“This Award will provide further validity in the eyes of both current and prospective members that we are a provider of quality and reputable fitness and health programs. In addition, it will serve as reward and recognition for the ongoing efforts of our staff.”

Fitness Centre at the AIS, NSW
2014 Gold Quality Award recipient
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the CEO</td>
<td>2</td>
</tr>
<tr>
<td>The Awards of Honour Program</td>
<td>3</td>
</tr>
<tr>
<td>- Chairman’s Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Commitment to Community Health &amp; Volunteerism Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Fitness Industry Roll of Honour 2014</td>
<td></td>
</tr>
<tr>
<td>Australian Health &amp; Fitness Quality Awards 2014</td>
<td>8</td>
</tr>
<tr>
<td>Quality Awards Judging Process</td>
<td>9</td>
</tr>
<tr>
<td>Quality Award Recipients for 2014</td>
<td>10</td>
</tr>
<tr>
<td>- Prize for Excellence Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Prize for Advancement of Excellence Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Gold Quality Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Silver Quality Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Bronze Quality Award 2014</td>
<td></td>
</tr>
<tr>
<td>- Quality Improvement Awards 2014</td>
<td></td>
</tr>
<tr>
<td>Your Industry Association</td>
<td>25</td>
</tr>
<tr>
<td>- Fitness Australia Board of Directors</td>
<td></td>
</tr>
<tr>
<td>- Fitness Australia Team</td>
<td></td>
</tr>
<tr>
<td>Event Sponsors</td>
<td>26</td>
</tr>
</tbody>
</table>
The Australian Health and Fitness Industry Quality Awards gala dinner will be a night to remember. This is our opportunity to come together as an industry to recognise, promote and celebrate excellence. As well as awarding the Prizes of Excellence for the Quality Award recipients, we will be acknowledging some special people who have committed their time, energy, passion and remarkable talent to the advancement of 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 and I look forward to joining with my industry peers to celebrate another stimulating and successful year.

Lauretta Stace
Chief Executive Officer
Fitness Australia

The Australian Health and Fitness Industry Quality Awards are now in their third year. It’s been great to witness the development of the quality program over this period and acknowledge the businesses that have participated.

The overwhelming feedback that we have received is that the program provides the participating business with a great opportunity to take stock of what they are doing, build on strengths and identify the areas where improvements can be made. This is all part of a genuine commitment to continuous quality improvement by the fitness industry, which is great to see.

We cannot underestimate the importance of demonstrating this commitment to quality within the fitness industry as it will be an increasingly important way for consumers, health funders and other stakeholders to make choices about the fitness service providers that they wish to connect with into the future.

In 2014, we received 79 applications from businesses to participate in the quality assessment program which was undertaken by the Improvement Foundation – a not-for-profit organisation providing consultancy and training services in quality improvement. As a result, we will be presenting 76 businesses with a Quality Award at a special lunch-time ceremony on 24 October 2014, with 52 of these businesses receiving a Gold Quality Award. This is a fantastic result!
ABOUT FITNESS AUSTRALIA

Fitness Australia, the leading peak 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 Health & Fitness Industry Awards make a significant contribution toward achieving our vision of a fitter, healthier Australia.

THE AWARDS OF HONOUR PROGRAM

The momentum behind our efforts to achieve our vision reflects the commitment to 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 pleased 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
- Commitment to Community Health & Volunteerism Award
- Fitness Industry Roll of Honour
John is the General Manager at South Yarra Sports and a registered Fitness Professional. He is extensively involved in the Sports/Fitness programs and administration for the school community as well as managing a Sports and Fitness facility and business for the general public. John currently sits on the Fitness Australia Register of Exercise Professionals. He is also the Fitness Representative on the Sports and Recreation Industry Advisory Committee with Service Skills Australia.

John is married to Melanie and has 2 children, Jack and Charlotte.

