CVM

CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

General Manager of Health Clubs

Position Classification:

Non-Award Covered

OUR PURPOSE

CREATE EXPERIENCES THAT DELIGHT AND ENGAGE.

At City Venue Management (CVM), every person plays an important role in creating experiences that delight and engage. Our truths are unique to us, they shape how we behave and underpin our purpose. As an employee of CVM you are expected to model behaviour aligned with our truths:

FUN AND ENERGY ARE CONRAGIOUS

Positivity feeds positivity, smiles provoke smiles

People are drawn to environments that are challenging yet enjoyable

Don't wait for others to infect you. "BE THE SOURCE"

NEW KNOWLEDGE DRIVES PROGRESSION

We grow by seeking internally and externally

Education, experience, observing, practicingDon't wait for others to

Seek to understand "BE CURIOUS"

COLLABORATION ENABLES CREATIVITY

Diverse teams working toward common goals develop unique solutions

Respectful, passionate disagreement and refined ideas lead to innovation

Integrated teams leverage "COLLECTIVE GENIUS"

SIMPLICITY ALLOWS AGILITY

It's simple to make things complex and complex to make them simple

Strive to find practical solutions to challenging problems

Big organisations can be fast, "FLEXIBILITY CREATES FREEDOM"

MATURITY IS NOT AN AGE

Empowered to do what you like, maturity is to do what is right

Resilience, compassionate, dependable, courageous

The ongoing commitment to remain consistent "EMBRACE OWNERSHIP"

POSITION PURPOSE

The General Manager of Health Clubs is responsible for driving the regional commercial performance, membership growth and facility yield of CVM's Health Club operations across the Gold Coast.

The role holds direct accountability for net fitness membership movement against corporate budget projections and provides regional oversight of membership growth, retention, group fitness utilisation and revenue performance. Working alongside Facility Managers and Fitness Managers, the role identifies commercial opportunities, addresses performance gaps and drives consistent strategies that maximise membership value and utilisation across the region.

The role also leads local business outreach and strategic partnership opportunities to strengthen membership acquisition, community engagement and facility yield. Fitness Managers retain accountability for the day-to-day operation and performance of their individual Health Clubs, including people leadership, service delivery, sales execution and local member experience.

RELATIONSHIPS

Reports to: Director of Gold Coast

Staff responsibility: Regional functional leadership of Health Club operations. Fitness Managers retain direct accountability for the day-to-day management of their respective Health Clubs and report to their Facility Manager.

Key internal relationships:

- Director – Gold Coast
- Facility Managers
- Fitness Managers
- Group Fitness Instructors
- Personal Trainers
- Customer Service Teams
- General Managers
- Sales and Commercial
- Marketing and Communications
- Finance
- People & Culture
- Safety and Risk
- Site Support teams

Key external relationships:

- Local businesses and employers
- Corporate partners
- Community organisations
- Sporting organisations and clubs
- Fitness industry partners
- Prospective and existing members
- Suppliers and service providers

KEY RESPONSIBILITIES

Regional Membership Growth & Commercial Performance

- Hold direct accountability for net fitness membership movement against agreed corporate budget projections.
- Develop and implement regional strategies to drive membership acquisition, retention and sustainable membership growth.
- Monitor membership performance across Gold Coast Health Clubs and identify trends, risks and opportunities.
- Work with Facility Managers and Fitness Managers to address membership performance gaps and implement targeted improvement strategies.
- Monitor membership revenue and overall Health Club commercial performance against budget.
- Identify opportunities to increase member retention, engagement and lifetime value.
- Establish clear commercial expectations for Fitness Managers and support them to achieve agreed membership and revenue outcomes.
- Membership Performance & Commercial Insights
- Monitor regional Health Club KPIs including membership movement, acquisition, cancellations, retention, revenue and budget performance.
- Analyse membership data and customer trends to identify opportunities for growth and areas requiring intervention.
- Compare actual performance against corporate budgets, forecasts and agreed targets.
- Provide regular commercial insights and recommendations to the Director – Gold Coast and relevant site leaders.
- Identify successful membership strategies and facilitate their implementation across other facilities where appropriate.
- Ensure agreed actions are clearly assigned, monitored and followed through.

Group Fitness Performance & Occupancy

- Audit group fitness occupancy rates across Gold Coast Health Clubs to identify opportunities to improve utilisation and member engagement.
- Monitor class attendance, membership participation, timetable performance and available capacity.
- Identify underutilised classes, periods and spaces and work with Fitness Managers to develop appropriate strategies.
- Identify opportunities to optimise group fitness timetables based on member demand, attendance patterns and facility capacity.
- Establish consistent approaches to monitoring and improving group fitness occupancy across the region.
- Balance utilisation and commercial performance with member experience, program quality and appropriate staffing.

Local Business Outreach & Partnerships

- Lead regional approaches to local business outreach that support membership acquisition and Health Club performance.
- Identify businesses, employers, community organisations and other partners with potential to generate new membership opportunities.

- Support Fitness Managers to establish and maintain productive local business and community relationships.
- Develop opportunities for corporate memberships, referral partnerships, community activations and other commercial initiatives.
- Work with Marketing and site teams to convert local partnerships into measurable membership and participation outcomes.
- Monitor the performance and commercial value of business partnerships and adjust strategies where required.

