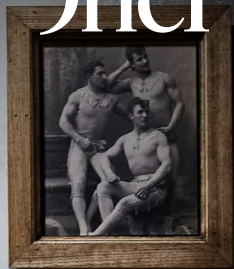


OnePlayground

ACADEMY



INDUSTRY INSIGHTS

TURN YOUR PASSION
INTO YOUR CAREER

If you're thinking about a career in the Fitness Industry, then
Industry Insight is for you.

Whether you're looking to get into the Industry, or are seeking
more opportunities within it, your age & stage doesn't matter.

To enjoy a successful career in fitness, you just need to have
a passion for fitness and, most of all, helping others achieve.

Industry Insights is here to give you an honest overview of:

- Australia's fitness landscape
- Career options & pathways
- Challenges you could face
- What you need to succeed

MEET THE EXPERT



JUSTIN ASHLEY
CO-FOUNDER & CEO

What advice would you give someone looking to step into the industry?

- **Know your WHY** - take the time to understand your values & what's important to you before making a decision for your future.
- **Set BIG goals** - every year write down what you want to achieve & what impact you want to make.
- **Learn on someone else's wallet** - find an environment that supports your education & growth, so that you don't have to pay for it yourself.
- **If you want to own a gym** - work in a successful one first for a period of time, or buy a franchise.

Justin was bad at school but good at sport. He started out as a professional soccer player, went on to become a high school PE teacher, then shifted over to a role at Fitness First.

Over six years he worked his way up from the bottom to the top, running that Fitness First club.

He joined a company called Fit n Fast, where they opened 18 clubs in 2.5 years. He'd realised most gyms focused on selling memberships as opposed to the member and staff experience. So he and Serra Burmin decided to do things differently and opened their own gym, One Playground Surry Hills.

One gym turned into five, with another on the way this year. Two hundred staff, 15,000 members and an Academy. His biggest passion is educating fitness professionals on how to succeed in the industry he loves. One of his proudest achievements is the company being continually recognised by best workplace awards, including Australia's Top 50 Great Places to Work.

THE GYM BUSINESS

TYPES OF GYMS

24-HOUR GYMS

VALUE	CAREERS	THE FACTS
Convenience & Price	<ul style="list-style-type: none">• Rent-paying PTs• Club Manager	<ul style="list-style-type: none">• \$300,000-\$600,000 initial investment• Largely hands-off management• Minimal staff (PTs are rent-paying)• Simple business, strong franchise system• Significant industry experience not required

BOUTIQUE GYMS

VALUE	CAREERS	THE FACTS
Community & Support	<ul style="list-style-type: none">• Studio Manager• Group Instructor	<ul style="list-style-type: none">• \$150,000-\$200,000 initial investment• Owner-operators are generally the strongest• 3-5 staff• Relatively simple operation• Industry experience ideal but not essential

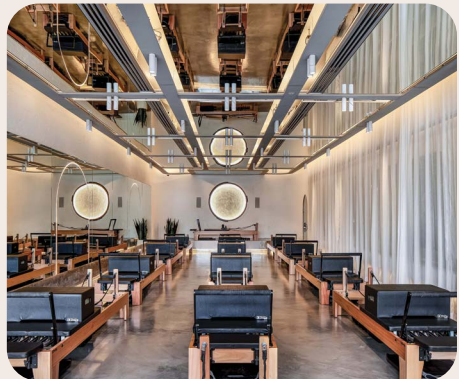
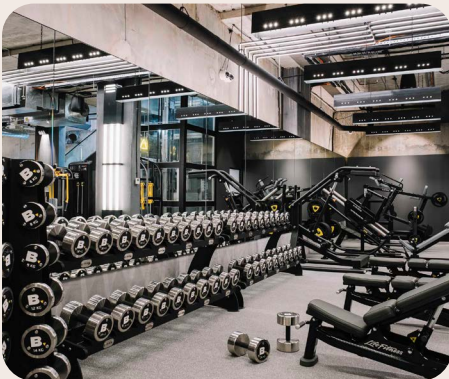
PT STUDIOS

VALUE	CAREERS	THE FACTS
Personalised Attention	<ul style="list-style-type: none">• Personal Trainer	<ul style="list-style-type: none">• \$250,000-\$350,000 initial investment• Almost always owner-operated• 10+ staff• People-based businesses (more complex & risky)• Years of industry experience is essential

