

Survey Results and Solutions. This is part seven of a series of newsletter articles informing Members of the results and of any solutions (to be) implemented from the survey feedback. The full series of these articles can be viewed on the Clubs Website www.clubsofmarlborough.org by clicking on the "About" page.

Belong to a Fitness Centre. Due primarily to their age a massive 89.6% of the 1602 returns said that they did not belong to a fitness centre and of the remaining 10.4% only 39 of those belonged to ours. As noted above, age was the biggest factor, some was equipment but many did not know our Fitness Centre existed, but they do now.

Solution. We understand that we will always have an aging Membership and that is taken into account with the many things we do at the Club and that is why we have, and promote ourselves as having, a Health and Fitness Centre versus a Gymnasium. The difference being is that our Health and Fitness Centre is more focused on the rehabilitation and wellbeing of our Members instead of a Gymnasium for body builders. A fair portion of our attention is dedicated to the needs of our older Members by designing individual programmes and coordinating group session specific to keeping older bodies young for longer.

Stretch and Flex would be the best group session targeted at older people and has a good regular (social) following. It runs twice a week from 9am to 10am Mondays and Fridays and is proving that popular to our regular attenders that they run their own session on a Wednesday and then they all go upstairs to enjoy each other's company over a coffee and muffin. For many it is the social aspect that is just as important as the fitness aspect and the highlight of their week. To find out more, pamphlets on your Health and Fitness Centre are available at Reception, you could surf our website or contact our Health and Fitness Centre Manager Rebecca Harvey 03 578 1059 or email fitness@clubsofmarlborough.co.nz.

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