

Official Preferred Supplier Directory



*Preferred
Supplier*



FITNESS
NEW ZEALAND



*Preferred
Supplier*

FITNESS
NEW ZEALAND

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This directory was updated in February 2011.

To check you have the latest version of this directory
visit www.fitnessnz.co.nz

Welcome to the Fitness New Zealand Preferred Supplier Directory

What is the Preferred Supplier Directory?

This directory provides businesses operating in the health & fitness industry with a list of reputable suppliers. From exercise equipment and sun bed suppliers, through to IT software and education providers, FitnessNZ has awarded the suppliers within this directory a **Preferred Supplier** status and therefore have been given the 'thumbs up' by your industry association and those we believe adopt the behaviour that the industry expects from a reputable supplier.

What does purchasing from a Preferred Supplier mean?

All **Preferred Suppliers** have agreed to follow clear standards, which were set by FitnessNZ in consultation with suppliers and the industry. The standards include behaviours that are encouraged (e.g. being honest in all dealings, only selling goods of a suitable commercial grade etc) as well as restricting certain behaviours (such as selling parallel imported goods). As an example **Preferred Suppliers** agree not to sell goods that have been parallel imported because there have been major issues in the past regarding after sales support and spare parts of parallel imported goods. One of the principal reasons of creating such a programme is that club owners and managers can be reassured that there are no assumptions that benefit the supplier. When dealing with a **Preferred Supplier**, assumptions benefit the buyer! For example when dealing with a **Preferred Supplier**, you can assume all commercial weight equipment has a 24 month warranty unless it is stated in writing prior to the purchase. We are aware of a supplier that even attempted to change the warranty terms after the sale (unsurprisingly this organisation is not a **Preferred Supplier!**). So whether you are choosing gym equipment, front desk software, a billing company, or wanting help with marketing or sales, choosing to deal with a **Preferred Supplier** means the supplier has agreed to meet industry standards, and "play by the rules".

Who is Fitness New Zealand?

FitnessNZ is a non profit organisation, operating under an incorporated society structure. ***Its principle objective is to get more New Zealanders physically active at exercise facilities in New Zealand.*** FitnessNZ operates on an annual membership basis which provides benefits such as regular access to information on industry developments; input into FitnessNZ's lobbying initiatives on government, and access to significant resources to help businesses operating in the industry. FitnessNZ works co-operatively with many government agencies, such as ACC and IRD, but is funded solely but the industry. Approximately 75% of the industry (health clubs, non profit organisations, local government council facilities) are members of FitnessNZ. More information on FitnessNZ and its key activities can be found at www.fitnessnz.co.nz.

All Preferred Suppliers follow a Code of Ethics. An example is displayed below.



FITNESS NEW ZEALAND
Code of Ethics
Preferred Supplier
2009-10

is a Fitness New Zealand Preferred Supplier, and agrees to:

<p>HONEST DEALINGS ensure all communications (including advertising) are both truthful and disclose any variation to anything that could otherwise be reasonably assumed.</p> <p>CONFIDENTIALITY uphold the principles of the Privacy Act and will appropriately protect all information pertaining to clients.</p> <p>LEGALITY comply with all applicable laws, regulations and FitnessNZ guidelines.</p>	<p>INDUSTRY REPUTATION ensure actions will not detrimentally affect the perception of the fitness and exercise industry.</p> <p>COMPLAINTS utilise a documented complaints process and ensure all complaints are dealt within a timely manner.</p> <p>PRODUCTS follow all additional specific requirements.</p>
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Nigel Harris, Chair FitnessNZ

Signed on behalf of the Preferred Supplier

Fitness New Zealand Incorporated. PO Box 22-114, Christchurch 8142
P: 0800-66-88-11 W: www.fitnessnz.co.nz E: fnz@fitnessnz.co.nz

“The Voice Of The Fitness Industry”

Additional Requirements

In addition to the Code of Ethics, for certain categories of suppliers the following requirements also apply:

PRODUCT SUPPLIERS

There is an expectation of the industry that all product sold is of commercial grade, is supported by a network providing access to parts and service and that unless otherwise disclosed, that the organisations selling the goods are the exclusive NZ agent. Therefore **Preferred Suppliers** must:

1. Distribution Status

- **Preferred Suppliers** must disclose their distribution status at the earliest opportunity with a client and use the following terminology – exclusive NZ agent - authorised dealer - supplier. Unless disclosed it is assumed you are the exclusive NZ agent.
- **Preferred Suppliers** will not sell goods that have been parallel imported, without the prior written approval of any existing NZ agent

2. Parts

- **Preferred Suppliers** are expected to stock a reasonable quantity of all parts in NZ for every product that they sell unless otherwise disclosed. i.e. if particular parts are not stocked in NZ then this must be fully disclosed prior to sale. Additionally, statements cannot be made on behalf of another supplier in relation to parts. Therefore a **Preferred Supplier** cannot comment on availability of parts by another supplier without their written approval.
- In cases where the NZ agents change, **Preferred Suppliers** unable to provide parts and service, must communicate this in writing with their past customers and pass on the details of the new agents for parts and service.

