

FILEX
THE FITNESS INDUSTRY
CONVENTION

15 TO 17 APRIL 2011
SYDNEY CONVENTION CENTRE

REACHING

OUT

WWW.FILEX.COM.AU



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FILEX 2011 REACHING OUT



As fitness professionals we understand the key roles health and fitness play in creating a happy and balanced life. And while we positively affect the lives of our members and clients by sharing this message with them, there is an enormous segment of society whose lives we are not yet touching. In order to turn the tide on obesity and sedentary lifestyle diseases, we need to reach out to the deconditioned population.

The thesaurus defines 'reaching out' as 'moving forward or upward in order to touch' – and that's exactly what FILEX 2011 is all about; taking a proactive approach to positively exert our influence as far and wide as possible. To achieve this, we need to feel good about ourselves and have high emotional intelligence, the topic of Amanda Gore's opening address. The Reaching Out theme continues through many topics over the three days and concludes with Lorimer Moseley's brilliant closing address in which he enlightens us as to the role of the brain in change.

We're also reaching out to our fellow health professionals, with the aim of strengthening the relationship and improving the service we deliver to our clients and patients. Nowhere is this more evident than in the inaugural Physiotherapy and Exercise strand in which we've gathered leading names in the field to deliver a comprehensive series of sessions to improve your professionalism and understanding of these mutually beneficial areas.

And if you find yourself reaching out for inspiration, we've got it in spades. With more than 250 sessions across ten strands, from Training and Business, to Group Exercise and Nutrition, FILEX 2011 provides a wealth of ideas and cutting edge information.

THIS YEAR AT FILEX:

- ▶ Register before 31 December to receive 2010 prices!
- ▶ ALL NEW Physiotherapy and Exercise strand
- ▶ More presenters than ever before
- ▶ More sessions than ever before.

Of course, FILEX isn't just about education – the opportunity to reach out, network and socialise with over 2,000 like-minded fitness professionals from around Australia and the globe is a major element to a successful and rewarding convention weekend. We look forward to welcoming you to what promises to be our best FILEX yet.

Nigel Champion, *Executive Director*
Australian Fitness Network

CEC ANNOUNCEMENT

The FILEX 2011 Convention provides you with **15 CECs** which can be used entirely for re-registration with Fitness Australia.



AUSTRALIAN FITNESS NETWORK

In addition to owning, organising and delivering the annual FILEX fitness convention, in 2011 Network is also sponsoring sessions and presenters via the Indoor Cycling Experience, Elite Group Exercise and Network Pilates programs. Network delivers all the entry-level and continuing education training courses you need to establish and maintain a long and lucrative career in the fitness industry. Find out more at stand E15 at the Australian Fitness & Health Expo or visit www.fitnessnetwork.com.au



KEYNOTE ADDRESSES

Inspirational and packed with fascinating information, the keynote addresses are the ideal way to start and finish your FILEX 2011 experience. Kick start your convention by learning how changing perceptions can transform behaviours and finish the event by giving yourself a mind makeover as you discover the value of training the brain as well as the body.



Friday 15 April // 8:30am

Ignite the spirit of success: changing attitudes, behaviours and outcomes

Amanda Gore

Negative behaviours, relationships and thought processes can affect how we live, and the way we feel about our lives. By harnessing our emotional intelligence to change our perceptions of various aspects of our lives, we can positively transform how we behave and feel.

In this interactive and laughter-filled presentation, Amanda explores specific strategies to improve two key areas of emotional intelligence – self knowledge and self management – in order to transform our thinking and attitude and feel good about ourselves.

Learn how dealing with change and acknowledging other people's ways of doing things can help us become happier and more successful. Discover the importance of connection in leadership, sales, service and relationships and take away the inspiration to celebrate, motivate and encourage yourself and others.



Sunday 17 April // 10am

The body in mind – 200 billion reasons to train your brain

Prof. Lorimer Moseley

Does the brain have a role to play in our quest to reach out to non-exercisers? Considering that we can do nothing with our bodies without our brains being involved, it can be reasoned that the role is huge. With its ability to perceive and respond to physical demands and constraints, and bodily movements and feelings, the brain can both hinder and help those who need to move more.

Additionally, a person's experience of pain can affect their motivation to exercise. Calling on his 15 years of research, Lorimer delivers a fascinating insight into the role of the brain in pain, movement disorders and current concepts in rehabilitation to help you reach out and improve more clients' lives. By learning how pain and brain science fit together, you'll come away truly inspired to train the brain as well as the body.

SPONSORED BY **LinksModularSolutions**

REGISTRATION IS SIMPLE!

Registering for FILEX 2011 is quick and easy, and you can choose whichever way suits you.



REGISTER ONLINE at
www.filex.com.au

OR

Send your FILEX 2011 registration (forms in centre pages) to:

Post: PO Box K1385, Haymarket NSW 1240 Australia



Fax: 02 9211 7601

LOOKING FOR SOMETHING DIFFERENT?

Wanna SH'BAM™ with us?

Own a piece of the dance-floor at the Official Australian Launch of SH'BAM™ – the seriously simple dance workout by Les Mills. Experience this dance-party first hand, and enjoy free entertainment, stacks of prizes and Les Mills giveaways.

OFFICIAL
AUSTRALIAN
LAUNCH
PARTY

Set to a soundtrack of chart-topping hits, remixed classics, dance music from the world's hottest nightclubs, and modernised Latin beats, SH'BAM™ is the hottest way to have fun, keep fit and make friends. Bring a drink bottle and towel and wear comfortable clothing as you prepare to SH'BAM™ with Rachael Cohen, Michelle Dean and the Les Mills Team in this one-off, never to be repeated event!

To secure your place, simply tick that you are attending the SH'BAM™ Launch Party on the session selection form (Page E of the FILEX 2011 Registration Form found in the centre pages of this brochure).



Would you like to help behind the scenes at FILEX 2011?



Here's your chance to be part of the FILEX Event Crew! The Event Crew program enables you to work for half of the convention and attend the other half for FREE! Be prepared for some hard work and heaps of fun in this dynamic team environment.

If you are interested in this unique opportunity to work behind the scenes at the Australian

industry's premier fitness event, please visit www.filex.com.au/eventcrew to complete an application.

Applications close on Friday 18 February 2011

N.B Spaces are strictly limited and successful applications are confirmed on a first come, first served basis.

Australian Fitness & Health Expo – Get ready for the ultimate fitness weekend

Experience all that the fitness industry has to offer at the 2011 Australian Fitness & Health Expo. It's the largest gathering of its kind in the southern hemisphere and the only place where you can see and buy all the very latest products to keep you looking and feeling good. There'll be live demonstrations, opportunities to try and buy, and the chance to network with others from the industry and find ways to grow your business and retain customers. Held between Friday 15 and Sunday 17 April at the Sydney Convention & Exhibition Centre – entry is included in your FILEX registration! For more information, visit www.fitnessexpo.com.au



Delegate Welcome Drinks



Education may be the name of the game at FILEX, but letting your hair down and socialising isn't far behind! Join fellow delegates, presenters and the Network team for the Welcome Drinks at the end of the first day of convention. It's a great opportunity to catch up with old friends and make some new ones, so come along on Friday 15 April from 6:45pm – the first drink's on us!

Klub Kiwi Welcome Drinks



Hosted by Fitness New Zealand for visiting Kiwis, this invitation-only event on Thursday 14 April is a great opportunity to catch up with industry friends for an evening of fun, food and drinks! Meet new and old friends from the homeland as you kick off FILEX 2011 in style!

FREE access to Fitness First clubs

During the FILEX weekend you can take yourself, your ID and your FILEX name badge to any Sydney-based Fitness First club listed on www.fitnessfirst.com.au and you'll be able to work out for free! If you've never experienced Fitness First's world-class facilities, take advantage of this fantastic opportunity. Full details and conditions will be included in your FILEX delegate handbook, which you'll receive onsite at registration.

FitnessFirst

Exclusive registration rates for Ultimate Super Workshop attendees

Are you torn between attending the FILEX convention and getting your quarterly program update for your favourite Les Mills program? We have the solution! Les Mills Instructors can attend the Friday and Saturday FILEX sessions, and then attend the Les Mills Ultimate Super Workshop on Sunday 17 April! Simply register for the Ultimate Super Workshop with Les Mills Asia Pacific and then you will be entitled to a special registration rate for the FILEX Convention, which is available exclusively to USW attendees. Refer to pages 36 & 37 for more details.

LES MILLS

Cutting edge early morning workout

Get a great start to your weekend with an early morning workout at the 2011 Australian Fitness & Health Expo. Keep your workout at the cutting edge and experience the latest and highest quality commercial fitness equipment from the largest display in the southern hemisphere. Free sessions will be held from 7am to 9am on Saturday 16 and Sunday 17 April in the Sydney Convention & Exhibition Centre, entry is through Hall 5. Don't miss this fantastic opportunity!



GOLD PASS

GET MORE WITH THE GOLD PASS PACKAGES

The Business Gold Pass and PT Gold Pass packages are the most comprehensive and cost-effective way to experience everything that FILEX 2011 has to offer. Specifically designed for fitness business owners, managers and personal trainers, the Gold Pass registration provides you with access to the Business Lounge, inclusion in the Business or PT Business Summit, attendance at the Business or PT Breakfast event, as well as full registration to the 3-day convention and unlimited 3-day access to the FILEX Business Lounge and Australian Fitness and Health Expo.

Your FILEX 2011 Gold Pass provides you with:

Business OR PT Business Summit

Specialist pre-convention day on Thursday 14 April – see right for details.

3-day FILEX Convention

The 3-day FILEX program includes an amazing fitness business strand presented by leading international business professionals from both inside and outside the fitness industry. These three days provide the motivation, inspiration and practical ideas to dramatically increase your success in the fitness industry.

Business OR PT Business Breakfast

Get the lowdown on hot industry topics over a hot breakfast on Saturday 16 April – see right for details.

Unlimited access to the Australian Fitness & Health Expo

Your FILEX 2011 Gold Pass provides you with unlimited 3-day access to the largest fitness exhibition in the Asia Pacific region – the Australian Fitness & Health Expo.

Business Lounge

As a FILEX 2011 Gold Pass holder you will receive unlimited access to the Business Lounge situated in the Sydney Convention Centre for the duration of FILEX 2011. VIPs and Gold Pass holders have access to this area where they can access the internet while relaxing with the refreshments provided.





BUSINESS SUMMIT Thursday 14 April

This 1-day summit is all about 'mojo' – the special something that makes an individual or business stand out from the crowd. Dan Gregory, regular on ABC TV's *The Gruen Transfer*, shows you how to create charismatic marketing campaigns on a shoestring budget; branding guru Derek Barton illustrates how an inexpensive makeover can transform the feel of your facility; Karen Woolley explores the concept of 'small giants'; and Gary Bertwistle discusses how maintaining your personal mojo can reverberate through your business. A diverse panel wraps up this fascinating day with predictions for the state of the fitness industry in 2016.

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CREATIVE FITNESS
MARKETING



BUSINESS BREAKFAST Saturday 16 April

This annual event provides a great opportunity to interact with fellow fitness business operators while enjoying a hot breakfast and getting the lowdown on the hot topic of membership pricing. Chairperson Emmett Williams and a panel of industry experts discuss the challenges of setting the price points for your business, tackling areas such as setting prices based on those of your competitors, marketing your pricing strategy, and whether you should use monthly, annual or no-contracts. A fantastic opportunity to put forth your hard-hitting questions and reap the benefit of the panel's invaluable business knowledge. An invigorating way to kickstart your day!

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expect different.



PT BUSINESS SUMMIT Thursday 14 April

Featuring highly sought-after presenters from within and outside the fitness industry, the 2011 PT Business Summit is a single day that will set your business up for the whole year. In the morning Karen Woolley explores the concept of 'small giants', physiotherapist Anna-Louise Bouvier shows you how to create a feel good PT business, and then Elisabeth Shaw shows you how to protect your reputation and brand. After lunch, Bryan O'Rourke reveals how to increase your online presence and expand your client base, and branding guru Derek Barton shows you how to connect with your clients and make your training business the one that clients brag about.

SPONSORED BY



PT BUSINESS BREAKFAST Saturday 16 April

The PT Breakfast provides an excellent opportunity to interact with fellow personal trainers, as *The Biggest Loser* trainer Michelle Bridges questions the role of PTs in Australia's obesity epidemic – and it all happens over a delicious hot breakfast. As personal trainers we are in a unique position to fight the war on obesity, yet as a nation we are failing to gain traction in this war. Learn how, as a personal trainer, you can connect with your clients and change the way they think to pave the way for greater fitness success. Don't miss this fantastic way to begin your FILEX day!

REGISTER TODAY!

Register as a Gold Pass delegate TODAY to get the most out of your FILEX weekend!

Please note when completing the registration form on pages B,C,D and E (centre pages), it is essential to opt in for the Summits and Breakfasts in your Gold Pass registration to guarantee yourself a seat!

BECOME AN ELITE PERSONAL TRAINER

Have you ever thought about becoming a Personal Trainer but just haven't found the time?

Our interactive and comprehensive online delivery system is flexible to fit around your lifestyle.

Network delivers Certificate III in Fitness (SRF30206) and Certificate IV in Fitness (SRF40206) from the comfort of your home with the freedom to study where and when you want.

For more information, please call us today on 02 8412 7400 or visit us at www.fitnessnetwork.com.au



PRE-CONVENTION WORKSHOPS

If you are looking to extend your knowledge, broaden your fitness horizons or earn your full CEC requirements over the FILEX weekend, then check out these pre-convention workshops. These innovative workshops have been designed to increase your skills and professionalism, and offer the opportunity to really make the most of your time around the convention weekend. Spaces are limited, so register early to avoid disappointment.

INDOOR CYCLING EXPERIENCE (I.C.E) WORKSHOP – STAGE 1 PRESENTED BY EFFE DIAMOND

Following sold-out courses throughout 2010, Australian Fitness Network's Indoor Cycling Experience (I.C.E) Stage 1 workshop is back for FILEX 2011! Suited to both novice and experienced cycling instructors, the I.C.E training workshop focuses heavily on music and technique, teaching you how to effectively accommodate the range of experience and fitness levels that you typically see in your classes. Don't miss this opportunity to experience what indoor cycling can really be about and to take home the proven skills, drills and techniques to keep your participants returning class after class.

Date: Wednesday 13 & Thursday 14 April
Time: 9am to 5pm
Venue: Fitness First, Darlinghurst
CECs: 15
Price: Member – \$349 Non-member – \$429

THIS WORKSHOP IS BROUGHT TO YOU BY



GROUP SUSPENSION TRAINING® PRESENTED BY FRASER QUELCH

If you are ready to discover a new way to make your clients sweat in a group, this is the workshop for you. Learn not only the basics of TRX® Suspension Training, but how to utilise this amazing piece of equipment in a group situation. You'll finish the day with a TRX® workout in your back pocket – ready to teach and apply in a class situation with your own teaching style layered over the top. Gain the skills to:

- ▶ Set up and use the TRX® Suspension Trainer
- ▶ Adjust exercises for every fitness level
- ▶ Teach a range of TRX® strength and flexibility exercises
- ▶ Lead a TRX® Group Class in two different formats
- ▶ Design group TRX® workouts to fit your own style.

Date: Thursday 14 April **Time:** 9am to 5pm
Venue: Punchfit Academy, Randwick **CECs:** 7
Price: Member – \$229 Non-member – \$299

THIS WORKSHOP IS BROUGHT TO YOU BY



IT'S HERE!

SH'BAM™

Own a piece of the dance-floor at the Official Australian Launch of SH'BAM™ - the seriously simple dance workout by Les Mills. Experience the workout and dance party first-hand, with free entertainment and stacks of prizes and giveaways.

To secure your place, simply tick that you are attending the SH'BAM™ Launch Party on the session selection form (Page E of the FILEX 2011 Registration, in the middle of the brochure)

LES MILLS
www.lesmills.com.au

THANK YOU TO OUR FILEX 2011 SPONSORS

Thanks to the generous support of our sponsors and event partners, FILEX is the biggest and best fitness convention in the Southern Hemisphere. Without their financial support and equipment provision, we could not deliver the high quality event for which we have become renowned. We gratefully thank them for their ongoing support, and urge you to show your thanks by supporting them too.

// CO-SPONSORS

Aeromic



Since 1990, Peter Paisley has handmade in excess of 38,000 Aeromics and Cyclemics for use in fitness facilities worldwide. Peter's commitment to improvement persists with the release of the Aeromic AM11. It includes the

frame improvements of recent years, plus the addition of a blast-proof capsule with superior sweat resistance, and is great value at just \$495, including GST. For more information call Aerobic Microphones Australia on 02 8399 1052, email info@aeromic.com.au or visit www.aeromic.com.au

Les Mills



Les Mills is the premium supplier of ten pre-choreographed group exercise programs including BODYPUMP®, BODYBALANCE® and the latest programs SH'BAM™ and CORE.

Supporting the programs, Les Mills offers a comprehensive system for clubs to maximise their group fitness operations via instructor training, group fitness management and marketing support. Les Mills is the cornerstone of group fitness timetables across the globe with 13,000 facilities, 70,000 instructors and six million participants experiencing a Les Mills workout every single week. For more info visit www.lesmills.com.au

PTontheNet



Personal Training on the Net (PTontheNET) was originally created to inspire, educate and unify personal trainers and fitness professionals in the fitness industry. Today it is the leading online fitness resource dedicated to helping

personal trainers and fitness professionals on their quest for knowledge. Now packaged with PT Network membership, PTontheNET is your key to successful and ongoing personal growth and career development. To find out more visit www.ptonthenet.com

Trax Music



Consistently delivering fabulous music to the fitness industry for more than 20 years, Trax has the music to satisfy all your needs. If you deliver classes in step, HiLo, circuit training, mind body, aqua, cycling or boxing, Trax has the music to keep your classes

full and your participants coming back for more! Boasting a huge catalogue of PPCA-free releases, there's no need to look elsewhere for the soundtrack to your next class. To check out the full range, visit www.traxmusic.com.au

// BUSINESS SUMMIT SPONSORED BY

Creative Fitness Marketing



If you want to get more members, increase monthly cash-flow, build community awareness, target the de-conditioned and corporate populations or boost secondary spend, then Creative Fitness Marketing (CFM) can make it

happen. Since 1990, CFM has helped thousands of clubs worldwide to boost their memberships through its 'risk and outlay-free' sales marketing membership drive. For more information on how CFM can help enrol 200 to 700 new members into your club, call 03 8643 7474 or visit www.creativefitness.net

Ezypay



Award winning Ezypay is a direct debit service provider dedicated to helping fitness facilities regulate cash flow and revenue. Named Telstra NSW Medium Business of the Year 2010, Ezypay continues to innovate and grow to provide

customers with the most dynamic and innovative payment collection systems in the market. Ezypay also provides the fitness industry with the most up-to-date research from the annual Australian & New Zealand Fitness Industry Survey. For more information phone 1300 762 726 or visit www.ezypay.com.au

// PT BUSINESS SUMMIT SPONSORED BY

Vision Personal Training



Vision Personal Training was founded by Andrew Simmons in 1999, with the first studio opening in 2001. Vision now has over 45 studios in NSW, QLD and VIC. The recipient of numerous awards over the years, including the 2008 NSW/ACT Emerging Franchise System of the Year, Vision is proud to have been named National PT Business of the Year 2010. To find out more visit www.visionpt.com.au. Vision Personal Training is also sponsoring Andrew Simmons' FILEX presentation, and co-sponsoring the Business Summit.

// SUNDAY KEYNOTE ADDRESS SPONSORED BY

Links Modular Solutions



Links Modular Solutions provides one integrated software solution for health clubs, leisure centres and similar businesses, saving you time and money. With an intuitive retention management system, seamless direct debiting, health consultation records, online membership sales, online facility and class bookings, self service kiosks, full retail point of sale, as well as normal membership and class bookings, Links is your forward-thinking solution. For more information on how Links Modular Solutions can help your business, visit www.linksmodularsolutions.com

// BUSINESS BREAKFAST SPONSORED BY

StarTrac



Since 1988, Star Trac has been a leader in developing advanced equipment for the fitness industry. Its user-focused product innovations are reflected in the complete line of cardiovascular and strength equipment, including the revolutionary Star Trac Coach™, a personalised treadmill workout led by a professional coach, the groundbreaking eSpinner® and the Inspiration Strength™ line that takes aesthetics, biomechanics and features to the next level. To find out more, contact Blue Fitness Australia on 1-800-507477 or visit www.bluefitness.com.au

// DELEGATE SATCHELS SPONSORED BY

Technogym



Technogym, The Wellness Company, creates, designs and manufactures innovative solutions to cultivate physical and psychological wellbeing through physical activity. Technogym was designated Official Supplier of the 2000 Sydney, 2004 Athens, 2006 Torino & 2008 Beijing Olympic Games as well as for the upcoming 2012 London Olympic Games. For more information on Technogym's diverse range of products, visit Stand 020 at the Australian Fitness & Health Expo, call 1800 615 440, email info.au@technogym.com or visit www.technogym.com/au

// PRESENTER SPONSORSHIP

Justin Tamsett sponsored by Active Management



Active Management is Australia's premier fitness business coaching company. It runs the highly successful REX Round Table program for club owners and personal trainers. In addition to one-on-one business coaching, Active Management offers a range of services from mystery shopping, staff training and marketing assistance, to help with setting up your social media campaigns. For more information visit www.activemgmt.com.au

Katharine Millard sponsored by Elixir Health Clubs



Elixir is a unique health club concept, designed with passion to provide an environment for members to energise the body and calm the mind. With clubs in three prime Sydney locations, Elixir specialises in Pilates, yoga and fitness kickboxing. Each club includes dedicated cardio and weight training areas, and Elixir Bondi Junction also offers indoor cycling and a 25-metre indoor pool. In harmony with mind and body, Elixir also offers meditation and personal development seminars. For more info visit www.elixr.com.au

Sandy Coffman, Gavin Aquilina & Kristian Manietta sponsored by BFit2



BFit2 is an online fitness, nutrition and training portal that provides innovative tools and fun programs to guarantee results for your members. BFit2 provides motivation and support, along with an energised training community to help clubs attract, keep, create and reactivate their members. BFit2 has been specifically designed to work with clubs to: attract new members; retain current members; increase PT revenue; and reactivate past members. For more information visit www.bfit2.com

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Fraser Quelch sponsored by Fitness Anywhere



TRX® produces and sells Suspension Training® and other functional training tools and programs to trainers, coaches, clubs, athletes, the military and fitness enthusiasts worldwide. Born out of the US Navy SEALs, TRX Suspension Training® simultaneously builds strength, balance, flexibility and core stability through the use of the TRX® Suspension Trainer®, a portable tool that leverages gravity and bodyweight to enable hundreds of exercises. For more information on TRX® Suspension Training®, visit www.hf.com.au

Richard Beddie sponsored by Fitness New Zealand



Fitness New Zealand (FitnessNZ) is a non-profit organisation committed to working on behalf of its membership base of over 250 exercise facilities (75% of the industry). FitnessNZ provides information on key industry issues in New Zealand, as well as running the national conference, industry awards and other events. For more information email fnz@fitnessnz.co.nz or visit www.fitnessnz.co.nz

Lenny Parracino sponsored by Gray Institute



The Gray Institute is internationally acclaimed for its innovation, development, mastery, and delivery of Applied Functional Science. Its services are recruited to consult, analyse, assess, rehabilitate, restore, train, and condition individuals of all levels and abilities, including professional sportspeople. The Gray Institute's internationally-renowned staff of presenters has more than three decades of experience in presenting its Chain Reaction Transformation and Live Function seminars to teach professionals from all areas of the medical and training industries.

Diane Vives sponsored by HF Industries



HF Industries is a family owned and operated company that has been successfully serving the needs of the Australasian fitness market for over 30 years. HF represents more than 20 international brands, including FreeMotion® Cardio, Strength and FreeMotion® Vertex Vibration, Balanced Body® Pilates, TRX® Suspension Training®, HyperWear®, BodyCore®, FitWall®, The Original Step®, The HF Vest, PowerBlock® and Marpo Kinetics Rope Climbers.

Matty Clarke & Melinda Woods sponsored by IndoorCycling.com.au



IndoorCycling.com.au is a program-specific music provider catering for the needs of the indoor cycling instructor. Indoorcycling.com.au launched its own pre-choreographed RIDE™ program in April 2010, since when it has quickly grown to feature on the timetables of some of the biggest health clubs and fitness chains in Australia. RIDE™ offers a set program structure alongside a PPCA-free music soundtrack, making it a cost-effective indoor cycling class format for today's group exercise instructors.

Andrew Simmons sponsored by Vision Personal Training



Vision Personal Training was founded by Andrew Simmons in 1999, with the first studio opening in 2001. Vision now has over 45 studios in NSW, QLD and VIC. The recipient of numerous awards over the years, including the 2008 NSW/ACT Emerging Franchise System of the Year, Vision is proud to have been named National PT Business of the Year 2010. To find out more visit www.visionpt.com.au. Vision Personal Training is also sponsoring Andrew Simmons' FILEX presentation.

Lisa Kaye & Wayne Seeto sponsored by STOTT PILATES®



Founded in 1988 by Lindsay and Moira Merrithew, the Merrithew Health & Fitness Group's mission is to promote the benefits of mind-body exercise worldwide. STOTT PILATES®, Merrithew's premier Pilates brand, delivers innovation through equipment and high-caliber education, with over 28,000 people from 106 countries trained so far. STOTT PILATES® is a contemporary approach to the original exercise pioneered by Joseph Pilates. This clear and comprehensive approach forms the basis of the STOTT PILATES® training and certification programs.

Derek Barton & Victor Brick sponsored by Links Modular Solutions



Links Modular Solutions provides one integrated software solution for health clubs, leisure centres and similar businesses, saving you time and money. With an intuitive retention management system, seamless direct debiting, health consultation records, online membership sales, online facility and class bookings, self service kiosks, full retail point of sale, as well as normal membership and class bookings, Links is your forward-thinking solution. For more information on how Links Modular Solutions can help your business, visit www.linksmodularsolutions.com

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Mark Buckley sponsored by Highest Quality Health & Fitness



Announcing the worldwide launch of the sensational NEW LOOK Total Gym/GRAVITY! A sneak preview will be available from February 2011 at www.hqh.com. HQH (Highest Quality Health & Fitness) is the South Pacific distributor for C.H.E.K Institute Education, Total Gym/ GRAVITY and FMA Strength Training. HQH also offers functional fitness equipment solutions. Check out the new-look commercial Total Gym line at the HQH stand at the Australian Fitness & Health Expo, or at www.hqh.com

Mark McKean sponsored by University of the Sunshine Coast



The University of the Sunshine Coast commenced Fitness Research with an initial grant from the Australian Institute of Fitness. The purpose of the research program is to improve the health of Australians by providing an improved body of fitness knowledge for dissemination, training and implementation by the fitness industry. Enquiries from fitness professionals wishing to undertake postgraduate study in fitness can be made to Dr Mark McKean at USC.

Beto Perez & Team sponsored by Zumba®



The Zumba® program fuses hypnotic Latin and international rhythms with easy-to-follow moves to create a one-of-a-kind group fitness-party™. Spreading like wildfire around the globe, Zumba® has positioned itself as one of the most influential movements in the fitness industry. The program is taught at over 50,000 locations in 75 countries, with an astonishing six million regular participants taking Zumba classes every week. To learn more, visit www.zumba.com

Michelle Kenway & Dianne Edmonds sponsored by Continence Foundation of Australia



The Continence Foundation of Australia is the peak body for people with bladder and bowel control problems (incontinence). Four million Australians are affected by incontinence, which can have a huge impact on their quality of life. The Continence Foundation is working in partnership with the fitness industry to raise awareness of the role of the pelvic floor in maintaining bladder and bowel control. This includes promoting pelvic floor safe exercises, so that more Australians can live without the constraints of incontinence. For further info visit www.continence.org.au

// SESSION SPONSORS

Australian Institute of Fitness



The Australian Institute of Fitness is FIRST in Fitness Courses & Careers. With more courses, campuses, graduates and career partners, the Institute can get you qualified as a Personal Trainer and in the fitness industry quickly. You can study full-time, part-time or online. Your qualifications will be instantly recognised across Australia and around the world. Call the Institute NOW on 1300 669 669.

CHISM



The Children's Hospital Institute of Sports Medicine (CHISM) provides a comprehensive, specialised approach to children's fitness, exercise science and sports medicine. CHISM's mission is to provide the highest quality services in paediatric sports medicine and exercise science through clinical care, research, policy development and education and training. For more information on CHISM's eLearning Certificate IV Specialisation Module: Plan and Deliver Exercise for Children and Young Adolescents (SRF CHA001A), visit www.chism.chw.edu.au

Ezypay



Award winning Ezypay is a direct debit service provider dedicated to helping fitness facilities regulate cash flow and revenue. Named Telstra NSW Medium Business of the Year 2010, Ezypay continues to innovate and grow to provide customers with the most dynamic and innovative payment collection systems in the market. Ezypay also provides the fitness industry with the most up-to-date research from the annual Australian & New Zealand Fitness Industry Survey. For more information phone 1300 762 726 or visit www.ezypay.com.au

Fitness Quest



Fitness Quest is the global distributor of the world-renowned BOSU® Balance Trainer and BOSU® Ballast Ball, and is now working with WaterRower® to bring the latest critically acclaimed group exercise program to the market – Indo-Row®! Indo-Row® has been listed as one of the most important new workouts in the United States by numerous magazines, and has been a sold-out sensation at fitness conventions around the world. For more info visit www.indorow.com

// SESSION SPONSORS

Les Mills



Les Mills is the premium supplier of ten pre-choreographed group exercise programs including BODYPUMP®, BODYBALANCE® and the latest programs SH'BAM™ and CORE.

Supporting the programs, Les Mills offers a comprehensive system for clubs to maximise their group fitness operations via instructor training, group fitness management and marketing support. Les Mills is the cornerstone of group fitness timetables across the globe with 13,000 facilities, 70,000 instructors and six million participants experiencing a Les Mills workout every single week. For more info visit www.lesmills.com.au

QPEC



QPEC is:

- an industry leader for workshops and education
- an innovator offering cutting-edge training tools
- a distributor of the highest quality reputable products, including BOSU, TWIST, SPRI and Body Bar
- recognised worldwide for all fitness industry needs.

For more information on products or workshops call QPEC on 07 3219 2966 or visit www.qpec.com.au

Fitness Australia



Fitness Australia is the national health and fitness industry association working for a fitter, healthier Australia. It is a not-for-profit, member-based association with over 1,300 registered businesses and 23,000 registered

exercise professionals Australia-wide. Registration gives exercise professionals credibility, portability and protection. Promote your credentials and show your clients you care about their safety, provide quality service and are committed to meeting industry standards. For more info visit www.fitness.org.au

Fitness First



Fitness First has over 90 locations Australia-wide. With a mission to make the world a fitter and healthier place, Fitness First provides its members with the latest cardio and strength equipment, personal training and a variety of group fitness classes including Cycle, BODYPUMP™, BODYBALANCE™, Core, Yoga, Pilates and Outdoor Training in an environment that is non-intimidating and designed to keep members motivated and entertained. Visit www.fitnessfirst.com.au for further information.

Impact Training Corporation



Impact Training Corporation (ITC) is the key to achieving phenomenal success in the fitness industry. Commonly known as Australia's most prestigious and successful sales consultancy and mentoring company, ITC teaches the cutting-edge skills required for your team to increase your business' bottom line. ITC mentors will provide you with their expertise and help you advance your career while enhancing your knowledge. Workshops coupled with one-on-one coaching and strategic planning have helped to create success for hundreds of businesses worldwide. For more info visit www.impact-training.net

Indoor Cycling Experience (I.C.E)



The industry is in need of passionate, skilled, qualified and innovative indoor cycling instructors. Network delivers Indoor Cycling Experience (I.C.E) training courses that are accredited with Fitness Australia and upon completion give you 15 CECs. You'll learn how to create/teach classes, safe technique for all levels and music interpretation. To find out more visit www.fitnessnetwork.com.au/ice or call 02 8412 7400.

