

B2B

BUSINESS-TO-BUSINESS

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

ActivBuddy



ActivBuddy is your club's online motivation network. It is a world first, low cost and hassle free way to attract and retain clients. ActivBuddy

builds an online community, right there on your own website. That community provides motivation, support, friendship and a comfortable environment. It is an exclusively private experience that can only be accessed by your clients, allowing them to search for like-minded fellow members to work out, or socialise with. ActivBuddy is now available to all Australian health clubs. Australia has the highest internet usage per capita in the world with over 70 per cent of us now online. Can you afford not to provide ActivBuddy? Visit www.activbuddy.com.au for more information. ■

Excelgene



GeneElite™ is 21st century science for the fitness and nutrition industry. Our analysis and report helps take guesswork out of your clients' assessment and training program by looking at the strengths and weaknesses in their physiology. More and more clients are finding the information from the GeneElite™ report a fantastic tool for assisting training and nutrition decisions for life. Take your centre to the next level while helping clients reach their goals. Education and support is available. Visit www.excelgene for more information. ■

Exercise Australia



Exercise Australia Commercial (EAC) has been a major supplier

of fitness equipment to the commercial market place for the past 30 years. Our aim is to provide equipment options for club owner operators that provide flexibility and cater to all budgets. That's why EA has one of the largest cross sections of high end strength and cardio equipment, specific personal training and rehabilitation equipment, vibration platforms and a complete range of essential club accessory items. With experience in club management, our commercial team can assist with everything from planning to finance, so call us on 1800 628 824 or visit www.exerciseaustralia.com for more information. ■

iKi Magic



iKi is an exciting new generation of group fitness. Instructor training is available to fitness professionals who are keen to improve their training portfolio and personal and professional education. iKi is especially

relevant to the 'non-elite' fitness consumer such as school kids, families, de-conditioned adults and seniors. iKi inspires these groups and captures the imagination and enthusiasm of under-served market sectors. Those who train to be an iKi instructor benefit from 10 CECs, license free delivery, increased community exposure and access to new markets. To register your staff or to find out more, visit www.ikimagic.com or call Kim on 0411 251 922. ■

Platypus EZeMember



EZeMember is an affordable, feature-rich system that

is simple to use, making it easy to manage your client and membership information and maximise revenue by enhancing the sales process for signing up new members. EZeMember provides instant access to all member information, including history, diary bookings and financial details. Many years' experience, and listening to our customers, has resulted in this powerful and user friendly system which cost effectively meets your needs. We have many long term customers who are happy to attest to the quality of software and level of after sales support. Visit www.ezember.info for more information. ■

Punchfit



Does your facility feature boxing or kickboxing? If your club offers punching, kicking or pad-work training as part of any fitness program the trainer must have completed an accredited course

to remain insured by Fitness Australia's insurers. Punchfit offers accredited courses to suit personal trainers and fitness professionals regardless of their skill level. Punchfit offers three unique, specialised courses using proven methods that have been 'tested on humans' since 1989. Punchfit is sponsored and approved by Punch Equipment and is a recognised supplier by Fitness Australia. Call Tamira on 13 000 PUNCH (13 000 78624) and ask about our incredible Business-to-Business sponsorship offer! ■