

NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

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WINTER 2011



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FILEX REACHES OUT FOR SUCCESS

How's your head – still brimming with ideas and inspiration from this year's FILEX convention? You're not alone, as this sample of feedback from this year's delegates proves.

With the Sydney Convention Centre filled to capacity with 2,500 fitness professionals from every corner of our industry, the positive atmosphere and hunger for new skills and cutting edge knowledge was tangible. And delegates were not disappointed, with over 130 presenters dishing up a veritable banquet of research, ideas and take-home techniques to

keep the best fitness businesses and professionals at the front of the field.

The Network team had a fantastic time bringing you this year's FILEX event, and we're pretty sure from the incredible feedback we've received that you had an amazing weekend as well.

So, if you're suffering from FILEX withdrawal symptoms, don't worry – it's less than a year until the next one and planning is already well under way! Mark next year's dates on your calendar; **FILEX 2012, 27 to 29 April 2012**. It's going to be big.



Being new to the industry I really didn't know what to expect. I had the best time ever! To have all those professionals in the one place at the one time was nothing short of amazing. How could you not come away inspired and motivated? Thank you.

JAYNE, VIC

Really good speakers and clearly a lot of thought went into their selection. A mammoth event with excellent background and behind the scenes organisation.

RICHARD, QLD

Best organised convention I have been to. The event staff were terrific as usual, getting information was easy, a big thanks to all involved.

ANDREW, VIC

Thank you to all involved in making the event happen. The selection of presenters and quality of the opening session, not to mention the very helpful registration desk, made my first attendance at the conference very enjoyable. I could hardly sleep with the ideas buzzing in my head on Sunday night. I can't wait for next year!

FIONA, VIC

Well organised, great presenters, great buzz and excitement. Reaffirmed my commitment to the industry and why I do it.

SUZANNE, WA

FILEX was an awesome opportunity to update my skills and to help me refocus and clarify direction. I thought the standard of the presenters was outstanding. They were all inspirational. A big thank you to everyone for the outstanding effort that went into organising and running this incredible event.

CATHY, NZ

The diversity and amount of information offered was overwhelming. I learnt as much in theory as in practical sessions. I feel I'm a better trainer now.

GUILLAUME, NSW



This was my second FILEX and I loved it, just had a fantastic time. I find the lectures and workshop topics fascinating, the presenters are so knowledgeable and engaging, the atmosphere is always buzzing, and I have left again feeling revived and pumped. The weekend is so full on but so much fun. Thank you so much for the experience.

SAMANTHA, QLD

Well done to all those involved in organising this great event! I have been wanting to attend for a few years now and glad I finally decided to attend this year! I'll be back for sure! I think it's value for money for how much info you can take away from it! And so motivating and inspiring to be amongst that many other passionate fitness industry professionals at one time!

KELLY, QLD

I will be back next year regardless of commitments – it's already in the diary.

DAMIEN, QLD

Thank you – it was wonderful. I not only met new people and was exposed to new ideas, but I got something that I don't usually see in the general work arena – verification that what I do touches and helps many people. I came home not only inspired, but re-invigorated to deal with the challenges of my role as a PT.

MICHELLE, VIC

As an allied professional to the fitness industry, I find attending FILEX very valuable.

ASH, QLD

It was a great weekend, not only learning all the up-to-the-minute invaluable professional information, but also the chance to meet and catch up with others in the industry. I meet up with more people from Melbourne in Sydney every year at FILEX than I meet in Melbourne over the course of the year! It's a great way to 'Network'.

CAROL, VIC

Another AWESOME year, you guys! My best FILEX so far! Loved the Keynote speaker – wow, she was the best! Count me in for next year!

GEMMA, NSW

Congratulations Network on another awesome convention. Again you delivered both inspiring and very funny keynote presenters. FILEX is an absolute must-attend if you want to keep on top of your game.

MICHELLE, QLD

So many exciting and new ideas, losing sleep as my brain won't switch off at night. Luckily I took a few days off work, to go over the sessions and look at how I can use them.

SHARYN, NSW



I had an absolute ball. I am seeing it all through different eyes this year as I have made the transition from being an employed PT last year to a gym owner now. Love this industry!

KAREN, NSW

Another awesome convention Network team, thank you so much. We are ready to roll for another 12 months but wish it could have gone on for longer!

DEE, NSW

Extremely inspired. About a week or two away from starting my PT business, excited and very nervous.

ALAN, NSW



It's hard to go back to normal life and, I hate to say it, but normal people – because people in the fitness industry are extraordinary!

SCOTT, NSW

Keep up the good work. Was good to talk with the presenters after each session. Took home some great advice. Thanks!

ERIC, SA

An amazing 1st time experience at FILEX '11. I'm speechless.

CARMEL, VIC

Absolutely awesome FILEX this year with two amazing keynote presenters, attentive volunteers and positive, fun atmosphere! A credit to the culture of the organisation and everyone involved in it. Job well done!

COFFS COAST HEALTH CLUB, NSW

Lorimer Moseley was sensational. What a great inclusion in the program. Thank you.

JASMIN, NSW



BUSINESS SUMMIT

Great day of thought provoking information. Will be back next year.

CLUB OWNER

I am relatively new to my current managerial role and was a bit worried that some of the presentations would go over my head, but I found them very interesting, informative and easy to understand

MANAGER/PT COORDINATOR

I had no idea what to expect, but once I saw the venue I was instantly 'wowed'! Opening with Dan Gregory's presentation was great, he was so entertaining and engaging I knew it was going to be a great day. I left feeling completely refreshed and ready to improve our facility and also develop individually. Thank you – I will come again.

FACILITY TEAM LEADER

I thoroughly enjoyed it ... It always makes these events more enjoyable if the presenters are dynamic, have a good sense of humour and loads of energy, and I found the majority did. Thanks!

MANAGER/PT COORDINATOR

The Expert Panel is always a great wealth of information, sharing current industry experiences.

CLUB OWNER

PT BUSINESS SUMMIT

Very inspiring day! Will be back again next year. Thanks Network!

PERSONAL TRAINER

Anna-Louise Bouvier is an amazing presenter, very engaging and interesting.

PERSONAL TRAINER AND SMALL BUSINESS OWNER

Loved it, came away with some new tools to throw at my business.

PERSONAL TRAINER

Great variety of subjects. Presenters were informative and entertaining.

CLUB OWNER

A very worthwhile exercise for both the learning and networking gained.

CLUB OWNER

Editorial

There was a moment during this year's FILEX convention, as I watched hundreds of sweaty but smiling delegates reaching for the heavens, when I stepped back and thought 'what a brilliant industry to work in'. How many other industry conventions would be packed to overflowing with such vibrancy, enthusiasm and genuine thirst for new skills and knowledge?

Certainly not the tobacco industry. As I listened this week to a cigarette company spokesman arguing against the government's plain packaging laws, I thought what an awful line of work it was to be in, knowingly pedalling a product that causes disease and death. Could any amount of money be enough to block out that knowledge and enable you to go to work each morning? The fitness industry does the exact opposite. We're in the business of improving and prolonging life, and mission statements don't get much better than that. No wonder we received so many comments from both FILEX first-timers and convention regulars who were blown away by the infectiously positive atmosphere. Check out the feedback on the preceding pages to see what I mean.

Of course, our annual convention is a microcosm of our industry – thousands of fitness professionals, educators and ideas crammed into one long weekend. Its legacy, however, perpetuates in the form of evolving practices and renewed enthusiasm for our mission, just some of which is evident in this issue's articles.

Keep up the best work,



Oliver Kitchingman, Editor

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NETWORK

ON THE COVER:



Focusing on the abdominals, glutes, obliques, back and 'slings', CX30™ from Les Mills applies the tried-and-proven pre-choreographed group exercise formula to a core-specific workout. Read 'Brace yourself for the revolution' by Grant Chapman on page 15.

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WINTER 2011

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Perspective

Perspective features the opinions of prominent figures in the fitness industry. Here, *Phillip Mills*, Australian Fitness Network's 2011 Lifetime Achievement Award winner and founder of the Les Mills group exercise system, reflects on his time in the industry and advocates taking the next step to develop into a preventative, holistic health system.

When I started out in fitness in the '60s, working after school in my parents' gym, ours was a tiny industry. Less than one per cent of the adult population belonged to fitness clubs. Since then, we have been part of a gigantic social change. More adults now go to the world's health clubs than play golf, tennis and soccer combined. In fact, health club attendance could be called the biggest adult 'sport' in the world.

Over the last few decades, the fitness industry has also benefited from a number of sociological trends, including feminism, increased time pressure (people nowadays work a third more hours than they did in the '60s), the sexual revolution and fashion trends that have amplified people's body consciousness. On top of the need for alternative social hubs to replace the church and the corner pub, in recent times there has also been a growing awareness of the catastrophic health risks of inactivity and poor eating habits.

As these trends have evolved, so too have our industry's health clubs. But have we fully capitalised on what has been put before us? Moreover, are we fulfilling the obligations that accompany our social role?

From my experience working with thousands of clubs around the world, I believe there is still a wonderful opportunity for us out there. An opportunity for us to be more than just gyms where people come to pump iron and run on a treadmill. An opportunity to become true *health clubs*, where people fall in love with fitness, form deep friendships and learn a healthier way of life.

The details of the opportunity lie in areas ranging from more creative club design to more social programming of exercise (and other activities); from better management metrics to a more holistic approach to health, from 'exertainment' to education.

I feel that if we do not grasp this chance for change, our industry's future will come under increasing threat. Without change, it's highly likely that our fickle public will be wooed away by evolving alternatives in home exercise, online communities, exer-gaming, medical technology, new sports and leisure activities, or at least by those within our own industry who *do* see the opportunity and seize the day.

Outside of the threat to our businesses and our industry, our society is faced with unprecedented health challenges. These stem from sedentary lifestyles, modern diet and the growing presence of environmental pollutants in our air, our water, our soil and the food we eat.

As the antithesis of the tobacco and junk food industries and others poisoning the ecosystem, the fitness industry has the ability to educate and influence the huge percentage of the world's wealthiest people with whom we have an intimate relationship, and to create a healthier world. We have the potential to create a preventative, holistic health system that is far more affordable and sustainable than the present one. We have the ability to grow our industry and become a powerful political lobby for change.

I believe the people working in this business – that's *you* – are the most well-intentioned group on the planet. If we act on that, we will not only create a great future for our industry, but also make the world a better place.

Here's to a fitter planet. **m**



Phillip Mills

A fitness industry pioneer, Phillip is the founder and president of Les Mills International (LMI), whose exercise-to-music programs are in thousands of fitness facilities worldwide. A driving force behind the modern group fitness experience, he also developed the Group Fitness Management system. He is a past winner of the Ernst & Young New Zealand Entrepreneur of the Year award, and with his wife Dr Jackie Mills co-wrote the book *Fighting Globesity – A Practical Guide to Personal Health and Global Sustainability*.

"There is still a wonderful opportunity for us out there... An opportunity to become true health clubs, where people fall in love with fitness, form deep friendships and learn a healthier way of life."

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Fit Facts

Fit Facts is a compilation of recent research findings, industry happenings and fitness news. Network's enewsletter regularly delivers this sort of information direct to your email inbox.

Swiss Ball circuit wallchart FREE for Network members



Produced in conjunction with Australian Fitness Network, Pro-Visual Publishing's 2011 National Guide to Fitness and Health wallchart is now available FREE of charge to Network members. Ideal for placing on the wall in your club or studio, the Guide features useful information about the advantages of using a Swiss Ball and includes an illustrated Swiss Ball circuit, complete with easy-to-follow instructions.

Swiss Balls have been accepted widely in the fitness industry as a way to improve core stability, develop postural awareness and rehabilitate a range of body parts such as knees, hips, shoulders and most importantly backs. The circuit explained in this year's guide takes users through a range of exercises that, when combined, target the entire body, burning calories, improving general muscle strength and developing core control.

The guide is distributed free of charge to health and fitness facilities and members of Network, and additional copies are available upon request.

For further information, or to obtain extra copies of the chart, call 02 8272 2611, email marketing@provisual.com.au or visit www.provisual.com.au

Obese teens setting up lifetime of back pain

Recent research from Hong Kong has illustrated a link between obesity in youth and back pain throughout life.

In a study of 83 people, a team from the University of Hong Kong found that those who were obese during their teenage years (ages 13 to 20), were three times more likely than normal-weight individuals to suffer back pain, which typically continues into adulthood.

Specifically, being an obese adolescent tripled the incidence of degeneration of the joints of the spine, known as the intervertebral discs, which can lead to lower back pain as well as other, more severe back pain. Significantly, 93 per cent of study subjects with disc degeneration experienced lower back pain, higher levels of pain and decreased physical function.

'The development of disc degeneration in young age may contribute to a greater severity of disc degeneration early on in life and possibly a lifetime of lower back pain episodes,' the study authors concluded.

Source: *Journal of Bone and Joint Surgery*



More than a garnish – parsley power

New research from the US has shown that a compound found in parsley and other plant products may help the body to fight breast cancer by preventing some tumour cells from growing and multiplying.

