



# IMPACT REPORT 2024-2025



# LETTER FROM THE OWNER



**JAYMEE ELLIS**

Genki Fit Owner/Trainer

In 2025, Genki Fit celebrated its 16th birthday: a milestone that means far more than just another year in business. It marks a turning point. Over the last two years, Genki Fit has finally begun making a small but steady profit, allowing me to do what I always dreamed this business could do: create real change in the community.

Genki Fit has never just been about exercise. From day one, our purpose has been to break down the barriers that rural communities face when it comes to staying active and staying well. For many people living in small towns, fitness options are limited, costly, or inaccessible. That lack of access can affect everything from physical health, mental health, confidence, routine, and social connection. We exist to change that.

In 2024, we took a major step and formally shifted into a social enterprise model. Every dollar earned has always gone back into running affordable, inclusive programs, and now anything left over is reinvested straight into the community through projects that support food security, youth, and local wellbeing initiatives.

What we've seen over the past sixteen years has been extraordinary. Our classes have helped people build strength, mobility, and healthier habits – but just as importantly, they've helped people feel connected again. We've watched friendships form between people who may otherwise feel isolated. We've seen participants tell us they're sleeping better, feeling less stressed, more confident, and more hopeful. We've seen young people and older adults alike find joy in moving their bodies, often for the first time in years.

Alongside our regular classes, Genki Fit has delivered community events, free programs, subsidised workshops, and initiatives like Sweat for the SoupBus; each one showing what can happen when a community chooses to look after one another.

This impact report shares not only the numbers, but the heart behind what we do. It is a reflection of the belief that health, connection, and community should never be determined by postcode or income.

Thank you for being part of Genki Fit's journey – whether you've come to a class, joined a challenge, or simply cheered us on. I'm so proud of what we've achieved together, and I can't wait to continue growing this impact in 2026 and beyond.





# ABOUT GENKI FIT

## OUR PURPOSE

To break down barriers to fitness and wellness in rural Victoria, creating accessible and engaging opportunities that promote healthy lifestyles.

## OUR VISION

To empower individuals and communities in rural Victoria to lead healthier, more active lives. Where everyone, regardless of their location or income, has the tools, support, and motivation to achieve lifelong wellness and resilience.

## OUR MISSION

To inspire and support individuals of all ages in rural Victoria to build stronger, healthier lives through fun, accessible and inclusive fitness and wellness programs. We are committed to fostering a welcoming environment that encourages sustainable, lifelong habits, empowering people to thrive physically, mentally, and socially in their communities.

## IMPACT STATEMENT

GenkiFIT is dedicated to empowering rural Victorian communities to achieve greater physical and mental health. By breaking down access barriers to quality fitness programs, we aim to reduce health disparities faced by rural populations, who often experience higher rates of chronic illness and limited access to health resources.

Through community-driven fitness programs, we foster social connections, boost self-confidence, and promote resilience in participants, contributing to healthier, more vibrant rural communities that are better equipped to thrive.

# FINANCES & IMPACT: 2024 & 2025

**390** clients **Engaged**

**6-74** **Age Range**  
**of Participants**

**17** **Towns &**  
**Suburbs**

**Reached**



**35** LONGEST DISTANCE (KMS)  
TRAVELLED TO CLASS



**698** **Classes**

**9** PROGRAMS & CHALLENGES

**5,764** **class**

**Bookings**



**\$17,562** **INCOME**  
CLASSES/PT

**\$5295** **DONATIONS &**  
**FREE CLASSES**

**\$13,650** **EXPENSES**

INSURANCE, HIRE FEES, WEBSITE HOSTING, MARKETING, TRAINING,  
LICENSING FEES, AUSACTIVE MEMBERSHIP, BANK FEES ETC

**1000+** **Community**  
**Members**

ENGAGED THROUGH



**30+** **Events**



**360** **HOURS IN-KIND**

FREE WORKSHOPS, SESSIONS AND PROGRAMS

## Our Social Return on Investment

Based on conservative financial estimates, Genki Fit generates approximately \$3.80 in social value for every \$1 spent on running the business.

