

UBX South Bank.

*An owner-operator franchise opportunity in Brisbane's
fastest-growing inner-city precinct.*

\$120,000 + GST • walk-in walk-out



§ SOUTH BANK EDITION • POSTCODE 4101

PRIVATE SALE • VENDOR-MANAGED

UBX South Bank — an established, revenue-generating franchise.

An established UBX Training franchise in the heart of South Brisbane's 4101 postcode – fully equipped, with an active member base generating revenue today. UBX Training is a fast-growing global fitness brand built on coached boxing and strength, expanding rapidly across Australia and internationally. This is an opportunity to step into the network at an established, revenue-generating site, with a supportive lessor offering fresh lease terms in one of Brisbane's highest-growth inner-urban locations.

In its early years under a dedicated owner-operator, the gym reached a peak of 172 active members and traded profitably. It has since been run part-time by owners with full-time professional careers, and there is clear headroom for a full-time operator to restore that base. The location has proven it draws members – 1,643 in total over its first decade – so the demand is established; what it needs is someone present full-time to convert and keep them.

Asking price: \$120,000 + GST – walk-in walk-out

10 yrs ESTABLISHED	3,200+ APARTMENT PIPELINE	5,700+ INSTAGRAM FOLLOWERS	130+ ★★★★★ G REVIEWS
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Postcode 4101 — one of Brisbane's fastest-densifying inner-city postcodes.



UBX South Bank sits inside Aria Property Group's flagship Fish Lane precinct – territory-exclusive, walking distance to three Brisbane 2032 Olympic venues, with ~3,200 approved residential dwellings within 1 km. Illustrative aerial rendering.

South Bank, South Brisbane, and West End sit within postcode 4101 – one of Brisbane's most desirable inner-city addresses and among the fastest-densifying urban postcodes in the country.

	2016 CENSUS	2021 CENSUS	GROWTH
Total population	22,861	35,246	+54%
Residents aged 25–44	9,066	14,502	+60%

Source: Australian Bureau of Statistics, Census 2016 and 2021, Postcode 4101.

Growth has continued since the last census. ABS Estimated Resident Population data for the South Brisbane SA2 – the primary suburb within 4101 – shows a further **+22% between June 2021 and June 2024**, and the residential pipeline ahead is significantly larger.

Within a block of the gym:

- **Upper House** (66 Hope Street) – Aria Property Group, completed 2023. 188 apartments across 30 storeys. Winner of Best Development in Australia 2025. Immediately adjacent to the gym.
- **Waterfall Tower** (77 Hope Street) – Aria, approved. 216 apartments across 33 storeys at the Hope Street / Fish Lane corner, a short walk down Hope Street from the gym. Includes a new urban park under the rail line extending the Fish Lane precinct onto Hope Street.

Two blocks away, Aria's **Melbourne Street three-tower masterplan** was approved by Brisbane City Council in October 2025 – 678 dwellings, a 216-room hotel, and 21,000 sqm of retail across towers of 24, 38, and 50 storeys. It is the first project approved under BCC's new Kurilpa height limits for the suburb.

In total, more than **3,200 new apartments** are approved or under construction within one kilometre of the gym, with the broader Kurilpa Sustainable Growth Precinct targeting 10,000+ dwellings over the next decade.

South Brisbane is a confirmed **Brisbane 2032 Olympics host precinct**, with three competition venues within 900 metres of the gym – including the Brisbane Convention & Exhibition Centre (~350m), which will host badminton, fencing, table tennis, and taekwondo, plus serve as the Games' Main Press Centre.

Unlike a suburban gym that relies on car-based catchments, UBX South Bank sits in a walkable, cyclable inner-urban neighbourhood where 32% of residents walk or use public transport daily. Population density in 4101 is 28 times the Greater Brisbane average. Residents pass the door on their daily commute. That density advantage is structural – it doesn't depend on marketing spend to generate foot traffic.