Professor Salman Hyder from the University of Missouri exposed rats with a specific type of breast cancer to apigenin, a compound evident in parsley, celery, apples, oranges, nuts and other plants. The rats developed fewer tumours than control rats which weren't exposed to the compound, and the tumours that did form did so much more gradually. However, the apigenin did not actually stop the formation of cancer cells.

Hyder said, 'We don't have specific dosage for humans yet. However, it appears that keeping a minimal level of apigenin in the bloodstream is important to delay the onset of breast cancer that progresses in response to progestins such as MPA (a chemical often used in hormone replacement therapy that also accelerates breast tumour development). It's probably a good idea to eat a little parsley and some fruit every day to ensure the minimal amount. However, you can also find this compound in pill supplements'.

Source: *Cancer Prevention Research*



2 great ways to grow your fitness business

As a fitness professional, you need to continually be on top of your game. The Institute's two new programs – Massage Therapist (specialising in Fitness & Sport) & Fitness Business – can help you diversify and operate a better, more efficient and productive fitness business.



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Kiwi Korner



News and announcements from the New Zealand fitness industry



Earthquake response

Supporting trainers in Christchurch after the earthquake of 22 February has been one of the main focuses for both the New Zealand Register of Exercise Professionals (REPs) and FitnessNZ in the past few months.

As many as 50 per cent of the personal trainers in Christchurch are still without a permanent facility to work from, and all the large facilities in the CBD area are still closed and likely to remain so for some time.

FitnessNZ CE Richard Beddie said 'Both FitnessNZ and REPs are based in Christchurch, so we are very aware of the ongoing impact that the earthquake has had on the city's infrastructure and on fitness facilities specifically. This has had a major flow-on effect for trainers.' To assist, FitnessNZ has been supporting a number of initiatives including:

- PT in the park – an initiative of the PT Council of NZ whereby personal trainers run a twice monthly session in parks around Christchurch.
- Fight Back Friday – free workshops on Fridays focusing on rebuilding PT businesses
- Finding studios and other facilities for displaced PTs to base themselves out of.
- Offering one-on-one mentoring to those considering setting up their own studio.

Additionally, FitnessNZ and REPs have been coordinating offers of jobs for displaced trainers in cities outside of Christchurch.



New music licensing for NZ fitness industry

Operators of gyms and other fitness facilities have new guidelines for playing music in their premises after PPNZ Music Licensing and FitnessNZ announced a new music licensing scheme that came into force in April.

PPNZ is the organisation that grants permission for recorded music to be played in public on behalf of recording artists and record labels. The new scheme was negotiated after consultation with FitnessNZ, which began in April last year, and covers all recorded music played on premises.

The new scheme is based on actual club membership. Tariffs of 50 cents per member, per annum are charged for gyms using background music only, or 50 cents per member per annum for gyms using music in group exercise classes only. For clubs using both background music and music in classes, the charge is \$1 per member per annum. The scheme also introduces a new fitness studio licence, a licence for independent trainers operating outside fitness centres and group licensing coverage through REPS for personal trainers running less than five classes per week.

A three year phase-in period has been introduced, with 60 per cent of the annual licence fee payable in the first year, 80 per cent in the second year, and the full fee payable from year three onwards.

PPNZ managing director Kristin Bowman said 'Both sides have worked together on this. Our joint objective has been to enable the best and most comprehensive repertoire of original music to be available to operators in the New Zealand fitness industry.' [\[i\]](#)



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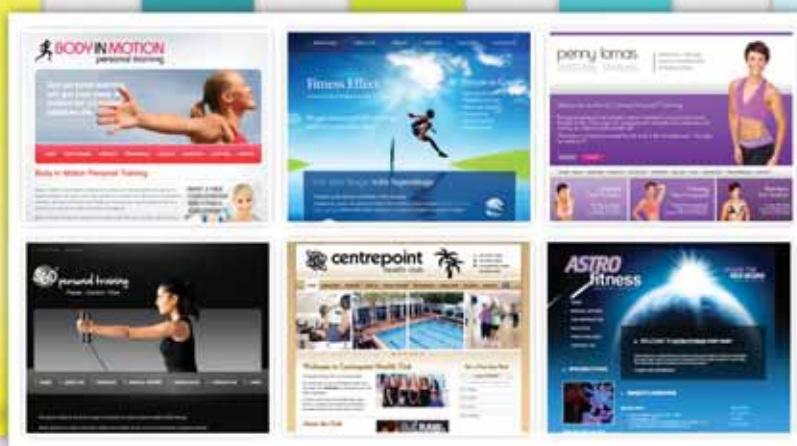


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Kirsten Joyner Barberini, Pilates for Life

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Jenny Balla, Amphibiously Fit

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Lesley Grey, Zumba Newport

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Brace yourself for the **REVOLUTION**

Until now, the leader in the world of pre-choreographed group exercise has never produced a core-specific program. By applying the tried-and-proven Les Mills group fitness formula to a workout focusing on the muscles of the abdominals, glutes, obliques, back and 'slings', that's all about to change, reveals *Grant Chapman*.

Les Mills CX30™ core training program probably showed its true colours in public for the first time when the debut releases were filmed at Les Mills Auckland late one Sunday evening last December.

The new program had already been several months in development within the organisation's private studios, and quietly tested and refined in live classes at local Les Mills clubs. Research had confirmed a growing demand for core training around the globe; up to a quarter of surveyed gym's timetables catered for this need with predominantly freestyle formats, and sales of 'ab' training machines in the US were growing at a rate of four per cent every year. Core training has also been

identified by the American College of Sports Medicine as one of the leading worldwide fitness trends.

Unsurprisingly, when word leaked out that the world's leading exponent of pre-choreographed group exercise was taking a shot at the core market, the fitness industry was abuzz.

But this filming session was the first real indication of just how different CX30™ would be from its rivals and even from Les Mills' nine other programs. 'We wanted to set a unique tone for this program' says Les Mills chief executive Phillip Mills; 'A lot of science went into creating it and we wanted the filming to feel cutting edge. But there was a real personal-trainer influence as



well, so it needed to be a very intimate experience for everyone – instructors and class members.'

Program co-directors Susan Trainor and Dan Cohen, along with experienced Les Mills instructor Corey Baird, coached, coaxed and challenged their audience through an hour of action that would form the basis of in-club trials around the globe. When filming ended and the last of the celebratory pizza had been devoured, the small but select crowd departed into the night feeling like it had just witnessed an epiphany – something really fresh and exciting.

Core values

The name CX30™ captures what the workout is all about. The 'C' stands for 'Core', naturally, while 'X' illustrates the targeted 'sling' muscles that cross diagonally from shoulder to hip. Each class is just 30 minutes long; short and sharp enough to be conveniently scheduled on club timetables.

Essentially, CX30™ focuses on muscles of the abdominals, glutes, obliques, back and slings that support and move the spine, the centre of all the body's movements. It has been designed to help participants run faster, play harder and stand stronger.

There are three main reasons for exercising the core:

- ▶ Injury prevention – studies show eight in 10 people will suffer from lower back pain at some point in their lives. In 2007, 12 per cent of American adults reported back pain and treatment cost \$30 billion. A strong core would support this area and reduce the risk of injury.
- ▶ Functional strength – core muscles help transfer power from the legs to the upper body (and vice versa) in everyday movements like walking, running and lifting.
- ▶ Cosmetic – tightening and toning to look good.

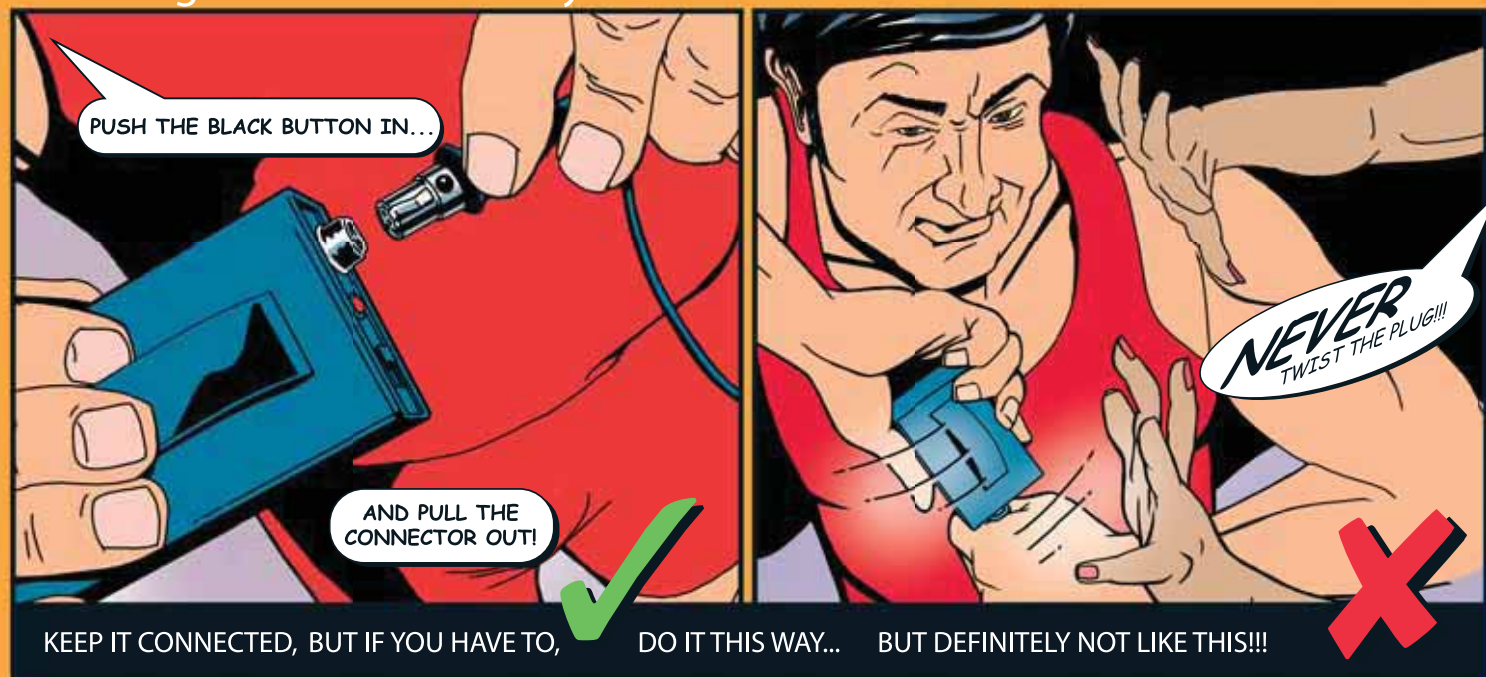
A proven formula, a new focus

While Les Mills incorporates ab tracks into several of its other programs, until now it has never turned its attention to producing a specific core



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workout. CX30™ applies the same tried-and-proven Les Mills group fitness formula – highly-trained, passionate instructors presenting cutting-edge choreography and chart-topping music which is refreshed every three months. This immediately differentiates it, but several other distinguishing characteristics separate CX30™ from other core workout programs.

For a start, it makes a point of featuring the often overlooked sling muscles that provide maximum strength to the spine. It also uses resistance tubing to recreate the dynamic tension of functional movement.

By combining the best features of group fitness and personal training, Les Mills hopes to attract traditional weight trainers, especially men, into the studio for the first time. But perhaps the most notable point of difference is

the research that showed how to fit the most effective workout into just half an hour; 'The program really challenges traditional thinking about how muscles are affected by exercise' says Phillip Mills; 'CX30™ is a unique series of moves that target specific areas at high intensity, so you don't need to work out as long to get results.'

Dr Jinger Gotschall of The Pennsylvania State University used a process called Electromyography (EMG) to measure how core muscles react to different moves. Ten men and 10 women were put through a range of 17 exercises that isolated one specific muscle group (like crunches for upper abs) or integrated several muscles at the same time (like a hover for slings, abs and back).

Dr Gotschall expected activity to be reduced across all muscles in integrated exercises, but was surprised to find

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these movements were just as effective as those that focused on each muscle specifically. 'We wanted to see if we could achieve activation across the core when we add the shoulders and hips into a movement, and we definitely did with CX30™' she says; 'In fact, the integrated activity was much higher than we expected. I initially believed the shoulders and hips would reduce some of the benefit to the core, but we actually found that core activity was just as high as with isolation exercises.'

Thirty minutes was considered long enough to train this very specific area of the body for both strength and endurance before fatigue set in, and Dr Gotschall's study showed integrated moves were the most efficient and effective use of that time. Her findings were presented to the American College of Sports Medicine conference in Denver, Colorado, in May.

CX30™ was officially unveiled at the IHRSA Convention in San Francisco in March and to the Australian market at FILEX in April, and the early response has been overwhelmingly positive. Pilot clubs around the world experienced packed classes and, impressed by the program's high energy and ability to activate core muscles in 30 minutes, Gold's Gym, one

of the biggest names in the US fitness industry, immediately signed on to launch in April.

Other clubs across the planet are following suit, and group exercise instructors are adding another string to their bows with the addition of CX30™ to their teaching repertoire. 'It's become increasingly clear that people are really starting to focus on the importance of a strong core to their health and fitness, and that clubs are under pressure to answer that demand' says Phillip Mills; 'We've tried to bring a truly unique flavour to this space and we think it will be a real game changer in our industry.' 

