

# What's up

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## Brighton's *New Look*

As promised, Fitness First is rolling out big changes to many of its clubs. Melbourne's Brighton was one of the first to be refurbished, with a new social hub, hot yoga studio, a virtual cycle room and small group training area. **Toni Krasicki** reports.

**I**n the last issue of Fitness First magazine you heard from the Managing Director of Fitness First Australia, Pete Manuel, and his update on the changes Fitness First has been making to its clubs. Combining your invaluable feedback with some hefty makeovers, the new look clubs have started rolling out.

Reopened on September 1st, Victoria's Brighton Fitness First club was one of the first to undergo a major

refurbishment. Although primarily still a traditional club, the half million dollar renovation added a hot yoga studio, a new cycle room and a small group training area using some of the latest cutting edge equipment.

Brighton Fitness First Club manager Louie Kyratsis says that the entire venue was literally redone including a totally new reception area and the addition of a social hub with Wi-Fi.

Kyratsis says that members are embracing the whole social hub concept, which offers members a place to grab a Nespresso, use one of the iPad stations to check emails or surf the internet, read a newspaper or congregate around one of the communal tables for a chat. "I wouldn't say it's a café but more of a social gathering place for people who train," says Kyratsis, "so rather than running off after a workout, members meet up."

"The virtual cycle has also been a tremendous hit," Kyratsis adds. Gone is the low ceiling and the glow-in-the-dark lights. Replacing this dated concept is a more contemporary looking virtual cycle room, with high ceilings and a cinema-sized screen. "The concept now



is that you don't have to go in there for a specific class but at any time," says Kyratsis. Virtual cycle classes run all day and allow you to either do a whole class or just 10 minutes of it.

The other firm favourite is the small group training area. "We're number one in the country as far as attendance goes since we reopened," says Kyratsis. Running 30-minute TRX, ViPR and Kettlebell classes as well as "six-pack for summer" or "butt makeover" workshops, members are queuing up at the door. Kyratsis says that members love these classes and are booking weeks in advance for some of the sessions. All classes are capped at 12 and due to equipment availability the TRX class is capped at eight. Additional classes are being made available and at the time of writing, new summer classes were about to be released.

Group fitness fans have a new sprung floor in the main studio and the Iron Edge equipment adds a new dimension to training. Kyratsis explains that the Iron Edge equipment is like a series of monkey bars with attachments. "You can do all sorts of things, use it to lift weights, do chin ups and squats, and have the TRX straps attached. You can literally do a whole workout with these bars."

"What we've done is we've got a really great balance. If you want a really hardcore workout then you can or if you just want to enjoy your workout, you can – the club's got a bit for everyone," says Kyratsis. ◻

