
IMPACT OF COVID-19 ON THE CANADIAN FITNESS INDUSTRY

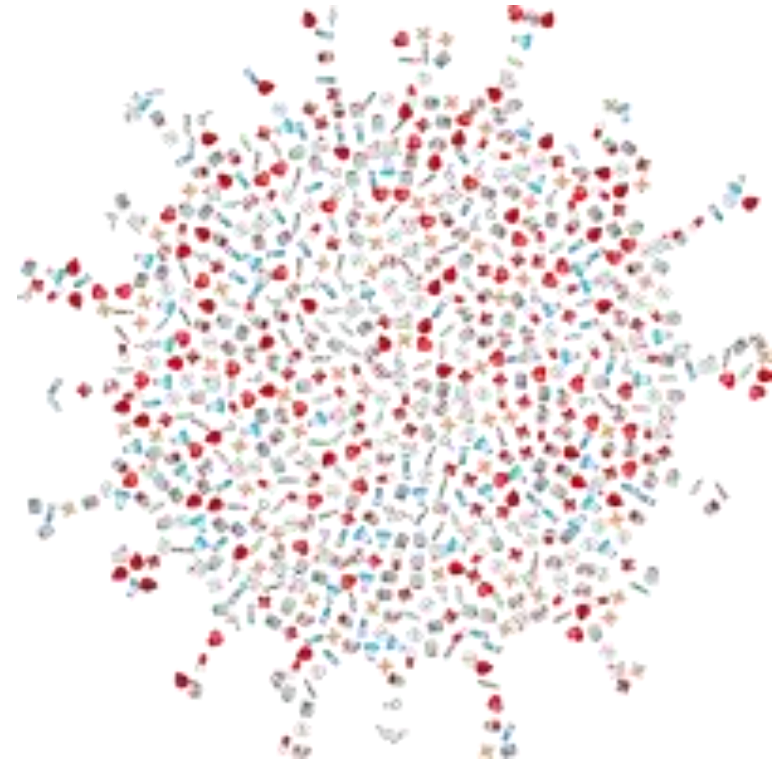
FITNESS INDUSTRY
COUNCIL OF CANADA



FIC | CCICP

COVID-19 IN CANADA

- Fitness clubs in Canada close around March 17, 2020
- FIC begins weekly calls and forms a National Coalition
- Provincial FIC task forces develop



CANADIAN GOVERNMENT SUPPORT

- May 19, 2020: Expansion of the **Canada Emergency Business Account** (CEBA) to include more small businesses.
 - CEBA provides interest-free loans of up to \$40,000 to small businesses facing reduced revenues due to the COVID-19 pandemic. Twenty-five per cent of this loan is forgivable if repaid by December 31, 2022 (up to \$10,000).
- April 24, 2020: **Canada Emergency Commercial Rent Assistance Program** (CECRA) confirmed.
 - The federal government has reached an agreement with all provinces to lower rents for small and medium sized businesses with rent less than \$50,000/month, by 75% for the months of April, May, and June. For the fitness industry, this covers single clubs and studios, but does not address the need for a solution for regional and national organizations who have rent more than \$50,000 per month. However, this has not been well implemented and many landlords have pushed back. Companies with over \$20M in 2019 gross revenues do not qualify.
- April 11, 2020: House of Commons and Senate passes **Bill C-14**.
 - Legislation to implement the **Canada Emergency Wage Subsidy** (CEWS).
 - Wage subsidy of 75% of employee wages for up to 24 weeks, retroactive from March 15, 2020, to August 29, 2020.
- March 2020: **Canada Emergency Response Benefit** (CERB) introduced.
 - This program gives financial support to employed and self-employed Canadians who are directly affected by COVID-19.
 - Individuals can receive \$2,000 for a 4-week period (the same as \$500 a week), maximum of \$8,000.



FIC GOVERNMENT LOBBYING

- Lobby for provincial re-openings
- Lobby for rent relief
- Begin reintroducing government to the Fitness Tax Credit
- Prescription to Get Active Program



FIC CREATES NATIONAL PROPOSAL



FITNESS INDUSTRY COUNCIL OF CANADA

Framework for exercise facilities operating
in a COVID-19 environment in Canada

This document is designed to provide a framework for managing risks associated with COVID-19 within exercise facilities and exercise providers in Canada. It provides recommendations for exercise providers that are evidence based and follow a risk-minimisation model. These guidelines have been modeled after successful industry launches in New Zealand as well as British Columbia. Specifically, the Fraser Valley Health Region.