Grant Chapman

Grant is communications advisor for Les Mills International, based in Auckland. For more information about becoming a CX30™ instructor or adding the program to your club timetable, contact ask@lesmills.com.au.

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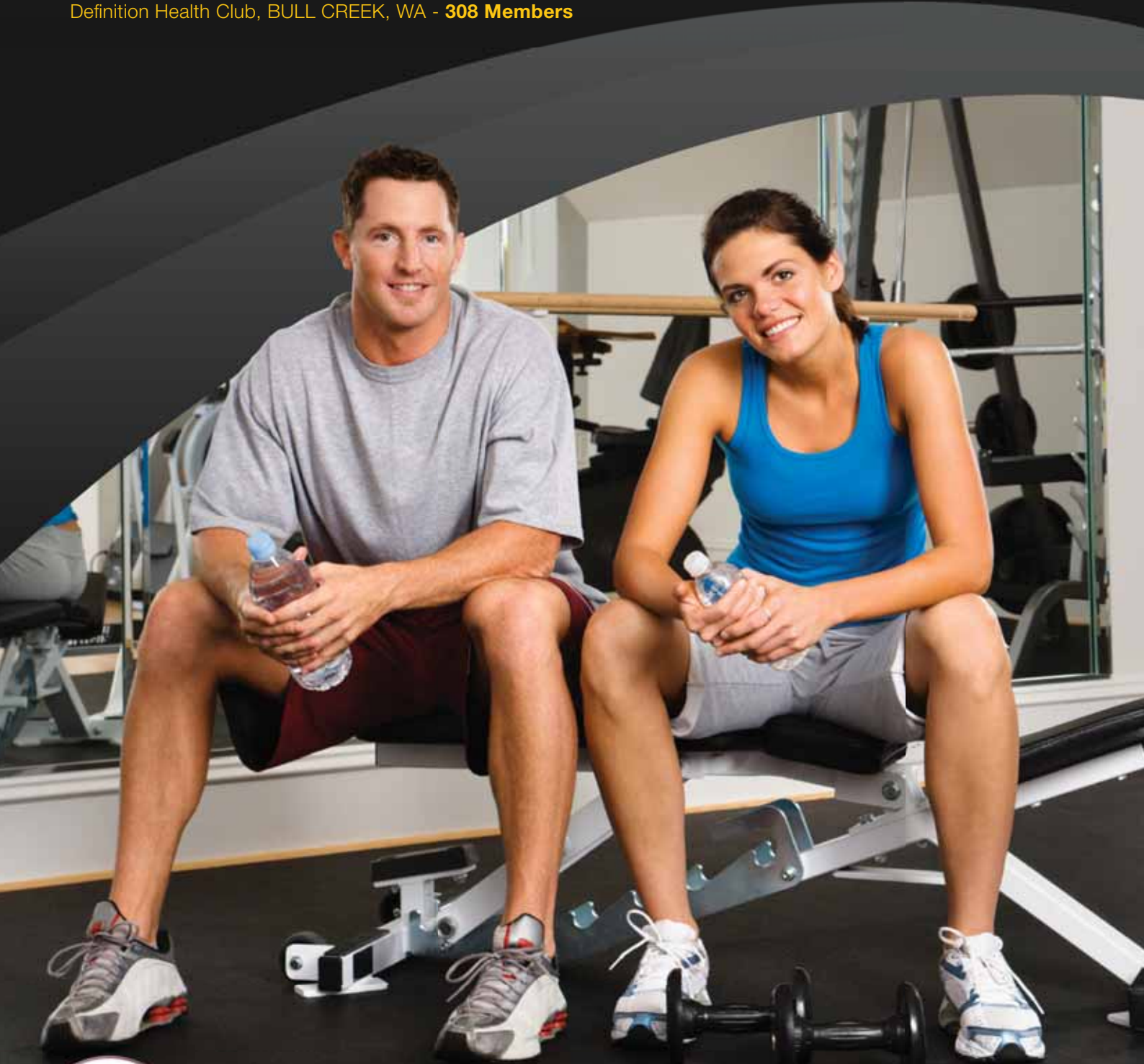
Chizen Fitness, Dubbo, NSW - **311 Members in 3rd Promotion**

“CFM have come in immediately after the club has run its own promo two years in a row, both years combined they have created over 600 new clients for our club. CFM add value to a clubs worth.”

Body and Soul, Ballarat, VIC - **332 Members in 2nd Promotion**

“As well as the sales generated by the CFM team on site, our own sales team also exceeded their targets during these periods... and the spin offs from the publicity/buzz generated by the campaigns lasted long beyond the time it finished. CFM is second to none.”

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NETWORK'S 2011 FITNESS INDUSTRY AWARD WINNERS

AUTHOR OF THE YEAR



William Sukala, PhD

The 2011 Author of the Year accolade was awarded to a man who has been a fitness industry mainstay in the US, New Zealand and Australia for over two decades.

William Sukala started off as a floor trainer back in the early 1990s and went on to do everything from personal training to medical exercise, in the areas of cardiac rehabilitation, and diabetes and obesity research.

Since becoming a health writer 15 years ago, his work has helped improve the lives of readers around the world, most recently through his aptly named blog, www.DrBillOfHealth.com. As well as writing for Australian Fitness Network, he has been published in *Weight Watchers International*, *Fitness*

First magazine, *Fitness Life*, *Diabetic Living*, *Good Health* and *Fitpro*. He has also written for medical journals and fitness industry websites in Europe, North America, Australia and New Zealand.

William is also recognisable as the defender of our industry against health and fitness mis-information, most recently writing what is unequivocally the most comprehensive debunking of the Ab Circle Pro infomercial gadget! He is frequently quoted in the media as an expert source of reliable health information.

His education in nutrition and exercise physiology, hands-on work as a trainer and clinical practitioner, as well as his experience as an international presenter, give him a comprehensive perspective and an exemplified passion, commitment and dedication to our industry, all of which is evident in his writing.

LIFETIME ACHIEVEMENT AWARD



Phillip Mills

The 2011 Lifetime Achievement Award was presented to one of the pioneers of the international fitness industry, and a driving force behind the popularisation of the modern group exercise experience.

Phillip Mills was born into an athletic family in Auckland, New Zealand in 1955. His father, Les, competed at four Olympic Games, and his mother, Colleen, was a New Zealand representative in the Commonwealth Games. Phillip was a Commonwealth Games 110 and 400 metre hurdles finalist and gained a track scholarship to the University of California.

On returning to New Zealand, he took an increasing role in the Les Mills fitness club business, founded by his parents in

1968. He has grown the business to the point where there are now eleven Les Mills clubs in New Zealand with a total of 50,000 members.

Inspired by the beginning of the aerobics boom he had witnessed in the US, Phillip developed his own group exercise system that would later grow to include the ten programs currently distributed by Les Mills International to more than 14,000 fitness clubs in 75 countries. He also developed the Les Mills Group Fitness Management system, which supports the operation of group exercise in clubs.

Phillip is a committed advocate for 'green' business, heading up a group of business leaders lobbying for green business policy and he is married to Dr Jackie Mills, a medical practitioner and director of group fitness for Les Mills. Together, they are the authors of *Fighting Globesity – A Practical Guide to Personal Health and Global Sustainability*.

With the FILEX convention comes Network's Fitness Industry Awards, an occasion to recognise and honour those who lead their respective fields within our industry.

Presented during the opening and closing ceremonies, this year's winners encompassed an inspirational club, a highly respected presenter, an ardent defender of our industry and one of the most recognisable names in global fitness.

Above all, the winners represented an enormous wealth of experience, with over a century's worth of combined industry practice between them. It's no coincidence that the fitness industry's best practitioners also have the longest, most successful careers.

Congratulations, once again, to each and every one of this year's winners.

INSPIRATION OF THE YEAR



Workout Indooroopilly

Inspiration can come in many shapes and forms, and this year Australian Fitness Network found it in the ethos and spirit of an incredible club – Workout Indooroopilly.

A leading health club for over 30 years, Workout Indooroopilly is well known for its strong focus on its members, which is why the devastation was felt so widely when the club sustained more than \$2 million damage in the recent Queensland floods.

As soon as the floodwaters receded, around 500 club members, staff and volunteers came to help owner and founder, Michael Burke – who also lost his own home to the extreme weather – salvage what could be saved and help begin the daunting task of recovery. With this community

support, Workout Indooroopilly achieved what seemed impossible. Within just 19 days of this devastating event, the club opened its doors, free of charge, to members to use during the four-month reconstruction process.

Michael's son Anthony and daughter Kelly are the gym's managers, and both took on the role of supervising the \$2.5 million reconstruction process, while at the same time encouraging members to maintain their health and fitness, many of whom were also dealing with the back-breaking and soul-destroying flood clean-up process with their own homes and businesses.

Every fitness business faces its challenges, but the devastation experienced by Workout Indooroopilly helps put them into perspective. The subsequent recovery also reinforces what the owners and managers of the best clubs in our industry always say: your most important asset is your people – look after them and they will look after you.

PRESENTER OF THE YEAR



Mark Davis

Mark has been involved in the fitness industry since 1984. A Phys Ed teacher, he got some part time work in the gym he used to train at, Sylvania Physical. However, after providing emergency cover for just one freestyle aerobic class, Mark was informed that his future, in fact, lay on the gym floor.

In 1991 Mark was introduced to Nigel Champion, Network's Executive Director, and he became a presenter in the ACHPER Fitness Leader's training program, the precursor of the industry's Certificates 3 and 4 in Fitness. In 1992 Mark completed his physiotherapy degree at Sydney University and in 1993 he opened his own private practice, based in Sylvania Physical. Here, he implemented treatment

strategies that were heavily orientated toward self-efficacy through exercise. In that same year, Mark got married and also presented at the Network Fitness Convention for the first time.

Since then, Mark has presented 17 different topic areas to the fitness and general community. He has lectured in tertiary programs at the University of NSW, Australian Catholic University and University of Wollongong. He was also involved in presenting and program development with the Children's Hospital Institute of Sports Medicine. Most recently, Mark has been involved in presenting with the Australian Institute of Fitness where he is actively involved in the development of course presenters through his role as the regional Master Coach for NSW.

A hugely popular FILEX presenter, Mark is renowned for the depth of his knowledge, his easy-to-understand presenting

ADD MMA

to your pad sessions

With the advent of UFC (Ultimate Fighting Championship) and its increasing exposure in the mainstream media, MMA's profile is rising rapidly. *James McNeill* shows you how to add some MMA techniques to your training sessions.



When Sydney's Acer Arena recently played host to its second UFC event, the sport's enormous popularity was highlighted when the 17,000 tickets sold out in just 45 minutes. So what exactly is the MMA phenomenon and how can it benefit you, your clients and class participants?

MMA stands for 'mixed martial arts' and refers to a full contact combat sport that allows a wide variety of techniques including strikes, grappling, submissions and throws. Techniques are taken from a range of different martial arts including boxing, Muay Thai, Brazilian Jiu Jitsu, judo, karate, wrestling and more – hence the name *mixed* martial arts.

If you are one of the large number of trainers who already incorporate boxing padwork into your clients' sessions or teach boxing-themed classes, you may question the need to expand your repertoire to include MMA. The findings of a recent trial answer that question. When professional rugby league players were put through a series of basic boxing combinations and then had MMA techniques incorporated towards the end of their workouts, their heart rates jumped by an average of 20 to 25 per cent. It's basic physics; incorporating grappling and wrestling techniques which force you to engage your core, while also transitioning to the ground and then getting to your feet again, results in an all-over body workout which maximises calorie burn. Additionally, it's a fun form of training that also provides clients with a wider variety of techniques and serves as a great stress reliever.

Getting started

Before jumping onto YouTube to search for killer techniques to instruct, you need to complete Fitness Australia-approved MMA training. While the internet provides a seemingly endless stream of information on MMA drills, a lot of the techniques being shown have not been designed for the general fitness population. Trying to teach them to the average gym goer can be dangerous and negligent, so do the training, practice the techniques and trial them yourself before unleashing them on clients.

Conveniently, if you currently teach boxing padwork, MMA doesn't require any additional equipment. If you intend to teach group sessions you will need a set of focus pads and a set of adequate boxing or MMA gloves per pair.

Continue your own training

If you are teaching MMA moves to clients and classes, it is advisable to continue training in some form of MMA yourself at least once a week in order to ensure you are a good role model. You don't need to be the next UFC contender, but it will help you become more confident with your technique and what you are teaching. You might need to mix your training up at a number of style-specific gyms, but doing one session of either boxing or Thai boxing and another session of Brazilian Jiu Jitsu or wrestling will hold you in good stead when it comes to improving your technique.

Structuring your class

There is no set format for what should be included in an MMA class; some sessions could focus purely on aerobic

conditioning, others might work on strength and conditioning while some may be based on technique execution.

For the average gym goer, keeping a similar format to a boxing pad or bag workout is the best way to provide a feel for what MMA is all about. A good way to introduce MMA to your timetable is to incorporate the techniques into an existing boxing or kickboxing class. Aim to include one or two techniques as part of a strike combination towards the last two to three working rounds.