Network Pilates



The Network Pilates course is a nationally recognised Certificate IV qualification, which will provide you with the knowledge and skills to become a sought-after Pilates instructor in the fitness industry. With

our exceptional team of highly trained Pilates educators you'll be taught by presenters who understand how it all fits in with personal training, group exercise and the wider fitness environment. To find out more visit www.fitnessnetwork.com.au/pilates or call 02 8412 7400.

Punch Equipment



Punch Equipment's team of designers are also accredited instructors in many disciplines, and their boxing equipment design concepts are assessed for safety and durability. Only when these criteria are met will the product be included in the commercial range. That's why – unlike other brands – PUNCH offers a Pre-Test 2 year to AAA lifetime commercial warranty. To view the online catalogue go to www.punchequipment.com or call 13 000 PUNCH (78624) for your nearest stockist.

BUSINESS SESSIONS



// BUSINESS SUMMIT

The 2011 Business Summit is all about 'mojo' – the special something that makes an individual or business stand out from the crowd. This absorbing day features four excellent speakers presenting you with ideas and strategies to grow and energise your fitness business.

The day opens with **Dan Gregory**, advertising and creativity expert and regular on ABC TV's *The Gruen Transfer*, showing you how to create charismatic marketing campaigns on a shoestring budget. Next up, **Derek Barton**, the man who made Gold's Gym a global brand, illustrates how an inexpensive makeover can transform the feel of your facility.

After lunch, **Karen Woolley**, Associate Professor at Queensland University, explores the concept of 'small giants' – companies that embrace their charisma and choose to be great rather than big. Following this, **Gary Bertwistle**, founder of Blue Moon Creative, discusses how maintaining your personal mojo can reverberate through your business.

A diverse panel of industry leaders chaired by **Justin Tamsett** wrap up this fascinating day with an invigorating discussion about their predictions for the state of the Australian fitness industry in 2016.



Arming David – How small business can punch above its weight **Dan Gregory**

Rather than being a lesson about pride preceding the downfall of the big guy, Dan believes the story of David and Goliath is more to do with the ingenuity and mojo of the little guy. Small business often offers strong products or service, but lacks sophisticated marketing. Learn the secrets of the Goliath brands and how a little knowledge and some charismatic leadership can help small businesses market above their weight. Discover what big brands do that small brands should, the 12 critical components to giving a small to medium business impact, scale and visibility and how to make your marketing budget appear bigger than it actually is.

Energise your brand with an inexpensive facility makeover **Derek Barton**

We all spend money renovating our homes and investing in lighting, artwork and furnishings that inspire us and make us feel more comfortable. Yet when it comes to their own clubs, not many gym owners put the effort into creating a great atmosphere for their members. In this valuable session, branding maestro Derek reveals how to give your club an inexpensive makeover that will inspire members – and prospective members. Using real life examples, including 'before and after' shots of world-class facilities, Derek demonstrates how even the most challenging areas of your facility can be made to look special.

Small giants make BIG things happen **Ass. Prof. Karen Woolley**

Slowly, but surely, successful entrepreneurs around the world are challenging the widely accepted mantra that endless growth is good. These 'small giants' have chosen to create companies that are great, rather than big. Small giants focus their business charisma on creating great workplaces, delivering great customer service, nurturing great communities, and enjoying great lifestyles. Learn how to get your fitness business working for all the right reasons by using your energy to become the best in the world at what you do – and reap outstanding rewards as a result.

Who stole your mojo? (And how you can get it back!) **Gary Bertwistle**

Following Karen's advice for finding your business groove, Gary asks 'what about your personal mojo?' Your personal mojo is that little bit of extra energy, the magic that enables you to get the most out of life; it's the difference between a good day and a GREAT day. Lose your mojo and you will know it – and so will your employees and members. Gary introduces the basics of Mojo Mindset – easy-to-implement tools for reigniting the spark in you and your business. Take home real actions to get your mojo back and drive your business and personal life to reach their true potential.

The fitness industry in a crystal ball **Expert panel, chaired by Justin Tamsett**

This panel of industry leaders gazes into a crystal ball to make predictions for the state of the Australian fitness industry in 2016. Find out their views on how memberships will be sold; what the service model will look like, and how personal training will be placed within the industry. Discover how we will market our services; whether we will increase the percentage of Australians exercising and whether the challenge of retention will be overcome. By looking to the future you can strategically position your business for greater success.

BUSINESS SUMMIT DETAILS

Date: Thursday 14 April **Time:** 8:30am to 5:30pm
Venue: Doltone House – Jones Bay Wharf, Pyrmont
Price: **Member** – \$479 **Non-member** – \$549
OR INCLUDED IN THE BUSINESS GOLD PASS
CECs: 4

This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.

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// BUSINESS SESSIONS

Featured presenters

Derek Barton



Derek is a marketing, advertising, branding and customer service expert. The former Senior Vice-President of Marketing for Gold's Gym, he helped build Gold's into one of the industry's most respected and recognised brands. During his tenure, Gold's Gym received numerous awards for its innovative marketing, and was listed in America's Greatest Brands book. Derek now runs his own marketing consulting and entertainment production company.

Sandy Coffman



An internationally acclaimed speaker with 30 years of success in the industry, Sandy is the owner and president of Programming for Profit, a consulting and training company specialising in customer service, programming and retention. The recipient of Can-Fit-Pro's Lifetime Achievement Award (2008), Sandy is on the advisory board for ICAA and is the author of *Successful Programs for Fitness and Health Clubs: 101 Profitable Ideas*.

Bryan O'Rourke



Bryan is a recognised strategist, technologist and fitness industry expert. With a track record of growing global brands, he now serves as executive co-founder and shareholder in a number of successful fitness industry companies, including Fitmarc, Integerus, The Flywheel Group and The Health Club for Women.

1-DAY WORKSHOP FRIDAY 15 APRIL, 11:30am – 6:30pm

Managing a successful fitness business in 2011 // A1A

Justin Tamsett

This full-day session takes you on a journey encountering every aspect of running a successful fitness business.

11:30am to 12:45pm – Managing the numbers: Learn what the key performance indicators are for your business and what the industry benchmarks are for performance. More importantly, learn what to do in your business when the gap between projected and actual numbers is not what you want it to be!

1:30 to 3:15pm – The marketing labyrinth: This action-packed session is all about take home information for you to strengthen the marketing for your business. Learn the 'Fab 4 Marketing Plan', the best strategies for designing a marketing piece and a bucketload of marketing suggestions to grow your business.

3:45 to 4:45pm – Closing the back door: Learn how to have your members stay longer. Receive strategies guaranteed to increase customer retention. Walk away with exercise adherence programs, call scripts and the knowledge to put together a plan to improve this critical aspect of your business.

4:50 to 6pm – The right people on the bus: The success of any business is based on its people. Justin provides the tools to help you select the right ones. Learn key interview techniques to ensure you get the right people. You'll also walk away with your own Unique Employment Proposition (UEP) so you become an employer of choice.

6 to 6:30pm – Open Forum: Bring your questions to the table and take advantage of Justin's free consulting to help your business.

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Programming for profit and retention // A1B

Sandy Coffman



The goal of programming is retention. Sandy presents a retention program based on a calendar of events, activities, and programs to keep your members active for a full year. Called the Wheel of Logical Progression, the program includes marketing procedures, scheduling techniques and training programs that can be applied to every department. From set-up to follow-up, take home specific programming principles to retain your members. [L](#)

SPONSORED BY Brit2

MANA' – A values-based approach to business and leadership // A1C

Steven Renata



Explore the essence of MANA', a Maori term describing integrity. Focusing on MANA's core values of power, respect and humility, Steven looks at case studies where this emerging model of leadership has been applied. By reviewing the fitness industry and the challenges it faces, you'll learn how everyone who works within our industry can benefit from adopting this approach. [L](#)

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What's the best PT model for your business? // A1D

Dominic dos Remedios

Choosing the right PT model can be critical to your future business success; should you employ, sub contract, franchise or simply rent space to your trainers? Having grown a large scale franchised model, an employee model and more recently worked closely with independent studios, Dom analyses which model will best suit your business needs. A must-attend session if you are considering changing your PT model. [L](#)

Be a world class group fitness manager // A1N

Michelle Dean

The Group Fitness Manager is the heart of every group exercise operation. A GFM with the passion, drive and vision to develop and lead a world-class team has the potential to become as important as a sales manager in any facility. Michelle reveals how the Les Mills GFM Leadership tools can help you create clarity, mobilise people into action and deliver world class assessments. [L](#)

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// BUSINESS SESSIONS

Use social media to grow your business // A2B

Bryan O'Rourke

The best marketing is word-of-mouth! In this session you'll learn how to adopt one of the most effective forms of word-of-mouth: social media. Join industry expert Bryan to learn how to increase your online presence and extend your network of customers and referral sources. Take home simple but effective secrets to leverage social media technologies and grow your fitness business. **L**

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Put the WOW into your branding and customer service // A2C

Derek Barton

Whether you're a single club owner or a multi-club owner, branding your company properly is the first step to attracting customers. Keeping them and turning them into ambassadors for your brand is all about great customer service. Whether yours is a low-cost model or full service club, join Derek to learn from successful companies that know the importance of great branding and the value of the customer's experience. **L**

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Emerging models and proven strategies for every club // A3B

Paul Brown

Join Paul as he delivers a selection of the best club ideas from around the globe. Examining varying club formats, marketing strategies, layout and design, he also explores differing service models along with a range of proven strategies that can be adapted to suit almost any size or style of club. Learn how to adopt strategies that appeal to you and how to compete head on with those that don't. **L**



Special sales and communication skills for your staff // A3C

Sandy Coffman

Retention is the key to increasing your bottom line and is based upon usage and participation, so every staff member must have the communication tools to 'sell' fitness to members every day. Join Sandy and learn how to communicate professionally with staff and members, create a positive response in seven seconds, ask the right questions and get the right answers, and get more people in your programs and classes than ever before. **L**

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Grow club profits from personal training // A3D

Richard Beddie

Learn how different models for personal training in fitness facilities can affect your business. Detailing a successful model of a 250-member club supported by a dozen PTs, Richard shows you how to duplicate this success in your club and provides strategies for holding onto your number one retention tool – good trainers. **L**

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Critical health club KPIs // A4B

Victor Brick

For many club owners, problems gauging the performance of their business arise from measuring the wrong key performance indicators. In this session Victor explains exactly what KPIs are, which KPIs you should track, what the industry baseline averages are for the critical KPIs, how to establish your KPI baselines and how you can use KPIs to get the results you desire. **L**

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Making MACRO management happen // A4C

Nigel Champion

Most of us have aspirations to macro manage so we have the time to work on our businesses and not for them. However, amidst the day-to-day pressures of running our businesses we are often forced onto the micro management treadmill. So, what's the secret to great macro management? Join Nigel, Network's Director, to find out! **L**

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Top consumer trends in 2011 // A4D

Simon Hall

We can only service and maintain our members if we know what they want. Using information gathered in the 2011 Australian & New Zealand Fitness Industry Survey, consumer trend reports and his own market awareness, Simon outlines the top consumer trends impacting the fitness industry in 2011. Walk away from this session with specific ideas you can immediately implement in your facility. **L**

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7 steps to running profitable group fitness events // B1A

Steven Renata

Discover the power of group fitness events for your business. Join Steven to learn the 15 latest research trends in this field and how to plan group fitness events, taking inspiration from a case study of California's biggest group fitness event of 2010. Covering everything from event registration and marketing tools, to event evaluations and the metrics that drive attendance and profit, take home the keys to accessing this revenue stream. **L**

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The secrets to dramatically increasing your sales // B1B

Steve Jensen

Thousands of dollars are lost every day because of poor conversion processes. Why do some sales people excel while others struggle? Steve shows you how the most successful sales people see more prospects and make more sales by mastering the art of qualification. By implementing this essential skill, your staff will have the ability to take and make calls that dramatically increase your sales. **L**

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Programming success for older adults // B1C

Sandy Coffman

Join Sandy for some innovative ideas for attracting the baby boomer and older adult markets. Discover how to get this market interested in your facility and how to meet its psychological and emotional wants and needs. Learn older people's top 10 barriers to joining your club, which staff should work with this population, and marketing, promotional and scheduling techniques that will result in growth and retention. **L**

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// BUSINESS SESSIONS

How to determine your pricing strategy // B2A



Victor Brick

What should you charge for club membership? With new, low-cost providers entering the market, the answer is 'What the target audience think it is worth' rather than 'What the market will bear'. To determine what that is, Victor reveals the pros and cons of different pricing strategies, how to increase the perceived value of your membership without significantly increasing operational costs and how to become price competitive without reducing membership rates. **L**

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BUSINESS BREAKFAST

16 April 2011, 7:30 to 9:30am

DOCKSIDE FUNCTION CENTRE

Making sure the price is right // B1D

Expert panel, chaired by Emmett Williams

Join chairperson Emmett and a panel of highly successful Australian and international facility operators for a lively discussion focusing on the area that has the most profound impact on your bottom line – membership dues. Over a delicious hot breakfast get the lowdown on how the industry leaders set the price points for their businesses. Topics up for discussion include whether you should set your prices based on those of your competitors, and the best way of marketing your pricing strategy. Discover the latest thinking on the hot topic of contracts, and learn how to market special offers without upsetting full paying members. An invigorating way to kickstart your day!

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* INCLUDED IN THE PT GOLD PASS OR \$89 PER PERSON.

Put the WOW into your advertising // B2B



Derek Barton


You spend hard earned money advertising your health club, but are you getting a return on your investment and are people talking about your ads? Nobody cares about advertising unless it affects them emotionally. Don't waste your advertising dollars annoying people with the same old boring ads. Join Derek to learn from the companies that know how to make us love them just for their ads. **L**

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Why people don't join gyms // B2C

Justin Tamsett & panel

Join Justin and the panel as they share the modern day facts and fallacies of why people of various generations don't embark on exercise programs. Discover the trends showing what we need to do to get non-exercisers into our fitness businesses. This unique session delivers profound insights to help develop your service and marketing strategies to better reach this market. **PA**

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Group fitness management: big, hairy and scary // B2N

Michelle Dean

To reach your Big Hairy Audacious Goal of business growth you need to manage attendance, budget and profit targets and hit them every time. Group fitness makes up approximately 30% of club visits – does your club invest 30% of its time, effort and budget in group fitness? Learn from the success of Les Mills' most profitable clubs to see your stats grow to 60% and beyond! A must-attend for all owners, managers and future GFMs. **L**

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Building high performance teams // B3A

Terry Kew

What we consider possible or impossible is more about our beliefs than capabilities. This is what creates our boundaries and limits. Join Terry as he discusses what makes people work harder, what directs such behaviour, and how this behaviour is maintained. Learn how, by following these 'laws of motivation and teambuilding' and working with each individual in a highly effective way, you can build a high performance team. **L**

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Sales, sales... and even more sales! // B3B

Annette Lackovic & Petar Lackovic

There's no mistaking the aim of this super session! Do you want to know how to gain more members and clients and have them spend more money with you, more often? Join Petar and Annette as they draw on their combined 37 years of selling and consulting in the global fitness industry to guide you through their 16 greatest sales tips. **L SS**

SPONSORED BY 

Branding impossible: create a personal or mega brand // B3C

Greg Hurst

Your mission, should you accept it, is to build a business brand. Successful branding is often sought but seldom found. Branding can and should be simple. Individual trainer or large club, the principles are the same. Join Greg as he introduces the branding fundamentals, provides you with a simple yet sophisticated brand architecture template and encourages you to accept your brand mission. **L**

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Motivating the inactive to exercise // B3O



Christophe Andanson

How can the fitness industry make its product more appealing to the inactive segment of society? In this entertaining and enlightening session, Christophe tackles this key question, discussing the importance of delivering a fantastic experience, selling the invisible, highlighting the benefits not the features and questioning whether the traditional membership system is the right one for this target group. **L**

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// BUSINESS SESSIONS

Stop attrition before it starts:
integrating the new member // B4A



Sandy Coffman

Many members quit before they ever get properly started. In this progressive session Sandy gives you specific techniques and program ideas designed for new members and for getting inactive people back into your club. Take home the skills to track participants, use one program to promote another program and target special populations and ability levels. By truly integrating your new members, you'll be on the path to retention. **L**

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Australian Fitness & Health Expo time for
Business delegates // B4C

SPONSORED BY **Expo**

Pool your assets // B40

Mary Gies & Marietta Mehanni

Discover how to increase financial returns from your aqua programs while reaching out to the sedentary and obese populations. Marietta and Mary challenge the notion that aqua fitness is the domain of old ladies, and demonstrate how it can offer even more financial return than your group fitness timetable. Capitalise on the untapped overweight population of non-gym users by exploring the opportunities offered by a revitalised aqua program. **L**

PLENARY SESSION

The impact of technology on the
fitness industry // B5B



Bryan O'Rourke

How will the rapid growth of new technologies impact the fitness industry and your future? In this thought-provoking, experiential session, fitness futurist Bryan discusses how technology mega trends are increasingly changing the fitness business landscape. Compelling facts and video content paint the picture of an exciting future full of great risks and even greater rewards! Join Bryan and start preparing for these future opportunities today. **L P**

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Obtain and train a team of superstars // C1A

Amanda Bracks

A happy, cohesive team is crucial to the success of your club operation. Join Amanda to learn how to find the right people, induct them and train them effectively. Discover how understanding employees will enable you to get the most out of them. Take away the know-how to instigate phenomenal staff retention and build a team of superstars you can be proud of. **L**

How to market on the internet // C1B



Victor Brick

Marketing on the internet is a popular topic of discussion, but very few are doing it properly. Done correctly, web marketing can be a great source of leads and sales. Victor explains where to put your online advertising dollars, how to take advantage of social media and how to do email marketing networking. Plus, take home the principles of effective blogging and the confidence to manage your online reputation. **L**

SPONSORED BY **Links Modular Solutions**

We're all in this together: accountable
staff build successful programs // C1C



Sandy Coffman

Learn how defining the roles of your staff and holding them accountable will guarantee successful programs. By setting guidelines for servicing new, existing, inactive and potential participants, your team will become more productive. Identifying four major program problems and the four business principles to solve them, Sandy shows you how to build a team that builds your business. **L**

SPONSORED BY **Bfit2**

Managing the magic // C10



Andrew Ward

Build a rock solid foundation and transparent organisation for your group exercise team to work within so that they can – and will – perform beyond your expectations. Andrew reviews philosophies and systems for compensation, communication, planning and performance management, specific to your group exercise team. Take home tools which can be easily implemented to improve your member experience and business success. **L**

Make every call count // C2A

Steve Jensen

When a prospect arrives for an appointment they are approximately 80% sold. So, one of the easiest ways to increase sales is to arrange to see more people. Make every call count by learning how to reduce call reluctance and make effective outgoing calls. Take home a list of telephone prospecting strategies that will increase your number of daily appointments and lead to more sales. **L**

SPONSORED BY **IMPACT**



Is marketing as easy as 1-2-3? // C2B

Justin Tamsett

The success of most businesses is based on sales. But you cannot make sales without enquiries, which is why you need a powerful and effective marketing plan. Learn how to integrate your social media, your website and your external marketing strategies into 4-month campaigns that will produce more enquiries. Plus, learn the difference between designing marketing pieces for online and print, and walk away with an implementation plan. **L**

SPONSORED BY **Active management**

The future of retention is now // C2C

Paul Brown

Grow your membership and improve your bottom line with cutting edge advances in member loyalty. International retention pioneer Paul shares his most recent experiences from around the globe so you can learn from the systems used by the world's best operators. Including practical advice, case studies of the most successful retention initiatives and insights into where the industry is heading, this session is certain to ignite lively audience discussion. **L**

PLENARY SESSION

Emotionally connect with your
customer // C3A



Derek Barton

Are any customers more loyal than Apple customers? Evangelists for the brand, they are emotionally connected to what they perceive to be great products. This loyalty doesn't just happen – it happens because of innovative thinking, from branding to how the products and services work. Derek explains how you can learn from the best brands to emotionally connect with your customers – and keep them for life. **L P**

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FitnessFirst @ FILEX 2011

THURSDAY 14 APRIL // 10AM – 3PM // SYDNEY CONVENTION CENTRE

Back by popular demand, this 5-hour intensive workshop has been developed specifically for Fitness First Personal Trainers. Led by two internationally acclaimed trainers, Michol Dalcourt (USA) and Peter Twist (Canada), this highly practical workshop will give you the tools and knowledge to take your PT business to new heights.

Don't forget – in addition to this unique workshop, the 3-day FILEX program is an exceptional opportunity to unite with your industry colleagues to grow your fitness knowledge, enhance your skill set and get inspired to make 2011 your best year to date.

For full details, speak to your Personal Training Manager or visit www.fitnessnetwork.com.au/ff

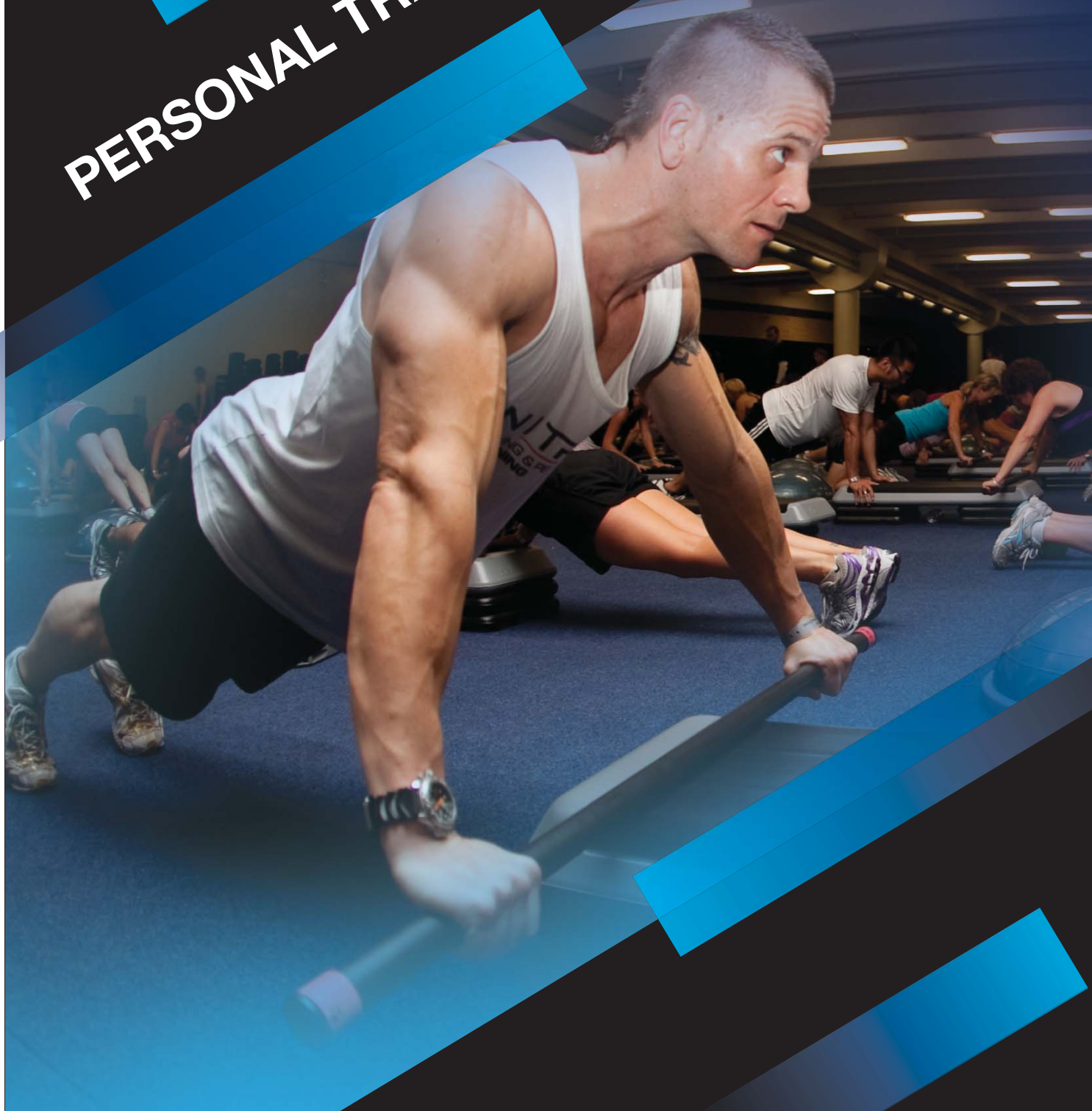


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 **Australian fitness
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PERSONAL TRAINING SESSIONS



//PT BUSINESS SUMMIT

Featuring a range of highly sought-after presenters from within and outside the fitness industry, the 2011 PT Business Summit is a day you cannot afford to miss.

The Summit opens with **Karen Woolley**, Associate Professor at Queensland University, exploring the concept of 'small giants' – companies that embrace their charisma and choose to be great rather than big. Then renowned physiotherapist **Anna-Louise Bouvier** shows you how to create a feel good PT business that trainers and clients will want to be part of. **Elisabeth Shaw**, a leading authority on ethics and business management, wraps up the morning by giving you the keys to protecting your reputation and brand.

After lunch, **Bryan O'Rourke**, strategist and social media authority, reveals how to increase your online presence and extend your network of clients and referral sources. The day concludes with **Derek Barton**, the man who made Gold's Gym a global brand, showing you how to connect with your clients so your training business becomes the one that people brag about.

The 2011 PT Business Summit; a single day that will set your business up for the whole year.



Small giants make BIG things happen

Ass. Prof. Karen Woolley

Slowly, but surely, successful entrepreneurs around the world are challenging the widely accepted mantra that endless growth is good. These 'small giants' have chosen to create companies that are great, rather than big. Small giants focus their business charisma on creating great workplaces, delivering great customer service, nurturing great communities, and enjoying great lifestyles. Learn how to get your fitness business working for all the right reasons by using your energy to become the best in the world at what you do – and reap outstanding rewards as a result.

The feel good business

Anna-Louise Bouvier

To be successful, a business should 'feel good' from the inside out. Anna-Louise explains how to build a business that is both professionally and personally sustainable. After founding Physiocise 15 years ago, she built it up into a business with 20 employees and over 110 classes a week. Anna-Louise recently sold the practices under a licence agreement to a longstanding employee, giving her the freedom to further expand the brand. From the importance of vision, communication, mentoring and team building, to strong organisational and financial systems, learn how to fine tune your own business to feel good and perform great.

Exploring ethics

Elisabeth Shaw

Ethical practice requires thoughtful insight into how you, as a personal trainer and a business owner, can build an ethical position within yourself, your staff, your clients and your workplace. Whether you are deciding what your client cancellation policy is, or whether or not to cross the professional/personal boundary and socialise with clients outside of work, you need to have a framework for making ethical decisions. Management and ethics expert Elisabeth provides some thought-provoking tools to help you make wise decisions and ensure your most powerful assets – your reputation and brand – are never compromised.

Using social media to grow your PT business

Bryan O'Rourke

Word-of-mouth is the best form of marketing and social media is word-of-mouth marketing to the extreme! What's more, it's easier and faster than you may think. Industry expert Bryan shows you how to increase your online presence and extend your network of customers and referral sources. Learn how to adopt proven strategies to boost your business by creating your own new media marketing plan, and take home simple, yet effective, secrets for flawlessly integrating social media to enhance your business success.

Emotionally connect with your clients

Derek Barton

Personal training is just that – personal. It's one-on-one and it requires you or your staff to deliver a unique service to your client in a way which is tailored to their needs. If your hair stylist gave you a bad haircut, or your doctor gave you poor treatment, you'd drop them like a hot potato. The same holds true for your training clients. If you don't know how to deliver great results while forming a strong emotional connection, and you don't know how to brand or market yourself, they're gone. Tap into Derek's wealth of experience to learn how to become the personal training business that clients brag about.

PT BUSINESS SUMMIT DETAILS

Date: Thursday 14 April **Time:** 8:30am to 5pm

Venue: Dockside Function Centre, Cockle Bay Wharf

Price: **Member** – \$349 **Non-member** – \$419
OR INCLUDED IN THE PT GOLD PASS

CECs: 4

This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.

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// PERSONAL TRAINING SESSIONS

Featured presenters

Scott Josephson



Scott is the director of operations at Hippocrates Health Institute in West Palm Beach, Florida. A registered dietitian, he presents at conferences throughout North America and has received numerous awards including the 2005 Director of the Year for Teaching Excellence and the 2010 Specialty Presenter of the Year for Can-Fit-Pro. Scott is on the international advisory boards for Can-Fit-Pro and American Fitness Professionals and Associates and has worked with numerous sports celebrities.

Lenny Parracino



Lenny has spent over 20 years in the health and fitness industry as an international lecturer, soft tissue therapist and movement therapist. A hands-on instructor and clinician for The National Academy of Sports Medicine, he currently serves as a faculty member of the Gray Institute of Applied Functional Science. As a clinician at AIM Sports Medicine in Hermosa Beach, California, he practices an eclectic approach to movement conditioning.

Peter Twist



The president and CEO of Twist Conditioning Inc, Peter has coached in Canada's National Hockey League for 11 years and trained over 700 professional athletes. An exercise physiologist, Peter has published over 200 articles, authored four books and created 11 DVDs on athlete development. An industry leader, he has been awarded the National Strength and Conditioning Association's President's Award (1998) and Can-Fit-Pro Specialty Presenter of the Year (2003).

