

Data and Demographics for Gyms, Fitness and Health Industries

Wednesday 25 May 2022 at 12:00pm

Peter Buckingham, Spectrum Analysis

Speaker



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Please ask questions in the chat

The slides and video recording link for this webinar will be sent to you via email.

Google Reviews welcome at

<https://g.page/spectrum-analysis-aus/review>

Agenda

- ✓ 2021 Census and what Data to expect and when
- ✓ ABS Data
- ✓ Population Forecast to 2032
- ✓ Socio Economic Index for Areas SEIFA
- ✓ Territories or an Exclusion Zone
- ✓ Making strategic decisions based on facts and data
- ✓ Web based mapping solutions for Gyms
- ✓ Reasonable drive times and mapping

Data to understand

- ❑ Census 2021 upcoming census and dates
- ❑ The Census cycle
- ❑ Census data related to type of gyms / studios
- ❑ ABS population projections 2017 – 2032
- ❑ Socio Economic Index for Areas (SEIFA)
- ❑ Relationships between SEIFA + Gyms

Relevant information

- ❑ Australian Bureau of Statistics Census 2016

Cost \$400M+

Census 21 was done on 10 August 2021

Major release mid June 2022

- ❑ ABS Population forecast 2017 – 2032 by age

Released October 2019

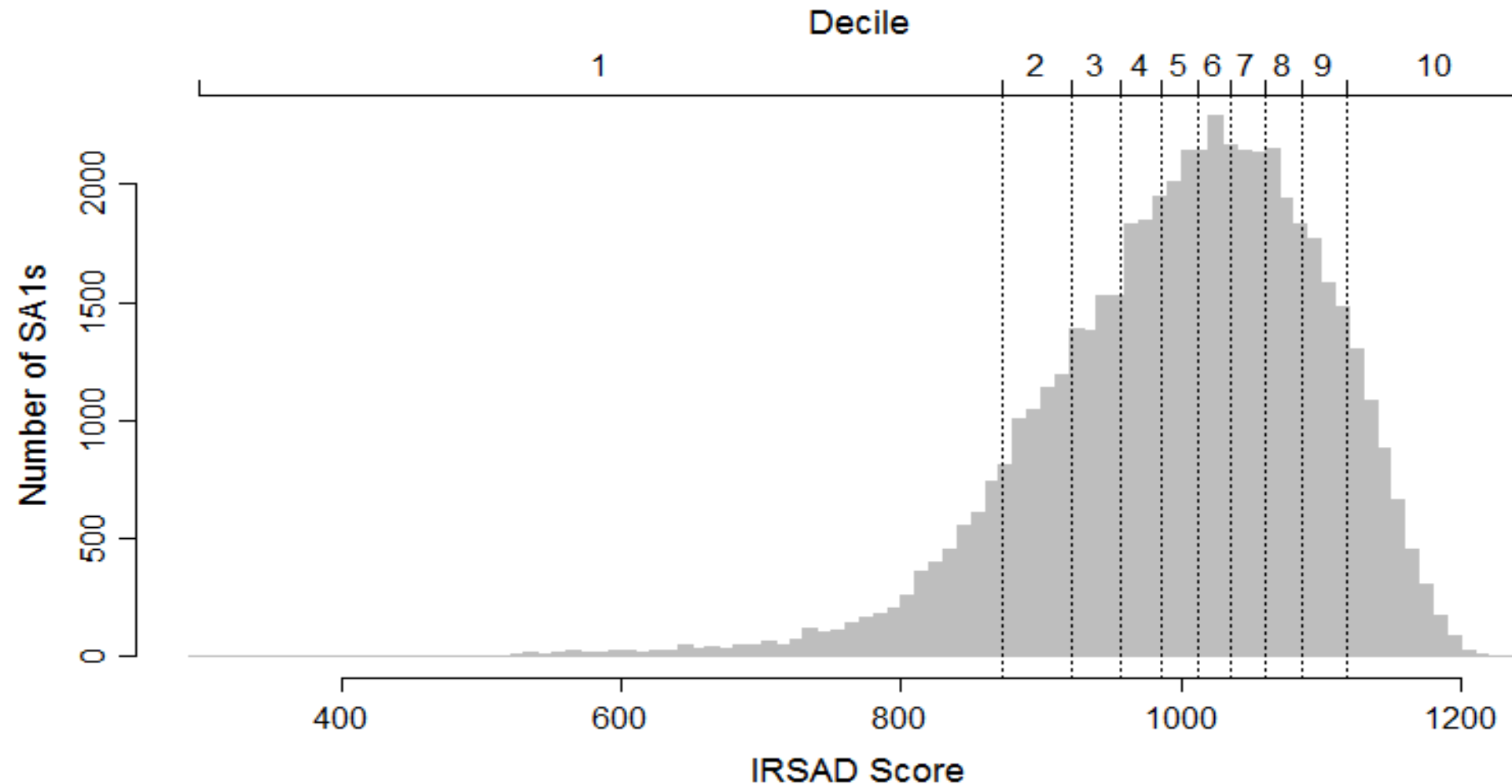
Australia wide

Geographic areas

□ SA1	– 57,523
□ SA2	– 2,310
□ SA3	– 360
□ Suburbs	– 8,000
□ Postcodes	– 2,630

What is SEIFA?

Socio Economic Index for Areas



SEIFA Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD)

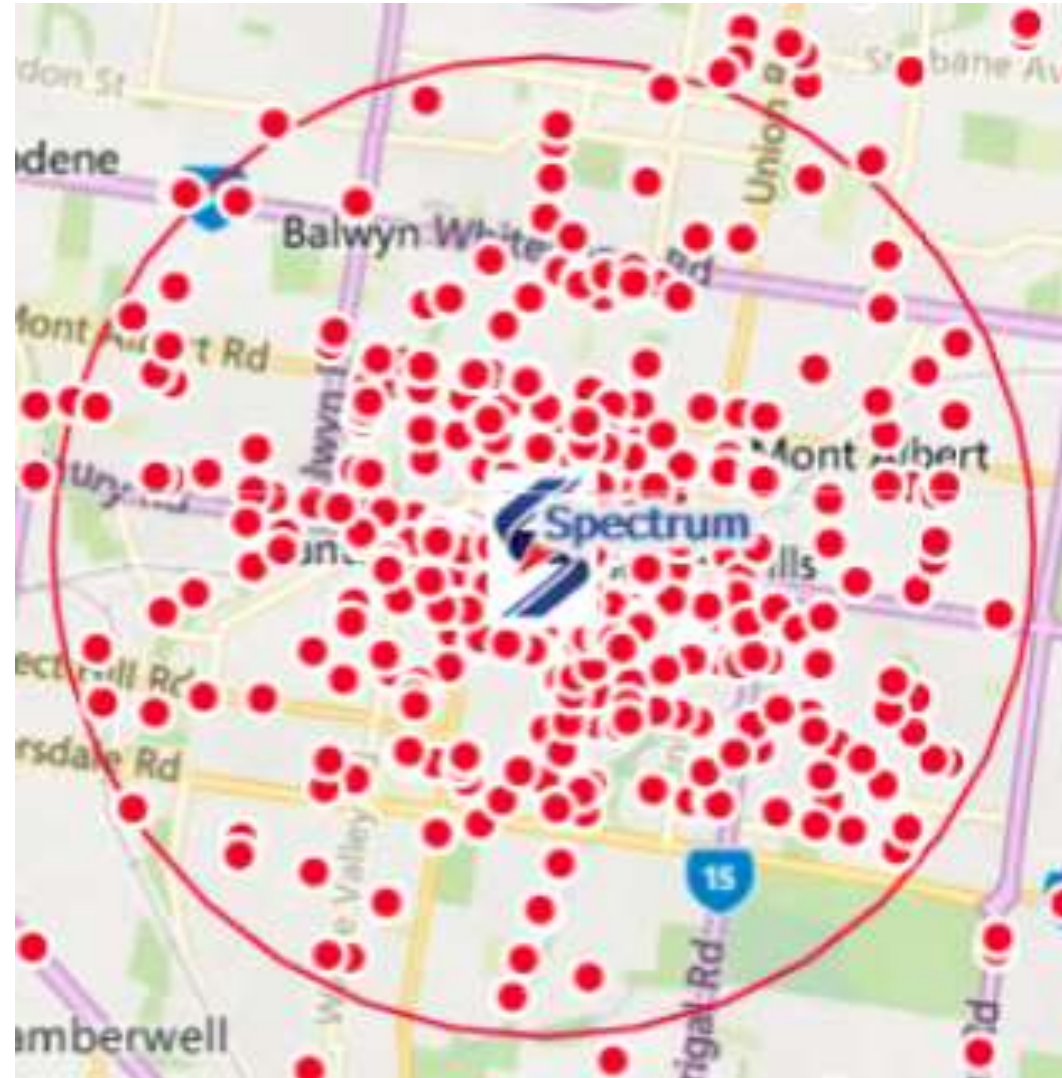
Territories, Exclusion Zones or Marketing areas

Why do we call everything a 'Territory'?

