

WATERFRONT CITY VENUES THE PERFECT FRANCHISE FIT



A stunning location and access to the outdoors wowed delegates

FAST FACTS

Event: 2025 Body Fit Training (BFT) Conference
Dates: 27 – 29 March 2025
Destination: Cairns
Professional Conference Organiser: BFT HQ team with Tribe Events as the Event Manager
Duration: 3 days
Number of Delegates: 400
Event Type: Conference

The 2025 **Body Fit Training** (BFT) Conference was a resounding success, with the event choosing to return to **Crystalbrook Collection** and **Cairns Convention Centre** for a second year in April 2026.

Attracting 400 delegates, including BFT franchise partners and studio managers, the conference provided opportunities for networking and celebrating success through the annual awards.

Previously held on the Gold Coast and in Noosa, the annual international conference relocated to Cairns to accommodate the expanding fitness franchise. With 286 studios across 11 countries, the growing event required a larger venue, with Cairns offering the perfect mix of space and tropical charm for attendees.

The central theme of “Empower” fully utilised the city’s tropical outdoor lifestyle, with the waterfront boardwalk connecting

conference accommodation, **Crystalbrook Riley**, and **Cairns Convention Centre** being perfect for the daily Run Club. Additionally, attendees could participate in a BFT class led by head coaches to test new equipment, try out the new BFT Conditioning Test, or take part in a pop-up Recovery 10x session.

Delegates appreciated the relaxed atmosphere of Cairns city and enjoyed spending as much time as possible on the waterfront, whether jogging on the boardwalk or participating in a BFT sweat session by the expansive Crystalbrook Riley pool.

Event Manager Ash Hobbs from BFT HQ noted that the combination of professional development, networking opportunities, and the breathtaking location made it a remarkable experience for franchise partners. “Cairns provided the ideal backdrop for an unforgettable BFT experience,” he stated.

The conference kicked off with a welcome celebration featuring stunning waterfront views of the Coral Sea at Crystalbrook Riley’s **Paper Crane** restaurant before the conference began early the next morning with a variety of fitness options to get delegates’ blood pumping. Adding a personal touch to the conference opening, organisers included a Welcome to Country ceremony together with a Māori performance by a local group, making each delegate feel valued and part of a unique experience.

Ensuring delegates were kept up to speed with the latest equipment and technology, the Cairns Convention Centre featured a dedicated sponsor’s area, whilst the organisers kept the learning interesting, allowing delegates to “choose your own adventure” through a variety of breakout sessions.

Tapping into the region’s food story, delegates enjoyed a low food miles menu at **Paper Crane** as part of **Crystalbrook Riley’s** commitment to sustainability, mouthwatering seafood at **Hemingway’s Brewery** on the water, and the best of simple, fresh and local dishes at the **Cairns Convention Centre** where their commitment to using native ingredients and seasonal produce gave delegates an authentic taste of Tropical North Queensland.

After three days of learning, delegates took the opportunity to explore the natural beauty of the region, with a group of international conference delegates fortunate enough to enjoy a fishing and snorkelling trip to the Great Barrier Reef, where they caught some delicious reef fish to bring back for dinner.

“Cairns was a perfect place for our BFT family to gather, blending the amazing location with the important work of strengthening connections, celebrating achievements, and building anticipation for our future growth.”

– David Aitchson, CEO APAC, BFT



CAIRNS & GREAT BARRIER REEF
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