What's the best PT model for your business? // A1D

Dominic dos Remedios

Choosing the right PT model can be critical to your future business success; should you employ, sub contract, franchise or simply rent space to your trainers? Having grown a large scale franchised model, an employee model and more recently worked closely with independent studios, Dom analyses which model will best suit your business needs. A must-attend session if you are considering changing your PT model. [L](#)

Training research update // A1E

Dr Mark McKean

Discover the latest results from research projects conducted by Mark and his team from USC Fitness Research. Key projects from the last 12 months include; passive-active ROM in shoulder press, spine alignment in overhead pressing, limb length influence in squatting, knee width and tracking during squats, and nutritional counselling practices of PTs. Take home the latest knowledge and training implications to make you a more effective trainer. [L](#)

SPONSORED BY  University of the Sunshine Coast
Sunshine Coast, Australia

Controversies of the core // A1F

Prof. Paul Hodges

Brace? Hollow? Breathe? Train? Re-Train? Controversies regarding the core abound. Join Paul, one of the world's leading researchers into spinal movement, stability and pain for an in-depth, evidence-based look at the core. Learn how it works, what influences it and what role it plays in back pain. Explore how leading scientists, biomechanists and physiotherapists agree or disagree about how best to activate the core to protect the spine. [L](#)

TRX® – The science of suspension training // A1G

Fraser Quelch

In this cutting-edge programming session Fraser reviews the growing body of research examining the effectiveness of suspension training. Learn why this exciting new modality is being adopted by the most elite athletes and progressive physical therapists in the world and the impact that the application of this exciting new information can have on your clients. [L](#)

SPONSORED BY  TRX
Suspension Training |  HF INDUSTRIES

Run for your life! Causes, treatment and prevention of running injuries // A1H

Gavin Aquilina & Kristian Manietta

Join Gavin and Kristian to explore the causes, treatments and prevention strategies for the most common running injuries. Is flexibility a friend or foe? And is strength training important? If so, which exercises are most effective? Take away a treatment and prevention strategy for your clients of every level, from novice through to advanced runners. [L](#)

SPONSORED BY  Bfit2

Multi-directional stability ball training // A1I

Helen Vanderburg

Inject some fresh ideas into your stability ball training sessions with multi-directional ball training. Experience exercises using multiple planes of movement to develop functional and effective ball exercises. Helen shows you how to add innovative challenges to clients' training sessions by taking base stability ball training and, quite literally, taking it in a new direction! [WS](#)



BOSU® playground // A1J

Jay Blahnik

Grab your BOSU® Balance Trainer and get ready to play! Discover dozens of new athletic drills, skills and sequences using multiple BOSU®s – perfect for everything from personal training and boot camp, to sport conditioning and kids' fitness. Working independently, in partners and in teams, you'll take home an entire new library of interactive, challenging and incredibly fun BOSU® conditioning exercises. [WS](#)



Lightning fast // A1K

Peter Twist

Life and sport regularly present unpredictable situations requiring a fast and precise read-react-respond sequence. Stimulating mind and muscle to work cohesively through complex partner exercise sequences, reaction skills can be vastly improved. Join Peter to discover how to develop lightning-fast reaction skills and take home a strategy for adding this fun and functional training to your clients' workouts. [OD](#)



Sugar sabotage! // A1L

Scott Josephson

Sugar or artificial sweeteners – which should you advise clients to use? Splenda, Equal, Sweet-n-Low, Sugar Alcohols, Stevia, Asulfame K, Lakanto, real sugars... the range of sweetening agents can be overwhelming. Learn the truth and understand the acceptable daily intake, the composition, metabolism and safety aspects including their effects on appetite, weight loss, fat storage and overall health. [L](#)



// PERSONAL TRAINING SESSIONS



Client motivation: the glue that makes it stick // A1M

Morwenna Kirwan

Do you get frustrated by clients who don't 'stick' to their diet and exercise regime? Morwenna explains how to psyche up your clients for success, providing them with the environment, skills and knowledge for long-term behaviour change. Based on proven psychological theory, discover the 'glue' to motivating your clients beyond their workout and making it stick! [L](#)

Best of both worlds: what Aussie PTs can learn from the Americans // A2D

Jamie Atlas

Which techniques are the most cutting-edge trainers in the US using – and can we borrow their methods without losing the qualities that make Australian PTs the best educated in the world? Drawing on a decade's experience working with personal trainers across the US, Jamie reveals what we can take (and leave) from the American style to maximise our success as personal trainers. [L](#)

Want more muscle? Training for shape and size // A2E

Scott Josephson

Is your client's goal to be more muscular or sculpted? Learn alternative methods for increasing size, definition and symmetry for your most advanced clients and those who are just looking to mix it up. Training for hypertrophy requires strict guidelines. Scott reveals how the quantities of protein, fat and carbohydrate intake, in conjunction with various exercise protocols, can make a huge difference to physique. [L](#)

Challenging the female athlete for better performance // A2F

Diane Vives

More than ever before, female athletes and fitness clients are seeking ways to improve their competitiveness. Diane identifies key factors holding back our female athletes while also looking at solutions to tap into their potential. Learn how integrating exercise strategies to strengthen the kinetic chain can increase your ability to motivate female clients to train at higher intensities and boost performance. [IL](#)

SPONSORED BY **HF INDUSTRIES**

Lumbo-pelvic stability and back pain: what's the link? // A2G

Dr Barbara Hungerford

In this fascinating session, Barb interprets a decade's worth of research into how we stabilise the lumbar spine and pelvis during movement and how this is compromised by pain or injury. Retraining optimal lumbo-pelvic stability in clients with back pain requires knowing which muscles have been overworked and which need to be strengthened. Learn how to help clients rebalance their bodies to move with less pain and more poise. [L](#)

Footwear and function // A2H

Michol Dalcourt

The recent growth of new types of footwear such as toning shoes, pronation control shoes and 'barefooting' shoes has made it difficult to know exactly which type of footwear functions best for clients and athletes. Looking at human biomechanical advantages, gait and long term effects, Michol explains how the foot reacts to different shoes, and reveals some key do's and don'ts when considering footwear. [L](#)

TRX® planar training // A2I

Fraser Quelch

In this session Fraser builds on the revolutionary planar training concept and provides participants with an advanced movement-based program utilising the TRX®. Learn innovative ways of using suspension training to address the multi-planar requirements of life and sport and enhance the function and performance of your clients and athletes. [WS](#)

SPONSORED BY **TRX** **HF INDUSTRIES**

Punchfit kickboxing // A2J

Doug Rouessart

Get ready to work up a sweat in this dynamic kickboxing workshop. Learn effective padwork drills that you can add to your PT sessions or group classes using PUNCH Thai Pads and kickshields. This physically demanding session will see your heart rate soar and give you the tools to ensure your clients keep coming back for more! [WS](#)

SPONSORED BY **PUNCHFIT**

Wild bootie camp // A2K

Lisa Marshall

Join Lisa as she shows you how to make the most of natural and urban environments to create exciting outdoor sessions that will invigorate your clients! Incorporating the best elements of trek training, adventure fitness, intervals and core strength, this workout is unlike any other boot camp you've experienced or delivered. Take home the skills to drive your client's training wild! [OD](#)

Pelvic fallout in the gym // A2P

Michelle Kenway

Increasing numbers of women are performing exercises with potential for pelvic floor injury, which can contribute to prolapse, incontinence, embarrassment and withdrawal from exercise. Discover which exercises can cause pelvic floor dysfunction, and learn how to design pelvic floor-safe workouts and retain satisfied female clients. Take home practical exercises and expert guidelines for training female clients with appropriate core, resistance and aerobic programs. [L](#)

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Fitball for all // A2Q

Lisa Westlake

Experience a selection of exercises on the ball including warm ups, conditioning, stability, balance, mobility, flexibility and relaxation. Focusing on technique, modifications and teaching tips, discover how varying your training approach and music allow you to apply innovative fitball options to gentle exercise, mainstream strength and mind body sessions. A great introduction for those new to fitball and innovative ideas for those looking to expand their repertoire. [WS](#)

Kickbutt conditioning // A2S

Geoff Bagshaw

Using just a step, dumbbells, tubing and bodyweight, Geoff demonstrates a total body toning workout to sculpt and define every muscle. No wasting time here because we're using functional multi-tasking moves that will help you deliver the physique and results your clients are looking for. This is extreme conditioning for extreme results; you have been warned! [WS](#)

Posture and mindfulness –

The ultimate connection // A2U

Lisa Champion

Join Lisa as she invites you to think more openly and dynamically about posture and whole body coordination. Would you agree with the idea that our clients can achieve better results with less effort when they are more mindful? Join Lisa to explore this concept and other new perspectives on movement and coordination that will add the quality of excellence to your training. [WS](#)

// PERSONAL TRAINING SESSIONS

Grow club profits from personal training // A3D

Richard Beddie

Learn how the different models for personal training in fitness facilities can affect your business. Detailing a successful model of a 250-member club supported by a dozen PTs, Richard shows you how to duplicate this success in your club and provides tools for retaining your number one retention tool – good trainers – and supporting them in their business so that they support yours. [L](#)

SPONSORED BY 

The evolution of fat loss // A3E

Tony Boutagy

Join renowned strength and conditioning coach Tony for his evolutionary perspective on fat loss. Nutrition, distance running, energy expenditure and health are discussed in light of human evolutionary development. Reflecting on where we have come from, Tony gives practical advice on how personal trainers can better help clients achieve their fat loss goals. [L](#)

Training the core for sport and fitness // A3F

Prof. Paul Hodges

Join one of the world's leading researchers into spinal movement and stability to increase your understanding of how best to train the core. Whether to protect the spine for clients with back pain, to stabilise it for prevention of injury, or simply to maximise movement performance, Paul enlightens you as to what the current research is showing in relation to training the core for sport and fitness. [L](#)

Bootcamp blunders: injury management for trainers // A3G

Adam Floyd

Soft tissue overuse injuries are extremely common when clients suddenly increase their activity levels, and this can result in them terminating their sessions within the first few weeks of training. Adam presents a model for overuse injury causes and provides practical advice on how you can prevent them, or manage them when they occur. Take home instantly useable tools for use with your clients. [L](#)



Isolation to integration – Evolution of an exercise // A3H

Mark Davis

Is a bicep curl really that bad? An understanding of simple movements gives personal trainers the necessary insight to progress a client and add challenge and interest to any program. Mark examines basic exercises and the more complex patterning into which they can evolve. Exercise considerations that allow the integration of movement patterns, task demands and energy system requirements will be applied and workshopped. [L](#)

SPONSORED BY 

Learning to function on the ground // A3I

Lenny Parracino

On the ground, as well as in upright function, we use ground reaction force, gravity, momentum and muscle forces as drivers to produce the motion we desire. Join Lenny for a hands-on exploration of the principles, strategies and application of three dimensional 'on-ground function'. Discover how to integrate on-ground movements with other forms of function in your current programs, be it rehab, training, conditioning or group. [WS](#)

SPONSORED BY *GrayInstitute*



Pre-exercise screening: the new standard // A3N

Max Martin

For the first time in Australian fitness industry history, there is a standard nationally endorsed pre-exercise screening system. Max delivers a detailed outline of this new tool and explains the practical processes necessary for using it effectively. Discover how this new system will enable fitness professionals to provide safer service and enjoy improved communication with medical and allied health professionals. [L](#)

PRESENTED BY 

Become a magnet for PT clients // A4E

Mark Capelin

Join Mark as he reveals how to double your clientele in just 10 weeks. Learn the three secrets that enabled him to grow his business from 170 clients and a team of five personal trainers, to 300 clients and nine PTs. Take home the tools to not only better retain your current clients, but also attract more clients without paying a single cent in marketing. [L](#)

Sports supplements: promises, pitfalls and the good stuff // A4F

Scott Josephson

Today's multi-billion dollar supplement industry is full of pills, potions, powders and promises – but which ones are effective? Supplements can make a huge difference to performance, but it helps to understand their marketing and the science supporting their efficacy and safety. Join Scott to discover the pros, cons, risks, benefits and dosages of some popular supplements and ergogenic aids. [L](#)



Set it to vibrate: stimulate clients with vibration training // A4G

Amanda Boyle

Move your training into the future with vibration training for one-on-one and small group clients. Join Amanda as she breaks down the five components of an effective vibration training session and learn how to work with and adjust training variables. Discover how this unique selling point can stimulate your business income by opening up your services for 16 to 85-year-olds. Come see what the buzz is all about! [IL](#)



Twist smart muscle training system // A3J

Peter Twist

Join Peter to learn how to design performance-based workouts that capture the essence of sport – dynamic balance, complete core, fast feet, agile movement and full spectrum strength with explosive power. This logical and ready-to-implement system of exercises and progressions will give you a competitive edge, help you build your revenue stream, strengthen retention, grow referrals and fuel your passion for training. [WS](#)



Outdoor innovation // A3K

Katrina Cochrane

Outdoor training provides you and your clients with the opportunity to explore a new aspect of training. Join Katrina as she introduces you to a variety of exercise techniques utilising a range of equipment that will take your clients results sky high. Leave feeling energised and motivated with new training ideas you can implement straight away in individual and group training sessions. [OD](#)

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Australian Fitness & Health Expo time for Personal Training delegates // A2L

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// PERSONAL TRAINING SESSIONS

ViPR Sport – Build the ultimate athlete // A4H

Michol Dalcourt



There are many movement abilities that characterise champion athletes. In this advanced practical workshop Michol demonstrates the unique differences between lifting exercises and shifting exercises and explains why they are so vital for sport. Discover the secrets of 3-D training, how an athlete can always 'seek to receive energy first', and how they can achieve 'super-stiffness' to create high level stability and force generation while maintaining maximum efficiency. [WS](#)

Lead with speed, follow with power: nothing but BOXING! // A4I

Christian Marchegiani

The combat instinct lies within us all and can drive our emotions in many areas of life. It is an energy that comes from within and can be channelled for the advancement of physical and mental strength as well functional fitness developments. This dynamic workshop is packed full of boxing combinations and cardio drills designed to be used in any PT or group exercise environment. [WS](#)

Wisdom of the mind // A4K

Lisa Champion

The mind is such a powerful thing – what we think about can make or break our day. Our clients may come to sessions feeling depressed, anxious or angry, or, contrastingly, they might be full of life and on an emotional high. Join Lisa for a fascinating insight into the dynamics of the human mind and learn how, by recognising and working with emotional ups and downs, you can better connect with your clients. [L](#)

Safely training clients with high blood pressure // A4M

Dr William Sukala



Everything you wanted to know about blood pressure but were afraid to ask! Checking blood pressure is a simple skill, yet many personal trainers still rely on inaccurate blood pressure machines. In this combined lecture/ practical session William translates the latest hypertension research into simple terms so you can walk away with the knowledge and skills to maximise safety for your hypertensive clients. [L](#)



Exercising for two // A4N

Lisa Westlake

Every woman and every pregnancy is different, and there is no room for guesswork, but with sound knowledge and appropriate modifications we can help women benefit from exercise during the childbearing year. Drawing on her 20 years of working with mums-to-be, Lisa identifies the do's and don'ts of exercise during pregnancy. Take home the confidence to advise and instruct women and help them enjoy their pregnancy and preparation for labour and motherhood. [L](#)

Attract a swarm of hungry clients // B1E

Brad Sheppard

Join Brad to learn how to generate more leads without cold calling and how to turn them into happy, paying clients. Discover how to create a funnel of new leads into your business; the magic words to use when creating an ad or flyer; a 7-step process for creating your next advertisement and a turn-key system for translating a database of prospects into a database of clients. [L](#)

PT BREAKFAST

16 April 2011, 7:30 to 9:30am

THE STAR ROOM

The role of PTs in Australia's obesity epidemic // B1F

Michelle Bridges

Despite unprecedented amounts of weight loss resources, we are failing to gain traction in the war on Australia's obesity epidemic. As personal trainers we are in a unique position to fight this war, but unless we are able to connect with clients closely enough to propel them to change the way they think, then the other core elements won't be sufficient to support them for lasting weight management.

The number one reason people lose control of their weight is their mental approach to food and exercise, and failing to address this issue will work against not only the client, but also the trainer as frustration sets in. Michelle questions the role of personal trainers in reversing this trend, examines our success so far, and puts forward some fundamental ideas about changing mindset to enable greater success.

* INCLUDED IN THE PT GOLD PASS OR \$89 PER PERSON.

Women, metabolism and the hormone highway! // B1G

Scott Josephson



Join Scott to learn about the specific training, and life challenges faced by female clientele. Explore perimenopausal challenges, gender differences, muscle strength, body composition, metabolism, the hormonal roller coaster and other physiological factors that play an enormous role in training. Take home practical information to guide your female clients in their dietary intake, energy expenditure and exercise. [L](#)

Strength essentials for lower back problems // B1H

Tim Keeley

Most people suffer from back pain or injury in their lifetime, but few are diagnosed correctly or given the correct exercise rehabilitation plan. Tim provides his insight into essential correctional exercises and rehab principles for disc injuries, hyper-lordotic posture dysfunction, sacroiliac joint pain and the 'flat back and no glutes' syndrome. Learn what to strengthen, what to stretch and when to do it, as well as what not to do in the gym. [IL](#)

Building effective group circuits // B1I

Michol Dalcourt



There is a shift in the fitness industry towards group training, whether it be small group, boot camp or sports team training. Join Michol to learn how to best manage group training and achieve maximal results with effective planning and structure. Identifying the metabolic, cognitive, hormonal and biomechanical benefits of circuits, Michol guides you through building effective group circuits for a variety of populations. [L](#)

The science and practice of dead lifting // B1J

Mark Buckley



No other exercise demonstrates raw strength like the deadlift – but does this movement put the spine at risk? Mark details how to qualify a client for lift technique/ selection to maximise results and minimise orthopaedic injury. Learn how to qualify a client based on their orthopaedic and strength profile and discover whether high hip placement or low hip placement is the better technique. [L](#)

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// PERSONAL TRAINING SESSIONS

TRX® power stretch // B1K Fraser Quelch



In this mind, body and core-focused session, Fraser combines Pilates and yoga-inspired movements and postures on the TRX with more traditional strength and flexibility exercises. The session seamlessly blends the methodologies into a powerful and smooth class plan that improves body awareness, flexibility and movement patterns and will leave participants feeling uplifted and empowered. [WS](#)

SPONSORED BY  

TEAM training // B1L Peter Twist



Want workouts that inspire your clients to bring their best effort, appreciate their human machine and challenge themselves to push harder while experiencing competitive play? TEAM training methodology gives your workouts a buzz – Together Everyone Achieves More means more results, more camaraderie, more challenge and more fun. Join Peter to learn how this 'Twist' on boot camp-style training can drive client and business results to the next level. [OD](#)

Strong bones, stable bodies // B1O Sally Castell

Osteoporosis is a major health problem affecting an estimated half of women over the age of 60 and 1 in 3 men over the age of 70. Exercise is an important element of the overall management of the condition, but specific considerations and careful planning are required when conducting programs. Join Sally to learn the theoretical background and gain some practical hands-on applications for training osteoporotic clients. [L](#)

SPONSORED BY 

20/20/20 circuit re-booted // B1Q Greg Sellar



The 20/20/20 concept was popular at a time when instructors sought to provide the programming variety of three different class types within the one session. Using the BOSU®, medicine balls and bodyweight-only training, Greg reboots this concept, providing you with the necessary skills to deliver a broad cross section of classes that deal with progression, overload and creativity. [WS](#)



The 7 secrets to slump-proofing your business // B2D Heidi Denning

Do you sometimes feel that your PT business is going nowhere? You don't have to feel this way for one more day! Heidi reveals the seven secrets that have taken her from working crazy hours with little return, to making more money while lying on the beach. Take home seven specific actions that you can implement right now to slump-proof your PT business. [L](#)

The new frontier in personal training // B2E Paul Taylor

To understand more about the primary driver behind eating behaviour, movement, mood, responses to stress, impulsiveness, motivation, addiction, emotional control and personality, join Paul for this not-to-be-missed session. Using results from his own research, Paul shows how we, as trainers, can profoundly influence the most complex thing in the known universe – the mind – to optimise the lives of our clients. [L](#)

Balancing the variables: the vestibular system and exercise // B2F Mark Davis

Vestibular input is a key contributor to motor learning and human performance. Strategic placement of exercises that facilitate the vestibular system can have a profound effect on your client's ability to 'get it'. In this user-friendly session Mark explains how to prime the entire nervous system for exercise and enhance your client's skill development. Includes lots of value-adding practical activities to implement with clients. [IL](#)

SPONSORED BY 

Exercising to prevent and manage osteoporosis // B2G Prof. Kim Bennell

Osteoporosis is a bone disorder leading to skeletal fragility and increased fracture risk. To prevent osteoporotic fracture in later life, a lifespan approach to bone health must be adopted. Kim presents an evidence-based approach to the prescription of exercise to maximise bone health, encompassing exercise in children through to those diagnosed with osteoporosis and those who have sustained an osteoporotic fracture. [L](#)



Squatology // B2H Lenny Parracino



Squatting is the foundation of many other movements. However, many fitness professionals' knowledge of the squat is based on the sport of squatting, not the function – and this is what we really need to understand. What drives us to squat is the key to what kind of squat we need. Join Lenny for a hands-on learning experience that applies the principles of function to assessment, rehabilitation and conditioning of the squat. [WS](#)

SPONSORED BY 

Training for a good time – not a long time // B2I Alisha Smith

Are your clients pressed for time but still wanting fat loss and fitness improvements? Join Alisha as she shows you how to get maximal results in minimal time. With eight new 30-minute training plans that you can tailor to use indoors or out, walk away with a play book full of ideas to keep your shorter sessions packed from go to whoa! [WS](#)

BOSU® amped! // B2J Jay Blahnik



BOSU® training just got caffeinated! Experience brand-new exercises, sequences and drills designed to amplify energy and results. Packed with hard-core training, and hard-core fun, you'll take home solo, partner and team exercises that can be done with just one BOSU® Balance Trainer per person, plus you'll learn some new and easy ways to incorporate the BOSU® Ballast Ball (or a stability ball) into your BOSU® workouts. [WS](#)

Maximising stepping as a PT tool // B2K Lisa Champion

Whether using outdoor stairs or an actual step box, stepping is a fantastic PT tool. Join Lisa for this innovative session and learn how to maximise use of the step for everything from rehab and balance work to high intensity cardio and plyometrics. Take away top tips for stepping safely, creatively, and with lots of lateral thinking. Also a great session for step instructors wanting to make their classes safe and effective. [WS](#)

// PERSONAL TRAINING SESSIONS



Beyond the baby boomers – Boot camp or slipper brigade? // B2L **Stephanie McLennan**



It's not just baby boomers who want group training opportunities – potential 'groupies' in their 70s are also indicating an interest in boot camp-style sessions. Do you have the tools to provide safe, fun, appropriate sessions with plenty of variety and challenge? Packed with take-home ideas to use outdoors with the boomers and beyond, Stephanie's session focuses on balance, strength, agility and endurance. [OD](#)

Find, win and keep more clients // B3D **Paul Brown**

Take your PT business, your brand and your profits to a new level with a unified approach to marketing, sales and client retention. Paul shows you how to differentiate yourself by highlighting your unique strengths, and how to broadcast a corporate image of structure and success – even if you're a sole trader. Learn advanced skills on closing for commitment, and take home savvy marketing tips to save money and increase awareness. [L](#)

Movements not muscles – A multi-planar approach to training // B3E **Fraser Quelch**



'The body knows only movement, not muscle'. Challenge the staples of traditional program organisation and move your training to a new level. In this revolutionary workshop Fraser takes the elemental value of functional training and puts it into practice. Learn a complete functional movement training approach that will increase results, reduce injuries and develop stronger motor patterns in your clients and athletes. [L](#)

SPONSORED BY **TRX** | **HF INDUSTRIES**

Eating for energy and performance // B3F **Scott Josephson**



Sports nutrition is the core component to any training program. Join Scott for this unique, information-packed session on nutrition and dietary practices, and learn the strategies and preparation needed to give your clients the advantage they seek. This is the champion eating plan – so dig in! Full of solid, useful and useable information, this is a must-attend session. [L](#)

Keep it moving: exercise prescription for knee and hip osteoarthritis // B3G **Prof. Kim Bennell**

Particularly prevalent in older individuals, osteoarthritis (OA) of the hip and knee is a common chronic joint disease, leading to pain, loss of functional independence and reduced quality-of-life. Exercise is the cornerstone of management for OA and is recommended by all clinical guidelines. Kim presents an evidence-based approach to the prescription of exercise for this patient/client population, including exercise dosage and special considerations. [L](#)

Body training explosion // B3H **Peter Twist**



Experience a fresh take on bodyweight training that crashes through training plateaus, simultaneously activates mind and muscle and cranks up intensity to deliver results. Learn how to implement simple mechanical principles to harness maximum load, drive up metabolic cost and challenge the total body to perform. These fast paced exercises will inspire clients to invest full effort into every rep, preparing them for the unpredictable demands of real life. [WS](#)

Punchfit thrash boxing // B3I **Scott Williams & Shaun Vincent**

Experience the best Punchfit has to offer in this high intensity thrash boxing session. Learn the essential moves to increase fat burn and improve strength and endurance in your clients through explosive, authentic boxing techniques. A highly motivating workout to get your clients boxing their way to fitness! [WS](#)

SPONSORED BY **PUNCHFIT**

Ultimate boot camp // B3J **Helen Vanderburg**



With boot camp training becoming a huge business in recent years, it pays to have the skills to design and deliver a high energy and effective boot camp program. Join Helen for this hands-on workshop designed for both personal trainers and group exercises instructors. Get in on the action and learn how to give your clients the results they want! [OD](#)



Writing as a communication and marketing tool // B4D **Amelia Burton**

Sharpening your writing skills, both online and in print, can drastically improve your business and your credibility. Join Amelia to discover the four essentials to conveying your message through writing and learn how writing styles have shifted to accommodate online marketing and social networking. Take home the skills to create an effective marketing plan, use successful marketing tools and use the correct writing techniques to achieve maximum impact. [L](#)

Charity challenges: great for others, great for your business! // B4E **Diane Westaway**

Our clients are looking for interesting and challenging new ways to stay motivated to get fit, stay fit, and make a difference to their favourite charity. Diane, creator of adventure fitness sensation Wild Women On Top, explains everything you need to know about this growth area, including how to create your own charity challenge to keep your clients motivated, and coming back for more. [L](#)

Shoulder solutions // B4F **Dr Seamus Dalton**

Join one of Australia's leading shoulder rehabilitation specialists for this eye-opening session detailing the steps necessary to individualise exercise prescription. Starting with biomechanics, Seamus moves on to understanding injury and finishes with exercise prescription ideas for clients with shoulder issues. Gain a new understanding of how shoulder stability relates to injury and take away the tools to really help your clients. [L](#)

Complex training: developing explosive speed and strength // B4G **Corey Bocking**

Complex training is the gateway to explosive power, strength and speed development. Complex training takes advantage of the post-activation potential stimulated by maximal strength training to develop these skills. Join Corey to learn about the theory and science behind complex training, in which he provides practical examples and details sports-specific applications. [L](#)

// PERSONAL TRAINING SESSIONS



Program design // B4H Michol Dalcourt



Determining effective exercise selection can be daunting. The Institute of Motion has developed a 6-step system to determine the ideal exercise for every session, for every client. In this hands-on session Michol shows you how using this process will enable you to be sensitive to injury and prescribe the appropriate exercise, properly regress and progress any exercise and add an infinite number of exercises to your toolbox. **L**

Kinesio Taping: revive tired muscles and activate weak ones // B4K Thuy Bridges

From the Beijing Olympics to the Tour de France, from the soccer World Cup to the Australian Tennis Open, Kinesio tape has been taking the world by storm at the elite level. Now the secrets of Kinesio taping are being introduced to the fitness industry. Join Thuy to learn how this tape can help your clients continue to train and exercise at their maximum potential, free from pain. **IL**

Strength and power training with whole body vibration // B4J Glenn Ruscoe

Having access to a whole body vibration machine is one thing, knowing how to get the most out of it is another. In this session Glenn explains how to program whole body vibration machines to get the best strength and power outcomes for your clients. Take home the know-how to prescribe challenging, progressive and interesting exercises that get real results. **IL**

Understanding Applied Functional Science // B4I Lenny Parracino



Applied Functional Science (AFS) is the convergence of physical, biological, and behavioural science, integrating the universal principles of why we move, how we move, and where we move. Join Lenny for a fascinating workshop in which he provides you with the essential principles, strategies and techniques of Applied Functional Science. This session encourages direct participation and interaction to enhance the ability to assess and address client function. **WS**

SPONSORED BY **GrayInstitute**

Functional training to unleash the fitness athlete // B4L



Diane Vives

In order to take full advantage of the effective and creative nature of functional training, we must use smart progressions and choose exercises that unleash the full potential of our fitness athlete clients. Join Diane to discover how applying the right intensity at the right time with functional training tools allows you to successfully challenge your client while being smart and progressively safe. **WS**

SPONSORED BY **HF INDUSTRIES**

Quickfeet® dynamic warm up – On the move! // B4M

Paul Collins

Learn how to warm-up on the move with this new and highly effective technique for individuals, groups, classes and teams. Paul provides step-by-step coaching for increasing the heart rate, body temperature, range of movement and flexibility while on the move. Take home the skills to kick-start training sessions for athletes, sports people and regular clients of any level. **OD**

Recharging the batteries: stimulating the mind-body link // B4Q

Sally Castell

Older adults face physical, mental and psychological challenges caused by system changes, and these can have profound effects on quality of life. The ability to move effectively requires a great deal of physical and mental agility, so programs for older adults need to reflect this. Join Sally for a theoretical base and hands-on examples of appropriate exercise to improve cognitive and functional abilities. **WS**

SPONSORED BY **NSW HEALTH**
Working as a Team

Nordic walking for total fitness // B4Z Maree Farnsworth

Using poles to decrease the impact and increase the fitness benefits of walking is just the start of what this fitness phenomenon has to offer. Discover just how Nordic walking and its variations of jogging, striding, bounding, skating and double poling can be used in conjunction with innovative strengthening and stretching exercises with poles to create fun and challenging workouts for clients. **OD**



PLENARY SESSION

Winning at losing – Weight management made simple // B5A Scott Josephson



Learn how to integrate realistic protocols and modalities on weight management, exercise, diet and behavioural change into a comprehensive model for intervention. Scott details specific guidelines for establishing safe, compassionate, reasonable nutritional practices for every client. Discover the proper quantities of protein, fat and carbohydrate intake to make a positive long term difference for every client. It's time to win at losing! **L P**

PLENARY SESSION

All-Star equipment boot camp // B5G Karen Baldwin, Ken Baldwin, Michol Dalcourt, Fraser Quelch, Peter Twist & Diane Vives



Put down your notepad and prepare for a workout like no other! This unique session delivers the ultimate equipment-based boot camp workout. Don't miss this rare opportunity to be trained by a team of all-star presenters using their favourite training equipment. From TRX® and BOSU®, to ViPR™ and SandBells®, take home tonnes of training ideas to implement with your clients. Come along prepared to sweat! **WS P**

PRESENTED BY **TRX** | **HF INDUSTRIES** | **QPEC**

PLENARY SESSION

The missing link: rehab for athletes // B5E Anna-Louise Bouvier

Anna-Louise guides you through the Circle of Rehab, a tool which helps physios, strength and conditioning coaches, personal trainers and most importantly, athletes to work together in the long term rehabilitation and progression of overuse injuries. Get the whole team on the same page with one simple series of tests and retests. A must-attend session if you work, or would like to work, in rehab for athletes and athletic clients. **WS P**

// PERSONAL TRAINING SESSIONS

PLENARY SESSION

MMA Fitness: pad training techniques from the cage // B5I

James McNeill, Marcelo Rezende & Dee Rynkiewicz

Learn how to incorporate the fastest growing sport in the world into your training! Join the team for a pad session utilising authentic Mixed Martial Arts (MMA) training and conditioning workout techniques. The next step beyond boxing and kick-boxing, discover how you can utilise these great new training techniques to deliver real fitness results to one-on-one clients and group workouts at all levels. [WS P](#)

The 7 keys to building a high performing team of trainers // C1D

Dominic dos Remedios

Managing Australia's largest team of trainers at Fitness First for nine years has taught Dom the do's and don'ts of effectively building and managing teams of trainers. Join him as he shares his 7 keys to success, explaining the qualities to look for when recruiting, how to deliver engaging trainer development sessions, his philosophy behind effective lead management, simple ways of building trainer trust, and more. [L](#)

Postural programming for the new millennium // C1E

Fraser Quelch

Postural dysfunction has reached epidemic proportions. Gain an understanding of what factors and mechanisms have contributed to this and learn new strategies and techniques to immediately apply with your clients. This session also includes a hands-on workout as an example of how to apply these postural approaches in order to turn the tide against gravity and enable us to start winning the postural war. [L](#)

SPONSORED BY **TRX** | **HF INDUSTRIES**

Ready, Set, Go – Empower clients for long-term results // C1F

Andrew Simmons

Diving straight into exercise without addressing emotions, education and eating beforehand is like firing the starting pistol before the runners are 'ready' and 'set'. In order for people to take control of their health long-term, they need to be fully prepared before making the commitment to 'go'. Join Andrew and gain the tools to help your clients focus on the behavioural change necessary for long-term results. [L](#)

SPONSORED BY **Enduro**

ACL reconstruction rehab: program essentials // C1G

Tim Keeley

From personal experience following reconstructive knee surgery, Tim outlines the most important issues for patients, physios and trainers, and demonstrates specific exercises and techniques for optimal outcomes and getting clients back on track. Learn the absolute essentials in the five stages of rehabilitation for ACL reconstructive surgery, including the gold standard hamstring graft operation and the increasingly popular LARS technique. [IL](#)

Small group: big results // C1H

Peter Twist

Small group training is one of the fastest growing trends and it makes sense economically – but you don't need to compromise training results for profits. Using the skills, drills and exercises in this dynamic workshop, you can challenge your clients to experience how Competition + Play = Hard Work + Fun! Take home the techniques and progressive methodology to develop your own sport-inspired small group workout. [WS](#)

