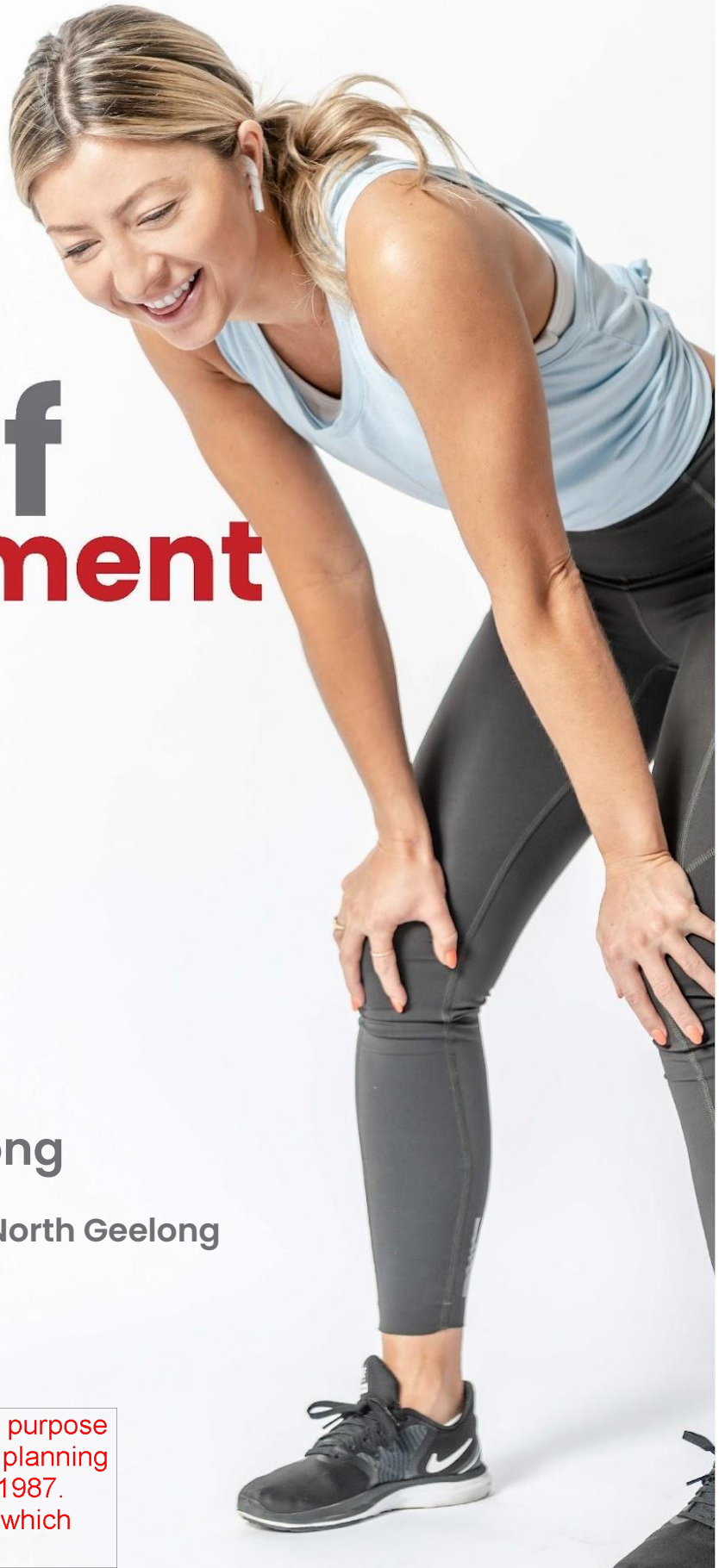


snap fitness 24/7

**plan of
management**

snap fitness North Geelong

Shop 1, 420-450 Melbourne Road, North Geelong



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Overview

Snap Fitness North Geelong will be a privately owned and operated club. Providing fitness services exclusively to members only.

We provide a great alternative to the big box health club concepts available today positioning ourselves in Neighbourhood centres so we are 'close to home and work'.

