



Plus Fitness and Allied Fitness Australia Join Forces

With Healthcare being one of the fastest growing industries in Australia, one sector that is seeing some of the most rapid growth is Allied Health Services. An increased emphasis on healthy living, as well as an aging population, plus obesity rates and the number of those with heart conditions on the rise then this presents as an opportunity for the Fitness Industry to play a larger role in working collaboratively with Allied Health professionals, specifically in the field of Exercise Physiology.

In recognising this, leading gym chain Plus Fitness have teamed up with Exercise Physiology providers, Allied Fitness Australia (Allied). Allied specialises in the integration of allied health services with fitness providers offering in house Exercise Physiology, Dietetics and Physiotherapy. Plus Fitness and Allied have worked together to develop a program that will enable Plus Fitness Franchisees to offer Allied Health Services from their gyms to their local communities and existing members.

When asked about the launch of the program across the Plus Fitness network, Julian Piromalli, Director of Allied Fitness Australia had this to say; *"We (Allied) are very excited to be working with Plus Fitness and are looking forward to rolling this out across their network of gyms"*, he went on to say; *"Plus Fitness have been fantastic to work with and we are looking forward to getting the program up and running in as many of the 180 Australian based Plus Fitness gyms as possible over the coming months"*.

Nigel Miller, Franchisor of Plus Fitness commented as follows; *"As well as the opportunity to offer an additional service to our local communities, this program will also provide a great benefit to our existing members, many of whom may not be aware of certain rebates that could be available to them under schemes like Medicare, private health rebates, and even the NDIS"*. He added; *"Allied have proven to be a very dynamic company in this*

space and we are looking forward to continuing to work with them to make the program a success across our franchise network.”.

Plus Fitness and Allied have developed a simple onboarding process for the Plus Fitness Franchisees which will see them rolling out their Exercise Physiology programs across the whole group in the shortest possible time whilst maintaining the integrity and operational efficiencies of the program.

To find out more about Plus Fitness click this link: www.plusfitness.com.au

To find out more about Allied Fitness Australia click this link: www.alliedfitness.com.au



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