Each facility is encouraged to create their own set of operating procedures with more granular details. Check guidelines from your local health authority.



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01 EXECUTIVE SUMMARY

- A. **Fitness Industry Council of Canada (FIC)** is a non-profit trade association representing for profit, non-profit, municipal, boutique, and large format fitness facilities across the country. We also represent interests of fitness education, certification providers, and industry suppliers.

Representing over 6,000 facilities serving over 6 million members nationwide, FIC pursues a legislative agenda in the hopes of bettering the fitness industry for both consumers and professionals.

We would like to thank our colleagues from the Exercise Association of New Zealand, the Alberta Boutique Studio Alliance and Alberta Recreation and Parks Association for their contributions to this document.

- B. **Benefits of exercise:** While not specifically outlined in this document, it should be noted that regular exercise is one of the most beneficial activities an individual can undertake to improve their health.

Normally, the list of the benefits of exercise is wide and varied – everything from being protective against stroke, heart disease, and many other chronic diseases and conditions, all the way through to its role in weight management and diabetes control.

However, right now the focus is around mental health, and its proven benefits for mental health, which is protective against both depression and anxiety – two looming issues in a COVID-19 environment.

It should also be mentioned that COVID-19 seems to pose an increased risk to Canadians who have underlying health concerns, many of which fall under various categories of metabolic disease. Regular exercise is well known to combat many of these ailments.

- C. **This framework:** This document provides evidence based solutions and recommendations to the unique environments of an exercise setting, operating within a COVID-19 environment.

- D. Our recommended protocols and practices meet all Government general principles and guidelines to operate at phase 2, while also considering the unique environment and challenges of an exercise setting.

The example operations document will provide granular detail to identify the unique and/or increased risks related to COVID-19 within an exercise setting, and provides stringent and specific protocols to manage these risks.

We are recommending that all exercise providers in Canada follow these protocols.



NATIONAL HEALTH AND FITNESS DAY

- June 6, 2020 was used to promote what clubs are doing to prepare for re-openings:
 - Focused on safety and security of members
 - Included messages from Ministers and Senators, Olympians, and Fitness Leaders
 - FIC provided a special virtual event
 - We are able to create a fitness industry campaign using clips from our event



HEALTH AUTHORITIES PROVIDE REOPENING GUIDELINES

- British Columbia
 - https://ficdn-files.ca/files/covid_resources/COVID-19+Guidance+for+Gyms+and+Fitness+Centres+-+FHA++May+14.pdf
- Alberta
 - <https://www.alberta.ca/assets/documents/covid-19-relaunch-sports-physical-activity-and-recreation.pdf>
- Saskatchewan
 - <https://www.saskatchewan.ca/government/health-care-administration-and-provider-resources/treatment-procedures-and-guidelines/emerging-public-health-issues/2019-novel-coronavirus/re-open-saskatchewan-plan/guidelines/gyms-and-fitness-facilities-guidelines>
- Manitoba
 - <https://www.gov.mb.ca/covid19/restoring/phase-two.html>
- Quebec
- Nova Scotia
 - <http://www.nsfitness.ca/COVID-19>
- Prince Edward Island
 - <https://www.princeedwardisland.ca/en/information/health-and-wellness/fitness-facilities-guidance>



ADJUSTMENTS MADE TO GUIDELINES



- Some provinces started with a 3m distancing rule, this has been updated to 2m in most provinces.



POWER OF ASSOCIATION



- We have been able to attract the attention of facilities who were not part of our association.
- We have been able to create strategic relationships with provincial ministries that will help us moving forward.
- Creating relationships with other associations and groups: Small Business Association, Cross Fit, Retail Council, Restaurants Canada, etc.



