AUSTRALIAN HEALTH & FITNESS INDUSTRY QUALITY AWARDS 2013
“A GOLD Quality Award facility requires passionate and professional staff to deliver an excellent experience and assist people to transform their lives. The challenge is attracting and retaining them.”

Pam Wheatley
Area Manager – YMCA Victoria
Macleod Recreation & Fitness Centre
2012 Prize for Excellence Award recipient
2012 & 2013 GOLD Quality Award recipient

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MESSAGE FROM THE CEO

The Australian Health and Fitness Industry Quality Awards are presented annually to recognise, promote and celebrate industry excellence. Achievement and success within the fitness industry continues to be enriched by excellence in a wide-range of businesses and professionals.

In 2012, we introduced the concept of quality into the Awards because we believe that this is important for the development and positioning of the fitness industry. In 2013, we continued to build upon this concept and the results are outstanding. A substantial number of new applications were received for a Quality Award in 2013. In addition, a significant number of previous applicants were able to demonstrate continuous improvement and enhancements to their quality service, resulting in an upgrade to their Quality Award status. This is the essence of a quality improvement culture!

Fitness Australia has also continued to promote the fantastic work of Registered Exercise Professionals through the ‘Tell Your Fitness Story’ campaign. These inspiring stories of how professionals have helped their clients to improve their health and fitness will be recognised and celebrated at the annual gala dinner. This is an important and powerful way to demonstrate the value that exercise professionals bring to the community.

We are also privileged to acknowledge those in the fitness industry who have committed their time, energy, passion and extraordinary talent to the advancement of Fitness Australia and the fitness industry through the Awards of Honour.

On behalf of everyone at Fitness Australia, I would like to extend my congratulations to all the award recipients who have demonstrated their commitment to enhancing industry standards and reputation through quality service provision.

Lauretta Stace
Chief Executive Officer
Fitness Australia

ABOUT FITNESS AUSTRALIA

Fitness Australia, the health and fitness industry association, provides a range of business support services and solutions to over 30,000 registered exercise professionals, fitness service providers and industry suppliers Australia-wide.

Fitness Australia is committed to leading, supporting and growing an innovative fitness industry that embraces knowledge sharing, professionalism and high standards of care and customer service.

The Australian Health and Fitness Industry Quality Awards make a significant contribution toward achieving our vision of a fitter, healthier Australia.

Fitness Australia has also continued to promote the fantastic work of Registered Exercise Professionals through the ‘Tell Your Fitness Story’ campaign. These inspiring stories of how professionals have helped their clients to improve their health and fitness will be recognised and celebrated at the annual gala dinner. This is an important and powerful way to demonstrate the value that exercise professionals bring to the community.

THE AWARDS OF HONOUR PROGRAM

The momentum behind our efforts to achieve our vision is also the result of commitment and hard work by talented people who have volunteered their time and expertise to create an association that the fitness industry can be proud of.

Fitness Australia is proud to provide recognition of the important contributions of industry leaders and champions through the Awards of Honour program. This program consists of three categories of awards:

- Chairman’s Award
- Outstanding Contribution to the Industry Award
- Fitness Industry Roll of Honour
The Chairman’s Award recognises members of Fitness Australia’s Board, Councils, Committees or Taskforces who have made a significant contribution to the work of that group and to Fitness Australia. In 2013, this Award is presented to Paul Kinghorn.

Paul Kinghorn
EQUILIBRIUM HEALTH CLUBS

Paul was elected by his peers on the Board of Directors at Fitness Australia in 2009 and re-elected again in 2011. Paul will retire from the Board of Directors at the 2013 Annual General Meeting. During his term on the Board, Paul also served as Chairman of the Board from 2010 to 2012. During his tenure as Chairman, Fitness Australia achieved significant growth and progress and Paul’s commitment to representing the needs of industry and connecting with them at every opportunity was outstanding.

Paul has been a committed volunteer for the fitness industry for many years, providing long-standing leadership and support to both Fitness Victoria and the Regional Industry Council (Victoria) in his role as President.

Paul’s substantial experience with and passion for the fitness industry, across a broad range of business and professional areas, has enabled him to make an outstanding contribution to the advancement of both Fitness Australia and the fitness industry.

Q: Why do you think being on a Fitness Australia Board or Committee can make a difference to the fitness industry?
A: Being on the Board and committees with industry experience is great way to help shape the strategic direction of the industry. To represent the industry as an independent owner and Instructor on the board I thought was important in helping the association and other Board members to understand what is happening on the ground. Representation for the members at a board level I feel is a way to make a difference for the industry development and growth overall.

