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# Literature Review: Gyms and Fitness club at Sydney

# Introduction

Gyms and Fitness industry in Sydney, Australia is a one billion dollar industry by annual revenue and is expected to post an annual growth of 4.8 per cent annually for the period between 2009 and 2014. Australia is a country, which features among the top few nations that have considerable population suffering from obesity. While people in Sydney, Australia are health conscious and invest adequately in gyms and fitness, the industry saw a decline in growth rate in the period between 2008 and 2009 because of the economic slump and most consumers cut down on their non-essential expenses. Recently some of the low cost fitness centers have come up in the area and this has resurrected the slow growth in the industry.

# Purpose and Scope

This paper aims to review the existing literature about the Gyms and Fitness industry in Sydney, Australia and provide its implications for further study. The sources used for carrying out this literature review are journal articles, news reports, magazine articles, books and other scholarly write-ups validated for their authenticity. The scope of the literature review is confined to the secondary research and hence needs to be corroborated by carrying appropriate primary research by interviews and focus group discussion with suitable stakeholders of the industry. The application of this literature review is to build upon the various premises for the further research like market strategy, competitor analysis or business proposal for a new entrant. The intended venture capitalist can be offered this to let them understand the past and present trends in the area to make decision regarding financing of an entrepreneurial venture aiming to enter in this market.

# Literature Review

## Historical background

Sydney has always been a backbone of financial and economic development of the country and this has led the city to attract most of its population from varied nations. Because of the diverse population, the city enjoys a very modern outlook towards health and fitness. The advent of fitness centers in the country came from the mindset resulting from the sports events been held in the city one after the other. Sports and physical fitness became one of the most preferred hobbies for the habitants of the city and thus the industry took off in mid-nineties. The trend also saw sea change in the equipment, design and approach of fitness centers across the city, which transformed from being conventional to more comprehensive in their attitude towards fitness. The residents of the city and the surrounding mind-set prevailing through-out the history have been symbiotic and hence both worked towards a very robust fitness industry in the city leading to make it one of the most health conscious cities in the country and probably across the world.

## Sydney as a promising location

Australian people have been fitness conscious people throughout the modern history and this fact has given rise to the good density of fitness clubs and gyms across the nation. Most of the big cities in the country like Sydney, state capital of New South Wales have been known for their good quality of life and has hosted number of international sports, which has encouraged fitness industry in the city. Sydney has grown to become financial and economic hub of Australia into a wealthy and prosperous city and its residents enjoy the world's second highest earnings when measured using domestic purchasing power, among world cities.

This fact points towards an immense exposure to the modern life of which fitness forms an important part. The fitness industry in Sydney has always been very passionate and this has resulted in organization of one of most promising event related to fitness, called as The Fitness Show in Sydney in October 2014. The show is on the lines of The Australian Fitness and Health Expo held in 2012 in Perth. According to exhibition director John Perry, the fitness industry in Sydney is expected to boom owing to the diverse population base and cosmopolitan culture of the city leading to very high proportion of individuals leading fast paced life and thus looking for fitness options.

## Government Support

The NSW Department of Tourism, Sport and Recreation is targeting to get additional individuals, extra energetic, more frequently for the reason that the study indicates that physical training carries huge benefits to persons and to societies in common. With the advent of great and snowballing pervasiveness of juvenile corpulence, the initiatives for connecting young individuals with the fitness industry will clinch youngsters joining in gyms in a safe and controlled setting. Established by the Children's Hospital Institute of Sports Medicine and Fitness NSW, the initiatives are an inordinate accomplishment for the fitness business and one and only that unlocks prospects for fitness centers and gyms to provide youngsters a situation to be physically lively that has been conventionally controlled by grown-ups.

## Law and Regulations

All fitness centers are required to meet least excellence criterions to make sure the wellbeing of their consumers. By decree, every single fitness center in NSW need to work according to the guidelines laid by the NSW Occupational Health and Safety Act 2000. It is furthermore suggested that all fitness centers meet the terms with the NSW Department of Fair Trading, 1998 and voluntary NSW Fitness Industry Code of Practice. Section 39 of the code necessitates that fitness centers safeguard that all workout zones enclose safe functioning places, and that the number of individuals in any particular space does not delay the harmless and operative usage of the exercise paraphernalia utilized in that location. The government is also encouraging fitness and regular physical training from the early age in children in the city to avoid obesity in school students as seen by the above mentioned initiatives taken by NSW Department of Tourism, Sport and Recreation. This has enabled the new fitness enthusiasts to enter into the fitness industry in the city.

## Career and Employment

Another positive aspect related to the fitness industry in Sydney is that many universities and colleges are offering core courses in the field of physical training. These institutes are anticipating the growth in the fitness business over the next couple of decades and hence come up with the diverse and focused courses. This will enable the fitness enthusiasts to go either for working in the gyms or open up their open fitness centers. For example: The Northern Sydney Institute has come up with an extended assortment of courses comprising fast track accreditation for physical training coaches and personal instructors as well as specialized certificate certificates in fitness and corrective reflexology. Their out-of-doors recreation scholars devote maximum of their time with them out of the teaching space, learning from direct knowledge with the skilled teachers. The courses take the learners through Sydney for daytime and overnight tours abseiling, rock climbing, kayaking biking, archery, surfing and bushwalking. The scholars also have admission to introduction working out and probable job assignment with the Department of Sport and Recreation. Employment in this business is tremendously miscellaneous from universities to fitness center to the great outdoors, more or less with flexible working circumstances and huge earning prospective where personal trainers can receive up to $100 per hour.

## Recent Trends in Fitness industry in Sydney

Population in Sydney has been showing very encouraging and positive trend for the new entrants in the industry and this can be validated by the fact that most of the fitness centers have started venturing into the new and improved ways to entice customers into them. Also, the fitness industry is going beyond just conventional and well-known forms of exercising (weight training, cardio-exercise, jogging or stretching) and they are going to invest in the newer versions of the fitness, which are yoga (Indian meditation and breathing exercise) and Pilates (body conditioning routine that helps in building endurance, muscle strength and flexibility). Personal trainers are also focusing on developing their abilities of workout instruction, practical muscle working out, postural valuation, and their gamut of suppleness and capability modalities. Nonetheless there is a separate and dissimilar stream of information which will up-skill them in the direction of safer exercise of the client.

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