

# **MAKE WAY.**

**Auckland. New Zealand.  
Feb 22-23 2024**

**Sydney. Australia.  
May 2-3 2024**





  
**FUEL**  
**WOMEN'S FITNESS**  
**BUSINESS SUMMIT**

# THE FUTURE IS FEMALE

"Research shows that companies with more women on the boards outperform those without by a significant margin, and organizations with greater gender diversity among senior leaders are more profitable. Yet despite significant progress...

Women are still underrepresented in leadership positions."

~ Solomon Amar, Forbes

Rachael Newsham  
Program Director, BODYCOMBAT | Les Mills



# EVERY WOMAN DESERVES A CAREER THEY LOVE



At the first *Fuel Women's Fitness Business Summit* in 2019, we knew something special had happened. We had simply (and selfishly) wanted to create the fitness business event that we wanted to go to: one that focused on people first and metrics second.

75 women and a few brave men gathered together to tell stories, share wisdom and build relationships. The results were compelling: our delegates felt inspired and equipped to take action, and our sponsors were thrilled.

Since that first event (and on the other side of a global pandemic), we've gone on to grow our reputation, events and community.

Our 2023 event sold out with a month to go, at just shy of double the size of that first event. Fuel has fast become the number 1 fitness business event for women because we're encouraging them to lead, grow, learn, connect and take action as women—not as women trying to be men.

Women see the world differently; we need and offer different things to men when it comes to business. Not better, not worse, just different. Fuel represents a progressive way of doing business: using the head and the heart, strategy and authenticity, facts and feelings.



Deborah Goldberg & Alisha Smith  
Co-founders | Fuel

# WHAT IS FUEL?

Fuel is a two-day personal and professional development experience that fires up female fitness entrepreneurs, leaders and operators.

We're driven to help fitness business leaders, both existing and aspiring, find the tools, support and strategies that will accelerate their passion, success, sense of self, and impact.

Fuel is an inclusive space where all aspects of the fitness industry come together to learn, grow and create opportunities.

Join us and other respected, progressive and exciting brands to light the fire.



**Nikki Rubino**  
Fuel Volunteer & Head Coach



# MAKE WAY.

## DAY 1

10 am - 4 pm  
Firestarter

4 pm - 6 pm  
Networking Function

## DAY 2

9 am - 4.30 pm  
Fuel Women's Fitness Business Summit

4.30 pm - 5.30 pm  
Networking Happy Hour

Kate Doyle-Kwon  
VP of Communications and Franchise  
Marketing | Xponential Fitness

Jolin Ma  
COO | FIT Summit & Active Franchising



# WHAT OUR DELEGATES SAY



"It bloody rocked ! Can't wait for the next one!"

"Hands down the most inspiring experience I have ever been a part of."

"It put a fire in my belly, seeing all the courageous women in the room."

"I am putting into place all the things I learned and still feel so inspired and motivated weeks after. Thank you!"

"I made so many valuable business connections."



# WHO COMES TO FUEL?

Fuel alumni are a broad mixture of women leaders and entrepreneurs from all facets of the industry. Whether you're a sole trader fitness professional, novice entrepreneur, franchisee, experienced founder or C-suite executive, you can totally sit with us.

You'll get to meet and connect with other women business leaders from big boxes, boutiques, suppliers and service providers.

This is the place to be to get your brand in front of the women who make decisions in the Industry.