This includes free and subsidised programs, discounted class pricing compared with typical Ballarat fitness providers, sponsorships, and in-kind contributions.

When we also factor in estimated health-system savings from keeping adults physically active, our impact could be as high as \$4.80 in social value for every \$1 invested.

# SWEAT FOR THE SOUP BUS



Health and fitness start in the kitchen – but what happens when families in our own community don't have easy access to food?

In **December 2024**, as the SoupBus put out more urgent calls for donations, it became clear that food insecurity was growing locally. Genki Fit already works to make fitness affordable, but this felt like something bigger — something we could only tackle together. With a little nudge from Mum, we decided to swap our usual \$5 class fee for \$5 worth of canned or non-perishable items, and Sweat for the SoupBus was born.

That first event filled an entire car with donations, along with a \$50 Sinclair Meats voucher – a simple idea that revealed the incredible generosity and heart of our community.

For **World Hunger Day in May 2025**, the momentum grew. Local groups including Rotary Club of Ballarat South, Woody Yaloak FNC, Smythesdale Pharmacy, Sinclair Meats, Ballarat Baha'i Community, and Goodstart Early Learning rallied alongside us, running their own drives to help us reach our target.

**We collected 500 items at the event alone**, and more than 930 donations in total, plus a \$480 Sinclair Meats voucher – all heading straight to the SoupBus to support people doing it tough.

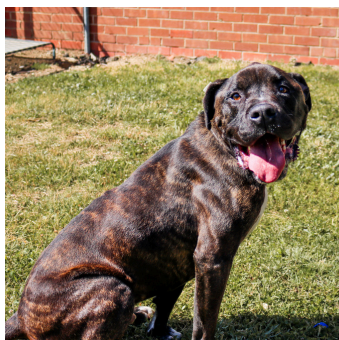
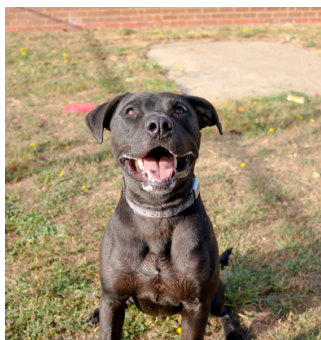
This initiative remains one of my proudest moments. It showed that when our community comes together, we don't just fill a bus; we fill hearts, bellies, and the gaps that too many fall through.



**In-Kind Donation (free classes pp + marketing and admin): \$350**  
**Paid Donations: \$100 in purchased goods to donate**



# SPONSORSHIP & DONATIONS



## **Ballarat Animal Shelter**

In 2024, our community rallied around Jasper, a 6-year-old mastiff who had been waiting over a year for a family. Through sponsorship and shared posts from our members, Jasper finally found his forever home just three weeks later.

## **International Day of People with a Disability**

On December 3, 2025, I proudly sponsored and presented the Young Leader Award at the International Day of People with a Disability Awards Ceremony. This award honors young individuals (25 or under) with disabilities who show leadership and community involvement. At just 13, winner Keeley founded Keeley's Cause, advocating for children with disabilities and providing iPads to empower them. Her resilience and commitment to inclusion motivate others to pursue their goals.



In 2025, we did the same for Tuk Tuk, another long-term resident who had captured the hearts of staff and visitors alike. Thanks to the power of community support, Tuk Tuk was adopted only five days after we shared his story.

These moments remind us that impact isn't always measured in numbers — sometimes it's in the lives we help change, one wagging tail at a time.



## **Smythesdale Youth Market**

Genki Fit was the major sponsor of the 2025 Smythesdale Youth Market, funding free activities for young people across Golden Plains Shire at the event. The youth market saw over 600 people attend the event, which was planned and run by and for young people!

**\$2590**

Sponsorships

**\$100**

National Breast Cancer Foundation

**\$55**

Dementia Australia + running warmup for free at Memory Walk and Jog 2024

# FREE/SUBSIDISED FITNESS PROGRAMS AND CLASSES



Genki Fit provides free and subsidised fitness programs because cost should never be the barrier that stops someone from improving their physical or mental health. In many rural communities, access to affordable exercise is limited; yet movement, routine, and connection are some of the most powerful tools we have for building resilience, confidence, and wellbeing.