Facility Yield & Commercial Optimisation

- Identify opportunities to maximise the commercial yield of Health Club facilities, programs, services and available capacity.
- Analyse membership levels, group fitness occupancy, facility utilisation and local market conditions to identify commercial opportunities.
- Work with Facility Managers, Fitness Managers and Finance to assess commercial initiatives and prioritise opportunities that deliver sustainable returns.
- Identify opportunities to improve revenue and utilisation without compromising member experience, safety or service quality.
- Support consistent commercial practices across Gold Coast Health Clubs.
- Ensure commercial strategies consider both immediate revenue opportunities and longer-term member value.

Leadership & Health Club Capability

- Coach and support Fitness Managers to strengthen commercial capability, leadership and accountability.
- Establish clear regional expectations for membership performance, revenue, group fitness occupancy and local business development.
- Support Fitness Managers to use data and commercial insights to make informed decisions within their Health Clubs.
- Facilitate the sharing of successful membership, retention, group fitness and business development strategies across facilities.
- Identify capability gaps across the regional Health Club function and support relevant development and training.
- Promote a culture of ownership, commercial awareness, customer focus and continuous improvement.
- Performance & Continuous Improvement
- Monitor regional Health Club KPIs, budget performance, membership movement, revenue, group fitness occupancy and partnership outcomes.
- Lead regional Health Club improvement initiatives and ensure agreed actions are effectively implemented.
- Use performance data and customer insights to identify opportunities to improve membership growth, retention and facility yield.
- Review Health Club systems and processes to improve efficiency, consistency and commercial performance.
- Identify emerging fitness industry trends, customer behaviours and local market opportunities that may benefit CVM.

- Ensure Health Club operations comply with contracts, company standards, policies, procedures and relevant legislation.

KEY PERFORMANCE INDICATORS

The General Manager of Health Club is accountable for regional performance against agreed corporate targets, including:

- Net Membership Movement: Deliver positive net fitness membership movement against corporate budget projections.
- Revenue Performance: Deliver positive Health Club revenue performance against budget.
- Membership Retention: Improve and maintain member retention across Gold Coast Health Clubs.
- Group Fitness Occupancy: Maintain healthy group fitness occupancy relative to membership base and available class capacity.
- Facility Yield: Identify and deliver opportunities to improve commercial utilisation of Health Club facilities and services.
- Business Development: Develop and maintain local business partnerships that contribute measurable membership or commercial outcomes.
- Sales Integrity: Ensure regional sales activity aligns with approved pricing, promotions and company policies.

QUALIFICATIONS

Required:

- Blue Card – Working with Children Check
- Current First Aid
- Current CPR
- Pool Lifeguard Certificate
- Certificate III & IV in Fitness or demonstrated equivalent industry experience

Desirable:

- Relevant qualification in Business, Management, Fitness, Recreation, Health or a related discipline.

KEY SKILLS AND EXPERIENCE

- Significant leadership experience within fitness, health club, leisure, recreation or related commercial operations.
- Demonstrated experience driving membership growth and commercial performance against budgets and targets.
- Strong understanding of membership acquisition, retention, conversion and customer lifecycle management.
- Demonstrated ability to analyse membership, financial and utilisation data and translate insights into practical commercial strategies.
- Strong understanding of group fitness operations, class utilisation and timetable optimisation.

- Demonstrated experience developing local business, corporate or community partnerships.
- Strong commercial awareness, including revenue generation, facility yield and performance against budget.
- Strong analytical, problem-solving and continuous-improvement capability.
- Ability to influence and support Fitness Managers and Facility Managers across multiple facilities without relying solely on direct reporting relationships.
- Strong stakeholder engagement, negotiation and relationship management skills.
- Ability to balance commercial outcomes with member experience, service quality, safety and operational requirements.

ALIGNMENT TO OUR 5 TRUTHS

The General Manager of Health Clubs is expected to actively demonstrate CVM's 5 Truths:

Fun and Energy are Contagious: Creates an energetic and engaging Health Club environment that encourages participation, builds member loyalty and motivates teams to achieve strong commercial outcomes.

New Knowledge Drives Progression: Continually develops knowledge of fitness industry trends, customer behaviours, membership strategies and commercial opportunities and uses this knowledge to improve regional Health Club performance.

Collaboration Enables Creativity: Works across facilities and departments to develop new membership, group fitness and business partnership opportunities that improve commercial and customer outcomes.

Simplicity Allows Agility: Looks for practical ways to simplify membership, reporting, performance management and commercial processes while maintaining appropriate controls and service standards.

Maturity is Not an Age: Demonstrates sound commercial judgement, accountability and ownership when managing regional membership performance, budget expectations, stakeholder relationships and competing priorities.

LEGAL REQUIREMENTS

QLD Child Protection Act

It is an offence under the QLD Child Protection Act 1999 for a person convicted of a serious offence to apply for or perform this position. The QLD Child Protection Act 1999 requires the following to be completed:

- Any person in this position must hold and maintain a current Positive Notice and Blue Card from the Commission for Children & Young People & Child Guardian.

Duties under WH&S Act

Under the Work Health & Safety Act 2011 an employee, whilst at work, must:

- Take reasonable care for his or her own health and safety.
- Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons.

- Comply, so far as the employee is reasonably able, with any reasonable instruction given by the person conducting the business to allow that person to comply with this Act.
- Co-operate with any reasonable policy or procedure of the person conducting the business relating to health or safety at the workplace that has been notified to employees.

ACKNOWLEDGEMENT

By accepting this position, I acknowledge that I have read and understand the expectations of this role as outlined in this position description.

I understand that I am required to comply with all City Venue Management policies and procedures, and that these form part of my employment obligations.

I confirm that I will act in accordance with these requirements at all times.