Q: What do you believe are the most important elements for enhancing the professionalism and delivery of quality services within the industry?
A: The process of pre-screening and referrals is the key to the professionalism of the industry. Trainers operating within the scope of practice is the process that needs to be supported and enhanced. A trainer assessing a client and deciding whether to train them appropriately or to refer them to another expert to me is the key element of our industry and stands for the professional standard required.

Q: You’ve made a significant impact to the growth and development of the fitness industry, what lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: The lessons for me in the industry is a standard cliché, “If you try and be something to everyone you end up being nothing to anyone.” The key to success for me in the fitness industry is involvement and focus on what you are passionate about. If you live, breath and stay focused on what you believe you will have a lot more chance of being successful. For me these people who stay informed and educated will be the future of the industry and help keep the drive required.

The Award for Outstanding Contribution to the Fitness Industry has been specifically created to honour the people who have made significant contributions to the development and advancement of the fitness industry in Australia.

LISA WESTLAKE
PHYSICAL BEST

Lisa is a highly regarded physiotherapist and fitness instructor and sought after national and international presenter. Her business, “Physical Best” brings physiotherapy and fitness together to provide exercise programming and health and fitness events for all ages and abilities. Lisa has been designing and delivering general fitness, back health, kid’s fitness, pre and postnatal fitness and many other well-being programs for over 20 years.

Through her business, Physical Best, her videos, books, articles, presentations and radio segments Lisa passionately spreads the message that exercise is for everyone.

Q: What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A: It’s incredibly rewarding to give back to an industry that gives so much. Every opportunity that I have to promote health and fitness, support a charity event, or help enhance the quality of fitness education, programming or professionalism allows me to work with wonderful, inspiring people and face new challenges.

Q: What do you believe is important for the future development, growth and positioning of the fitness industry?
A: The expanding role of exercise in preventive health provides potential for increased integration and recognition in the health services. Instructors working with special populations, attaining comprehensive understanding of conditions and their exercise implications, plus a professional approach to referral and communication between fitness & health professionals, will enhance medical-fitness referrals and optimise client care.

Q: You’ve made a significant impact to the growth and development of the fitness industry, what lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: “If in doubt find out,” “quality not quantity” and there is “no one size fits all.” Whilst we know what people need, we must also listen to what they want; therein lays their motivation. The excellent work by Fitness Australia has already significantly raised the bar. With ongoing quality control and professional development we can further optimise health promotion, fitness instruction and accessibility thus continuing to build a healthier, happier population.
2011 was the inaugural year for the Fitness Industry Roll of Honour Award. The aim of this award is:

- To honour individuals who have made outstanding contributions to the fitness industry in Australia
- To preserve and document the history of the fitness industry and Fitness Australia
- To educate the public regarding the origin, development and growth of the fitness industry as an important part of Australia’s culture
- To promote the positive values of the fitness industry.

Inductees to the Fitness Industry Roll of Honour in 2013 include those people who could be described as ‘game-changers’ in the fitness industry. These people have made a significant impact to the growth and development of the fitness industry and have therefore made the industry what it is today.

They are people who possess vision and entrepreneurial flair and have successfully used these attributes to create and introduce new concepts, products and services into the Australian fitness industry, thereby changing the very nature of the industry and contributing to its long term growth and prosperity.

**FITNESS INDUSTRY ROLL OF HONOUR 2013**

**TONY DE LEEDE**
FIT N FAST

**Q** What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
**A** I love this industry and I am a great believer in sharing knowledge and experience with others. I love presenting at conferences and giving others what I call ‘take home value’ that will help them with their businesses. I sit on smaller roundtables with my peers to challenge each other and share our experiences.

**Q** What do you believe is important for the future development, growth and positioning of the fitness industry?
**A** I believe in order to reach more of the population we need to continue to work together via various organisations such as this that look ‘outside the box’ to encourage more participation. The hardest thing is getting non-health club users to embrace what we do and to try and create a non-intimidating environment.

**Q** What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
**A** My first big lesson, that I learnt the hard way, was I used to think ‘build it and they will come’... They don’t. This is even more relevant now than 30 years ago as the competition has become fierce. We need to continually remind, motivate and entice people in different ways.

**GEORGE HOLMAN**
EZYPAY
George Holman established Vital Health Club at Pennant Hills in 1988. Vital was soon recognised as an industry leader and won numerous state and national awards. In 1996 he founded Ezypay. In 2001 Ezypay was awarded the BRW fastest growing business in Australia.

