential pitfalls of a short-term lease.

Gaining a landlord contribution to the fit out may assist in reducing the start-up capital required to fit out the facility. The landlord could contribute to upgrading bathrooms, lighting, air conditioning – as these provide an asset to the building.

Complete a full inspection of the building prior to signing the lease. Throughout the inspection, record maintenance items that require rectification. Any items that will not be rectified prior to starting the lease are to be written into the lease to hold the landlord accountable.

The lease needs to state that the facility will be used for 'Recreation and Fitness Business' or ensure it matches the required local council permit conditions.

You are responsible for and must obtain all development and use approvals required to lawfully conduct your ZeroW facility from the site.

# Co-tenants

If there is available space for co-tenants in your facility, the following requirements need to be met:

* Clear definition between the operations including separate branding
* No hinderance to the operation of ZeroW
* Approved by ZeroW Support

# Redecoration Requirements

In order to maintain the standards and the professional image of your ZeroW facility and to continue to deliver to members the best possible experience, redecoration of the facility may be required.

# Relocation Procedures

In the event that relocation is required, the following procedures are applicable.

* You must contribute to all costs incurred by either party in any relocation, including all costs associated with establishing the ZeroW facility at the new site;
* Follow same procedures outlined in 'Site selection process' to find a suitable location;
* The location needs to be secured and permits in place in time for the new site to be readied to transfer the equipment, signage and all other available items from the existing location;
* Set up a plan for existing members to train during the downtime between the old location closing and the new location opening;
* To reduce costs, remove and relocate any loose flooring, air-conditioning units not owned by the landlord, signage and equipment;
* Make good existing site to standards set out on the lease;
* Ensure any changes to the ZeroW branding, equipment, technology and design are undertaken during this time.

# Start-Up Guide

This guide is a step by step process for your facility once the lease is secured, until the launch day.

# Fit-Out

You will at your own cost, and subject to the landlord’s consent, procure the preparation and outfitting of the facility with the fitness equipment, fixtures, fittings and signage necessary to bring the facility up to the standard specified in the Manual including but not limited to flooring, amenities, painting, electrical, joinery and partitioning.

# Council and Building Permits

A permit may be required from the local council to be able to run a ZeroW facility. This permit is generally called 'Restricted Recreation (Gymnasium/Fitness Centre)'. Included in this permit are requirements to provide details around any major works that are required including plans, with most ZeroW sites this will not be required.

Check with the landlord to see what permits currently exist for the property, as these may already cover the requirements or will set a precedent for any changes required.

Signage approvals may also be required. Depending on the location of the building, impact on neighbours and local laws the amount of signage allowed will be determined case by case.

A good first step is contacting the Council Planning Department. Organize a pre-application meeting with a council planner. This helps ensure your plans will be processed by council and avoid delays. You can use this meeting to discuss likely issues with the current plans.

Contact a private registered building surveyor or a builder/registered building practitioner (RBP) in your area to assist with building changes and permits. They need to be engaged early in your process to ensure compliance matters are included in your building program. With the recent increase in compliance requirements, ZeroW highly recommend engaging the building surveyor during your property search and inspections.

Use your state/countries building commission's Building Commission's Practitioner Search for a list of registered inspectors, surveyors, builders, draftsperson, engineers and similar trade services.

# Landlord Approvals

If you are making changes to a leased premises, you will need to complete the steps above, as well as making sure you:

* Check your lease to see if you need to request changes through your landlord. Most often, you will need to get written approval from your landlord before making modifications to your leased premises**;**
* Get written/signed approval from your landlord to make any changes to the leased premises. If you are leasing retail premises or a shop, see the Retail Leases Act for your state;
* Check if your lease has a 'make good' clause. Talk with your landlord about whether your changes can be permanent or if you need to revert them at the end of your lease. If so, remember to budget for this.

# Facility Layout and Fit Out Requirements

# Building Layout

The following provides a best-case scenario for the layout:

* A square or rectangular shape works best and will allow for the most flexible layout and increased vision within the space;
* The space needs to be unencumbered by walls or other solid objects such as structural columns, amenities or stairwells where possible;
* Amenities and reception located close to an exit is preferred;

**Reception Zone**

This area needs to be welcoming, clean and positioned at the main entry. It is the place to:

* sign up new members;
* for members and trainers to interact pre/post training;
* to display retail products;
* display any member testimonials or promotions.

# Training Zone

The training zone is the most important aspect of the facility;

This area needs to be:

* Open planned and on a flat concrete base (timber floor can be accommodated);
* The ceiling can either be exposed or ceiling tiles/plaster, needs to be a minimum height of

2.9m, but preferably 3.5m or higher;

# Amenities

Providing suitable amenities for members will ensure their comfort, increase overall member satisfaction and reduce objections to joining.

Minimum amenities include toilets and showers. Larger sites or sites with existing infrastructure can include change rooms. Separate men’s and women’s facilities are preferred but not essential, unisex is acceptable so long as the spaces are single person use. Minimum of two showers and two toilets, maximum of three showers and three toilets would be required. It is preferred to have the amenities located near to an exit to enable smooth movement of members exiting during sessions and not walking through the active space.

Storage of members' items will be required.

The level of amenities may be dictated by your council planning application/building permit. Ensure this is discussed during the pre-application meeting and with the building surveyor so that the correct designs can be made, the amenity level is available, or an increased budget allowance is made to increase the facilities. This is particularly important if your planning permit triggers a disability compliance.

# Use of Qualified Trades

When conducting the fit out, qualified trades need to undertake anything that covers the following:

* Plumbing and electrical;
* structural building works and concreting/changes to the slab;
* installation of gym equipment.

Prior to works starting, trades need to supply insurance certificates and any works completed need to then be provided with a compliance certificate (if required). The lease may also state that the certificates need to be provided to the landlord and that permission from the landlord is required prior to any works being completed. Always check references for trades and check with the local building authority if required.

Using trades to complete works may work out more cost effective than attempting to do it yourself.

# Flooring

Active Area – Rubber Tiles

* 15mm thickness, 1m x 1m squares
* Loose laid with adhesive along edge connecting to running track or vinyl
* Used in the main training
* Deadlift platform?

Reception Area

* Vinyl Planks/Timber

Bathrooms

* Vinyl or Tiles

With the increased focus on Fire Tested materials by building surveyors, you need to check with your building surveyor what your tenancy requires. It will be dependent on whether it has a sprinkler system or not and if you had to get a change of use or not.

