

Business-to-business

Business-to-business provides information from prominent businesses within the industry. If you have a newsworthy item, please contact Oli Kitchingman at Network on 02 8424 7286, or e-mail oliver.kitchingman@fitnessnetwork.com.au

Montilo MPK

At Montilo MPK we turn your club into a brand. We believe that a holistic brand is a lot more than a good logo and some embroidered t-shirts. It's also more powerful. We've been helping fitness clubs, financial institutions and retailers increase their bottom line, develop their customer relationships and build their brand for over six years.

We strengthen your brand by assessing and developing your marketing, signage, interiors, uniforms and sales techniques. This has a dramatic effect on member retention and a huge increase in your conversion of new members.

If you want to increase your membership base, you should be talking with Phil at Montilo MPK. For more information contact 0403 135 873, phil@mpk.net.au or visit www.mpk.net.au



Advance Sales Recruitment

Do you need great sales staff for your fitness business? Advance Fitness Marketing is now launching the new Advance Sales Recruitment service, a complete sales staff placement solution.

Finding the right sales person can make an amazing difference to the performance of your business. Many years conducting successful sales promotions in the fitness industry has taught us what makes a great sales person and a great sales team.

We are now sharing our knowledge of sales staff recruitment and providing a recruitment process that includes specific fitness sales training so your new sales person can hit the ground running.

For more details please call Advance Sales Recruitment on 03 9276 1188.



Healthfitness.com.au

Healthfitness.com.au is Australia's first, and still the most effective, online directory for lead generations in the health and fitness industry, as measured by Alexa Internet. We have all the solutions you need to bring a continuous flow of prospective customers to your door. Here's why:

- Effective internet systems: from the highest search engine rankings, to the most innovative online technologies
- Effective people: from highly qualified health and business consultants, to award winning designers
- Effective price: from complimentary business listings, to the lowest cost per lead of any advertising channel

Visit www.healthfitness.com.au and list your business today!



Preggi Bellies

Preggi Bellies is Australia's leading strength and fitness program, designed specifically for pregnant and postnatal women. Preggi Bellies is a unique cardiovascular, strength and muscle conditioning class held on the mediBall Pro, incorporating weights and core stability work.

As the number one exercise for pregnancy program available in Australia, thousands of women across Melbourne, New Zealand and South Africa have already benefited from Preggi Bellies classes. Sydney classes commence in November 2006 and begin the national rollout to all states of Australia. Our DVD is sold worldwide, and is available to select stockists.

For more information, or if you own or manage a premium health club and wish to have Preggi Bellies in your facility, please visit www.preggibellies.com or call 1300 72 71 71.



Diabetes Australia Queensland

Diabetes Australia Queensland is launching a specially developed professional training program for fitness leaders providing valuable information on working with diabetic clients. The course emphasises the importance of understanding how and why physical activity and maintaining a healthy weight can prevent or delay the onset of type 2 diabetes. The program is accredited by Fitness Australia and is being piloted in November at the Fitness Expo in Brisbane, before being launched officially in February 2007. Diabetes Australia Queensland will encourage its 42,000 members to choose 'Diabetes Australia Preferred' trainers when looking for a fitness leader to help them achieve their health and fitness goals. For more information contact Genevieve on (07) 3239 5616.