**Q** What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
**A** In the late 80’s and 90’s the industry was still relatively immature and largely unregulated. It was very satisfying to be able to make a difference. There was a strong desire to share knowledge amongst most of the successful club operators and we were all learning a tremendous amount through our involvement in the various associations.

**Q** The fitness industry shares a common goal ‘a fitter, healthier Australia.’ What do you believe we need to do to engage more people in regular exercise?
**A** It is important that the industry listens to and responds to the ever-changing needs of the consumer. It is vital that children are exposed to the benefits of a fit and healthy lifestyle and that their parents provide suitable leadership in this area.

**Q** What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
**A** Over the years I’ve learnt that nothing is more important than your reputation. The industry is prosperous and will continue to be so. The industry needs to be commercially driven however for the commercial model to be sustainable the consumer needs to achieve results (whatever that means to them).
AUSTRALIAN HEALTH & FITNESS INDUSTRY QUALITY AWARDS 2013

FITNESS INDUSTRY ROLL OF HONOUR 2013

STEVE JENSEN
IMPACT TRAINING CORPORATION

Steve Jensen is the founder and Managing Director of Impact Training and the National Sales Academy. He is also an International Presenter and is one of the world leaders in fitness sales and communication training, and has designed and created fitness sales systems, techniques and strategies.

Q: What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A: I believe health clubs, studios and fitness facilities can be successful if they give members and clients what they want and create experiences that will have them wanting to return. They must also know how to generate leads and make plenty of sales, to acquire enough members and clients to be profitable.

Q: What do you believe is important for the future development, growth and positioning of the fitness industry?
A: The future looks very exciting for our industry. We all need to continue to learn and keep up to date with the skills and techniques that will encourage our members and clients to want to attend and train more regularly and achieve their fitness dreams.

Q: What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: The future is very bright. I believe there's never been a better time to be in the fitness industry. We are in the people industry and must remember that. So learning and nurturing your ability to communicate and inspire people is essential if you want to excel these days. To be successful, we must continue to grow, learn, evolve, accept feedback and put your hand up for help when you need it.

ROBERT McCLOURE
LIFE FITNESS AUSTRALIA

Robert McClure entered the fitness industry with Universal Gym Equipment in 1976. He built and operated the Winning Edge Fitness Club in Victoria in 1983 then started Life Fitness Australia in 1996. He is currently the Chairman for Life Fitness Australia and Fitness Equipment Finance.

Q: What was your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A: My motivation was to give a voice to health and fitness club operators and employees that were working hard to provide Australians with well operated fitness facilities, and to create a “cause and mission” to present to both the corporate and public markets.

Q: What do you believe are the most important elements for enhancing the professionalism and delivery of quality services within the industry?
A: The industry’s diverse range of service levels allow a greater number of participants to join and utilise facilities. Whilst service expectations and levels can be different, professionalism should always be maintained to ensure a safe and reputable environment for our services which are regulated by the industry body, Fitness Australia, and adhered to by all members.

Q: What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: Business replicates life in many ways. If you can replicate the passion and care you have for others in your personal life and transfer that to your business ideals, then you’ll be successful. Over the past 30 years, the industry continues to grow and only 16% of the Australian population are utilising our fantastic products, so there’s a huge opportunity for all those involved in all levels of our industry. Good Luck.

GREG OLIVER
GOODLIFE HEALTH CLUBS

Greg Oliver is one of the fitness industry’s most respected senior executives with over 35 years’ experience in club management, multi-club ownership and billing and software services. He has previously overseen the development and growth of Genesis Fitness Clubs, and is currently the CEO of the Goodlife Health Clubs group.

Q: What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A: Having spent my entire working career in the fitness industry I thought that it was time for me to “give back” to the industry. This industry has provided me with so many opportunities and great experiences I would like to ensure I contribute to its future and hopefully pave the way for the next generation of leaders.

Q: What do you believe is important for the future development, growth and positioning of the fitness industry?
A: Continuing the work around advocacy and engagement with governments and organisations who can assist us in attracting more people to participate in regular exercise. More investment into academic research on the long term effects of our services to achieve their goals. To achieve business success, you have to be more focused on your customer’s success than your own. Your success will follow if you are completely authentic in this.

Q: What do you believe are the most important elements for enhancing the professionalism and delivery of quality services within the industry?
A: It’s vital that professional standards are maintained to ensure a safe and reputable organisation. It’s these stars that are able to attract people to this sort of service for various reasons. My advice is - do whatever it takes to make a difference. For the industry to grow and prosper, and for you to succeed as an individual, you need to look outside your skill set and consider impacts across a broad spectrum of interests.

