

# **Fitness Industry Awards Winners Announced**

**This information is embargoed until 11pm Saturday 27 November 2010.**

Winners have been announced in the 2010 Fitness Industry Awards, they are:

## **FACILITY AWARDS**

### **Gravity – Exercise Studio**

- M1nt Fitness, Christchurch

Judges comments were "M1nt provides an environment of holistic health and fitness services for members, integrating nutrition, massage, yoga, physio and other services within a very personal fitness studio environment. Excellent personal training by a small, dedicated team is clearly a key part of M1nt's success, as is a commitment to providing a well maintained, excellent facility."

### **Dynex – Club of the Year (under 500 members)**

- Heritage Health Club, Christchurch

Judges comments were Heritage Health Club positions itself as "Private, Exclusive and Central", succinctly describing a premium facility with premium service to match. Heritage continues to offer an exclusive capped membership ensuring members receive very personal attention and access to the full range of modern equipment and facilities provided. Our mystery shopper noted that their very high expectations were exceeded."

### **Advance Fitness Marketing – Club of the Year (501-1500 members)**

- Arena Gym at Pettigrew Green Arena, Napier

Judges commented that "A sustained period of targeted management and operations development has paid dividends for Arena gym with commendable growth in membership. A real understanding of the needs and demands of the local community has underpinned the success. "

## **Blue Fitness – Club of the Year (1500+ members)**

- Les Mills Takapuna, Auckland

Judges commented that ““It’s clear that service is taken seriously at Les Mills Takapuna. Membership satisfaction rates (by independent survey) are impressive, supported by unanimous enthusiasm expressed by all the members who were approached during their workout by the judge and asked for their thoughts. The atmosphere is vibrant and inviting, from the front entry through to the packed group exercise studios. Marketing is innovative and targeted, and active expansion plans are testimony to the club’s success in a highly competitive market.”

## **Advance Fitness Distribution – Supreme Club of the Year**

- Les Mills Takapuna, Auckland

No comments available

## **Fitnessworks – Innovation Award**

- The Leisure Centre Hibiscus Coast, Whangaparoa (joint winners)
- Les Mills New Zealand (joint winners)

Judges commented that these were two outstanding entries “Aquaworks has taken current international concepts and research into water fitness and developed a unique, standalone, structured programme for new and existing aqua instructors. Lead by Linden Cowan, Aquaworks has evolved from the input of a small team of passionate and dedicated fitness industry professionals, who, on a very limited budget have devoted many hours to the education and promotion of the ‘liquid gym’ . The Les Mills NZ ‘Look Better Naked’ programme is all about “what a woman wants” in an exercise programme. Les Mills NZ have developed and marketed their 6-week small group exercise package that is now so successful there is a waitlist for eager participants! The programme is a unique blend of choreographed partner work, team building, games, and nutritional advice, monitored by a team of fitness professionals. Creatively marketed and branded, the overall package constitutes a positive fitness industry innovation that has had a major impact on defining the recent small group training market.”

## **APRA – Facility Sight and Sound Award**

- Les Mills, Christchurch

Judges commented that “An atmosphere of energy and tailor-made situation-specific mood is created with an innovative and unique blend of sight and sound design and technology.”

# **INDIVIDUAL AWARDS**

## **HQH – Up and Coming Personal Trainer of the Year**

- Tracey Butler, Christchurch

Judges commented that “Tracey has quickly developed a good client base through the use of content rich, time effective sessions and excellent interpersonal skills. She uses in internet presence effectively, and referrals from very happy clients are testimony to her abilities. Tracey adapts her PT sessions very effectively to fit a variety of settings.”

## **FitnessLife Magazine – Personal Trainer of the Year**

- Alison Storey, Cambridge

Judges commented that “It’s very clear that Alison breathes, lives and loves the fitness industry by her commitment to ensuring results for her own clients, and also to her dedication to the local fitness community. Her belief in the power of the fitness industry to improve the health of the nation is inspiring. Client testimonials declare her as ‘a legend!’.”

## **Group Exercise – Freestyle**

- Erin Raines, Christchurch

Judges commented that “A great freestyle group exercise instructor has to do many little things very well to reach National award winning standard and our judges and mystery shopper attendees were left in no doubt that Erin exceeds these standards. Erin’s personality and energy on stage were noted, as was her professionalism in aspects such as greeting all her class participants and running a ‘top notch’ class.”

