

The Benefits and Advantages for REPs Registered Exercise Facility

Fundamentally, REPs is about the industry setting its own standards and ensuring that those working in the industry that meet these standards are appropriately recognised. In addition to providing a powerful marketable quality mark, REPs also provides facilities and their exercise professionals with tools and resources relevant for their day to day dealings with the public. REPs is recognised as **THE** standard for exercise professionals by the industry body (Fitness New Zealand), the industry training organisation (Skills Active), and by 35 countries around the world through the International Confederation of Registers for Exercise Professionals (ICREPs).

In a Nutshell

- **A publicly recognisable, promotable and marketable quality mark**
- **Independent facility verification and recognition**
- **Easy quality check of your trainer qualifications**
- **Valuable resources to support facilities and their trainers**
- **Discounted registration fees for Exercise Professionals**

What is REPs

The New Zealand Register of Exercise professionals (REPs) is a not for profit fitness industry owned exercise professionals registration system. REPs is supported and recognised by Fitness New Zealand (the industry association), and Skills Active (the fitness industry training organisation ITO and government recognised standard setter). REPs also regularly communicates with key authorities and agencies such as the Ministry of Health, ACC, Minister of Sport and Recreation and SPARC.

REPs fundamentally is about ensuring there is a standard in the delivery of exercise advice and instruction. REPs offers various levels of exercise professional registration based on job roles, and also registers facilities that use these professionals. REPs in turn promotes the registration system, and the trainers and facilities registered. REPs provides resources and tools to help exercise professionals and facilities in their delivery of exercise prescription.

REPs primary objective is to ensure that the public receive safe and effective exercise advice. REPs message to the public is very clear - **ONLY use REPs Registered Exercise Professionals for exercise advice and instruction. The easiest way to find Registered Exercise Professionals is at REPs Registered Exercise Facilities.**

What is a REPs Registered Exercise Facility

REPs have made it easy for the public to find registered exercise professionals, by also registering exercise facilities. Registered facilities agree to ONLY use the services of Registered Exercise Professionals in any exercise advice and demonstration roles. All exercise professionals at the facility must be REPs registered. This means that the public have the assurance that every exercise professional at the Registered Exercise Facility is registered at the level appropriate for their role.

(Registered Exercise Professionals are individuals who are REPs registered and meet the standards to operate as an exercise professional in New Zealand and over 35 other countries around the world through REPs international partnership agreements).

A useful analogy is that of a hospital. When using a hospital the public are assured that all of the medical and nursing staff will be appropriately registered and undertake ongoing education to keep up to date with their knowledge. There is no need for the public to individually check whether each medical professional is registered. A Registered Exercise Facility provides the public with the same assurance in that all of its exercise professionals will be registered with REPs at the appropriate level, and undertakes ongoing education to remain up to date in their role. (This medical example is not intended in any way to imply that exercise professionals are medically trained).

A REPs Registered Exercise Facility must also be a member of Fitness New Zealand and follow the industry code of ethics which offers appropriate protections to users of the facility.

Which Facilities in New Zealand are REPs Registered

With over 175 Registered Exercise Facilities throughout the country, registering a facility (health club, fitness centre, gym etc) is the normal and right thing to do! All of the reputable facilities in New Zealand are REPs registered and this network continues to grow as more and more facilities commit to increasing the industries professionalism, while at the same time growing their own business through their association with REPs.

If you are a professional business operating in any industry, it is expected that you register with your professions registration body. This ensures that the registration body can collectively promote the benefits of using registered professionals in that industry!

Benefits for Registered Exercise Facilities

- **A Marketable and Promotable Quality Mark** - The REPs brand is a very powerful tool to promote your facility commitment to high standards in the delivery of exercise advice. The public immediately recognise your that the facility only uses registered exercise professionals. Registered Exercise Facilities are authorised to use the REPs branding in their own marketing and advertising. REPs encourages registered exercise facilities to use the REPs branding in their advertising and other promotional material to make the best use of the positive message the REPs brand provides. (The REPs logo can be downloaded directly from www.reps.org.nz/logo).

- **Independent Verification** - Facility registration provides independent verification and recognition that the facility and its exercise professionals meet the New Zealand and international standards for exercise advice and instruction. Registration clearly enables exercise facilities to differentiate themselves from the 'cowboys' who have little or no training. We all know of individuals who claim to be 'qualified', but give incorrect and potentially dangerous exercise advice. REPs message to the public is very clear – use ONLY the services of REPs Registered Exercise Professionals!
- **Free Facility Listing on the REPs Publicly Searchable Website** - All registered facilities receive a free listing at www.reps.org.nz to provide the public with easy access to details of the facility. Facilities are welcome to include a link to their own web site. This is an additional free marketing opportunity exclusively for Registered Exercise Facilities.
- **Discounts on Exercise Professionals Registration Fees** - In recognition of the fact that registered facilities only use Registered Exercise Professionals, REPs offers discounts (20-30%) off the registration fees for your individual exercise professionals. This adds an additional benefit that a Registered Exercise Facility can pass onto to its staff.
- **Access to the New REPs Resources and Tools** - With over 400,000 people already using exercise facilities, the existing members and clients of facilities and trainers provide a substantial pool of people to promote and market the benefits of using REPs registered facilities and exercise professionals. REPs provides a range of practical tools and resources to support facilities and trainers in their businesses, while at the same time promoting the benefits of using REPs facilities and professionals to the public. These resources provide a clear point of difference in professionalism and marketing. Many items are available at a minimal cost, or free.
- **Free Jobs Listing Board** - As an added benefit, REPs also offers registered exercise facilities with the opportunity to list for free exercise professional vacancies on the REPs website. With around 2000 exercise professionals registered around the country, this provides an excellent way to promote vacancies. As REPs also registers students on the completion of their training, you will also have access to advertise vacancies to these new professionals entering the industry.
- **Conference and Ongoing Education Discounts** - Your PT's, gym and group exercise instructors are eligible to attend events like the national industry conference, FILEX in Australia, and Business Grow at the heavily discounted REPs Registered rates. REPs also facilitates a range of ongoing education courses offered by providers at discounted rates. It is essential that your staff keep up to date with the latest trends and developments, which will ultimately ensure your members and clients get the best possible experience (and added member and client retention for you!).

How to Become a REPs Registered Exercise Facility

For further information and to download an application form, please go to www.reps.org.nz and click on the 'how to register' section, or contact REPs directly on **0800 55 44 99** for assistance.



REPs Resources

To view and order the full range including the very popular "Tell Me More" series go to <http://shop.reps.org.nz>



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