Some of the benefits our members experience are;

- Customer friendly – flexible membership options
- 24 hour a day access, 365 days a year
- Affordable membership pricing
- High quality, state-of-the-art workout equipment
- Close to home and work
- Clean, safe environment

Even though privately owned and operated the club is still part of the Snap Fitness Franchise which enables members to further benefit from the following;

- Reciprocity across all Snap clubs – worldwide
- Consistent modelling – Fitout and Equipment Standards
- Consistent Service – Club procedures, membership inductions etc replicated throughout all Snap Fitness Clubs
- Proven Systems for member safety, security and use
- Proven Procedures for member safety, security and use

Scope and Velocity of Member visitation

On average across Snap Fitness clubs, most members live within 3.2 kilometres of their club. Our members workout is shorter than that of competing concepts (big box clubs), being typically 40 minutes.

In the fitness club industry, roughly 40% of members use the club on a regular basis. For example a club with 600 members equals about 240 regular users. Most regular users go to the club 2 times per week. This would mean approximately 500 visits per week total.

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Another 150 visits per week from the 60% who only go now and again will equal 650 visits per week. Weekly this equates to just fewer than 100 workouts per day.

Factoring in peak hours (4pm to 7pm) and peak days (Monday, Tuesday), on average Snap Fitness Clubs rarely see more than 20 people in the club at one time

On average less than 1% of our members' workout after 11 p.m. and before 5 a.m.

Snap Fitness' 24 hour trading allows members to attend the facility beyond traditional peak times such is the case in a non 24-hour facility. This leads to a more even spread of use and lower on-site numbers at any one time.

time	mon	tues	wed	thurs	fri	sat	sun	peak
12am - 1am	0	0	2	1	1	2	0	2
1am - 2am	0	1	1	0	1	1	0	1
2am - 3am	0	1	1	0	0	0	0	1
3am - 4am	0	0	1	1	1	2	0	2
4am - 5am	0	2	1	2	0	0	0	2
5am - 6am	9	11	13	17	5	1	0	17
6am - 7am	7	7	7	8	7	13	1	13
7am - 8am	5	6	13	3	7	9	1	13
8am - 9am	9	2	3	3	2	6	7	9
9am - 10am	3	2	9	5	5	4	6	9
10am - 11am	1	3	1	3	3	12	5	12
11am - 12pm	5	8	6	3	7	4	7	8
12pm - 1pm	2	4	2	2	5	4	1	5
1pm - 2pm	1	5	10	3	9	4	6	10
2pm - 3pm	5	7	10	7	3	5	2	10
3pm - 4pm	7	12	7	10	7	4	2	12
4pm - 5pm	14	11	15	14	11	7	6	15
5pm - 6pm	15	17	18	16	8	6	7	18
6pm - 7pm	18	19	18	11	12	6	7	19
7pm - 8pm	18	13	12	15	9	5	8	18
8pm - 9pm	15	8	10	15	5	7	6	15
9pm - 10pm	8	8	6	4	3	4	1	8
10pm - 11pm	6	4	3	6	4	4	3	6
11pm - 12am	3	1	2	4	4	3	2	4

AUSActive

Snap Fitness North Geelong will be a registered member of AUSActive.

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AUSactive is the national fitness industry body and is responsible for administering The Fitness Industry Code of Practice.

The Code provides a guideline for the business conduct of fitness businesses and a guarantee to consumers of fair, safe and ethical service.

Under the Code, fitness centres that are members of AUSactive must:

- Provide prospective members with sufficient information to make informed decisions about joining
- Not use false or misleading advertising or marketing practices
- Offer a range of membership plans with options of pre-payment or periodic billing
- Disclose the full price of all goods and services offered including various fees
- Maintain a high level of cleanliness
- Provide mechanically safe equipment and qualified staff to run fitness programs
- Provide a clear procedure for resolving complaints.

Insurance

Snap Fitness North Geelong will have a Comprehensive Insurance Program. This program covers but is not limited to the following areas;

Fire & Perils

Building, stock and/or other business contents at the business premises caused by fire, lightning, explosion or implosion, impact by animal, vehicle or aircraft, cyclone, earthquake or volcanic eruption, malicious acts, storm or water damage, falling trees, masts or satellite dishes.

Business Interruption

Loss of gross profit, or loss of gross rentals following a claim for damage at the business premises. The damage must be insured under the Fire and Other Damage, Accidental Damage or Burglary policy sections.

Theft

Stock, electronic equipment and other business contents stolen from within the premises following forced and violent entry, threat of violence, or by a person concealed at the premises.

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Glass

All fixed internal and external glass. Includes repairing damage to frames or tiled shopfronts around the glass, replacing any sign writing, ornamentation, burglar alarm tapes & connections attached to the glass, and temporary shuttering pending replacement of broken glass.

