



FITREC AUSTRALIA ANNOUNCES **FIRST** **NATIONAL AMBASSADOR**

Mel Tempest is one of Australia's original health club owner/operator, which is why her name is synonymous with the fitness industry; some even say if you look up "passionate" or "inspiring" in the fitness dictionary, her name would appear!

With a reputation as a fitness industry contrarian (i.e., an early adopter who challenges the status quo), it is fitting that Tempest has been officially named the first ever National Ambassador for FITREC Australia.

"It's time for significant change in our industry," Tempest explains. "It's time for old ways to be replaced with new, fresh and exciting ones – for the greater good of the industry and to attract and engage more of the population in healthy habits."

"For many years I've tried to bring and encourage new ideas, concepts, tools and insights as a way to reinvigorate the fitness industry and so I'm ecstatic to be able to make a difference through the opportunities and support from FITREC. I believe that it's all about timing in life, and right now, the timing is ideal for FITREC and myself to work together, because we're both on a quest to challenge the status quo and introduce change to ensure a successful future for our industry."

Tempest adds, "We have so many talented professionals in our industry, with new trainers and club owners emerging every day. Unfortunately, in some cases just as many leave our industry as quick as they start. You have to ask the question 'Why?' I believe it's because we can do a much better job when it comes to education, mentorship and collaboration."

"When it comes to fitness business success, accountability and transparency is the key," says Dennis Hosking, Managing Director of FITREC. "So Mel's focus in her role as FITREC Ambassador, will be to guide club owners and fitness business professionals towards more effective, efficient and innovative resources, tools and strategies, in order for them to achieve the outcomes they desire for their business."

"I am excited to bring together suppliers with gym owners and individual fitness professionals, so they can work collaboratively to achieve common goals," adds Tempest. "By sharing insights through digital platforms and live workshops, we aim to create new and equal opportunity fitness business industry."

To learn more about Mel Tempest visit meltempest.net or arrange an interview with Mel email mel@meltempest.net

ABOUT FITREC

FITREC is a modern recognition and support service for fitness professionals. Their key role is to provide a platform for qualified fitness professionals to easily communicate their education, experience, background and references. FITREC also provides:

- ▶ A focal point for key services required by industry professionals,
- ▶ Assistance with career and business queries
- ▶ A network to share experience and opinions
- ▶ Free and discounted products and services
- ▶ A professional development search tool

OTHER INITIATIVES INCLUDE:

- ▶ Removal of professional development point system
- ▶ A FITREC rating that celebrates accomplishments
- ▶ Profiles that provide all certificates in one place
- ▶ Ability to highlight related achievements, like sporting accomplishments, recognition, awards, etc.

Communication and quick attention to individual queries is also something FITREC takes great pride in.

Visit fitrec.org for more information.