Q | Why do you think being on a Fitness Australia Board or Committee can make a difference to the fitness industry?
A | Whilst working with Fitness Australia I have had the privilege of representing Fitness professionals and businesses in decisions around professional registration, education, and best practice guidelines. This has given me an opportunity to provide valuable feedback to the industry and to highlight the good work of Fitness Australia.

Q | What do you believe are the most important elements for enhancing the professionalism and delivery of quality services within the industry?
A | Education – as an integral part of the preventative health strategy of Australia education is vital in providing confidence to the end users of our services & to allied health and medical practitioners.

Career Pathways – are required to build a confident and professional workforce.

Quality assurance and integrity – communicating to the general public, the non-exercisers, the health and medical practitioners that we have standards and that we are a professional industry.

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 | I have seen some fantastic improvements in the Industry, from RTOs showing responsibility on what message they put out there through advertising, to the emphasis on quality and risk management coming from the likes of Fitness Australia’s Exercise Safe.

Q | What’s the biggest change you’ve seen in your time in the industry?
A | A maturity, professionalism and understanding of the industry’s place in the larger picture.
COMMITMENT TO COMMUNITY HEALTH & VOLUNTEERISM AWARD 2014

The award for demonstrating a commitment to Community Health & Volunteerism has been specifically created to honour the people who have made significant contributions to the development and advancement of the fitness industry in Australia. This year the award goes to Barbara Ward.

BARBARA WARD

Barbara Ward is an experienced and accomplished executive, with over 20 years in the not for profit sector with a diverse experience and career in accounting, business administration and fundraising. She has held a variety of senior executive roles in Australia and Asia Pacific as well as a number of non-for-profit roles. Currently she is the Managing Director of Sydney Adventist Hospital Foundation. Barbara is former Vice President of Fundraising Institute of Australia and was nominated for 2011 Telstra Business Women’s Award.

Q | What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?
A | Serving on a board of directors, ensures my voice is heard. I think by being on the Board I can more effectively direct outcomes in a way that builds capacity, produces long-term results for the clients and as a consequence, increase life satisfaction for clients.

Q | What do you believe is important for the future development, growth and positioning of the fitness industry?
A | To continue to build a best practice environment, including good governance and risk management and to focus on ways in which high quality education and care contributes to positive outcomes and interactions. Working in collaboration with regulatory bodies will also enhance industry standards.

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 | One key lesson is learning about oneself, both physically and emotionally, important in shaping our fitness journey. Increasing emphasis on relationship building, quality of life issues and the digital world will enhance the reputation of the industry.

Q | What advice would you give for anyone who is trying to make a difference to the industry?
A | Many professionals view board service as a rewarding way to share their skill sets and talents with non-profits that serve a particular mission that they feel passionately about. I think you need to be ready for the challenges, work in collaboration, and trust your instinct. Be committed to the vision and do not compromise your brand or standards. Most of all have fun.
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 2014 include those people who could be described as ‘game-changers’ in the fitness industry. Game-changers are those people that have made an enduring contribution to 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 fitness industry and contributing to its long term growth and prosperity.
Michelle Bridges is Australia’s most influential personal trainer. She has been in the fitness industry for over two decades and has spent many years working as a trainer of fitness instructors.

Michelle joined Channel Ten’s, The Biggest Loser as trainer of the Red Team back in 2006. Michelle mixes her tough love message with a heart-warming compassion and understanding that has won the hearts and minds of Australian’s of all ages, weights and genders. She is the author of 10 bestselling books and also has an extensive range of e-books.

Michelle is an ambassador for The Australian Institute Of Fitness and also a big supporter of various charities including the RSPCA, Black Dog Institute, and the Mother’s Day Classic.

**Q** What is your motivation for voluntarily committing your time and expertise to the fitness industry and Fitness Australia?

**A** I’m inspired by our industry. All my life I’ve wanted to make a contribution not only to my industry but also to my country. Fitness Australia stands for us and what we do! I feel privileged to be a part it and our amazing industry.

