

Ballarat Gym Leads The Way Into 2021

Ballarat Gym Leads The Way Into 2021

BALLARAT, VICTORIA, AUSTRALIA, January 18, 2021 /EINPresswire.com/ -- Health club owner [Mel](#) Tempest opened her club in 2003 originally launched as Body&Soul with zero members the club now has over 2000 members relocating in 2007 to its current location. In 2019 Mel joined forces with Genesis health and fitness to enable her to offer her members access to over 40 facilities thru Australia, thou it was a momentous occasion as our sign came down we knew our community would benefit in the years to come.



Body&Soul Genesis 24/7

Tempest is still the sole owner of the club now called Body&Soul Genesis 24/7 health and fitness.

“

Our vision was to create a non-intimidating community, a place where all cultures are welcome, LGBTQ community, all shapes, sizes and ages, we are here for all. We don't try to be what we are not.”

*Mel Tempest - Ambassador -
Speaker - Leader - Gym Owner*

As the club launches into its 18th year Mel says thou 2020 launched us into lockdown we were able to keep our members active with Facebook live classes for nine months, many of our members joined our live classes then went onto subscribing to our www.groupfitness.online platform where our classes are viewable 24/7. We refurbished our club thru closure and have put into place more plans for 2021 for programming, equipment and building.

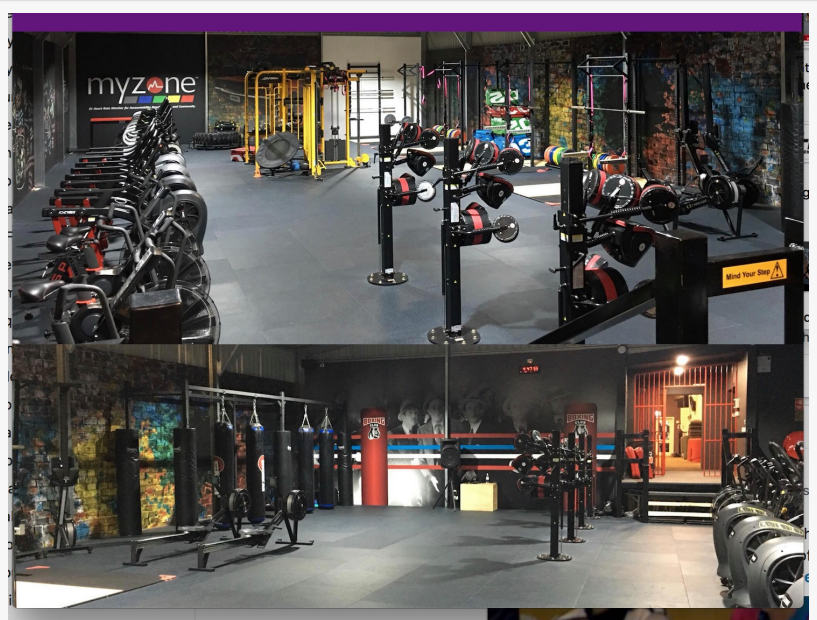
With 2021 well underway we are witnessing more consumers seeing the value in joining a community that

enhances not only their physical appearance but also their internal health and mental wellbeing. Exercise doesn't always need to be about the physical appearance or working flat out, we are seeing more and more individuals joining for social interaction, parents joining up with their kids

and many more older adults are seeking out-group programming. Our club has always produced niche programs not found in other clubs it gives us a point of difference; besides owning her club Tempest is a well known and sought after speaker and fitness business advisor, daily thru COVID she assisted many clubs nationally including [club owners](#) in her own community. COVID wasn't an opportunity to compete it was an opportunity to ensure everybody was ok and coping with business closure. Many business owners sought out new ideas and innovation for 2021, it was very rewarding to watch their enthusiasm grow as they waited for their clubs to open! I spoke to many who were also considering opening their own businesses, in a way COVID has prompted many to create their own journey, even in our own community we have three new clubs opening mid-2021!

Body&Soul Genesis will continue on with great success in 2021, new programs for all ages, affordable memberships, the launch of kids fitness and continued success with their functional training studio that launched in 2017. People often ask me what makes us different and the reply is simple, we have stuck with our vision and business model from day one and that is to create a non-intimidating community for all, a place where all cultures are welcome, LGBTQ community, all shapes, sizes and ages, we are here for all. We don't try to be what we are not, we focus on the culture of those that walk thru our doors, that's why we are celebrating 18 years in [Ballarat](#).

Body&Soul Genesis 24/7 Health And Fitness is located at 950 Humffray street south, Ballarat.
<https://ballaratfitness.com>



Business Within A Business



Tempest's Club Is Zoned Into COVID Safe Areas "blue area"

Body&Soul Genesis 24/7 Health And Fitness is located at 950 Humffray street south, Ballarat.
<https://ballaratfitness.com>

Mel Tempest

Fitness Business Advisor

www.meltempest.net

www.gymowners.podbean.com

Leader at FITREC Fitness Registration

www.fitrec.org

Mel Tempest

Mel Tempest Fitness Business Industry Advisor

mel@ncable.net.au

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/534669785>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.