Here is a brief outline:

Fire Certification (in Australia – check local authorities in other countries) requires compliance to AS/ISO 9239-1. AS before ISO means that Australia accept the test method of the International Standards Organisation or ISO. That means that the test certificate can be supplied by any testing authority in the world that is registered to test to 9239-1.

To be compliant in Australia, the testing authority must be accredited by a NATA recognised accreditation body.

The BCA, Building Codes Board of Australia require compliance to section C1.10 Fire requirements for Resilient Flooring which is AS/ISO 9239-1.

# Engineering Requirements/Floor Loading

Floor engineering can play a large part in selecting and setting up a location, with noise transfer and weight loading being the primary areas requiring investigation.

Acoustic disturbances from gyms typically fall within the following categories:

* Vibration Transmission: where vibration generated within the gym is transmitted throughout the building structure;
* Regenerated Noise: where noise is produced within the adjacent areas of the building, resulting from the transmission of vibration throughout the building structure; and
* Airborne Noise Transmission: where noise within the gym is transmitted through the floor/ceiling or wall partitions into the adjacent occupancies.

The dropping of free weights or other hard and/or heavy objects onto the floor are activities most likely to generate acoustic disturbance. The degree of acoustic disturbance may differ significantly from building to building, depending upon a number of variables.

These variables include:

* The applicable legislation, criteria, standards and guidelines;
* Whether the gym is located on a slab at ground or a suspended slab;
* Whether the receiver is located on a slab at ground or a suspended slab;
* Whether the receiver is above or below the gym;
* The column spacing within the building;
* The thickness of the slab;
* Whether the slab is pre or post-tensioned concrete;
* Whether a suspended ceiling is within the gym or receiver occupancy;
* The type of activities undertaken within the gym;
* The hours that the gym operates and the activities undertaken.

If any major concerns are detected, then they need to be addressed during the fit-out phase.

# Wall and Floor Fixing Requirements

When mounting fitness equipment, storage or TVs to wall and floor surfaces, the fixings need to be compliant to the supplier’s specification.

When selecting or approving fittings and fixtures ensure:

* these fixings are installed by a suitable trade or are able to be installed without a trade;
* keeping the fixtures and fittings consistent, this will improve the aesthetic of the facility;

Examples of these fixings include:

* TV Bracket; Wall Mounted Weight Plate/Barbell Storage.

Correct installation and fixings will ensure a safe environment for all members and staff.

# Hand Sanitation and Equipment Cleaning

As members will be utilising shared fitness equipment, providing sanitizing/cleaning options will ensure comfort for members and will also reduce the possibility of any spread of sickness through sharing items.

A combination of the following is required:

* Hand sanitation stations within the gym;
* Hygienic wet wipes to clean equipment (such as Wow Wipes);
* Hand soap in the bathrooms.

You should regularly clean all equipment with sanitizing spray/soap and water as per the equipment supplier’s specifications.

# Water Fountain

Providing a water fountain to members will allow them to enjoy filtered cool water. This reduces the need to fill up water bottles in the bathroom which is not hygienic and is inconvenient for the member. The water fountain needs to have a tall water bottle filler.

The location of the water fountain will be determined by the existence of a water source and also drainage, so this is typically near the bathrooms. It needs to be a clear open space that can be accessed easily by members.

# Signage

Signage is essential for constant passive exposure of the brand to traffic and also to easily identify the location to potential and existing members.

Signage needs to be installed to council's requirements on the external walls. This is due to the possibility of causing harm to pedestrians or cars if it is not affixed correctly. See your local council website or planning permit for instructions and requirements and ensure they are installed by a professional contractor.

# Car Parking

Car parking is an essential item for any fitness business to allow for ease of member access. Typical building sizes that suit ZeroW facilities are not going to come with a large number of on-site car spaces. Most will come with one or two, or perhaps none.

Access to local street parking and car parks whether they are free or paid is essential.

This will also assist in planning applications to council, as the total number of patrons allowed on site at any one time will be determined by car parking access, along with walking, bicycle and public transport access.

If required, ensure that the car park line marking meets the council requirement, as per your planning permit. Disabled parking spaces may also be required, and these require specific line marking that may need to be completed by a professional contractor.

# Security

A well secured facility will provide comfort and reduce insurance costs. Alarm systems and CCTV are recommended but not essential.

Changing the locks after taking over a facility is essential to ensure previous tenants can no longer access the building.

Shared tenancies, where access is through a communal front door or foyer, are common and therefore the front entrance keys will be provided for you and therefore you will need to change the locks on your tenancy entrance only.

# Supervision by ZeroW Support

During the set-up process, ZeroW Support will require regular updates including a checklist, photos and project plans to ensure compliance to all aspects of the fit-out, OHS requirements and timelines.

A determination will be made 9 days from opening day if the site is in a position to open. This will be completed through a video submission or in person visit with a checklist.

If it is determined the site is not ready, then a revised opening date will be decided.

# Pre-Launch

The facility must be ready ‘9 Days’ prior to the proposed opening date, as per above. No set opening date can be published without first gaining this approval.

Prior to launch day a full test of all equipment is needed, to ensure everything is safe, working effectively and set up correctly.

Any issues need to be resolved immediately through ZeroW Support or the supplier.

# Stock

Stock of promotional giveaways and retail items need to be on site one week prior to opening. Stock needs to be put into the software to track levels and sales or at a minimum an excel spreadsheet.

# ZeroW IT System

The ZeroW IT System will come online at different points throughout the development of the facility.

This includes access to:

* Display System
* Xero
* Paypa Plane

.

# Stationery / Marketing materials / HR Docs

You must ensure you:

* only use materials that conform to the Brand Identity.
* have any additional materials approved by Thomas prior to use.

# Launch Day

Ideas for launch day include – BBQ, giveaways, foundation offers, product tasting, coffee van.

# Brand Identity and Style Guide

The Brand and Identity Style Guide encompasses the acceptable branding, signage and terminology that can be used when referring to or promoting your gym.

Any variation from this guide must be approved by Thomas.

**Studio Trading Name** ZeroW “Suburb'

# Signage

See: Signage section ??

**Colours**

See ZeroW Style Guide …

**Paint Colours**

See ZeroW Style Guide …

# Furniture, Fixtures and Equipment

The Furniture, Fixtures and Equipment (FFE) in a ZeroW facility is comprised of two genres. The first being the Fitness Equipment, which is all the equipment utilised by members in the facility. The second is the Fit-Out Equipment, which includes IT Systems, Audio Visual, Furniture and Consumables.

# Fitness Equipment

In order to preserve the integrity and consistency of the ZeroW facilities, it is a requirement that the Fitness Equipment is purchased from an Approved Supplier.