- Territories
- Exclusion Zone
- Marketing Area

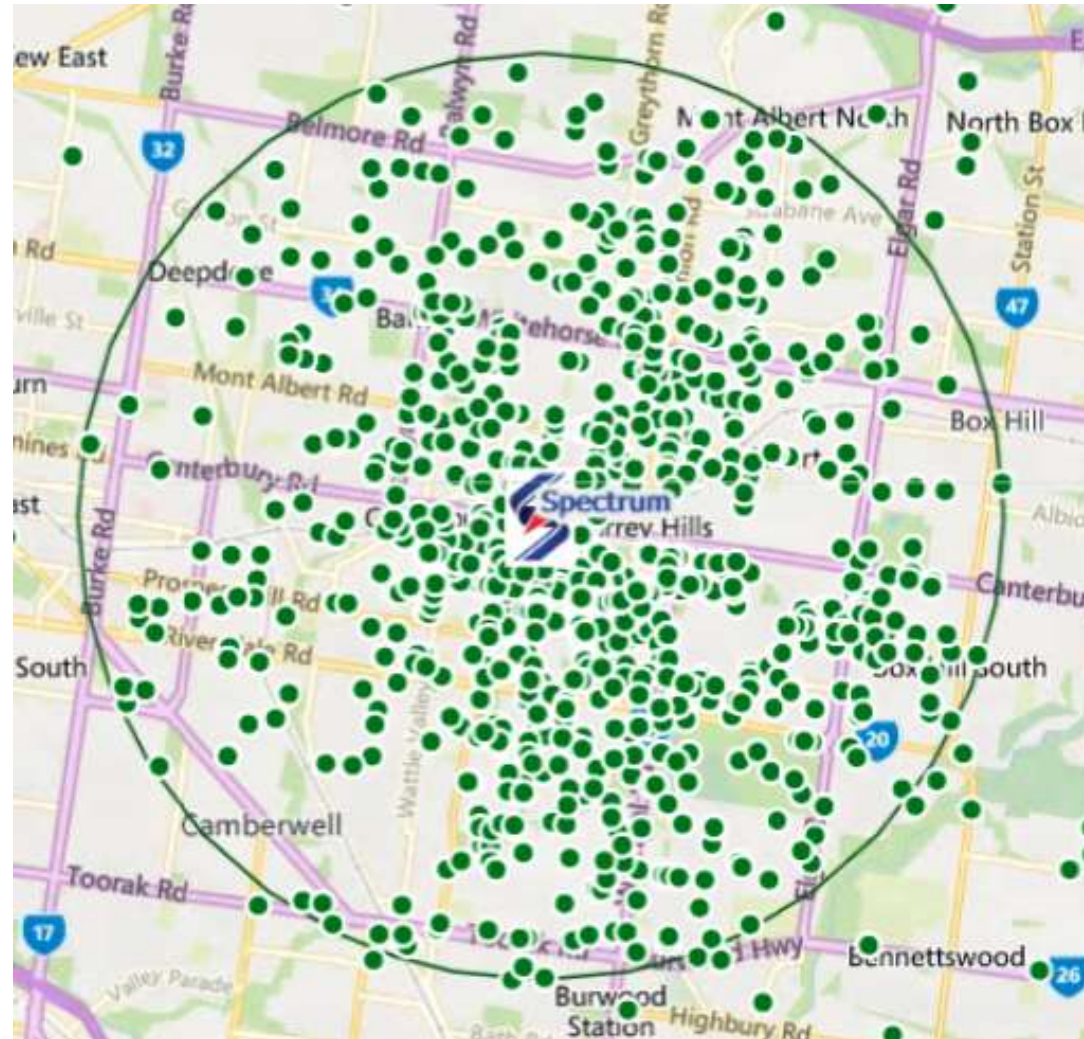
Trade Area Mapping

24/7 Gym 80% Within 2km



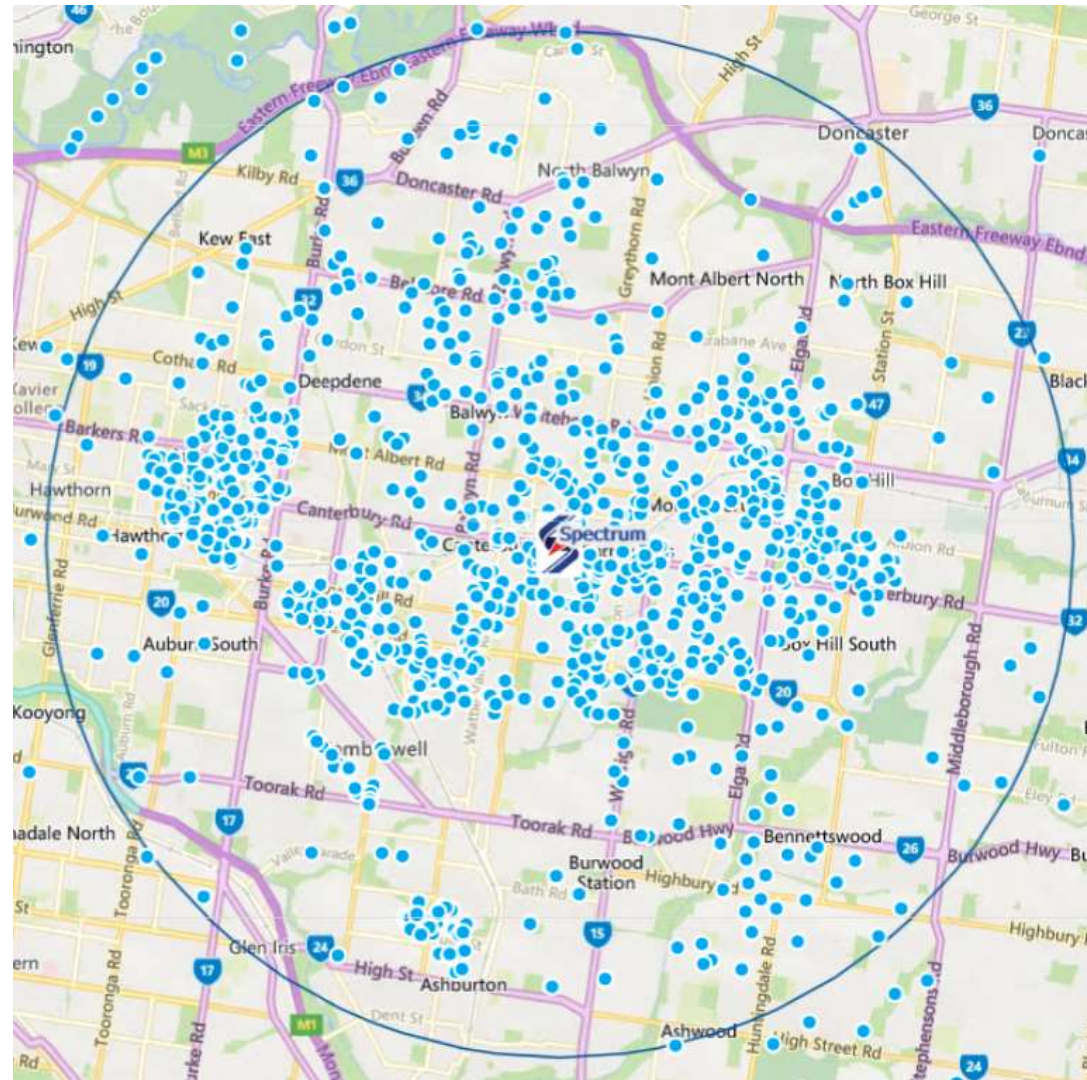
Trade Area Mapping

HIIT Gym 70% Within 3km



Trade Area Mapping

Full Service Gym 60% Within 5km



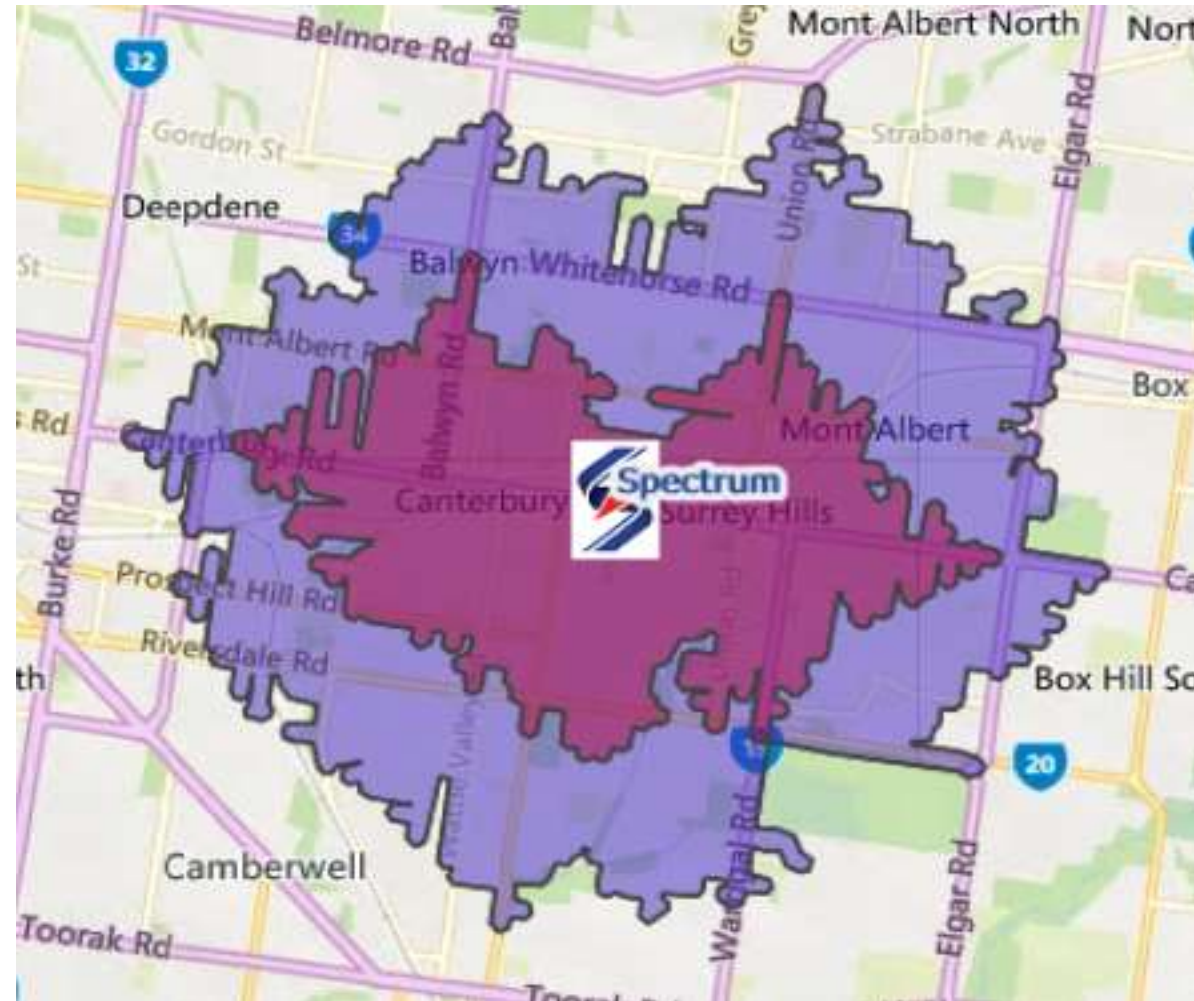
Trade Area Mapping

3 Minute Drive Time



Trade Area Mapping

5 Minute Drive Time



Strategic Network Planning

- ❑ Good Brands should be thinking expansion
- ❑ Strategic Network Planning is NOT site selection
 - It's about prioritising areas
 - Tier 1
 - Tier 2
 - Tier 3
- ❑ Being Proactive and not Reactive
- ❑ What makes a good area?

Site Selection

- ❑ Analyse your network and identify the Drivers
- ❑ Have some sales prediction tools for use internally
