

GREAT Business People

WAIORA

A safe and supported space for whānau to work on their holistic hauora is the driver behind Waiora.

Launched in July by self-confessed fitness fanatic Renee Tate (Tahuri), Waiora is about feeling good, building fitness and promoting quality movement.

Renee is Wairoa-born and bred, and she moved back home with her husband, Lee, and sons, after being away for 24 years.

Sports and fitness have always been her passion, and she holds a raft of qualifications, including a Bachelor of Sport and Leisure. Before returning home, she had spent more than 20 years working at gyms and as a personal trainer and fitness coach.

Waiora began when Renee started specialising in wāhine-only classes, where she creates a safe space to build confidence. “For me, it’s the joy of a wāhine saying she wouldn’t usually have gone to a fitness class but feels so comfortable being in the Waiora space. That’s what we want to achieve, a space where people feel safe and comfortable.”

Renee’s wāhine training sessions were so popular that she expanded to take over the ‘box’, former CrossFit gym on Marine Parade.

“Really, it is a dream come true for me. I have worked in gyms for so long, it is great to now have my own and be able to support whānau by keeping the box facility open and providing additional classes. A key motivator has been wanting to retain a CrossFit-style gym in Wairoa, while also expanding and providing alternative fitness options. There is also

an opportunity to expand the gym, with one-on-one sessions and personal training.”

Waiora now has more than 30 classes running every week and literally caters for everyone. Classes start at 4-7 year olds, where they specialise in foundation and functional movement. Then there are classes for 8-11-year-olds and 12-17, and each of these is specifically catered for the age group.

Renee says that, as well as delivering fitness programmes, she promotes quality movement, like teaching people how to bend correctly and how to look after themselves. Olympic lifting classes are also popular.

Waiora also provides a vast range of equipment, which includes the gear that was previously at the gym, plus a trailer load of additional gear that Renee has introduced.

Renee is also grateful to be supported by a group of coaches who help with some of the sessions, which enables the wide range of classes to be delivered.

“It doesn’t matter what your fitness level is, we can support you. I always believe that anything you do to help your overall health has to be better than if you had done nothing the day before. For some, fitness can start with little steps that can be transformational. For others, like a group of athletes who are competing at the CrossFit nationals, it is about enhancing existing fitness. Whatever your age or level, we can cater for your needs.”

Check out the Waiora programmes and schedule on Facebook.



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