

I.D.E.A. Roadmap



Our mission is to make Australia's biggest fitness community also the most welcoming and inclusive one, through our Inclusivity, Diversity, Equity and Action (IDEA) Plan. We aim to become Australia's most welcoming gym, no matter your shape, size, sex, gender, ability, ethnicity or level of fitness. This roadmap outlines our intent and the journey we are embarking on to realise that ambition.

November - December 2021



- Appoint founding IDEA partners (We Flex and Proud 2 Play) to develop a co-designed approach to IDEA
- Formulate initial IDEA roadmap
- Assessment of in-club forms, CRM and employment contracts by IDEA partners
- Design on-going IDEA education plan for staff

April - June 2022



- Support office staff to undergo inclusivity in leadership training
- Paperwork and policies to be updated to reflect IDEA principles
- Club tour and service culture updated to Anytime Fitness club staff
- Anytime Fitness Code of Conduct updated to reflect IDEA principles
- Trial of quiet hours in select gyms

October - December 2022



- Select clubs to begin taking part in club accessibility audit
- Trial of personal training for disabilities in select gyms
- Optimisation of accessibility on website and internal learning platform
- Engage with partners in core areas; Multicultural & First Nation Inclusion; Gender Equality and Body Positivity

January - March 2022

- Launch of new brand campaign – Any Body, Any Time
- Provide industry leading bias & inclusivity training to club staff and trainers
- Conduct IDEA open days at clubs across network
- Establish IDEA Advisory council



July - September 2022

- Publish IDEA policy document
- Creation of IDEA club audit and certification registry
- Conduct report on IDEA climate & project impact
- Register of IDEA "certified" clubs on website