You must also ensure that the Fitness Equipment in your facility:

* is maintained to the ZeroW’s specifications and in accordance with any reasonable directions given by ZeroW from time-to-time;
* complies with any safety or other reasonable requirements of the manufacturer;
* complies with any relevant standards;
* is installed in compliance with any relevant provisions of the facility lease;
* complies with any reasonable requirements of ZeroW, including any requirements in order to maintain safety, hygiene and other standards;
* is used in a manner that complies with any requirement of the insurer;
* is clean, in full working order and is safe for use.

You must undertake regular inspections of the Fitness Equipment and promptly attend to repairing any damaged or unsafe Fitness Equipment.

# ZeroW Fitness Equipment Supplier Selection

Suppliers are carefully selected using key selection criteria including:

* product quality;
* suitability;
* warranty systems;
* after-sales service;
* competitive prices.

# Ordering Equipment

Equipment orders need to be placed at a minimum of 12 weeks prior to the proposed opening date of the gym. If your order is not placed 12 weeks in advance there is no guarantee your equipment will be ready for your proposed opening day.

Ordering is done through the ZeroW ??

# Fitness Equipment List

ZeroW has a standard Fitness Equipment List. The equipment is also designed to fit within the standard facility layout.

# Equipment Inspections

To ensure that equipment is kept at its optimal performance, is aesthetically pleasing for your members and is safe, it is important to inspect the equipment daily.

What you are looking for is:

* defects;
* wear and tear;
* dirt build-up;
* fraying;
* low batteries;
* loose screws;
* broken zips or studs.

If any of the above are found and the item is deemed unsafe, it either needs to be rectified immediately or removed from use and a warranty claim undertaken (see details below). If the item is out of warranty, then an order for a new item or service of the item needs to be placed.

If the item is showing signs of wear or has a minor defect but is not deemed unsafe, then it can be maintained in use. But it is important to undertake a warranty claim. If the item is out of warranty, then an order for a new item or service of the item needs to be placed.

**Maintenance**

The Fitness Equipment will need regular maintenance. This will assist in the equipment’s performance as well as extending its life span.

Some routine maintenance will require a technician from the supplier. Although this will incur a cost, it provides the best possible outcome for your investment in the key pieces of equipment.

Other maintenance items can be undertaken by the staff. These include:

* Oiling chains;
* Replacing batteries;
* Tightening bolts and screws;
* Pumping up balls;
* Replacing foot straps;
* Deep cleaning.

# Making a Warranty Claim

All equipment comes with a warranty against defect and unexpected wear. Each item has a different warranty period. The length of the warranty will be shown on your equipment invoice.

Cardio

Go directly to their service portals below:

LifeFitness - <https://www.lifefitness.com.au/order-service-spare-parts/sign-in/>

Synergy - <http://synergy.cloudpsa.co/>

Concept 2 - 1800 730 051

# Products

The gym will only be able to sell products approved by ZeroW.

# Approved Products

* Apparel
* Bottles
* Towels
* Drinks
* Food
* Protein

# How to Sell Products

As ZeroW is a cashless business, the use of an EFT Machine through your chosen bank is required to take payment for products.

With prices ranges from a few dollars (such as a protein drink) it is important that there is no minimum EFT purchase amount.

# Social Media Platforms

Each gym is to have two social media platforms, Facebook and Instagram. These are self managed by each gym.

These platforms can be managed via your desktop computer and your mobile phone or tablet device.

Ensure that your devices are password protected, so in the event that your phone/tablet is lost or stolen, it prevents unlawful access to your social media accounts.

Instagram - <https://business.instagram.com/getting-started?locale=en_GB>

Facebook - <https://www.facebook.com/business/learn/set-up-facebook-page>

# Email - @ZeroW.com.au

A specific email address will be set up for you with the suburb location of your facility prefixing @zerow.com.au

Desktop [https://www.google.com/gmail/](https://www.google.com/gmail/#_blank)

Click on the above web address and save to favorites. Phone/Tablet

Download the Gmail App from iTunes or the Google Play store.

# How to Use Gmail

Click link for a user guide to Gmail - [https://gsuite.google.com/learning-center/products/gmail/get-](https://gsuite.google.com/learning-center/products/gmail/get-started/) [started/](https://gsuite.google.com/learning-center/products/gmail/get-started/)

# Email Signature

A branded email signature will be provided to you that is required to be used when you send emails from the ZeroW email address.

The signature includes the contact details of the gym as well as links to social media accounts.

|  |  |  |  |
| --- | --- | --- | --- |
| |  | | --- | | **Thomas Lilley** **| Owner** | | **e:** [thomas@zerow.com.au](mailto:thomas@zerow.com.au) **w:**[www.zerow.com.au](http://www.zerow.com.au/) **m:** 0434431495 **Gyms:** Gold Coast, Brisbane Southside, Brisbane, Mackay, Cairns | | \ | |

(Example of email signature)

# Email Policy

ZeroW emails are only to be used for business activity regarding your facility.

# OneFitStop

OneFitStop provides simple, but effective technology solutions to manage your fitness business operations. The complete and easy to use platform reduces overall administration hours of managing business operations, supports all the necessary tasks required for your business success and enables effective growth.

You will utilise it for:

* Membership management;
* Sales;
* Reporting;
* Direct Debit of fees.

# Services Internet

A dedicated internet connection for your tenancy is required. This should be an NBN, cable or ADSL 2 connection.

You will need a WIFI router with your internet service to enable use of wireless devices in the reception and training zones.

To ensure access to IT systems for your pre-sale, the availability of your internet service needs to be active a minimum two weeks prior to launch date.

# Phone

A smart phone (either iPhone or a Samsung Galaxy are preferred) is required to not only receive and make calls but to manage your gym remotely. This phone needs to be dedicated to the gym and not be shared with a personal phone.

The plan connected to your phone needs to have unlimited calls and texts and a minimum of 6gb of data. This will allow for continual use of the phone without additional charges.

Please note: data usage needs to be monitored to ensure levels are not exceeded and additional costs incurred.

# Voicemail

Having a professional voicemail is important when you are unable to answer calls. It provides comfort to members and prospects knowing that their enquiry will be returned.

Retrieving and responding to voicemails at the earliest available time will ensure levels of customer service are maintained at a high level.

Voicemail message example:

Thank you for calling ZeroW 'Suburb'. We are currently unable to take your call. Please leave your details and we will return your call as soon as possible.

# Music

Music is a key component of the atmosphere. The music needs to be of an up-tempo nature and fit the demographic of the members attending the gym.