Abs lab // C1I

Helen Vanderburg

The body functions in a kinetic chain, with each body part being linked to another and activated in a sequence to create the desired movement. In this workshop Helen looks at the abdominal muscles specifically in their role as stabilisers and movers. With so much information available regarding abdominal and core training, this timely session provides a great opportunity to take an in-depth look at the function of the abdominal muscles in their role of strength, stability and mobility of the core. [WS](#)

ViPR Outdoor Training // C1J

Michol Dalcourt

Join Michol as he unveils a whole new spectrum of explosive exercises for use with the ViPR and demonstrates the versatility of this tool for outdoor training. Learn about the throw/release series and why it is fundamental to sequencing and force summation for sport; the ground impact series and its role in power improvement; the bounce series and skill acquisition; and vector variability training and the fascial system. [OD](#)

Myofascial pain and self myofascial release // C1P

Adam Floyd

John physiotherapist Adam for this practical workshop investigating the mechanics of myofascial pain. Discover the causes and location of common trigger points and how to release them in a personal training environment. Leave this session with a bundle of self

myofascial release techniques, knowledge of common trigger points and the confidence to know when to refer your clients on to a physiotherapist. [WS](#)

Full-body flexibility formula: yoga-inspired stretch // C1R

Jay Blahnik

Experience stretch training in a whole new light with this perfect combination of athleticism and flowing yoga-inspired sequences. Join Jay to find out how you can facilitate a huge improvement in your clients' range of motion, posture, coordination and balance skills by integrating these precise techniques into your classes and training sessions. A perfect session for both personal trainers and group exercise instructors. [WS](#)

Convert 95% of prospective clients // C2D

Jamie Atlas

Learn how to approach prospective clients in a non-threatening way and how to convert them into clients by communicating that you care about them. If you have trouble approaching and converting prospects, join Jamie to gain the skills to connect with prospective clients using a non-salesy, professional and simple system which will see them quickly and easily converting to paying clients. [L](#)

The ghost in your genes // C2E

Paul Taylor

If you have clients who blame their genes for their health, don't miss this session. Paul explores the fascinating new science of epigenetics – genetic 'switches' that can be turned on and off in response to environmental behaviours. Discover the lifestyle factors that activate these changes, the profound impact epigenetics can have on the health of future generations and a scientifically-backed roadmap to optimising epigenetic destiny. [L](#)

Get a body that looks good and feels good too! // C2F

Anna-Louise Bouvier

Before your client hits fifth gear, how about making sure the basics are right? Renowned physiotherapist Anna-Louise gives you the tools to build habits that will have clients thinking about your advice all day, every day. Seven simple habits in 21 days, that's all they need to make a lasting difference. Plus, find out how Feel Good Body Challenges can work as successful PR events for your business. [L](#)



// PERSONAL TRAINING SESSIONS

The science and practice of squatting // C2G

Mark Buckley

Our industry is rampant with contradictory opinions on exercise prescription and practice, with squatting technique a particularly hotly debated topic. In this information-packed session, Mark tackles the conflicting information surrounding this exercise. Topics covered include qualifying a client for the squat based on their orthopaedic and strength profile; hip break vs knee break and whether deep squatting will damage the knees. **L**

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Keg vs. 6-pack: research review on belly fat // C2H

Dr William Sukala

Belly fat, also known as 'visceral fat', poses a significant health risk. Learn why this type of fat is not just passive fat storage, but is considered a metabolically active organ which secretes harmful chemicals into the blood, promoting diabetes, high blood pressure and heart disease. Join William to explore the links between a stressful lifestyle, expanding waistlines and the development of degenerative 'sitting' disease. **L**

Risk assessment screening // C2I

Ulrik Larsen

Created by elite sports physiotherapists for fitness professionals, the Rehab Trainer risk assessment teaches extremely practical steps that can be used to turn a client's injury from a nightmare into an opportunity. The simple screening procedure uses small laminated cards (which session attendees will receive) and is revolutionising the way PTs respond when a client asks 'How bad is it – can we train through the pain?'. **IL**

Assessment and problem solving for the foot and ankle // C2J

Lenny Parracino

The foot and ankle is a very complex anatomical structure which must be able to quickly transform from a mobile adaptor to a stable propeller. Join Lenny for an interactive seminar exploring the foot and ankle and its relationship to the rest of the body. Encouraging direct participation and interaction, learn the principle, strategy and technique process to empower you to assess and address foot/ankle function. **WS**

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GrayInstitute



Bodyweight RX // C2K

Helen Vanderburg

Wouldn't it be nice to deliver clients an equipment-free but effective workout? Helen demonstrates a variety of exercises for the upper body, lower body and core using just bodyweight as resistance. Suited to both personal trainers and group exercise instructors, these efficient exercise routines require absolutely no equipment but achieve absolutely fantastic results. **WS**

Hop, skip and jump // C2L

Stephanie McLennan

Fundamental movement skills, including running, jumping and catching, are the building blocks for successful participation in games, sports, physical recreation and an active lifestyle. In this session for fitness professionals who work with children, Stephanie provides loads of inspiration for developing fundamental movement skills. Take home the ability to make sessions easy to plan and fun to do while delivering huge benefits. **OD**

Sport supplement research round up // C2M

David Driscoll

Join David for a summary of the scientific research of sports supplements from 2009-2010. Reviewing everything from the latest on creatine and beta-alanine to nitric oxide supplements, he also asks whether anti-oxidants do more harm than good. Get the lowdown on the most recent research into protein, amino acids and other nutrients claimed to enhance physical and mental performance. **L**

Postnatal layers and levels // C2O

Dianne Edmonds

Dianne examines the different levels of postnatal abdominal muscle exercises, while considering the protection of the pelvis and the pelvic floor. Learn how to make adjustments to clients' training programs as you check for the degree of rectus separation, incorrect patterns of recruitment and correct activation. Take home the skills to deliver the appropriate level of training for your client, whether they are six weeks or nine months postnatal. **L**

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Prof. Lorimer Moseley

I can easily distinguish my pain from yours because it is in my body. It has been established that pain is produced by the brain, emerging into consciousness when an individual-specific pattern of brain activity occurs. Join Lorimer as he presents a model for understanding how the brain produces pain that can be used to facilitate the process of working with people in pain to achieve functional and activity-related goals. **L**

PLENARY SESSION

The little black book of training secrets // C3C

Tony Boutagy

Join strength and conditioning coach, Tony, as he discusses the most effective overload techniques for hypertrophy and fat loss. Discover when and where to use the various techniques, the differences and benefits between set prolongation, muscle fibre exhaustion and potentiating methods and, most importantly, how to use them intelligently in your strength programs. **L P**

PLENARY SESSION

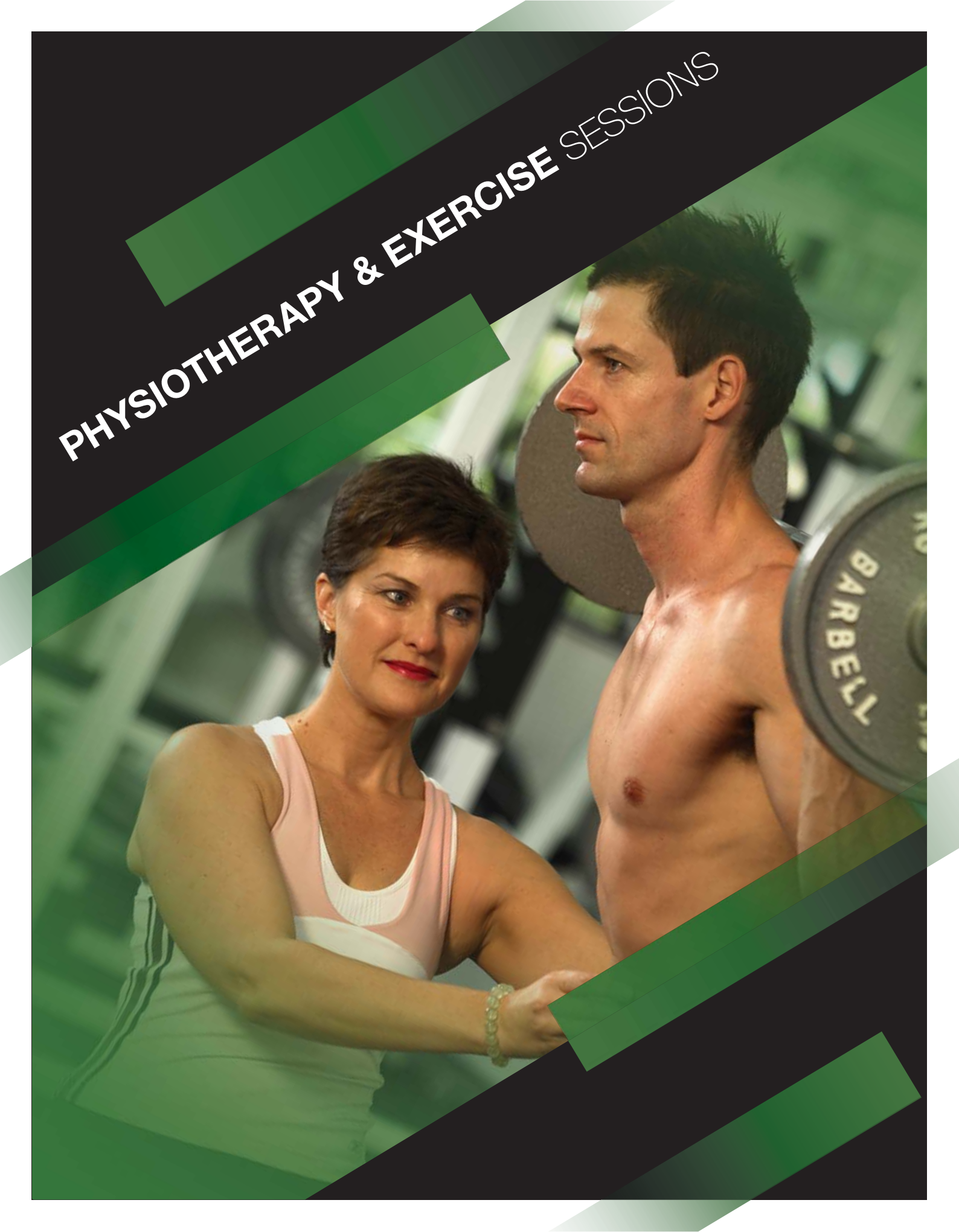
Partner stretching – The best way to stretch // C3F

Dr Mark McKean

Learn how to position yourself with clients in order to stretch all the major muscles of the hips, shoulders and trunk. Working in pairs, session attendees go through the stretches on one another in order to learn the best way to stretch a client when training. Join Mark for this highly practical session and take home the skills to better service your clients. **WS P**

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PHYSIOTHERAPY & EXERCISE SESSIONS

// PHYSIOTHERAPY & EXERCISE SESSIONS

Introducing the inaugural Physiotherapy and Exercise strand!

For the first time, FILEX 2011 brings physiotherapists and fitness professionals this innovative opportunity to learn from one another. Whether you're a physio looking to add cutting edge elements of fitness and exercise to your practice, or a fitness professional looking to deliver well-rounded and evidence-based training, the Physiotherapy and Exercise strand has it all.

PLUS, you can complement your Physiotherapy and Exercise selections with sessions from the nine other FILEX strands.

Featured presenters

Prof. Paul Hodges



Paul is Professor and NHMRC senior principal research fellow in the Division of Physiotherapy at The University of Queensland, and Director of the NHMRC Centre of Clinical Research Excellence in Spinal Pain, Injury and Health. With doctorates in physiotherapy and neuroscience he combines his knowledge of both to better understand spinal movement, stability and pain. Paul's published work has influenced physiotherapists, medical professionals and exercise scientists throughout the world.

Prof. Kim Bennell



Kim is professor and director of the multidisciplinary Centre for Health, Exercise and Sports Medicine at the University of Melbourne. Her research focuses on conservative non-drug management of musculoskeletal conditions, particularly osteoarthritis. Kim has been awarded a Future Fellowship from the Australian Research Council and together with physiotherapy researchers at the University of Queensland, was awarded an NHMRC program grant focusing on musculoskeletal conditions.

Prof. Lorimer Moseley



Lorimer is Professor of clinical neurosciences and chair in physiotherapy at the University of South Australia, and a visiting principal research fellow at Neuroscience Research Australia. He is internationally acclaimed for his research and writings in clinical pain sciences. In 2007, he was judged the outstanding clinical scientist working in a pain-related field. He has over 90 scholarly works including papers in the *British Medical Journal*, *Pain and Brain*, and two books, *Explain Pain* and *Painful Yarns*.

Controversies of the core // A1F

Prof. Paul Hodges

Brace? Hollow? Breathe? Train? Re-Train? Controversies regarding the core abound. Join Paul, one of the world's leading researchers into spinal movement, stability and pain for an in-depth, evidence-based look at the core. Learn how it works, what influences it and what role it plays in back pain. Explore how leading scientists, biomechanists and physiotherapists agree or disagree about how best to activate the core to protect the spine. L

Lumbo-pelvic stability and back pain: what's the link? // A2G

Dr Barbara Hungerford

In this fascinating session, Barb interprets a decade's worth of research into how we stabilise the lumbar spine and pelvis during movement and how this is compromised by pain or injury. Retraining optimal lumbo-pelvic stability in clients with back pain requires knowing which muscles have been overworked and which need to be strengthened. Learn how to help clients rebalance their bodies to move with less pain and more poise. L



Pelvic fallout in the gym // A2P

Michelle Kenway

Increasing numbers of women are performing exercises with potential for pelvic floor injury, which can contribute to prolapse, incontinence, embarrassment and withdrawal from exercise. Discover which exercises can cause pelvic floor dysfunction, and learn how to design pelvic floor-safe workouts and retain satisfied female clients. Take home practical exercises and expert guidelines for training female clients with appropriate core, resistance and aerobic programs. L

SPONSORED BY 

Training the core for sport and fitness // A3F

Prof. Paul Hodges

Join one of the world's leading researchers into spinal movement and stability to increase your understanding of how best to train the core. Whether to protect the spine for clients with back pain, to stabilise it for prevention of injury, or simply to maximise movement performance, Paul enlightens you as to what the current research is showing in relation to training the core for sport and fitness. L

Isolation to integration – Evolution of an exercise // A3H

Mark Davis

Is a bicep curl really that bad? An understanding of simple movements gives personal trainers the necessary insight to progress a client and add challenge and interest to any program. Mark examines

basic exercises and the more complex patterning into which they can evolve. Exercise considerations that allow the integration of movement patterns, task demands and energy system requirements will be applied and workshopped. L

SPONSORED BY 

Exercising for two // A4N

Lisa Westlake

Every woman and every pregnancy is different, and there is no room for guesswork, but with sound knowledge and appropriate modifications we can help women benefit from exercise during the childbearing year. Drawing on her 20 years of working with mums-to-be, Lisa identifies the do's and don'ts of exercise during pregnancy. Take home the confidence to advise and instruct women and help them enjoy their pregnancy and preparation for labour and motherhood. L

Strength essentials for lower back problems // B1H

Tim Keeley

Most people suffer from back pain or injury in their lifetime, but few are diagnosed correctly or given the correct exercise rehabilitation plan. Tim provides his insight into essential correctional exercises and rehab principles for disc injuries, hyper-lordotic posture dysfunction, sacroiliac joint pain and the 'flat back and no glutes' syndrome. Learn what to strengthen, what to stretch and when to do it, as well as what not to do in the gym. L

// PHYSIOTHERAPY & EXERCISE SESSIONS

The inner power of the pelvic floor // B1P

Dianne Edmonds

Empower clients to control their 'inner fitness'. Learn how the pelvic floor works as part of the core, the steps for developing pelvic floor awareness, exercises that improve pelvic floor muscle strength and endurance and even how linking the pelvic floor to improving sexual satisfaction can increase clients' interest in your training sessions. Discover the importance of timing and coordination and expand your pelvic floor cueing repertoire. **L**

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Balancing the variables: the vestibular system and exercise // B2F

Mark Davis

Vestibular input is a key contributor to motor learning and human performance. Strategic placement of exercises that facilitate the vestibular system can have a profound effect on your client's ability to 'get it'. In this user-friendly session Mark explains how to prime the entire nervous system for exercise and enhance your client's skill development. Includes lots of value-adding practical activities to implement with clients. **IL**

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Exercising to prevent and manage osteoporosis // B2G

Prof. Kim Bennell

Osteoporosis is a bone disorder leading to skeletal fragility and increased fracture risk. To prevent osteoporotic fracture in later life, a lifespan approach to bone health must be adopted. Kim presents an evidence-based approach to the prescription of exercise to maximise bone health, encompassing exercise in children through to those diagnosed with osteoporosis and those who have sustained an osteoporotic fracture. **L**

Keep it moving: exercise prescription for knee and hip osteoarthritis // B3G

Prof. Kim Bennell

Particularly prevalent in older individuals, osteoarthritis (OA) of the hip and knee is a common chronic joint disease, leading to pain, loss of functional independence and reduced quality of life. Exercise is the cornerstone of management for OA and is recommended by all clinical guidelines. Kim presents an evidence-based approach to the prescription of exercise for this patient/client population, including exercise dosage and special considerations. **L**

Shoulder solutions // B4F

Dr Seamus Dalton

Join one of Australia's leading shoulder rehabilitation specialists for this eye-opening session detailing the steps necessary to individualise exercise prescription. Starting with biomechanics, Seamus moves on to understanding injury and finishes with exercise prescription ideas for clients with shoulder issues. Gain a new understanding of how shoulder stability relates to injury and take away the tools to really help your clients. **L**

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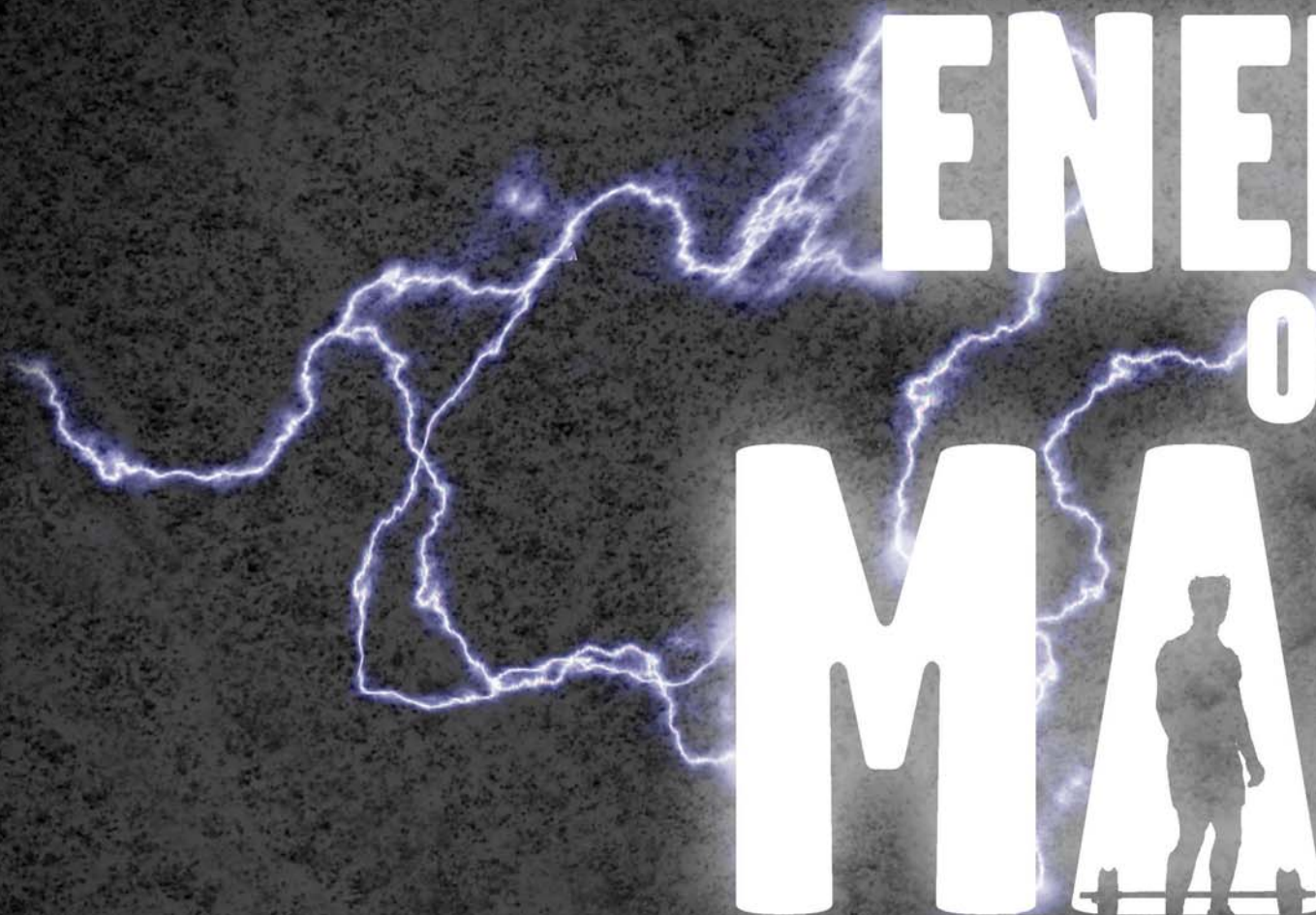


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STEP 2: Complete the FILEX Convention Registration Form on pages B, C, D & E and send with payment direct to FILEX 2011 Registrations, PO Box K1385, Haymarket NSW 1240

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GROUP EXERCISE SESSIONS



// GROUP EXERCISE SESSIONS

Featured presenters

Geoff Bagshaw



One of Canada's most energetic and inspirational fitness leaders, Geoff has over 25 years industry experience. Through his classes and workshops, he reaches over 30,000 people annually.

The recipient of Can-Fit-Pro's Canadian Fitness Presenter of the Year 2009, Geoff has presented in 16 countries and starred in several fitness DVDs. He currently resides in Miami, where he is the Group Fitness Manager for Equinox's Aventura club.

Rachael Cohen



Rachael is co-program director for BODYCOMBAT® with husband Dan, and an International Master Trainer and presenter for BODYJAM®. She has attended a Wing Chun Kung Fu school, undertaken Muay Thai training in Thailand and been tutored in other martial arts. An inspiring educator, she is passionate about upskilling BODYCOMBAT® and BODYJAM® instructors, and is devoted to working with the worldwide army of LES MILLS® people.

Beto Perez



Beto is the creative genius behind the incredibly successful Zumba® group exercise formula. A passionate fitness instructor in Colombia, he created Zumba® by chance when he forgot to bring his usual aerobics music to class. After moving to the US and overcoming many obstacles, Beto teamed up with business partners to transform Zumba® into a worldwide movement with 10 million weekly class attendees. He still teaches master classes around the world and produces music for Zumba®'s popular soundtracks.

Be a world class group fitness manager // A1N

Michelle Dean

The Group Fitness Manager is the heart of every group exercise operation. A GFM with the passion, drive and vision to develop and lead a world-class team has the potential to become as important as a sales manager in any facility. Michelle reveals how the Les Mills GFM Leadership tools can help you create clarity, mobilise people into action and deliver world class assessments. **L**

SPONSORED BY

blast fx // A1Q

Greg Sellar



Join Greg to experience the evolution of body conditioning. Out goes ineffective 'legs, bums and tums' programming, and in comes a physiologically smarter and more dynamic form of bodyweight-only conditioning. Featuring segments focusing on upper and lower body complexes, interval, propulsion and balance, you'll take away a workout that brings truly effective training to your group ex participants. A great session for PTs as well! **MC**

Crazy HiLo // A1R

Steve Boedt



Many group ex instructors struggle to effectively break down fantastic HiLo choreography. In this high-energy workout based on classical HiLo with added dance flavour, Steve teaches you how to cater to participants of every level by starting with basic moves and progressing to an advanced dance workout. Featuring dynamic build-ups and heaps of fun, you'll take home a workout to drive your class crazy! **WS**

Step stylin' // A1S

Ceciley Lyon



Go from drab to fab by accessorising your step choreography with rhythm play, direction, flow and the odd injection of booty shakin' funk! Join Ceciley as she delivers combinations based on staple basic moves, methodically building and layering to create a stylish finished product that will get the heart pumping and the atmosphere buzzing! **MC L1**

Punchfit kickboxing // A2J

Doug Rouessart

Get ready to work up a sweat in this dynamic kickboxing workshop. Learn effective padwork drills that you can add to your PT sessions or group classes using PUNCH Thai Pads and kickshields. This physically demanding session will see your heart rate soar and give you the tools to ensure your clients keep coming back for more! **WS**

SPONSORED BY

Fitball for all // A2Q

Lisa Westlake

Experience a selection of exercises on the ball including warm ups, conditioning, stability, balance, mobility, flexibility and relaxation. Focusing on technique, modifications and teaching tips, discover how varying your training approach and music allow you to apply innovative fitball options to gentle exercise, mainstream strength and mind body sessions. A great introduction for those new to fitball and innovative ideas for those looking to expand their repertoire. **WS**

Zumba Fitness® Party...

Let's get the party started! // A2R



Beto Perez

Injecting fun into fitness, Zumba® fuses hypnotic Latin rhythms and easy-to-follow moves to create a fitness program that will blow your participants away! Join Zumba®'s creator, Beto, for this session featuring interval training in which fast and slow rhythms and resistance training combine to tone and sculpt the body while burning fat. Discover exactly why Zumba has become nothing short of a revolution – because it's the best party around! **MC L1**

SPONSORED BY

Kickbutt conditioning // A2S

Geoff Bagshaw



Using just a step, dumbbells, tubing and bodyweight, Geoff demonstrates a total body toning workout to sculpt and define every muscle. No wasting time here because we're using functional multi-tasking moves that will help you deliver the physique and results your clients are looking for. This is extreme conditioning for extreme results; you have been warned! **WS**

GROOVE your body calm –

Peace through movement // A3P

Misty Tripoli



Discover one of the most powerful tools, not just for teaching but for life; the ability to soothe, restore and relax your mind and body. Enjoy the bliss of slowing down, elongating your muscles, decompressing your joints and diving into the well of peace within. A fusion of creative movement, yoga, breath and meditation, the Groove concept can be integrated into any class format you teach. **MC**

// GROUP EXERCISE SESSIONS

SH'BAM™ // A3Q

Rachael Cohen & Michelle Dean



Be one of the first to experience the latest dance class on the block – SH'BAM™! EVERYONE can own a piece of the dance floor with this seriously simple dance workout by Les Mills. Work up a sweat and shake that booty to the latest chart hits and wicked remixes with two of the industry's best of the best. **WS**

SPONSORED BY 

PLUS – get your name on the VIP list for the Official SH'BAM™ Launch Party on 16 April! See page 5 for more details.

One step closer to perfection // A3R

Steve Boedt



Tired of teaching traditional step? Join Steve as he shows you how to revitalise your classes by adapting basic moves to transform them into spectacular new ones! Experience Steve's incredible build-ups and take home the skills to make your participants move like they've never moved before. Tap-free and energy-fuelled, this inspired session allows you to cater to participants of every level, delivering an awesome workout and heaps of fun! **MC**

Lead with speed, follow with power: nothing but BOXING! // A4I

Christian Marchegiani

The combat instinct lies within us all and can drive our emotions in many areas of life. It is an energy that comes from within and can be channelled for the advancement of physical and mental strength as well functional fitness developments. This dynamic workshop is packed full of boxing combinations and cardio drills designed to be used in any PT or group exercise environment. **WS**



Les Mills CORE // A4Q

Dan Cohen



It's time to get serious about training – it's time for CORE. Be part of the global launch of the latest smash from Les Mills; the 30-minute workout dedicated to strengthening, toning and conditioning the core. Dan guides you through correct movement and posture with warm ups, isolation, integration and total functional moves for a workout that will challenge participants and help them realise their training goals. **WS**

SPONSORED BY 

HiLo Showtime // A4P

Effe Diamond, Karen Finucane, Ceciley Lyon & Stephen Parker

Join the team from Fitness First as they showcase HiLo at its finest! Learn how to add the WOW factor to your HiLo classes and experience both tried and tested, as well as new breakdown teaching methodologies. Lose yourself in the music and take home the skills to deliver choreography more effectively so your participants get it right first time. **MC**

SPONSORED BY 

HD step! // A4Q

Geoff Bagshaw



Learn how to convert old step technology into the new standard... high definition! Join Geoff as he demonstrates the most vibrant, colourful step choreography around today and provides tips for teaching it to participants. With breakdowns and moves that will appeal to the broadest audience, your transition into the new HD era will be a smooth one! **WS**

Indo-Row®: the perfect calorie burn // A4R

Jay Blahnik & John Piro



The hottest workout in LA is coming back to Australia and you don't want to miss it! Indo-Row® is a one-of-a-kind rowing workout that will change the way you think about group exercise. Working in teams, partners and as one crew, Jay and John deliver world-class coaching and demonstrate a transforming total body workout. Easy to learn, Indo-Row® is perfect for both group exercise instructors and personal trainers. **WS L1**

SPONSORED BY 

7 steps to running profitable group fitness events // B1A

Steven Renata



Discover the power of group fitness events for your business. Join Steve to learn the 15 latest research trends in this field and how to plan group fitness



events, taking inspiration from a case study of California's biggest group fitness event of 2010. Covering everything from event registration and marketing tools, to event evaluations and the metrics that drive attendance and profit, take home the keys to accessing this revenue stream. **L**

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Group X-cellence: build a winning team // B1N
Lynne Brick



Every group exercise department should aim to deliver a world class experience. However, many group exercise managers face challenges corralling their team players to work together. A superstar instructor does not necessarily equate to a winning program. Join Lynne and learn the tips to build a winning team, how to use results-focused KPIs and how to reward and recognise your team to keep them motivated and committed. **L**

20/20/20 circuit re-booted // B1Q
Greg Sellar



The 20/20/20 concept was popular at a time when instructors sought to provide the programming variety of three different class types within the one session. Using the BOSU®, med balls and bodyweight-only training, Greg reboots this concept, providing you with the necessary skills to deliver a broad cross section of classes that deal with progression, overload and creativity. **WS**

Dance like nobody's watching! // B1R
Steve Boedt



If you find yourself 'in the mood for dancing' when you instruct your HiLo classes, then you need to join Steve for this session. A dance-drenched HiLo workout, familiar moves are spiced up with some incredible dance-flavours. With a build-up as clean as water, but choreography as effervescent as champagne, this ultimate high energy class will reignite your passion for instructing HiLo! **MC**

// GROUP EXERCISE SESSIONS

DIY step // B1S

Geoff Bagshaw



Are your step sessions in need of some maintenance – or perhaps a complete refit? Geoff equips you with all the tools required for crafting memorable, challenging, and fun step choreography blocks. Take home the skills to 'do it yourself' with some tricks of the trade that will get you truly professional results. **WS**

endurance in your clients through explosive, authentic boxing techniques. A highly motivating workout to get your clients boxing their way to fitness! **WS**

SPONSORED BY



Tabata 20:10 // B3Q

Geoff Bagshaw



Don't miss this opportunity to learn how to skyrocket your participants' results! Utilising the Tabata protocol (20 seconds of work followed by 10 seconds of rest), Geoff pushes you to the limit. With full body compound exercises and intervals designed to increase athletic performance, develop VO_2 Max and decrease body fat, this workout gets the results your participants crave. A great session for PTs too! **WS**

re:CREATE your workout...