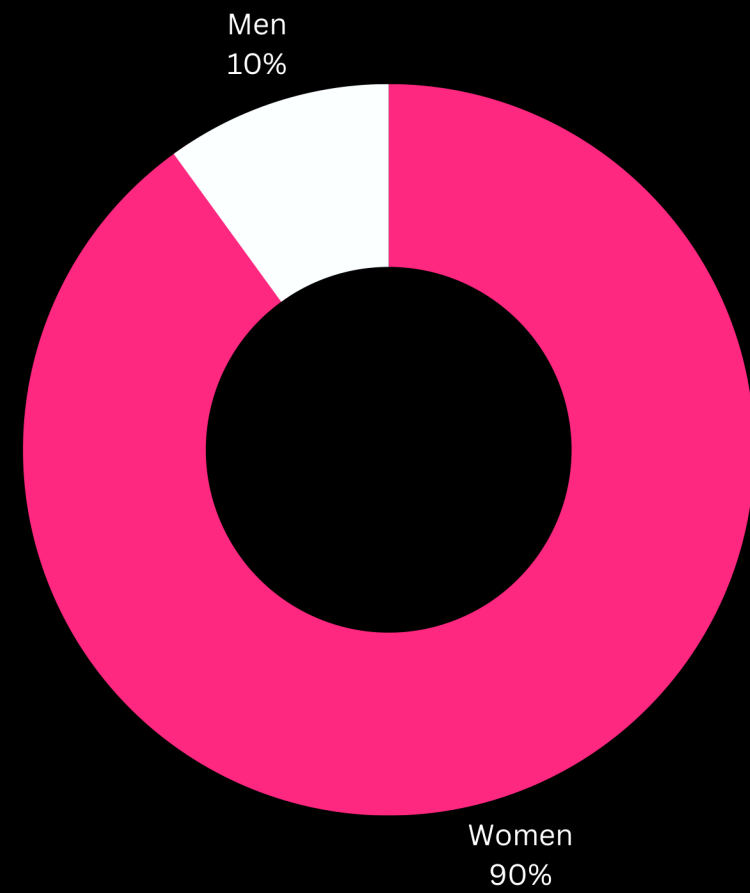


Michelle Furniss  
GM - Coach | TrueCoach by Xplor