You must adhere to all regulations regarding APRA/PPCA, which are now combined into OneMusic. OneMusic fees vary from site to site based on the number of members and it's critical to ensure that your licence is updated on an annual basis consistent with requirements.

Other countries will have their own music licensing arrangements which must be adhered to, ZeroW will assist with this process.

# Security

The inclusion of a security system is at the discretion of the facility. The options to consider are:

* CCTV monitoring system internally and externally

If you have CCTV installed it is important that these are not located in the amenities zone of your facility.

* Back to base alarm system

Back to base monitoring does have a service charge.

# Marketing, Promotion and Social Media

The marketing and promotion of your facility is vital to its success. Different demographics require different methods to engage the local community and provide regular leads.

You are responsible for local marketing activity.

ZeroW may from time-to-time drive broad-based marketing activity for the benefit of all locations. These streams will depend on the time of year, launch of new innovations and partnering with events or sponsorship.

# Local Marketing Activities

Facilities can choose to focus on certain aspects of marketing, these activities may vary depending on time of year, target audience and location.

These activities may include:

Search Engine Optimisation (SEO)

Strategies implemented by dedicated SEO company to maximise search results and put ZeroW at the top of Google searches within the areas surrounding the gym.

Social Media

Posts that target specific demographics and audiences.

Posts that include an offer that creates leads directly to the facility. Public Relations (PR)

Gaining exposure by showcasing the brand in the media or at events.

The purpose of local marketing campaigns is to drive new leads to your facility. With the majority of members living or working within a 2km radius of your facility, focusing on local advertising and promotional opportunities is vital to your success.

# Examples of Campaigns

Pre-Launch:

A six-week pre-sale period involving:

* Social Media campaign;
* DL Flyer drops to houses, apartments and businesses;
* General brand awareness campaign.

Foundation Memberships:

This promotion is used purely for the six weeks pre-sale period. It includes a reduced weekly fee and the standard no joining fee. To secure this offer all Direct Debit paperwork needs to be completed ready for opening day.

# Marketing Streams

Finding the right marketing stream for your area may require some trial and error. Each campaign needs to be monitored for its success and cut through.

Utilising varied streams over a period of time will ensure that different demographics are reached, and penetration is maximised.

Options include:

* Social Media Geo Targeting
* Newspaper Ad
* Flyer Drops
* Sponsoring of an Event
* Advertising Board
* Roof Balloon
* Radio Competition

# Printing of Materials

Printing of flyers and other materials can be costly, especially when using coloured printing which is required for the best effect. Finding a local supplier who offers a great rate can assist you in maximising your spend.

Printed material with a date has a limited timeframe it can be utilised, so you need to make sure that distribution is swift and broad-reaching.

Generic brochures with no offer or timeline can be printed in larger volumes and be distributed over time.

# Social Media Advertising

Facebook and Instagram marketing are now at the forefront of advertising mediums. They can be used in a variety of ways to attract new and retain existing members.

To attracted new members there are options to:

* run sponsored posts;
* create and offer;
* create an event.

To assist in retaining existing members, social media allows for interaction between members even when they are not at the gym. As well as giving you a platform for informing members of upcoming events or schedule information.

# Human Resource Management

You should aim to create a structure and employment environment within your business that encourages your staff to aim for higher levels of achievement. The objective is to instill in all staff a sense of belonging, importance and team building through regular communication, results and performance.

The overall objective is to develop a team of motivated, qualified coaches who provide personal service to your membership. Vision and energy by staff is to be rewarded, as are staff who have achieved high standards in their presentation, levels of service, sales and commitment to your business.

# General HR

The gym is solely responsible for the recruitment of its coaches and staff to operate the ZeroW.

You must ensure that:

* only staff with the relevant qualifications are appointed as coaches;
* coaches and staff participate in ongoing training and continuing professional development;
* all staff attend meetings, training, additional training or accreditation sessions;
* all staff will sign the prescribed form of employment agreement;
* all hours worked by coaches and the manager, and all sessions they take are recorded on a daily basis;
* a staff registry is created with contact details and emergency contacts and a copy provided to ZeroW

# Recruitment

Recruitment of high-quality coaches is vital to the success of your business. The cost and time required to successfully advertise, and recruit needs to be effective to enable the sourcing of the right coaches and knowing they will benefit the gym in the future.

Recruitment of candidates can be undertaken in a number of ways:

* Referral from other coaches/facilities;
* Advertisement through [www.seek.com.au](http://www.seek.com.au/#_blank), [www.sportspeople.com.au](http://www.sportspeople.com.au/#_blank);
* Recruitment from inside your membership base.

# Stages of Recruitment

* Advertisement;
* Vetting of unsuitable candidates/qualifications check;
* Phone interviews;
* One on one interviews;
* Practical assessment;
* Final reference checks

# Employment Contract

New staff need to fill in the tax declaration form and your rate of pay needs to meet the award rates for your state.

# Staff Training

Needs to be undertaken as outlined in **Section: Training and Qualification Standards**.

# Staff Presentation

Why is it Important?

* The uniform enables members to identify coaches easily within the gym;
* Clean, neat and appropriate presentation conveys an image of professionalism;
* Personal grooming (shaving, personal hygiene, appropriate jewellery, hairstyles, etc).
* Professional manner (i.e. no swearing, shouting, use of sexist or racist language etc).

# Uniform Policy

The staff uniform must be worn at all times while conducting sessions, promotions, membership sales and at any other time when you are representing ZeroW.

# Payment of Wages

Wages are to be paid weekly/fortnightly via the payroll system of your choice such as Xero.

# Staff Records

All records relating to staff employment and qualifications need to be securely stored either via hardcopy or electronically.

An outline of the required records is in **Section: Training and Qualification Standards.**

# Manager Leave

In the event of the manager taking extended leave, then a 2IC needs to be trained up in order to fill the role of manager during the leave period.

# Performance Management

To ensure the success of your gym and deliver ZeroW to its best quality, you need to manage your coaches. This can be achieved in a variety of ways including:

* regular one on one meetings;
* shadowing their sessions;
* gaining feedback from members.

Once the information is gathered, utilise that information to set goals for the coaches in the areas needing improvement. It may also mean recommending courses and workshops that can assist in the development of the coach.

# Dismissing Staff

If a major breach of protocol has occurred, then you need to ensure the correct managerial procedures are followed to protect you and also provide the staff member with their rights.

Check your local state employment guidelines to ensure you are following the correct procedures. There will be different procedures depending on whether the staff member is in a probation period or not.

