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Press Release Available for Immediate Release



Name Change for Exercise Industry's Peak Body

Formally known as Fitness New Zealand, the recently renamed ***Exercise Association of New Zealand*** (or Exercise NZ) is the peak body representing the exercise industry in New Zealand.

Operating under a non profit incorporated society structure, Exercise NZ had the name change confirmed at its AGM held in Auckland on 23rd November 2013, along with the core mission for Exercise NZ ***to support a sustainable exercise industry in New Zealand.***

Exercise NZ's board Chair, Dr Nigel Harris, explains the rationale behind the name change - "The term 'exercise' is much more holistic and more accurately describes what differentiates our industry from providers of physical activity. We wanted a name that best reflected the industry we serve, and the board universally agreed that the term 'exercise' should be central to any name. It's representative of the broad range of activities within our industry, from yoga through to bootcamps."

While the term 'fitness' is used by many to describe the activities of fitness centres and other exercise based businesses, it is a more useful description of one of the outcomes of exercise, rather than a descriptor of our core product says Exercise NZ's CEO Richard Beddie. "Fitness is one of the outcomes of exercise, but it's not the only one. Weight loss, mental health benefits, (including stress management) and health benefits are all outcomes, but the common core product used is exercise."

Exercise NZ continues to work with the industry registration body, the NZ Register of Exercise Professionals (REPs), and Beddie noted that now that they share the use of the word 'exercise' in their name, it is easier to explain the separate but complimentary functions Exercise NZ and REPs have - ExercisENZ being the industry peak body there to support a sustainable exercise industry, and REPs to promote standards within the industry, and operate the registration system for exercise professionals.

Worldwide there is a trend for the term exercise to be used by both registration bodies and industry associations, with the three most recent national registration bodies in UAE, US and Canada all choosing the word 'exercise' at the core of their name.

While our name may be new, our core activities and focus remains unchanged, says Beddie. "We are here to support the industry and help it grow sustainably, and want to work with all interested parties to help make this happen. That includes the Government, businesses wanting a healthier and more productive workforce, and any other organisation that sees the benefits of a more active public through exercise. Ultimately our message to all is clear - our industry can provide many benefits to both individuals and society as a whole, and we will work with anyone that shares our goals."

For further information about this press release, visit www.exercisenz.org.nz or contact Richard Beddie on 0800-66-88-11 or richard@exercisenz.org.nz