

## Explain the purpose and structure of a fitness enterprise

**Level** 3

**Credits** 4

**Purpose** People credited with this unit standard are able to: identify reasons customers may use a fitness enterprise; identify the products and services fitness enterprises offer to achieve their purposes; identify roles within the fitness industry and how each contributes to the purposes of the fitness enterprise.

**Subfield** Fitness

**Domain** Fitness Industry Education

**Status** Registered

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**Entry information** Open.

**Accreditation** Evaluation of documentation by NZQA and industry.

**Standard setting body (SSB)** Sport, Fitness and Recreation Industry Training Organisation – Fitness Advisory Group

**Accreditation and Moderation Action Plan (AMAP) reference** 0069

This AMAP can be accessed at <http://www.nzqa.govt.nz/site/framework/search.html>.

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### Special notes

#### Definition

*Customer* is a broad term used to describe all individuals who may interact with a fitness enterprise including members, potential members, users of the services such as physiotherapists, personal training clients and so on. It also represents the customer who could use their discretionary funds elsewhere and lends itself to a more generic customer perspective. It is also a common term in the unit standards dealing with skills related to customer service in fitness enterprises.

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## Elements and performance criteria

### Element 1

Explain reasons customers may use a fitness enterprise.

#### Performance criteria

1.1 Customer's goals when using a fitness enterprise are explained.

Range may include but is not limited to – weight loss, sport conditioning, muscle development, health, fitness, social;  
at least three goals are required.

1.2 Customer's preferences in selecting a fitness enterprise are explained.

Range may include but is not limited to – exercise options available, convenience of location, time efficiency, cost, security and safety, friendliness of staff, cleanliness, degree and consistency of support, standard of equipment, level of social interaction, consistency and standard of service;  
at least five preferences are required.

### Element 2

Identify the products and services fitness enterprises offer to achieve their purposes.

#### Performance criteria

2.1 Fitness enterprises' purposes are explained.

Range may include but is not limited to – cash reserves, shareholder returns, stakeholder returns, satisfying customer needs.

2.2 Fitness enterprise products and services are related to the customer needs they satisfy.

Range customer's needs may include but are not limited to – weight loss, sport conditioning, muscle development, health, fitness, social;  
at least three customer needs are required;  
products and services may include but are not limited to – group fitness classes, resistance training, cardiovascular training, exercise tuition/instruction, health education, individual programme design;  
at least three products and services must be related for each customer need identified.

### Element 3

Identify roles within the fitness industry and explain how each contributes to the purposes of the fitness enterprise.

#### Performance criteria

3.1 Roles within the fitness industry are identified and how each contributes to the purposes of the fitness enterprise is explained.

Range Register of Exercise Professionals (REPs), Fitness New Zealand (FNZ), Sport, Fitness and Recreation Industry Training Organisation (Sfrito), Department of Labour, Accident Compensation Corporation (ACC), Education Providers.

3.2 Roles within the fitness enterprise are identified and how each contributes to the purposes of the fitness enterprise is explained.

Range may include but is not limited to – receptionist, fitness instructor, group fitness instructor, personal trainer, cleaner, salesperson, reception manager, reception supervisor or head receptionist, gym manager, group fitness manager or group fitness co-ordinator, sales manager, maintenance staff, centre manager; at least seven roles are required.

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#### Please note

Providers must be accredited by the Qualifications Authority, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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#### Comments on this unit standard

Please contact the Sport, Fitness and Recreation Industry Training Organisation [info@sfrito.org.nz](mailto:info@sfrito.org.nz) if you wish to suggest changes to the content of this unit standard.