OUR GYM

ONE PLAYGROUND

VALUE	CAREERS	THE FACTS
As a multi-service gym, we sell variety at value, but also community & support	<ul style="list-style-type: none">• Account Manager / Service• Relationship Manager / Sales• Club Manager / People & Operations• Personal Trainer• Group Fitness Instructor	<ul style="list-style-type: none">• Huge investment• All profits reinvested• 5 locations, each with own identities despite brand consistency• First gym cost \$200,000 initially; gym to be opened this year will cost \$5 million• 200 staff• Owner-operated, hands-on• Years of industry experience beforehand



MEET THE EXPERT



LAURA BASTA HEAD OF FITNESS

What makes an excellent group fitness instructor?

- **Develop a niche** - although it can be good to have skills across many areas, you will do best if you develop a niche. You will become a better instructor if you specialise in a particular area.
- **Upskill yourself** - it's important to upskill yourself all the time so you can keep providing a better experience to your students.
- **Focus on connection** - the best instructors are 'community growers'. They create connections between themselves and their students, as well as between students.

Laura is originally from Paris, where she got a Bachelor degree in Sports Management and a Diploma in both Fitness as well as Strength and Conditioning.

Before moving to Australia in 2014, she was a circus acrobat. So when she got her first job, as a Group Trainer at One Playground Surry Hills, she introduced the now renowned CircusFit™ class.

In 2015, she became the PNBA Olympia World Title holder. And in 2017, she placed in the Ultimate BeastMaster Series and was crowned Puma Women's Health Next Fitness Star.

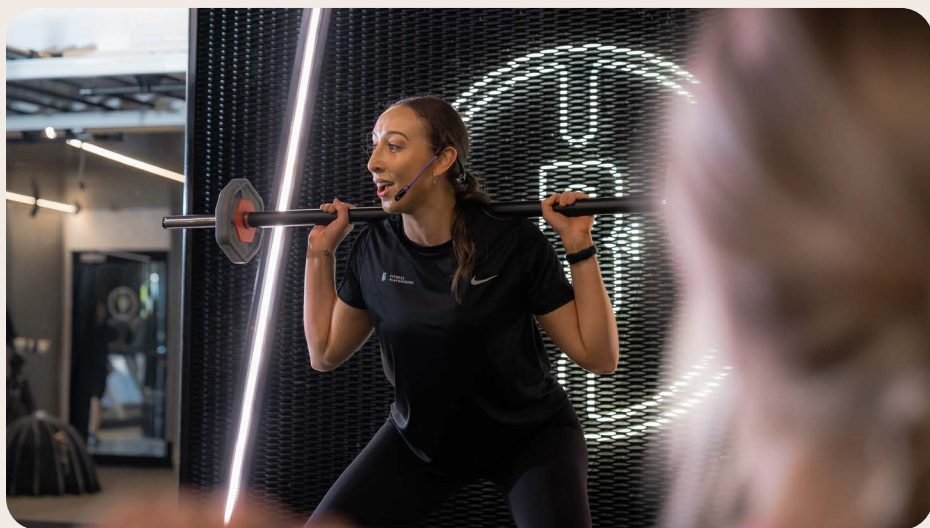
Now, as Head of Fitness, Laura manages all One Playground classes and has recruited and trained more than 150 Group Trainers.

GROUP FITNESS

WHY CHOOSE GROUP FITNESS?



- 1 Get paid to share your passion
- 2 Enjoy a huge sense of fulfilment
- 3 Get control of your career & life
- 4 Enjoy a stable income
- 5 It's a perfect side hustle
- 6 Unique exposure & lead generation opportunities
- 7 It's an active job
- 8 Enjoy plenty of perks
- 9 When friends come to class, you get to torture them
- 10 There are opportunities to grow



MEET THE EXPERT



MATT DUNCAN HEAD OF COACHING

What are the qualities that make someone a great coach?

- **Passion** - being passionate about helping people. This is what will drive you.
- **Hard-work** - making it work requires work.
- **Willingness to learn** - there are constant opportunities to grow.
- **Walk the walk** - the fastest way to build trust is to practice what you preach, do what you say you'll do and be consistent.
- **Be a leader** - great coaches build communities and help people make lasting change.