You can keep your basic strike combinations and then add a grappling, transitioning or defensive move to the end of the combo. Techniques can include clinching, pummelling, sprawling, modified break falling and clinch defence to name just a few.

The following sample combinations provide a feel for what session content can look like.

COMBINATION 1

Using step-in, step-out footwork; step-in, Jab + Jab + Cross + Sprawl + Rear Reach Knee + Lead Reach Knee, step-out.



When teaching this combination, focus on the sprawl technique, breaking down the safety and practical aspects. This will ensure participants can execute the drill with minimal risk of injury while also getting an understanding of the purpose of the drill.

COMBINATION 2

Using step-in, step-out footwork; step-in, Jab + Cross + Lead Hook + Cross + Shield Clinch (with resistance variation).



The coaching focus for this combination is to highlight the Shield Clinch. Make sure participants secure a good base (balanced stance) and lock out the clinch with one hand wrapping over the other wrist. It's important that no pressure is placed on the lower back (while the practical application of the clinch is to put pressure on the lower back and force our opponent to the ground, we modify this technique to ensure the safety of the pad holder). As a good intensity variation to the clinch, once the puncher has clinched, apply some push force so they try and move you back while you maintain resistance.

MMA TEACHING TIPS

- Remember, for most people this will be a new form of training, so don't give them something so confusing that it decreases the intensity of their workout.
- At the start of the round be quick and efficient in demonstrating the combination, break down the technical and safety aspects and then get participants straight to work.
- For most people it will take a good two to three sessions to pick up the techniques, so encourage them in a positive manner. If it's not 100 per cent perfect, don't worry – focus on safety and effort and then look to add some polish as they progress. A good rule of thumb is to give participants one technical point per round; any more than this and they'll be scratching their heads.
- Most people who train with us want to achieve a good sweat and stress release. Don't try and turn them into cage monsters in their first session!

The times are changing; boxing and kickboxing classes have evolved, so make sure you don't get left behind. See you on the mats. [n](#)



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. For more information email james@mmafitness.com.au or visit www.mmafitness.com.au

[MMA Fitness - the Ultimate Workout]

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Sales-boosting WORDS for your WEBSITE

If you aren't using the right words on your fitness website, you may be losing out on business. *Lucinda Lions* reveals three important ways to write website words that inspire people to take action.

"When writing your copy, include a mixture of both the benefits and features, with a strong emphasis on the benefits."

The increased affordability and user-friendly nature of web management systems means that more small businesses and independent fitness professionals now have their own websites. While your visibility and professionalism may be enhanced through your web presence, unless it contains the right message, your site may be little more than window dressing.

One way of turning your website visitors into paying customers is by writing powerful and persuasive website words. The following tips will help you write website words that inspire people to take action.



1 Know who you are writing for

Even before you put your fingertips to the keyboard, it's important to know exactly who you are writing for, or in other words, to know your target market/s. If your market is 'everyone', then your website copy (wording) will be general and diluted, rather than specific and powerful.

For example, if you are a personal trainer who decides to target every person in every age group then your website copy will end up being too general. However, if you target a specific group, say, new mothers, then you need to write words that speak directly to their wants, needs and desires. Your web copy will become

specific and powerful, and most importantly, it will inspire people to take action.

Below are small snippets of web copy to give you an idea of how to write in a targeted way.

GENERAL COPY

An example of writing for everyone.

Do you want to get fit? Are you carrying a bit too much weight? At Optimum Personal Training we can help you achieve all your fitness goals.

TARGETED COPY (A)

An example of writing for male managerial executives.

Staying on top in business is your goal. Keeping you there is ours.

You lead a team, and you lead them well. So what would happen if your body suddenly let you down?

Your health and fitness is the very machine that drives you, but without adequate care and attention, that machine can break down without warning. Stay on top of your game with Optimum Personal Training.

TARGETED COPY (B)

An example of writing for new mums.

Give your beautiful baby the greatest gift on earth. The gift of energy. The gift of vitality. The gift of good health.

It's normal to have a few different target markets, just ensure that you dedicate a page to each one of them.



2 Ensure that your copy is scanner-friendly

Unlike printed material, people don't read websites word for word. Instead, their eyes skim across the screen and scan words and phrases that they believe contain useful information. That's why it's important to put persuasive words and phrases in specific places and in a scanner-friendly way.

In order for your copy to be scanner-friendly it needs to include some or all of the following:

- ▶ Headings
- ▶ Subheadings
- ▶ Concise paragraphs
- ▶ Bullet points
- ▶ Words in bold
- ▶ Hyperlinked words (words in blue that lead to another web page when clicked).

When your website visitors are able to scan your copy they:

- ▶ **Connect** with your site
- ▶ **Understand** your message
- ▶ **Retain** the most important messages
- ▶ **Act** on your instructions quickly and easily.

Incidentally, scanner-friendly copy looks very similar to the formatting of the above paragraphs, so use it as a guide if you ever get stuck.

3 Write about the benefits as well as the features

One of the most common mistakes that people make when writing website copy is that they write more about the features of their products and services than about the benefits. The features are the *facts*

about your products or services, while the benefits are the positive outcomes that come from *using* your products and services. For example...

FEATURE-DRIVEN COPY

At Optimum Personal Training we come to you!

BENEFIT-DRIVEN COPY

Time is precious. Convenience is priceless. Get fit without leaving your home or office because Optimum Personal Training comes to you!

As you can see, the facts simply describe and inform, while the benefits persuade and sell.

The benefits also answer a very important question. All customers have one burning question when they come to your website: 'What's in it for me?' The benefits answer this question. So when writing your copy, include a mixture of both the benefits and features, with a strong emphasis on the benefits.

Your web copy can totally rock

There are many factors that will encourage your website visitors to become paying customers. By writing web copy that is targeted, scanner-friendly and benefit-driven, you are taking active steps to creating powerful website copy that sells. **n**



Lucinda Lions

Lucinda is a freelance copywriter and owner of Lion Writing. For your free 80-page eBook *The Ultimate Website Evaluation Checklist*, sign up for the Lion Writing monthly newsletter, Roar Ingredients, at www.lionwriting.com.au. You'll stay ahead of the pack by being part of the pride.

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Research Review

PAID TO EXERCISE AT WORK: DOES THIS MAKE YOU A 'PROFESSIONAL' EXERCISER?

Title: Feasibility of a portable pedal exercise machine for reducing sedentary time in the workplace

Author: Dr Lucas Carr et al (Centres for Behavioral and Preventative Medicine, Rhode Island, USA)

Source: *British Journal of Sports Medicine* (2011). (ePub before print)

"As fitness professionals we are keenly aware that it is extremely difficult to motivate sedentary individuals to exercise"

Introduction: How timely this Research Review is for myself and all of my university colleagues. It is week 10 of the university semester and I have 90 mid-term exams to mark (should have been automatically marked, but the scheduling Gods saw otherwise) and 90 scientific papers to assess! To say that our sedentary time (physically, not intellectually) has hit an all-time high is putting it mildly...

While at the 2009 Sports Medicine Conference in Queensland I attended a number of presentations that investigated the detrimental effects of too much sitting. Professor Mark Hamilton's presentation, for example, could be summed up as 'sitting too much is not the same as exercising too little'. And there are potent pathophysiological effects due to prolonged sitting, which cannot be cured by exercise training. This information sits heavily with me (excuse the pun), particularly when I am faced with prolonged Homer Simpsonitis a couple of times a year.

Dr Carr and his colleagues conducted an interesting study in which they investigated the effectiveness of cycling exercise on employees who worked in sedentary occupations. They report that previous research has demonstrated that sedentary time is associated with weight gain/obesity and also with an increased risk of metabolic disorders (i.e., type 2 diabetes). On a positive note, the authors reported that there is evidence which demonstrates that if extended periods of sedentary time are interspersed with periods of physical activity, it can result in improved body mass index (BMI), waist circumference and glucose levels. Hint hint.



Methodologies: The researchers recruited participants (average age ~40years) who were overweight (average BMI ~27kg/m²) and worked in full-time (35hrs/wk) sedentary occupations. Sedentary occupations were defined as roles in which the employee spent a minimum of 75 per cent of the working day sitting. Not surprisingly, the majority of the participants were in deskbound/ computer-dependent occupations.

As fitness professionals we are keenly aware that it is extremely difficult to motivate sedentary individuals to exercise. Accordingly, Dr Carr and colleagues offered a financial incentive to all participants (\$15). Not quite adequate for an overseas surf trip, but an enticement that worked.

A total of 18 healthy adults volunteered to participate in the study. The researchers used a MagneTrainer (www.magnettrainer.com) as the desk-based exercise equipment. This device is simply the lower half of an electronic cycle which fits nicely under a desk. It also incorporates a computer software interface (FitXF) which is activated as soon as the person begins pedalling and records the minutes per day they exercise, average speed, distance pedalled and estimated caloric expenditure.

The participants were given access to the MagneTrainer machine for four continuous weeks.

Results: Following the four-week period, the pedalling activity data was downloaded for analysis. On average, participants pedalled for 12.2 days of the maximum possible 20 days (range six to 20 days) which equated to 61 per cent compliance. In terms of duration, the employees pedalled for an average of 23 minutes when they used the cycling device. Although exercise heart rates were not collected, the employees reported an average Borg RPE score of 4.4 (somewhat hard) on the one to 10 scale.

The employees were also asked a number of questions regarding their use of, and access to, the cycling device, where responses ranged from 1 (strongly disagree) to 5 (strongly agree). Overall, the employees reported that the machine was 'easy to use' (score 4), 'an alternative physical activity during inclement weather' (score 5) and 'they would use the device regularly at work' (score 5). The authors also inquired if the employees felt that the exercise was 'detrimental to their work productivity' (score 1, strongly disagree), if they were 'more tired on days they used the machine' (score 2, disagree), 'I could conduct a professional phone call while using the machine' (score 3, neutral) and 'I could conduct normal computer tasks while using the machine' (score 3).

Discussion: I am surprised by the low rate of exercise compliance. Not only was the device available to participants every minute of their workday, but it was most conveniently at their feet (out of sight, out of mind?), and they were paid to use it! So what barriers did the employees have that prevented them from using it? It's disappointing that each of the participants did not utilise the device for at least five minutes every day it was available to them, however, this further confirms the difficulty fitness professionals face in getting individuals physically active. On a positive note, the employees who utilised the device were not far off reaching the American College of Sports Medicine guidelines for healthy adults with 23 minutes exercise per day. Perhaps it should be mandatory for all office desks (especially in universities!) to include a MagneTrainer!

Pros: The premise supporting this research is brilliant. Professor Stephen Blair, a world renowned epidemiologist, also recently reported findings from a study investigating 'sitting'. He reported that men who sat for more than 23 hours per week had a 64 per cent greater risk of dying than those who only sat for 11 hours a week. He further added that when the big muscles of the back and legs are not moving, the metabolism slows down, leading to less desirable levels of blood cholesterol, blood sugar and an increased waist circumference – all of which contribute to an increased risk of diabetes and heart disease (among other health problems).

Cons: It would have been interesting to have conducted a six to 10-week trial to see if there would have been improvements in weight (and subsequently BMI), resting blood pressure, fitness and glycaemia (fasting plasma glucose), and to report the increased caloric expenditure over the longer period. **n**



Dr Mike Climstein, PhD FASMF FACSM FAAESS

Dr Mike is doing a literal 'sea change' from his local area on the Northern Beaches of Sydney up to the Gold Coast, QLD where he is joining Exercise Science in the Faculty of Health Sciences and Medicine at Bond University. Dr Mike is recognised as one of Australia's leading accredited exercise physiologists working with patients suffering from a wide array of chronic diseases and disorders.



Joe Walsh, MSc

Joe is an associate lecturer in the School of Exercise Science at the Australian Catholic University. He is a highly experienced researcher and is the national team leader for research methods units at the university. He and Dr Mike have authored numerous publications with findings presented at international conferences in Europe, Asia and North America.

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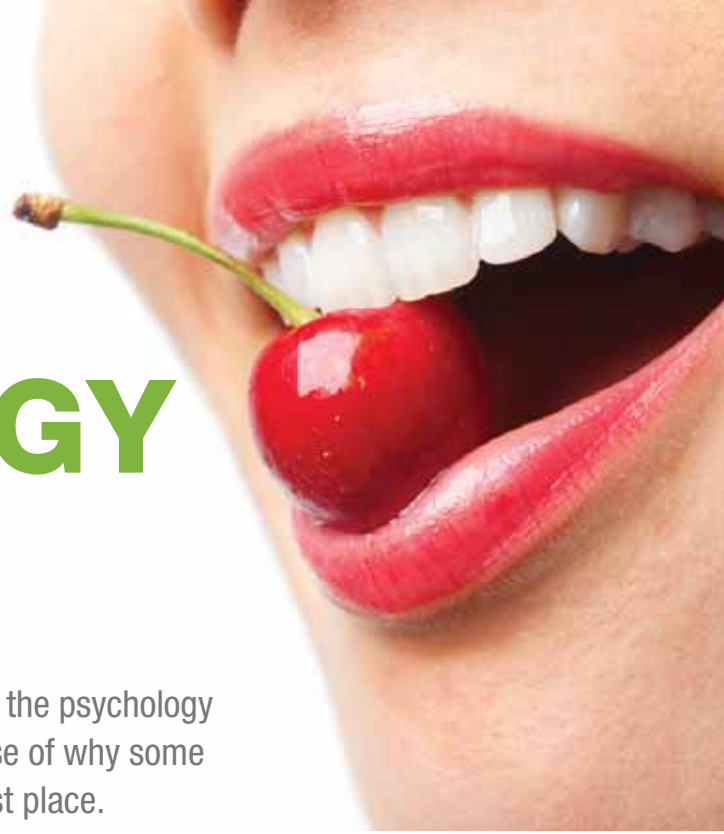
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FOOD'OLOGY

the key to successful eating habit change

Nutritionist *Leanne Cooper* looks at the science and the psychology behind some of our eating habits to help make sense of why some habits die hard, and why they came about in the first place.

