

PUSHING THE LIMITS EVEN HIGHER

FITNESS AUSTRALIA IS REALLY RAISING THE BAR FOR GREATER CONFIDENCE, INDUSTRY EXCELLENCE AND GROWTH.

As the industry looks towards the future, post COVID-19, Fitness Australia is setting a higher benchmark of standards, quality and service delivery.

We're not just raising the bar, we're pushing the limits even higher and leading the charge.

Driving growth, creating greater consumer confidence and credibility, and building a stronger and more professional fitness industry is our commitment.

Leading - Global Change

Our new Service Excellence Program will spearhead our focus industry-wide. It is about setting a world's best standard and striving for excellence.

Over the coming months Fitness Australia will launch the first two initiatives of this program:

- ▶ Quality Assurance Employment
- ▶ Fitness Australia AusREP Accreditation

Quality Assurance Employment

Quality Assurance Employment will provide businesses with the confidence and guarantee that their exercise professionals and employees are following industry best practice, protocols and guidelines.

AusREP Accreditation

Our new AusREP Accreditation will set improved standards of service delivery, guaranteed by Fitness Australia. It will enable exercise professionals and our industry to be recognised like other allied health professionals.

Here's how we plan to work with you to lift the industry



May 2020 Talk to your management team and staff about the Service Excellence Program.

Start implementing AusREP Registration as a requirement into your recruitment and HR processes, including contracts.

Have your employed and contracted exercise professionals register with Fitness Australia as an AusREP.

Integrate the requirement of maintaining AusREP registration into your employment handbook and onboarding process. Encourage ongoing approved learning and AusREP Accreditation.

Work with Fitness Australia's team for implementation resources and dedicated support.

Congratulations, your business has implemented the steps for Quality Assurance Employment for increased confidence and credibility of the fitness industry.

Promote your Fitness Australia membership and service excellence compliance to your clients and community.

Fitness Australia will continue to support your business and AusREPs for Quality Assurance Employment.