

# SUMMIT PROGRAM

21 – 22 July 2021

Dockside Sydney NSW



## WEDNESDAY, 21 JULY 2021

### FRITS 2021 SUMMIT

|                  |   |  |
|------------------|---|--|
| 12:30pm – 5:30pm | <b>REGISTRATION OPEN</b><br>The Terrace Room, Level 3, Cockle Bay Wharf   |  |
| 1:00pm – 1:15pm  | <b>SUMMIT OPENING</b><br>Justin Tamsett   <i>Managing Director, Active Management &amp; Founder, Fitness &amp; Recreation Technology Summit</i>   |  |
| 1:15pm – 2:00pm  | <b>THE FITNESS INDUSTRY RECOVERY BY THE DATA</b><br>James Ellender   <i>Chief Executive Officer, ActiveXchange</i><br>What an 18 months we have had in business! Behind the scenes there has been data tracking member and consumer movements and in this session you will hear industry statistics for you to see if you are above or below standards. We all know the world of fitness and recreation has changed dramatically since COVID and the ensuing 18 months, there are powerful insights being told through aggregated sector-wide data that the Fitness and Recreation Industry that you must stop and take notice of. At this end of this session you'll see exactly where the growth is internally & externally.  |  |
| 2:00pm – 2:15pm  | <b>BUILDING YOUR ECOSYSTEM OF ENGAGEMENT: THE BUSINESS OF CUSTOMER EXPERIENCE</b><br>Troy Morgan   <i>Chief Executive Officer, Willows Health Group</i><br>In a world where consumers interact with digital services at every turn, digital disruption allows us to bring personalised experiences to our customers. How can fitness businesses evolve to become an essential part of our customers' every day, and how can data and automation enable us to re-imagine the customer journey?   |  |
| 2:15pm – 2:45pm  | <b>HOW TECHNOLOGY UNLOCKS EXERCISE BEING MEDICINE FOR YOU</b><br>Dr Cam McDonald   <i>Chief Executive Officer, ph360 Australia</i><br>Health technology is here and can enhance opportunities in the fitness industry. From understanding precisely the movement that is going to elicit the best response to treat disease and support best mental performance, the integration of wearables & real time feedback, right through to optimising the fitness professionals impact within medical and allied health care through faster communication, collaboration and alignment of treatments. This is the new untouched frontier for the fitness industry. Tech is here! It's going to be thinking on its own, and it's combination with the irreplaceable human touch is the way we can use it to live up to its potential of reversing and preventing disease, while maximising an individual's life! |  |
| 2:50pm – 3:05pm  | <b>PHYGITAL: HOW DO WE DIGITALIZE ON-SITE AND MONETIZE OFF-SITE</b><br>Darren Elkin   <i>Club National Sales Manager, Technogym</i><br>Brett Turner   <i>Digital Solutions Sales Manager, Technogym</i><br>This session will share how you can use digital in your facility for closing the gap between onsite experience and online experience. You can use digital to generate additional revenue and reach further into your community. You will hear what to do, how to do it and case studies on who has done it successfully.   |  |
| 3:00pm – 3:30pm  | Networking break  |  |
| 3:30pm – 4:30pm  | <b>PANEL DISCUSSION: WHAT HAS THE LAST 12 MONTHS TAUGHT US?</b> <ul style="list-style-type: none"> <li>• Tony De Leede   <i>Renowned wellness and fitness entrepreneur</i></li> <li>• Emmett Williams   <i>Chief Executive Officer, MyZone</i></li> <li>• Matt George   <i>Director, XBody Australia</i></li> <li>• Owen Bowling   <i>Co-Founder, The Wellness Program</i></li> </ul>   |  |
| 4:30pm – 5:30pm  | <b>WELCOME RECEPTION with thanks to Clubware by Xplor</b><br>The Terrace Room & Balcony, Level 3, Cockle Bay Wharf  |  |