Proven demand in a growing catchment.

Over more than 10 years on this corner, the location has drawn the exact demographic UBX is built for – a median signup age of **29**, with most members living inside **postcode 4101**.

METRIC		VALUE	SIGNIFICANCE
Total members since 2014		1,643	A decade of organic member acquisition – members come to this location
Median signup age		29	Core UBX demographic (25–40) – product-market fit proven
Catchment concentration	57% from postcode 4101		Local, walkable members – higher retention, lower acquisition cost
Historically proven		172 members	A known ceiling, achievable under a full-time owner-operator

Source: Gym Lead CRM export, April 2026. UBX Franchise Model Overview 2024.

The location's acquisition capability is established. The historical challenge has been retention – directly addressable by a full-time owner-operator.

Current trading

The gym currently trades at **71 active members**, run part-time by owners alongside full-time professional careers. The site, fit-out, brand, and coaching are all in place – what it hasn't had is a full-time operator present to convert enquiries and hold retention.

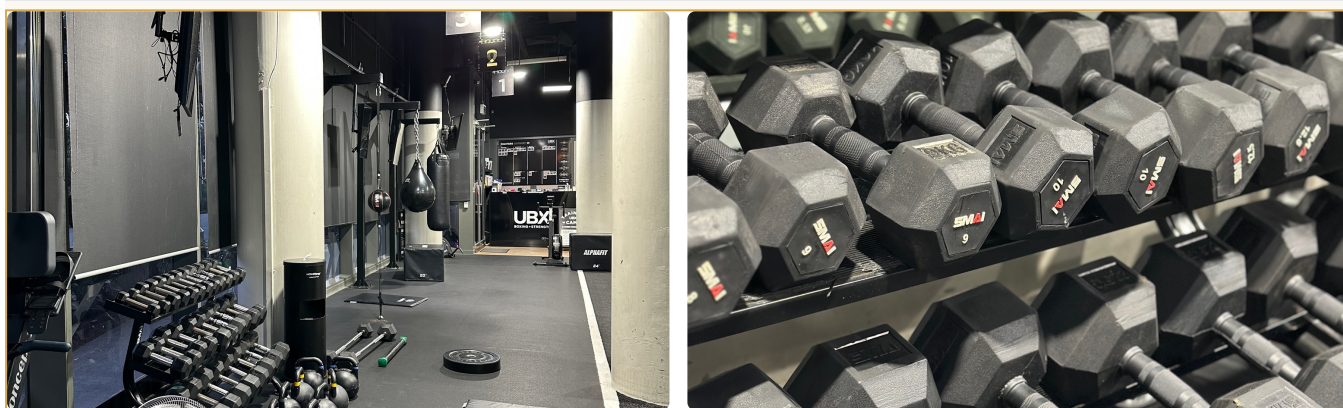
Even part-time, the location attracts roughly **80–90 new enquiries a year** through organic channels alone – signage, brand visibility, and walk-in foot traffic. The acquisition engine works.

Coaching is led by **Jamie**, an experienced and popular personal trainer engaged on a contract basis and well-established with the member base. Jamie has no plans to move on and is available to continue under a new owner – continuity and coaching quality from day one, with no employment obligations or Fair Work complexities to navigate.

Capital invested. Clear headroom to grow.

Significant investment in equipment, fit-out, signage, and infrastructure since acquiring the business in October 2023:

- **Brand new sled track** – aligned with the design of new UBX locations (installed by E6 Flooring)
- **Branded window signage** – corner-site visibility upgrade on the UBX wrap
- **Extended-access / 24-7 security system** – AI CCTV cameras, gate control, wall sentinel, and access automation
- **Premium body-scanning technology** – Evolt EV 360 full body-composition scanner
- **New boxing and strength equipment** – SMAI, AlphaFit, Winning, Adidas, plus Aquilia bumper plates and Olympic barbell



Room to grow

The gym reached a historical peak of **172 active members**, in a catchment that has grown more than **60%** since. Well-operated comparable studios in urban Australian markets routinely run higher again. The full recovery model – membership targets, revenue assumptions, and methodology – is available to qualified buyers during due diligence.

