

# Best Practice Case Study

The College of Health and  
Fitness

# The Benefits of Partnering



- \* **What is partnering?**
  - \* One that is united or associated with another or others in an activity or a sphere of common interest
  - \* The College of Health and Fitness has established partner relationship's with a number of Fitness Centres, Sporting Organisations and Charities since 2002.

# Why partner?



- \* Why do we do it?

- Professional Development
- To Build Community Relationships
- To Provide Meaningful Opportunities
- To Improve the Facilities Program Offerings

# Ways of Partnering



- \* How do we partner?
  - \* Training and Evaluation
  - \* Equipment Purchasing
  - \* Sharing Resources both Physical and Intellectual
  - \* Mentoring

# Who?



- \* We partner with only 5 organisations throughout Australia per year

# Risks



- \* There are a number of risks that are taken when partnering such as-
  - \* Stealing of intellectual property
  - \* Providing more then your partner organization for equal or in some case less return

# Benefits



- \* The benefits well and truly outweigh the risks.
  
- \* These benefits include:
  - \* Increased referrals
  - \* Improved member/staff/student retention
  - \* Increased funding opportunities
  - \* Improved staff knowledge base

# Opportunity



- \* Partnering with another organization provides you with a number of opportunities which you would not necessarily be able to have if you tried to do it alone.



# Opportunity



- \* For those organizations looking for a partner to improve not only your staff/member/client's skill set and knowledge but also to improve your revenue return it is a worthwhile exercise to conduct.

# Are you Ready for 2014?

The College of  
**HEALTH &  
FITNESS**



- \* The College of Health and Fitness is currently looking for our next 5 partners for 2014.

# Contact Details



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