3. Commercial Grade Fitness Equipment

- **Preferred Suppliers** will only sell fitness equipment of the standard appropriate to the environment it will be operating within.

4. Service

- **Preferred Suppliers** must ensure service personnel are available in the geographic location to the goods that are being sold, or state to the purchaser their options prior to purchase.
- Any warranties offered on new strength machines or new electronic cardiovascular equipment is 24 months unless otherwise stated. All warranties are for full parts and labour (including freight) unless otherwise stated.
- For computer software, upgrade costs must be disclosed prior to purchase.

TRAINING SUPPLIERS

All training courses and programs with exercise content must be registered with the New Zealand Register of Exercise Professionals (REPs).

MARKETING RELATED SERVICES

Suppliers providing these services must ensure their practices comply with the FitnessNZ members' Code of Ethics (e.g. not taking part in, nor encouraging, the sale of lump sum memberships in excess of 15 months).



Commercial Fitness Equipment



Advance Fitness Distribution

Exclusive NZ agent of:

Life Fitness, Hammer Strength, LeMond, Keiser, SportsArt Fitness

Authorised dealer of:

ABB Dumbbells, Impulse Fitness, Super Gym, Stirling Plate Loaded

Quick Glance Key Products – Cardio Fitness Equipment, Resistance Equipment, Free weight, Fitness accessories, Group Exercise Supplies, Indoor cycling bikes, Entertainment solutions, Training/Education

Fitness New Zealand Member since: 2010

Operating in NZ since: 2003

Advance Fitness has the biggest infrastructure of Sales, Service and Support in New Zealand that any Commercial Supplier has to offer. We have full time Life Fitness Trained Technicians in Auckland Hamilton and Christchurch for all your Life Guard Service Contracts and Service requirements. We also have our own in-house Electrical Diagnostic Team with all the latest diagnostic equipment trained by Life Fitness. Our Sales Team offers honest and experienced solutions so that your experience with Advance Fitness is a relationship that will last forever.

Address: 38 The Boulevard,
Hamilton
Phone: 07 849 3364
Web: www.lifefitness.com
Email: shane@advancefitness.co.nz





Bliss Fitness NZ

Exclusive NZ agent of:

Cybox – Treadmills, Cycles and Arc Trainers
Cybox Strength – Premium Eagle range, VR 3, VR, P/Loaded, Freeweight
Cybox Total Access, Trazer for Performance Training & Measurement

Authorised dealer of:

Trotter
Tectrix
Club Solutions

Supplier of:

Australian Barbell Co. for weights & accessories
Concept II Rowers
Don Oliver weights & accessories

Quick Glance Key Products – Cardio Fitness Equipment, Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies

Fitness New Zealand Member since: 2006

Operating in NZ since: 2003

Bliss Fitness is a small team of dedicated professionals. We are focused on a quality service, engineered to your business needs. We pride ourselves on the ability to provide a full range of premium quality products supported by premium service. We consider our clients to be our business partners and endeavour to assist and support them in the development and successes of their business.

Phone: 0800 225 477
Web: www.blissfitness.com
Email: nzinfo@blissfitness.com





Blue Fitness

Exclusive NZ agent of:

Star Trac, Hoist, Woodway, Spinning, Paramount, Purmotion, Ivanko, Ziva, Peak Pilates, Freeform

Authorised dealer of:

Aussie Barbell, Polar, TRx, Concept2, Powerplate, Gravity, Don Oliver 'Bodypump'

Quick Glance Key Products: Cardio Fitness Equipment, Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies, Indoor Cycling Bikes, Training/Education

Fitness New Zealand Member since: 2002

Operating in NZ since: 2002

Blue Fitness is part of Blue Leisure Group, a combination of companies and consultants based in Australasia specialising in management, operations, finance, member retention and equipment supply. Blue Fitness is a leading supplier of quality commercial equipment to the Australasian fitness industry. The team at Blue Fitness pride ourselves on our first class commitment to customer service, our goal is to build long term productive partnerships with our clients.

NZBLUE Ltd offers clients professional consulting services to the sports recreations fitness leisure industries. NZBLUE is the exclusive Distributors for spinning, the original indoor cycling programme. The education provides instructors with an international level of training with continual support.

Blue Finance Ltd offers an easy alternative to equipment finance. Whereby you can trust your gym has the best equipment on a payment plan that suits you.