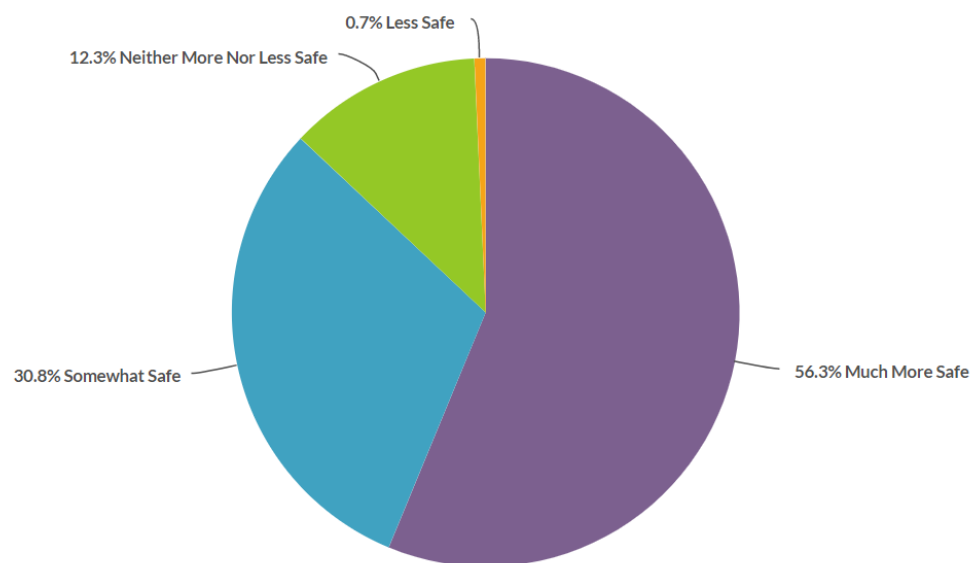
CANADIAN SURVEY: SAFETY MEASURES THAT WOULD MAKE GYM MEMBERS FEEL SAFER

- Fitness Industry Council of Canada's Ontario Task Force has created a survey to measure safety measures that would make gym members feel safer.
- This survey focuses on recommending changes to Standard Operating Procedures to be implemented by health and fitness facilities.
- The purpose of this survey is to develop guidelines to manage the health and safety of members and staff and to mitigate the risk of COVID transmission in these facilities prior to reopening.
- This survey has 702 results and was conducted throughout June 2020.