Q: What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: As with most journeys there have been many lessons learnt from both the successes and the failures. What has been consistent is that when you attract great people to work with you and help steer them with vision and purpose, the results will generally follow. Our industry is, and will continue to be, an integral part of the nation’s health solution, and as such will continue to thrive.

Q: What do you believe is important for the future development, growth and positioning of the fitness industry?
A: There are many opportunities to contribute to the fitness industry and people are attracted to this sort of service for various reasons. My advice is - do whatever it takes to make a difference. For the industry to grow, you have to get it through other people. My way of achieving has been to focus on developing people to become the stars of the organisation. It’s these stars that are able to provide customers with programs and services to achieve their goals. To achieve business success, you have to be more focused on your customer’s success than your own. Your success will follow if you are completely authentic in this.

Q: For people wanting to make a contribution to the fitness industry and Fitness Australia, what are your words of advice?
A: I’ve learnt that you can’t get success on your own; you have to get it through other people. My way of achieving has been to focus on developing people to become the stars of the organisation. It’s these stars that are able to provide customers with programs and services to achieve their goals. To achieve business success, you have to be more focused on your customer’s success than your own. Your success will follow if you are completely authentic in this.

Q: What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?
A: One of my driving goals in committing my time is to help grow the fitness industry. I believe we are doing this by providing opportunities that are attracting and retaining outstanding professionals in the industry, in particular the group fitness sector, which as a consequence will be the leading driver of industry growth into the future.

BILL ROBERTSON
LES MILLS ASIA PACIFIC

Bill Robertson is the founder of Les Mills Asia Pacific and Co-founder of Les Mills International, the global leader in Group Fitness and Small Group Training. Earlier this year Les Mills Asia Pacific was placed 28th in the BRW Great Places to Work in Australia.

Q: What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A: I believe health clubs, studios and fitness facilities can be successful if they give members and clients what they want and create experiences that will have them wanting to return. They must also know how to generate leads and make plenty of sales, to acquire enough members and clients to be profitable.

Q: What do you believe is important for the future development, growth and positioning of the fitness industry?
A: One of my driving goals in committing my time is to help grow the fitness industry. I believe we are doing this by providing opportunities that are attracting and retaining outstanding professionals in the industry, in particular the group fitness sector, which as a consequence will be the leading driver of industry growth into the future.
What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?

I am extremely concerned about the obesity epidemic and I believe that the fitness industry has the ability to address this issue. In order to do this effectively we need to convince government that this is the case. I would like to assist in raising the standards of the industry so that government treats us seriously.

What do you believe are the most important elements for enhancing the professionalism and delivery of quality services within the industry?

Better controls and standards around trainer qualifications. The Fitness Industry Code of Practice needs to become known amongst the community so that registered trainers are seen as preferred health and fitness providers. This will require the support of government and industry.

What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?

I have learnt that survival in this industry requires a lot of effort and discipline. This has been quite easy for me because I love what I do – I do not see it as work to help trainers forge great careers and clients transform their lives. The future of the industry is bright as I see the industry more than ever being run by passionate health and fitness professionals rather than large corporate minded people.

What do you believe we need to do to engage more people in regular exercise?

To encourage more women to experience the benefits of strength training rather than just cardio vascular exercise and to provide them with an environment more suited to them to ensure that they continue their fitness program long throughout their life.

The fitness industry shares a common goal ‘a fitter, healthier Australia.’ What do you believe we need to do to convince government that this is the case?

By providing improved and relevant information through the media about the importance of exercise, not only for weight loss and toning, but also the benefits of the many health issues (including mental health) that exercise can benefit. To encourage the medical fraternity to prescribe regular exercise in a controlled environment to their patients, rather than just telling them to exercise.

What lessons have you learnt from your experience and what do you believe the future holds for the fitness industry?

I feel extremely confident about the future of the fitness industry. As the lifestyles of the general population becomes more sedentary and their intake of food more processed, the need becomes stronger for everyone to partake in exercise on a regular basis, starting as small children and through to their senior years.

The Australian Health and Fitness Industry Quality Awards are presented annually to recognise, promote and celebrate industry excellence. The Quality Awards concept was first launched in 2012. The number of awards granted is uncapped and is determined entirely by qualitative and quantitative measures. There are multiple award winners in each of the levels listed below apart from the Prize for Excellence Award, and Prize for Advancement of Excellence, for which there is only one award granted.
QUALITY AWARDS JUDGING PROCESS

Fitness Australia engaged Quorus, an independent company with expertise in quality systems to lead the evaluation team. Quorus have been responsible for the assessment of all applications, as well as telephone and site-visit verification processes and reporting. A risk management specialist from Guild Insurance was also engaged to assist with the on-site audit process.