Address: Unit 15/ 49 Sainsbury Rd,
St Lukes
PO Box 37969, Parnell Auckland
Phone: 09 845 0035
Web: www.bluefitness.co.nz
Email: info@blueleisuregroup.com





Concept Fitness

Exclusive NZ agent of:

Technogym
Tomahawk – Spin Bikes

Authorised dealer of:

First Degree Fitness- Fluid Bike/Grinder, Fluid Rower
EXF- Fitness –Free Weights, Benches, Bars, Handle Accessories,
Rubber Flooring

Quick Glance Key Products: Cardio Fitness Equipment, Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies, Indoor Cycling Bikes, Dumbbells

Fitness New Zealand Member since: 2006

Operating in NZ since: 2001

THE WORLDS BEST

Technogym - Innovation - Design

Address: 39 Sir William Ave
East Tamaki
Auckland
Phone: 09 273 0040
Web: www.conceptfitness.co.nz
Email: concept.fitness@clear.net.nz





Fitness Online

Exclusive NZ agent of: Gymstick Fitness Products
Red Power Cardio Equipment

Authorised dealer of:

Motus	Body Solid	Don Oliver	
Sports Art	NZ Boxer	York	HQH
Pursuit	Get Strength	LA Muscle	
ProActive	E Body	Horleys	Eggcel

Quick Glance Key Products: Cardio Fitness Equipment, Resistance Equipment
Free weight, Fitness accessories, Group Exercise Supplies, Indoor cycling bikes
Training/Education, Nutritional Supplements

Fitness New Zealand Member since: 2008
Operating in NZ since: 2004

Fitness Online is one of the leaders in NZ Online Fitness Shops, offering products for both the domestic and commercial sector.

Fitness Online is a small team of fitness professionals who are focused on customer satisfaction. We pride ourselves on our commitment to offer efficient and friendly service and to provide quality products at the best price.

Fitness Online is the NZ distributor for the Gymstick Fitness Range. The Gymstick Fitness range consists of Treadmills, Bikes, Crosstrainers, through to unique resistance band products.

Fitness Online offers Gymstick Group Training which is functional training ideal for Gyms, Fitness Centres, Pilates Studios, Rehabilitation and Personal Trainers,

Fitness Online is 100% NZ owned and operated.

Address: Po Box 60601, Titirangi, Auckland
Phone: 021 0243 3908
Web: www.fitnessonline.co.nz
Email: sales@fitnessonline.co.nz





FitnessWorks

Exclusive NZ agent of:

FitnessWorks NZ designed Ergo 1 & 2 Series Strength and Weights
True Fitness USA – Cateye Fitness – Futrex – Muscle Clamp, Dynex,
Circuit Express – Maxim Climbers – Sportop – Paul Chek Crossover

Authorised dealer of:

Concept II Rowers, Vibrogym Vibration Machines, HQH, Don Oliver, Ivanko,
York, Odyssey, NZ Boxer, Twins.

Quick Glance Key Products: Cardio Fitness Equipment, Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies, Indoor Cycling bikes

Fitness New Zealand Member since: 1992

Operating in NZ since: 1980

Other Listing: See page 32 for Computer Software and page 24 for Training and Consultancy.

We are very passionate about the Right Gear & systems for any given situation. We help you achieve this wisely with our innovative & proudly New Zealand designed FITNESSWORKS ERGO and E2 series equipment, Dynex membership, Exercise Programming & Music software systems; True Fitness Technology from the USA & a selected variety of top imported products. Used equipment is also available together with lease & rental finance. FITNESSWORKS is 100% New Zealand owned.

Address: Showroom: 38 Barry's Pt Road,
Takapuna, Auckland 1332
Phone: 09 486 2999 or 0800 222 800
Web: www.fitnessworks.co.nz
Email: info@fitnessworks.co.nz





Highest Quality Health (HQH)

Exclusive NZ agent of:

Efi Sports Medicine
GRAVITY SYSTEM™
Total Gym

Authorised dealer of:

FitnessWorks
Paul Chek Triple Cross

Quick Glance Key Products: Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies.

Fitness New Zealand Member since: 2006

Operating in NZ since: 1996

Other Listings: See page 15 for Ancillary Fitness Products and Page 25 for Training and Consultancy.

HQH are leaders in functional fitness and education, providing products and services to improve health, well-being and fitness, for use by the general public and the fitness or health professional. C.H.E.K Institute: Global leaders in functional exercise education. GRAVITY SYSTEM™: No matter what your business from Large Fitness Centre to Boutique Personal Training or Pilates Studio, we have a solution for you to create substantial business income, create member interest and increased retention.

Address: 75 Sunrise Avenue, Murrays Bay,
North Shore City 0630
Phone: 0800 5528789
Web: www.hqh.com
Email: sales@hqh.com





Power Plate Trading Ltd

Master agent of:

Powerplate® Commercial and Personal Vibration Training Machines

Quick Glance Key Products: Fitness Accessories, Group Exercise Supplies, Training/Education, Vibration Training

Fitness New Zealand Member since: 2008

Operating in NZ since: 2007

Powerplate® equipment has been available for over 10 years and is currently sold in more than 100 countries around the world.

In 2009 Power Plate became the only manufacturer of vibration training equipment to receive Medical Device Directive Type IIA certification in the EU for its entire product line, indicative of the very high quality and standards to which Power Plate® technology is manufactured.

Proving to be a powerful group training tool, some of the world's best known fitness chains, including Equinox, Fitness First, David Lloyd Leisure and Virgin Active choose Power Plate® equipment as their USP to increase membership, retain clients and supplement revenue. Globally recognised education offered, as well as launch and marketing assistance. Great deals for Group Exercise installations.