Offering low-cost and free options ensures that everyone, regardless of income or circumstance, can experience those benefits.

These sessions are inclusive, welcoming, and suitable for all ages and abilities. They create spaces where people feel supported, build healthier habits, and form connections that strengthen our community as a whole.

**In 2024 and 2025**, this commitment translated into a wide range of accessible programs:

- Three free Clubbercise classes for over 60 participants
- An 8-Week Step Program in Lexton for just \$6 per week, supported by a community grant
- A free 4-week online Stronger Together Program with 30 participants
- 14 free classes through Golden Plains Shire's Active Golden Plains Program, with 190 people taking part
- Three free online programs, accessible anytime via the website or app, complete with how-to videos
- Three heavily subsidised 8-Week Challenges at \$160 (a fraction of a usual \$400–\$500 cost) including workouts, recipes, coaching, classes, and full fitness testing

These initiatives ensure that health isn't a luxury; it's something our whole community can access, enjoy, and build together.



## \$1850

in free fitness classes



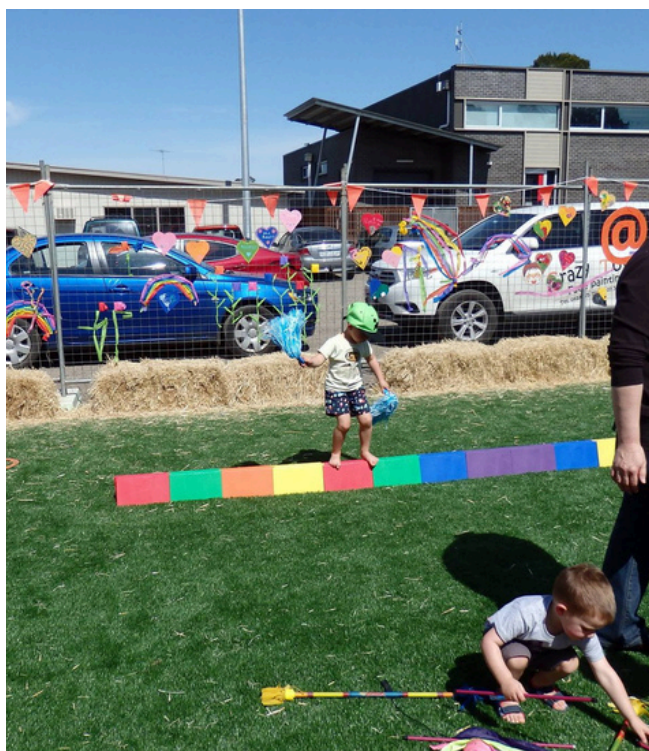
## \$7200

Savings for the 30 8-week  
fitness challenge participants





# COMMUNITY EVENTS & IN-KIND



From 2022–2025, Genki Fit offered 9 free Circus Skills sessions at the Smythesdale Country Market and Ballarat Market.

These sessions created safe, low-pressure opportunities for children and families to move their bodies, try new skills, and connect with others. For many kids in rural areas, structured physical activity can be limited, and these workshops offered a playful, accessible way to get active while building confidence, coordination, and social interaction.

They also brought people together in shared community spaces, helping strengthen local connection and belonging.

## IN-KIND & DOLLAR COMMITTMENTS

# 45

Volunteer hours:  
Circus workshops  
Visits to aged care homes

Craft Table: Dollars  
Spent 2024-2025

# \$250

Genki Fit also sponsors the Art & Craft Table at the Smythesdale Country Market.

This space provides a creative outlet for children and families, encouraging imagination, fine motor skills, and quality time together.

More importantly, it gives young people a place to engage, express themselves, and feel included at a community event, all at no cost to families. Through this sponsorship, Genki Fit helps make the market a welcoming, vibrant hub for local connection, particularly for families who may not otherwise have access to regular creative activities.







# CONTACT US



**GENKI FIT**

[info@genkifit.com.au](mailto:info@genkifit.com.au)

[www.genkifit.com.au](http://www.genkifit.com.au)

55 Heales Street, Smythesdale