- ❑ Have a process to approve new locations
- ❑ Minimise risk

Online Mapping

- ☐ Visualise your network
- ☐ Tailored multiple layer display
- ☐ Territories
 - Sold
 - Available
 - Reserved
 - No Go Zones

Online Mapping

- ☐ Direct competitors
- ☐ Shopping Centres and strips
- ☐ Territories
- ☐ Demographics
- ☐ Population forecasts 2017 – 2032
- ☐ Socio Economics

What value can we achieve?

- ❑ Understanding available information
 - ➔ good business decisions
- ❑ Understanding and mapping
 - ➔ where current members come from
- ❑ Understanding realistic Trade Area
- ❑ Identify the future growth areas, and where to market
- ❑ Make the best business decisions based on facts and data

Thank you for joining us



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Upcoming Events

Join Spectrum Analysis at Fitness + Wellness Australia – Stand 649
16 – 17 June 2022 at ICC Sydney Exhibition Centre <https://fwa.show>



Peter's speaking session:

Using geographic and demographic local area data to make strategic, profit focused decisions

Thursday 16 June 2022

4:15pm - 4:45pm

Keep Up to Date

Connect with us online and we will show you what we can do for you!

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Questions

- 1) Please add to chat or
- 2) Unmute or 'raise hand' on Zoom and be ready to chat when your name is called
- 3) Contact me directly peterb@spectrumanalysis.com.au +61 411 604 921
- 4) Informative Google Reviews welcome at <https://g.page/spectrum-analysis-aus/review>