Full history of meetings and communication during the dismissal process needs to be documented and stored.

# Exit Interviews

It is important that when a staff member leaves, whether on good or bad terms, that an exit interview is conducted. This will allow you and ZeroW to assess the reasons for leaving, gain valuable feedback on how to improve the operation of the facility and also highlight any training that may need to be offered to future staff.

# Training & Qualification Standards

Continued training and support will be provided by ZeroW Support. This support will range from the updating of the manual, phone support and future training on new products and services.

The facility may be provided this training via:

* phone support;
* digital communications;
* meetings and conferences on a quarterly basis;
* training seminars;
* on-site visits by Thomas;
* newsletters;

The provision of on-going support and training will assist facilities to maintain and increase standards, keep up with industry trends and implement changes to the ZeroW system.

# Qualification Standards

ZeroW prides itself on providing members with the best possible experience during their training. Part of this is to ensure that the coaches are highly trained and capable of coaching at the highest level.

The facility must ensure that all coaches obtain the minimum qualification standards.

# Coaches

Minimum Qualification:

* Certificate 4 in Fitness
* Level 1 Strength and Conditioning
* CPR / First Aid
* Industry Registration
* Police Check (arranged by the facility)
* Working with Children Check
* Required within 12 months of facility opening:
* ZeroW Coach development course

Qualifications for international sites need to meet the requirements matched to the above or their local standards.

# Staff Recruitment and Training

Recruitment of coaches needs to follow process outlined in **Section: HR Management.**

# Professional Development

Each coach needs to maintain their industry registration through professional development.

ZeroW encourages each coach to focus their professional development on areas related to key training methods utilised within ZeroW.

Training can be undertaken in variety of ways:

* industry conferences;
* online training courses;
* workshops.

ZeroW will also assist in the professional development of coaches through internal performance management.

This could include:

* Mystery Shopper program
* Performance development reviews

# Communication with ZeroW Support

Communication is strongly encouraged between gyms and ZeroW Support. Communication channels should always be open, encouraging an atmosphere where ideas and suggestions flow freely from one party to the other.

# Communications Methods

Communication with ZeroW Support will be a mixture of the below:

* Meetings to identify needs and requirements of the facilities on all aspects of their business,
* Regular Memos;
* Telephone;
* E-mail;
* Site visits;
* Forwarding of relevant industry information.

# Ongoing Support

ZeroW may assist with ongoing support by providing:

* technical and operational advice and assistance when requested;
* regular communications concerning matters of relevance to the ZeroW facilities;
* on-site visits by Thomas
* and access to ongoing training for the facility

# Membership Management

# Sales

Ensuring you have effective sales strategies and procedures is vital to your success of the gym.

ZeroW support will also assist with sales throughout your journey with ZeroW. Further sales training with professional fitness sales companies can be undertaken at the cost of the facility.

# Form of Membership Application

Joining is through Paypa Plane. This can be done on-site or remotely.

# Member Age Policy

The minimum age for a member at ZeroW is 16 years. A member between 16 and 17 years needs to:

* have a guardian co-sign the ParQ form;
* have the debit taken from the guardian's bank account;
* have the guardian sign the membership form.

**Health Policy**

ZeroW ParQ is located via the QR code in the gym.

# Cancellation Policy

Members need to provide a minimum of one debit notification when cancelling.

# Pricing

The below is an example of a pricing structure used in existing facilities.

Example Only Foundation Offer

$29/wk (until date specified)

Regular Price

$35/wk

# Direct Debit Systems

Paypa Plane runs the direct debit process through the information provided in Paypa Plane

A member’s direct debit starts on the day of joining and will be processed weekly on that day on-going.

# Collaborative Membership and Transfer Policies

Members are able to access other ZeroW locations on a single membership. This is a unique selling point for the ZeroW brand.

Co-operation between facilities is an integral part of the ZeroW system. It is critical that members receive a seamless and consistent level of member service from all facilities.

From a member management aspect, once a member moves to another location, that member's membership and direct debit revenue will transfer to the other gym. The same rule applies in reverse.

# Suspension/Termination of a Member

The facility must enforce those provisions of Membership Agreements that deal with suspension or expulsion of a Member in a fair, reasonable and consistent way to minimise any risk of damage to the reputation or goodwill of the facility or ZeroW.

# Member Complaints or Feedback

Response to member complaints and feedback needs to be done in a timely and appropriate manner. Either via email or phone depending on the members preferred communication method. Any items that of are a significant nature need to be reported to ZeroW Support.

# Daily Operations

A successful day in the life of a ZeroW gym requires a well-rounded approach, covering aspects of every part of the business.

Any one, or all, of the following could be undertaken each and every day:

* Setting up equipment or packing away
* Cleaning and maintenance
* Sales and marketing
* Retention calls
* Stock checks
* Member engagement
* Staff training
* Reporting

It is imperative to the success of the facility that tasks are undertaken in an efficient manner to ensure that the majority of the focus can be on the delivery of coaching sessions/programs and providing customer service to members.

# Operating Hours

The facility must be open for business and sufficiently staffed during the Business Hours. The Manager must be available to answer Member inquiries between the hours of 9am – 5pm Monday – Friday and 9am – 12pm on Saturday.

# Cleaning

General cleaning of the facility needs to occur every day to ensure a pleasant, comfortable and safe environment for all members.

This includes:

* Training Zone
* Reception
* Amenities
* Entrance
* Windows
* Mirrors
* Storage

# Repairs and Maintenance

A general inspection of the facility is required to identify any issues.

Building repairs and maintenance need to be rectified immediately upon identification to ensure the quality and standard of your facility is kept to a very high standard.

Plumbing, electrical and other specific issues need to be fixed by registered trades.

# Performance Management Business Plan

The development of a business plan and associated KPIs is critical to forecasting the financial and operation performance of the business.

The following highlights the key area required under the process:

* a business plan for the first year of the operation must be provided prior to the commencement date of the facility;

Business Plan Templates can be provided by the ZeroW Support.

# Inspection and Audit

As part of the ongoing assessment of the performance of the gym, Thomas? or authorised representatives may inspect and/or conduct an audit of the gym, the financial statements, reports and accounting records.

# Member Experience Evaluation

To ensure member satisfaction, ZeroW may survey existing members either by sending surveys via email or conducting phone interviews.

This is to get direct feedback from existing and past members on their experience, results and reasons for cancelling.

This information will be shared with the facility while keeping the source of the feedback confidential. The information will be shared through an operational meeting, where the results will drive an improvement program to be implemented by the facility.