The science of consumer behaviour has long sought to understand our shopping habits, but just how much do those in the business of changing lives understand about our own eating habits? Why do some foods hold more appeal than others? Why are some foods harder to say 'no' to? And why is it so hard for clients to change their eating habits? To answer these questions we need to explore the science and the psychology of food preferences.

Getting to know our food preferences

The foods we like and want are influenced by a number of factors, including internal ones such as genetics and our physiology (for example our taste receptors), and external factors such as our cultural background and family life. A little nature, a little nurture.

Our life stage will also influence our food choices; at any time your current health, lifestyle, personal life and beliefs will naturally affect what you choose to eat and what you choose not to eat (and drink). For example, mature aged adults may be influenced by health concerns, whereas students are more likely to be influenced by taste experiences and budget restraints. The importance of these factors becomes very evident when trying to amend an eating habit, and being aware of them can affect the likelihood of success.

In order to effect a change we need to understand how a behaviour has come about. We need to consider three factors: firstly, the way in which we have gained our food preferences, i.e. was it learnt or is it innate?; secondly, how long has the behaviour been with us?; and, last but not least, how often is it reinforced? Each of these will be influential in positive changes.

By understanding our food preferences (our choice of one food over another, e.g. steak over chicken) we can better understand how our eating habits and taste preferences (one taste over another, e.g. savoury foods over sweet foods) are formed, as well as how to work with them.

We should also keep in mind that liking and wanting are two different things. You can *like* sugar, but after your fourth chocolate biscuit you may not *want* any more. It also seems that liking is comparatively easier to amend than wanting, which appears to be more deeply ingrained in us.

How does taste work?

The palate seems able to detect so many subtle flavours in food and drink, but there are actually only a few distinct taste sensations. Our taste buds can pick up, sweet, bitter, sour, salty and umami (savoury). Fat, on the other hand, is believed to be distinguished by its texture.

It also appears that our acuity to taste (taste sensitivity) affects how we accept

new foods. For example, it is likely that picky eaters who have a high taste acuity will be less likely to adjust to new foods, whereas the rest of us who have a lowered taste sensitivity respond more favourably to new foods and tastes. To some degree, therefore, we are fighting nature when we try to change some eating habits.

How are our main taste preferences gained?

When asked to be honest about their favourite foods (which have most likely contributed to them using your services), many gym members and personal training clients would list foods which we know to be high in sugar or sweeteners, salt and fat. Why is this?

THE PREFERENCE FOR SWEET IS INNATE

It appears our only innate taste preference is for sweet and that we are designed to reject bitter tastes. Some suggest that this is a survival mechanism to avoid ingesting poison. Potentially this helps to explain why many people appear to be averse to vegetables, particularly those that err on the bitter side.

OUR GREAT LOVE OF SALT

A liking for salty foods is something that we learn. It appears that newborns are not able to differentiate salty tastes, though they quickly learn this by about four months of age. In fact, it seems our love of salt is one of the quickest learnt preferences. It's handy to keep in mind that most (80 per cent) of our salt comes

from processed foods. Repeated exposure to salt and heavily salted foods throughout early life will very likely result in adults who also love salt.

The good news is that everyone can adjust to less salt and less salty-tasting foods. Simply slowly reducing the salt, opting for low-salt foods and avoiding heavily salted products will quickly result in a readjustment of taste buds. A diet high in fresh foods rather than processed foods has clear benefits; before you know it your client can detect all sorts of fabulous tastes and they will balk at an overly salted meal. A word of warning though; while reducing salt intake can reduce *want* for salt, your client may still *like* the stuff, making it easier to revert to old habits.

WHY IS FATTY FOOD SO HARD TO GIVE UP?

Fat, really, is in a league of its own! Our preference for fatty foods appears to be learnt in a similar fashion to salt; however, our ability to detect and react to fat levels in food is quite different. And, while we are able to adjust to a diet lower in fatty tastes, we appear to find it difficult to sustain these diets. It seems that while our taste perceptions can adjust, our want and love for fatty foods lags behind. It may take some time before our love of fat is extinguished sufficiently for us to make a permanent change in our eating habits, and for it to be one that we truly enjoy. This might explain why, after a sustained high-fat diet, clients switching to healthy options can find them a little on the 'dim' side taste-wise.

Changes to fatty food preferences need to involve a shift of enjoyment to tasty, healthful foods. We also know that the first six months of a change to a diet is the critical time and success is more likely if a person has made it past the six-month point. Making such shifts, and the decisions that go along with them, is far easier said than done as it is likely we are fighting very ingrained thinking patterns.

THE INFLUENCE OF 'GOOD TASTING' FOOD

You have probably heard clients say 'fat tastes good' and argue that is why they love fatty foods so much. Strictly speaking, however, this is not true – after all, there wouldn't be many of us who would say a tablespoon of butter tastes good. It is a little more complex than that: fat gives food improved palatability, which we associate with a positive experience.

'Palatability' sounds a simple term; logically one would assume it refers to how appealing a food or meal is. Actually, it is far more complex than that. Palatability of a food relates more to the hedonic or pleasurable experience that a food or a nutrient such as fat creates within us. The level of pleasure we gain from a food will depend on many things, including brain chemistry (specifically opioid levels), who you are eating with, the atmosphere, the reason you are eating and so on. Palatability can also be learnt and, in fact, it seems it can override our natural cues of hunger and satiety (fullness). This might explain why some clients can easily overeat indulgent foods.

Interestingly, palatability of foods is greatest when we are deprived of the food and is lowest after we have eaten it. Doesn't that just make perfect sense of all those times when you gave in to a dessert you were craving, only to feel afterwards that the anticipation was better than the experience? Still, we do this time and time again, which brings us back to *liking* and *wanting* being quite different. While you can reduce your liking of something, the wanting still remains a salient factor. Research seems to suggest that wanting is not easily down-regulated because it may be governed by processes beyond our mere physiology. Just how this works is not as yet understood, though it is likely that our 'higher order processes', such as our emotions, are involved.


How much control do we have over our food intake?

You might be surprised to find out that it appears the amount of effort required to restrain ourselves from eating when food is present is substantial. Further, it appears the effort required to sustain this inhibition is more than most of us can cope with.

It seems even our personality characteristics influence our success with healthy eating. A 20-year follow-up study in the UK¹ found that adults who as children had a stronger self-belief, had lowered risk of obesity, overweight, psychological distress, better self-reports of health, and were more likely to engage in physical activity.

Potentially, this helps explain why it is so difficult for some to sustain a diet and why more restraint is required in order to do so. It may also be possible that failure to sustain a diet is not a consequence of a lack of willpower. Rather, it may be due to the strength of automatic eating behaviours and the impact of internal states, which influence the effect of fast, accessible food on our food intake.

The take home message

Understand what eating habits you are dealing with, work with your clients to 'unwind' them and encourage them to enjoy their food, favour the fresh stuff and to flavour dishes naturally. 



Leanne Cooper, Grad Cert Human Nutrition, BA Psych/Ed, Dip Nutr

Leanne holds tertiary qualifications in nutrition, psychology and education, and consults to a number of national teams and elite athletes. The founder of Cadence Health and Nutrition Courses, Leanne has grown the company into a popular stop for personal trainers to access relevant, informative, accredited distance education courses. For information on health and nutrition courses on food psychology, visit www.cadencehealth.com.au or email lcooper@cadencehealth.com.au

¹Locus of Control at Age 10 Years and Health Outcomes and Behaviors at Age 30 Years: The 1970 British Cohort Study; Gale, Catharine; Batty, David; & Dreary, Ian. *Psychosomatic Medicine* 70:397–403 (2008)

Fitness industry + those in need:

A FIT FOR GOOD

By using the tools at our disposal, the fitness industry can make a real difference to less fortunate members of society. For this reason, Fit for Good, the fitness industry's charitable foundation, has been launched to provide health and fitness opportunities for Australians in need.

In late 2010, Lisa Champion, a director of Australian Fitness Network, started developing the concept of a charity organisation that taps into the unique talents of the fitness industry. The goal of Fit for Good is twofold;

1. to encourage the fitness industry to reach out to Australians in need with the passion, energy and enthusiasm for health and fitness that is our trademark; and
2. to inspire the helping community to embrace the power of exercise as a means by which people with mental health problems, drug and alcohol addictions, depression and anxiety can feel healthier and better about themselves.

These goals are summed up by the Fit for Good mission statement:

Enhancing lives by providing health and fitness opportunities for Australians in need.

Fit for Good is delighted to have Mission Australia as its Launch Partner. This means that the very 'organic' Fit for Good model will be rolled out exclusively through Mission Australia services for the first few months and we will work closely with Mission Australia to fine-tune how best we can service the helping community.

The win-win relationship

We all know how good it feels when a glowing client thanks us for helping them change their life. But to date, the reach of the fitness industry has very much been limited to the more fortunate members of society. We haven't had formalised systems in place to reach out to those who would otherwise be unable to afford our services. But it's these very people that would greatly benefit from what we have to offer – knowledge, enthusiasm, motivation and a passion for exercise.

There is plenty of research that proves the power of exercise for improving mental health and well-being. Science has also proven that volunteering is as powerful for the giver as it is for the receiver. In fact, volunteering just two hours per week can increase your happiness, lengthen your life span and improve both your physical and mental health!

Living proof of the power of fitness

Janelle Abbott, a remarkable young woman, is our inaugural Ambassador and also serves as a Fit for Good spokesperson.

Now aged 26, Janelle suffered drug-induced psychosis at the age of 20. After a tiring three-year battle of trying to hide from her paranoid thoughts and pretend to be 'normal' to her friends, family and colleagues, Janelle unsuccessfully attempted suicide several times and was detained in a psychiatric ward for two months after being diagnosed with psychosis and paranoia. After being discharged, Janelle was homeless and had to make the difficult decision to move into Catherine House, supported accommodation for women. After nine months of working hard on her life in the mental health recovery shelter, Janelle was rewarded with her own home from Housing SA.

With life beginning to seem brighter, Janelle, then weighing 97kg, knew that one step towards a happier life was losing the extra weight she was carrying. She joined Fitness First in Payneham, SA and employed the services of a personal trainer. After seven months of dedicated training and healthy eating, Janelle lost 37kg, quit smoking, replaced her anti-psychotic medication with sweet natural endorphins and ran her first 12km fun run. In 2009, Janelle won the Fitness First New You Award for her achievements. She was then awarded a scholarship on behalf of Fitness First and the Australian Institute of Fitness to gain her personal trainer qualifications and began working as a personal trainer with Fitness First. With help from other enthusiastic trainers, Janelle organised and ran a successful fitness day for homeless women at the shelter where she used to live. Janelle handed out six Fitness First gym memberships with PT packs and New Balance training shoes to get them started. The Australian Institute of Fitness also stepped up to the plate, giving one of the women the Monty Dortkamp Scholarship to study for their personal trainer qualification.

Attributing everything she had accomplished to the motivation, guidance and energy she received from her personal trainer, Janelle then became a speaker and advocate for the power of exercise to improve mental health. This made Janelle the perfect Ambassador for Fit for Good, a role she embraced when Fit for Good was launched at FILEX 2011.

Hi guys, Janelle here. I felt so honoured to team up with Lisa to launch Fit for Good in front of more than two thousand delegates at this year's FILEX Opening Ceremony. The energy in the room was amazing, which didn't surprise me in the least, as it was full of the awesome fitness professionals we are.

Lisa and I did our best to get the audience excited and talking about this new initiative and we hope everyone left the auditorium pondering just how much difference one person can make in another's life!

Our profession has taught us to motivate and lift others up to get the best out of the individual - we all hold these key attributes as fitness professionals. Now Fit for Good is providing the fitness industry with a door so we can reach these people, individuals that really need our services and who will benefit profoundly from regular exercise and a healthier lifestyle. These people don't have the resources to employ our life-changing services, so Fit for Good is here to connect us with them.

After the Opening Ceremony, Lisa and I were delighted with the response. We couldn't walk from one area of the Convention Centre to another without a bunch of people wanting to stop and talk about Fit for Good along the way. This was awesome, as it reaffirmed our vision and excitement for the cause. It was soon confirmed that yes, people do want to help, and yes, businesses do want to give and that we can, as an industry, make this happen.