**Q** What do you believe is important for the future development, growth and positioning of the fitness industry?

**A** I’ve always believed in keeping an open mind. I’ve tried to instil that into all the wonderful trainers I’ve had the pleasure to work with over the years. Be open to new technologies, concepts & ideas. We must support and nurture not only our clients but also those within the industry. We need to listen. We need to be inquiring. We need to be innovative.

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

**A** I’ve learnt to put my own ideas, concepts and ego aside when new innovations come my way. I’ve learnt that there’s still so much to learn! I’ve learnt that it’s really important to acknowledge people; even the smallest thing can make the biggest difference. I’ve learnt that all business is about relationships and being able to give and take.
The Australian Health and Fitness Industry 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 will be 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, for which there is only one award granted.

Awards will be granted at the following levels:

**Prize for Advancement of Excellence**
Provides recognition to an existing Gold Level Quality Award recipient that has demonstrated
significant advancements to their quality service and culture since the previous year.

**Prize for Excellence**
Provides recognition to a fitness business that has achieved demonstrable positive outcomes that reflect best practice, and has excelled in a number of quality criteria.

**Gold level**
Indicates that the business is achieving at a high standard throughout the quality cycle
in all criteria, showing high levels of improvement culture and outcomes.

**Silver level**
Indicates that the business is able to demonstrate well planned intent and sound implementation against all criteria and evidence of improvement against several criteria.

**Bronze level**
Indicates that the business is able to demonstrate intent and implementation against all criteria, and some levels of improvement.
Fitness Australia engaged the Improvement Foundation, an independent company with expertise in quality systems to lead the evaluation team. This company have been responsible for the assessment of all applications, as well as telephone and site-visit verification processes and reporting.

In 2014, each participating fitness business has been assessed against four (4) criteria. These criteria have been selected on the basis that they are vitally important 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.
The top scoring business from amongst all 2014 participants will also be awarded the Prize for Excellence. This indicates that the business has achieved demonstrable outcomes, based on quality service and has excelled in a number of criteria.

**FITNESS CENTRE AT THE AIS (NSW)**

The Fitness Centre at the AIS boasts the latest fitness equipment and a range of unique fitness and group training sessions. Qualified instructors work with members to ensure they get optimal results.

**Q** How do you think providing quality services contribute to improving your fitness businesses?

**A** A quality ‘product’ in all aspects helps to instil further confidence amongst our members so that we can provide them with real-life solutions and a pathway to their goals.

**Q** How have your clients and staff influenced your business model?

**A** They have important input into planning our future business direction in terms of marketing, promotion, programming and products. Our direction is also based on our current client base and how it evolves in the future.

**What 4 words would your clients use to describe your business?**

Inspiring, Unique, Creative, Welcoming.

**HIGHLY COMMENDED 2014**

Kore Wellness and Swim Centre (VIC)
Health Mates Fitness Centre provides a non-intimidating first class facility where all of their members and guests feel comfortable, supported and energized. Education, encouragement and motivation help members to reach their health and wellness goals.

**Q** How do you think providing quality services contribute to improving your fitness businesses?

**A** By our team always learning, developing and evaluating our services. As a result our business constantly grows and improves.

**Q** How have your clients and staff influenced your business model?

**A** We aim to meet and exceed our member’s needs, which is reflected in our business model. Feedback and suggestions from our team help nurture this.

**Q** What 4 words would your clients use to describe your business?

**A** Comfortable: Our centre is non-intimidating.

Coherent: Our team are qualified, providing up-to-date knowledge/information.

Reputable: Well known, and a member of Fitness Australia.

Enjoyable: We exist for our members.

**HIGHERLY COMMENDED 2014**

Aquafit Fitness and Leisure (NSW)
Cook + Phillip Park Aquatic and Fitness Centre (NSW)
Green Apple Wellness Centre (QLD)
Healthy Balance Fitness (VIC)
Sharks Fitness Centre (QLD)
Unigym Hobart (TAS)
Venues West HBF Arena (WA)
All Gold Quality Award recipients were asked:

How has participating in the Quality Awards program improved your business?