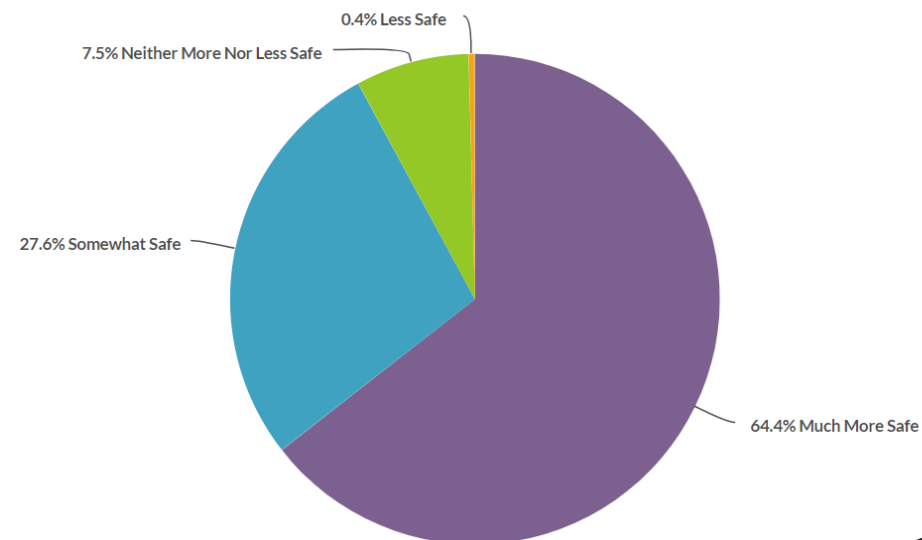


RESULTS

1. Making disinfecting solution available for each member.

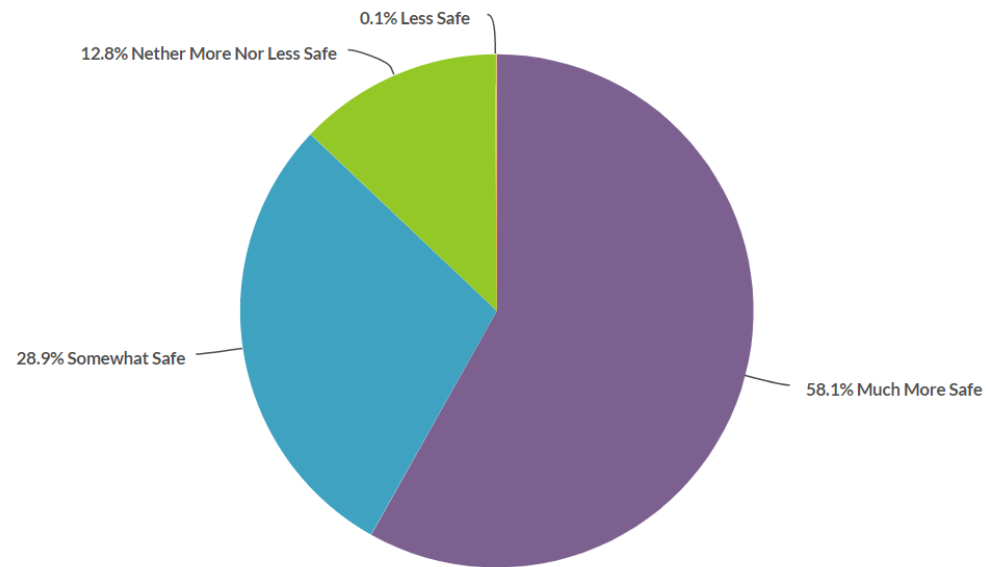


2. Adding more hand sanitizer dispensers and requiring members to use it upon entering the facility.

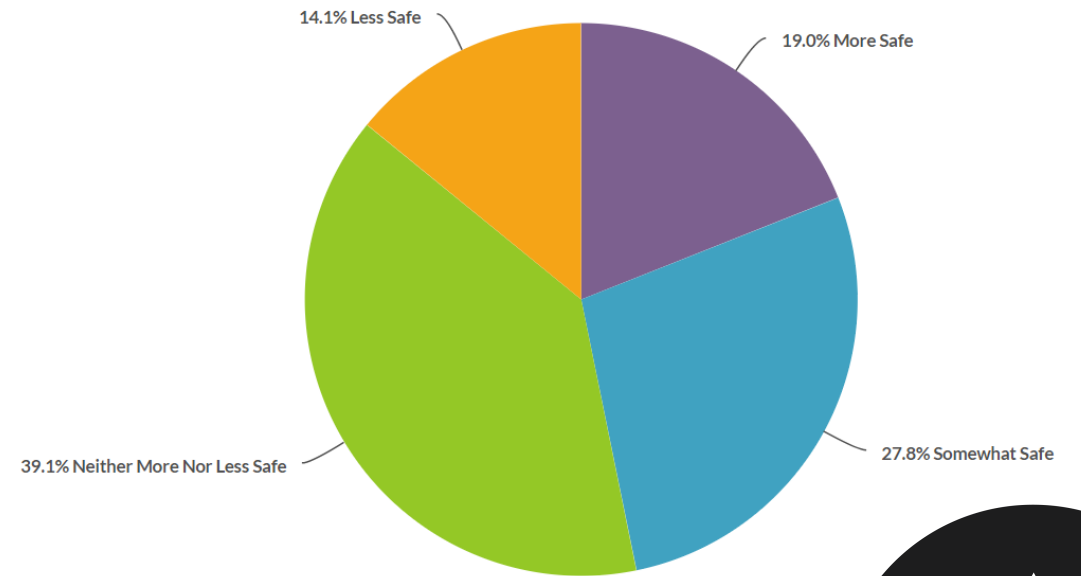


RESULTS