In 2013, each participating fitness business has been assessed against four (4) criteria. These criteria have been selected on the basis that they are vital elements of successful fitness business practice. This enables the complex structure of an organisation to be broken down into tangible components that can be systematically assessed, monitored and improved.

This year, the four criteria were:

1. Programs, services and customer service
   The business describes its programs and services that reflect best practice and produce positive outcomes.

2. People (workforce)
   The business describes its workforce (even if only a workforce of one) and how it’s capable of delivering and supporting the services that are provided.

3. Safety & Environment
   The business describes how the environment in which services are delivered is safe for both staff and customers.

4. Business Management
   The business describes how it’s effectively managed and how information is collected, stored and used appropriately.

PRIZE FOR EXCELLENCE AWARD 2013

The Prize for Excellence Award is presented to a fitness business that provides high quality services and excellence across its entire business. In 2013, this award is presented to Leisurelink Aquatic and Recreation Centre – City of Greater Geelong.

Leisurelink Aquatic and Recreation Centre should be justifiably proud of their achievements. The Prize for Excellence is the highest accolade that our industry can award to a fitness provider. The general standard among the entrants was very high so the Prize for Excellence demonstrates Leisurelink Aquatic and Recreation Centre can truly claim very high standards across every area of their business, most particularly in relation to customer service,” Fitness Australia’s CEO, Lauretta Stace said.

Leisurelink Aquatic and Recreation Centre has more than 10,000 members in the greater Geelong area. The Centre offers a variety of services, which include a crèche with at least 90 places per day, CPR and first aid information sessions for new parents, a ‘LiveWell’ program for over 55’s, group personal training and a range of aquatic health programs.

The most prominent aspects of Leisurelink Aquatic and Recreation Centre include an escalation and deployment policy based on the numbers of members in the pool or gym at any time. They developed a system to rate the impact of classes on trainers using a points system and then rostering staff so that they do not exceed a weekly point limit. This tool is used to manage WH&S risk, and uses trended minor incidents to effect improvements in different parts of the business.

Leisurelink Aquatic and Recreation Centre’s strong commitment to member engagement is demonstrated through providing three free personal training sessions to each new member to ensure they understand their program and available services. Over 60% of their staff have been supported to progress to a Diploma level qualification. In addition to this they’ve provided comprehensive in house raining addressing safety, customer service and technical aspects. Leisurelink Aquatic and Recreation Centre established a consistent commitment to, and deep understanding of, quality across all aspects of their business.
This new Prize for Advancement of Excellence recognises businesses that have managed to exceed the very high standards they have previously achieved. Willows Health & Lifestyle Centre has built on its high quality service through implementing a software program that allows tracking a range of outcomes across its programs that will improve the effectiveness and quality of their work,” Fitness Australia’s CEO, Lauretta Stace said.

Willows Health & Lifestyle Centre provides a variety of services in the Toowoomba area including a gymnasium, squash courts and pool, as well as housing an Allied Health centre that includes Exercise Physiologists, Physiotherapists and Occupational Therapists.

Willows Health & Lifestyle Centre were outstanding across many aspects of the Quality Awards process. They have advanced the quality of not only their own business but that of the industry.

Managing Director, Troy Morgan’s contribution to education and speaking events is commendable; giving other business owners the opportunity to visit to and learn from his experience.

Willows Health & Lifestyle Centre accepted previous Quality Awards feedback regarding measuring the effectiveness of programs and as a result created a software program that’s formally tracking a range of outcomes across multiple programs. This allows the team to improve the effectiveness of their work and contribute to the body of knowledge for the rest of the industry.

Quizzes and activities to test staff on the implementation of new policies and processes have also been implemented. This is a great example of closing the quality loop. The theory and practice of quality improvement is being embedded right across the business and reaping rewards for staff, members and the business.

PRIZE FOR ADVANCEMENT OF EXCELLENCE AWARD 2013

The inaugural Prize for Advancement of Excellence is awarded to a fitness business that has previously achieved a GOLD standard and has made further significant improvements to its high quality service. In 2013, this award is presented to Willows Health & Lifestyle Centre.

WILLOWS HEALTH & LIFESTYLE CENTRE (QLD)

Gold Awards 2013

Aquafit Fitness and Leisure (NSW)
“We will adopt a leadership role through a collaborative approach to health and fitness by continuing to develop strategic relationships with allied health professionals to meet the health and fitness needs of our members and community.”

