

# NATIONAL SUPPORT OFFICE CONTACT LIST

Name	Expertise
<b>Amanda Bracks</b> National Sales Specialist 0419 435 908 amanda.bracks@fernwoodfitness.com.au	Sales training Income growth Club management and operations Business coaching Sales data analysis Growth plan Sales processes Consumer behaviour Sales manual implementation Mystery shopping Sales and growth targets and KPIs Local lead generation Company club management Training and support National marketing campaign tips and implementation Local area marketing New club pre-sell
<b>Ashleigh Verduci</b> Member Administration Officer 03 9630 8814 ashleigh.verduci@fernwoodfitness.com.au	Debt Collection
<b>Belinda Amis</b> General Manager 0433 100 929 belinda.amis@fernwoodfitness.com.au	Growth plan Sales processes Sales management processes Recruitment of sales team members Sales training and realignment Sales and growth targets and KPIs Local lead generation Club operations Company club management Training and support National marketing campaigns National challenges Local area marketing Partnerships and suppliers
<b>Bianca Clements</b> Senior Brand Manager 0409 808 097 bianca.clements@fernwoodfitness.com.au	Consumer and franchise marketing Brand management Marketing strategy National advertising and campaigns Digital marketing Social media and content marketing Email marketing Local area marketing PR and partnerships

<b>Christina Early</b> Business Growth Specialist 03 9087 0563 christina.early@fernwoodfitness.com.au	In-club training and support New & existing program growth strategies Enhancing profitability across secondary spend Quality control of in-club programs HYPOXI sales support Reformer Pilates support
<b>Danielle Brown</b> Leasing & Franchisee Coordinator 03 9630 8811 danielle.brown@fernwoodfitness.com.au	Leasing and franchise documentation Club compliance and upgrades Club maintenance (where landlord is required to be involved) New HYPOXI studio openings HYPOXI equipment leasing and purchasing
<b>Dean McKenna</b> Front-End Web Manager	Content Management System for website updates SharePoint (Intranet) WordPress (Fernwood & HYPOXI) Squarespace (Foundation & Empower) Zendesk (Helpdesk) Technogym (Fernwood App) HTML, XHTML, CSS, W3.CSS, PHP Bootstrap JavaScript Uberall updates Exerp pdates Lead form landing pages Website image updates UAT Video updates (YouTube/Vimeo) Google Analytics
<b>Diana Williams</b> Managing Director 03 9630 8808 diana@fernwoodfitness.com.au	
<b>Donna Hudec</b> Chief Financial Officer 03 9630 8857 donna.hudec@fernwoodfitness.com.au	Cash Flow Profit & loss reports Deputy rostering Employment Hero / Paycat payroll system Metrics report Budgets MYOB / XERO Insurance Club book keeping Fit out/equipment Financing
<b>Donna Moss</b> Accounts Payable / Finance Officer 03 9630 8850 donna.moss@fernwoodfitness.com.au	Club fortnightly direct debits Direct debit reports Online/recouped funds transfers Company club payroll
<b>Ella Wheeler</b> Campaign and LAM Manager 03 9630 8818 ella.wheeler@fernwoodfitness.com.au	Local area marketing Stakeholder engagement and guidance Local lead generation Partnership management Local area marketing campaigns Local area communications

