

Today sees the opening of the 100th Plus Fitness 24/7 Gym! Located in the Melbourne suburb of Bayswater, this Plus Fitness has been opened by Franchisees Richard Borradale and Dean Edwards.

After only commencing Franchising the Plus Fitness 24/7 model in 2011, Franchisors John Fuller and Nigel Miller put their impressive growth down to the passion, hard work and commitment of their Franchisees and Head Office team. Franchisor Nigel Miller says, 'Opening the 100th Plus Fitness today is something we are obviously very proud of. This symbolises a key milestone in our growth plan and a lot of people have worked incredibly hard to ensure we have achieved this goal'.

Originally owning 'Big Box Health Clubs', with the first being established some 18 years ago by founding CEO John Fuller, John and Nigel recognised a need for a change in the market back in 2010. This resulted in them developing a Franchise model that was more scalable and also enabled the Franchisee to maintain a lifestyle that didn't require them to be in their business every day. This then lead to the development and launch of Plus Fitness 24/7. The pair went to market in March 2011 with some unique and very appealing selling points to assist in gaining market share in what was becoming one of the fastest growing segments within the franchising sector. These included developing a true turn key Franchise offering that presented exceptional value, inclusive of everything from gym equipment to fit out, franchise training to marketing. Added to this was a low staff model and an exclusive territory for each Franchisee protecting them from the risk of any future market saturation. With the continual support of a committed team of industry experts headed up by two of the most experienced operators in the Fitness Industry, it is no surprise that along with a lot of hard work, Plus Fitness has become the 'home grown' Australian success story it is today.

When asked what else has contributed to such impressive and sustained growth a number of key points were raised with John Fuller; 'Multi Unit Franchisees now represent a high percentage of our network which is something we are very proud of. Our Franchisees ability to expand their portfolio of Franchises is testament to their hard work and the success of the model and we are seeing more and more Franchisees drive exceptional results from multi site ownership'.

With gyms open in NSW, VIC, QLD, WA and SA, the reciprocal rights access to all Plus Fitness gym proves very popular with the Plus Fitness members. With memberships largely costing a low $13 per week with no lock in contracts, no access card fees and no hidden administration fees, then its is easy to understand why Plus Fitness also continues to experience impressive and sustained membership growth across its network of gyms.

When asked what was one of the most important things to consider as the Franchisor of a fast growing brand, the response was unanimously focused around 'ongoing Franchise Support' and Nigel Miller had this to say; 'Franchise support has always been very important to us and as we have continued to grow we have constantly revisited how we deliver this to ensure that we are providing all Franchisees access to the support and tools they need to succeed. Lately we have turned more to technology to assist us here with the launch of both an online Training Platform and an online Print Management System.

Plus Fitness has had its recent achievements well recognised over the past 12 months winning a number of prestigious business awards including 'Emerging Franchisor of the Year' for 2013, awarded by the Franchise Council of Australia. In addition, Plus Fitness have taken out the 'Smart Company Top Franchise' award for the past two consecutive years and were ranked 27th fasting growing Australian company in the BRW Fast Starters in 2013.

With a further 52 Franchises already sold and a Plus Fitness 24/7 opening every 10 days, then if there isn't a Plus Fitness near you now, there will be soon!

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