

How YMCA North

transformed member management and increased revenue with Jonas Leisure and Ezidebit



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YMCA North, a not-for-profit community organisation, operates 12 recreation centres nationwide, servicing 18,000 members. To better serve its communities, YMCA North needed to improve operational efficiency. The organisation faced challenges due to

reliance on multiple providers, systems, and manual processes. Staff were overwhelmed with administrative tasks and lacked the whole-of-business insight needed to identify opportunities and inform business decisions.

In late 2022, YMCA North initiated a tendering process to find a provider to consolidate and streamline their operations to deliver better efficiency. YMCA North selected Jonas Leisure's Envibe and Ezidebit as their new software and payments system, and Dave Willetts, YMCA North Operation & Applications Specialist, led the rollout.

"The last time we chose a system, it was easier for us—management—to use and get reports, but the user part was terrible. This time, we focused on making sure the online functionality was user-friendly for our receptionist staff and our members."

By migrating to Jonas Leisure's Envibe with Ezidebit's integrated payment solution, YMCA North enhanced member management and payment processes across its 12 centres, boosting membership revenue by 18%, improving operational efficiency, and strengthening data security.

"Our board was extremely pleased with the entire process. We only had four months to bring in this new system and did it flawlessly. The smoothness of the implementation was such that it went unnoticed by many," Dave said.

By using Jonas Leisure's Envibe and Ezidebit, YMCA North has:



Increased revenue with 18% increase in memberships and casual usage



Improved facility utilisation with a 17% increase in space hire



Reduced admin time by 5%-10% each week



Improved data security and compliance

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Key Benefits

Prior to this migration, members had to visit the centre in person or make payments over the phone, which were then processed manually at the counter. This outdated system meant revenue opportunities were missed, facilities were under-utilised, and staff were burdened with administration.

Following the migration, YMCA North has seen a significant improvement in a number of key areas:



Boosting revenue with 18% increase in memberships and casual usage

“One of the most significant highlights post-migration was our performance on the first day,” Dave explained. “We saw \$15,000 in web payments on day one, which is incredible for an organisation previously with no real online sales presence. By the second day, this figure jumped to \$25,000.”

The positive impact has only grown from there, with significant improvements in facility utilisation and enrollments:

- An 8.5% increase in course enrollments
- A 17.5% increase in space hires
- An 18% increase in membership and casual usage



Reducing payment admin time

Automating manual processes has streamlined the payment cycle from setup to follow-up of any missed payments.

“By automating routine tasks, we’re saving staff around 2 hours a week. In a busy environment, every hour saved helps,” Dave said.



Improved data security and compliance

The implementation of Envibe and Ezidebit has brought significant improvements in data security and compliance for YMCA North, as all payments and customer data are processed securely within Ezidebit’s Level 1, PCI-DSS compliant system.

“Previously a staff member had to handle and view the customer’s credit card. Now all sensitive payment information is handled through a secure online portal.”

Ongoing Support and Future Plans

Looking Forward

By improving business efficiency, the team at YMCA North can now invest more time in future planning, and the support of Envibe and Ezidebit will be key to new initiatives.

“Working with Jonas Leisure and Ezidebit has not just been about implementing a new software system; it’s transformed how we manage our operations and engage with our members,” Dave said.

To learn more about how Jonas Leisure and Ezidebit could work for you, visit

ezidebit.com/en-au/software-integrations/envibe



Ezidebit gets your payments done in one.