<b>Emma Petruccelli</b> Senior Graphic Designer 03 9630 8837 emma.petruccelli@fernwoodfitness.com.au	Digital design & marketing Custom design requests Canva: access & support
<b>Evelina NESTECKA</b> Video Producer 03 9630 8806 evelina.nestecka@fernwoodfitness.com.au	Video producing
<b>Florence Yong</b>  Financial Accountant 03 9630 8856 florence.yong@fernwoodfitness.com.au	Royalty & marketing levy invoice queries (accounts receivable) Hypoxi invoicing queries (accounts receivable) Conference payment plans
<b>HYPOXI Support</b> support@hypoxi.com.au	HYPOXI Technical Support HYPOXI New machines purchases
<b>Isabel Das</b> IT Systems Support 03 9630 8825 isabel.das@fernwoodfitness.com.au	Exerp support Pro.MyWellness support Club & member technical support Systems support Club email & Active Directory
<b>Janina Roque</b> Creative Lead 03 9630 8837 janina.roque@fernwoodfitness.com.au	Digital design & marketing Custom design requests Canva access & support Club photo shoots
<b>Jessica Drummond</b> Member Administration Officer 03 9630 8805 jessica.drummond@fernwoodfitness.com.au	Debt Collection
<b>Kelly Lynch</b> Financial Accountant 03 9630 8816 kelly.lynch@fernwoodfitness.com.au	Company club supplier payments
<b>Kelly Morales</b> Senior Multimedia Specialist  03 9630 8819 kelly.morales@fernwoodfitness.com.au	Videography (social videos, club tours, promos, etc.) Photography (club spaces, team images, event photos, etc.) Editing advice (video & sound)
<b>Kitty Robinson</b> Content and Social Media Manager 03 9630 8823 kitty.robinson@fernwoodfitness.com.au	Social media content
<b>Kristy Duke</b> HYPOXI Trainer 03 99630 8821 kristy.duke@hypoxi.com.au	HYPOXI Training Programs HYPOXI Product support
<b>Kylie Burrough-Williams</b> Business Growth Specialist 03 9110 2885 kylie.burrough-williams@fernwoodfitness.com.au	Training and support Strategies for new & existing program growth Driving increased profitability across secondary spend Quality control of all programs in club

<b>Louisa Kane</b> Member Administration Officer 03 9630 8862 louisa.kane@fernwoodfitness.com.au	Debt Collection
<b>Mara Ronquillo</b> IT Systems Support mara.ronquillo@fernwoodfitness.com.au	Exerp support Pro.MyWellness support Club & member technical support Systems support Club email & Active Directory
<b>Mark Adams</b> Brand Manager - Club Upgrades 03 9630 8867 mark.adams@fernwoodfitness.com.au	Club upgrades
<b>Mel Male</b> National Franchise Manager 03 9630 8867 mel.male@fernwoodfitness.com.au	Franchising New club openings
<b>Melinda Harvey</b> Team Leader - Membership Admin // Office Manager 03 9630 8869 melinda.harvey@fernwoodfitness.com.au	Debt collection National Support Office access cards  Office supplies Office maintenance Office catering Post office supplies and parcel pick-up Ad hoc office jobs HYPOXI technical support HYPOXI maintenance HYPOXI skirt and suit orders
<b>Natasha Piperno</b> Member Administration Officer 03 9630 8841 natasha.piperno@fernwoodfitness.com.au	Debt Collection
<b>Renee McCluskey</b> Member Administration Officer 03 9630 8846 renee.mccluskey@fernwoodfitness.com.au	Debt Collection
<b>Sarah Plessa</b> Operations Project Coordinator 03 9630 8803 sarah.plessa@fernwoodfitness.com.au	Talkbox queries EdAPP support Events (Feb Forum, Staff Roadshow, Annual Conference) FernieVOD Velpic Wistia What's The Goss Intranet updates Careers Woobox

<b>Serena Gong</b> Financial Accountant 03 9630 8817 serena.gong@fernwoodfitness.com.au	Club social media reimbursement balance and payment queries Fernwood marketing supplier invoices/payment queries Hypoxi supplier invoices/payment queries National Support Office credit card reconciliations Profit and loss submissions
<b>Tahlia Day</b> National Operations Manager 03 9630 8865 tahlia.day@fernwoodfitness.com.au	Club Operations & Support Systems & processes Exerp Pro.mywellness & Fernwood App Velpic Superset Reports Reporting Systems Training & Support Operational Policies & procedures In club training and support
<b>Tania Christie</b> Member Administration Officer 03 9630 8815 tania.christie@fernwoodfitness.com.au	Debt collection Complaint handling