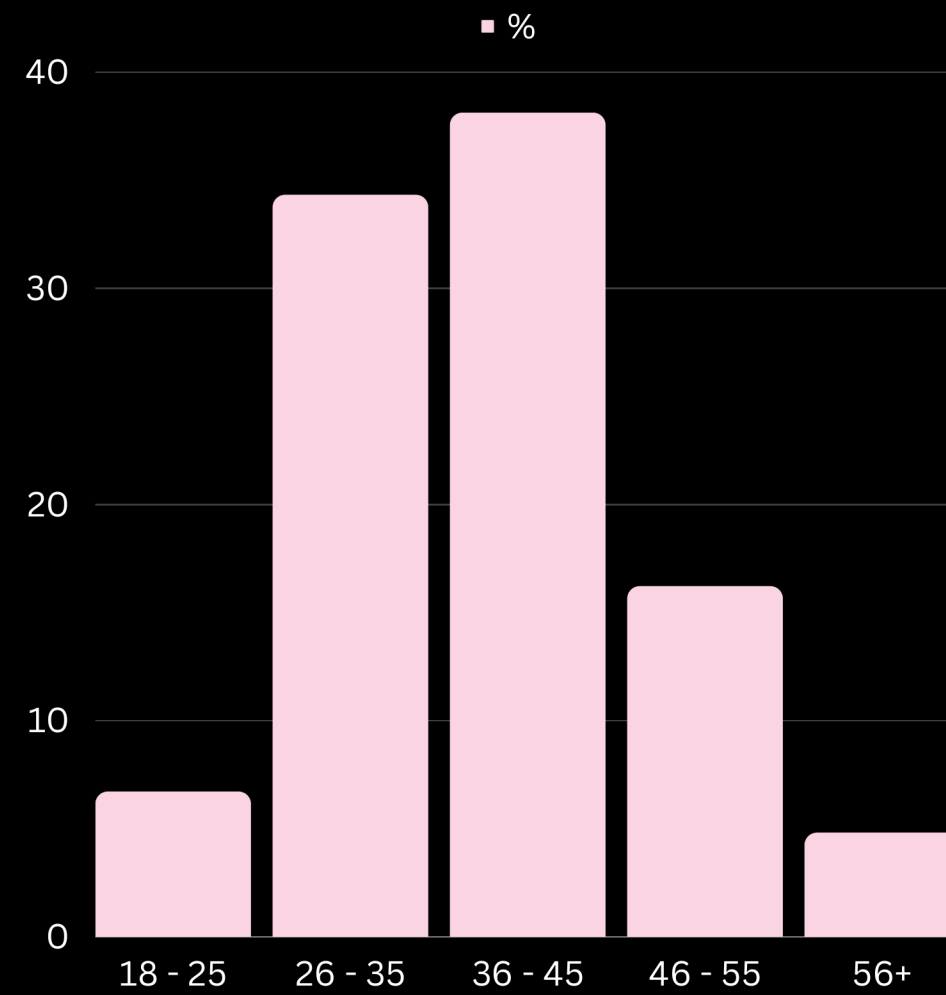




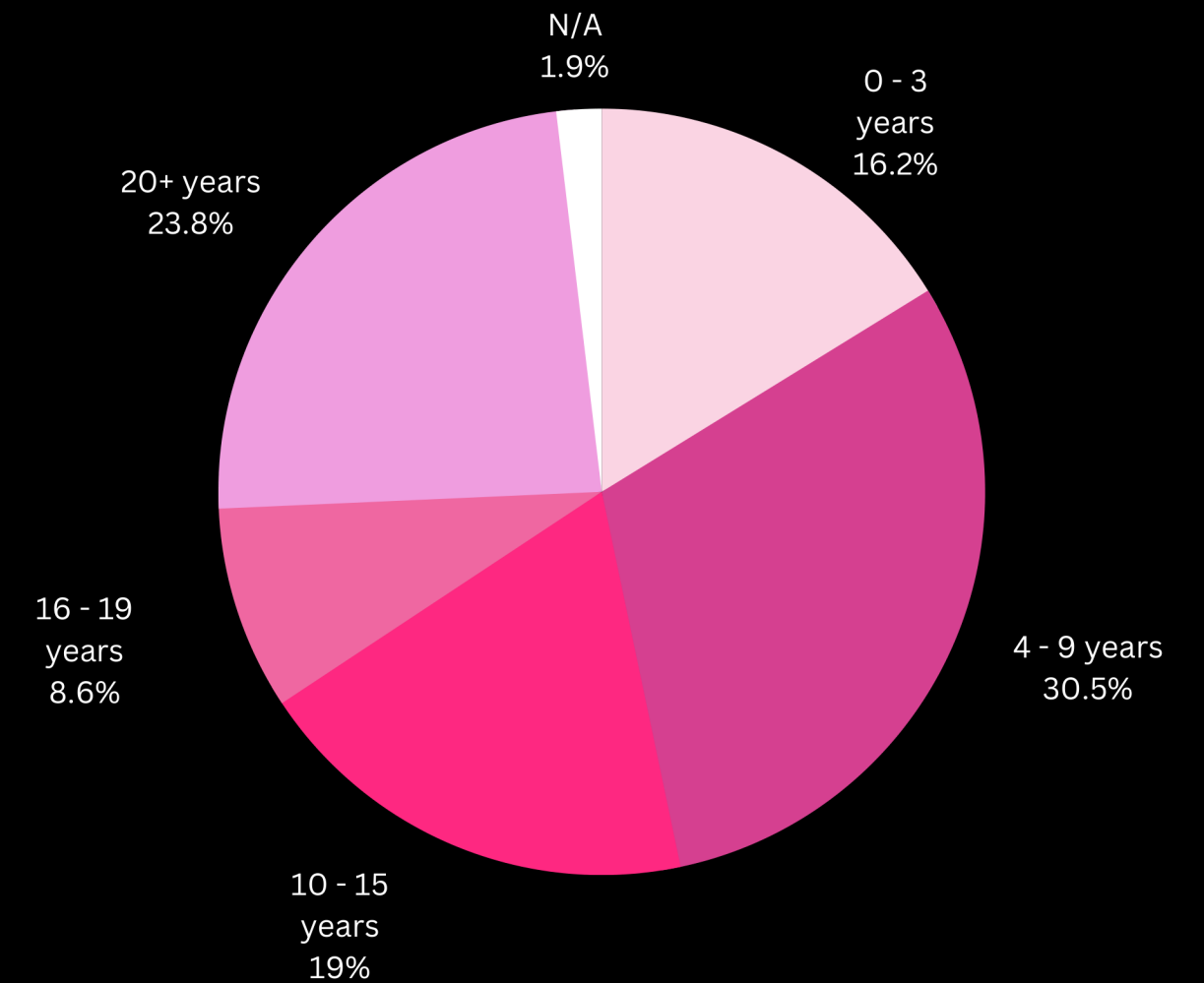
# WHO COMES TO FUEL?