The results of these surveys will also be used in future planning by ZeroW relating to programs, facility and marketing improvements.

The results of these surveys may result in non-compliance by the facility.

# Memberships and Insurances

# Fitness Australia

Fitness Australia is the peak health and fitness industry association, providing a range of support services and solutions to fitness businesses Australia-wide.

As a peak industry association with a highly credible national profile, it recognises the growing importance of the fitness industry to the Australian economy and to maintaining the health and well-being of the Australian community.

They are committed to leading, supporting and growing an innovative fitness industry that embraces knowledge sharing, professionalism and high standards of customer care and service.

ZeroW is a member of Fitness Australia and ZeroW has committed to our facilities joining under our banner.

# Future Memberships

If requested by ZeroW, the facility must, at its own cost, join and maintain their membership of such relevant industry associations as ZeroW may reasonably nominate.

# Insurance

The facility must protect against applicable risks by taking out and maintaining the following Insurances with a reputable insurance company.

The facility must at all times observe the conditions of the Insurance policies and provide to ZeroW promptly on request, full details and proof of currency of such Insurances.

Public Liability and Professional Indemnity Insurance Special conditions to be included:

* the business to be listed as a Fitness Centre/Gymnasium/Health Club
* minimum $20,000,000 Liability coverage
* minimum $5,000,000 Indemnity coverage
* ZeroW Pty Ltd needs to be included as a secondary party

# Contents Insurance

Special conditions to be included: plate glass/mirror coverage

# Renewal Process

The insurance needs to be current at all times. Ensure that payments are either direct debit or that payment is made well before the due date to ensure there is no period without cover.

Review your policy each year to ensure it meets the needs of your business, regards to coverage, as well as cost. Do market research to ensure you have the best and most cost-effective policy.

.

# Fees

See below an outline of the key fees that are payable when operating your facility.

# Direct Debit

Paypa Plane take a fee from each direct debit made to the facilities members. Details of this fee are outlined in the Paypa Plane agreement. It is different for debit and credit accounts.

# Email

A fee is payable to ZeroW for the supply of your email addresses. This is a cost passed on from Google.

Google Mail is chosen due to:

* its high level of security;
* availability across multiple platforms (phone, tablet, desktop).

# Record Keeping

# Set Up A Record Keeping System

The ATO has a tool: [https://www.ato.gov.au/Calculators-and-tools/Record-keeping-evaluation/ )](https://www.ato.gov.au/Calculators-and-tools/Record-keeping-evaluation/%20)) that will help you find out what records you should keep and evaluate how well your business is keeping records.

The ATO requires records to be kept for a minimum of five years.

A well organised filing cabinet is the best way to keep all your records filed. The recommended way to file is by date to help with your tax return as it's logical and easily understood.

# Financial Record Keeping

For any transaction that has a financial element keep:

* copies of invoices and receipts you provide for goods sold or services rendered;
* invoices for goods or services you purchase or bills you pay such as rent, rates, insurance, licence fees;
* payments to employees and to other organisations on behalf of employees e.g. super funds, PAYG tax;
* financial statements including profit and loss statement and balance sheet;
* tax return information;
* bank account and credit card statements;
* end of year stocktake records, assets register;

These can be kept either in hard copy in the filing cabinet, electronically with a backup or within Xero software.

# Business Record Keeping

In addition to your ATO financial records requirements, other government departments require you to keep records relating to your business and employees.

When setting up your record keeping system, keep:

* contracts, insurance agreements and other legal documents;
* your lease;
* licences and permits such as A-Frame, change of use from council;
* employee records including time sheets, copies of pay slips;
* safety records;
* any other records which are 'business activity' specific and required by law for the operation of your business;

# Employee Time and Wage Records

Employers must keep time and wages records for 7 years.

Including; Employee status, pay, hours of work, leave and superannuation contributions. Refer to <https://www.fairwork.gov.au/pay/pay-slips-and-record-keeping/record-keeping>

# Facility Obligations

You must honestly and accurately complete all accounting records at regular intervals.

You will need to maintain a record of:

* the gross membership revenue of the ZeroW facility for each week, month, quarter and year;
* the number of members, the number of new members who have joined in the past month and the number of members who have cancelled or who have not renewed their membership in the last month;
* the ZeroW Products sold;
* the number of Coaches employed;
* the outgoings;
* all marketing, advertising or promotions conducted.

# Record Producing Timeframes

It is a requirement, that by the seventh business day after the end of the month you are up to date with the previous month’s financial data entry.

This will enable ZeroW to benchmark the profitability of your facility. If you are unable to meet this deadline, you should inform Thomas immediately, so alternative arrangements can be made.

Annually, you will produce a Profit and Loss Statement and Balance Sheet produced by a Certified Practising Accountant, within 60 days of the end of the financial year.

By 1 September each year, you must provide Thomas with a complete set of accounting records for the financial year ended 30 June that year prepared by a member of the Institute of Chartered Accountants Australia.

On request you must be able to provide copies of any goods and services or other taxation return or assessment related to the ZeroW or by any Federal or State taxation authority.

At all times complete, true and proper accounting records must be maintained in accordance with the accounting standards and the requirements of ZeroW.

# Online Access to Accounting Software

You must provide to Thomas the login details and passwords to enable ZeroW, at all times, to have online access to your accounting software.

# WHS, Cleaning and Hygiene

Workplace Health and Safety (WHS), often referred to as Occupational Health and Safety (OH&S) involves the assessment and migration of risks that may impact the health, safety or welfare of those in your workplace.

This may include the health and safety of your members, employees, visitors, contractors, volunteers and suppliers.

Under Australian WHS/OH&S legislation businesses are legally obliged to:

* provide safe work premises;
* assess risks and implement appropriate measures for controlling them;
* ensure safe use and handling of goods and substances;
* provide and maintain safe machinery and materials;
* assess workplace layout and provide safe systems of work;
* provide a suitable working environment and facilities;
* have insurance and workers compensation workers’ compensation insurance for your employees.

See below regulatory bodies from Victoria (refer to your respective state bodies) and documents to assist in managing OH&S in your gym.

