



HighLow Fitness now Active Kids Approved

14th June 2019

HighLow Fitness is excited to announce it is now approved to offer the Active Kids initiative. This program has enabled kids to participate in local sport with the help of a \$100 Voucher that each Australian child is eligible to receive from the government.

General manager of Highlow Fitness Mark Garrahy explains, "Active kids has been an outstanding method to get kids moving via sport participation and it's fantastic that our programming for 8 to 13-year-olds called TIPs was reviewed and well received and they recognise that fitness and exercise is just as important. TIPs has been a highly successful session for kids since it began as we incorporate body weight, cardio, motor skills and some team sport and activities. Now that we are included as an option this will no doubt boost awareness and give us the ability to build and grow the program further.

This is another milestone for HighLow Fitness as they celebrate five years since opening their first site. The fitness industry is growing exponentially and Boutique High Intensity Interval Training (HIIT) has a lot of models on the rise. Being multi-zoned is unique and something that HighLow Fitness is currently capitalizing on by developing income streams like active kids and other examples such as tapping into the fast evolution of the way consumers purchase namely via broker arrangements.

Mark continues, "Fitness is becoming exactly like other services providing industries that have been revolutionised by broker companies. Like Airbnb to hotels and Uber to transport, the fitness industry has fantastic fast growing providers like Fitness Passport and Classpass that we have developed partnerships with and the growth in this form of purchasing is enormous. Most Boutique HIIT brands are only one room and will never be able to capitalise on this large market share. The fact is a weekly subscription member or visit pack holders won't be impressed if they can't get a spot in a session via a third party and that is to our advantage and we offer more sessions at the same time. We believe it will be very hard for many fitness models that can't diversify how they are going to fill their gym with participants and maintain a profitable session capacity and make trading more challenging constantly looking for new business."

Presently in Australia, the gym participation rate is around 15% and in the USA it has hit 17%. With the growing saturation of gym facilities and faster awareness of healthy lifestyle choices and offerings, experts believe that 20% cut through will be reached in a relatively fast period of 12 to 18 months.

HighLow Fitness believes this new arrangement with the Active kids program will help them make a very early start with the next generation of gym visitors faster and that is a very positive step forward. Highlow Fitness now has 4 sites in Sydney and is planning further expansion with more sites. The expansion plans include further developing the portfolio of their successful and proven products and explore new areas of business within the sites including working exercise physiologists to utilize the zones and clientele.

For more information please contact **Funding Strategies** Phone [+61 7 3160 2840](tel:+61731602840) E- brisbane@fundingstrategies.com.au

A handwritten signature in black ink that reads "Kerrie Garrahy".

Kerrie Garrahy Managing Director