

# FITREC DNA

## DIVERSITY INCLUSION AND AWARENESS

**A**s the Founder and Managing Director of FITREC, there is no mistaking that FITREC reflects my own values with regards to diversity, inclusion and ethics.

As such, I am confident that our actions and dealings with members have ensured that we are viewed as ethically run and supportive of diversity and inclusion.

Notwithstanding, I have come to realise that we all have blind spots and in truth, the bar must be raised higher.

If FITREC is to be seen as an industry body that reflects the industry's values, it's imperative that we more clearly demonstrate leadership with regards to social responsibility. FITREC must provide a benchmark in ethical behaviour and be seen to actively campaign for diversity and inclusion. At the very least, we must be the equal of the best in our industry.

The pursuit of this aim can only be of benefit to our registered members and the industry as a whole.

FITREC DNA is a badge to publicly and proudly declare that we are committed to doing better. It is a reminder that we should be open to potential blind spots in our understanding and awareness. And it represents FITREC's intention to hold itself accountable for representing the best of the fitness industry with regards to diversity, inclusion, ethics and accountability.

Among the first activities for FITREC DNA is the acknowledgment of women's issues; women's health, domestic violence, financial abuse, sexual assault, sexual harassment. To this end, throughout 2021, FITREC DNA will be actively involved in the IGNITE Women's Fitness Business events.

Why did we call it FITREC DNA? Apart from representing Diversity, iNclusion and Awareness, DNA is typically known as the molecule containing the instructions for life. Similarly, FITREC DNA instructs our team and those who share our passion as to best practice for individuals and as businesses.

FITREC DNA will be led by FITREC Co-Founders and Directors, Chenille and Dennis Hosking and our FITREC ambassador, Mel Tempest.

We welcome any applications to join the FITREC DNA leadership team (must be FITREC-registered) to help us raise awareness of diversity and inclusion.

For more information and/or to join the leadership team email [chenille@fitrec.org](mailto:chenille@fitrec.org) ♦

### **DENNIS HOSKING**

*Founder & Managing Director*  
FITREC & HealthyPeople