Address: Po Box 37767
Parnell, Auckland 1151
Phone: 0800 235 4383

Web: www.powerplate.com
Email: sales.nz@powerplate.com



Discover the Difference



Ancillary Fitness Products



HART Sport

Exclusive NZ agent of:

HART branded sports products.

Authorised dealer of:

Lotto

Umbro

Mitre Team Teamwear

Quick Glance Key Products: Fitness Accessories, Group Exercise Supplies

Fitness New Zealand Member since: 2006

Operating in NZ since: 2003

HART Sport is NZ's premiere name in sports equipment and team wear. Our range of products is promoted by our 240 page catalogue and our website. We sell equipment for all major sports and in particular our range of fitness accessories is the most comprehensive in NZ. We offer a one stop shop for all your sporting equipment and team wear needs at fantastic prices. Our fitness accessories range is one of the most comprehensive in NZ.

Address: HART Sport, Private Bag 303 081,
North Harbour
Phone: 0800 151 900
Web: www.hartsport.co.nz
Email: info@hartsport.co.nz

HART
S P O R T



Highest Quality Health (HQH)

Exclusive NZ agent of:

AOK Pilates Balls, Bosu, C.H.E.K Institute, Duraball Pro Swiss Balls, DuraDiscs, HQH Rebounders, HQH Swiss Ball Trees

Authorised dealer of:

Qlink products

Supplier of:

Airex Mats, Bongo Boards, Matta Flooring, MFT products, Polar Heart Rate Monitors, Power Webs, ProFitter, Wobble Boards

Quick Glance Key Products: Resistance Equipment, Free Weights, Fitness Accessories, Group Exercise Supplies

Fitness New Zealand Member since: 2006

Operating in NZ since: 1996

Other Listing: See page 25 for Training and Consultancy and page 11 for Commercial Fitness Equipment.

HQH are leaders in functional fitness and education, providing products and services to improve health, well-being and fitness, for use by the general public and the fitness or health professional. C.H.E.K Institute: Global leaders in functional exercise education. GRAVITY SYSTEM™: No matter what your business from Large Fitness Centre to Boutique Personal Training or Pilates Studio, we have a solution for you to create substantial business income, create member interest and increased retention.

Address: 75 Sunrise Avenue, Murrays Bay,
North Shore City 0630
Phone: 0800 5528789
Web: www.hqh.com
Email: sales@hqh.com





Horleys

Supplier of:

Sports Nutrition powders, bars, drinks & dietary supplements
Products include: Replace, Sculpt, Carb Less, ICE Whey, Pro-Fit

Quick Glance Key Products: Sports Nutrition

Fitness New Zealand Member since: 2010

Operating in NZ since: 1976

Horleys was started in New Zealand in 1976. The range of products caters to all sportspeople, from endurance athletes to team sports players as well as those looking to build or reshape their bodies in the gym. The company is proud of its reputation for quality nutritional powders, bars and drinks designed to help structure or enhance the eating plans of both serious athletes and recreational fitness fans. The range deliberately excludes novel and untested compounds, because every gym goer or body builder's success depends on getting the basics right first.

High standards drive Horleys product development and manufacturing. The facility in New Zealand where all the protein powders are produced is the most highly accredited plant of its kind, and utilises the best in ingredient technology from both NZ (the home of whey protein) and around the world. In an industry where products can be traded by people with little regard to relevant food standards, the company takes the trust placed in the honesty and accuracy of its product labelling very seriously. For detailed information on every Horleys product including full ingredient lists and nutritional information, visit www.horleys.com or our sister websites: www.sculptforwomen.com and www.biggerfitterfaster.com

Address: Level 2, 18 Normanby Road
Mt Eden, Auckland
Ph 0800 467 539
Web : www.horleys.co.nz
Email: info@horleys.co.nz

HORLEYSTM
intelligent sports nutrition



Obie Products Limited

Exclusive NZ agent of:
Obie Rollers

Quick Glance Key Products:

Obie Rollers
Spinealigners
Balance Blocks
Sole NZ Foam roller manufacturer.

Fitness New Zealand Member since: 2008
Operating in NZ since: 2006

Obie Products are the sole NZ Manufacturer of foam rollers

Obie foam roller help to improve posture, tone muscles, increase flexibility and improve circulation.

Available from our Christchurch Plant at wholesale prices for health professionals and clubs to retail to their clients.

Address: P O Box 19627, Christchurch
Phone: 03 3898044
Web: www.obie.co.nz
Email: rick@obie.co.nz





QPEC

Exclusive NZ agent of:

ViPR, Twist Conditioning Products and Education, SPRI Products,
Body Bar, Gliding

Authorised dealer of:

BOSU Australia Products & Education

Supplier of:

ViPR, Twist Conditioning Products and Education, SPRI Products,
Body Bar, Gliding

Quick Glance Key Products:

Resistance Equipment, Fitness Accessories, Group Exercise Supplies,
Training/Education

Fitness New Zealand Member since: 2008

Operating in NZ since: 2010

QPEC is a customer service based company designed to integrate high Quality Products, Education and Conditioning into the Fitness and Corporate worlds. With over 20 years experience in the field of Fitness training and education, we are recognised as a market leader. Our products and services are founded on high quality international fitness industry brands.

