



Media Release – 30 January 2025

Kickstart 2025 with Exercise New Zealand: We Are Here For You!

As January unfolds and the new year gains momentum, it's the perfect opportunity to set intentions, embrace change, and prioritise what truly matters. ExerciseNZ is encouraging all Kiwis to kickstart 2025 by making movement an essential part of their daily lives. With summer in full swing, Aotearoa provides the perfect backdrop to establish new habits. Whether it's an early-morning beach walk, backyard games with family, joining a local exercise class, or tackling that daunting pre-season training, committing to regular physical activity now can set the tone for a healthier and more fulfilling year ahead.

At ExerciseNZ, we are committed to supporting Kiwis in creating a lifestyle fuelled by movement. As the National Association for the Exercise Industry, we work to empower individuals and communities by providing the tools, resources, and guidance needed to make physical activity a sustainable part of everyday life. Partnering with gyms, exercise facilities, and professionals across the country, ExerciseNZ ensures access to high-quality, safe, and inclusive movement experiences for everyone in Aotearoa. To begin our year together, we'd like to highlight some of the work we do to help Kiwis flourish through movement and exercise.

- **Connecting Kiwis with Local Facilities and Experts:** ExerciseNZ supports over 500 gyms and exercise facilities nationwide, ensuring Kiwis can easily find the right space to begin or continue their exercise journey. Whether you're looking for group exercise classes, personal trainers, or specialised programs, ExerciseNZ can help connect you with the right professionals.
- **Education and Professional Development:** ExerciseNZ provides registration for exercise professionals (REPs), ensuring the industry remains at the forefront of innovation, safety, and inclusivity. This guarantees that all members of the community receive safe and effective guidance tailored to their individual needs when training with a REPS registered individual or facility.
- **Advocating for Exercise and Well-being:** ExerciseNZ actively works to promote the importance of physical activity at a national level, advocating for policies and initiatives that make exercise accessible to all. This includes working with workplaces, government, and various community groups to encourage physical activity as a part of everyday life.
- **Cultural Capability and Inclusivity:** Recognising the diverse needs of Aotearoa, ExerciseNZ is committed to building cultural capability within the exercise industry. This includes fostering environments that are welcoming and inclusive for the diverse cultural population here in Aotearoa.
- **Supporting Mental Well-being Through Movement:** ExerciseNZ highlights the mental health benefits of physical activity, working to normalise conversations about how exercise can reduce stress, improve mood, and support overall mental well-being.

No matter your activity level or where you are on your journey, Exercise New Zealand is here to support you. Visit Exercise NZ's website to explore exercise facilities near you, find expert advice, or discover programs that can help you stay motivated and inspired throughout the year. For more information on this release or to arrange an interview, please contact Richard Beddie at richard@exercisenz.org.nz or P: 0800 66 88 11, M: 027-520-5744.