– Kristen Green, Executive Manager  www.aquafit.com.au

Body and Mind 2000 Fitness Studio (NSW)
“We will continue to network with health professionals and the community at large to deliver programs to suit the individual’s needs, and to address a holistic approach to the health and fitness, and well-being of our clients.”


Body Corporate Health and Fitness Centre (QLD)
“We will aim to create stronger bonds with allied health professionals and community groups, and continue to mentor new professionals in the industry.”

– Andrew Macaulay & Melinda Behrens-Macaulay, Owners/Mangers  www.thebodycorp.com

Highly Commended

Australian Health & Fitness Industry Quality Awards 2013

All Gold Quality Award recipients were asked:
It takes a team to deliver quality service. The future of health and our industry lies in teamwork. What part will you play?
BodyCare Health Club (WA)
“We will continue staff training and development, embrace club culture and enhance team member experiences.”
– Amber Cekerevac, Director

Cook + Phillip Park Aquatic and Fitness Centre (NSW)
“We will lead the way with facilities and services to ensure positive promotion of the industry; whilst working with Fitness Australia to gain government support and acknowledgement for the importance of preventive healthcare.”
– Jackie Bolger, Centre Manager

Dolphins Health Precinct (QLD)
“We are part of a professional network of teams that collectively are part of the nation’s health solution.”
– Justin Charlish, Centre Manager

Fernwood Women’s Health Club Belconnen/Gungahlin (ACT)
“We’ll be involved in the industry at a high level to educate other business owners on how to successfully operate a club and find the right people for their businesses and building a community for your business.”
– Kellie Toohey, Franchise Owner & Physiology Advisor
and Sean Toohey, Franchise Owner

Fernwood Women’s Health Club St Kilda (VIC)
“We will provide a safe, supportive and progressive work environment for health professionals to teach their clients the benefits of a healthy and well balanced lifestyle.”
– Angela Williams, Club Owner

Fitness Enhancement Personal Training (QLD)
“We will work together and learn alongside each other to continually improve the standard of our Personal Training sessions and our client’s results.”
– Scott Hutt, CEO

Fitsistas Pole and Fitness Studio (ACT)
“We plan to continue to train and develop new fitness industry professionals with the aim of growing our business over the next few years.”
– Amanda Pulford, Director

Glen Eira Sports and Aquatic Centre (VIC)
“We will endeavour to continually improve our business and share knowledge and experience with others so they can improve theirs.”
– Mark Collins, Manager

Goldfields Oasis (WA)
“We will engage the community (media, health professionals, schools, etc.) and the industry as a whole, in the pursuit of a healthier lifestyle.”
– Coby Halpin, Manager

Goonellabah Sports and Aquatic Centre (NSW)
“Teamwork is essential for our success. We realise that each individual in our team needs to have commitment to our group effort.”
– Graham Walker, Centre Manager and Julie Speidel, Team Leader of Fitness

Green Apple Wellness Centre (QLD)
“We will support Fitness Australia’s initiative to provide the Australian Government with evidence of significant health benefits from recognised professional fitness services.”
– Victoria Gill, Managing Director

Health Mates Fitness Centre (NSW)
“We will promote the benefits of choosing a Fitness Australia facility, help to build quality awareness, plus strengthen our industry’s reputation.”
– Christina Vegners, Fitness Centre Manager
Healthy Balance Fitness (VIC)
“We will form and maintain strong alliances with our staff, other fitness professionals and business owners, the local community, Government, GPs and Allied Health.”
– Jodie Arnot, Director
www.healthybalancefitness.com.au

Hub Total Fitness (QLD)
“Every team needs a leader with a vision for the future; to plan, direct, encourage and support.”
– Sean Corbet, Director
www.hubfitness.com.au

Ian Thorpe Aquatic and Fitness Centre (NSW)
“We will lead the way with facilities and services to ensure positive promotion of the industry; whilst working with Fitness Australia to gain government support and acknowledgement for the importance of preventative healthcare.”
– Darren Crumpler, Metro Regional Manager
www.itac.org.au

inSports Health and Fitness – Logan City Council (QLD)
“We will continue to consult and support, encourage and lead community engagement for healthy outcomes for everyone.”
– Mark Blomeley, Health and Fitness Coordinator
www.insportslogan.com.au

Leisurelink Aquatic and Recreation Centre – City of Greater Geelong (VIC)
“We will continue to deliver a training and development focussed culture that ensures our team continues to deliver exceptional quality of service at every level of our organisation to the community.”
– Simon Coverdale, Health & Fitness Manager and Kara Brooks, Centre Manager
www.ssl.geelongaustralia.com.au