● Matt studied a Bachelor Degree in Sports Studies and Creative Writing in the UK before becoming a Youth Worker and developing nationally recognised program, 'Breakthrough'.

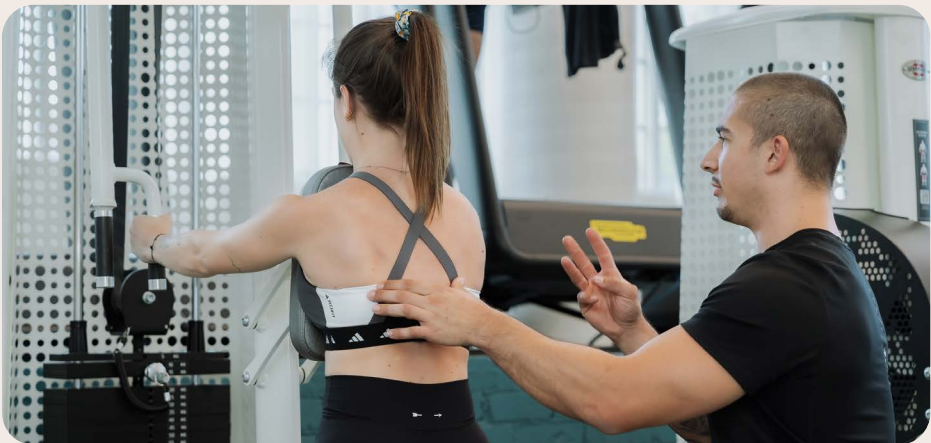
● He travelled to Australia in 2010, decided to study fitness, then began working at One Playground as a Personal Trainer.

● He became a valuable Mentor at OP and eventually moved into his management role, in which he's educated well over 100 PTs.

● Today, Matt's own client base includes people recovering from stroke or learning to walk with cerebral palsy, as well as athletes, business owners and actors.

PERSONAL TRAINING MODELS

 RENT	 EMPLOYEE	 PROGRESSIVE (One Playground Model)
<ul style="list-style-type: none">• Trainer is contracted to pay the gym a set amount each week• Trainer has lots of control over their business, though little support• Trainer generates all their own business, so colleagues become competitors	<ul style="list-style-type: none">• Trainer is paid a fixed amount per hour• Little room to express themselves and grow• Progression is dependent on employer• Trainer's hours are often decided for them	<ul style="list-style-type: none">• Trainer is paid a fixed amount per session• Trainer is often given lots of support, including clients and leads• Trainer has more opportunity to grow and earn as they advance in their role• Trainer's hours are decided on their own• Trainer is given room to grow and reasons to develop