My plan over the FILEX weekend was to talk to all the exhibitors in the Expo and encourage them to jump on board and support Fit for Good. This plan came to fruition and we've had thirty-six fitness industry suppliers pledge their support so far. We've been offered an amazing amount of fitness scholarships, gym memberships, second hand equipment, spin bikes, rowers, clothing, shoes, advertising opportunities, fitness gear, display stock, you name it. Isn't this fantastic?

But it doesn't stop there; a huge Fit for Good thank you to all the fitness professionals who are jumping on board and registering their help on our website www.fitforgood.org.au/want-to-help. We have ambassadors who are itching to get started, volunteers putting their hand up to run group exercise classes, personal trainers eager to take sessions, professionals offering their time to mentor someone in need, lecturers to facilitate the Fit for Good Healthy Lifestyle Series Seminars at the state and national Mission Australia Offices, fundraising events in the early planning stages and so much more.


Wow, the ball has certainly started rolling, but of course the more volunteers that put their hands up, the more lives we can make a positive impact on. Right now we need more volunteers, we need donated products and memberships, and we need bundles of enthusiasm and chatter to spread the word. If you could see yourself mentoring a homeless person to walk in the City to Surf, running boxing classes for young people with drug and alcohol problems, or giving healthy lifestyle talks for people who really need them - visit our website and find out how to get involved!

Janelle



Janelle Abbott, Ambassador,
and Lisa Champion, CEO, of Fit for Good

Many of you will have thought about doing something to reach out to people in need. But in our busy, often stressed lives, we put this desire on the back burner, thinking we'll get around to it when we have more time. Give yourself the same advice you give clients and members who talk about improving their fitness and diet 'one day'; don't delay, act now.

This initiative *will* change lives! Having someone believe in you enables you to slowly start believing in yourself, so let's not wait, let's reach out now and make a difference. 

For more information visit www.fitforgood.org.au

GOING PRO

yoga aspires to new heights

Sarah Berry talks to some leading lights in the world of Australian yoga and comes away with the message that through regulation the profession can ensure higher standards of yoga instruction and teacher qualification.



The fitness industry led the charge. Now there is a movement for yoga in Australia to follow suit with an approved VET (Vocational and Education Training) qualification.

The wheels have been set in motion, says yoga veteran John Ogilvie, with the introduction of the VETAB (Vocational Education and Training Board)-approved Certificate IV in Yoga Teaching. Ogilvie runs the Byron Yoga Centre, one of Australia's most established yoga schools. 'The Certificate IV which we offer at Byron Yoga Centre is based on this nationally approved, government-created course. Getting more schools on board following this curriculum is a really important step in bettering the profession and quality of teaching as a whole' he says.

Within Australia, yoga is currently self-regulated, with recommended guidelines in place and many teacher training courses registered with the YTAA (Yoga Teachers Association of Australia). However, adhering to set protocols is not compulsory and there is no shortage of teachers who have completed non-YTAA approved courses.

According to Ogilvie, the YTAA does a great job, but it has limited resources with which to monitor and maintain safe industry standards across the board; 'Currently, there are teacher training courses operated by yoga teachers who only completed their own training six months prior. There are also far too many graduates who might have theoretical knowledge, but who have never taught a single posture. It isn't enough just to be able to 'do' the postures, we need to know how to teach them safely to others, especially beginners' he says.

Raising the bar

Before the VETAB Certificate III and Certificate IV in Fitness was adopted (in the late 1990s), problems arose from people training others who weren't properly trained themselves and who didn't have the appropriate background and knowledge. Once adopted, it was a painful process for some very skilled trainers with decades of experience to get themselves certified, but the fitness industry is now much stronger and healthier as a result of having this government recognised VET

qualification. Ogilvie believes that bringing similar standards to the yoga profession is important for the same reasons – ensuring a minimum standard of training is maintained and providing a recognised qualification to all teachers.

As one of the fastest growing forms of exercise in Australia (the Australian Bureau of Statistics revealed, in 2003, that yoga had overtaken Aussie Rules Football in popularity), the importance of instructors being correctly trained is paramount.

'Most people's first introduction to yoga is through their local gym or health centre' says fitness educator and head of development for Byron Yoga Centre, Liz Dene; 'And when you consider the fact that gyms attract a hugely diverse mix of people, with wide-ranging abilities and injuries, you really want to ensure the teacher knows what they're doing and how to help people modify postures as necessary.'

With the new Certificate IV, aspiring teachers can be confident in the quality and relevance of the teaching they'll receive, and fitness facilities and yoga studio employers can trust that they are engaging thoroughly trained instructors.

'The process of becoming a RTO (Registered Training Organisation) to teach a Certificate IV is rigorous', Ogilvie says; 'The school is reviewed by a panel of experts, whose purpose is to ensure that our instructions can be adaptable to various styles of yoga, but have a very strong focus on postural alignment, safe adjustments, correct practices and OH&S. This course is setting a whole new standard for the profession.'

Dene agrees; 'VETAB changed the fitness industry. Now, the Cert IV is upgrading the quality of yoga courses available, which is really exciting. This is particularly important as yoga becomes more and more mainstream. It's long been recognised that yoga reduces stress levels and helps to improve balance, range of motion and performance. But, some still consider it 'airy fairy'. The Cert IV is peer-reviewed by experts in various fields which gives it that scientific backing and endorsement.'


In addition to providing students with a comprehensive and high-calibre understanding of yoga pillars, including asana,

philosophy, meditation and pranyama, the Certificate IV equips them with the necessary practical skills to take their learning out into the real world.

'Trainees also get their first aid certificate, and learn marketing and business skills, so that they can run effectively as a contractor or run their own studio' Ogilvie notes; 'This helps new teachers optimise the time they invest and understand the hidden costs so their income adequately meets expenses. Our vision is to help prepare people adequately so that we can bring the joy of yoga to everyone.'

As one of only a handful of schools in Australia accredited to teach the Certificate IV, Byron Yoga Centre is at the forefront of these significant developments within the profession.

'Yoga is here to stay', Dene says; 'And as people become more aware of the holistic benefits – that it works to calm their whole nervous system, helps their breathing and is complementary to other forms of exercise – we are seeing yoga take peak time-

slots in gyms and health clubs all over the country. So, we're thrilled that our courses are at the cutting-edge of improving industry standards.' 

Byron Yoga Centre's next Certificate IV starts on 25 July. For further information, visit www.byronyoga.com



Sarah Berry

Sarah is a yoga teacher based in Sydney, NSW. She is also a freelance writer whose features have been published in magazines such as *Cosmopolitan*, *The Australian Women's Weekly* and *Australian Creative*. She also regularly writes for blogs, websites and portfolios. For more information, email sarahzberry@gmail.com

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MENTAL ILLNESS IN CLIENTS

recognising the signs

A recent survey found that despite mental health issues in clients being deemed very important by personal trainers, most lack the understanding or skills to identify the common disorders. *Dr Mirabel McConchie, Dr Hieu Pham and Graeme Campbell* explain further.

"Mental illness is most likely to emerge between the ages of 16 to 30 years."

As a personal trainer you will be aware of, and may have studied, sports psychology, which deals with the relationship between psychological variables and sports performance. A large part of your role involves extended periods of intensive one-on-one contact with clients, so you are probably familiar with the principles of motivation, confidence-building, persistence, the use of imagery, goal setting, concentration, aggression, burnout, and the management of arousal, stress and anxiety (Weinberg and Gould, 2007).

In addition to teaching them the positive principles of achieving their goals, you may find your clients confide intimate details of their lives to you, and you may even notice behaviours that indicate the presence of a mental illness. If you find yourself in this latter situation, it is important to be confident in your ability to recognise the signs of someone suffering from any of the more severe mental illnesses and to be able to appropriately refer your client to a mental health professional.

Psychological issues deemed important

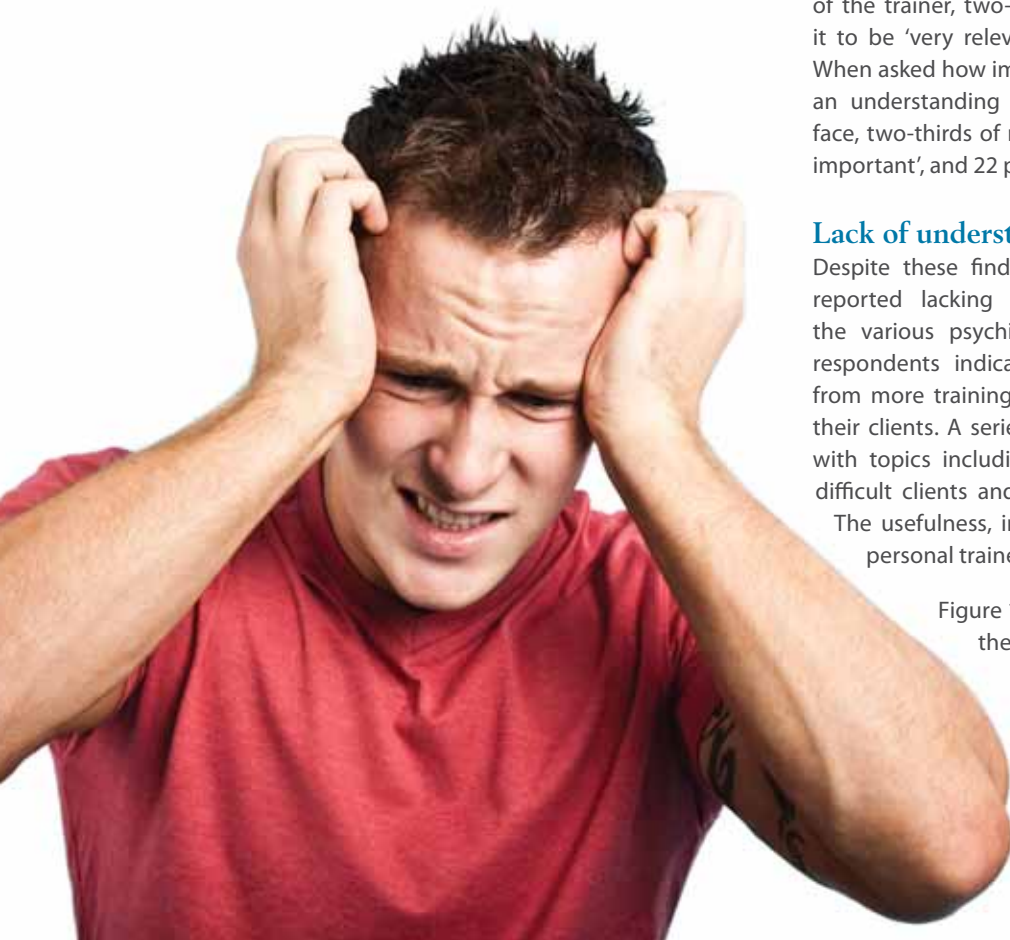
In a recent training seminar, we surveyed nine personal trainers to gain an understanding of the perceived relationship between fitness training and mental health. When asked how relevant the psychological wellbeing of clients is to the role of the trainer, two-thirds of respondents said they believed it to be 'very relevant' and one third deemed it 'relevant'. When asked how important it was that personal trainers have an understanding of the psychological issues that clients face, two-thirds of respondents again reported it to be 'very important', and 22 per cent rated it as 'important'.

Lack of understanding identified

Despite these findings, almost 90 per cent of the group reported lacking confidence in their understanding of the various psychiatric disorders. Significantly, all of the respondents indicated that they felt they would benefit from more training in mental health issues that may affect their clients. A series of short seminars was then presented, with topics including mental illness, personality disorders, difficult clients and professional boundaries and dynamics.

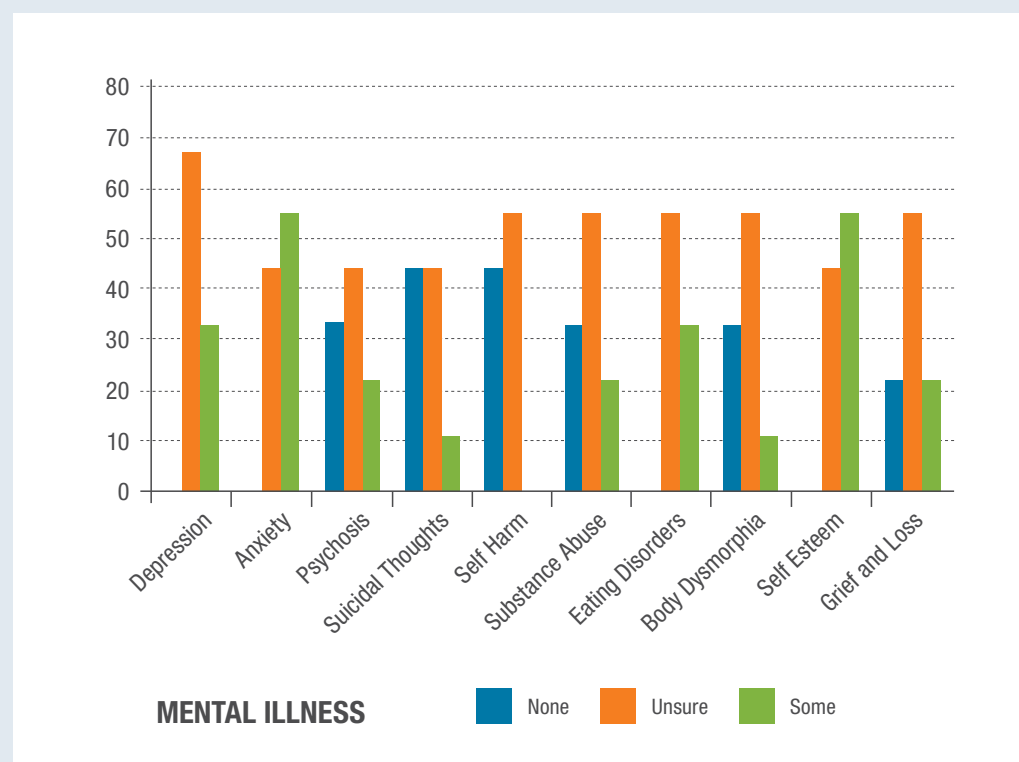
The usefulness, interest level and perceived relevance for personal trainers was then assessed post-seminar.

