

CLUBLINKS SUCCESS STORY

University of NSW Fitness & Aquatic Centre

Kensington, Sydney, NSW

The University of NSW engaged Clublinks to manage their on-campus Fitness & Aquatic Facility at the conclusion of 2020, after a closure period of 12mths. The scope was to reopen the facility and reactivate the space as a leading fitness and aquatic facility for students, staff and community.

The key objectives were:

- Ensuring UNSW was a leader of fitness and aquatic facilities in the university space
- The healthiest and most active university in Australia
- Leader of sport programming and competition management services to University staff and students

Obvious challenges due to closure were evident from the start, mainly centred around the interrupted continuation of service and communication with customers. However, Clublinks saw the great opportunity the partnership would provide and knew we could make a strong impact from day one.

From contract sign to transition, Clublinks were given 11 days to fully open and operate the facility. This included numerous logistical trials however expectations were quickly surpassed with the following results:

- Recruitment of customer service team of 50 including interviewing over 100 applicants.
- Full IT hardware and network connection
- Service and maintenance of all gym equipment prior to opening
- Full communication plan and sales strategy

Within the first six months of opening, recruitment of the full management team had been successfully completed.

Gym & swim membership results to date:

25% above KPI gym memberships in year 1
29% above KPI swim school attendees in year 1

This has been despite low on-site attendance by students (mainly fuelled by the lack of international students due to COVID border restrictions) and eight other fitness facilities in the direct surrounds.

Online engagement in the past eight months includes:

1,000+ social media followers
20,000+ active users to the new UNSWFAC website

This is a strong and consistent following despite lockdown restrictions lasting 16 weeks in total.

Success has been attributed to robust marketing, communications and sales strategies which engaged multiple target markets including students (current and alumni), staff as well as community.

We are currently in the process of negotiating further opportunities with all University faculties and colleges and student welfare department to ensure exercise and wellbeing is a part of every student experience.