**AIS Aquatic & Fitness Centre (NSW)**

“The process enabled us to examine many aspects of our business from a ‘high level’ perspective, further strengthening our focus on business targets and key performance indicators.”

› Jesse McConaghy, Manager


**Body Beyond Baby (NSW)**

“By ensuring our policies & procedures are reviewed every year. We believe this is essential for growth and sustained quality.”

› Jen Dugard, Director & Founder


**C2K Fitness & Aquatic Centre (NSW)**

“The quality process has enabled us to critically assess our operations & services as well as benchmarked these against other businesses.”

› Carlos Garcia, Manager

Coffs Coast Health Club (NSW)
“The discipline, accountability, open book management, and sharing of ideas/experiences will help us all grow.”
- Duncan Marchant, Managing Director & Owner
  www.coffscosthc.com.au

DeeVine Studio (SA)
“We strive to excel across all aspects of the Quality Awards criteria, to ensure that we are offering the highest quality service possible. Applying the feedback has been an invaluable tool for making improvements.”
- Dee Reynolds, Manager
  www.devinestudio.com.au

Fitness First Maroubra (NSW)
“Participating in the Quality Awards program has allowed us to identify opportunities for improvement which will allow us to improve the quality of our service and standards as a business.”
- Michele Harding, Manager
  www.fitnessfirst.com.au

Fitness First – The Zone (NSW)
“The Awards helps us keep our focus on the fact that quality is everyone’s business, whether it be front-of-house, sales or fitness, all staff are responsible for providing a high standard of service.”
- Michele Harding, Manager

Fitness Forever (QLD)
“The Awards ensures our business complies with regulations and provides a service that is highly regarded in the industry. We also use the feedback provided to further better our business.”
- Personal Trainer & Owner
  www.fitforever.com.au

Flow Athletic Paddington (NSW)
“Participating in the quality awards has improved our business by making sure we are focusing on all the areas, systems and procedures that help us run a safe and productive business.”
- Benjamin Lucas, Manager
  www.flowathletic.com
Freedom Health & Fitness Beaudesert (QLD)
“An opportunity for ‘big picture’ analysis has allowed us to identify not only areas that require attention to improve our business, but where we are excelling as well.”
› Lisa Ferguson, Manager
www.freedomhealthandfitness.com.au

Go Health Club – Beenleigh (QLD)
“Learning what our strengths and weaknesses are so we are able to achieve the level of service quality commensurate with the Australian standard.”
› Crystal Rangiawha, Manager

Go Health Club – Nundah (QLD)
“Participation in the Quality Awards has reaffirmed our goal to be recognised as offering Australia’s best service experience by the fitness industry and the Australian public.”
› Simon Morriss, Manager

Healthy Horizons (TAS)
“The Quality Awards process has enabled team building and has offered a reflective and exciting experience for us. It has also made us aware of the steps we need to take to achieve improvements in the future.”
› Christine Gaby, Director/Manager
www.healthyhorizons.com.au

Kore Wellness & Swim Centre (VIC)
“The Awards have given us an opportunity to reflect on all the changes we have made to our systems and approaches to new programs as well as actions to ensure continuous improvement takes place.”
› Anthony Van Rooyen, Manager
www.korewellness.com.au

inSports Logan North (QLD)
“It gives us the opportunity to reflect annually on our improvements, giving us the ideas and processes to achieve our vision more effectively and efficiently.”
› Mark Blomeley, Manager
SGAC Health Fitness Aquatic (NSW)
“Participating in the Quality Awards program has been a reflective process giving us a clear insight into our achievements of the past year as well as identifying future opportunities for continued improvement.”
› Robert Hunter, Manager www.gsac.com.au

Vibe Health & Fitness (VIC)
“Participation in the Quality Awards process enhances the capacity to ensure quality control within the fitness industry.”
› Tiffany Smith, Manager www.vibehealthandfitness.com.au

Vision Personal Training Hawthorn (VIC)
“Participating in the Quality Awards gave us a chance to reflect on what we have already achieved but also ensure we have systems and measures in place to provide exceptional service and results to our staff and clients.”