PERSONAL TRAINING MODELS

OUR GOALS AT ONE PLAYGROUND



CREATE SUCCESSFUL TRAINERS



EDUCATION



SUPPORT



KILLER GYMS



CREATE HAPPY TRAINERS



CONSISTENT INCOME

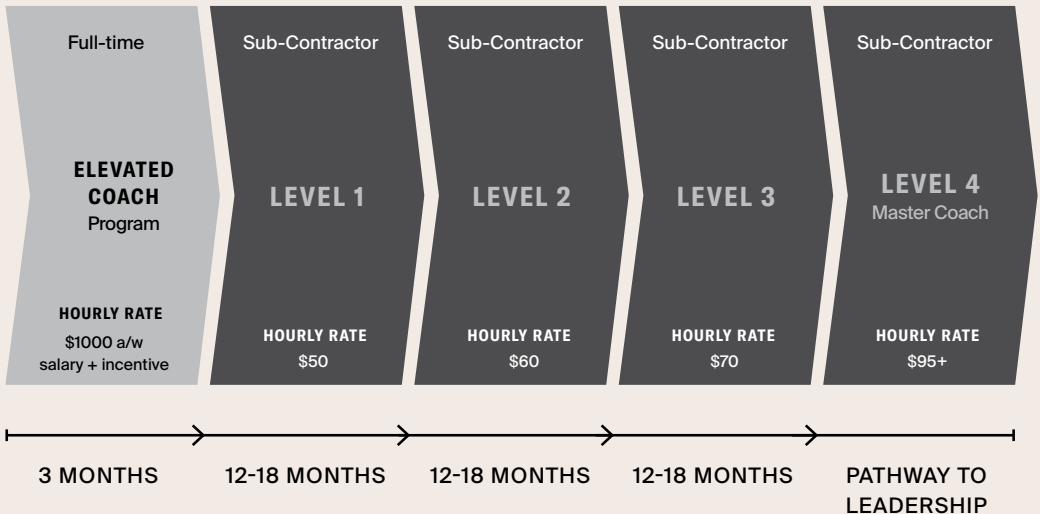


GREAT TEAM CULTURE



CAREER GROWTH

CAREER GROWTH



ELEVATED COACH PROGRAM

Our goal is for you to thrive in your first 12 weeks and develop the foundations of a long career in coaching. We provide you with the security of a full-time salary whilst building the skills, systems and processes required to be successful as a personal trainer.

INDUCTION 3 DAY

Program kicks off with a 3-day Induction at our Head Office, offering coaches a chance to learn directly from the Head of Coaching, Head of Education, and the CEO!

MENTORING 24 SESSIONS

Access up to 24 Mentoring Sessions throughout the program for essential information and accountability, ensuring your success.

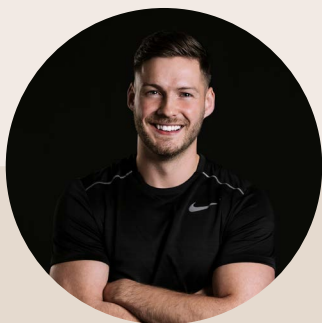
ONLINE 12 WEEKS

Flexible online learning to fit into your busy schedule, letting you build skills and your business simultaneously. Dive into Exercise Selection, Instruction, and Lifestyle Coaching in your first 12 weeks.

CENTRALISED LEARNING | 12 SESSIONS

Come together once a week with your Induction group to develop your practical skills under the guidance of our mentors and leaders.

MEET THE EXPERT



TOM MERRIMAN
HEAD OF EDUCATION

What are the key skills that coaches will learn at the Academy?

We believe coaches need to be armed with 3 core skills, in order of importance:

- **Coaching People:** It's a people industry. If you can create meaningful relationships, you can positively influence people to create lasting change.

- **Business Management:** What most PTs don't consider is that they will step in to the industry as a business owner. Having the skills to effectively build and manage a business is, therefore, key to their success.

- **Coaching Exercises:** You need to be able to acquire all the relevant information about the person in front of you, and use that to introduce what they need, when they need it.

ABOUT THE ACADEMY

One Playground Academy is here to change the way fitness professionals are educated and to lift the industry's game.

WHY?

The rise of online learning has meant convenience is prioritised over quality in fitness education. People need face-to-face experience for a face-to-face job, you can't learn it all via a screen.

Sometimes you're expected to become a professional in just a few weeks. You're expected to be a coach without having done a day of coaching. And to run a business without any business skills. We are here to change all that.

HOW?

The Academy offers free and paid fitness industry courses that provide the skills fitness professionals actually need to enjoy a successful career in a field they love. It's people-focused, practical education. Led by real fitness professionals in real gyms, coaching real clients. We create fitness professionals who can help their clients achieve meaningful, long-lasting change.

WHAT MAKES ONE PLAYGROUND ACADEMY DIFFERENT?



REAL ENVIRONMENTS

You'll get practical education with our Cert 3/4, coaching real clients in real gyms, under the guidance of real trainers. As opposed to practicing on your fit co-students, which happens in many other courses.



FACE-TO-FACE EDUCATION

Our qualifying courses run over 22 weeks, with a focus on face-to-face training.



ONGOING EDUCATION

One Playground runs both paid courses (Cert 3/4) and free courses, including our free eight-week Industry Ready course. Industry Ready is designed to equip people for long-term success in the fitness industry. You'll gain the skills required to meaningfully impact clients' lives, as well as sales and business skills.

OPPORTUNITY

- Doing our Cert 3/4 or Industry Ready course guarantees you an interview with One Playground, which consistently rates as one of the best places to work in Australia. About 1 in 3 Academy students go on to be employed by One Playground.
- One Playground needs great people to run our gyms so it's in our interests to deliver the best-in-market education, so we get great results for our members.

OnePlayground

ACADEMY

IT'S TIME TO
**DO WHAT
YOU LOVE**

www.oneplayground.com.au/academy