GROOVE it! // B1T

Misty Tripoli



How often do you allow your participants to flex their creative muscles? Misty explores ways of functionally training the body to improve agility, speed, explosive power, endurance and the muscle of creativity. Learn how to simplify and groove in this ultimate functional workout and discover what is possible when you empower your classes to use their minds and bodies creatively! **MC**

Group fitness management: big, hairy and scary // B2N

Michelle Dean

To reach your Big Hairy Audacious Goal of business growth you need to manage attendance, budget and profit targets and hit them every time. Group fitness makes up approximately 30% of club visits – does your club invest 30% of its time, effort and budget in group fitness? Learn from the success of Les Mills' most profitable clubs to see your stats grow to 60% and beyond! A must-attend for all owners, managers and future GFM's. **L**

SPONSORED BY



BODYATTACK® // B3R

Lisa Osborne & Nathan Jones



Double knee, superman, tap repeater and high knee your way through this high energy sports inspired workout that's guaranteed to leave you breathless and dripping with sweat! For the novice participant, Les Mills BODYATTACK® features options to get everyone over the finish line, and for the super fit front-rowers, it provides enough challenge to test even the hardest athlete. **WS**

SPONSORED BY



Method in the madness // B3S

Andrew Ward



Teach me, don't show me! It is tempting for step teachers to take shortcuts or give in to member demands for more 'choreography' by delivering end products without proper breakdown. Join Andrew for a reminder of how 'watch me' teaching can hurt your long term ability to attract and retain participants, and how solid teaching and progression 'with choreography' delivers results and keeps step alive! **WS L2**

Lock & LOW'd // B2R

Ceciley Lyon

Is Low Impact the new cool? It can be! Join Ceciley as she looks at ways to get the heart pumping without the feet jumping. Treat your hips and upper body to a party as you're guided through user-friendly combinations flavoured with hip hop and Latin dance styles. Take home the skills to give your participants the most fun they'll have with one foot on the floor! **WS L1**

Australian Fitness & Health Expo time for
Group Exercise delegates // B2S

SPONSORED BY



Punchfit thrash boxing // B3I

Scott Williams & Shaun Vincent

Experience the best Punchfit has to offer in this high intensity thrash boxing session. Learn the essential moves to increase fat burn and improve strength and

Dance revolution // B4R

Alissa Hall

Join Alissa for some sizzling new dance fitness concepts. Discover how to grab participants' full attention in the first five minutes to start your class with a bang; explore different dance styles and team work with a Glee-inspired class concept; and sample the exotic flair of the street-jazz inspired Burlesque Dolls. Take home the inspiration to help your participants lose their inhibitions and have heaps of fun! **MC L1**

GLIDING™+ // B4S

Greg Sellar



Using the patented GLIDING™ disc system, Greg takes you beyond the basics and adds other small pieces of equipment into the mix. Making this affordable and portable sliding disc even more versatile, your repertoire of exercises will increase dramatically. Take away a plan for a total body workout which will leave participants feeling muscles they didn't know they had. **MC**

Indo-Row®: the perfect calorie burn // B4T

Jay Blahnik & John Pirlo



The hottest workout in LA is coming back to Australia and you don't want to miss it! Indo-Row® is a one-of-a-kind rowing workout that will change the way you think about group exercise. Working in teams, partners and as one crew, Jay and John deliver world-class coaching and demonstrate a transforming total body workout. Easy to learn, Indo-Row® is perfect for both group exercise instructors and personal trainers. **WS L1**

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Indo-Row®: the perfect calorie burn // B3T

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// GROUP EXERCISE SESSIONS

PLENARY SESSION

The boys are back in town // B5F

Geoff Bagshaw, Steve Boedt & Greg Sellar



Hailing from all corners of the globe, join Geoff, Greg and Steve for a high energy step session. With tonnes of choreography ideas, awesome music and three world-class instructors, this inspirational session guarantees to reignite your passion for step. Wrap up your convention day with an unforgettable session that's guaranteed to leave you smiling, sweating and wanting more! **MC P**

SPONSORED BY 

PLENARY SESSION

GROOVE your body strong // B5H

Misty Tripoli



Learn creative ways for developing a strong and supple body and cultivating the mind body connection in this truly unique strength training class. Misty shows you how to develop integrity and presence as well as a strong physique by navigating your joints, ligaments, muscles and range of motion. By swimming in a sea of unlimited possibilities, we can each find the perfect movement to groove our bodies strong. **MC P**

PLENARY SESSION

MMA Fitness: pad training techniques from the cage // B5I

James McNeill, Marcelo Rezende & Dee Rynkiewicz

Learn how to incorporate the fastest growing sport in the world into your training! Join the team for a pad session utilising authentic Mixed Martial Arts (MMA) training and conditioning workout techniques. The next step beyond boxing and kick-boxing, discover how you can utilise these great new training techniques to deliver real fitness results to one-on-one clients and group workouts at all levels. **WS P**

Managing the magic // C1N

Andrew Ward



Build a rock solid foundation and transparent organisation for your group exercise team to work within so that they can – and will – perform beyond your expectations. Andrew reviews philosophies and systems for compensation, communication, planning and performance management, specific to your group exercise team. Take home tools which can be easily implemented to improve your member experience and business success. **L**

Step up your freestyle game! // C1Q

Steve Boedt



Focusing on crystal clear build ups and basic moves, learn how Steve – the master of step – creates his choreography. Perfect for freestyle step instructors looking to add some extra oomph to classes by adding turns, directions and more than a dash of pizzazz! Take away a library of new moves and a head full of inspiration to get your classes stepping like they've never stepped before. **WS**

Full-body flexibility formula: yoga-inspired stretch // C1R

Jay Blahnik



Experience stretch training in a whole new light with this perfect combination of athleticism and flowing yoga-inspired sequences. Join Jay to find out how you can facilitate a huge improvement in your clients' range of motion, posture, coordination and balance skills by integrating these precise techniques into your classes and training sessions. A perfect session for both personal trainers and group exercise instructors. **MC**

GROOVALICIOUS dance party! // C2Q

Misty Tripoli



If you love to dance then it's time to join the GROOVOLUTION! Dance, wiggle, shake and shout and get lost in Misty's no-holds barred ultimate dance experience. Come play, move, explore and boldly express your unique funky groove. This is a dance PARTY – so don't come to take notes, allow yourself to get lost in the groove and rejuvenate your mind, body and spirit! **MC**



Zumba® Toning // C2R

Jani Roberts



Looking to deliver participants an intense, easy-to-follow and fun workout? Welcome to Zumba® Toning – The Workout. Learn how to sculpt and tone the body by incorporating the hottest, most challenging choreography using the Zumba® Toning Sticks. Get your heart and muscles pumping while you dance to the new Zumba® routines. Take this opportunity to expand your group exercise instructing horizon! **MC**

SPONSORED BY 


PLENARY SESSION

Zumba® Fitness music experience! // C3D

Beto Perez & the Zumba® Performance Team

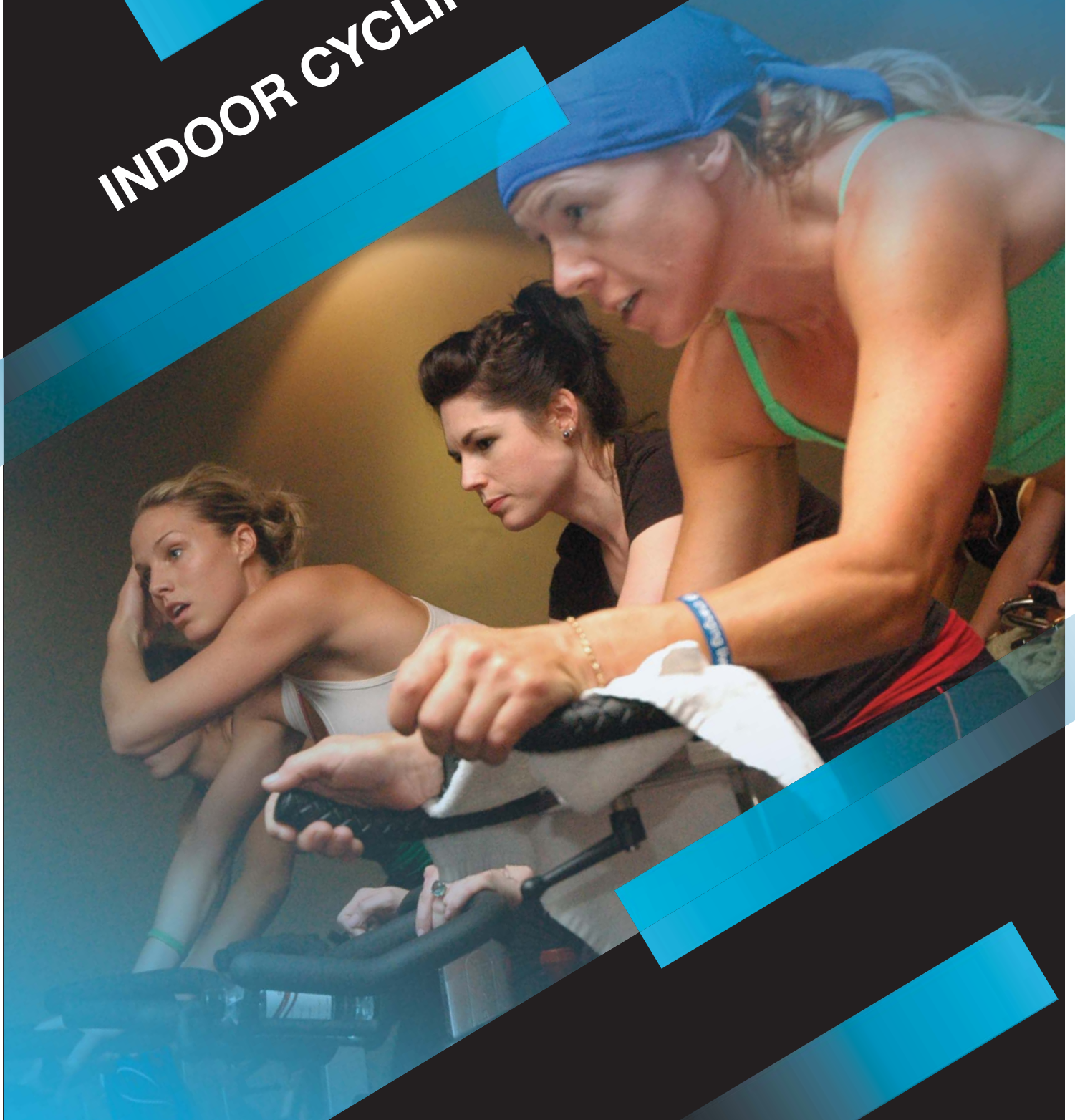


The moves, live music, the passion and non-stop dance can mean only one thing... the Zumba® Fitness Concert has invaded Sydney! From Colombia to China, Europe to Australia, millions of participants are dancing to the Zumba® beat of Latin and international tunes. Join Zumba® creator Beto and his team to discover why this dance fitness workout has become the big thing in group exercise. Experience the excitement, the beat and exotic sensations like no other. The perfect way to round off your FILEX weekend, this fun-filled session will leave you panting for more! **MC P**

SPONSORED BY 



INDOOR CYCLING SESSIONS



// INDOOR CYCLING SESSIONS

Visual sensation – Tour of Sydney // A1T
Effe Diamond, Lesley Gray, Alisha Smith & Tony Zonato

Join the I.C.E Master Trainers on a simulated stage-based ride through various regions of Sydney. Climb over hills, fight against headwinds and coast along downhills as you watch the road unfold before you on the big screen. Experience each Master Trainer's favourite section of road and take away new ideas for turning your local outdoor routes into spectacular indoor classes. **MC**

SPONSORED BY 

Schwinn Cycling®:
 coaching mastery // A2T
Jay Blahnik



Take your cycling classes to new heights by learning how to become a world-class coach! Enhance and fine-tune your teaching and coaching skills by learning the unique Schwinn Cycling® Coaching Pyramid. This highly interactive workshop pinpoints the skills you need to improve and highlights the talents you already possess. Re-ignite your entire teaching experience and boost your participants' fitness gains! **WS**

Power push and pull // A3S
Rachel Kalwy

Do your participants mainly push throughout their ride? Learn how to adapt the ride to use all the muscles in the legs and generate power through the correct push and pull technique. Walk away with some great technical information and cues that you can apply in class. By implementing these techniques, your class members will experience a more complete riding experience and work muscles they didn't know they had! **WS**

Creating dynamic team
 environments // A4S
Fraser Quelch

Create the energy of a high performance team in every indoor cycle class! In this workshop Fraser introduces leadership techniques that promise to take the interaction and energy of your cycling classes into the stratosphere. Take away the skills to deliver participants head-to-head competition, cooperation and interaction like they have never known while sending their energy levels soaring. **WS**

SPONSORED BY  

Cycle connections // B1U
Claire Norgate

Your success as an indoor cycling instructor is dependant on your connection with participants. Join Claire as she demonstrates two simple, yet powerful methods to create memorable connections with members while delivering a great workout. Learn how to equip yourself with the knowledge and skills to answer participants' questions throughout the class delivery, and take home the latest research findings to inspire your class. **MC**

Crank it up // B2T
Karen Finucane

After many years of delivering uplifting and inspiring indoor cycle classes, Karen has developed a repertoire of effective techniques for cueing and communicating expectations and for empowering her participants to get the most out of their ride. Join her as she shares her techniques for cranking up the gears on your cycle classes and motivating your riders to achieve their fitness goals. **WS**



Cycle Warrior // B3U
Alani Mala

Cycle Warrior is an indoor cross-training cycling program that marries exercise science with great choreography to deliver maximum benefit. Turn on the body and tune in the ears to awesome sounds as you ride hills, flats, and sprints over varying intervals to burn serious calories and increase fitness. With options that cater to everyone from novices to experienced cyclists, you'll take home the skills to leave every participant tired but invigorated. **MC**

Sonic boom – Breaking the
 sound barrier // B4U
Effe Diamond

Music is the driving force behind successful class plan, delivery and overall performance in indoor cycle. Join Effe to discover how to effectively use basic and advanced music maps to create intensity, motivation and entertainment while ultimately achieving participants' workout goals. Learn how to recognise musical flag points and select appropriate music to support riding positions and enhance your class delivery. **WS**

SPONSORED BY 

PLenary SESSION

RIDE™: a journey with the
 'whys?' // B5D
Matty Clarke & Melinda Woods

To be the best indoor cycling instructor you need not only to deliver information clearly, but to understand it. If we understand why we do what we do, we can increase the 'buy in' from our participants, while also gaining the respect of members and peers. Join Matty and Melinda as they take you through the key elements of program design, set-up, and instruction and explain the 'whys' to set you apart from the crowd. **MC P**

SPONSORED BY 

Australian Fitness & Health Expo time for
 Indoor Cycling delegates // C2S

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AQUA FITNESS SESSIONS



// AQUA FITNESS SESSIONS

Please note: all Aqua sessions are held offsite at the Ian Thorpe Aquatic Centre, Ultimo

Multi-dimension fluid fitness // A1W

Annette Chatterton

Learn how to create a smooth flowing aqua class that explores levers, levels and body positions using the buoyancy of dumbbells. Evolve your class into a smooth journey that focuses on improving joint stability, core activation, muscle balance and posture. Another benefit of this unique style of class is that it can easily be presented without music. **WS S L1**

SPONSORED BY



Aqua classic // A1X

Jennifer Schembri-Portelli

Planning and instructing aqua classes should not be complicated. By following JSP's easy-to-use WETS formula you can ensure your participants experience the effective fitness results of this enjoyable older adult aqua session. Witness how a simple but well-laid plan can create a positive physiological change for this population group, and discover the benefits of going with the flow. **WS S L1**

Contemporary Aquilates // A2W

Kayla Duke

Correct your posture, master your movements and feel the difference in your body as Kayla brings Pilates to the aquatic environment. Focusing on body movements that flow through the water with a contemporary dance feel, you'll learn how to teach participants techniques and movements that condition, lengthen and strengthen the body, leaving them stress-free and ready for anything. **MC L1**

Deep to the core // A3W

Marietta Mehanni

Using only one dumbbell as a buoyancy and resistance tool, this session is designed to challenge cardiovascular fitness and core strength. As only she knows how, Marietta demonstrates the multitude of ways a dumbbell can be used to create interesting movement patterns and deep water core exercises. Take home a class plan that doesn't require lots of equipment, but does achieve an amazing workout! **WS D L2**

Aquatic exercise for age reversal // A3X

Laraine Dunn

Turn your clients' experience of growing older into growing healthier and stronger as they rediscover their capacity for vitality and joy. Balancing a blend of physical, psychological, challenge and achievement, and tapping into the latest research, this session looks at what is needed to maintain optimal health and function. Join Laraine as she demonstrates physical activity that improves metabolism, mobility, muscle and mood. **WS S L1**

'Extra'ordinary aqua // A4V

Melissa Cameron

Join Melissa for a session that analyses exactly what makes an aqua class great, rather than merely good. From class structure to communication techniques, discover how small adaptations can make a world of difference to the effectiveness of a class. After all, the difference between ordinary and extraordinary is that little bit 'extra'! **WS L1**

Aqua synergy // B1X

Stacey Dolliver

Join Stacey for this session influenced by yoga, dance and Pilates-based movements. Featuring moves suitable for all ages and ability levels, this workout focuses on functional alignment, balance and coordination. Great for every aqua instructor, particularly those teaching older adults. Comprehensive notes are provided so you can give the session your undivided attention! **WS S L1**

ABC: Aqua Brain Change // B2W

Jennifer Schembri-Portelli

You don't have to be a brain surgeon to change your brain anatomy! Scientific evidence demonstrates that brain exercises can improve cognition and perception which can in turn improve strength, functional movement patterns and positivity. Join JSP as she demonstrates myriad mind-boosting activities to incorporate into your aqua classes. These techniques have achieved amazingly positive results in clients with mental health issues. **WS S L1**

1, 2, 3 layer! // B2X

Kayla Duke, Naomi Ling & Megan Rehfish

Do you like to challenge your participants but struggle to come up with fresh choreography ideas? Then join the terrific trio, Naomi, Kayla and Megan, as they show you how to make old choreography exciting again by adding different layers. It might be a simple hand move, direction change or equipment addition, but it's all you'll need to rev up your classes. We'll see you in the pool! **MC S L1**

Aqua Zumba® pool party // B3X

Maria Teresa Stone

The Zumba® team love a party and love the water, so adding Zumba® moves to the pool was a no-brainer! In this invigorating Zumba® pool party, Latin and international dance rhythms combine to create a physically challenging experience that everyone can do. This unique workout trains all your muscles and opens up Zumba® to everyone, including those with disabilities or physical limitations. **MC S L1**

SPONSORED BY



Fit, fab and over 50 // B4X

Laraine Dunn

Learn how to live a healthy older life in this jam-packed session. Correct exercise and attitude can help your clients stay fit and strong enough to enjoy an active older age. Using the latest research, future trends, and her own experience for staying happy and healthy, Laraine looks at major components of exercise and its positive impact on ageing. **WS S L1**

Hydro electric // B4Y

Dominic Gili

Deep water classes are one of the most challenging of any group exercise workouts. This session challenges and engages participants with routines to test even elite athletes. In fact, the fitter they are the more they stand to gain. Join Dominic to experience this combination of challenging cardio workouts and creative resistance routines using noodles, dumbbells, partners and the wall to great effect. **WS D L1**

PLENARY SESSION

Smooth moves // B5K

Kerri Parkinson

If you are desperate for new moves, then this is the workshop for you! Get the moves, learn how to teach them – and how to make them work. Kerri demonstrates a mixture of old time favourites with a bundle of new moves – all seamlessly linked to make your classes flow effectively and efficiently. A power-packed session with great take-home content! **MC L1 P**

Aquacise your pelvic floor // C1U

Dianne Edmonds & Marietta Mehanni

Gain the confidence to deliver a pelvic floor-safe class in this must-attend session for every aqua instructor with female, pregnant, elderly and overweight participants. Marietta and Dianne deepen your understanding of pelvic floor and continence issues with an interactive program covering the where, why and how of pelvic floor training. Discover the modifications to seamlessly integrate pelvic floor exercises into your regular aqua classes. **WS S L1**

H₂O hardcore // C2V

Naomi Ling

Crank things up a gear and make your clients train harder by integrating interval and plyometric training into your aqua class. Discover how to create fun, achievable and challenging water workouts that provide aerobic, anaerobic and resistance training, all in the one class. Packed with explosive moves, take home loads of ideas to get your clients' hearts pounding! **WS S L1**

MIND BODY SESSIONS



// MIND BODY SESSIONS

Featured presenters

John Ogilvie



John is one of Australia's most respected and experienced yoga teachers, and founder of Byron Bay's yoga school, Byron Yoga Centre, now celebrating its 21st year. John heads up a popular teacher training program at the school, attracting students from around the world who come to learn from his two decades of teaching experience.

Misty Tripoli



Misty is one of the world's most innovative and engaging fitness instructors, choreographers and mind body specialists. She has been touted as one of the most creative, controversial and influential instructors of recent times. Misty uses her passion and creativity to inspire positive change towards simplicity in what can sometimes appear to be a very complicated industry.

Helen Vanderburg



An international health and fitness consultant, Helen is owner of Heavens Fitness Club and Fusion Fitness Training™. An elite athlete, past World Champion synchronised swimmer, honored member of the Canadian Sports Hall of Fame and the 2005 IDEA Fitness Instructor of the Year, Helen brings a wealth of experience to the fitness industry.

Upper body yoga therapy // A1U

Bernadette McGree

Her own experience of practicing yoga with scoliosis has given Bernadette the confidence to offer therapeutic alignment to individuals suffering back issues. Focusing on typical upper body issues such as scoliosis, general wrist weaknesses, and shoulder and neck issues, this fun workshop helps build confidence in working with injuries. Bring a large towel and be prepared for some hands-on practice! **WS**

Pilates essential flow // A1V

Liz Dene

Join Liz for a Pilates workout full of take home ideas for your next class. Experience the focus of flow as you transition from one move to another with ease and grace. Feel the essence of mind body movement with creative ideas and insight into where movement can go. Walk away feeling centred, balanced and ready for the day. **MC**

Posture and mindfulness –

The ultimate connection // A2U

Lisa Champion

Join Lisa as she invites you to think more openly and dynamically about posture and whole body coordination. Would you agree with the idea that our clients can achieve better results with less effort when they are more mindful? Join Lisa to explore this concept and other new perspectives on movement and coordination that will add the quality of excellence to your training. **WS**

Yoga – Understanding bandha and breath // A2V

Claire Norgate

Breath work creates space – Bandha work creates control. The interplay between the two will transform both your practice and your teaching of yoga. Join Claire as she unravels the complexities of these Indian traditions to provide useful and immediate applications to your classes. A must-attend session for all yoga teachers who want to grasp the essence of these vital yoga practices. **WS**

GROOVE your body calm –

Peace through movement // A3P

Misty Tripoli

Discover one of the most powerful tools, not just for teaching but for life; the ability to soothe, restore and relax your mind and body. Enjoy the bliss of slowing down, elongating your muscles, decompressing your joints and diving into the well of peace within. A fusion of creative movement, yoga, breath and meditation, the Groove concept can be integrated into any class format you teach. **MC**

Yoga asana architecture // A3T

Helen Vanderburg

All yoga asanas have a foundation and a structural architecture that gives the pose shape. Helen guides you through the precise alignment of select yoga poses and explores habitual patterns of movement. Discover how the anatomy and bone alignment of the pose can give you greater strength, space and freedom in your yoga asanas. Free your body of tension and allow the body to move naturally. **WS**

STOTT PILATES®

Matwork interval training // A3U

Lisa Kaye & Wayne Seeto

Learn how to kick metabolism into high gear with this intensive, energy-boosting mat workout. Join Lisa and Wayne to explore the body's natural ability to burn fat and chase away stress while building overall strength and endurance. Select STOTT PILATES® Matwork™ exercises are combined in powerful sequences that gradually increase in rhythm, pace and intensity to help rev up the body's fat burning capacity. **WS**

SPONSORED BY **STOTT PILATES®**

Australian Fitness & Health Expo time for Mind Body delegates // A3V

SPONSORED BY **STOTT PILATES®**



// MIND BODY SESSIONS



ChiBall gentle moves // A4T **Lynley Gladdis & Judy McKenzie**

A selection of mind body concepts combine to create a program for improving overall health, particularly in those with reduced mobility caused by increasing age, injury or illness. Low impact, yet energetic, this session can be performed standing or seated. Take away the skills to integrate elements of tai chi, dance, yoga, Pilates, ChiBall Release, relaxation and meditation to increase participants' vitality and enthusiasm for life. **MC**

Elixir Pilates: creative matwork with props // A4U **Katharine Millard & the Elixir Pilates Team**

Are you stuck for ideas with your mat classes? Join Katharine and the team to learn new and creative ways of incorporating the magic circle, exercise band and foam roller into your classes. Discover how Pilates props can either increase or decrease the intensity of common Pilates exercises to add challenge and variety to your training sessions. **MC**

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Power of tai chi: health and wellbeing // B1V **Ming Shao**

Take this opportunity to experience how the proven health and wellbeing benefits of tai chi can improve your participants' lives. Ming's expertise in tai chi and Chinese medicine combine to create a powerful experience like no other. Gain a greater understanding of how the principles of tai chi result in its unique benefits to people of all ages and physical abilities. **MC**

Loosen up – Freedom for hips and shoulders // B1W **Duncan Peak**

Prevent injury and free your clients from stress and tension by learning specific yoga postures to cool down after training. Duncan demonstrates how combining an in-depth understanding of pelvic movement with proper shoulder placement can help to align, open and strengthen these injury-prone areas. Take home the skills to give even the stiffest hips and tightest shoulders a new level of freedom and comfort. **WS**

STOTT PILATES® Prenatal on the mat // B2U **Lisa Kaye & Wayne Seeto**

Join Lisa and Wayne for this interactive workshop drawing upon current medical information, exercise guidelines and research on pregnancy and movement. Appropriate STOTT PILATES® Matwork™ exercise adaptations are explored and anatomical and physiological changes, risk factors and movement considerations discussed. Take home strategies for building pre-natal programs and providing safe and effective workouts for small groups or individual clients throughout all trimesters. **WS**

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ChiBall fire yoga // B2V **Lynley Gladdis**

Learn how to build heat and challenge your strength and core stability in this dynamic ChiBall yoga session. Using Yang energy, move from standing postures to balances and floor postures. Descend from the heat of the Yang energy to the cool of the Yin energy with restorative postures and relaxation to find inner strength and peace. **MC**

Find your GROOVE with meditation // B3N

Misty Tripoli

True health comes from a healthy inner body. Misty reveals creative ways to cultivate a peaceful inner body by exploring simple yet powerful ways to incorporate meditation into your daily life, rather than just becoming part of your fitness routine. A harmonious inner body allows the space for vibrant health to flourish. Discover the peace, power and many benefits of meditation. **IL**

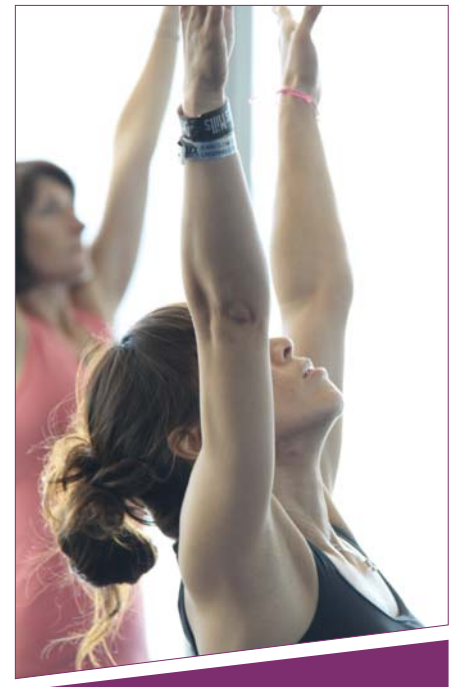


Introduce clients to yoga safely // B3V **John Ogilvie**

Yoga offers many physical and mental benefits, but those new to the practice should ease themselves into it gradually. Starting with a beginner's sequence, John explains how and when to introduce the stronger postures to develop your participant's asana practice. Discover the correct progressions to take your class from the preparation postures through to the more challenging movements. **WS**

Pilates: secrets to success // B3W **Claire Norgate**

Learn the building blocks to make your teaching inspirational, fresh and effective! Join Claire to learn specific teaching skills, communication strategies and self-assessment methods that will enable you to teach Pilates technique, rather than just deliver a repertoire of exercises. Although Pilates-focused, instructors of other mind body classes will also find much value in this session. **WS**



// MIND BODY SESSIONS

360 degree Pilates // B4V

Taryn Polovin

Why limit yourself – and your participants – in the Pilates studio? This innovative master class demonstrates how to integrate more rotation, side flexion and dynamic movements into your Pilates matwork or core classes. Join Taryn for this introduction to a fun and inspiring new take on traditional linear Pilates exercises. **MC**

Effective spinal movements for energy and health // B4W

Simon Borg-Olivier

Learn how to increase spinal strength and flexibility with a safe and effective sequence of postures and movements. Simon demonstrates a sequence which can help eliminate lower back pain, increase blood flow, enhance energy levels and increase relaxation. This practice can be used on its own, or to complement other forms of exercise and daily activities such as walking and swimming. **MC**

PLENARY SESSION

GROOVE your body strong // B5H

Misty Tripoli

Learn creative ways for developing a strong and supple body and cultivating the mind body connection in this truly unique strength training class. Misty shows you how to develop integrity and presence as well as a strong physique by navigating your joints, ligaments, muscles and range of motion. By swimming in a sea of unlimited possibilities, we can each find the perfect movement to groove our bodies strong. **MC P**



PLENARY SESSION

Yoga to the core // B5J

Helen Vanderburg

Add a core focus to your yoga classes with strong sequences of asanas that build core strength. Help your participants develop strength, endurance and flexibility with this powerful blend of yoga postures. Learn yoga sequences to bring awareness to the core, strengthen the core through integrated movement sequences and release stress that limits the core from functioning optimally. **WS P**



Full-body flexibility: yoga-inspired stretch // C1R

Jay Blahnik

Fuse the pieces together and experience stretch training in a whole new light... the perfect combination of athleticism and flowing inspired yoga sequences. By integrating concepts from Jay's best-selling book, you will gain the tools you need to get results! You'll see a huge difference in your clients' range of motion, posture, coordination and balance skills when you integrate these precise techniques into your classes and training sessions. Perfect for personal trainers and group exercise instructors. **MC P**



Menezes Method – A step beyond Pilates // C1S

Allan Menezes

Pilates comes in many shapes and guises. The Menezes Method has been established for over 15 years, during which time a great deal of research has gone into making the exercises as effective as possible. Join Allan, creator of the Menezes Method, to learn over 20 different techniques to improve your current instruction. **WS**

Treating hip, back and pelvic pain with Pilates // C1T

Tanya Winter

Join physiotherapist Tanya to learn how to help clients with back, hip and pelvic pain using Pilates and core stability retraining. In this practical workshop based on the latest physiotherapy research, Tanya looks at the major muscles needed to reduce pain and oversees some simple hands-on exercises to incorporate into your clients' programs. **WS**

Vertical Pilates – Functional and fantastic // C2T

Lesley Gray

Learn how to create a Pilates class by applying the key principals of the method to innovative standing sequences. Discover how to functionally challenge core control and learn how to create strength and stability throughout the entire body. Take home 'pods' of choreography to gradually layer into your classes. Warning: this session may cause you to re-think the way you deliver Pilates and redefine your concept of the core. **WS**

Purna yoga – Full body blast // C2U

John Ogilvie

Purna yoga represents a holistic approach to yoga, integrating not just the physical postures but also pranayama (breathing techniques), meditation, devotion, and philosophy. Join John, Purna yoga's creator, as he guides you through this powerful practice, working through challenging, flowing sequences which target all the muscles of the body. This strong sequence is a must for all yoga enthusiasts. **MC**

PLENARY SESSION

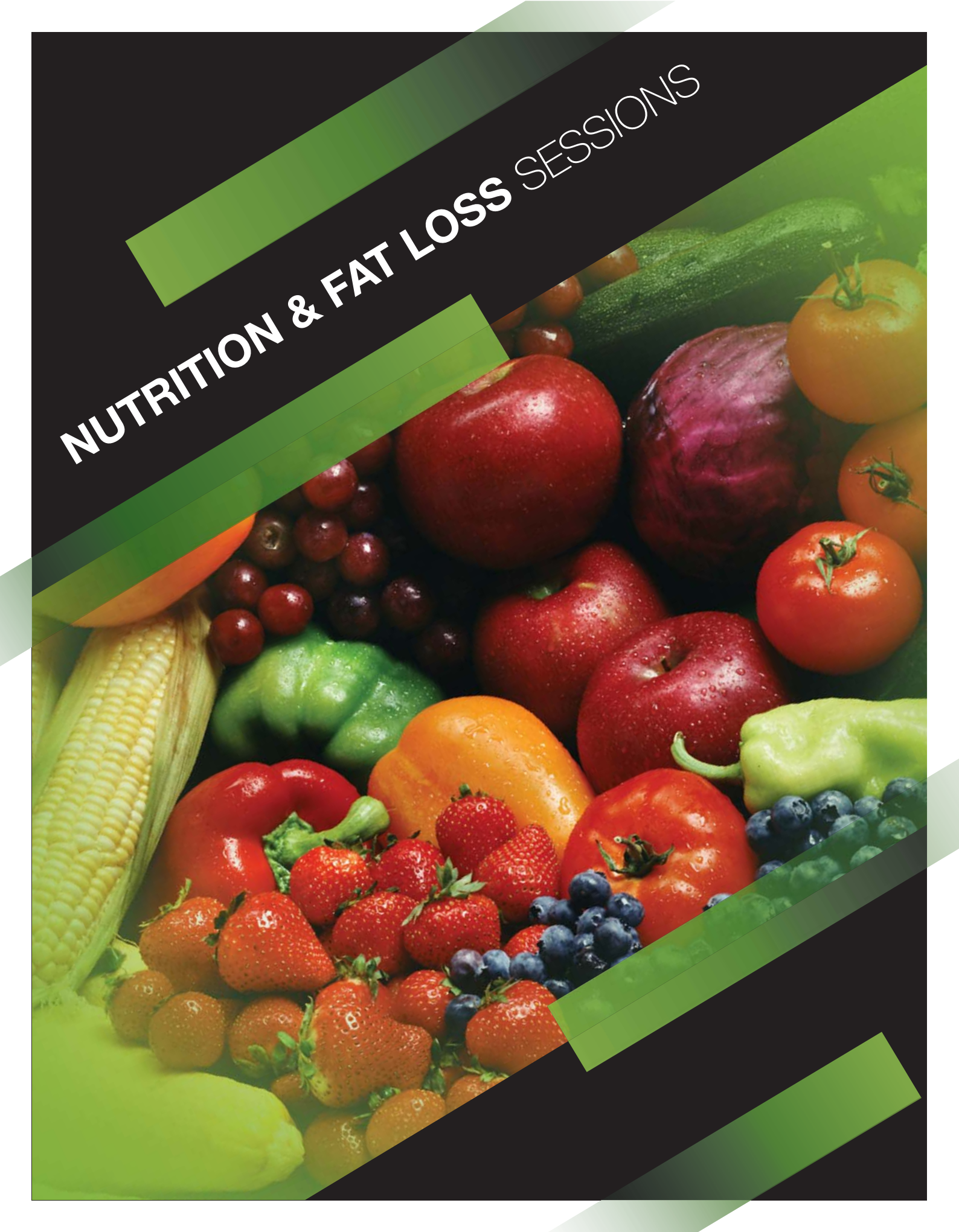
The ultimate Pilates experience // C3B

Liz Dene, Merrin Martin & Claire Norgate

Join the Network Pilates trainers for the ultimate Pilates workout full of take home ideas. Sample elements of the Network Pilates training courses, from basic fundamentals, ball work, and intermediate through to advanced progressions. This showcase gives you a taste of where Pilates has come from – and where the movements can go. Experience the essence of mind body movements with a focus on flow as you transition from one move to another. Whether you're new to Pilates or an experienced trainer, you'll leave with fresh inspiration for your next class. **P**

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NUTRITION & FAT LOSS SESSIONS

// NUTRITION & FAT LOSS SESSIONS

Featured presenters

Scott Josephson



Scott is the director of operations at Hippocrates Health Institute in West Palm Beach, Florida. A registered dietitian, he presents at conferences throughout North America and has received numerous awards including the 2005 Director of the Year for Teaching Excellence and the 2010 Specialty Presenter of the Year for Can-Fit-Pro. Scott is on the international advisory boards for Can-Fit-Pro and American Fitness Professionals and Associates and has worked with numerous sports celebrities.