3. Reducing total gym capacity of people permitted at any one time

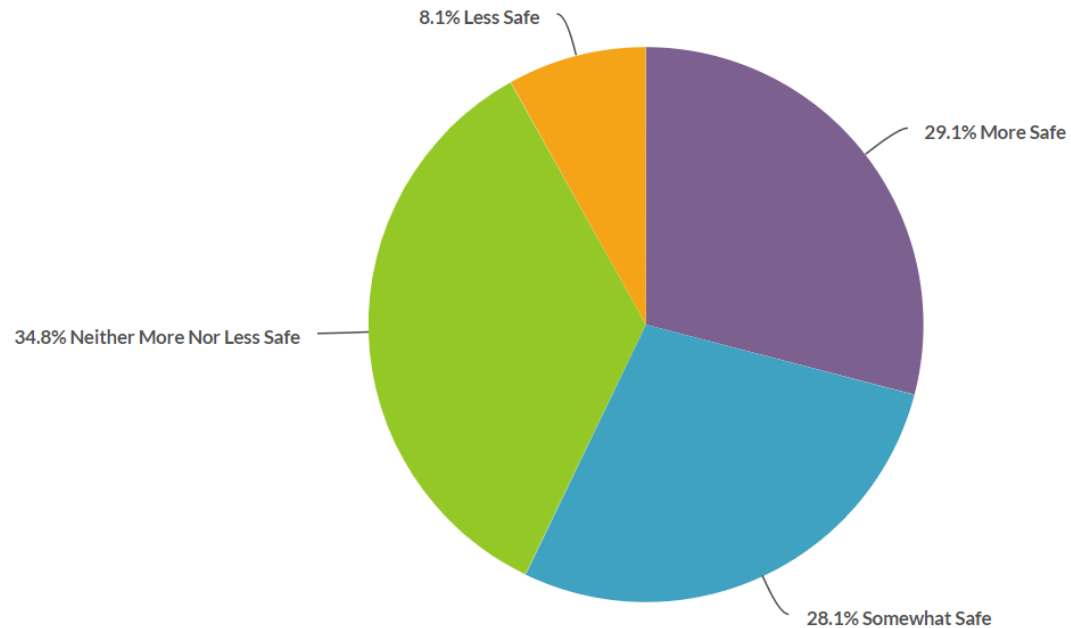


6. Requiring members to wear face masks and gloves

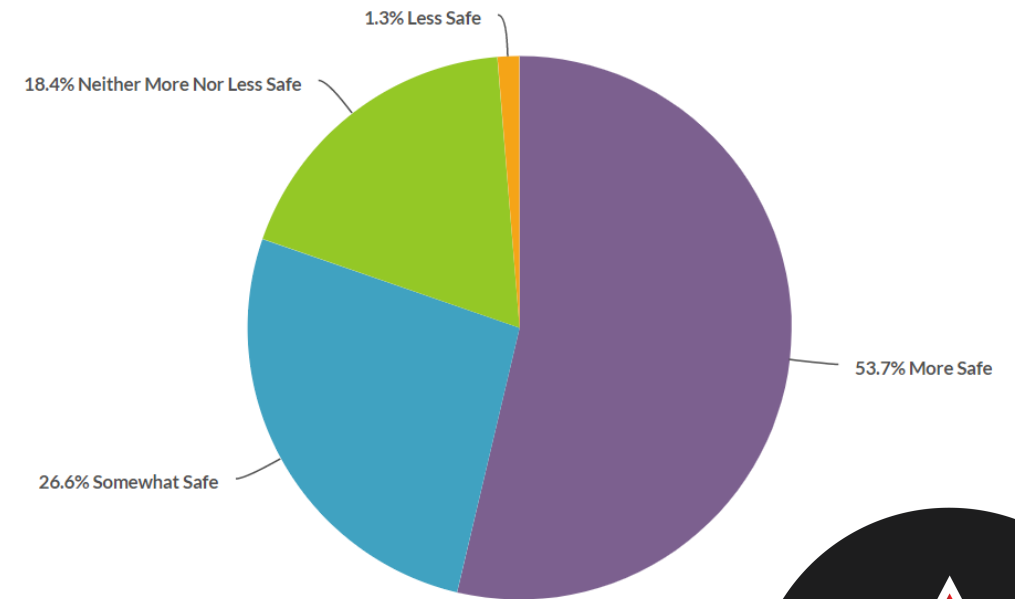


RESULTS

7. Requiring staff to wear gloves and face masks

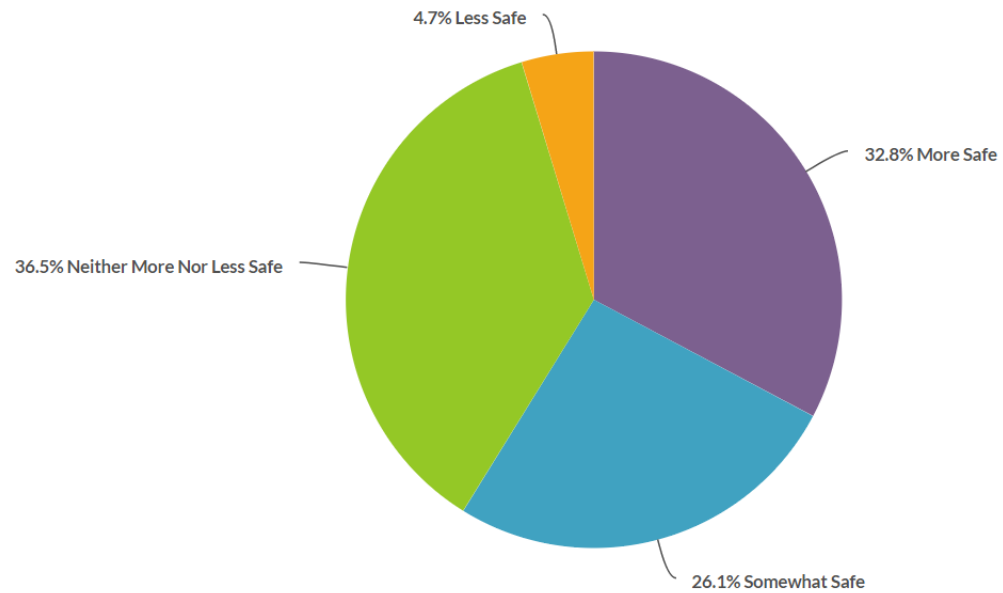


11. Removing Every Other Piece Of Cardio Equipment or Increase Space