Address Unit 7, 140 Wecker Rd
Phone: +61-7-3219-2966
Web: www.qpec.com.au
Email: info@qpec.com.au

QPEC 

 **TWIST**
CONDITIONING INC.



SPRI®



Training and Consultancy Services



Skills Active

In what area do you offer your services?

Skills Active works with industry to set the standards for unit standards and national qualifications on the NZ Qualifications framework. It also offers training and assessment tools to fitness workplaces to facilitate on job training of staff.

Relevant Memberships:

Fitness New Zealand

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 1992 **Operating in NZ since:** 1992

Skills Active is the industry training organisation for the Sport, Fitness, Community Recreation, Snowsport, Outdoor Recreation and Nga Mahi a te Rehia sectors.

Skills Active's role within these sectors is to:

- 1. Set skill standards and qualifications*
- 2. Arrange for the delivery of workplace learning and training*
- 3. Provide industry leadership by identifying skill needs, developing strategic training plans, and promoting learning that meets industry needs.*

Contact us for more information on how we can help your workplace.

Address: PO Box 2183 Wellington
Phone: 0508 4 SKILLS (475 4557)
Web: www.skillsactive.org.nz
Email: info@skillsactive.org.nz





Active Management

In what area do you offer your services?

NZ Round Table is a forum where you will work on your business!

NZ Round Table will hold you accountable for your decision!

NZ Round Table will take your business thinking to the next level!

Relevant Memberships:

Fitness New Zealand

FitnessAustralia

Quick Glance Key Products: Training and Consultancy

Recent Client List:

40 Australian Health Clubs

8 Australian Personal Training Businesses

Fitness New Zealand Member since: 2008

Operating in NZ since: 2005

The New Zealand Fitness Round Table has started & there are some places left to join this powerful group.

Round Table is a forum where members are held accountable for improving their business. There is a unique comfort level within the Round Table group, as no direct competitors are permitted to join the same Round Table. This is a key component to it's success.

Round Table serves as a support and advisory group to members and is a resource for:

Developing ways to solve business problems.

Sounding out plans and new ideas.

Sourcing support from those who work under the same pressures.

Keeping up-to-date with the latest management concepts.

Learning ways to become more effective as a manager, business owner & person.

Address: 97a Malton Road, Beecroft, NSW, Australia

Phone: 0061 2 9980 9089

Web: www.roundtables.com.au

Email: jt@activemanagement.com.au



Roundtables
for EXecutives
Associated with Active Management



AUT University

In what area do you offer your services?

- Diploma in Fitness Training – 1 year full time study
- Certificate in Personal Training – Weekend part time short courses
- Continuing Education Short Courses – Evening and weekends

Relevant Memberships:

- REPs Registered Initial Education Provider
- REPs Registered Ongoing Education Provider

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 2006

Operating in NZ since: 1987

AUT University is known for 'leading the way' when it comes to the most comprehensive fitness industry full time and part time short course programmes in New Zealand. If you want to up skill for personal interest, or desire a reputable qualification for a career in the fitness industry, then our courses will help unlock your potential to achieve your goals. AUT's fitness courses have been designed to progressively staircase you through, at your own pace, to attain the highest qualification required for the fitness industry. We make your journey to becoming a trainer not only enjoyable but achievable by creating a great learning environment, with friendly qualified staff and modern facilities.

Address: AUT University, Private Bag 92006, Auckland
Phone: 09 921 9999 Ext 7503
Web: www.aut.ac.nz
Email: Natasha.paget@aut.ac.nz





Catch Fitness

In what area do you offer your services?

Technical and business support to fitness professionals

Health and fitness consultancy to the public at large.

Showcasing opportunities for other suppliers to the fitness industry

Relevant Memberships:

Fitness New Zealand

Client List:

Personal Trainers, Group Fitness Instructors, Gym Instructors

Club Management

The General Public

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 2008

Operating in NZ since: 2006

We assist clubs and studios to run successful personal training entities, brilliant classes and to provide top notch gym staff. Having run over 100 workshops and put together a highly successful free client referral system, we work on projects that serve both the industry, it's suppliers and end users. Sponsored and supported by major players in NZ we are described as "Creative, solution orientated and resourceful at delivering results"

Address: PO Box 17666, Sumner, Christchurch
Phone: 0508 88 00 11
Web: www.catchfitness.co.nz
Email: info@catchfitness.co.nz





FitnessWorks

In what area do you offer your services?

Feasibility assistances for schools, hotel gyms, personal training studios, Council facilities, private gyms. Accounting assistance. Layout, equipment, selection, software setup, operations assistance.

