



## Plus Fitness Launches in New Zealand

Australian based Plus Fitness has this week launched in New Zealand with the first club opening in Addington, Christchurch on the 2nd of December

The group is planning on opening a further 10 gyms in New Zealand over the next year with two more territories already sold in Christchurch alone.

“Whereas we have ongoing active interest from a number of international markets, opening our first overseas gym in New Zealand has enabled us to navigate this next step in our business growth and development with more ease due to the geographical proximity to Australia. It has been important to us throughout this project to ensure that in opening internationally that we maintain the same high standards that have been achieved in cementing our reputation in the 24 hour gym franchise space in Australia over the past five years.” Said Nigel Miller, Managing Director of Plus Fitness.

John Fuller Founding Director of Plus Fitness has headed up the New Zealand project team for the past twelve months and is confident that the model and brand will be well received in the same positive light and with the same success as it has in the Australian market, which has seen the Australian brand grow to 150+ clubs and over 120,000 members since the model was first franchised in 2011.

“All of the research points to gym goers in New Zealand having responded well to the 24 hour gym model. We believe that by providing our convenient, contract free and low cost model along with our a wider range of services than the 24 hour gyms currently provide in New Zealand, that Plus Fitness will be well received by the NZ market”. Fuller said. He went on to say; “With Plus Fitness’ Classes On Demand virtual class system, free Functional 30 classes and range of Master Classes adding an exercise class component to the model, along with our superior range of equipment and soon to launch equipment specific virtual exercise tuition technology which includes our in house social media platforms, Plus Fitness will present well in a country that continues to experience a healthy growth in fitness activity participation”.

The first Plus Fitness New Zealand Franchisees Mo and Zhe were asked what their motivations were to open a Plus Fitness; “Being people that are both passionate about health and fitness and having both used gyms regularly for over 10 years, opening our own gym is something we have wanted to do for a long time. The Fitness Industry is very much a growth industry and unlike many other industries, it not only has its potential in growth, but also has the added benefits of helping others in our community to achieve with health, fitness and personal achievement goals.” Mo went on to explain that; “We chose Plus Fitness specifically as the brand and company we wanted to open with as it has been the fastest growing fitness company in the Australian market for a while now and it is our privilege to introduce the brand into NZ. The support we have had from Plus Fitness Head Office has been fantastic and along with this support we definitely have the drive, the passion and the confidence to continue expanding the Plus Fitness brand within NZ and are excited about the future”.

As well as Addington, new clubs are also scheduled for Burnside and Wigram and further negotiations are underway in both Wellington and Auckland. In fitting the Plus Fitness reciprocal rights membership, New Zealand members will have automatic access to all clubs in Australia and vice versa.

If you would like to find out more about owning your own Plus Fitness in either New Zealand or Australia contact the Plus Fitness Head Office Team on +61 (0) 4648 2099 or email [franchising@plusfitness.com.au](mailto:franchising@plusfitness.com.au).

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### Contact Info:

Phone: **1300 GYM 247**

[Send us an email](#)