Vision Personal Training Mona Vale (NSW)
“Participation in the Quality Awards has proved to be a really value experience. The process has permitted us to objectively assess our strengths and weaknesses and to set clear service strategies.”
All Gold Maintaining Award recipients were asked:

How do you think our industry can prepare for future challenges while continuing to develop and thrive?

Aquafit Fitness & Leisure (NSW)
“As an industry, collectively we need to be seen as credible by enhancing standards and working collaboratively to meet current and future health and fitness needs.”
› Kristen Green, Executive Manager
www.aquafit.com.au

Body and Mind 2000 (NSW)
“The Fitness Industry need to increase training levels and focus on the fact, that the ‘one size model’ does not fit all. Real results come from passion and commitment trainers pass on to clients.”
› Christine Atkins, Fitness Specialist

BodyCare Health Club (WA)
“By delivering outstanding service, remaining vigilant about trainer qualifications and providing genuine and accessible solutions for obesity and other chronic health conditions.”
› Amber Cekerevac, Director
www.bodycarehealthclub.com.au

Cook + Phillip Park Aquatic & Fitness Centre (NSW)
“Greater monitoring around compliance – WHS, Child Protection, Staff Welfare and continuous education and upskilling.”
› Jackie Bolger, Centre Manager
www.cookandphillip.org.au
Dolphins Health Precinct (QLD)
“By continuing to educate, research, report and share through industry network leaders and innovators.”
› Justine Charlish, Centre Manager
www.dolphinshealthprecinct.com.au

Fernwood Women’s Health Club Belconnen & Gungahlin (ACT)
“Find the right people and set the bar high, be true to your business model.”
› Kellie Toohey, Franchise Owner
& Sean Toohey, Franchise Owner
www.fernwoodfitness.com.au

Fernwood Women’s Health Club St Kilda (VIC)
“By remembering we are all about the people. Our support and encouragement is one of the most important factors in being successful in this industry!”
› Angela Williams, Club Owner

Fitness Enhancement Personal Training (QLD)
“By focusing on helping the vast majority of Australian’s that don’t exercise enough. They not only need the most help, they are the biggest untapped market.”
› Scott Hutt, CEO
www.fitnessenhancement.com

Fitsistas Pole & Fitness Studio (ACT)
“By diversifying and supplying the market with quality products and services that produce the desired results.”
› Amanda Pulford, Director
www.fitsistas.com.au

Glen Eira Sports & Aquatic Centre (VIC)
“By aligning ourselves more closely with the medical field and building relations with medical professionals.”
› Mark Collins, Manager
www.gesac.com.au
Goldfields Oasis (WA)
“...the industry needs to lead the way in educating the population about the importance of an active lifestyle with ongoing research into innovative exercise solutions.”
› Coby Halpin, Manager
www.goldfieldsoasis.com.au

Goonellabah Sports & Aquatic Centre (NSW)
“...the industry needs to lead the way in educating the population about the importance of an active lifestyle with ongoing research into innovative exercise solutions.”
› Graham Walker, Centre Manager & Julie Speidel, Team Leader, Fitness
www.gsac.net.au

Green Apple Wellness Centre (QLD)
“...By ensuring we have client centric approach. The more closely we are aligned with our clients’ needs, the more we will thrive.”
› Victoria Gill, Managing Director
www.greenapplewellness.com.au

Health Mates Fitness Centre (NSW)
“...By developing relationships with General Practitioners and other allied health professionals, our industry will display professionalism worthy of community trust, enhancing our reputation.”
› Christine Vegners, Fitness Centre Manager
www.healthmates.com.au

