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Anytime Fitness announces 'Franchisee of the year'

Anytime Fitness club owner Rhys Cutifani was named 'Franchisee of the year' at the Anytime Fitness annual conference held at Hamilton Island (QLD) last week.

Anytime Fitness is a convenient 24-hour fitness club franchise for men and women with 1,400 clubs around the world including 50 clubs open with 150 territories sold in Australia and 10 clubs open with 15 territories sold in New Zealand.

Cutifani owns five Anytime Fitness clubs across NSW and the ACT (Bathurst, Campbelltown, Cooma, Fairy Meadow and Fyshwick) and received the award due to his commitment to the brand and operational standards.

"Rhys has been a wonderful brand ambassador and leader, a great example of Anytime Fitness' values," said Justin McDonell, co-founder of Anytime Fitness Australia and New Zealand.

Cutifani said he was surprised yet honoured to be named Franchisee of the year.

"It was such a great feeling when the award was announced, especially considering the respect I have for the other franchisees who were nominated," said Cutifani.

"They are all great operators. We are all such great friends that everyone vying for the award would have been excited no matter who won. That is what is so great about the Anytime Fitness crew – the support and solidarity you get from everyone," he added.

Other awards that were presented at the conference include:

- Club of the year: Steve Rollings, Greenhills (NSW)
- Manager of the year: Emma Griggs, Riccarton (NZ)
- Community outreach award: Kim & Scott Robertson, Adamstown/Jesmond, Warners Bay/ Belmont/ Edgeworth (NSW)
- Anytime spirit award: Brad Greenbank, Ballarat (VIC)

The annual conference was a success with 90 franchisees attending as well as a range of suppliers from Life Fitness, Precor and Clubwise.

The American co-founder and CEO of Anytime Fitness Chuck Runyon also attended the conference with Anytime Fitness brand strategist Libby Crooker who travelled from Minnesota, USA.

Anytime Fitness general manager, David Ciantar, said that the conference was an opportunity to discuss marketing, operations and business analysis.

"The conference was a great opportunity for franchisees and staff to re-focus on what is important in

our business and set new goals on where we want to be,” Cianzar said.

Anytime Fitness was founded in the USA in 2002 as an alternative to larger and more expensive health clubs. It has grown to become the fastest growing fitness club franchise in America.

It was introduced in Australia and New Zealand in 2008 by brother and sister team Justin McDonell and Jacinta McDonell Jiminez. Justin and Jacinta grew up in a family that runs health clubs and have always been passionate about helping others improve their own health and wellbeing.

For more information, visit www.anytimefitness.com.au or call 1300 766 202.

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