



Fuel Women's Fitness Business Summit brings together industry leaders to share and strategise on innovation, failure and success



SYDNEY, February 1st, 2023 -- Rachael Newsham – Program Director for Les Mills BODYCOMBAT®, BODYCOMBAT VR (named [Best App of 2022](#) by Meta), and former choreographer and face of SH'BAM® – joins the presenter line-up at Fuel Women's Fitness Business Summit, the event's co-founders announced today.

Newsham joins fellow industry heavyweights such as Amy Boone Thompson, owner and CEO of IDEA Health & Fitness Association, and Diana Williams, founder and owner of Fernwood Fitness, at the event on Thursday 27th April 2023.

The theme for this year's summit is 'Innovation. Failure. Success.', which seeks to focus on triumphantly navigating challenging personal and business conditions.

"We're being constantly warned about the turbulent economic times on the not-too-distant horizon," said co-founder Alisha Smith, "but this isn't the first time we've been faced with the prospect of devastating downturns.

"We've assembled some brilliant speakers who have weathered a multitude of business and personal crises. They'll be sharing stories of, and actionable strategies for, innovating when the chips are down, surviving failures and pushing hard towards success, no matter the economic climate."

Smith's co-founder, Deborah Goldberg, believes that banding together creates a stronger industry than attempting to survive solo.



“Every year Fuel reinforces the belief that we’re so much stronger together,” said Goldberg. “The women from the industry that come together to learn, connect and share continue to tell us that it’s the place they go to get re-inspired and to remember that they don’t have to do it – business, family, relationships, leadership – alone.

“Ultimately, that’s what helps us succeed, as individuals, as businesses, and as an industry.”

Alongside Newsham, Williams and Boone Thompson, Fuel 2023 features sales expert Abbie White; Michelle Furniss, General Manager, Xplor; Emma Masters, Co-founder, Exercise to Experience and Therapy Fitness; and more.

The 1-day event is hosted live at the Museum of Contemporary Art in Sydney’s iconic The Rocks district and is supported by Les Mills Asia Pacific, IDEA Health & Fitness Association, Fernwood Fitness, MyZone, Xplor, Hapana, AFAA, NASM, and BF Brokers.

For more information on corporate tables, single tickets and sponsorship opportunities, head to fuel-summit.com or contact:

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About Fuel Women’s Fitness Business Summit

Fuel Women’s Fitness Business Summit is an in-person, personal and professional development experience that will set your business spirit on fire.

You’ll be exposed to some of the brightest, most influential and ambitious female leaders from global fitness businesses, as they share the latest insights from the fields of sales, networking, leadership, entrepreneurship, marketing and more. You’ll connect with like-minded women, and learn strategies for building your brand, increasing your revenue and accelerating your life. Fuel is being held live in Sydney, Australia on Thursday 27th April 2023.