Victoria

* Act: [Occupational Health and Safety Act 2004](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/edfb620cf7503d1aca256da4001b08af/750e0d9e0b2b387fca256f71001fa7be!OpenDocument%26Highlight%3D0%2Coccupational%2Chealth%2Csafety) [(Vic)](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/edfb620cf7503d1aca256da4001b08af/750e0d9e0b2b387fca256f71001fa7be!OpenDocument%26Highlight%3D0%2Coccupational%2Chealth%2Csafety)
* Regulation: [Occupational Health and Safety Regulations 2007](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/LTObject_Store/LTObjSt5.nsf/DDE300B846EED9C7CA257616000A3571/DDD3370D63546CB4CA257761003EC5C2/%24FILE/07-54sr001.pdf) [(Vic)](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/LTObject_Store/LTObjSt5.nsf/DDE300B846EED9C7CA257616000A3571/DDD3370D63546CB4CA257761003EC5C2/%24FILE/07-54sr001.pdf)
* Codes: [Vic Compliance Codes](http://consultation.worksafe.vic.gov.au/Compliance-Codes/faqs)
* Regulator: [WorkSafe Victoria](http://www.worksafe.vic.gov.au/home)

Resources:

* [Workplace Safety for Small Business](http://www.worksafe.vic.gov.au/safety-and-prevention/small-business)
* [Employer rights and responsibilities](https://www.worksafe.vic.gov.au/laws/rights-and-responsibilities)
* [Make your workplace safer](http://www.worksafe.vic.gov.au/safety-and-prevention/making-your-workplace-safer)

# WHS Program

ZeroW Facilities are required to demonstrate commitment to providing a safe workplace. Ensuring that key areas are addressed, monitored and updated, will assist in providing a safe environment for your team and members.

# Training and Competency

The formal qualifications required for staff working, as well First Aid and CPR, need to be kept up to date with records kept on site.

New staff need to receive an induction to ensure that they are aware of all relevant safety procedures within the gym.

Records should be kept of any induction and training provided.

# Consultation and Communication

Staff need to be consulted and communicated to on health and safety matters. If there are any changes to procedures or expectations these need to be communicated immediately to your team.

# Hazard Identification, Risk Assessment and Control

Procedures must be followed to identify potential health and safety hazards, (including public safety hazards), assess the potential risks and implement control measures. This includes procedures for workplace inspections and hazard reporting.

If contractors are used in your business, the health and safety responsibilities of the contractors should be clearly defined and communicated to the contractors.

# Equipment Safety

Procedures for inspecting, maintaining, and repairing equipment as well as ensuring that clients are aware of the correct use of equipment need to be implemented and followed.

# See Section: Furniture, Fixtures and Equipment Emergency Preparedness and Response

All potential emergency situations should be identified, and emergency procedures developed to address these situations including training, first aid and equipment requirements.

# Injury Management

A procedure should exist that outlines the notification and claim management requirements for workplace injuries. This may involve different protocols for injuries sustained by staff and clients.

# Specific Risk Prevention Measures

In addition to the above requirements, all fitness businesses should implement measures to minimise specific OHS risks associated with their operations (e.g. slips and trips, hygiene, security, etc.)

# WHS Risk Assessment

A risk assessment can help identify potential hazards which can then be acted upon, thereby reducing and potential for risk to your staff or members.

Rick assessments can be found on the **Worksafe website**. **Safety Emergency Equipment**

* + Sites needs to have fully stocked first aid kit including band aids, instant ice packs, slings, eye drops;
  + Proper and sterile supplies are required, and your first aid kit should be airtight, containing a variety of dressings and bandages depending upon your work environment;
  + All contents of the first aid kit will be within their use by dates;
  + The first aid kit will be kept in a well-known, easily reached, clean location known by all staff members. The first aid kit will be regularly inspected and maintained by the First Aid Officer making sure items are replaced as needed. The kit will also contain multiple and single use, disposable items;
  + Fire extinguishers as per the building code;
  + Evacuation procedures – displayed and provided in induction training;
  + If the building has evacuation procedures, then these needs to be followed as per instructions.

# Infectious Disease Policies

Notifying the appropriate Public Health Unit.

Example of Victorian notification procedure (refer to your state body).

[http://docs.health.vic.gov.au/docs/doc/58118E0B95087FE0CA2578BC0008CCA3/$FILE/n](http://docs.health.vic.gov.au/docs/doc/58118E0B95087FE0CA2578BC0008CCA3/%24FILE/n%20otifiable_conditions_form.pdf)  [otifiable\_conditions\_form.pdf](http://docs.health.vic.gov.au/docs/doc/58118E0B95087FE0CA2578BC0008CCA3/%24FILE/n%20otifiable_conditions_form.pdf)

# Wet Surfaces

* Clearly identify and block off wet floors;
* In the event of a spillage, your first step should be to mark or preferably block off the slippery area;
* Marking the wet floor informs employees, workers and visitors of the danger to prevent a slip;
* Have the appropriate cleaning equipment accessible;
* Schedule your cleaning before or after your business hours, to reduce potential risks;
* Monitor sweat on the floor throughout sessions and take appropriate action when required.

# WHS Meetings

To be conducted quarterly with your staff team.

These meetings should:

* + review any incidents;
  + provide a forum to receive feedback about improvement areas;
  + implement and policy changes;
  + including a training component.

# Action and Reporting of Incidents

All states have, as part of their workers compensation legislation, a requirement for employers to record any injuries that are reported to them by persons at a workplace.

An incident is any event that causes loss or damage to any person, plant & machinery or property. There are two main types of incidents:

# Non-Notifiable Incidents

A non-notifiable incident is one that does not result in a person suffering from a serious bodily injury or death and is not a dangerous event which has the potential to harm an individual’s health and safety.

While it is not necessary to notify the Department of Employment and Industrial Relations about non-notifiable incidents, the manager should be notified immediately, and an incident report form should be completed.

# Notifiable Incidents

A notifiable incident is an incident which results in a person suffering a work injury, if the injury was caused by a work-related activity, which is a serious bodily injury including a fatality requiring first aid or medical treatment. This also includes aggravation and recurrence of an existing injury, if first aid of medical treatment is required for the injury. The incident is also a notifiable incident if it causes the worker to be absent from voluntary or paid employment for more than 4 normal working days.

Other notifiable incidents also include damage to property, if the event involves or could have involved exposure of persons to risk to their health and safety. Some examples of these types of events in a fitness business include but are not limited to:

* The collapse or overturning, failure or malfunction of, or damage to equipment;
* The collapse, or partial collapse of any part of a building or other structure;
* Implosion, explosion or fire;
* Spillage or leakage of any hazardous material or dangerous goods;
* Fall or release from any height of any plant, structure or object;
* Serious or Dangerous Electrical Incidents causing harm or the potential for harm.