Dr. Joanna McMillan



With a PhD in nutritional science, Joanna operates a nutrition consultancy in Sydney's Eastern Suburbs. She is also a fitness professional, and instructed group exercise classes for almost 15 years. Joanna is a popular media spokesperson and is a Nine Network regular, principally as the resident nutrition expert for *Today*. An accomplished presenter, Joanna was named Network's Presenter of the Year in 2006.

Dr. Rebecca Reynolds



Rebecca finished her PhD investigating the effect of the glycemic index on hormones, appetite and acne vulgaris at Sydney University in 2009. She has since worked in community-based obesity prevention at The World Health Organization's Collaborating Centre on Obesity Prevention, in nutrition education for fitness professionals at Australian Fitness Network, and for public health nutrition students at Deakin University.

Sugar sabotage! // A1L

Scott Josephson



Sugar or artificial sweeteners – which should you advise clients to use? Splenda, Equal, Sweet-n-Low, Sugar Alcohols, Stevia, Asulfame K, Lakanto, real sugars... the range of sweetening agents can be overwhelming. Learn the truth and understand the acceptable daily intake, the composition, metabolism and safety aspects including their effects on appetite, weight loss, fat storage and overall health. [L](#)

Neutraceuticals – helpful or just expensive? // A2M

Dr. Joanna McMillan

Nutritional supplements are the basis of a multi-million dollar industry and dominate the health aisle of the supermarket. Joanna explores a range of popular supplements to discover whether any of them could be helpful or necessary, or whether they only serve to make our wallets lighter. From the queen of the 'real food' message this session is an honest and scientific appraisal of the world of neutraceuticals. [L](#)

Metabolic motivator // A3L

Matt O'Neill

The speed of each individual's metabolism dictates their calorie-burning potential. Join Matt to gain completely new ideas for selling your clients the concept of metabolic fitness. Hear the latest evidence linking inflammation to obesity, antioxidants to fat loss and protein to performance, and take home concepts that you can easily pass on to clients. [L](#)

Stop killing your kids and yourself – Food is your best medicine // A3M

Lee Parore

The increase in obesity-related illnesses means that the current generation of kids could die before their parents. Failure to eat in synch with the body's chemistry is at the heart of the problem. Lee shows you how to play your part as a warrior for health through food education and self-empowerment. Discover how the adage 'you are what you eat' holds true when it comes to lasting health. [L](#)

Sports supplements: promises, pitfalls and the good stuff // A4F

Scott Josephson



Today's multi-billion dollar supplement industry is full of pills, potions, powders and promises – but which ones are effective? Supplements can make a huge difference in performance, but it helps to understand their marketing and the science supporting their efficacy and safety. Join Scott to discover the pros, cons, risks, benefits and dosages of some popular supplements and ergogenic aids. [L](#)

The psychology of eating // A4J

Amanda Jeffreys

Learn about the many behavioural components which drive us to food. Experience mindfulness training at its best and explore a journey which links the mind and body and connects you with the multiple drivers that influence why we eat. Hear what disordered eating research is saying and discover how these behaviours influence our clients' problems with obesity, over training, coping or just modelling a healthy family life. [L](#)

Women, metabolism and the hormone highway! // B1G

Scott Josephson



Join Scott to learn about the specific training, and life challenges faced by female clientele. Explore perimenopausal challenges, gender differences, muscle strength, body composition, metabolism, the hormonal roller coaster and other physiological factors that play an enormous role in training. Take home practical information to guide your female clients in their dietary intake, energy expenditure and exercise. [L](#)



// NUTRITION & FAT LOSS SESSIONS



Remote control results // B1M

Matt O'Neill

Personal trainers can stand over clients and make them do twenty push-ups, but how can you make clients eat what you want them to eat when you aren't there? The answer is, by remote control. Join Matt for this session in which he shows you the key steps and strategies for helping clients automatically eat well every day. **L**

Fighting against fat loss – What trainers need to know about insulin resistance // B2M

Gavin Aquilina

If you train clients for fat loss, this is a must-see presentation packed with essential knowledge. Help your clients achieve their fat loss goals, confident that you are not fighting their body. Join Gavin as he reviews the latest research and factors associated with insulin resistance, and take away practical nutrition tips and training tricks. **L**

SPONSORED BY 

Eating for energy and performance // B3F

Scott Josephson

Sports nutrition is the core component to any training program. Join Scott for this unique, information-packed session on nutrition and dietary practices, and learn the strategies and preparation needed to give your clients the advantage they seek. This is the champion eating plan – so dig in! Full of solid, useful and useable information, this is a must-attend session. **L**



Losing the last 5kg // B3K

Susie Burrell

Losing body fat, particularly in the case of trained individuals, is an exact science requiring specific interventions targeting diet, activity and lifestyle variables. In this session Susie outlines the key metabolic, physiological and psychological variables that trainers need to target to help clients reach their weight loss goals, and places particular emphasis on helping clients lose that last 5kgs. **L**

Australian Fitness & Health Expo time for Nutrition delegates // B3L

SPONSORED BY 

The language of nutrition labels // B4N

Tanya Lewis

Reading food labels can be like learning a new language. Improve your label literacy with some simple tips and tricks, including how to interpret recent advances in front of pack labelling. Discover surprising consumer perceptions of food labels as well as the commercial associations behind them. This session helps you add value to your clients and makes your own shopping trips faster, more informed and – most importantly – healthier. **L**

PLENARY SESSION

Winning at losing – Weight management made simple // B5A

Scott Josephson

Learn how to integrate realistic protocols and modalities on weight management, exercise, diet and behavioural change into a comprehensive model for intervention. Scott details specific guidelines for establishing safe, compassionate, reasonable nutritional practices for every client. Discover the proper quantities of protein, fat and carbohydrate intake to make a positive long term difference for every client. It's time to win at losing! **L P**



PLENARY SESSION

Indulgent appetites // B5C

Dr Joanna McMillan

We all have thin friends who seem to eat all they like without gaining a kilo, while others just have to look at a slice of cake to gain weight. Does understanding what drives our appetite provide a clue as to why this is? Does where a calorie comes from affect what happens to it in the body? Join Joanna as she explores digestion, metabolism and individual differences to provide fascinating insights into weight control. **L P**

Eating for two: optimal nutrition for pregnancy and post natal // C1L

Liz Dene

For the latest research on pre-conception care through to post natal nutrition, join Liz for this look at the dietary requirements for a healthy birth outcome. Review the guidelines and discover what your clients really need to be eating – and avoiding. Plus, walk away with an easy-to-follow plan of nutritional ideas for getting the body back in shape post pregnancy. **L**

Set-weight-point: overcoming blocks for permanent weight loss // C1M

Tamika Hilder

Do you have clients who fail to maintain their ideal weight despite a good diet and exercise regime? Does their weight yo-yo? Discover the emotional and mental stresses that cause the body to hold onto fat as a form of protection and find out how a gentle approach will work faster. Plus, learn when to refer clients on for psychological help in removing their blocks to permanent weight loss. **L**

Eating disorders 'R' us // C1N

Dr Rebecca Reynolds

Eating disorders were rare until the late 1900s. Today, we're taught to loathe body fat. From the 'classic' disorders of bulimia and anorexia to obesity-related and 'healthful' eating obsessions, Rebecca discusses the reasons why people live to eat rather than eat to live, the warning signs to look out for in your clients and what to do about it. **L**

Sport supplement research round up // C2M

David Driscoll

Join David for a summary of the scientific research of sports supplements from 2009-2010. Reviewing everything from the latest on creatine and beta-alanine to nitric oxide supplements, he also asks whether antioxidants do more harm than good. Get the lowdown on the most recent research into protein, amino acids and other nutrients claimed to enhance physical and mental performance. **L**

PLENARY SESSION

Calorie counting – Cure or con? // C3E

Matt O'Neill

Is calorie counting a cure for obesity or just a scam, distracting clients from achieving real nutrition goals? Join Matt for this session in which he debates the merits of points systems, portion sizes, Paleo diets and more to find the best method of achieving a nutrient-rich diet. **L P**

SPECIALTY SESSIONS



// SPECIALTY SESSIONS


Body image dysmorphia – The truth will set you free // A10



Misty Tripoli

Misty, a 20-year fitness industry veteran, is a recovering bulimic and obsessive compulsive over-eater and exerciser. Join her as she shares her experience of obsession and self abuse in the exhausting quest for the 'perfect' body. Explore how you judge, move and care for your own body, and learn simple, powerful techniques to cultivate acceptance and understanding, and how to inspire others to do the same. L

Australian Fitness & Health Expo time for Specialty delegates // A1P

SPONSORED BY 

Pelvic fallout in the gym // A2P

Michelle Kenway

Increasing numbers of women are performing exercises with potential for pelvic floor injury, which can contribute to prolapse, incontinence, embarrassment and withdrawal from exercise. Discover which exercises can cause pelvic floor dysfunction, and learn how to design pelvic floor-safe workouts and retain satisfied female clients. Take home practical exercises and expert guidelines for training female clients with appropriate core, resistance and aerobic programs. L

SPONSORED BY 

Affairs of the heart – Cardiac rehab and fitness // A30

Stephen Stone

With the prevalence of cardiac disease in Australia, it is imperative for fitness professionals to acquire a basic knowledge of the guidelines regarding clients and members with cardiac conditions. Outlining the progression from inpatient to outpatient, Steve looks at the cardiac conditions that fitness professionals can encounter, and details exercise prescription considerations including appropriate exercise modes, dosage and progression. L

Safely training clients with high blood pressure // A4M



Dr William Sukala

Everything you wanted to know about blood pressure but were afraid to ask! Checking blood pressure is a simple skill, yet many personal trainers still rely on inaccurate blood pressure machines. In this combined lecture/ practical session William translates the latest hypertension research into simple terms so you can walk away with the knowledge and skills to maximise safety for your hypertensive clients. L

Exercising for two // A4N

Lisa Westlake

Every woman and every pregnancy is different, and there is no room for guesswork, but with sound knowledge and appropriate modifications we can help women benefit from exercise during the childbearing year. Drawing on her 20 years of working with mums-to-be, Lisa identifies the do's and don'ts of exercise during pregnancy. Take home the confidence to advise and instruct women and help them enjoy their pregnancy and preparation for labour and motherhood. L

Strong bones, stable bodies // B10

Sally Castell


Osteoporosis is a major health problem affecting an estimated half of women over the age of 60 and 1 in 3 men over the age of 70. Exercise is an important element of the overall management of the condition, but specific considerations and careful planning are required when conducting programs. Join Sally to learn the theoretical background and gain some practical hands-on applications for training osteoporotic clients. L

SPONSORED BY 

The inner power of the pelvic floor // B1P

Dianne Edmonds

Empower clients to control their 'inner fitness'. Learn how the pelvic floor works as part of the core, the steps for developing pelvic floor awareness, exercises that improve pelvic floor muscle strength and endurance and even how linking the pelvic floor to improving sexual satisfaction can increase clients' interest in your training sessions. Discover the importance of timing and coordination and expand your pelvic floor cueing repertoire. L

SPONSORED BY 

Exercising to prevent and manage osteoporosis // B2G

Prof. Kim Bennell

Osteoporosis is a bone disorder leading to skeletal fragility and increased fracture risk. To prevent osteoporotic fracture in later life, a lifespan approach to bone health must be adopted. Kim presents an evidence-based approach to the prescription of exercise to maximise bone health, encompassing exercise in children through to those diagnosed with osteoporosis and those who have sustained an osteoporotic fracture. L

Beyond the baby boomers – Boot camp or slipper brigade? // B2L



Stephanie McLennan

It's not just baby boomers who want group training opportunities – potential 'groupies' in their 70s are also indicating an interest in boot camp-style sessions. Do you have the tools to provide safe, fun, appropriate sessions with plenty of variety and challenge? Packed with take-home ideas to use outdoors with the boomers and beyond, Stephanie's session focuses on balance, strength, agility and endurance. OD

CHISM SYMPOSIUM

The emerging role of exercise medicine in children and adolescents // B2Q

**Dr Carolyn Broderick,
Dr Damien McKay, Dr Robbie Parker
& Nancy van Doorn**

In addition to the proven health benefits of exercise on the cardiovascular, metabolic and musculo-skeletal development of children and adolescents, evidence also suggests that physical activity can be used in the treatment of a range of chronic medical conditions. Exercise has been shown to improve health in children who have undergone high dose chemotherapy and bone marrow transplantation and in children with type II diabetes and insulin resistance. As a tool to fight overweight and obesity, it may also prevent the development and progression of degenerative joint disease in children.

In this symposium, leading paediatric sports medicine doctors, paediatric exercise physiologists and researchers discuss the role of physical activity in healthy children, and in those with chronic conditions. The importance of exercise professionals is also explored in light of the fact that more children are commencing gym-based exercise programs. L

**Please note: This session runs from
10am – 12pm.**

PRESENTED BY 
the children's hospital a member
of the Royal Children's Hospital

Keep it moving: exercise prescription for knee and hip osteoarthritis // B3G

Prof. Kim Bennell

Particularly prevalent in older individuals, osteoarthritis (OA) of the hip and knee is a common chronic joint disease, leading to pain, loss of functional independence and reduced quality of life. Exercise is the cornerstone of management for OA and is recommended by all clinical guidelines. Kim presents an evidence-based approach to the prescription of exercise for this patient/client population, including exercise dosage and special considerations. L

// SPECIALTY SESSIONS



Reaching out to the community // B3M

Lisa Westlake

Our population needs to move more and adopt a healthier attitude to living. As health and fitness professionals we help our clients and patients, but how can we expand our reach? Join this interactive session to discuss how we can educate and inspire the wider community to live active, healthy lives. Discover how we can each promote our industry, physical activity and good health through TV, radio, print, online media, event involvement and more. **L**

Exercise and cancer // B3P

Suzanne Cox

Training clients with cancer can be a daunting prospect for personal trainers. In many cases exercise is an important component of long term management. In this session Suzanne explores how different cancer treatments influence exercise prescription, and discusses programming considerations for trainers working with post-cancer clients. Strategies to maximise the benefits of exercise are also workshopped. **L**

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INSTITUTE
OF FITNESS

Kids personal training: let's make fitness fun // B4P

Simon Fox

As Australia's obesity problem escalates, children's personal training programs have become prominent in the fitness industry. The way you conduct kid's training sessions differs greatly to your regular training, not least because you have two clients – the child and their parent. Join Simon to learn how to set up goal setting and communication strategies that meet the needs of both child and parent. **L**

Recharging the batteries: stimulating the mind-body link // B4Q

Sally Castell

Older adults face physical, mental and psychological challenges caused by system changes, and these can have profound effects on quality of life. The ability to move effectively requires a great deal of physical and mental agility, so programs for older adults need to reflect this. Join Sally for a theoretical base and hands-on examples of appropriate exercise to improve cognitive and functional abilities. **WS**

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Working as a Team

Stress, depression and diabetes: a vicious cycle // C1P

Morwenna Kirwan

Stress and depression increase the risk of developing diabetes and also negatively affect management of the

disease. Join Morwenna to learn more about the underlying psychophysiological and behavioural mechanisms linking stress, depression and diabetes, and how to empower your diabetic clients to manage this disease. Develop a deeper understanding of the relationship between these conditions and why over 250 million people in the world have diabetes. **L**

Postnatal layers and levels // C2O

Dianne Edmonds

Dianne examines the different levels of postnatal abdominal muscle exercises, while considering the protection of the pelvis and the pelvic floor. Learn how to make adjustments to clients' training programs as you check for the degree of rectus separation, incorrect patterns of recruitment and correct activation. Take home the skills to deliver the appropriate level of training for your client, whether they are six weeks or nine months postnatal. **L**

Of the head and in the body: working with people in pain // C2P

Prof. Lorimer Moseley

I can easily distinguish my pain from yours because it is in my body. It has been established that pain is produced by the brain, emerging into consciousness when an individual-specific pattern of brain activity occurs. Join Lorimer as he presents a model for understanding how the brain produces pain that can be used to facilitate the process of working with people in pain to achieve functional and activity-related goals. **L**

FILEX
THE FITNESS INDUSTRY
CONVENTION



FILEX 2011 IS A GREEN EVENT!

Remember, you must bring your session notes to FILEX as there are NO notes distributed on-site anymore.

To conserve our precious environment by saving the trees (a typical FILEX event used 100s of 1,000s of pieces of paper in notes alone!), we will be uploading session notes as they arrive from presenters, so that you can download them at your convenience, and read them via your laptop, iPad, smartphone or print them out if you absolutely must (at least this way only those who WANT them printed out will do so).

Notes will be available online from 30 March 2011. Upon registration you will receive the link and your login details to download your session notes.



PROFESSIONAL DEVELOPMENT SESSIONS

// PROFESSIONAL DEVELOPMENT SESSIONS

Client motivation: the glue that makes it stick // A1M

Morwenna Kirwan

Do you get frustrated by clients who don't 'stick' to their diet and exercise regime? Morwenna explains how to psyche up your clients for success, providing them with the environment, skills and knowledge for long-term behaviour change. Based on proven psychological theory, discover the 'glue' to motivating your clients beyond their workout and making it stick! L

Be a world class group fitness manager // A1N

Michelle Dean

The Group Fitness Manager is the heart of every group exercise operation. A GFM with the passion, drive and vision to develop and lead a world-class team has the potential to become as important as a sales manager in any facility. Michelle reveals how the Les Mills GFM Leadership tools can help you create clarity, mobilise people into action and deliver world class assessments. L

SPONSORED BY 

25 hours a day: making every minute count // A2N

Steve Pettit

Time waits for no person... so it pays to make the most of that you have! Join Steve to explore the power of being organised and the art of prioritisation, learn how to create a game plan, to only schedule meetings that matter, and discover how to reach a positive work-life balance. If you've ever looked at a full inbox at the end of the day, this session is for you! L

SPONSORED BY 

Building a great attitude // A2O

Terry Kew

A positive attitude can help you reach your full potential. A study by The Carnegie Institute found that 85% of a person's success is due to personality, and that the primary personality trait is attitude. Our attitude determines what we see and how we handle our feelings – factors which greatly determine our success. Terry gives you the tools to build a great attitude and provides simple steps for turning around a 'bad attitude'. L

SPONSORED BY 

Pre-exercise screening: the new standard // A3N

Max Martin

For the first time in Australian fitness industry history, there is a standard nationally endorsed pre-exercise screening system. Max delivers a detailed outline of this new tool and explains the practical processes necessary for using it effectively. Discover how this new system will enable fitness professionals to provide safer service and enjoy improved communication with medical and allied health professionals. L

PRESENTED BY 

Top consumer trends in 2011 // A4D

Simon Hall

We can only service and maintain our members if we know what they want. Using information gathered in the 2011 Australian & New Zealand Fitness Industry Survey, consumer trend reports and his own market awareness, Simon outlines the top consumer trends impacting the fitness industry in 2011. Walk away from this session with specific ideas you can immediately implement in your facility. L

SPONSORED BY 

Wisdom of the mind // A4K

Lisa Champion

The mind is such a powerful thing – what we think about can make or break our day. Our clients may come to sessions feeling depressed, anxious or angry, or, contrastingly, they might be full of life and on an emotional high. Join Lisa for a fascinating insight into the dynamics of the human mind and learn how, by recognising and working with emotional ups and downs, you can better connect with your clients. L

Expose yourself! –

How to build your fitness profile // A4L

Amy Bird, Oliver Kitchingman & Alisha Smith

Sharing your skills and knowledge with your peers is the key to maximising success in the fitness industry. Pooling their 'industry insider' knowledge, three key Network team members, Alisha, Amy and Oliver, explain how to use Network's resources to get your name 'out there' and elevate your fitness profile. Take home the inspiration and know-how to plan your own convention presentations, author articles and create fitness courses for your fellow fitness professionals. L

SPONSORED BY 

Group X-cellence: build a winning team // B1N



Lynne Brick

Every group exercise department should aim to deliver a world class experience. However, many group exercise managers face challenges corralling their team players to work together. A superstar instructor does not necessarily equate to a winning program. Join Lynne and learn the tips to build a winning team, how to use results-focused KPIs and how to reward and recognise your team to keep them motivated and committed. L

Group fitness management: big, hairy and scary // B2N

Michelle Dean

To reach your Big Hairy Audacious Goal of business growth you need to manage attendance, budget and profit targets and hit them every time. Group fitness makes up approximately 30% of club visits – does your club invest 30% of its time, effort and budget in group fitness? Learn from the success of Les Mills' most profitable clubs to see your stats grow to 60% and beyond! A must-attend for all owners, managers and future GFMs. L

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// PROFESSIONAL DEVELOPMENT SESSIONS

Laughter fit! // B20

Kathy Popplewell

One minute of deep belly laughter has been scientifically shown to have the equivalent cardiovascular benefit to 15 minutes on an exercise bike. Join Kathy to learn about the origins and benefits of the fast growing global movement of laughter for health and fitness. Experience the effects of laughing fitness for yourself in this interactive, informative and fun laughter workshop! L

Create a healthy body image // B2P

Jacqui Jarratt

Issues relating to our bodies and our self esteem are often hidden behind our public personas. As fitness professionals we are in a position to build or dash people's body image perceptions and self esteem – but are we as responsible as we could be? Providing a forum for discussion and questions, this session delivers the stepping stones to a healthier perception of body image for all. L

Building high performance teams // B3A

Terry Kew

What we consider possible or impossible is more about our beliefs than capabilities. This is what creates our boundaries and limits. Join Terry as he discusses what makes people work harder, what directs such behaviour, and how this behaviour is maintained. Learn how, by following these 'laws of motivation and teambuilding' and working with each individual in a highly effective way, you can build a high performance team. L

SPONSORED BY 

Reaching out to the community // B3M

Lisa Westlake

Our population needs to move more and adopt a healthier attitude to living. As health and fitness professionals we help our clients and patients, but how can we expand our reach? Join this interactive session to discuss how we can educate and inspire the wider community to live active, healthy lives. Discover how we can each promote our industry, physical activity and good health through TV, radio, print, online media, event involvement and more. L

Find your GROOVE with meditation // B3N

Misty Tripoli

True health comes from a healthy inner body. Misty reveals creative ways to cultivate a peaceful inner body by exploring simple yet powerful ways to incorporate meditation into your daily life, rather than just becoming part of your fitness routine. A harmonious inner body allows the space for vibrant health to flourish. Discover the peace, power and many benefits of meditation. IL



Motivating the inactive to exercise // B30

Christophe Andanson

How can the fitness industry make its product more appealing to the inactive segment of society? In this entertaining and enlightening session, Christophe tackles this key question, discussing the importance of delivering a fantastic experience, selling the invisible, highlighting the benefits not the features and questioning whether the traditional membership system is the right one for this target group. L

SPONSORED BY 

Writing as a communication and marketing tool // B4D

Amelia Burton

Sharpening your writing skills, both online and in print, can drastically improve your business and your credibility. Join Amelia to discover the four essentials to conveying your message through writing and learn how writing styles have shifted to accommodate online marketing and social networking. Take home the skills to create an effective marketing plan, use successful marketing tools and use the correct writing techniques to achieve maximum impact. L

Pool your assets // B40

Mary Gies & Marietta Mehanni

Discover how to increase financial returns from your aqua programs while reaching out to the sedentary and obese populations. Marietta and Mary challenge the notion that aqua fitness is the domain of old ladies, and demonstrate how it can offer even more financial return than your group fitness timetable. Capitalise on the untapped overweight population of non-gym users by exploring the opportunities offered by a revitalised aqua program. L



Set-weight-point: overcoming blocks for permanent weight loss // C1M

Tamika Hilder

Do you have clients who fail to maintain their ideal weight despite a good diet and exercise regime? Does their weight yo-yo? Discover the emotional and mental stresses that cause the body to hold onto fat as a form of protection and find out how a gentle approach will work faster. Plus, learn when to refer clients on for psychological help in removing their blocks to permanent weight loss. L

Managing the magic // C10

Andrew Ward



Build a rock solid foundation and transparent organisation for your group exercise team to work within so that they can – and will – perform beyond your expectations. Andrew reviews philosophies and systems for compensation, communication, planning and performance management, specific to your group exercise team. Take home tools which can be easily implemented to improve your member experience and business success. L

Strong women leaders in action // C2N

Lynne Brick



Women are making significant strides in management, ownership and leadership roles in the fitness industry. We've sure come a long way! In this session, Lynne explains how to build leadership confidence for women who strive to move up the corporate ladder, sit on industry boards or become business owners. Discover the keys to leadership success and learn from the best practice of women leaders worldwide. L

PRESENTER BIOGRAPHIES



// PRESENTER BIOGRAPHIES

Christophe Andanson



Christophe is the CEO and founder of Les Mills French and Mediterranean territories, with 1,100 clubs to administrate. He is also the CEO and founder of Planet Fitness Group and the founder and former president of the French Fitness Federation. Former president of FISAF International and a member of the board of IHRSA European Council, Christophe has presented in more than 20 countries.

Gavin Aquilina, BHMS (Sports Science)

In his 21-year fitness industry career, Gavin has been a club owner and manager, personal trainer and instructor. For the past 17 years he has been involved in educating fitness instructors, personal trainers and managers and has presented in over 40 countries worldwide. Gavin is currently completing his masters in nutrition.

Jamie Atlas



Though born and bred in Australia, Jamie has lived in Colorado for the past 10 years, where he has worked as a trainer and educator, and studied different styles and approaches to the art and science of personal training. Through his international presenting experience with PTontheNET, FreeMotionFitness and other companies, Jamie has gained a valuable insight into the important cultural and business differences between Australia and the US.

Geoff Bagshaw



One of Canada's most energetic and inspirational fitness leaders, Geoff has over 25 years industry experience. Through his classes and workshops, he reaches over 30,000 people annually. The recipient of Can-Fit-Pro's Canadian Fitness Presenter of the Year 2009, Geoff has presented in 16 countries and starred in several fitness DVDs. He currently resides in Miami, where he is the group fitness manager for Equinox's Aventura club.

Karen Baldwin

Karen is a national and international presenter and BOSU® Master Trainer for Australia with over 15 years experience specialising in building workshops for instructor excellence in management, group and personal training programs. She is also a director of QPEC Fitness Solutions, a company specialising in products, education, conditioning and certification courses for CECs.

Ken Baldwin

An ex-military physical training instructor, Ken has been in the fitness industry for over 20 years. He is a Master Trainer for Schwinn® Cycling, president of the IDEA Water Fitness Committee and Australia's master trainer for BOSU®. Ken is a director of QPEC Fitness Solutions, a company specialising in products, education, conditioning and certification courses for CECs.

Derek Barton



Derek is a marketing, advertising, branding and customer service expert. The former senior vice-president of marketing for Gold's Gym, he helped build Gold's into one of the industry's most respected and recognised brands. During his tenure, Gold's Gym received numerous awards for its innovative marketing, and was listed in *America's Greatest Brands* book. Derek now runs his own marketing consulting and entertainment production company.

Richard Beddie, MBA



With over 15 years of club ownership experience, Richard is the CEO of Fitness NZ, the industry association for New Zealand. He has substantial governance experience on boards of commercial and non-profit recreation bodies. Richard presents internationally on a range of business topics.

Kim Bennell, PhD

Kim is professor and director of the multidisciplinary Centre for Health, Exercise and Sports Medicine at the University of Melbourne. Her research focuses on conservative non-drug management of musculoskeletal conditions, particularly osteoarthritis. Kim has been awarded a Future Fellowship from the Australian Research Council and together with physiotherapy researchers at the University of Queensland, was awarded an NHMRC program grant focusing on musculoskeletal conditions.