Gender



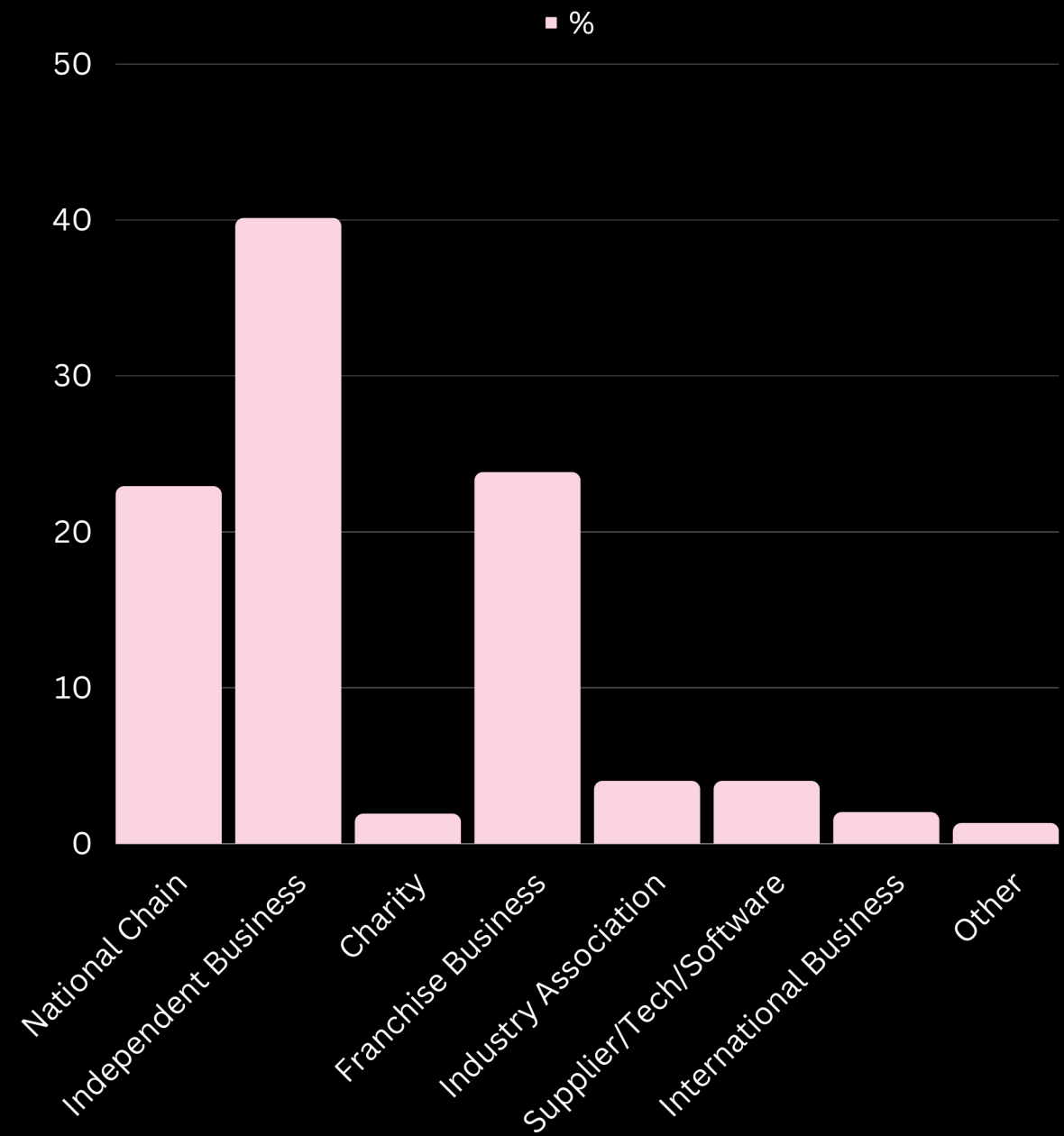
Age



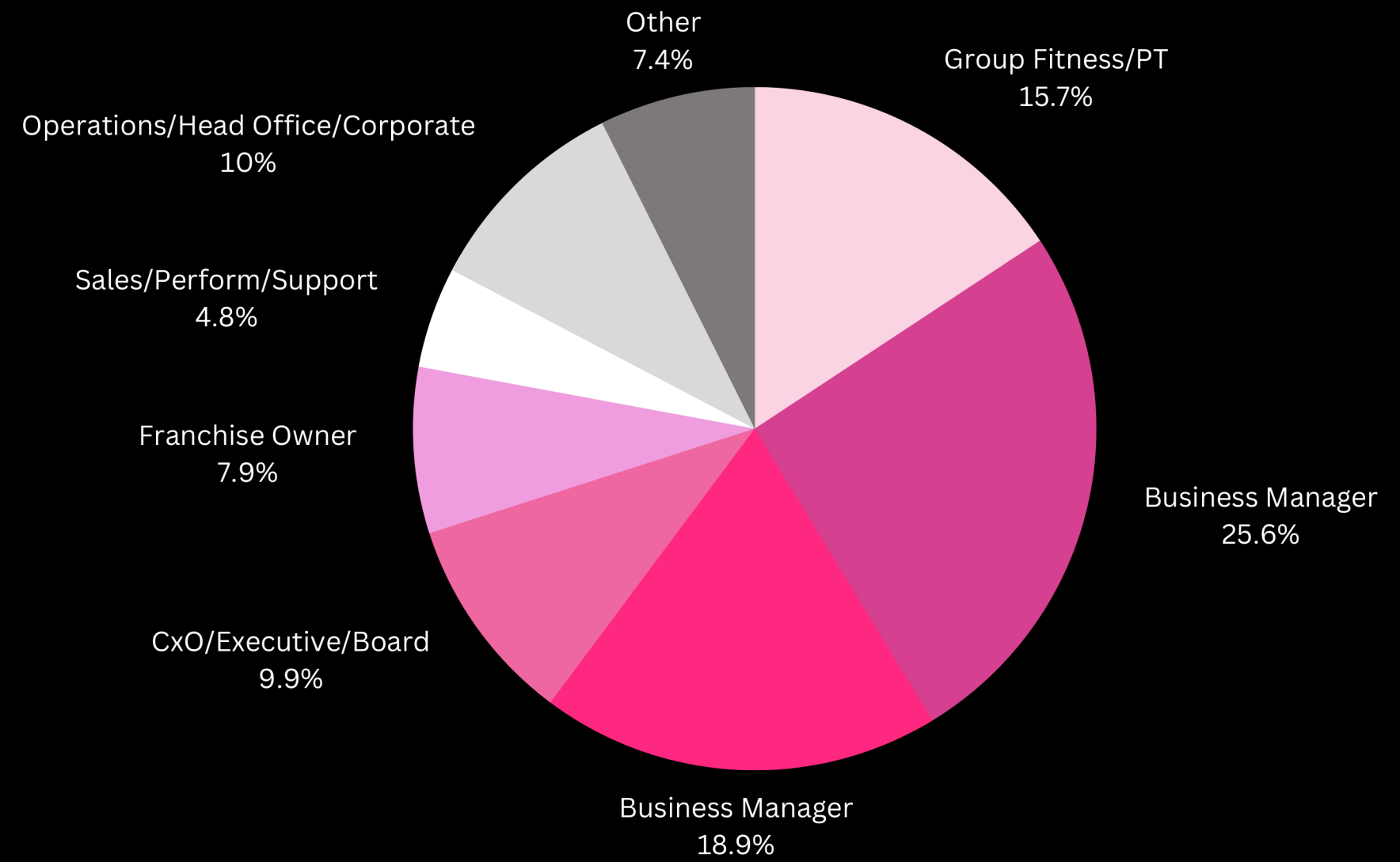
Industry Tenure



# WHO COMES TO FUEL?



Where they work



What they do



# CONNECT WITH US



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