Healthy Balance Fitness Pty Ltd (VIC)
“We’ll need to appeal to a broader range of people, have less intimidating marketing and training environments, build alliances with GPs and allied health, and pay greater attention to risk management.”
› Jodie Arnot, Director
www.healthybalancefitness.com.au

Hub Total Fitness (QLD)
“...Educating our team with current fitness trends and philosophies and passing that knowledge onto our clients. The fitness industry is very dynamic and our team needs to be adaptable.”
› Sean Corbet, Director
www.hubfitness.com.au
Ian Thorpe Aquatic and Fitness Centre (NSW)
"We need to work with proven, science based programs. We also need to look at strategies to enhance motivation of fitness staff to build a career in the industry."
Darren Crumpler, Metro Regional Manager
www.itac.org.au

inSports Logan Metro (QLD)
"The industry needs to continue to consider new ways to engage community members that aren’t already participating in structure fitness/exercise programs."
Mark Blomeley, Health & Fitness Co-ordinator

Leisurelink City of Greater Geelong (VIC)
“Sharing our positive stories and outcomes with the wider community so they can see the huge impact we have on health and well-being.”
Kara Brooks, Centre Manager
www.ssl.geelongaustralia.com.au

Life Personal Trainers – Hutt Street Studio, Kent Town Studio, Unley Studio (SA)
“Be open to feedback and benchmark ourselves from other ‘established’ professional services industries.”
Kristin Lewis, Managing Director
www.lifept.com.au

Macleod Recreation and Fitness Centre (VIC)
“Encourage staff to continue further education and explore how we can better relate to the general public.”
Pam Wheatley, Area Manager, YMCA Victoria
www.ymca.org.au

Mishfit Personal Training HQ (VIC)
“Acknowledging diversity within our clients and their training needs and working holistically with other allied health professionals.”
Michelle Wright, CEO & Founder
www.mishfit.com.au
North Adelaide Fitness Centre (SA)
“The industry needs to focus on improving our reputation as a health care provider. As the industry matures in the eyes of the public and other health care providers we can begin to attract new business.”
› Peter Conroy, Director
www.northadelaidefitness.com

Personal Best Fitness (TAS)
“We need to invest much more in ongoing professional development and reward our staff if we are to retain those with drive, skill, passion and a service mentality.”
› Amanda Coombe, Director
www.personalbestfitness.com.au

Ripples Leisure Centre (NSW)
“Be open to innovation and change. Although not easy or cheap [most of the time], be a driver of innovation, not a follower.”
› Greg Crawford, General Manager
www.ripplesnsw.com.au

Sculpture Personal Training (WA)
“Keeping abreast of science. Building links with government and other health professionals.”
› Amer Khan, Owner, Operator & General Manager
www.sculpturept.com.au

Southport Sharks Health & Fitness Centre (QLD)
“We must collaborate much more with our peers and our peak representative body to prepare for the future. This collaboration & preparation will allow us to develop & thrive.”
› Daragh Murphy, General Manager, Business Development, Fitness & Events
www.southportsharks.com.au

Sky Personal Training (NSW)
“The industry body needs to continue holding forums, meetings and general discussions on quality of service. It is important to also listen to our clients.”
› John Ciabatti, Director
www.skypt.com.au
Southern Cross Health Club (ACT)
“The core components to any business in customer service and member results are key, with a focus on innovation and development of current programs."
▶ Mark La Brooy, General Manager

StudioForty6 (VIC)
“By collecting quantifiable data on programs so they are always safe and effective as well staying professional in all aspects of the business.”
▶ Kirsty Robbie, Managing Director & C.H.E.K. Exercise Coach

Summit Sports & Fitness Centre (NSW)
“Planning, research and continuing education are essential to ensure industry growth and ensuring businesses remain financially viable.”
▶ Annie Petty, Centre Manager