Relevant Memberships:

Fitness New Zealand
Chamber of Commerce

Client List:

The Lumley Centre
University of South Pacific
Millennium Institute of Sport

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 1992

Operating in NZ since: 1980

Other Listing: See page 10 for Commercial Fitness Equipment and page 32 for IT & Computer Software.

We can assist from initial accounting feasibility and facility layout through to operations and management contracts. We can share and modify systems and ideas learned from running our own working fitness centres, 7 UK council facilities, a corporate gym and 2 school based facilities. Experienced supply to most situations. We can assist in the preparation of formal documentation for Sport and Leisure strategy, Contract and Tender, funding, Management systems and operational review.

Address: Showroom: 38 Barry's Pt Road, Takapuna,
Auckland 1332
Phone: 09 4862999 or 0800 222 800
Web: www.fitnessworks.co.nz
Email: info@fitnessworks.co.nz

THE EQUIPMENT SPECIALISTS
FITNESSWORKS
CONSULTANCY SERVICES



Highest Quality Health (HQH)

In what area do you offer your services?

C.H.E.K. Institute: Paul Chek books, videos/DVD's. Correspondence courses, books and live seminars/lectures.

GRAVITY SYSTEM™: Specific training for Fitness Club Instructors.

Relevant Memberships:

REPs Registered Ongoing Education Provider

Fitness Australia

Australian Fitness Network

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 2006

Operating in NZ since: 1996

Other Listing: See page 15 for Ancillary Fitness Products and Page 11 for Commercial Fitness Equipment.

HQH are leaders in functional fitness and education, providing products and services to improve health, well-being and fitness, for use by the general public and the fitness or health professional. C.H.E.K Institute: Global leaders in functional exercise education. GRAVITY SYSTEM™: No matter what your business from Large Fitness Centre to Boutique Personal Training or Pilates Studio, we have a solution for you to create substantial business income, create member interest and increased retention.

Address: 75 Sunrise Avenue, Murrays Bay,
North Shore City 0630
Phone: 0800 5528789
Web: www.hqh.com
Email: sales@hqh.com





Max International College

In what area do you offer your services?

The Max International College for Exercise Professionals offers courses in Personal Training in Christchurch and Auckland

Relevant Memberships:

REPs Registered Initial Education Provider

Quick Glance Key Products: Training and Consultancy

Fitness New Zealand Member since: 2006

Operating in NZ since: 2005

The Max International College for Exercise Professionals was founded in Christchurch to train Personal Trainers for the New Zealand Fitness Industry. The College has been established by some of the leading figures in the New Zealand and Australian Fitness Industries with the sole aim of helping you to become an awesome trainer. We are totally passionate about helping you to become the most successful person you can be. At the College you will be treated as our special guest and learn skills to make you a world-class trainer. You will be inspired and trained by some of the top presenters in Australasia who will dedicate themselves to your success. Our goal is to provide you with a unique and fun learning environment where you will gain the skills you need to become the best you want to be.

Christchurch: Level 5, 249 Madras St
Phone: 03 3773810
Auckland: 27 William Pickering Dr, Albany
Phone: 09 414 6552
Web: www.collegeoffitness.co.nz
Email: info@collegeoffitness.co.nz





New Zealand Institute of Health and Fitness

In what area do you offer your services?

Delivery of NZQA approved and REPs Registered Education Provider to Personal Trainer Level. Business Development and Management support for Club Owners and Managers, Fitness Professional Recruitment services.

Relevant Memberships:

REPs Registered Initial Training Provider

Fitness New Zealand Member since: 2010

Operating in NZ since: 2007

The New Zealand Institute of Health and Fitness (NZIHF) trains, places and develops high quality fitness professionals. We work with the Open Polytechnic of New Zealand to deliver NZQA-approved, national fitness qualifications that are industry savvy, club endorsed and delivered through a mix of small group tutorials and one to one skills coaching from our professionally qualified tutors. Flexible study options (part and full-time courses, daytime and evening) and student loans are available. Enrol now - contact NZIHF today.

Address: Level 4 12 Kent St
Newmarket, Auckland
Phone: 09 522 0906
Web: www.nzihf.co.nz
Email: gerome@nzihf.co.nz

**THE NEW ZEALAND INSTITUTE
OF HEALTH AND FITNESS**



Billing Companies



Ezidebit

Supplier of:

Direct Debit processing and Credit Card Processing

Quick Glance Key Products: Direct Debiting

Fitness New Zealand Member since: 2010

Operating in NZ since: 2004

Ezidebit offers the health and fitness industry an affordable means of collecting payments. From individual personal trainers to gymnasiums, swim schools to sporting clubs, Ezidebit provides a cost effective solution for managing membership payments.

By offering an Ezidebit regular payment option, businesses can increase their customer base, have a better chance of securing memberships on the spot, and have longer membership retention. Ezidebit even integrates with popular fitness management software, including MindBody and iGo Figure.