Public Liability

In respect of any one occurrence or series of occurrences arising out of the one event during the period of insurance.

\$20,000,000.00

Products Liability

In respect of any one occurrence or series of occurrences arising out of one event in the aggregate during the period of insurance.

\$20,000,000.00

Professional Indemnity

In respect of any one occurrence or series of occurrences arising out of one event in the aggregate during the period of insurance.

\$5,000,000.00

Complaints Procedures

Snap Fitness North Geelong will adopt and be governed by the Fitness Industry Code of Practice for complaints.

The complaints procedures are set out for members of the club and for the general public.

A sign will be displayed in the entrance door to the club clearly showing the clubs contact number for members and the general public.

Complaints Register

All complaints will be recorded and filed in the complaints register held on site.

This will allow management to track any trends and assist in implementing solutions on a need be basis.

The register will have a pro-forma document to ensure that all required details are being captured by all staff.

Verbal complaints

Where a verbal complaint is made, the person receiving the complaint (club manager or Personal Trainer) will;

- Identify himself/herself, listen, record details and determine what the complainant wants;
- Confirm the details received;
- Explain the Complaints resolution process and advise of alternative courses of action;
- Resolve the Complaint immediately if possible or make a commitment to resolve the Complaint within a given time frame;
- Follow up the Complaint as appropriate e.g. provide the Complainant with feedback regarding the result of action taken.

Written Complaints

Where a written complaint is made, the person receiving the complaint (club manager or Personal Trainer) will;

- Provide the Complainant with written feedback about action taken within ten days of receiving the Complaint or;
- If it is not possible to resolve the Complaint within ten days, provide written acknowledgment of receipt of the Complaint within seven days and specify the time frame within which the Complainant will receive feedback about action taken.

Unresolved complaints

Where a Complaint cannot be resolved, the Staff member must advise the Complainant of the following:

- Of his/her right to have the Complaint referred to the Code Administration Committee; and
- That either party may refer the Complaint to the Complaints Administration Officer.

Snap Fitness North Geelong will co-operate with the Code Administration Committee, the Complaints Resolution Committee or AUSactive in resolving any Consumer Complaint or Supplier Complaint.

Staffing Details

Full Time Club Manager

The Club Managers key focus will be on Sales & Marketing, Managing Personal Trainers ensuring best short and long term outcomes for members and ensuring a safe work and training environment.

The Club Manager will hold minimum qualifications of Certificate III in Fitness, a current Senior First Aid Certificate and a current CPR Certificate. The Club Manager also needs to hold and maintain a current Professional registration with AUSactive.

Personal Trainers

The Personal Trainers key focus will be on delivering training sessions and ensuring best short and long term outcomes for members and ensuring a safe environment. There will be approximately 1 trainer to 200 members.

All Personal Trainers will hold minimum qualifications of Certificate III in Fitness, Certificate IV in Fitness, a current Senior First Aid Certificate and a current CPR Certificate. Personal trainers will also need to hold and maintain a current Professional registration with AUSactive.

NOTE: Number of Personal Trainers will be governed by membership levels and demand.

AUSactive Professionals are required to keep current Senior First Aid Certification (every 3 years) and CPR certification (every 12 months). Further requirements include continuing educational credits (CECs) and insurance.

Guidelines for Staff

All staff as part of their contract with Snap Fitness North Geelong will be provided with a Team Handbook and an induction into the club.

Induction will include;

- Systems Training
- Emergency Procedures
- Complaint Procedures
- Club Familiarisation i.e. location First Aid, Duress Alarm etc

The Team Handbook forms part of the Staff member's contract and needs to be signed, dated and accepted.

The Team Handbook covers, but is not limited to the following;

- Confidentiality Agreement

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- Code of Conduct
- Acceptable Use of IT
- Occupational Health and Safety

Rules of conduct for members

As part of every member's induction process they must agree to abide by Snap Fitness Rules of conduct. These are as follows;

- Snap Fitness members Only - access via swipe access on every visit
- Approved guests only allowed during staffed hours.
- All attendees must be 16 years of age or older, unless accompanied by a parent.
- It is your responsibility to pick up after yourself.
- Be respectful to others, please do not use profanity.
- Dress appropriately, shirts and shoes must be worn.
- No Towel, No workout.
- Use equipment for its intended purpose
- Do not drop weights
- No loitering or making noise outside of the club or in the car park afterhours

Breach of the Rules of conduct may result in financial penalties and/or termination of membership. The rules of conduct form part of the membership contract and is signed by all members.