Unigym Hobart/Launceston (TAS)
“By continuing to provide opportunities to expand knowledge and skills of fitness professionals through professional development opportunities.”
▶ Sarah Campbell, Business & Operations Manager

Venues West | HBF Arena (WA)
“As an industry we need to encourage Australians to live a healthy lifestyle by working in conjunction with other health and fitness organisations and government.”
▶ Meredith Littlefair, Manager Health & Fitness

Willows Health & Lifestyle Centre (QLD)
“The future of our industry means continuing to develop many different quality touch points of connection for our members, staff, referring partners and community – including face-to-face, app-based, online and social media.”
▶ Troy Morgan, Managing Director
B&M Personal Training (QLD)
www.bmhardenup.com

Bee Active Personal Training (NSW)
www.beactive.com.au

Bujutsu Martial Arts Centre (NSW)
www.BujutsuMartialArts.com

David Lawrence Fitness (QLD)
www.davidlawrencefitness.com.au

Definition Health Club (WA)
www.definitionhealthclub.com

Fernwood Tuggeranong (ACT)

Fitness First Flinders Street (VIC)
www.fitnessfirst.com.au

Fitness First Sylvania (NSW)
www.fitnessfirst.com.au

Fitness Inside Out (NSW)
www.fitnessinsideout.com

Five Dock Leisure Centre (NSW)
www.fdlc.com.au

Get Physical (NT)
www.getphysical.net.au

Health and Fitness Glenorchy (TAS)
www.healthandfitnessglenorchy.com

High Country Fitness (NSW)
www.highcountryfitness.com.au

High Low Fitness (NSW)
www.highlowfitness.com.au

PE DEPT (NSW)
www.pedepartment.com.au

Savvy Fitness (NSW)
www.savvyfitness.com.au

SHARE (NSW)
www.share.org.au

Springwood Aquatic and Fitness Centre (NSW)
www.bmleisurecentres.com.au

Vision Personal Training Five Dock (NSW)

Vision Personal Training North Sydney (NSW)
BRONZE AWARDS 2014

BRONZE

Anytime Fitness Cooma (NSW)
www.anytimefitness.com.au

Anytime Fitness Wetherill Park (NSW)
www.anytimefitness.com.au

Fitas Personal Training (VIC)
www.fitas.com.au

Voyage Fitness Warragul (VIC)

Become a new breed of Personal Trainer for the new era in fitness
Break away from the pack, with a Diploma of Fitness

Call 1300 664 664  sagefitness.edu.au
Collins Street • Elsternwick • Wheelers Hill • Geelong • Ballarat
The Quality Improvement Awards are given to fitness businesses which have used quality improvement activities to achieve an organisational culture that is both proactive & supportive of continuous learning leading to effective decision making and changes to business practices where required.

Fitness business recognised in 2014 for significant improvements in quality of service provision were asked:
How have your clients and staff influenced your business model?

**Fitness Forever (QLD)**
“At Fitness Forever our staff hold the same beliefs in health and fitness thus allowing us to promote a service that targets our specific clientele.”

› Suanne Lowery, Personal Trainer & Owner

www.fitforever.com.au

**Body Beyond Baby (NSW)**
“We are constantly learning from our clients and adapting as we go. We are mums and all of our clients are mums so as our children grow we adapt to new circumstances.”

› Jen Dugard, Director & Founder

www.jendugard.com.au

**Vibe Health & Fitness (VIC)**
“The key factor that makes our club shine is our passionate and knowledgeable staff. Anyone who walks in the door is made to feel like they are part of a big family. I personally know the name of every client. Vibe is also well known for its work with clients requiring rehabilitation and other special needs groups.”