Address: PO Box 5587
Wellington 6145
Phone: 0800 478 483
Web: www.ezidebit.co.nz
Email: info@ezidebit.co.nz





Ezypay

Supplier of:

Ezypay billing solutions to the health and fitness industry

Quick Glance Key Products: Direct Debiting

Fitness New Zealand Member since: 2006

Operating in NZ since: 2006

At Ezypay we believe that size does matter! Whether you own a personal training studio, are a personal trainer, manage a large gym or anything in between – it's important that you have the best direct debit solution for your business needs. Ezypay offers a range of billing solutions that can be tailored specifically for your needs. Ezypay has supported fitness businesses for over 10 years in Australia and we are now delighted to be able to offer our billing solution to NZ fitness businesses. With Ezypay you will enjoy value for money rates, integrated software and billing, txts to members for failed payments and the security of knowing that you have full control over your members.

Address: PO Box 139, Lincoln 8152
Phone: 0800 399 011
Web: www.ezypaynz.co.nz
Email: newenquiries@ezypaynz.co.nz





Software, IT & Entertainment Solutions



FitnessWorks

Exclusive NZ agent of:

- Dynex Next – Membership & CRM software; Futrex Body Composition
- Dynex EPM – Exercise programming and monitoring software
- Dynex Music – Playlists for fitness centres; Visual Fitness Planner

Quick Glance Key Products: Entertainment Solutions, Computer Software, custom gate and rail manufacture, customer software

Fitness New Zealand Member since: 1992

Operating in NZ since: 1980

Other Listing: See page 10 for Commercial Fitness Equipment and page 23 for Training and Consultancy.

Music to your ears! New Dynex 'Next' is being developed with Kiwi passion and is simply a must see no matter what software you use. Next Enquiry, Next Prospect, Next Memberships, Next Concession Card, Next Fitness Programme and Assessment, Next Retention call, Next Expiry, Next Direct Debit (or import Adfit, Ezy pay etc), Next Point of Sale, Next Birthday call, email, text or letter. Next Music track or announcement integration. Next Multi club sync. We can also provide Custom gates, turnstiles, maglocks, barcode readers, membership cards, cash drawers, point of sale printers, computer video security consultancy services, software training and customised gym software. New Dynex Music Library for fitness centres provides over 4000 tracks to entertain your members. Next 'invest' or call for a demo!

Address: Showroom 38 Barry's Pt Road,
Takapuna, Auckland 1332
Phone: 09 4862999 or 0800 222 800
Web: www.fitnessworks.co.nz
Email: info@fitnessworks.co.nz

DYNEX NEXT™
Membership & CRM Software
DYNEX MUSIC™ **DYNEX EPM**
Playlists for fitness centres Exercise programs



Marketing Related Services



Advance Fitness Marketing

In what area do you offer your services?

Marketing Related Services

What areas do you offer training and consultancy related services?

A complete range of sales and marketing services designed specifically for New Zealand and Australian fitness clubs. Aimed at generating more new members, more leads & more success!

Relevant Memberships:

Fitness NZ

Fitness Australia

Fitness New Zealand Member since: 2010

Operating in NZ since: 2004

Hands up for more members & more profit!

Advance Fitness Marketing offers a complete range of sales & marketing solutions, designed to make generating new members easy.

Our flagship campaign is exclusive to one club in each area and typically generates 200-500 new members in a 3-7 week period - no risk, no upfront cashflow required!

We also offer print campaigns, sales workshops & training, sales staff recruitment, website design, email & sms marketing, inbound call centre solutions & lead boxes.

Delivering results, growth, profit & success... That's why more clubs choose Advance!

Address: Australia & New Zealand
Phone: 0800 88 81 86
Web: www.advancemarketing.com.au
Email: gabrielle@advancemarketing.com.au





Creative Fitness Marketing

In what area do you offer your services?

CFM run 4-6 week membership drives for independent health clubs which enrol between 200-700 new members, all with no risk to the club.

Relevant Memberships:

IHRSA
Fitness NZ
Fitness Australia

Quick Glance Key Products: Membership Drives

Fitness New Zealand Member since: 2004

Operating in NZ since: 1999

Creative Fitness Marketing provides the complete membership drive package for your club. In a 4-6 week time period, this package incorporates Centralised telemarketing, Direct Mail, On-site professional sales consultants, in-house graphic design, an innovative and effective corporate outreach programme and shopping centre demonstrations. This unique marketing approach has been specially designed to target the untapped 40+ de conditioned, family and corporate segments into health and fitness centres whilst involving no financial outlay or risk to the club. Established in 1990, CFM has worked with over 2500 health clubs world-wide and service Australia, NZ, USA, Canada, UK and Ireland. Due to the competitive advantage our clients receive through using our services, CFM has an exclusivity policy of only working with one club per market.

Address: PO Box 2134, Wellington
Phone: 04 499 6450
Web: www.creativefitness.net
Email: nz@creativefitness.net





Fit For Profit

Quick Glance Key Products :

"Done-For-You" Business, PT Sales and Marketing toolkits:
Studio, Gym and Health Club Owners
Mobile PTs, Outdoor Trainers and Boot Camp Providers

Fitness New Zealand Member since: 2010

Operating in NZ since: 2008

Fit For Profit provides business coaching and consulting to the fitness industry. The company was founded by Ric Isaac and Andre Sauer in January 2008, to provide proven, tested fitness marketing and sales solutions to the market down under. Fit For Profit has over 900 clients across Australia and New Zealand.