**THURSDAY, 22 JULY 2021**  
**FRITS 2021 SUMMIT**

|                   |  |   |
|-------------------|--|---|
| 6:00am – 7:00am   | <b>THE FITNESS BUSINESS PODCAST WALK &amp; TALK</b><br>Departing from Lobby, Novotel Sydney Darling Harbour  |    |
| 08:00am – 5:30pm  | <b>REGISTRATION OPEN</b><br>Dockside, Level 2, Cockle Bay Wharf  |   |
| 08:45am – 08:50am | <b>Welcome &amp; housekeeping</b><br>Justin Tamsett   <i>Managing Director, Active Management &amp; Founder, Fitness &amp; Recreation Technology Summit</i>  |   |
| 08:50am – 09:00am | <b>SPECIAL GUEST ADDRESS</b><br>Barrie Elvish   <i>Chief Executive Officer, Fitness Australia</i>  |    |
| 09:00am – 09:20am | <b>SPECIAL GUEST ADDRESS</b><br>TBC  |   |
| 09:20am – 10:30am | <b>PANEL DISCUSSION: WHAT HAS THE LAST 12 MONTHS TAUGHT US ABOUT OUR CONSUMERS?</b> <ul style="list-style-type: none"> <li>• Ben Lucas   <i>Owner &amp; Director, Flow Athletic</i></li> <li>• Sean O'Shea   <i>Director, Performance PT</i></li> <li>• Adala Bolto   <i>Founder, ZADI Training</i></li> <li>• Andrew Pears   <i>Group Chief Operating Officer, Fitness and Lifestyle Group</i></li> <li>• Troy Morgan   <i>Chief Executive Officer, Willows Health Group</i></li> </ul> |    |
| 10:30am – 11:00am | Networking break in exhibition area  |   |
| 11:00am – 11:05am | <b>Partner Spotlight: XBody Australia</b>  |   |
| 11:05am – 12:00pm | <b>HOW THE FITNESS INDUSTRY CAN THRIVE IN THE DATA AGE</b><br>Steve Leven   <i>Co-Founder &amp; Co-CEO, Zenbly</i>   |    |
| 12:00pm – 12:55pm | <b>HOW TO BUILD A LOYAL AND ENGAGED MEMBER BASED IN THE NEWSFEED AGE WITHOUT BREAKING THE BANK</b><br>Sally A Illingworth   <i>Technology enthusiast, strategic thinker &amp; calculative action taker</i>   |   |
| 12:55pm – 1:00pm  | <b>Partner Spotlight: Xplor by Clubware</b>  |   |
| 1:00pm – 1:45pm   | Networking break in exhibition area  |   |
| 1:45pm – 3:10pm   | <b>WORKSHOP: GETTING THE MOST FROM GOOGLE</b><br>Margaret Ornsby   <i>Google My Business Product Expert, More Customers More Sales</i>   |  |
| 3:10pm – 3:15pm   | <b>Partner Spotlight: MyZone</b>   |   |
| 3:15pm – 3:45pm   | Networking break in exhibition area  |   |
| 3:45pm – 3:50pm   | <b>Partner Spotlight: OneFitStop</b>   |   |
| 3:50pm – 5:20pm   | <b>WORKSHOP: BUILDING YOUR DIGITAL MARKETING STRATEGY</b><br>Rachael Dao   <i>General Manager, LT Network</i>  |  |
| 5:20pm – 5:25pm   | <b>Partner Spotlight: KeepMe</b>   |   |
| 5:25pm – 5:30pm   | <b>SUMMIT CLOSE</b><br>Justin Tamsett   <i>Managing Director, Active Management &amp; Founder, Fitness &amp; Recreation Technology Summit</i>  |  |

**THURSDAY, 22 JULY 2021**  
**FRITS 2021 AWARDS DINNER**

|                 |   |  |
|-----------------|---|--|
| 6:30pm – 7:00pm | <b>PRE-DINNER DRINKS</b><br>The Terrace Room, Level 3, Cockle Bay Wharf   |  |
| 7:30pm – 8:15pm | <b>DINNER PRESENTATION: HIGH TECH, HIGH TOUCH</b><br>Amanda Stevens<br><i>Consumer futurist</i>   |  |
| 8:45pm – 9:15pm | <b>AWARD PRESENTATIONS</b> <ul style="list-style-type: none"> <li>• Fitness Professional</li> <li>• Fitness Facility</li> <li>• Fitness Supplier</li> </ul> |  |
| 10:30pm         | <b>DINNER CONCLUDES</b>   |  |