What's included, and who this opportunity suits.

Full turnkey operation

All UBX-standard equipment, complete fit-out, and proven floor plan

Lease

Existing lease with supportive lessor. Fresh terms available for approved buyers

Franchise licence

Existing UBX franchise licence – part of a fast-growing international fitness brand. Fresh terms available for approved buyers, subject to UBX Australia approval

Member base

Active roster, CRM, marketing database, 10 years of data

Operational handover

Templates, supplier relationships, operational playbook

Clean staffing

No employment obligations. Flexible contractor arrangement

Who this opportunity suits

UBX South Bank is positioned for an owner-operator who wants to step into a proven inner-city franchise location and run it from day one – an established business with members, equipment, and brand already in place.

Strong-fit indicators:

- A hands-on operator with full-time capacity – owner-on-the-floor, not passive investment
- A PT, coach, or fitness professional with marketing capability
- An existing UBX franchisee in Brisbane looking to add a second location
- Able to clear standard UBX Australia franchise approval

A note for investor buyers: there is no incumbent manager in place. An investor acquirer would need to recruit and install a manager before handover.

What members say

"What sets UBX apart is the atmosphere and pre-set workout regimes. Every session is different and unique, so it never gets boring. I've lost 25 kg, gained strength I didn't know I had, and found a community that genuinely motivates me."

TOM • AUGUST 2025

"It's been great to have a gym that's structured for me – each day it's slightly different and I can push myself where possible. I've been challenged but also empowered each week to do the best I can."

Ben – September 2025

"I love the flexibility – no contracts, no set class times. The location is perfect too, a short walk from the Cultural Centre busway and South Brisbane train station."

Karyn – June 2025

From 131 five-star Google reviews (136 total – 4.9 average). Instagram following: 5,700+.

A structured process, direct from the owners.

This sale is conducted through a structured process. Access to financial and operational detail is restricted to qualified buyers who have completed a short vetting and NDA process.

- 1 Download the Information Pack, or book a call** – the public Information Pack is available any time, just your email, no account needed. Ready to talk? A quick confidentiality undertaking (separate from the NDA at step 3) comes first, then you can book directly with the owner
- 2 Buyer qualification** – a short set of questions to confirm fit, capacity, and genuine intent. Moving into deeper due-diligence conversations is at the seller's discretion and may be declined where the transaction is not a strong mutual fit
- 3 Non-disclosure agreement** – standard, short-form NDA before any deeper financial or operational conversation
- 4 Deeper materials** – full financial performance, lease terms, and franchise agreement detail are being prepared as the process progresses. Once the NDA is in place, you're welcome to raise any of it directly with Roy
- 5 Conversation and site visit** – call to discuss in detail, followed by a walk through the gym, observe a session, and meet the coaching team
- 6 Offer, approval, and settlement** – subject to UBX Australia franchise approval and standard due diligence conditions

Who you're dealing with

A direct sale, handled by the owners.

Roy and Sushil McPherson own UBX South Bank. We acquired the business in October 2023. Sushil runs it day-to-day as head coach; Roy looks after the admin and digital side.

Prevail Partners is the platform we used to list and run this sale ourselves – it provides the listing, the diligence process, and the back-office. There's no agent or intermediary between you and the owners.

Enquiries come straight to the owners – direct answers and fast responses.

Contact

Roy McPherson

Owner, UBX South Bank

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This document is for general information only and does not constitute an offer or warranty. All figures are subject to independent verification during due diligence. Prospective buyers should obtain independent legal, financial, and franchise advice before making any acquisition decision. Prevail Partners provides the listing and sale-management platform used for this sale; it is not acting as a business broker or agent and is not a party to any transaction.

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