## **Group Exercise – Pre-Choreographed**

- Scott Agnew, Christchurch

Judges commented that “Our specialist group exercise judges were most impressed by Scott’s highly motivational style, 100% focus on class participants, and technical expertise with successfully instructing moves to a broad range of participant levels. The mystery shoppers’ comment was “Truly awesome”.”

## **Small Group Training**

- Grant Hughes, Dunedin

Judges commented that “Grant demonstrates great skill and enthusiasm in leading a variety of small group training programmes, including contributing to programme development. He combines a motivating style with great interpersonal skills and accommodating all participant levels within his groups.”

## **AUT University – Gym Instructor of the Year**

- Claudia Gallur, Auckland

Judges commented that “Claudia’s devoted regular members, employers and colleagues noted her willingness and ability to make people feel comfortable in the gym environment. Claudia’s ability to establish a rapport with a very diverse range of people, her professionalism and technical competence are most certainly a winning combination.”

## **Federal Print – Outstanding Support**

- Ritua Allivaa, Auckland

Judges commented that “Ritua’s innate ability to communicate with everyone she encounters, her “exceptional serenity yet passion”, and diligence were clearly appreciated by her team. Ritua’s employers noted that she is one of the best operational fitness staff they had ever encountered, and her staff expressed how she was always there for them, and really helped optimise their own ability.”

# **COMMUNITY & EDUCATION AWARDS**

## **Horley’s – Community**

- Adults in Action, Manukau Leisure Services, Auckland

Judges commented that “In partnership with South Seas Healthcare, Manukau Leisure have created and developed a programme that really has changed the lives of participants. ‘Active Adults’ targeted people in the Manukau community that most probably would never have joined a gym, but who were seriously in need of encouragement, support and advice on how to achieve successful health outcomes from a structured exercise programme. Most inspiring is that, not only did the programme well and truly exceed participant number expectations and health results, it has also resulted in exceptional ongoing adherence to exercise amongst it’s participants. Truly a positive contributor to community health and fitness.”

## **Bella – Fitness Mentor**

- Dennis Grennell, Auckland

Judges commented that “Dennis has been integral to the great success of the ‘Never2Old’ exercise programme for older adults since its inception in 2002, now delivered to over 2000 participants weekly. He has regularly delivered training workshops to staff and the public, and has a talent for presenting the message of active aging in an engaging and amusing way. At 77 years young, he leads by example. His passion for positively influencing the lives of both participants and staff involved with the Never2Old programme remains unwavering, leading by example with his own weights and fitness exercise programme, and devoted leadership of Never2Old classes. His recently published book, entitled ‘Never Give Up’ is testimony to his inspirational approach to life and fitness.”

## **Lecturer of the Year**

- Broni McSweeney, CPIT, Christchurch

Judges commented that “Broni’s infectious enthusiasm and genuine desire to nurture and inspire people seeking to enter the fitness industry, and contribute to the up-skilling of current professionals are very clear when speaking with her students and her colleagues. She combines these qualities with a great ability to convey a message effectively.”

## **Peoples Choice**

- Paul Dunn, Christchurch

No comments as this was not a judged award

## **SPECIAL AWARDS**

### **REPs Award**

- Lee Tuki, Canterbury District Health Board

Lee lives the active lifestyle she helps promote. “Anything to do with music and moving - that’s me”, says Lee. Lee is an avid supporter, promoter and advocate of REPs and its role of setting a standard and striving to continuously raise the bar.

## **Fitness New Zealand Contribution to the Industry Award**

- Brett Jude, Auckland

Fitness New Zealand Chief Executive Richard Beddie acknowledged Brett Jude's commitment to the industry and his outstanding leadership skills "Brett is known as a person who has high values, and has a very loyal following from those around him. Brett not only has achieved financial success in his recent role, but lessened the environmental impact of the business, all while increasing visitor numbers and customer satisfaction."

## **Skills Active Award**

- John Growcott, Christchurch City Council's Pioneer Recreation and Sports Centre

John was chosen for motivating and assisting staff to thoroughly complete their training towards their relevant National Certificate qualifications at Christchurch's Pioneer and Centennial Recreation & Sports Centres.