Gary Bertwistle

Gary is Australia's new pioneer in thinking. In 2002 he opened Australia's first ever creative thinking venue – the Ideas Vault. As a bestselling author, Gary is an expert on unlocking creativity and building brands. He is the co-founder of the Tour de Cure and founder of the Day of Inspiration. Gary is renowned for his passion and drive in helping people to think differently about their life, business and mojo.

Amy Bird, BMgt

Amy has worked with Australian Fitness Network for eight years, the past five years of this in the role of events manager. Using her outstanding organisational and people management skills, Amy pulls together the FILEX event which delivers over 160 presenters and their 250 sessions to fitness professionals each year. Amy is driven by professionalism, enthusiasm and determination and looks forward to her first experience of presenting at FILEX 2011.

Jay Blahnik



Jay is a former IDEA and Can-Fit-Pro Fitness Instructor of the Year, a Nike Athlete, a member of the BOSU® Global Development Team, program director for Schwinn Cycling and the author of the best-selling book *Full-Body Flexibility*. He is recognised as one of the industry's premier fitness instructors, trainers and educators, and was chosen as one of the industry's 'Icons and Innovators' by IDEA in the US.

Corey Bocking, BSc

Founder of the Performance Training Institute, Corey has worked with athletes of all ages and abilities, ranging from local club athletes through to state, national, international, Olympic and professional athletes from a variety of sports. Corey conducts professional development workshops throughout Australia, the UK, United Arab Emirates and India.

Steve Boedt



The recipient of numerous presenting awards, Steve has travelled extensively as a dancer, teacher, presenter and trainer and as a member of the highly acclaimed Belgium NIKE Elite Team. He is a trainer on Belgian TV's *The Biggest Loser*, *Celebrity Fitness* and *Fit back to school* and has gained international acclaim for his boundary-pushing concepts, choreography and larger than life personality.

Simon Borg-Olivier, BAppSci(physio), MSc

Simon has been teaching for 28 years throughout the world. He is a lecturer at RMIT University, an advanced yoga practitioner, a physiotherapist, director of YogaSynergy and co-author of *Applied Anatomy and Physiology of Yoga*. He teaches a unique synthesis of ancient yogic wisdom with modern medical science.

Tony Boutagy, BHMS

Tony is the director of the Boutagy Fitness Institute located in Sydney, which is both a strength training facility for personal training clients and an educational centre for personal trainers. He is a PhD candidate in sports science and a former recipient of Australian Fitness Network's Author of the Year award.

Anna-Louise Bouvier, BAppSc (physio)

Anna-Louise is one of Australia's leading mind body experts. A physiotherapist, author, speaker and media commentator, her highly successful Physiocise practices consult to over 1,200 people a week, including elite athletes such as the Wallabies, Waratahs and Brumbies. She is the *Today Show's* Feel Good Physio and most recently appeared as an expert on the ABC science documentary *Making Australia Happy*. Her most recent book is *The Feel Good Body*.

Amanda Boyle, B PhD , Dip FT

Amanda is head of education for Power Plate Vibration Training and FreeFORM Board Functional Training courses, and has consulted to major health club chains in the UK and Australia. Her diverse experience ranges from training the Great Britain Ski Team and UK Premier League Football clubs, to working with the WALK ON Spinal Rehab Centre Australia and gold medallist Aussie swim stars.

Amanda Bracks, BSc

Author of *Changing Lives*, in the Australian fitness industry Amanda is renowned for being an exceptional leader with an extraordinary ability for generating sales and leads. She is the recipient of a multitude of awards, including NSW Club Manager of the Year, NSW Club of the Year and Australian Fitness Network Club of the Year.

Lynne Brick



With a wealth of industry experience, Lynne is an author, star of several fitness videos, local television and radio personality and the owner of the Brick Bodies chain of clubs in Baltimore in the US. Lynne has taught at conferences around the world and was awarded BodyLife Instructor of the Year (1994) and IDEA Instructor of the Year (1990).

Victor Brick, M.Ed.



Victor is the co-founder and co-owner, with his wife, Lynne, of five health clubs, Brick Bodies and two women-only clubs. He is the owner of the largest Planet Fitness exclusive area in the US and plans on opening 34 Planet Fitness clubs in the next 10 years. An international business consultant, author and motivational speaker, Victor is a former IDEA Business Person of the Year.

// PRESENTER BIOGRAPHIES

Michelle Bridges

Michelle has 25 years experience in the fitness industry. She has trained thousands of fitness trainers both nationally and internationally and is a regular expert commentator across all media. She is arguably Australia's most recognisable personal trainer, having appeared on several major television shows including *The Biggest Loser*, *7pm Project* and *Celebrity MasterChef*, and is the author of three bestselling books.

Thuy Bridges, BAppSc (physio)

Director of PhysioWISE clinics, and the most experienced instructor of the Kinesio Taping method in Australasia, Thuy injects her clinical physiotherapy experience into practical applications that give instant results. Her dynamic presentations leave clients and practitioners wanting more.

Dr Carolyn Broderick, MBBS, FACSP

Carolyn is a staff specialist in paediatric sports medicine at the Children's Hospital Institute of Sports Medicine (CHISM) at The Children's Hospital at Westmead. Formerly team physician to the Australian Olympic Team, she currently holds the position with the Australian Federation Cup Tennis Team. Part of an IOC expert panel on age determination in elite adolescent sport, Carolyn's current research interests include exercise prescription for children with chronic disease and sports injury surveillance in children.

Paul Brown

An international club consultant, operator and owner since 1989, Paul is known globally as 'Mr Retention' for his pioneering systems for maximising membership growth and club profitability. Creator of Face2Face Retention Systems, he has trained thousands of health club owners, managers, fitness trainers, sales and reception staff. Paul is also an award winning international keynote and feature presenter, author and past national aerobics champion.

Mark Buckley, BPhEd

A popular presenter, Mark has been heavily involved in the fitness industry since 1994. Gym owner, course presenter, specialised equipment inventor and founder of the new FMA Strength Training Certification Program, Mark brings a new amalgamation of methodologies to the industry, with the aim of creating trainers of the very highest distinction worldwide.

Susie Burrell, BSc

Susie is a leading dietitian with training in both nutrition and psychology. She balances her clinical work in obesity at The Children's Hospital Westmead with her weekly column in *The Daily Telegraph* and regularly appears on TV's *Mornings with Kerri-Anne*, *Today Tonight*, *New Idea TV* and *Sunrise*. Susie is consultant sports dietitian to the Parramatta Eels and consults out of the Stadium Orthopaedic and Sports Medicine Centre in Sydney.

Amelia Burton, BScHM

Amelia has over 12 years experience as a personal trainer, health club owner, corporate speaker and online trainer. She runs a series of health and fitness web sites and manages Michelle Bridges' site and online programs. Combining her knowledge as a trainer with her writing and communication skills, Amelia is now recognised as one of Australia's most successful health and fitness bloggers.

Melissa Cameron

As an instructor, training facilitator and member of the Water Exercise Training Service (WETS) team, Melissa is passionate about aquatic exercise and the possibilities it presents. Through her work with WETS, Melissa aims to bring youthful energy, innovation and inspiration to both the aqua arena and the fitness industry at large.

Mark Capelin

With more than 15 years industry experience, Mark started out as a personal trainer before going on to open two successful personal training studios. Combined, these studios delivered over 1,000 training sessions per week. Looking for a fresh challenge, Mark sold both studios and now spends his time mentoring personal trainers to help them enjoy long and profitable careers.

Sally Castell, DipPhy

Sally is a physiotherapist, recreational therapist and registered fitness professional currently working as the physical activities coordinator for Northern Sydney Health Service. She has nearly 40 years experience and has been actively involved in many areas of fitness and health issues while working in hospitals, sports clinics, rehabilitation centres, retirement villages and community settings.

Lisa Champion, MSc (Exercise Science)

Lisa is a multi-talented educator, trainer and author with a passion for inspiring others to move with ease and integrity. She is the co-creator of the PERFECT PRACTICE™ Training System for risk minimisation and performance maximisation and specialises in helping exercisers and athletes get their movement foundations right. In her role as a director of Australian Fitness Network, she has had a positive influence on the development of the fitness industry in Australia for more than 23 years.

Nigel Champion, BHMS

Nigel is a pioneer of the Australian fitness industry. In the early 1980s he co-created Australia's first fitness leader training program. This venture evolved to become the Australian Institute of Fitness (NSW) which today trains thousands of new fitness professionals annually. Nigel went on to co-create Australian Fitness Network to service the ongoing needs of fitness professionals. Network now has over 13,000 members. Nigel is also a board member for Les Mills International and author of several fitness education and sports coaching texts.

Annette Chatterton, BE (PE)

Founding director of the Australian Institute of Fitness (SA & NT), Annette has been an active coach, fitness presenter and lecturer for over 30 years. She has experience in every aspect of the industry, and her passion for fitness goes hand in hand with her love of water in her aquatic exercise instruction. Annette is a true educator, improving quality of life through exercise.

Matty Clarke

One of Australia's most recognised and experienced group exercise personalities, international presenter and program choreographer Matty has been at the forefront of the industry for nearly 10 years. Leading the way in program design, he is the program director for www.indoorcycling.com.au's RIDE™ and also for Fitness First's CORE program. As an experienced triathlete, he is a sponsored brand ambassador for 2XU, Compressport and Hypo2.

Katrina Cochrane, BHMS

Having worked nationally and internationally with elite athletes and sporting teams, Katrina motivates all her clients and participants to reach their full potential. With over 15 years industry experience, she is the managing director of her own personal training and strength and conditioning business, and is a sought-after group exercise instructor. Katrina is also a lead coach with the Australian Institute of Fitness NSW.

Sandy Coffman

An internationally acclaimed speaker with 30 years of success in the industry, Sandy is the owner and president of Programming for Profit, a consulting and training company specialising in customer service, programming and retention. The recipient of Can-Fit-Pro's Lifetime Achievement Award (2008), Sandy is on the advisory board for ICAA and is the author of *Successful Programs for Fitness and Health Clubs: 101 Profitable Ideas*.

Dan Cohen

Drawing inspiration from a range of martial arts disciplines, Dan created the powerful BODYCOMBAT® program with his wife and co-program director, Rachael. A successful kickboxing competitor for several years, Dan won the 1996 British Masters kickboxing competition and came second in the world kickboxing championships in 1997. Dan is passionate about supporting and guiding BODYCOMBAT® instructors across the world, so that they can help millions achieve a healthier lifestyle.

Rachael Cohen, BSM Hons

Rachael is co-program director for BODYCOMBAT® with husband Dan, and an International Master Trainer and presenter for BODYJAM®. She has attended a Wing Chun Kung Fu school, undertaken Muay Thai training in Thailand and been tutored in other martial arts. An inspiring educator, she is passionate about up-skilling BODYCOMBAT® and BODYJAM® instructors, and is devoted to working with the worldwide army of LES MILLS® people.

Paul Collins, BPE

Director of www.thebodycoach.com, Paul is author of *The Body Coach* book and DVD series, along with more than 20 other titles. He is head strength and conditioning coach of the Manly Rugby Union team and the Australian Karate Team. A leader in fitness, weight loss and exercise product education, Paul brings passion and energy to his coaching.

Suzanne Cox, BHMS

Suzanne is an accredited exercise physiologist who works with a wide range of special population clients in both clinical and gym environments. She is also a course presenter at the Australian Institute of Fitness in NSW and is the founder of Absolute Conditioning, a personal training business that specialises in corporate health and athletic strength and conditioning.

Michol Dalcourt

An educator, author, trainer, inventor and industry leader in human movement and performance training, Michol is also a former recipient of the PTontheNet Presenter of the Year award and an Adjunct Faculty with the University of San Francisco. Based in San Diego, California, he is the author of numerous articles on human design and function, the creator of a series of performance videos and the developer of an athletic model for high-performance training (the RMA model).

// PRESENTER BIOGRAPHIES

Dr Seamus Dalton, FAFRM FACSP

A consultant in rehabilitation and sports medicine, Seamus is one of Sydney's leading shoulder and back rehabilitation specialists. He was a member of the IOC Medical Commission during the Sydney Olympics, and was the doctor for the Australian Men's Basketball Team from 2005-2009. He is currently the team doctor for the Sydney Kings. Seamus is widely published and is an international lecturer on shoulder and back rehabilitation.

Mark Davis, BAppSc (physio)

A physiotherapist with extensive experience in gym-based rehabilitation, Mark is the founder of Springboard Physiotherapy and Rehabilitation. He has over 25 years experience in the fitness industry and has developed effective rehabilitation systems for individuals, sporting disciplines and industry. As a regular convention presenter and a senior presenter with the Australian Institute of Fitness NSW, Mark is well known for his down to earth presentation style.

Michelle Dean

The national accounts manager and SH'BAM™ head program coach for Les Mills Asia Pacific, group exercise legend Michelle has 22 years experience as an instructor, athlete, manager and presenter. Her extensive group exercise management experience at both global chains and independent clubs in Australia and Hong Kong has given Michelle the skills to build class attendance, improve team motivation and increase the role group exercise plays in contributing to club profits.

Liz Dene, BHMS

Liz is a Master Trainer for Network Pilates, a qualified yoga teacher and a senior presenter for the Australian Institute of Fitness, NSW. She has worked with the Australian Rugby Union team and recently presented for Byron Yoga School. Liz also develops and delivers fitness and mind body programs and is currently studying a masters in science majoring in nutrition. Her goal is to merge traditional fitness practices with a holistic approach to wellbeing.

Heidi Denning, DipEd (PE), BEd (PE)

Since 1997 Heidi has owned and directed Jump Start Outdoor Personal training. From working out of her garage with equipment from Cash Converters to a shop front with 12 trainers, Jump Starts' client retention rates triple industry standards, and trainer retention rates quadruple it. This success has earned Heidi the acknowledgement of being Australia's most successful businesswomen in the personal training industry.

Effe Diamond

Effe has over 14 years of group exercise teaching experience. She is a cluster group fitness manager for Fitness First where she also conducts instructor training workshops. Both a national and international presenter, she is an Australian Fitness Network Master Trainer for the Indoor Cycling Experience (I.C.E) program. Effe's passion lies in the development, education and training of instructors.

Stacey Dolliver

Stacey is the manager of the Staff Health and Fitness Centre at the Royal Hobart Hospital and also runs her own fitness and life coaching business. She is a fresh, vibrant freestyle and aqua exercise instructor, dance instructor, presenter and personal trainer. Since starting her own business in 2009 she has had great success in helping people in her local community work towards obtaining a fitter and healthier lifestyle and achieving personal goals.

Dominic dos Remedios, BEd

Dom is a director and owner of PT Academy Pty Ltd and BioAge Pty Ltd. He began his career teaching physical education in Sydney, before venturing to New York where he worked as a personal trainer and PT manager at Crunch Fitness. In 2002 he was recruited by Fitness First Australia as the national fitness manager with responsibility for over 1,500 personal trainers and 2,000 group exercise instructors.

David Driscoll, MSc (Ex Rehab.&Nut.)

An accredited exercise physiologist and sports scientist, David also holds masters degrees in exercise rehabilitation and nutrition/dietetics. He is an accredited practising dietitian, qualified sports dietitian and a certified strength and conditioning specialist with the National Strength and Conditioning Association.

Kayla Duke

Currently based in Singapore, Kayla is group exercise country manager of California Fitness. She instructs, choreographs programs, trains and assesses instructors and presents nationally and internationally. Before her career in the fitness industry, Kayla danced for 17 years in stage productions, giving her a truly unique presentation style. Kayla was named Network's Author of the Year 2010.

Laraine Dunn, MSc

Laraine's fitness industry accolades – Australian Fitness Industry Lifetime Achievement and Australian Fitness Professional of the Year awards – reflect her passion for her work. Her many specialities include aquatic exercise, healthy ageing and healthy lifestyle. As a business owner and mentor in the fitness industry, Laraine's diverse expertise ranges from presenting innovative classes, to presenting at international conferences.

Dianne Edmonds, BAppSc (physio)

Dianne is a physiotherapist specialising in pelvic floor fitness, pregnancy and postnatal health and exercise. She manages the Pelvic Floor Fitness Project, run by the Continence Foundation of Australia, and is the director and founder of The Pregnancy Centre. Dianne brings clinical and practical insights from over 20 years of experience with pregnancy, postnatal, and pelvic floor education, treatment and fitness programs.

Maree Farnsworth, BAppSc

Maree gained her Nordic Walking qualifications and experience while living in Europe and is now the leading expert in Australasia. Along with Patrick Burtcher, she co-founded Nordic Academy to share the benefits of this fitness activity with as many people as possible. Maree trains instructors Australia-wide and is a member of the Nordic Walking International Advisory Board.

Karen Finucane

Karen has 20 years industry experience as a personal trainer, fitness counsellor, group fitness instructor and fitness journalist, having written a regular column for *The Daily Telegraph*. A cluster group fitness manager for Fitness First, Karen has also been integral to the development and running of the gym chain's Finishing First instructor development program. She has also presented at conventions and workshops worldwide.

Adam Floyd, BPE (hons), BSc (physio)

A physiotherapist and exercise physiologist, Adam is known as the 'rehab guru' to the fitness industry. He is passionate about teaching professional personal trainers how to safely and effectively train clients suffering pain or injury. Adam is also an international presenter and creator of the *GymED Rehab* DVD series.

Simon Fox, BSc

Simon has worked in the fitness industry for over 14 years, during which time he has specialised in one-on-one personal training, children's personal training and rehabilitation programs, and running educational programs for PTs and massage therapists. Simon now runs an exercise rehabilitation clinic where, alongside a team of allied health professionals, he focuses on integrating musculoskeletal rehabilitation with exercise physiology.

Manal Garcia

Manal brings boundless vitality and professionalism to the aqua aerobics scene. With cutting edge technique, she teaches and presents aqua fitness to diverse groups across Sydney. Manal complements aqua with outdoor training sessions, mother's groups and athletic speed training as part of her personal training business, MRG Fitness.

Mary Gies

As a long-time participant and devotee of aquatic exercise, Mary has a keen understanding of the unique psychological and physical benefits which aquatic exercise can provide. Keen to share her knowledge and love of aquatic exercise with others, Mary's specialities are aqua choreography with a dance-feel and the use of innovative communication techniques. Her energetic style motivates and challenges her participants.

Dominic Gili

A dynamic and motivational presenter, Dom is the owner of AQUAGILITY Fitness. He is a qualified workplace trainer and an assessor for the Australian Institute of Fitness, and also presents instructor training workshops nationally. Dom's passion for education and development drives him to help instructors achieve their full potential.

Lynley Gladdis, BEd

With over 20 years industry experience, Lynley's main area of interest is in mind body fitness. She holds a diploma of arts dance teaching and a diploma of remedial massage. Over the past 19 years Lynley has become a well respected and popular international presenter. She heads the education division of ChiBall World and trains ChiBall teachers and Master Trainers at both a national and international level.

// PRESENTER BIOGRAPHIES

Amanda Gore, BAppSc

With a degree in physical therapy, a major in psychology, and expertise in group dynamics, neurolinguistics, and occupational health, Amanda is a speaker like no other! Her thoughtful assessment of what it takes to lead, coach, and inspire corporate teams to outstanding results has made her one of the world's most sought-after experts in the field. Amanda blends her expertise in body, mind and spirit to show people how to create joyful communities and become more effective, both professionally and personally.

Lesley Gray

With 27 years industry experience, Lesley is a 'tribal leader' of the group exercise realm. She has been a club owner, group fitness manager, instructor trainer and mentor. A Network I.C.E Master Trainer and Pilates assessor, she is also a group exercise coach and assessor for the Australian Institute of Fitness. Lesley brings fresh ideas for delivering excellent group exercise classes, living by her mantra 'do it right to get the best results'.

Dan Gregory

Dan is one half of the creative team behind the most successful new product launch in Australian history, as well as one of the most extraordinary brand resurrections achieved anywhere in the world. Working with corporations as diverse as Coca-Cola, Unilever and Aussie Home Loans, he has won awards for creativity and advertising effectiveness worldwide. A regular on ABC TV's *The Gruen Transfer*, Dan is a rare evangelist for truth in a world of spin.

Alissa Hall

An instructor of numerous movement disciplines, from ballet to pole dancing to Pilates and freestyle, Alissa has an enormous passion for all things fitness and dance. The current NSW Hip Hop Team Champion (FISAF), she has also been a Sport Aerobics World Championship Finalist for six of the past seven years. Alissa's love of performance and creativity has also seen her appearing in countless live shows, television shows and advertisements as well as the Sydney Olympics Opening Ceremony.

Simon Hall

Simon is the marketing manager at Ezypay, and oversees the annual Australian & New Zealand Fitness Industry Survey. He has over 20 years' fitness industry experience, working in the UK, New Zealand and Australia. Simon has worked at all levels of club operations and management, spending seven years at the YMCA as general manager for fitness and marketing. He is a former chairman of the Fitness New Zealand board.

Tamika Hilder

Tamika is an expert in the psychology of health and fitness. Creator of the permanent weight loss method Think Your Body Slim, her transformational coaching and workshops were created to bridge the gap in the fitness industry between the mind and body. After healing herself from an auto-immune/thyroid condition, Tamika understands the importance of a holistic approach and the power of the mind.

Paul Hodges, DSc MedDr PhD BPhy(Hons) FACP

Paul is Professor and NHMRC senior principal research fellow in the Division of Physiotherapy at The University of Queensland, and director of the NHMRC Centre of Clinical Research Excellence in Spinal Pain, Injury and Health. With doctorates in physiotherapy and neuroscience he combines his knowledge of both to better understand spinal movement, stability and pain. Paul's published work has influenced physiotherapists, medical professionals and exercise scientists throughout the world.

Barbara Hungerford, PhD

Barbara is director of Sydney Spine and Pelvis Physiotherapy centre, a consultant physiotherapist at North Sydney Sports Medicine Centre and director of Advanced Manual Therapy Associates P/L. Her special interest areas for treatment and research are low back and pelvic pain, treatment of pelvic injuries due to pregnancy, thoracic spine, rib and neck issues. She has delivered keynote speeches at national and international congresses including the World Congress for Low Back and Pelvic pain.

Greg Hurst

A pioneer of the Australian and global fitness industries, Greg's early career saw him represent Australia in kayaking and canoeing, be crowned Australia's first national aerobics champion and first national workshop presenter, and become international Master Trainer for Reebok. His entrepreneurial spirit led him to be a founding director of Australian Fitness Network, Les Mills International, Zest Health Clubs, Healthy Inspirations, and the Australian Institute of Fitness, the country's first, largest and most respected fitness training institution.

Jacqui Jarratt

Over the past 23 years Jacqui has performed nearly every role the fitness industry has to offer, from cleaner and receptionist, to group instructor, sales consultant, personal trainer, presenter, manager and club owner. The assortment of people she has met have inspired her to author the book *Unfamiliar Mirrors* in which she writes about the topics closest to her heart; body image, self esteem and women's health.

Amanda Jeffreys, MPsych(Health)

Amanda is a psychologist in private practice, and also works as a fitness professional. She is the former program manager for the premier Australian health retreat, The Golden Door 'Elysia' in the Hunter Valley, where her work included psychology sessions, seminars, and leading a diverse array of fitness modalities. Amanda is passionate about health and wellbeing and helping people reach their full human potential.

Steve Jensen

Steve has been involved in the fitness industry for more than two decades. As the founder and CEO of Impact Training Corporation and the National Sales Academy he has helped boost the profits of thousands of fitness businesses. Steve is a certified DISC presenter who presents at conventions worldwide. He is also the creator and master presenter of the popular Public Speaking and Presentation Mastery courses.



Scott Josephson, MS, RD

Scott is the director of operations at Hippocrates Health Institute in West Palm Beach, Florida. A registered dietitian, he presents at conferences throughout North America and has received numerous awards including the 2005 Director of the Year for Teaching Excellence and the 2010 Specialty Presenter of the Year for Can-Fit-Pro. Scott is on the international advisory boards for Can-Fit-Pro and American Fitness Professionals and Associates and has worked with numerous sports celebrities.

Rachel Kalwy

Rachel's industry experience encompasses many areas of fitness, ranging from group fitness instruction and management, to running her own successful personal training business while also holding the position of cluster personal training manager at Fitness First. Rachel's true passion lies with the development of new personal trainers and in sharing her passion for group fitness by mentoring new instructors.

Lisa Kaye

Originally from the UK, Lisa is a former member of the British National Gymnastic Squad. Now based in Sydney, she has been teaching health and fitness for over 15 years. Lisa is a STOTT PILATES® certified instructor trainer and presenter and an ACSM certified health and fitness specialist. She presents STOTT PILATES® courses and workshops and has her own Pilates studio in Sydney that specialises in one-on-one Pilates training.

Tim Keeley, BPhy

With over 12 years experience, Tim is the principal physiotherapist at his Physio Fitness clinic in Sydney's Bondi Junction, and owner and director of Physio Fitness Australia clinics which operate in four Fitness First clubs across Sydney. He specialises in back pain, sports and training injuries and places an emphasis on corrective exercise rehabilitation which bridges the gap between physio and personal trainer.

Michelle Kenway, BSc (physio)

Michelle is a Brisbane-based physiotherapist whose expertise as a private practitioner in exercise for women and pelvic floor dysfunction gives her a unique understanding of women's health and fitness. She is consulting physiotherapist to Mater Private Hospital Redlands and author of *Inside Out – the essential women's guide to pelvic support*. Through her popular lectures and workshops to fitness and health professionals, Michelle promotes safe, effective women's exercise through the life stages.

// PRESENTER BIOGRAPHIES

Terry Kew, BPE BSc

Terry is the global sales director for Fitness First Global, which affords him responsibilities across more than 500 clubs worldwide, from the UK to Australia. He has more than 20 years experience in international health, fitness and biotechnology markets. During his career, Terry has competed at both national and international levels in rugby union, track athletics and surf lifesaving.

Morwenna Kirwan, MSc

Currently based at CQUniversity Queensland, Morwenna is an exercise and behavioural scientist with the Physical Activity Research Centre. Morwenna has over a decade of experience as a high level gymnastics coach, personal trainer, group fitness instructor and lecturer of fitness courses at both University and TAFE level. She holds bachelors and masters degrees in exercise science majoring in sport and exercise psychology and is currently completing a PhD in diabetes management.

Oliver Kitchingman, BA

A valued member of the Australian Fitness Network team since 2006, Oliver is editor extraordinaire of *Network* magazine, the official publication from the industry's leading source of information, education and events. With a bachelor's degree in English and sociology, he is also a talented freelance writer and editor with a passion for the power of the written word.

Annette Lackovic

Annette has over 15 years experience in delivering advanced communication skills to enhance personal performance, management and customer service and to maximise business' income. Her passion, skill, dedication and dynamic presentation style have made Annette one of Australasia's most sought-after speakers as she delivers training on behalf of the National Sales Academy (NSA) and Impact Training Corporation.

Petar Lackovic

Petar is general manager and Master Trainer of Impact Training Corporation (ITC) and the National Sales Academy (NSA). With 25 years experience in the fitness industry, at age 23 he managed his first club, which quickly grew to 15 clubs. Petar has dedicated the past 12 years to training and coaching fitness professionals, clubs and studios in what really works to maximise their earning potential in the fitness industry.

Ulrik Larsen, B Phty

An Australian Sports Physiotherapist specialising in sports injury management, Ulrik has two decades experience working with personal trainers and their clients across Australia and the UK. His passion for giving fitness professionals competence to manage clients with injuries led him to develop the Rehab Trainer course, which is now delivered internationally by the Rehab Trainer group of elite physiotherapists.

Tanya Lewis, BA

Tanya is an accredited practising dietitian, sports dietitian, personal trainer and, together with her husband, business owner of Life Personal Trainers in Adelaide. In addition to helping individuals looking to improve their health, Tanya consults to sporting teams and corporate groups. She is passionate about promoting long term healthy lifestyle habits through regular exercise, healthy eating and positive body image.

Naomi Ling, PhD

A national and international presenter, Naomi is an accomplished martial artist and is known for her energetic, fun and loud instructing style. She is a lecturer and examiner for certificate III in group exercise and aqua leader module, and is a contributor to *Network* magazine. Naomi also mentors new instructors to help them deliver effective and achievable group fitness classes.

Ceciley Lyon

Ceciley has over 17 years experience as a group fitness instructor and personal trainer and is known for her vibrant, creative instructing style. She has an extensive background in music and dance and is passionate about freestyle group exercise, actively involving herself in instructor mentoring. Ceciley teaches at Sydney's leading fitness facilities and also runs her own fitness consultancy business SMARTMOVE.

Alani Mala, BSc

Alani, aka 'Storm', is world-renowned for developing and delivering inspiring fitness experiences. With a 17-year career in the fitness industry and a degree in physical education, majoring in exercise physiology, Alani lives and breathes health and fitness and is passionate about helping others achieve their full potential through both group exercise and personal training.

Kristian Manietta

During his eight years in the industry, Kristian has been a professional snowboarder, personal trainer and consultant, and is the owner and head coach of TriSpecific.com, an online coaching platform for triathletes. He has presented across Australia and is a Master Trainer for Trigger Point Performance Therapy. Kristian's specialist areas are endurance training and body management techniques, which he applies in his training with both professional and recreational athletes.

Christian Marchegiani, BSc

Founder and director of THUMP BOXING, Christian has been teaching boxing for fitness for over ten years and is involved with the fitness training of many high profile athletes, such as the Sydney Swans, Wests Tigers and the NSW Cricket team. He is a level one boxing coach and has a bachelor of exercise and sports science.

Lisa Marshall, BA

A successful outdoor trainer and director of Wild Women on Top, Lisa coaches clients through a specialised trek training program to prepare them for amazing adventures such as climbing Mount Kilimanjaro and Machu Picchu. She has applied her corporate skills to developing the business, while fulfilling her passion for building teams and taking on extreme outdoor challenges.

Max Martin, BAppSc

Max is an accredited exercise physiologist, an exercise professional, a dynamic educator and experienced practitioner. He is a director and principal exercise physiologist of iNform Health and Fitness Solutions. Max's primary areas of professional interest and expertise are in musculo-skeletal rehabilitation and treatment of obesity. He is strongly committed to practically improving the Australian fitness industry.

Merrin Martin, BSc (Physio)

Based in Sydney's Neutral Bay, Merrin is the director of Active Anatomy which provides quality accredited education to qualified health professionals in the area of research-based assessment and corrective exercise. Merrin's affiliation with the Australian Institute of Fitness and Australian Fitness Network has seen her present, lecture, and develop face-to-face, online and distance education courses.

Bernadette McGree, BSc

Bernadette has taught and presented yoga and laughter yoga in the US, China and Australia. Her industry experience also includes demonstrating yoga in instructor DVDs and at fitness conventions. Bernadette subscribes to the philosophy of using humour and warmth to 'build self esteem from the heart'.

Dr Damien McKay MBBS, BAppSc, Dip Paed

Damien is chief resident medical officer at the Children's Hospital at Westmead. Initially trained as a physiotherapist, Damien subsequently studied medicine and is now a paediatric rheumatologist and a paediatric sports medicine clinical fellow at the Children's Hospital Institute of Sports Medicine (CHISM). Damien is part of an IOC expert panel on age determination in elite adolescent sport and his research interests include fitness assessment and exercise prescription in children with rheumatic disease.

Mark McKean, PhD

Mark completed his PhD in 2009 in the area of movement coordination and muscle balance. He is currently a post doctoral fellow at the University of the Sunshine Coast, heading up the Australian Fitness Research centre. Mark is also a strength and conditioning coach working with athletes from a range of sports up to international and Olympic level.

Judy McKenzie, BEd

Judy is a highly experienced fitness professional specialising in Pilates and teaching older adults. She holds qualifications in remedial Pilates, Pilates Matwork, Flow Yoga and numerous certifications in programs designed for older adults. Judy is a Master Trainer for the ChiBall Method and has been integral in the design of ChiBall Gentle Moves.