Payment Facilities

We will provide two options for payment of memberships. Option one will be Direct Debit and option two will be payment in advance.

Direct Debit

Memberships are paid by direct debit only from a bank account or credit card based on a continuing contract. A third party is engaged to facilitate these payments.

Payment in Advance

Membership paid up front by Eftpos facility for 6 or 12 months. Current Bank Account or Credit card still held on file for security.

We will have an Eftpos facility in the club for memberships and merchandise sales, eliminating the need for cash. There will be no cash handling or cash kept on site.

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On-Site Car Parking

Club members have access to car parking in the complex comprising Snap Fitness and Subway as well as after business hours (signed) street parking on Baldwin Avenue.

Light spill control measures

Any lighting shall be designed so as not to cause a nuisance to other residences in the area or to motorists on nearby roads and to ensure no adverse impact on the amenity of the surrounding area by light overspill. All lighting shall comply with the Australian Standard AS4282:1997 Control of Obtrusive Effects of Outdoor Lighting.

Noise

The clubs internal amplified background music is volume controlled by the club manager and set at a suitable level so not to disturb surrounding lot owners or a members health. Self-closing doors to the club ensures that amplified music is always kept inside the club. Signage will be installed outside of the club in a prominent position advising members to be always considerate of our neighbours. The Plan of Management is to be reviewed yearly and any amendment which impacts the protection of the residents from noise is to be referred to Council for acceptance. A copy of the Plan of Management is to be maintained at the club and be provided when required by Council Staff.

ACOUSTIC MANAGEMENT PROCEDURES

- 1) Ensuring the glass windows, doors of the proposed gym are kept closed at all times (other than when patrons enter and exit the premises);
- 2) The erection of clear signage at all studio entries and exits advising patrons that they must not generate excessive noise when entering and leaving the premises;
- 3) Staff monitoring the behaviour of patrons within the subject premises and as patrons egress to ensure noise emission of patrons is kept to a minimum when entering and leaving the premises;
- 4) Restricting the use of low frequency speakers (sub-woofers) and ensuring any lull range speakers are isolated from building services;
- 5) The use of free weights over 15kg are to be restricted to the free-weights area only. Free weights under 15kg are restricted to the Free Weights area and Function Training area;

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- 6) Reduction of the internal noise level from music to comply with acoustic requirements. Note is made that the maximum internal reverberant sound pressure level can be set to ensure the adjacent receivers are not adversely affected by the operation of the subject gym, following the fitout of the premises and the installation of the speaker system;
- 7) The noise level of background music within the gym should be kept to an appropriate level, to enable speech intelligibility within the gym and to ensure patrons are not required to raise their voices while in the gym;
- 8) Installation of impact sound absorbing flooring to reduce the regenerated noise and vibration in areas of the gym where high levels of impact are expected, i.e. the Free Weights area and Function Training area; and
- 9) The implementation of an appropriate management policy regarding the dropping of weights, including:
 - Education and training of all gym staff, personal trainers and members, instructing how to place weights without dropping;
 - Erection of clearly visible signage throughout the gym advising members that they must not drop weights or allow weights to drop on the floor, or use weights outside the designated weight areas; and
 - Imposition of penalties (membership warnings, suspensions or lockout restrictions) on members identified dropping weights.

Small Group Training

Snap Fitness North Geelong will provide small group training classes to members included in their membership fee. Classes will be administered by a qualified personal trainer in order to comply with acoustic requirements. Small Group Training classes will be held during the hours of 6am-11am and 4pm-8pm.

Property Damage

Property Damage defined as any damage to property and includes Theft, Burglary and Malicious Damage.

Any damage to property will be acted upon immediately to ensure that any negative impact on our business, street scape and surrounding businesses and residents is minimised.

Snap Fitness North Geelong comprehensive Insurance program provides for Property Damage as defined above.

Incident/Injury and Investigation Register

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An Incident, Injury and Investigation Register will be kept on site. Any property damage will be recorded covering key details i.e. Type of damage, time & date of damage, action taken i.e. steps taken to secure property if necessary, and police notified etc.

Graffiti

If the property is damaged by way of graffiti the services of a professional Graffiti Removal company will be engaged within 24 hours of it being noted.