Figure 1 (next page) demonstrates how confident the surveyed trainers were in their ability to recognise the signs and symptoms of the more common mental illnesses, including depression, anxiety, psychosis and eating disorders.



"None of the personal trainers surveyed felt they were able to identify psychotic thoughts or dangerous self perceptions of body image."

FIGURE 1. CONFIDENCE OF PERSONAL TRAINERS IN RECOGNISING THE SIGNS OF DIFFERENT MENTAL ILLNESSES



Strengths and weaknesses

As might be expected, personal trainers felt the most confident in recognising people presenting with anxiety, poor self esteem or eating disorder issues. These statistics would appear to reflect the prevalence of such issues within the group of people who are more likely to undertake personal training. Nearly half of all personal trainers felt they were not confident in identifying depression, psychosis, suicidal or self harm thinking, substance abuse issues or grief and loss. Of interest, and also of some concern, was the finding that none of the trainers surveyed had any confidence in their ability to recognise the signs of someone having a psychotic episode, thoughts of suicide or of wanting to harm themselves, or suffering from dangerously unrealistic and pathological self perceptions of their body image.

Most at risk

According to statistics, one in four people will experience symptoms of depression at some stage of their life (Beyond Blue), and one in fifty will experience symptoms of psychosis. Mental illness is most likely to emerge between the ages of 16 to 30 years and research has shown that early intervention is the most likely factor in improving the outcome for an individual.

HOW TO GROW YOUR KNOWLEDGE AND SKILLS

- Participate in mental health training workshops – email article authors on hieupham@iprimus.com.au to check out options in your state.
- Refer to the Beyond Blue website for information about depression, bipolar disorder and anxiety (www.beyondblue.org.au).
- Refer to the Centre for Clinical Interventions website (www.cci.health.wa.gov.au) for fact sheets about mental illness and other issues including eating disorders, and building assertiveness and self esteem.
- Contact the local mental health service and enquire if they offer any community education.
- Go to the mental health link on the department of health website for further fact sheets.

A large percentage of clients undergoing personal training may fall into this 'most at risk' age group, emphasising the importance of understanding how to recognise the common disorders. Nearly 80 per cent of the surveyed trainers indicated that they found a training session on mental illness presentations useful, and also felt they would benefit from further training on the topic.

Safeguarding your own mental health

While some clients may display signs of a more easily identifiable mental illness, in many cases it is inter-personal factors related to managing complex personality types and perceived personality clashes that can affect the professional relationship. Some clients may make you feel angry, frustrated, perplexed, avoidant and even make you question your ability to be an effective personal trainer. Learning how to manage clients with complex personalities or even personality disorders, including dependence, avoidance, histrionic and often narcissistic presentations, is crucial to managing your own mental health as a trainer!

Managing boundaries

Understanding professional boundaries and managing your responses to 'difficult clients' is another important dimension for incorporating an appreciation of mental health issues into personal training. Importantly, managing clients' behaviours outside a training session can be just as challenging, particularly in extreme cases where the professional relationship is misinterpreted and the personal trainer may become a focus of jealousy or even stalking. Approximately 90 per cent of trainers reported that they would like further training on the management of personality disorders, difficult clients and professional boundaries.

SNAPSHOT: PTs AND MENTAL HEALTH SURVEY

- Almost 50 per cent of personal trainers did not feel confident at identifying depression, psychosis or suicidal-type behaviours.
- Personal trainers felt more confident in identifying clients with anxiety, poor self esteem or eating disorders.
- None of the personal trainers surveyed felt that they were able to identify psychotic thoughts or dangerous self perceptions of body image.
- A need for increased knowledge and awareness of mental health issues for personal trainers was identified.

These findings highlight not only the inherent complexities of the role of personal trainers, but also a perceived need to be better equipped to deal with the varying challenges that exist when working with clients with mental health concerns. At present, none of the training certificates required

to practice as a trainer include a mental health component beyond examining the issues of self esteem and motivation.

Unless they personally undertake study to improve their understanding of this important area, there will continue to be deficits in the perceived holistic approach to the physical and psychological wellbeing of clients promoted by trainers. [\[7\]](#)



Dr Mirabel McConchie, Dr Hieu Pham & Graeme Campbell

Mirabel is a psychologist working in Mildura, Victoria. She has a focus on both early and crisis intervention for severe mental illness. Hieu

is a psychiatrist and psychogeriatrician who works in both Melbourne and Mildura. He has an interest in older persons' mental health and transcultural issues. Graeme is a mental health nurse who holds a master's in public health. He currently works in private practice and has an interest in rural and community-based mental health.

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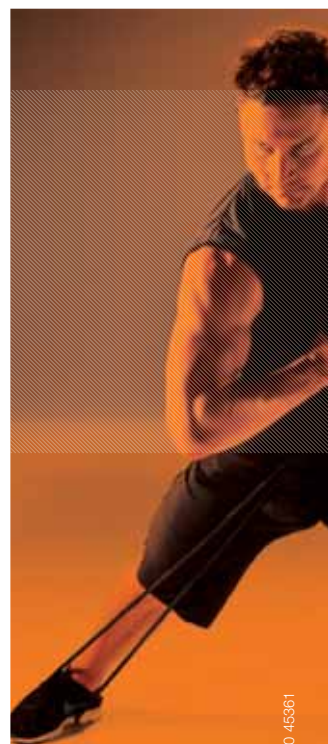
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ON TIME, ON TARGET FOR SUCCESS

the 3-Hour Management Plan

Time management is the cornerstone of an effective business. With structure and strategy you can overhaul your approach to managing your fitness operation, says *Nathan Quinn*.

Professionalism is all about being effective with your time and having consistency in your completion and coordination of tasks. The work culture of personal trainers, however, sees too many of us spending time on things that may not be productive or beneficial to our businesses.

The working day of the average personal trainer is generally split into shifts; a busy morning, possible lunchtime and a busy evening. This leaves a number of hours in-between to work on the marketing and programming side of things. Many, however, struggle to use this time effectively and become easily distracted from seemingly mundane 'paperwork'. After all, how many personal trainers get into our industry due to their love of admin?

The fact is, time management is the cornerstone of effective business. With structure and strategy, your business will run smoothly and efficiently. If you leave everything to the last minute you will become stressed, inhibiting your ability to think clearly and run a credible business.

The 3-Hour Management Plan

My colleagues and I were organising the opening of Acumotum, a body-brain fitness facility in Prahran, VIC, and had what seemed to be a million tasks to complete, ranging from organising quotes from builders and writing progressive programs for the members, through to organising interviews with prospective trainers.

Trying to organise so many things at once proved quite difficult. As my 'To do' list grew daily, so did my stress levels. I needed a new approach. After researching the issue, I devised what was to be the solution to my troubles – the 3-Hour Management Plan.

The 3-Hour Management Plan is a highly effective model

"In the fitness industry, credibility is everything. If you tell somebody you will have something done, you need to ensure that you stay true to your word"

in which you focus on four tasks or objectives. Each task is listed in order of importance, defined by deadlines and the overall size of the task. As illustrated in Figure 1 (below), the plan takes the form of a four-paned window, in which each task has one pane. The top two

panes are allocated to the two most important tasks. Each of these has a total of 60 minutes dedicated to it, which is further divided into three sub-categories of 20 minutes.

The bottom two panes are allocated to two tasks of lesser importance. These receive 30 minutes each, and are further divided into three sub-categories of 10 minutes.

FIGURE 1. SAMPLE 3-HOUR MANAGEMENT PLAN

1. Facility (60mins) <ul style="list-style-type: none"> List all training equipment needed for the gym floor. (20mins) Call 3 glass companies and book them to come in and quote the screens. (20mins) Call 3 electrical companies and book them to come in and quote the lighting. (20mins) 	2. Programs (60mins) <ul style="list-style-type: none"> Review our exercise database and list 5 exercises for each of our programs based on level of intensity/ difficulty. (20mins) Devise a draft of our Class Timetable based on setting classes in accordance with member types and their time availability. (20mins) Book a meeting with Marketing Manager and IT Coordinator to develop marketing strategies for programs. (20mins)
3. Trainers (30mins) <ul style="list-style-type: none"> Read resumes and categorise from most-to-least relevant for positions available. (10mins) Review applications for work experience and organise times for them to come in. (10mins) Review trainer development program and ensure all staff can attend their relevant time slots. (10mins) 	4. Seminars (30mins) <ul style="list-style-type: none"> Review our research database and consolidate 5 articles/ research papers relevant for our Body-Brain seminars. (10mins) File articles/ research papers into relevant categories. Nutrition, Mastery etc. (10mins) Review dates/ locations for presentation seminars and confirm numbers. (10mins)

Figure 2 (below) shows the breakdown of the first task.

FIGURE 2. SAMPLE BREAKDOWN OF TASK



TIME TO SHAPE UP

In addition to strategic planning, good timekeeping is an important aspect of time management. It's a simple thing, but something as simple as always being on time speaks volumes about your professionalism.

We all innately character profile people that we associate with, both personally and professionally. If clients or prospects believe you are not true to your word due to cancelling appointments, being unreliable with your timekeeping and failing to deliver on promises, they will not trust you and will be unlikely to pursue further business with you. We can't expect our clients/trainers to adhere to our strategies and plans if we don't lead by example.

This behaviour also negatively affects the way we function. When we repeatedly break promises to ourselves due to our own disorganisation, we alter the belief systems in the brain. As soon as we are confronted with an unexpected change or responsibility, we go into a state of panic and fail to perform. When we have overcome adversity time and again through hard work and strategic planning, however, we build resilience and begin to see challenges as opportunities.

In order to follow this plan effectively, you should adhere to certain rules.

1. You must spend the allocated time on each task. Do not skip, shorten or lengthen the allocated times.
2. You do not answer phone calls or become sidetracked with other issues. Your plan is of the utmost importance and it must have your undivided attention.
3. Once you have completed the three hours you immediately create the 3-Hour Management Plan for the following day.

In the fitness industry, credibility is everything. If you tell somebody you will have something done, you need to ensure that you stay true to your word and complete the task on time and to the best of your ability.

It is sometimes estimated that the average lifespan of a trainer is around 18 months. This is often due, in part, to a lack of ability to manage time effectively. By following the 3-Hour Management Plan you will notice how much more efficient you become with your time. You will start to achieve more in three hours than you currently do in an entire day. By mastering the structure of the 3-Hour Management Plan you will regain a sense of control and reignite your enthusiasm for your business, which will in turn increase your ability to achieve phenomenal results with your clients and members. **n**



Nathan Quinn, BSc

An exercise scientist with over 10 years of training experience, Nathan specialises in training for functional and sports conditioning and the neuroscience of behaviour change. He is currently the education manager for the Personal Training Academy, where he trains personal trainers in Certificate III and IV and advanced certifications such as EMT. Nathan has also created and delivered the 'Movement in the Workplace' Corporate Program for Body-Brain Performance Institute.

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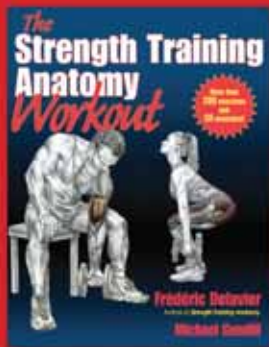


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TRAIN TO RETAIN

Keep members longer and keep them strength training for life

Complicated and time-consuming training regimens can cause member attrition, believes *Jamie Hayes*. By getting members to practice an achievable strength training routine, we can ensure ongoing results and increase retention.

As fitness professionals we are often asked 'Which strength training program works best?' Depending on the outcomes required, there are numerous answers. As club and studio owners and operators, and as an industry, it is perhaps more pertinent to consider the question 'What program gets the *most* people strength training – and continuing to do so?'

By this criteria, Les Mills' BODYPUMP™ program must be considered the 'best' weight-training program in the world today. But what about a program for those who 'don't do group ex' classes? There is a way to get these people participating in a training routine that has lasting effects, but firstly it is important to understand the obstacles that prevent people continuing with strength training programs – and consequently, with their memberships.

Obstacles

For many people, the routine and feel-good factor derived from attending their club several times a week is a draw rather than an obstacle, and for these members more complex training programs may be ideal, but many others struggle with both motivation and time constraints. Australian statistics suggest the percentage of adults that attend a commercial

fitness facility is around eight to 12 per cent. In other words, around 90 per cent choose not to join a fitness club. Research published by IHRSA lists the reasons cited by people for not joining a club as:

1. Physique anxiety
2. Embarrassment about not knowing what to do
3. Feeling stupid
4. Not knowing anybody
5. Fear of getting a hard sell.