According to all research, marketing is still the #1 BIGGEST problem fitness business owners face. Fit For Profit aims to help fitness professionals across Australia and New Zealand, on all levels, by providing marketing tools, training and guidance.

Address: 29 Loftus Street
Nedlands, Western Australia
Phone+61 86102 6880
Web: www.fitnessmarketingaustralia.com
Email: support@fitforprofit.com.au

Fit for Profit
Proven Fitness Marketing Systems for
Personal Trainers and Gym Owners



FitnessLife Magazine

Quick Glance Key Products – Marketing Related Services
– Consumer Magazine Title

Fitness New Zealand Member since: 2006

Operating in NZ since: 2002

Fitness Life magazine is New Zealand's biggest selling health & fitness title boasting a Nielsen Media Research readership of 89,000. Fitness Life is a motivating, inspiring and beautifully presented magazine enhancing the health and lifestyles of Australians and new Zealanders.

Circulation is 27,000 copies (NZ 19,000) (Australia 8000+)

Talk to us about how we can help you reach your target audience.

Address: PO Box 56709 Dominion Rd, Auckland
Phone: 09 623 0050
Web: www.fitnesslife.co.nz
Email: mark@fitnesslife.co.nz



Terminology used in this directory

Exclusive NZ Agent – One and **ONLY** distributor of product in NZ with agreement with the products manufacturer.

Authorised dealer – Formally recognised and approved by manufacturer to distribute but may share product with other dealers.

Supplier of – Can source product for resale, not necessarily a formal agreement with manufacturer.

How do I/we become a Preferred Supplier?

Becoming a **Preferred Supplier** is on application. The application process includes agreeing to abide by the Code of Ethics. For those supplying a product there is also a more specific set of requirements that need to be adhered to. To apply visit www.fitnessnz.co.nz or call us on 0800 66-88-11.

How can I make a complaint against a Preferred Supplier?

If you believe a **Preferred Supplier** has broken the Code of Ethics and therefore wish to make a complaint, simply give the Fitness NZ office a call on 0800 66-88-11 or email fnz@fitnessnz.co.nz with the details and we shall take immediate actions to help rectify a problem. **Preferred Suppliers** that blatantly breach the Code of Ethics can be removed from the Programme.

How does Fitness NZ monitor the actions of Preferred Suppliers?

Fitness NZ may engage in monitoring **Preferred Suppliers** activities to confirm compliance to the Code of Ethics, including on-site inspections of facilities, contact with customers or other measures necessary to assess supplier's performance. It is to be noted that these measures are put in place to protect the industry from unfair practices and recognise those suppliers who do uphold the Code. Suppliers who fail to follow the Code of Ethics and supporting specific requirements may be removed from the programme and their dismissal announced to the NZ fitness industry.

Why should I use a Preferred Supplier?

Fitness New Zealand works hard to ensure that the reputation of the industry stays positive. A **Preferred Supplier** programme is one way to ensure that health club operators make the most informed decision when choosing suppliers. Whilst, of course, it is your choice as to who you wish to use as a supplier, Fitness New Zealand has provided a list of directory of suppliers who are so confident in their product and/or service, that they are happy to sign a Code of Ethics confirming this. Please remember that this directory is not a 'Yellow Pages' of suppliers. **Preferred Supplies** cannot choose their listing details, cannot pay more or less than anyone else, or choose their listing size.

How often is the directory updated and how do I get a copy?

The directory is printed several times a year, with updates made to the online version as required. Clubs who are members of FitnessNZ will be sent printed copies of this directory. Clubs who are not members of FitnessNZ may be sent copies periodically.

The most recent copy of the directory can be downloaded from our website www.fitnessnz.co.nz at any time.

There is a supplier who I deal with that is not listed that I believe should be. What should I do?

We suggest you get the supplier to contact us to request an application form and further information. Alternatively feel free to give us their contact details and we can contact them.

Get your career pumping with NZ registration!

Join the 1700+ exercise professionals who already benefit from registration with the New Zealand Register of Exercise Professionals.

Registration with REPs provides:

- Your 'licence' to work in the industry, the industry tick of approval
- Instant recognition of your qualification at 175 facilities in NZ, these facilities only employ REPs registered Individuals
- International Portability of your New Zealand Qualification to over 35 Countries (including Australia, the UK and Europe).
- Access to Ongoing education opportunities
- Included public liability insurance when registered as a Personal Trainer Contractor.

- Employability
- Job opportunities
- 175 NZ facilities
- Education courses
- Industry updates

For information:
www.reps.org.nz
Ph: 0800-55-44-99
International callers:
+64-3-379-6139



register of exercise professionals




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P 0508 4 SKILLS (475 4557)

E info@skillsactive.org.nz

W www.skillsactive.org.nz