› Tiffany Smith, Manager

www.vibehealthandfitness.com.au
Fitness Australia Board of Directors
- Gregory Will (Chairman)
- David Allan (Deputy Chairman)
- Kevin Kalinko
- Susan Kingsmill
- Max Martin
- Justin McDonell
- David Morgan
- Greg Oliver

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
- Lauretta Stace, Chief Executive Officer
- Greg Hughes, General Manager – Operations
- Craig Knox, Executive General Manager – Industry Development
- Meagan Lawson, General Manager – Communications & Public Relations
- Francesca King, Executive Assistant & Office Manager
- Kelly Byrne, Executive Assistant & Event Manager

Business Development & Value Creation
- Andrew McCallum, Manager – Strategic Projects & Partnerships
- Phillip Hazlett, Manager – Business Development
- Michael Fitzpatrick, Manager – Relationships

Industry Learning & Development
- David Menzies, Manager – Quality Systems & Health Partnerships
- Amanda Mehegan, Manager – Learning & Development
- Chris Alexander, Learning & Development Coordinator
- Natascia Crisci, Development Coordinator

Industry Engagement & Support
- Christy Collier, Manager – Marketing and Brand Strategy
- Jasmine Elias, Digital & Online Community Coordinator
- Sarah Gamble, Marketing Coordinator
- Angela Palogiannidis, Communications & PR Officer
- Lisa Agic, Manager, Industry Services
- Naomi Baird-Willis, Industry Service Representative
- Debbie Makrinakis, Industry Service Representative
- Ashleigh Millet, Industry Service Representative
- Angie Robinson, Industry Service Representative

Corporate Services
- Mario Fricot, Manager – Corporate Services
- Joseph Chow, Accountant
Sage Institute of Fitness

Sage Institute of Fitness is synonymous with outstanding graduates. Its reputation for excellence has been built on a core teaching philosophy of accelerated learning and an inclusive, nurturing environment that ensures no student gets left behind, irrespective of background or prior education. Our courses combine the optimal mix of hands-on practical education blended with top quality academic theory, equipping you with all the tools you need to make an instant start to your exciting new career.

At Sage, you will become a new breed of personal trainer with the exact skill set required to meet the challenges of a fast-changing, ever-diversifying, and growing fitness industry.

Ezidebit

We believe every business deserves to be paid on time, in the simplest way possible.

Ezidebit understands the fitness industry and has helped over 16 Australia use their cash flow management as a strategic driver of their business.

At Ezidebit, our focus is to simplify your payments process and reduce your administration time, so you can focus on doing what you do best.

Since 1998, we have been working to provide a simplified way for businesses to collect their payments and increase their cash flow. We can help your business too.

Ezidebit. Your revenue. Simplified.

Guild Insurance Australia

Personal trainers, fitness instructors, registered exercise professionals and gym/fitness centres needing insurance can now get protected by Guild Insurance.

Whether you’re running a gym/fitness centre or are a personal trainer you always need to make sure you’re covered. We can provide advice on all areas related to the fitness industry such as risk management through to protecting your own personal ‘brand’ in easy to understand language.

That’s just part of the reason why Fitness Australia now refers members to us.

Get a ‘Quick Quote’ or apply online right now at guildinsurance.com.au/fitness or call 1800 810 213 for more information.

Guild Insurance will support Fitness Australia Limited through the payment of referral fees for certain products or services you take out with them. Guild Insurance Limited ABN 55 004 538 863, AFS Licence no. 233791 *For a full scope of cover please refer to Guild’s Insurance For Exercise Professionals Combined Liabilities policy.

Australasian Leisure Management

Australasian Leisure Management magazine is the only business media covering the aquatics, fitness, recreation and sport industry in Australia and New Zealand.

Published six times a year since 1997, the magazine has a readership in excess of 10,000 industry professionals while its www.ausleisure.com.au industry news website attracts 10,000 unique visits each month.
“Seventy seven fitness businesses across the country were recipients of Quality Awards in 2014. Now in its third year, the quality program continues to grow. The program promotes and celebrates industry excellence, and the work our industry does in helping Australians get fitter and healthier. Congratulations to all the recipients of the quality awards this year, and we look forward to your continued involvement.”

Lauretta Stace,  
CEO of Fitness Australia