Stephanie McLennan, BEd

Stephanie has been involved in the health and fitness industry for over 30 years and is the project manager of Energize, a school-based healthy lifestyle project run in 250 New Zealand schools. She is also an instructor and coordinator at the Rec Centre in Hamilton. Stephanie has written two exercise books, one for primary school teachers and the other an 'at-home' exercise guide.

Joanna McMillan, PhD

With a PhD in nutritional science, Joanna operates a nutrition consultancy in Sydney's Eastern Suburbs. She is also a fitness professional and instructed group exercise classes for almost 15 years. Joanna is a popular media spokesperson and is a Nine Network regular, principally as the resident nutrition expert for *Today*. An accomplished presenter, Joanna was named Network's Presenter of the Year in 2006.

// PRESENTER BIOGRAPHIES

James McNeill, BEC

James is co-founder of MMA Fitness, Australia's first nationally accredited Mixed Martial Arts courses designed for fitness professionals. Experienced in coaching Thai boxing, boxing and karate, he works as a personal trainer and group exercise instructor and also provides technique development for the Gracie Barra Brookvale MMA Fight Team. James has previously presented boxing/kickboxing courses and consulted in the development of group-based pad programs.

Marietta Mehanni

Marietta is an award-winning presenter (Author of the Year 2007, Aqua Exercise Leader of the Year 2003) and Australian Fitness Network Ambassador with over 20 years of teaching experience in both land and water-based group exercise. Holding numerous international certifications, she presents regularly at conventions worldwide. Marietta is also the World Master Trainer and program coordinator for Gymstick International. A passionate mentor, she has provided the fitness industry with many highly skilled instructors.

Allan Menezes, MSc

Allan has over 30 years experience teaching Pilates, having learnt with Master Trainer Alan Herdman. He founded the Pilates Institute of Australasia and has trained hundreds of instructors worldwide. He has also created the Menezes Method, a functional, biomechanical, athletic approach to Pilates, and is the author of the bestselling *Complete Guide to the Pilates Method* and creator of 17 DVDs.

Katharine Millard, MSc

Katharine has been teaching Pilates for over 10 years, having completed many different internationally recognised comprehensive Pilates training courses. She is the director of Elixr Pilates Education and has developed the Elixr Pilates Instructor Training courses, content and manuals. Katharine holds a masters degree in science, majoring in exercise and sport science.

Lorimer Moseley, PhD

Lorimer is Professor of Clinical Neurosciences and chair in physiotherapy at the University of South Australia, and a visiting principal research fellow at Neuroscience Research Australia. He is internationally acclaimed for his research and writings in clinical pain sciences. In 2007, he was judged the outstanding clinical scientist working in a pain-related field. He has over 90 scholarly works including papers in the *British Medical Journal*, *Pain* and *Brain*, and two books, *Explain Pain* and *Painful Yarns*.

Claire Norgate, MEd

Claire has spent the past 29 years studying health and wellness and has a passion for simplifying the complexities of the human body. Her varied occupations, including those of midwife, yoga teacher and academic, have inspired her to share her knowledge with her peers. Claire currently runs a successful personal training business, teaches group exercise classes and develops instructor training courses.

John Ogilvie

John is one of Australia's most respected and experienced yoga teachers, and founder of Byron Bay's yoga school, Byron Yoga Centre, now celebrating its 21st year. John heads up a popular teacher training program at the school, attracting students from around the world who come to learn from his two decades of teaching experience.

Matt O'Neill, BSpSc, MSc (Nut&Diet)

Matt is the fitness industry's fat loss guru and director of the SmartShape Centre for Weight Management. He is the nutritionist on Channel 7's *Sunrise* and *The Morning Show* and the weight loss coach for *Men's Health* magazine in Australia. Matt is the creator of MetabolicJumpstart.com, which has given metabolically matched diet plans to over 6,500 people.

Bryan O'Rourke, MBA

Bryan is a recognised strategist, technologist and fitness industry expert. With a track record of growing global brands, he now serves as executive co-founder and shareholder in a number of successful fitness industry companies including Fitmarc, Integerus, The Flywheel Group and The Health Club for Women.

Lisa Osborne, DipPE

A passionate advocate for the fitness industry and the Les Mills programs, Lisa is program director for BODYATTACK®. Beginning her career with a diploma in physical education in 1990, she went on to become a highly successful aerobics competitor with five successive Australian aerobics championships and three international titles to her credit. Before joining Les Mills International she also toured and presented at conventions for Australian Fitness Network.

Robbie Parker, PhD

Robbie is an exercise physiologist with a research background in exercise and weight loss. He is director of the Children's Hospital Institute of Sports Medicine (CHISM) at The Children's Hospital at Westmead, NSW and an independent board director of Fitness Australia. Robbie has presented at numerous national and international conventions, and is a previous recipient of Australian Fitness Network's Lifetime Achievement Award and Fitness NSW Outstanding Contribution to the Fitness Industry Award.

Stephen Parker

With a background in classical dance, Stephen has been in the fitness industry for 15 years and currently works as a group fitness manager. Having successfully competed in Sport Aerobics, he is now focusing on helping fellow instructors develop their freestyle teaching skills. Stephen is committed to doing all he can to see more freestyle group exercise classes on club timetables.

Kerri Parkinson

Australian Fitness Network's 2010 Lifetime Achievement Award winner, Kerri is a highly regarded and motivational aqua instructor and convention presenter. She presents internationally on all aspects of aqua fitness and is a key program developer for the Australian Institute of Fitness' aqua course.

Lenny Parracino, CMT, FAFS

Lenny has spent over 20 years in the health and fitness industry as an international lecturer, soft tissue therapist and movement therapist. A hands-on instructor and clinician for The National Academy of Sports Medicine, he currently serves as a faculty member of the Gray Institute of Applied Functional Science. As a clinician at AIM Sports Medicine in Hermosa Beach, California, he practices an eclectic approach to movement conditioning.

Lee Parore

Lee is a peak performance coach, keynote speaker, naturopath and author of seven books. His clients have included elite athletes such as heavyweight boxers, rugby legends and competitive yachting crews. Lee is the creator of the health-changing program 'Stop killing your kids – food is your best medicine' in which he explains how to become a warrior for health and self-empowerment.

Duncan Peak

Duncan is the founder of Power Living Australia, the largest yoga and personal development school in the country. Formerly an elite paratrooper, competitive athlete and business consultant, Duncan is now one of Australia's most popular yoga teachers and presenters. He has trained some of Australia's biggest sporting personalities, athletes and celebrities and also delivers teacher training courses, retreats and workshops.

Beto Perez

Beto is the creative genius behind the incredibly successful Zumba® group exercise formula. A passionate fitness instructor in Colombia, he created Zumba® by chance when he forgot to bring his usual aerobics music to class. After moving to the US and overcoming many obstacles, Beto teamed up with business partners to transform Zumba® into a worldwide movement with 10 million weekly class attendees. He still teaches master classes around the world and produces music for Zumba®'s popular soundtracks.

Steve Pettit, BPE

Steve's extensive fitness management experience has made him a highly respected fitness industry figure. He has worked with some of the world's leading fitness providers, including Les Mills Asia Pacific, Zest Health Clubs and Les Mills International. He is now the CEO of the Australian Institute of Fitness QLD, and is in the process of attaining his MBA.

John Pirlo

John has been in the fitness industry for more than 14 years. Starting as an instructor, coach and personal trainer, he was thrust into the role of club manager, and now owns four successful fitness facilities in NSW. During his career he has been chosen as the Australian Indo-Row, SCHWINN and NAUTILUS Master Trainer and has trained hundreds of instructors to coach. John has also presented throughout Australia as well as in Asia.

Taryn Polovin, BSc

With a background in both exercise science and sports nutrition, Taryn has been involved in the health and fitness industry for over fifteen years. She is a certified group exercise instructor, PUNCH-certified boxing instructor, Master Trainer for GRAVITY Australasia and a Pilates practitioner. She is an international fitness presenter and has shared her knowledge on many television shows. She is also the host and creative director of the international TV show *Aerobics Oz Style*.

Kathy Popplewell

Life lover, free spirit and mind body specialist Kathy is passionate about helping people to live, love and laugh naturally! As the owner of vibrance.com.au Kathy develops resources and facilitates workshops and retreats that incorporate yoga, laughter, dance and personal development. Her programs embody her 'fitness that feels good and celebrates the way you groove' philosophy.

// PRESENTER BIOGRAPHIES

Fraser Quelch, BPE



Fraser is the head coach and director of training and development for Fitness Anywhere and the creator and lead educator of the revolutionary TRX® Suspension Fitness Training Program. A renowned expert in functional training and endurance athletics, he has taken his dynamic and entertaining presenting style to events worldwide, authored numerous articles and created seven DVDs.

Megan Rehfish, BSc

Crazy scientist by day, pumping freestyle instructor by night, Megan is a self-described pint-sized pocket rocket who infects her participants and delegates with her enthusiasm and sheer joy of group fitness. With a bachelors of science and a background in ballet, Megan currently instructs both land and aqua classes.

Steven Renata, MComm (Hons)



As director of global sales for Les Mills International (LMI), of which he was also a founding partner, Steven is responsible for developing sales systems and training to support the rollout of the LES MILLS™ system internationally. He has played a key role in the development and rollout of the LES MILLS™ Group Fitness Management System. In the past year Steven celebrated his retirement as an International Master Trainer in BODYPUMP™ after a decade of presenting.

Rebecca Reynolds, PhD

Rebecca finished her PhD investigating the effect of the glycemic index on hormones, appetite and acne vulgaris at Sydney University in 2009. She has since worked in community-based obesity prevention at The World Health Organization's Collaborating Centre on Obesity Prevention, in nutrition education for fitness professionals at Australian Fitness Network, and for public health nutrition students at Deakin University.

Marcelo Rezende, BBus

Marcelo is co-founder of MMA Fitness and runs a full time Brazilian Jiu Jitsu Academy. Passionate about fitness, he has been involved in grappling conditioning with elite sports teams such as the Brumbies, Sydney Roosters and the Manly Sea Eagles. Marcelo is founder and director of the NSW Brazilian Jiu Jitsu Federation and coach for many martial arts champions including UFC fighters Mark Hunt and Jamie Tehuna.

Jani Roberts



Jani is a retired professional singer and dancer with over 15 years of professional stage experience. She is an international fitness presenter and 'trainer to the trainers' for Zumba Fitness. Jani is a graduate of the American Academy of Nutrition in California, and is a certified personal trainer and group exercise instructor. She is the owner of The Wellness Company of Dunedin, Florida.

Doug Rouessart

Doug is a personal trainer, coach of the Australian karate team and a professional Punchfit presenter. He specialises in boxing and kickboxing and is the national auditor for the Punchfit GX program. Doug is a respected presenter and highly motivational trainer.

Glenn Ruscoe, BAppSci(Hons)(physio)

Glenn is a specialist musculoskeletal physiotherapist in private practice in Perth, Western Australia. He has been incorporating whole body vibration into his exercise rehabilitation and fitness programs for five years. Developer of the VIBO website, Glenn has developed a series of resources and training modules for home users and health and fitness professionals who want to get more from their whole body vibration machine.

Dee Rynkiewicz, BBus

Working as a trainer since 1998, Dee has educated thousands of instructors in Australia and Asia. She has developed training programs for new instructors and elite industry trainers/presenters, specialising in martial arts and yoga-based programs. A highly respected trainer, she continues to up-skill fitness professionals in her roles as a Les Mills Senior Trainer and skills coach for the MMA Fitness Presenting Team.

Enrique Salamao

Born in the cultural centre of Rio, Brazil, Enrique's rhythmic soul led to his career in dance and fitness. His unique choreography pulses with a contagious Latin beat, adding creative entertainment to any fitness workout. This awarded Enrique the opportunity to perform and present at fitness events throughout Asia and Europe, and to appear in many music videos and TV commercials.

Jennifer Schembri-Portelli, BEd

Jennifer has created a highly successful career in the fitness and aquatic industries. As aqua instructor, university researcher, principal lecturer for the Aqua Instructor Course and director of WETS (Water Exercise Training Service), award-winning JSP has entertained, enlightened and trained people for the past two decades. Her accomplishments and down-to-earth teaching and mentoring approach have established her as one of the industry's most respected figures.

Wayne Seeto, BSc (Occupational Therapy)



As a STOTT PILATES® certified instructor trainer, Wayne has worked in the fitness industry for more than 10 years and is a recognised leader in his field. Based at the STOTT PILATES® International Certification Center in Toronto, this high-energy Australian has featured in award-winning workout videos and travelled the world to present workshops. He is also certified to teach the STOTT PILATES® Rehab program.

Greg Sellar



Australian-born Greg was named International Fitness Presenter of the Year 2010 at the International Fitness Showcase in the UK. He has worked and presented in over 30 countries worldwide and forged a career in the UK over the last 13 years. He currently works as a Master Trainer for the brands GRAVITY, LIVESTRONG, BOSU, Gliding, fitness fx and JUMPYBUMPY, as well as operating his own fitness-based consultancy www.gregsellar.com

Ming Shao, BEd (Phys. Ed), MTCM (Acup&Mox)

With over 35 years experience in the Chinese martial arts and a masters degree in Chinese Medicine, Ming's unique expertise in the arts of tai chi and Qigong (Chi Kung) is unparalleled in the Southern Hemisphere. He has treated thousands of patients in China and Australia, and has been the Australian Tai Chi and Kung Fu team coach for over eight years, successfully training numerous international and national champions.

Elisabeth Shaw, MMgt, MCFT, MProfEthics

Elisabeth is a psychologist who also holds masters degrees in management and professional ethics, reflecting her passion for effective and respectful workplace relationships. She provides management coaching and consultancy on ethical issues in the non-government, public and private sectors, and has published work in each of these areas. She is a consultant to the St James Ethics Centre, and writes a regular journal column on ethics in practice.

Brad Sheppard, BEd

One of the industry's best personal trainers and head of Peak Physique in Brisbane, Brad was named Queensland Fitness Professional of the Year 2006. As a former Mr Australia Bodybuilding Champion, he has a real passion for any challenge and now competes in Ironman triathlons and marathons. Brad is the co-founder of Create PT Wealth, and sits on the REPS council of Fitness Australia.

Andrew Simmons, BSpSc

Andrew is the founder of Vision Personal Training, Australia's largest PT studio franchise. With 45 studios in NSW, VIC and QLD, Vision was voted National PT Business of the Year 2010, and NSW Emerging Franchise System of the Year 2008. Andrew was named Personal Trainer of the Year in 2003. He has presented for the Australian Institute of Fitness since 1995 and is the author of *Fat Loss Take Control*.

Alisha Smith

Alisha is the education manager at Australian Fitness Network. She is a Tomahawk I.C.E Master Trainer, personal trainer, group fitness instructor and course developer. Alisha's extensive industry experience is the underpinning force behind her passion for educating and developing both existing and aspiring fitness professionals.

Maria Teresa Stone

Maria Teresa is a Mexican-born group exercise instructor and presenter with over 14 years industry experience. She has been a group fitness manager for clubs in Mexico and the UK. Maria Teresa became a Zumba Education Specialist in 2007 and launched Zumba in New Zealand and Australia in 2009. She has trained over 4,000 instructors around the globe and featured in magazines, newspapers and television promoting Zumba.

Stephen Stone

Hailing from Tasmania, Steve has been somewhat of a stalwart on the 'Apple Isle' with over 17 years experience in the fitness industry as a personal trainer, group exercise instructor, massage therapist and now exercise physiologist. Steve has a special interest in chronic disease exercise prescription and delivers his sessions and presentations with a real passion and infectious enthusiasm.

// PRESENTER BIOGRAPHIES

William Sukala, PhD



A respected clinical exercise physiologist, William is an author, consultant and popular international presenter on fitness, nutrition, and medical exercise topics. He has delivered seminars on five continents around the world and thoroughly enjoys translating complicated science into simple, usable recommendations. William brings 20 years of industry experience to his presentations and holds advanced degrees in exercise physiology and a bachelors degree in nutrition.

Justin Tamsett, BEd

An industry stalwart since 1988, Justin received Fitness Australia's Presidential Award for Industry Contribution in 2006. He has been facilitating the Australian Fitness Round Table Program since 2004, and as managing director of Active Management, he consults with clubs in sales, customer service, retention and marketing. He was named Australian Fitness Network's Presenter of the Year in 2008, his Aussie larrikin style making him a sought after speaker at conferences worldwide.

Paul Taylor, MSpSc MSc

Paul is the creator of BioAge software, and the director of The Personal Training Academy and The Body-Brain Performance Institute, where he provides Peak Performance programs to executives in leading international companies. He is also the joint founder/owner of Acumotum, a Melbourne-based studio focusing on body and brain fitness. Paul has masters degrees in exercise science and in human nutrition and is completing a third masters in neuroscience.

Michael Thomas



Specialising in combining dance with group exercise, Michael's 20-year fitness career has seen him based in Australia, Asia and Europe. Following his role as regional director of group exercise for California Fitness, Asia, Michael headed training and development of Zumba in Asia, ensuring its successful launch in the region. Most recently, he has focused on training instructors in Denmark, Sweden and Finland.

Misty Tripoli



Misty is one of the world's most innovative and engaging fitness instructors, choreographers and mind body specialists. She has been touted as one of the most creative, controversial and influential instructors of recent times. Misty uses her passion and creativity to inspire positive change towards simplicity in what can sometimes appear to be a very complicated industry.

Peter Twist, MSc



The president and CEO of Twist Conditioning Inc, Peter has coached in Canada's National Hockey League for 11 years and trained over 700 professional athletes. An exercise physiologist, Peter has published over 200 articles, authored four books and created 11 DVDs on athlete development. An industry leader, he has been awarded the National Strength and Conditioning Association's President's Award (1998) and Can-Fit-Pro Specialty Presenter of the Year (2003).

Nancy van Doorn, MSc

Nancy has completed a bachelors of science in health and sports science at UNSW and a masters in exercise physiology at Sydney University. She is an exercise physiologist at the Children's Hospital Institute of Sports Medicine (CHISM) where she runs the Paediatric Exercise Physiology Laboratory. Nancy's research interest is in using exercise to help prevent and treat children and adolescents with chronic disease.

Helen Vanderburg, BPE



An international health and fitness consultant, Helen is owner of Heavens Fitness Club and Fusion Fitness Training™. An elite athlete, past World Champion synchronised swimmer, honored member of the Canadian Sports Hall of Fame and the 2005 IDEA Fitness Instructor of the Year, Helen brings a wealth of experience to the fitness industry.

Shaun Vincent

Based in Canberra, Shaun is managing director of Succeed Personal Development. He has over eight years experience in the health and fitness industry, including an extensive background in strength and conditioning and boxing training. He has been a presenter of the Punchfit Trainer course since its inception.

Diane Vives, MSc



Diane is the owner of Vives Training Systems and the director of Human Machine Personal Training Center in Austin, Texas. She trains athletes and clients, delivering revolutionary strength and conditioning programs based on current research and innovative program design. Diane serves on the Under Armour TNP Performance Training Advisory Council and is a member of the board of directors for the National Strength and Conditioning Association.

Andrew Ward, BAppSc



Residing in Hong Kong since 1997, Andrew is the senior vice president of operations for California Fitness Asia. He was instrumental in pioneering the group exercise phenomenon in Asia, and today, more than 2.5 million group exercise workouts are performed each year at California Fitness. In addition to his executive role in the business of fitness, Andrew still makes time to teach step and BODYPUMP™ classes every week.

Diane Westaway, BEd

As managing director of Wild Women on Top, Diane has spent the past decade developing trek training programs for women. Under her direction, the company has doubled its membership, turnover and profits in the past year and raised \$200K for The Fred Hollows Foundation. A former National Gymnastics and Aerobics Champion and Fitness Professional of the Year, Di is climbing the highest mountain on each continent with the Wild Women on Top Seven Summits team.

Lisa Westlake, BAppSc (physio)

Lisa is a physiotherapist, fitness instructor, author and highly regarded national and international presenter. She was named Australian Fitness Network's Presenter of the Year in 2003 and Author of the Year in 2009. Lisa passionately spreads the word about health and fitness through her writing, fitness DVDs, convention appearances, lectures and her media work. Her sessions are always fun, innovative and inspirational.



Emmett Williams, BComm

Emmett is managing partner of Creative Fitness Marketing, an international sales and marketing company that generates over 45,000 new members every year for health and fitness clubs worldwide. An independent club owner himself, Emmett has spent the last nine years working with clubs in the USA, Canada, UK, Ireland, Australia and New Zealand. He couples this international experience with his formal studies in marketing to deliver content-rich sessions.

Scott Williams

A powerful speaker and trainer, Scott has been presenting and teaching in the areas of boxing, kickboxing, bootcamp and personal training since 1993. He has been a professional presenter for Punchfit since 2005. Succeed, the personal trainer business Scott and his business partner established four years ago, was awarded the ACT Micro-Business Award in the 2009 Telstra Small Business of the Year awards.

Tanya Winter, BPhy

Tanya is a physiotherapist specialising in Pilates for rehabilitation. She is co-founder of Studio Pilates International, and has conducted over 25,000 Pilates workouts, both for fitness in the gym setting and for injury rehabilitation. A noted expert in her field, Tanya now focuses on sharing her knowledge through her Pilates education courses for fitness trainers.

Melinda Woods

Melinda is the program director for www.indoorcycling.com.au's RIDE™ program. With nearly two decades of group exercise experience under her belt, she is passionate about sharing her knowledge with her fellow fitness professionals. Melinda is also an experienced triathlete, having raced in both Australian and international Ironman events. She is a sponsored brand ambassador for 2XU, Compressport and Hypo2.

Karen Woolley, PhD

Karen is the CEO of ProScribe Medical Communications, an internationally recognised medical writing company. Her business ethics and acumen have been featured in *The Australian*, *Business Review Weekly*, on SBS and in leadership books. A Telstra Business Woman of the Year, Karen is a proven director of multi-million dollar public and private companies. She is also an Australian Surfing Champion and New York City Marathon survivor!

Tony Zonato

Tony is an accomplished group fitness instructor, personal trainer and group fitness manager. His zeal for fitness is evident in his indoor cycle classes, which have been described as 'high energy rock concerts on wheels!' Tony's energy and enthusiasm is surpassed only by his passion to share his industry experience and knowledge.

DELEGATE INFORMATION

WOULD YOU LIKE TO HELP BEHIND THE SCENES AT FILEX 2011?

Here's your chance to be part of the FILEX Event Crew! The Event Crew program enables you to work for half of the convention and attend the other half for FREE! Be prepared for some hard work and heaps of fun in this dynamic team environment.

If you are interested in this unique opportunity to work behind the scenes at the Australian industry's premier fitness event, please visit www.filex.com.au/eventcrew to complete an application.

Applications close on Friday 18 February 2011

N.B Spaces are strictly limited and successful applications are confirmed on a first come, first served basis.

EARLY BIRD REGISTRATION

Register and pay by Monday 28 February 2011 and save \$50 per person!

FILEX is the best investment you can make in your fitness career, and by taking advantage of the Early Bird price you'll save \$50.

PLUS every Early Bird registration can enter to win a 2-night holiday for two.

This prize includes return economy airfares for two people and hotel accommodation for two nights at a fantastic mystery destination, donated by the OzAccom Group.

The winner will be drawn at the Keynote Address on Sunday 17 April 2011. You must be present to win!



GROUP DISCOUNTS

SAVE either \$250 or \$500 with your group of five

To receive the maximum group discount, simply send your registration paperwork for your group of 5 or more people before Monday 28 February 2011, and each delegate will receive \$100 off the registration fee. Registrations received after this date will receive a \$50 discount for each delegate in the group.

The following conditions apply:

- ▶ Each delegate must fill out a separate registration and session selection form.
- ▶ Session selection, registration and payment forms for all members of the group must be received in the same envelope.
- ▶ Each delegate who is not a current member of Network at the time of registration must opt for the non-member registration fees. Group registrations may be made up of both members and non-member registrations.
- ▶ **Please note:** Group discounts are only available when 5 or more register for the FILEX 3-day Convention, Business Gold Pass or PT Gold Pass registration categories.
- ▶ Remember, if your company is a Club Network member, there are more special group rates for you! Read on for details.

CLUB NETWORK MEMBERS – SAVE UP TO \$600 OFF FILEX 2011!

As an Australian Fitness Network Club Network member, you will receive \$600 worth of Convention Cash vouchers, which you and your staff can use when registering to attend the FILEX 2011 Convention.

As a Club Network member you will receive 10 x \$60 discount vouchers, which you and your staff can use for:

- ▶ 3-day FILEX Convention
- ▶ Pre-convention workshops
- ▶ Business Gold Pass
- ▶ PT Gold Pass.

TERMS AND CONDITIONS OF USE

Only one voucher may be used per person, per registration. Vouchers are not redeemable for cash or goods.

Please note: Vouchers cannot be re-issued if lost.

NOT A CLUB NETWORK MEMBER?

If you are not currently a Club Network member, become one now. For just \$119 your 12-month membership provides you with \$600 worth of discounts on this event alone! To become a Club Network member visit www.fitnessnetwork.com.au/membership, phone 02 8412 7400 or email info@fitnessnetwork.com.au

CANCELLATION AND TRANSFER POLICIES FOR FILEX 2011 AND PRE-CONVENTION EVENTS

VERY IMPORTANT – PLEASE READ

The following policies will be strictly adhered to and apply to every FILEX 2011 registration and pre-convention registration:

Australian Fitness Network must be notified in writing for all cancellations or transfers.

If notified up to, and including, Friday 1 April 2011, a full refund less \$100 administration fee will be granted.

For pre-convention events, a full refund less 25% of the registration fee will apply, if notified in writing up to and including Friday 1 April 2011.

You may transfer your registration to another person for a fee of \$29.

If notified after 1 April 2011, no refunds or credits are available.



FREQUENTLY ASKED QUESTIONS

// HOW DO I REGISTER FOR FILEX?

Registration and session selections can be done in ONE of three ways:

1. **ONLINE** – at www.filex.com.au. Online registration requires payment using Visa, MasterCard or AMEX.
2. **MAIL** – your registration and session selection forms and payment to FILEX Registrations, PO Box K1385, Haymarket NSW 1240, Australia
3. **FAX** – your registration and session selection form and credit card details to 02 9211 7601. Please confirm all pages are successfully transmitted to InfoSalons by checking your transmission report. Phone 02 9211 9337 that same day to confirm receipt of your registration.

Please submit your registration via ONE method only.

// HOW CAN I PAY FOR FILEX?

You can pay for FILEX with the following:

- ▶ MasterCard ▶ Visa ▶ AMEX
- ▶ Cheque or Money Order (made payable to Info Salons Australia)
- ▶ Direct bank deposit (please phone 02 9211 9337 for details and conditions).

Please note: If paying by telephone with a credit card, or via direct bank deposit, your session selection and registration forms must be faxed or mailed within one working week of submitting your payment details.

// IMPORTANT INFORMATION

Your place at this event will be confirmed once you have submitted your registration paperwork to Info Salons Australia by post, fax or online. Once processed you will receive an email confirming your session selections and further event information.

Please review cancellation and transfer policy before registering for this event.

Session selections – 1st, 2nd and 3rd choices **MUST** be filled in and sent with your registration form and payment.

You must sign the waiver on the registration form which indicates your agreement to all convention terms and conditions.

If another person is paying for your registration, for tax purposes, their name will appear on the invoice as the source of payment. The tax invoice will, however, be mailed to the person attending.

// WHAT DOES MY REGISTRATION INCLUDE?

Your FILEX 2011 3-day registration fee includes:

- ▶ Opportunity to earn 15 CECs
- ▶ Entry into allocated convention sessions

- ▶ Entry to the Keynote Addresses
- ▶ Unlimited entry into the Australian Fitness & Health Expo including Early Morning Workouts on Saturday and Sunday.
- ▶ Access to online session notes from the presentations that you attend (if provided by the presenter)
- ▶ Convention Handbook
- ▶ Entry to the Delegate Welcome Drinks, including one complimentary drink.

// WHAT HAPPENS AFTER I SEND IN MY REGISTRATION AND SESSION SELECTIONS FORMS?

Once your payment, registration and session selections have been received and processed, you will be sent confirmation, a tax invoice and a convention information guide via e-mail. Please call 02 9211 9337 if you have not received any confirmation within five working days of submitting your registration information. It is your responsibility to confirm that we have received your registration paperwork successfully.

// CAN I ATTEND INDIVIDUAL SESSIONS OR JUST COME TO ONE OR TWO DAYS OF THE CONVENTION?

No. FILEX 2011 is only available as a 3-day event.

// AM I ALLOWED TO ONLY ATTEND THE PRE-CONVENTION WORKSHOPS?

Yes. You may attend the pre-convention workshops without attending the 3-day convention. Simply complete the registration form, indicating which workshop(s) you wish to attend and return it to PO Box K1385, Haymarket NSW 1240 with payment.

Please note: Registration into pre-convention events does not entitle you to attend any of the main FILEX convention sessions, but does allow access to the Australian Fitness & Health Expo.

// CAN I REGISTER AS A CONVENTION DELEGATE AND ALSO ATTEND PRE-CONVENTION WORKSHOPS?

Yes. Please complete the Additional Events section on the registration form, selecting which workshop you would like to attend in addition to the 3-day Convention.

// DO I RECEIVE CONTINUING EDUCATION CREDITS (CECS)?

Delegates are eligible for Continuing Education Credits (CECs), which are recognised by Fitness Australia and state registration bodies. By attending the 3-day convention you can receive 15 CECs. You will receive your CEC Certificate when you register on-site. Pre-convention workshops also provide varying numbers of CECs.

// DO I NEED TO REGISTER AT THE CONVENTION?

Yes. Please register at the Convention Information Desk where you will receive your name badge and convention pack. These items are required to enter sessions. Registration takes place at the Convention Information Desk located in Parkside Foyer on level 1 of the Sydney Convention Centre at the following times:

Thursday 14 April 3:30 – 6pm

Friday 15 April 7am onwards

The Convention Information Desk remains open throughout the convention for late arrivals and general assistance.

// IS THERE A 'NO SHOW' POLICY?

For delegates who do not attend FILEX 2011, and who do not provide written notification to Australian Fitness Network prior to the event, no refund or credit is available. Please refer to the cancellation policy on page 69 for further information on cancellations and 'no shows'.

// CAN I TRANSFER MY REGISTRATION TO SOMEONE ELSE?

Yes. You may transfer your registration to someone else; however, a \$29 administration fee will be incurred. Full details of the transferee must be provided in writing to Network to organise transfers.

// IS THERE A CLOSING DATE FOR REGISTRATIONS?

No. However registrations received after Wednesday 6 April 2011 will incur a \$50 administration fee, and being so close to the event, delegate information will not be sent out, but can be picked up at on-site registration. Your tax invoice will be sent out after the event. Please note: some sessions may be booked out before the convention commences.

// CAN I BRING MY CHILDREN?

For safety reasons, and as a courtesy to presenters and other delegates, children are not allowed in the convention sessions. When accompanied by an adult, children are permitted in the Australian Fitness & Health Expo. There are no crèche facilities at the Sydney Convention Centre.

// WILL I RECEIVE A CONFIRMATION TAX INVOICE?

A tax invoice will be issued to the person attending the convention. If you want the tax invoice in the name of the person or company paying for tax/GST purposes, this must be made clear on the payment registration forms, including their name and contact details. The invoice will state payer's name within the line item of the invoice.

Please note: All information provided in this brochure is correct at the time of printing but may be subject to change without notice.

TRAVEL & ACCOMMODATION

Once again The OzAccom Group is onboard to provide you with preferential rates for your stay during FILEX 2011. With properties available to suit all budgets and, most importantly, in close proximity to the Sydney Convention Centre, the team at OzAccom are ready to take care of all of your accommodation needs for FILEX 2011.

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ROCKFORD
DARLING HARBOUR

OZACCOM DETAILS



Visit www.filex.com.au and follow the travel and accommodation link to book online.

Alternatively, contact OzAccom direct using the details below to discuss your travel and accommodation requirements for FILEX 2011.



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