



Zest Health Clubs Limited

Inquiry into Women in Fitness

As a prominent promoter of health and fitness within Australia, Zest Health Clubs (“Zest”) welcomes the opportunity to contribute to the Senate inquiry into “Women in Fitness”.

Zest is the second largest male and female health and fitness operator in Australia, with 28 centres located in Queensland, South Australia and Western Australia, with over 65,000+ members. The following observations are based on our experiences.

1. Zest employs 1,350+ employees of which 74% are females.
2. Zest offers its members a range of activities and services from group fitness classes, yoga, Pilates, martial arts, personal training, swim school - learn to swim programs, body trainer, exercise therapy and child minding services.
3. 38,000+ or 58% of all members are female.
4. Queensland and Western Australia share average female membership at 55%+ with South Australia experiences a higher 65%+ female member ratio within that State.
5. Female members shown as percentage to total members by age bands on a National and State basis.

Age Bands	National	Queensland	South Australia	Western Australia
	%	%	%	%
15 - 21	58.7	55.2	65.6	55.4
22- 30	57.4	54.0	64.1	54.1
31- 40	59.7	57.8	66.3	55.1
41 - 50	65.2	59.7	69.0	58.0
51 - 65	59.4	58.1	65.3	54.9
65+	53.4	44.3	61.2	54.7

6. Female members by age bands attending Zest clubs as percentage to total female members.

Age Bands	National
	%
15 - 21	18.2
22- 30	32.0
31- 40	21.5
41 - 50	15.6
51 - 65	10.9
65+	1.8
	100.0