



Plus Fitness Wins The Australian Leisure Management Marketing And Communications Award

We don't often beat our own drum but when we're recognised for an award its hard not to get a little bit excited and share the good news!

We are then proud to announce that Plus Fitness has been awarded the Australian Leisure Management, Marketing and Communications Award in the 'Business' category. This award has recognised us for our regular and consistent communication on new club openings and significant events within our network, national marketing activities across a broad range of mediums, promotion of events and member activities as well as our sponsorships, principally our involvement in Supercars.

Editor of Australasian Leisure Management Magazine Nigel Benton had this to say about the awards; "The awards recognise a cross section of activities from international businesses to start-ups, industry icons and national organisations to small operators, showing that effective communications and marketing is not just for big operators, and is more about a commitment to sharing what an organisation excels at. Plus Fitness have consistently been recognised as the leaders in communication and marketing in the fitness industry sector with this having been even more apparent over the past twelve months."

We are always striving to stay relevant and exciting with our marketing and

communications and a recent push towards a larger digital presence has certainly assisted with our growth this year and the winning of this award. Each year we've gone from strength to strength and continue to open a new gym on average every 21 days with over 215 territories now sold across Australia and New Zealand.

We thank Australasian Leisure Management for this award and their recognition of our hard work and brand strength. This award has been achieved by the dedication and hard work of not just our head office team but also our passionate and committed Franchisees.

Keep your eye out for Plus Fitness in 2017, its going to be another massive year!

www.plusfitness.com.au

[Click here for more information on the Australasian Leisure Magazine's Marketing and communications awards >](#)

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Contact Info:

Phone: **1300 GYM 247**

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