



\*\*\*CONSUMER MEDIA RELEASE\*\*\*

## **Goodlife Health Clubs and Fitness First partner with Qantas Frequent Flyer to turn workouts into rewards**

**EMBARGOED UNTIL: Monday, 2 February 2026, 9:00am AEDT**

**2 February 2026, Australia** Goodlife Health Clubs and Fitness First Australia, part of Fitness & Lifestyle Group, have launched a strategic national partnership with Qantas Frequent Flyer, enabling new members to earn Qantas Points when joining selected membership tiers across the group's 130+ club network.

The partnership complements the rising number of frequent flyers earning Qantas Points via the Qantas Wellbeing App daily, tracking their running, cycling, swimming and other fitness activities. Now, gym members can be rewarded on a much larger scale.

From today, new Goodlife or Fitness First members will be able to earn Qantas Points on sign-up, with double points (up to 30,000 Qantas Points) available from 2 February until 1 March 2026 for Platinum, Platinum Plus, Titanium, Diamond and Black Label memberships.

The partnership will roll out in phases, with plans to expand Qantas Points earning opportunities for existing members across additional touchpoints and engagement milestones.

**Greg Oliver, Group CEO & Managing Director of Fitness & Lifestyle Group**, said: "We know Australians are looking for more than just gym access, they want their membership to deliver value in multiple ways. Partnering with Qantas Frequent Flyer means our members can now turn their commitment to health into points towards their next holiday, upgrade, or reward.

"We're launching with new member sign-ups and will be rolling out more ways for all our members to earn points as the partnership grows."

**Karen Farrar, Executive Manager Retail & Qantas Business Rewards**, said: "Fitness is a key part of the daily routine for millions of Australians, and one in four frequent flyers are actively looking for more ways to earn their points across the fitness category.

"Integrating one of the largest and leading fitness brands into our program means that every workout will bring our members one step closer to their next reward."

### **Partnership highlights:**

- Qantas Frequent Flyers can now earn Qantas Points by signing up for eligible Goodlife and Fitness First memberships
- Double Qantas Points (up to 30,000) for those who sign up from 2 February 2026 until 1 March 2026
- Available across more than 130+ Goodlife Health Clubs and Fitness First clubs nationwide



## **About Fitness & Lifestyle Group**

Established in 2016, Fitness & Lifestyle Group (FLG) is Asia Pacific's largest group of corporately owned health and wellness clubs, operating 310+ clubs and serving more than 600,000 members across a portfolio of leading brands including Fitness First Australia, Goodlife Health Clubs Australia, Jetts Fitness New Zealand and Thailand, Zap Fitness and Barry's. Headquartered in Australia with regional offices across South East Asia, FLG's mission is to empower its global community to live stronger, happier lives. visit: [www.fitlg.com](http://www.fitlg.com)

## **About Qantas Frequent Flyer:**

Launched in 1987, the Qantas Frequent Flyer program is one of Australia's largest loyalty programs with over 17 million members. Members can earn points by flying with Qantas, Jetstar and dozens of partner airlines, as well as through everyday spending with 500 program partners across financial services, retail shopping, car hire, insurance and more.

Around 17,000 Reward seats are booked every day using Qantas Points. Members can also earn Status Credits to progress through the program's five membership tiers, with each tier unlocking exclusive travel benefits.