



2007 SA FITNESS INDUSTRY AWARDS CRITERIA & NOMINATION FORM

MEMBERSHIP-SALES CONSULTANT OF THE YEAR AWARD

Eligibility

The Membership-Sales Consultant of the Year Award recognises an individual for their leadership, inspiration and motivation to all members and staff, combined with outstanding sales and marketing performance, including innovations to increase retention rates, conversion rates from membership enquiry to sale and subsequent renewal.

Nomination Instructions

To nominate a nominee/s for the 2007 SA Fitness Industry Awards, please follow the Nomination Instructions carefully and complete the Nomination Form.

Each application is carefully reviewed, and any deviation from the Nomination Instructions and Criteria may result in a disqualification.

Step 1 Complete the Nomination Form.

Step 2 Submit no more than a 100-word summary of the nominee's three greatest measurable contributions to the fitness industry from 1 July – 30 June 2007. Give specific examples such as "raised club membership retention by 20%," "increased class participation by 25%," or "motivated 50 sedentary people to adopt an active lifestyle."

Step 3 Supply detailed answers to the Criteria under the award you are nominating for, limited to no more than four one-sided typed (or computer generated) pages, using a 12-point font size or larger.

Step 4 Include a copy of the nominee's résumé, not to exceed two pages. The résumé should detail the number of years the nominee has been in the fitness industry, the extent of their "hands-on" training or teaching experiences, the number of hours per week spent training or teaching clients, educational background and certification/s.

Step 5 Supply two references, one from a client and one from a professional colleague.

Step 6 (Optional) Include up to three newspaper or magazine clippings about the nominee's program/s or facility. Please photocopy them on A4 paper, reducing clippings to fit if necessary.

Step 7 Include six copies of the total application (including the original).

Step 8 Provide one original photograph of the nominee (preferably a head shot) that can be used in a publication and slide presentation.

Step 9 Send all materials to Recreation SA by 5pm, Friday 10 August 2007. Nominations may be sent by Australia Post, facsimile or e-mail to the following:

Recreation South Australia

73 Wakefield Street, Adelaide SA 5000

Facsimile (08) 82327188 or e-mail recadmin@tpg.com.au

Entries will only be accepted if they are post marked before the closing date. No late entries will be accepted. Receipt of submission will be notified in writing by Recreation SA and addressed to the nominated contact on the Nomination Form.

Important Notice

Please do not send videotapes, audiotapes, brochures or posters. They will not be reviewed as part of the application process and will be discarded. Once the nomination deadline arrives, all nominations will be sent to a panel of judges selected by the Fitness Standing Committee. The judges' decision is final and no discussion or correspondence will be entered into.

~~~~~

### **Criteria for Membership-Sales Consultant of the Year – for fitness industry activities carried out from 1 July 2006 – 30 June 2007.**

- Outline the nominee's ability to build relationships with potential members and existing members and the ways in which they lead, motivate and inspire them.
- Describe and quantify the nominee's conversion rate from membership enquiry to sales and then renewal in the past 12 months, and how it compares with the previous 12 months. Explain the growth – how was it achieved or the decline, and whether targets set by the organisation were met.
- Describe and quantify the innovative and successful marketing techniques used by the nominee to increase membership and retention rates.
- Describe how the nominee communicates and projects a positive image of the fitness industry with potential clients and members, disclosing the benefits of healthy lifestyle and physical activity and the full details of membership contracts in line with Fitness Australia regulations.
- Describe the nominee's participation in fitness industry-related events, committees, task forces and publications (please list).
- Describe the nominee's participation or developmental role in community events and outreach programs including, but not limited to, charity fundraises, awareness campaigns, newspaper and magazine articles, lectures and fitness demonstrations.

~~~~~



2007 SA Fitness Industry Awards Nomination Form

Please indicate which award you are nominating for (tick one only)

Group Fitness Manager of the Year

Fitness Professional of the Year

Fitness Trainee of the Year

Life Time Achievement Award

Fitness Centre/Studio of the Year

Personal Trainer of the Year

Membership-Sales Consultant
of the Year

Community Fitness Instructor of the Year

Nominated by (if applicable): _____

Nominee's Full Name (if applicable): _____

Nominee's Fitness Australia Registration Number: _____

Home Phone: _____

Business Phone: _____

Mobile Phone: _____

E-mail: _____

Address: _____

Employer: _____

All statements and claims in this application are accurate. My submission is subject to disqualification if any inaccuracies or misstatements are uncovered during the review of this submission. I agree to keep all award information confidential until Recreation SA publicly announces this information.

Sign: _____ Date: _____

Name: _____ Position: _____

Recreation SA
73 Wakefield Street
Adelaide, SA 5000
Email: recadmin@tpg.com.au
Fax Number: 08 8232 7188
Nominations close Friday 10 August 2007 at 5pm