Life Personal Trainers - Hutt Street Studio, Kent Town Studio, Unley Studio (SA)
“We will continue to be ambassadors for the relationship between regular exercise and health amongst our clients, friends and community and work collaboratively with medical and allied health practitioners to achieve best outcomes for our clients.”
– Kristin Lewis, Managing Director
www.lifept.com.au

Macleod Recreation and Fitness Centre (VIC)
“We will work with other fitness providers to ensure we compliment rather than compete whilst maintaining an individual edge and difference.”
– Pam Wheatley, Area Manager YMCA Victoria
www.ymca.org.au

Macquarie University Sport (NSW)
“We will facilitate the diversity of qualifications for staff, mentoring future industry employees, and educating members and community on the benefits of participation.”
– Glenn Corcoran, Health Club Coordinator
www.campuslife.mq.edu.au/sport

Mishfit Personal Training HQ (VIC)
“We will continue to be leaders in linking allied health services to the delivery of our specialised fitness programs. These relationships provide a higher level of service to our clients and raise the bar of what we can all achieve together.”
– Michelle Wright, CEO & Founder
www.mishfit.com.au

North Adelaide Fitness Centre (SA)
“We will commit to quality by investing in training and development of staff, evaluating their performance and committing to customer service.”
– Peter Conroy, Director
www.northadelaidefitness.com

One Life Batemans Bay (NSW)
“We will educate the next generation of fitness professionals to network with allied health and industry bodies. Recent national alliances will ensure that we’re an integral part of the continued growth of the fitness industry.”
– Tracy Innes, Owner & Facility Manager and Mel Kaufman, Owner & Personal Training and Group Fitness Manager
www.onelifegym.com.au

Personal Best Fitness (TAS)
“We will strive to provide each team member with the opportunity to achieve their aspirations through a career plan that is congruent with our business plan.”
– Amanda Coome, Director
www.personalbestfitness.com.au
Sculpture Personal Training (WA)
“We will be inclusive, and we believe the whole community forms part of our team – we never stop recruiting healthy living ambassadors and partnerships.”
– Amer Khan, Owner, Operator & General Manager
www.sculpturept.com.au

Sharks Fitness Centre (QLD)
“We will engage with our industry and our community in a meaningful attempt to improve the health and well-being of our community.”
– Daragh Murphy, General Manager Business Development, Fitness & Events
www.southportsharks.com.au

Sky Personal Training (NSW)
“We are firm believers of team work! We plan to work with other leading health and fitness facilities as well as Fitness Australia to train and educate communities about healthy and active living. From children to the elderly we hope to start changing health patterns across the nation.”
– Justin Ciabatti, Director
www.skypt.com.au

Southern Cross Health Club (ACT)
“We plan to strengthen our relationships and the trust between health and fitness and our allied health professionals.”
– Mark La Brooy, General Manager
www.schc.com.au

StudioForty6 Personal Training (VIC)
“We aim to reduce our clients resting heart rates, to move kilograms, to increase awareness around nutrition, reduce stress and to continue working with our network of professionals to really make a difference.”
– Kirsty Robbie, Managing Director & C.H.E.K Exercise Coach
www.studio46.com.au

Ripples Leisure Centre (NSW)
“We will support industry bodies that support us [like Fitness Australia] and investing in our most valuable resource – people.”
– Greg Crawford, General Manager
www.ripplesnsw.com.au

Summit Sports and Fitness Centre (NSW)
“We will operate inclusively with staff, members and the community to create connections and a culture that improves people’s lives.”
– Annie Petty, Centre Manager
www.summitcentre.com.au

Unigym Hobart/Launceston (TAS)
“We will further improve our business standards and liaise with other providers to maximise the opportunities for individuals to live a healthy lifestyle.”
– Sarah Campbell, Business and Operations Manager
www.unigym.com.au

VenuesWest Arena Joondalup (WA)
“We are committed to supporting a united industry working together within our communities and alongside allied health and government to improve the health of our nation.”
– Meredith Littlefair, Manager Health & Fitness
www.venueswest.wa.gov.au

Willows Health & Lifestyle Centre (QLD)
“Our culture is built on a welcoming environment which is reflected in every platform of the business, providing a fertile environment for creating professional interactions in everything we do; in turn, this delivers opportunities and possibilities for everyone the culture reaches.”
– Troy Morgan, Managing Director
www.willowshealth.com.au

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www.willowshealth.com.au
**SILVER AWARDS 2013**

