

12<sup>th</sup> August 2014

Dear BSA Members, Students, Staff and Evolution Sports & Fitness Members

Following a thorough review process, which included an independent feasibility review, feedback from Gym members and the investigation of other possible business models, it is with regret that the Board of the Bendigo Student Association Inc. write to notify you that the Bendigo Student Association (BSA) will not be in a position to operate Evolution Sports & Fitness Centre beyond 31<sup>st</sup> December 2014.

The level of competition within the Fitness Industry in Bendigo has increased significantly since the Gym opened 18 years ago. In the near future there will be two gyms located less than one kilometre from the University. The proximity of such competition has impacted upon Evolution, as to the escalating costs associated with running the service. These external impacts, amongst others, have seen a decline in membership numbers in recent times.

The Board acknowledges and appreciates that Evolution Sports & Fitness Centre has provided a high quality service to many La Trobe students, staff and community members for close to two decades. The value of the service to members, coupled with the support of the qualified and caring staff, helped to create a gym that provided a real sense of community and belonging. The decision to cease operating has not been taken lightly and whilst the Board deeply regrets this decision, remaining open is no longer feasible.

The BSA has advised La Trobe University's Head of Campus, Bendigo of this decision. The BSA will engage with the University to examine options for the provision of fitness, health and well-being services for the La Trobe Bendigo campus beyond 2014.

The BSA Board thanks the staff for their many years of combined dedicated service and support to Evolution Sports & Fitness Centre. We also extend our gratitude to the many members, both past and present for your loyalty and support.

If you have any questions regarding this announcement, please contact the BSA President, Jessica Robertson or the General Manager, Mitch Trevena by phoning 5444 7514.



Jessica Robertson  
President



Mitch Trevena  
General Manager