# In the Occurrence of a Notifiable Incident:

* Ensure that nobody is injured. If there are casualties, follow the first aid emergency procedures;
* If there are no casualties, notify the relevant or appropriate emergency service for assistance, which in some cases may be (000) and then immediately notify the relevant Government Organisation in your state (e.g. WorkCover or Department of Industrial Relations);
* Do not leave the site unattended until an Industrial Relations Safety Inspector arrives or gives alternative instructions;
* Provide written notice within 24 hours on an Incident Notification Form which can be obtained from your Work Cover body or Department of Workplace Health & Safety;
* Keep a copy of all details and incident report forms for your records in case of further investigations;
* Thomas is to be informed as soon as practical;
* Start the required policy changes as soon as possible to prevent the same incident from happening again. Be sure to keep all safety records for future reference.

Some states have specific requirements with regard to the methods of recording and whether or not these injuries should be reported to the relevant workers compensation insurer or bodies.

You should be familiar with the injury recording requirements in your state, your workers compensation insurer should be able to assist you with this.

Following a reported injury, it is important that the incident is investigated. This will assist you in identifying the hazard that caused the injury and put in place effective control measures to ensure that the injury does not occur again.

# Cleaning and Hygiene

Maintaining cleanliness of your gym will increase your member retention, create a positive atmosphere and ensure member comfort.

Examples of key daily and weekly tasks are:

* removing rubbish from amenities and the training zone;
* cleaning equipment;
* encouraging the us of a towel;
* vacuuming;
* cleaning showers, toilets and changing rooms;
* mopping and scrubbing floors.

Educate your staff (and particularly your cleaning staff) about the importance of cleanliness. Show them the correct way to clean and maintain gym’s equipment. Ensure they know about and pay particular attention to hot spots where bacteria, viruses, and fungi can accumulate, such as door handles, mats and hand weights.

Educating your members to assist in keeping your gym in its best possible condition will create a positive culture. Make it known that your gym is a clean and healthy facility and post signs requesting that patrons make use of the hand sanitiser and use the wipes provided to wipe down equipment after use.

Pay attention to showers and locker rooms in your daily cleaning schedule. This is where steam creates the damp environment in which germs, mould and bacteria thrive.

Have the correct cleaning equipment to ensure you can complete the tasks easily and safely.

# Privacy and Intellectual Property

# Information Collected

ZeroW may, upon written request, collect Personal Information from the facility at any time. The facility consents to the collection, use and disclosure of Personal Information.

Unless otherwise advised, the purpose for which the Personal Information is collected is for the administration and development of ZeroW.

# ZeroW’s Obligations

ZeroW must comply with the Privacy Legislation; and use its reasonable endeavours to comply with the Privacy Policy, in the collection, use, storage and disclosure of Personal Information.

They disclose the Personal Information to:

* prospective purchasers of the business;
* its professional, business and legal advisers;
* financial institutions; and to such persons as required by law.

# Individual ZeroW's Privacy Obligations

You must comply with the Privacy Legislation; and the Privacy Policy, in the collection, use, storage and disclosure of personal information collected from members.

You must make reasonable endeavours to ensure that any individual from whom personal information is obtained consents, (in writing) to: the disclosure to and the use by the facility of that personal information, and the disclosure of the personal information by you to:

* Prospective purchasers of the business;
* Your professional, business and legal advisers;
* Financial institutions.

# Protection of Member Information

ZeroW’s debit partner, Paypa Plane, may collect and store information, including member name, phone number, address, email, and credit card information as well as any other information members provide to them, in order to process their transaction. This information may be shared with third parties for the same purposes.

The facility must not collect and store any credit card or banking details in any other format than via the secure storage facility on Paypa Plane.

See the Commonwealth Banks PCI Compliance documentation on this link:

[https://www.commbank.com.au/content/dam/commbank/business/merchant-services/online-](https://www.commbank.com.au/content/dam/commbank/business/merchant-services/online-merchant-security.pdf) [merchant-security.pdf](https://www.commbank.com.au/content/dam/commbank/business/merchant-services/online-merchant-security.pdf)

# How Personal Information May Be Used

The facility and Paypa Plane may use member information:

* To respond to inquiries and fulfil requests;
* To send administrative information, for example, information regarding our services and changes to terms, conditions, and policies;
* To complete and fulfil registration, for example, to process payments, communicate with clients regarding purchases and provide related customer service;
* To send marketing communications that may be of interest, such as newsletters;
* To personalise the clients experience by presenting products and offers tailored to them, including complementary products and services of partners.

# How Personal Information May Be Disclosed

The facility and Paypa Plane may disclose member’s personal information:

* To affiliates for the purposes previously described;
* To strategic partners and third-party service providers who provide services such as website hosting, data analysis, payment processing services, order fulfilment, information technology and related infrastructure provision, customer service, email delivery, credit card processing, auditing and other similar services.

# Use of Photos and Videos

See **Section: Marketing, Promotion and Social Media** for policy around use of photos and videos.

# Intellectual Property

The facility must not use any other trademarks, trade names, business names, logos, designs or colour schemes in connection with the ZeroW other than the Business Name and Trade Marks.

The facility must:

* not do anything or aid or assist any other party to do anything which would infringe upon or harm the rights of the IP Owner or the rights of ZeroW in the whole or any part of Intellectual Property;
* notify ZeroW of any suspected infringement of the Intellectual Property and take such action as directed in relation to that infringement;
* not use the Intellectual Property.

# Additions and Variations to Manual

The purpose of this Manual is to provide facilities with practical advice and assistance on day-to-day operations. The information in this Manual has been prepared to cover as diverse a range of areas as possible.

The Manual will be constantly upgraded.

This Manual is confidential. It should not be shared with any persons outside of ZeroW.

In order to protect confidential company information, facilities must not:

* Disclose confidential information to any unauthorised person;
* Reproduce confidential information, other than in the performance of work functions;
* Permit unauthorised persons having access to confidential information;
* Make, assist, or permit any person (including representatives and, or employees of the gym) to make any unauthorised use, disclosure, or reproduction of confidential information;
* Use confidential information for personal gain or reward;
* Remove any Manuals, procedures, or other company materials from the premises without written permission.

# Manual Amendment Procedures

Consistent amendments to the Manual will be undertaken by ZeroW. To ensure all facilities are aware of any such changes, notification will be sent via email or other internal networks, with a link to the amendment.

# Suggestions and Improvements

The growth of ZeroW, increased facility activity and the dynamic nature of the fitness industry will allow for the provision of suggestions directly from facilities regarding possible alterations to improve the Manual and make it the best possible resource available for current and future gyms.

These suggestions can come through consultation meetings with the operations team, sought directly through surveying facilities or via a submission from a facility through the correct channel.