- Anytime Fitness Wetherill Park (NSW)
  www.anytimefitness.com.au
- Body Beyond Baby (NSW)
  www.bodybeyondbaby.com.au
- Bujutsu Martial Arts Centre (NSW)
  www.bujutsuartials.com
- David Lawrence Fitness Studio (QLD)
  www.davidlawrencefitness.com.au
- EFM Health Club Underdale (SA)
  www.efm.net.au
- Fitness Forever (QLD)
  www.fitforever.com.au
- Fitwomen and Fitmum (NSW)
  www.fitwomen.com.au
- Five Dock Leisure Centre (NSW)
  www.fdlc.com.au
- Freedom Health and Fitness Beaudesert (QLD)
  www.freedomhealthandfitness.com.au
- Function Well Personalised Health and Fitness Centre (QLD)
  www.functionwell.com.au
- Funkyfit Kids (SA)
  www.funkyfitkids.com.au

**BRONZE AWARDS 2013**

- Anytime Fitness Mascot (NSW)
  www.anytimefitness.com.au
- Anytime Fitness Nambour (QLD)
  www.anytimefitness.com.au
- Fernwood Women’s Health Club Canberra City (ACT)
  www.fernwoodfitness.com.au
- Fiit Transformations (QLD)
  www.fiittransformations.com.au
- Fitas Personal Training (VIC)
  www.fitas.com.au
- Fitness @ Manly (QLD)
  www.fitnessatmanly.com.au

**Fitness Australia Board of Directors**
- Gregory Will (Chairman)
- David Allan (Deputy Chairman)
- Susan Kingsmill
- Greg Oliver
- Greg Hurst
- David Morgan
- Kevin Kalinko
- Justin McDonell
- Meagan Lawson
- Paul Kinghorn (retired)
- Dr Robert Parker (retired)

**Fitness Australia Team**

- The Fitness Australia team is a dynamic and energetic group of individuals who thrive on delivering information, education, events and exceptional customer service to the Australian fitness industry.

**Executive Management Team**
- Lauretta Stace, Chief Executive Officer
- Craig Knox, Executive General Manager – Industry Development
- Leah Brammer, Executive Assistant & Office Manager
- Francesca King, Executive Assistant & Office Manager

**YOUR INDUSTRY ASSOCIATION**

**AUSTRALIAN HEALTH & FITNESS INDUSTRY QUALITY AWARDS 2013**

- Genesis Jindalee (QLD)
  www.genesisjindalee.com.au
- High Country Fitness (NSW)
  www.highcountryfitness.com.au
- Living Well Premier Health Club (NSW)
  www.livingwell.com.au
- Milne Bay Aquatic and Fitness Centre (QLD)
  www.toowoombarc.qld.gov.au
- Snap Fitness Cleveland (QLD)
  www.snapfitness.com/cleveland
- Star Fitness (VIC)
  www.starfitness.com.au
- Tribe Social Fitness (NSW)
  www.tribesocialfitness.com
- Vibe Health and Fitness (VIC)
  www.vibehealthandfitness.com.au
- YMCA Bowen Hills (QLD)
  www.ymcawellness.com.au

**AUSTRALIAN HEALTH & FITNESS INDUSTRY QUALITY AWARDS 2013**

- Highfields Fitness & Recreation (QLD)
  www.toowoombarc.qld.gov.au
- Performex Studios (QLD)
  www.performex.com.au
- SHARE (NSW)
  www.share.org.au
- TG’s Health Club (NSW)
  www.tgshc.com.au
- Viva Fitness (SA)
  www.vivafitness.com.au

**BUSINESS DEVELOPMENT & VALUE CREATION**
- Andrew McCallum, Manager – Strategic Projects & Partnerships
- Phillip Hazlett, Manager – Business Development
- Michael Fitzpatrick, Manager – Relationships
- Joel Perricone, Manager – Business Services

**INDUSTRY LEARNING & DEVELOPMENT**
- David Menzies, Manager – Quality Systems & Health Partnerships
- Amanda Hall, Manager – Industry Learning & Development
- Chris Alexander, Training Coordinator

**INDUSTRY ENGAGEMENT & SUPPORT**
- Wendy McWilliam, Manager – Marketing & Engagement
- Lisa Agic, Manager – Client Services
- Sarah Gamble, Marketing Coordinator
- Angela Karoupis, Digital Media Coordinator
- Angela Palogiannidis, Communications & PR Coordinator
- Naomi Baird-Willis, Client Services Coordinator
- William Haddad, Client Services Coordinator
- Debbie Makrinakis, Client Services Coordinator
- Bianca Otley, Client Services Coordinator

**CORPORATE SERVICES**
- Mario Fricot, Manager – Corporate Services
- Joseph Chow, Accountant