Between Each Piece To Accommodate Social Distancing

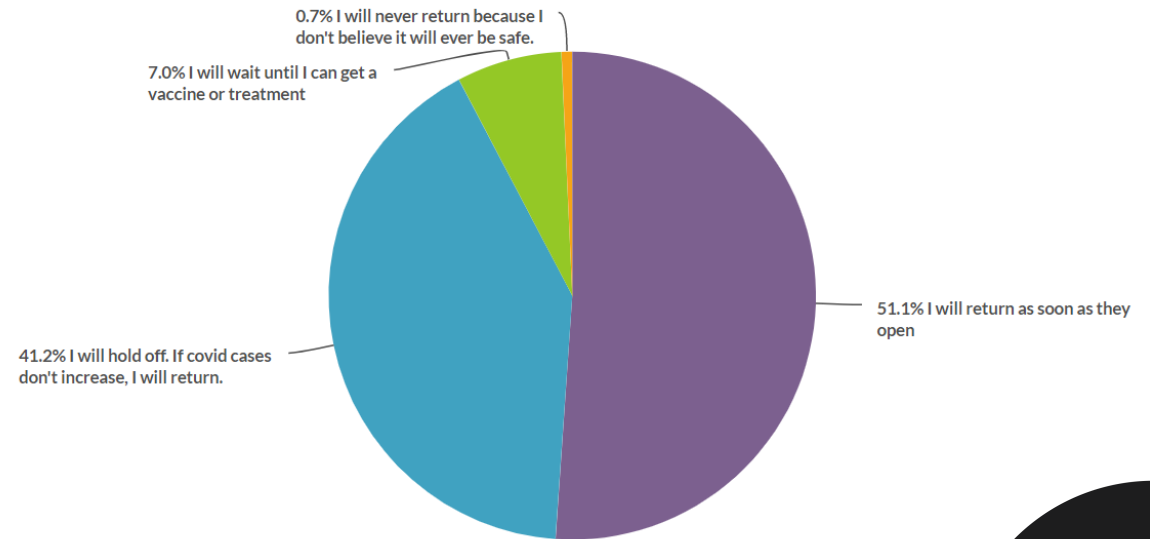


RESULTS

13. Limiting Washroom and Change Room Access



15. Assuming all the above safety measures above are implemented, what will be your likely hood of returning to the gym?





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Questions