Cleaning

The club will engage a commercial cleaner to clean the club 7 days per week, floors, mirrors, bathrooms and equipment.

Daily cleaning will be undertaken primarily by the Club Manager with the assistance of Personal Trainers. The cleaning will be structured on a roster/checklist basis which will need to be signed and initialled when the relevant duty is complete.

Waste Removal

General Waste will be stored in the loading dock area in bins allocated for Snap Fitness.

The bins will be emptied on a Fortnightly basis by a private contractor through this dedicated loading dock area.

Any waste over and above the standard fortnightly collection will be arranged on a needs be basis through the same contractor.

Review Process

The Plan of Management is a living document and is set for review every quarter by the Snap Fitness Franchisee in consultation with the Club Manager.

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Key Vendors	
Vendor	Service
Chris Caldwell	Snap Fitness Australia CEO
Gabriel Condello	National Franchise Sales Manager
Ben Bowen	National Development Manager (Property)
Alan O'Brien	Chief Operations Officer
Ben Bowen	Development Consultant
Sam Spencer	Leasing Consultant
Cornerstone Risk	Comprehensive Insurance programme
Matrix Fitness	Fitness Equipment
Technogym Fitness	Fitness Equipment
AlphaFit	Free Weights
AlphaFit	Fitness Equipment
Snap Fitness Approved Contractor	Project manager / Builder
Snap Fitness Approved Contractor	Security Design and Install
TBA – Local operator	Electrical Safety Audit and Testing of Exit and Emergency Lighting
WINC	Office and cleaning supplies
TBA – local operator	Waste Collection
TBA – Local operator	Commercial Cleaning
Stripe	Membership Direct Debit Payments

Subject: snap fitness crime prevention management plan

The following measures are incorporated into each Snap Fitness Club:

- **Swipe Card Access** – Snap Fitness North Geelong will provide swipe card access to its members so that entry can be gained from the front door of snap fitness North Geelong.
 - **Security Monitoring Service** – The gym is connected to a 24hr security monitoring service which provides remote assistance to members during both manned and unmanned staff hours. When necessary the Security monitoring company can co-ordinate local security watch or any emergency services to attend the club. The security monitoring provider can also see inside the gym from their remote position and verbally communicate with members over audio.
 - **Security Alarm** – The security alarm system is set up with motion sensors that detect movement within the club. The alarm is automatically set when no motion is detected after a member leaves the club. When a new member swipes their access card at the front door the alarm is disabled.
 - **Fixed Point Duress Buttons** – Members can press a “fixed point” duress alarm button within the club which is hard wired into a wall. The fixed point duress is a two-way intercom system that allows members to speak to our security monitoring providers while help is dispatched in the event of an emergency
 - **Mobile Duress Pendants** – Members training outside of supervised hours have access to mobile security “pendants” which can be worn on the member’s person. In the event the member needs assistance while training alone the member can press a button on the mobile pendant which notifies the security monitoring company immediately.
 - **CCTV Installed Throughout the Gym** – All Snap Fitness facilities have internal CCTV installed. Both real time and recorded footage can be viewed remotely (iPhone etc.) or via the club’s on-site internal security system monitor. Please refer to the plans (TBC) within this document to see both internal and external security camera locations.
- Access Card and Self Closing Doors** – All members have a unique “Access Card” which they are required swipe at the club entrance to gain access. This card allows the club manager to see what members were at the club at a specific time. Once the member has swiped their access card at the fixed proxy reader the club door will unlock via an electric lock mechanism. The member enters the club and the door will automatically close behind them to avoid any “tailgating” by non-members. Snap Fitness North Geelong will provide swipe card access to its members so that entry can be gained from the front door of snap fitness North Geelong which faces Melbourne Road.
- **Member Education** – During the member induction process the club staff inform the member that they are not to provide club access or open external doors for any other person at any time or risk termination of their membership.
 - **Staffed Hours** – Staff will be present onsite between the following hours:

Monday – Thursday	10:00am – 7pm
Friday	10:00am – 6pm
Saturday	10:00am – 3pm
Sundays	10:00am – 3pm

Note: Personal Trainers may be inside the club outside of the aforementioned times training clients.

Yours sincerely

Plan of management

snap fitness North Geelong

Ben Bowen

National Development Manager

Snap Fitness Australia

Contact: 0400 930 808 or bbowen@liftbrands.com

Annexure A (Images) – Security Pendants, Duress Alarm and Security Monitoring

