



Information for students on the New Zealand Fitness Industry

Firstly a few facts and figures on the New Zealand fitness industry

Approximate Numbers of Health & Fitness Centres – 300-400⁽¹⁾

Number of members at health & fitness centres – 500,000

Average cost of a membership – around \$500 a year

Number of employees: Between 3,000 and 4,000 (full time equivalent positions)

(1) Depending on how you define a fitness centre. The lower figure is what most people would identify as a health & fitness centre, with a reasonable size offering a range of facilities. The higher figure includes any facility that offers anything to do with health & fitness.

How to get more info

Specific to clubs or a region

If you require specific information on a club you may be able to get this from a health & fitness centre directly, but please remember a fitness centre's job is not to provide students with info – so be specific with your questions (work them out before you contact the centre). Call at a quieter time (not between 5 and 7pm, or around lunchtimes). Also you can often collect information yourself – for example go in and pick up a timetable rather than phoning up to ask how many classes a particular centre has.

Industry info

New Zealand does not have a lot of research specific to the fitness industry. Fitness New Zealand undertakes most of the research in New Zealand, but generally restricts obtaining this information to its members (that's one of the benefits of membership). For general "fitness trends" you can obtain information on the internet – try using a search engine and then spend some time working through the links you find – the information is out there you just need to spend the time searching.

General Tips

Use common sense – if for example you are trying to find out how many health & fitness centres there are in Auckland please don't call us (that would be like calling a doctor in a hospital and asking them how many nurses there are), pick up the yellow pages and count them. If your research involves why people choose certain centres over others the best method of obtaining this is to ask people that go to these centres.

If you ask FitnessNZ for further information, in most cases you will be referred back to this document. You may also like to browse the FitnessNZ web site for items such as the "what to look for in a health & fitness centre" brochure and also the industry code of ethics.

Our Mission: "To ensure more people are physically active at health + fitness centres in New Zealand"

• A voice to the media • Lobbying government on issues • Assisting development of industry standards and education & training
• Fighting unfair competition • Point of contact for: members, other organisations in related industries & the media