

August 28, 2019

Genesis Health and Fitness continue network expansion - new Perth club announced

Belgravia Health & Fitness is thrilled to announce Genesis Health and Fitness will today open its fifth club in Western Australia – with a new site in Bull Creek, Perth. Belgravia Health and Fitness continue to expand their network across their suite of brands with the Bull Creek site the third opening in under six months.

Previously known as Definition Health Club, the club will be taken over by Jacqueline Wong, who brings seven years of management and gym operation experience to the new site. Jacqueline brings over a wealth of franchising experiencing too – previously serving as a long-time Subway Area Manager, with her store being one of the highest performing stores in Australia.

In the next few months the club will be treated to an exterior and interior upgrade, as well as adding additional services to improve the member experience. A large focus will be to continue to build on the fantastic community and culture at the gym. This will be supported by an Open Day which will focus a celebration on the local community, members and partners enjoying a day of entertainment, food and of course, fitness classes.

Jacqueline said “We are excited to open today as Bull Creek Genesis Health and Fitness. There are so many options out there, but Genesis Health and Fitness was the only company to give me confidence to make the move based on their values and amazing support systems designed to help franchisees succeed. What really sets them apart is they are always ahead of the trends in fitness which is vital in ensuring customers continue to live a healthy lifestyle and achieve their fitness goals.”

In addition, she commented: “I know this brand genuinely supports and strives for success for their franchise network but also for their members, constantly listening to feedback and providing the best member experience. This is the right step forward for me, and it will be for our members too.”

Belgravia Health and Fitness CEO Ian Jensen Muir said:

“Genesis Health and Fitness has always valued creating healthy active communities across Australia. We are thrilled to extend our reach in Perth, and we look forward to getting involved in the local community in Bull Creek. We are very fortunate to have such a knowledgeable franchisee Jacqueline Wong join our team and we look forward to the contribution they will bring to the wider business.”

For more information about Genesis Health & Fitness visit www.genesisfitness.com.au

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