There may also be other obstacles, such as fear of not fitting in, not getting the help they might need, expectations of failure, and, of course, cost. So, if we know some of the reasons why people don't join a club and we want a gym program that is judged by the question 'What program gets the *most* people strength training – and continuing to do so?', then what should we offer them?

Let me keep you guessing as I describe another industry problem associated with the same question – attrition. I believe there are three 'touch points' in the life of a

new member that can have the unintended consequence of causing them to drop out:

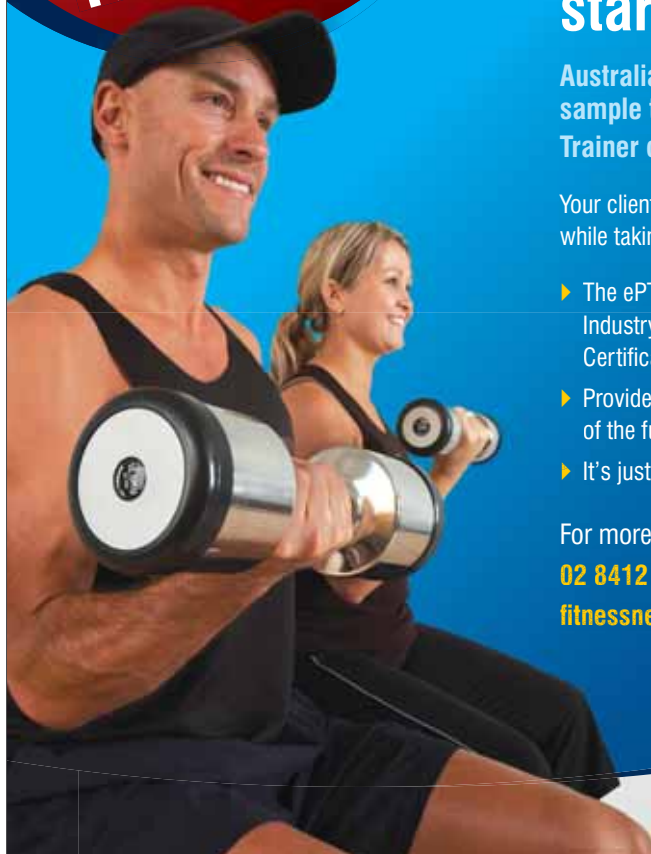
Marketing – The gym's marketing message (words or pictures) creates an unrealistic expectation. The industry advertises, 'Get fit, tone up and lose weight – Call now!' The optimistic consumer responds.

Sales – The sales person says, 'We can get you fitter, toned and weighing less with just three sessions a week – which makes our membership great value'. The optimistic consumer joins.

Trainer – The trainer says, 'You'll get best results from this three-set split routine that only takes 60 to 90 minutes four times a week'. In their optimism, the new member complies, at least in the short-term.



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Then reality sets in. Prior to joining, they had a full life and now they have to reorganise everything to get to the gym at least three times a week. For many, this is doomed to fail. An expectation is created by the marketing messages, sales process and programming that will actually lead to drop out among the time poor and those who struggle with dedicating a large portion of their life to the gym.

What if the message was different:

Marketing – ‘You can get a stronger body in 20 minutes, training once a week’.

Sales – ‘Our program gets you stronger and takes 20 minutes once a week. Anything you do beyond that is a bonus’.

Trainer – ‘This program gets you stronger and takes 20 minutes once a week. Anything you do beyond that, like a second session, is a bonus. Every time you train, you’ll be aiming for a Personal Best, so you get better each week.’

So, what’s the program? First, let’s remind ourselves of some strength training basics.

1. Muscles don’t get stronger while you are lifting weights in the gym. They get stronger in the recovery-adaptation phase that follows your weights workout after you have left the gym. Your muscles respond to the overload given from the effort you make on each exercise, especially the effort required on the last rep.
2. Muscles can’t count reps. They only respond to the amount of weight lifted, the length of time that the muscles are kept under load and the degree of overload that the member can tolerate to ask of them.
3. Compound exercises, like pull downs that work a group of muscles (over two joints), are more effective and more time-efficient than isolation (single joint) exercises, like bicep curls.

3 TYPES OF PERSONAL TRAINERS – WHICH ONE ARE YOU?

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"In the famous business book, The E-Myth Revisited, author Michael Gerber says 'What you do in your model (business) is not as important as doing what you do the same way, each and every time.'"

Let's make another couple of observations:

1. If you use a stopwatch to time the duration of the average set performed by long-term members in your gym, the muscles will only be under load for around 20 seconds (past the time limit for the initial ATP energy system, but only beginning to access the lactic acid energy system).
2. If you watch a BODYPUMP™ class, the same muscles may be under load for three minutes or longer – that's 180 seconds.

Both programs seem to yield results even though they are remarkably different. Remember that the result we really want is a program that gets the *most* people into your club and strength training – and continuing to do so.

Back to the gym floor...

Why do so many clubs make their enthusiastic new members wait for up to six weeks for a 'program review'? This critical initial stage of their membership has been shown to affect their retention in the long term. In the highly regarded management book *The One Minute Manager*, author Ken Blanchard states 'The number one motivator of people is feedback on results.'

With this in mind, answer these six questions quickly with a 'yes' or 'no'.

1. Do you believe that almost all adults could benefit from strength training for life?
2. When a new member joins your club or studio, do you offer to map out a program for them?
3. Does that program typically include a strength program component?
4. Do you map the strength program out on a program card?
5. Do you encourage the member to use their program card?
6. Do *you* have your own program card that you use every time you have a weights session?

I predict that you answered: 1. Yes; 2. Yes; 3. Yes; 4. Yes; 5. Yes; and 6. NO! You need to practice what you preach – as well as benefiting your own training, using a program card yourself helps instil the importance of this simple, but very effective training tool. Try to find a golf enthusiast or golf pro that trains without their handicap card. They aim for a 'PB' on each hole, and it helps make the game addictive.

The program

You've been patient, so here is the program. It's simple, but that's why it works.

THE EXERCISE SELECTION

Area	Exercise
Legs	Leg press (squats are also fine, but require more skill)
Pushing	Chest press
Pulling	Back-supported seated row or pull down
Abdominal flexion	Optional
Lower back extension	Optional

The prescription

The following exercise information can be prescribed to members and clients.

- ▶ Lift and lower slowly to take the momentum out of the movement – aim for four to five seconds up, and four to five seconds down.
- ▶ Don't let the weights touch and don't lock out the joints.
- ▶ Use a weight that you can keep lifting for at least 60 seconds before the muscles fatigue. This means that in the initial reps your strength will far exceed the load and these reps will suffice as warm up reps, so no warm up exercises or sets are required. If you don't want to train by the clock, you can always use controlled speed reps to count your time until fatigue. If each rep takes approximately eight seconds, then you should use a weight that's light enough for you to perform at least eight slow reps, resulting in at least 64 seconds under load.
- ▶ Aim to increase the weight or the time on each exercise the next time you do it. When you can keep going for 90 seconds or longer (12 or more 8-second reps), increase the weight on that exercise by around five per cent next time you train. This applies the principle of 'progressive overload' from the very first workout.
- ▶ As you're doing one extended duration set on each exercise, it's important to give it all you can, knowing that you won't have to do that exercise until your next workout. Keep the

set going until you cannot do another rep. This is where a personal trainer or training buddy can help with motivation.

- ▶ Record the weight and the reps (or time) you have lifted on each exercise on your card.
- ▶ Do this routine (three to five exercises) at least once a week. If you add a mid week session, it's a bonus!

The trial workout

Follow these steps with new members and watch the light bulb go on as the realisation of a realistic and achievable strength workout sets in.

1. Have the machines lined up in a row.
2. Have the exercises pre-printed on the card.
3. Take them through the workout, setting the weights and showing good form.
4. Point out that the whole body session only took 20 minutes.
5. Show them how to record it on the card.
6. Ask them one question; 'If you had done this workout just once a week for the past 52 weeks, do you think you would be in better shape now?' Don't be surprised if every single new members says 'yes'.
7. Tell them 'If you just do this once a week, you will get stronger, even if you miss a week every now and then. Any exercise that you do in addition, either in the club or outside, will be a bonus.'

Consistency is key

Let's say you're good at what you do and want to be in business for yourself. You know which customers you will be best able to serve. You borrow on your family home to set up your own gym or studio. Then you have to recruit qualified instructors and trainers to grow your business. Many of them may have come from different training institutions or have varying prior experience. Do you say:

1. 'Because you're qualified you should know how to write programs, so just do it the way you learnt.'

OR;

2. 'This is my club and everybody does it my way, so our customers get a doable promise, consistent program advice and a consistent experience every time they come.'

The answer is clear. In the famous business book, *The E-Myth Revisited*, author Michael Gerber says 'What you do in your

THE CHALLENGE

Try the program yourself for eight weeks. Use a weight that is light enough that you can keep it going for at least 60 seconds. Don't stop until you can't lift the weight anymore. Beware of stopping at 10 reps! Record your reps or time until fatigue. Do this on each of the three to five exercises. Repeat once a week for eight weeks. See if your strength increases.

model (business) is not as important as doing what you do the same way, each and every time.'

A shot in the foot?

You may ask, 'If the program needn't change, won't that make instructors irrelevant?' Each Les Mills BODYPUMP™ track has the same exercises in the same order regardless of who teaches it. The instructor adds the instruction, the supervision, the hype, the motivation and the recognition. These same things are needed on the gym floor. With the advent of lower cost 24/7 gyms, the fitness professional is under threat to provide the extra value that justifies their existence on the gym floor. Having a pre-choreographed gym program lets them do just that and gives the member consistency and success.

If the five exercise machines are lined up and the program card is there to match, each member only spends about two minutes on each exercise, meaning the instructor can supervise and motivate up to 30 people per hour. This compares favourably with the typical instructor/member ratio of a group exercise class.

If this exercise program is supervised, it provides an ideal opportunity for a personal trainer wishing to form a relationship with potential clients. One weekly session by themselves and one paid session with the personal trainer can be a winning combination.

One-size training does not fit all and while the method I espouse here is suitable for those who struggle with more traditional or time-consuming training programs, it is by no means for everyone. However, I believe that if you are serious about getting more new members achieving strength gains and remaining members of your facility, you should bear in mind the question to help you decide what strength program is 'best'; 'What program gets the most people strength training – and continuing to do so?' **■**



Jamie Hayes

A fitness industry stalwart, Jamie was named Australia's first National Fitness Leader of the Year in 1987. He is managing director of Healthy Inspirations, a national franchise of women's weight loss and exercise centres whose members have lost over 100,000 kilos through a combination of diet coaching and circuit strength training. He and his wife Ellen have also owned and run Body Express Bondi Beach since 1992.

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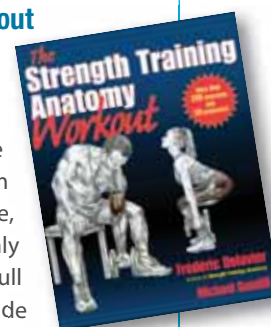
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STICK IT TO 'EM!

Using an aquatic tool that enables resistance levels to be easily adjusted can provide clients of every fitness level with a fun and original challenge says *Marietta Mehanni*.



While using rubberised bands in water fitness classes is not a new concept, attaching them to a stick is – and that's what the Aqua Gymstick does. An adaptation of the Gymstick, the design of this tool enables stationary, propulsive and travelling exercises to use the extra resistance of the bands to add challenge. And with the ability to increase and decrease tension – and therefore challenge – it's ideal for use with participants of different strength and fitness levels, from the obese or the elderly, to personal training clients or athletes.

For the instructor, the Aqua Gymstick can be used effectively in a shallow pool, an environment which is not always ideal for other aquatic tools. Enabling a range of interesting new exercises for participants, it also provides variables for modifications and progressions and, in addition to the resistance in the bands, can be used to add extra challenge by creating turbulence.

For the participant, the Aqua Gymstick aids in the development of postural awareness and challenges aerobic and anaerobic fitness. Through combining strength and stability training, it provides a high level of neural activation by challenging the nervous system to react to the unstable movement patterns, which enhances movement reaction times and heightens proprioception (righting reactions). This, combined with the fact that it demands recruitment of the core muscles, makes it an excellent tool for rehabilitation.

Resistance

The Aqua Gymstick enables cardiovascular and muscle conditioning to be performed simultaneously and it can be adapted to most exercises. The resistance of the bands can be easily manipulated. To increase resistance, wind the bands around each end so that the bands become shorter and require more effort to stretch. To reduce tension, simply unwind the band. See guide for selecting the correct resistance band over page.

Regardless of the exercise, there should always be tension in the bands when using the Gymstick. Some exercises require the bands to be tighter e.g. holding the stick at the hips and performing a jumping jack with bicep curl. Movements like a cross country ski with the stick swivelling forward with alternate arm extension, require the bands to be at their full length to get the maximum rotation and benefit from the turbulence created by the stick.

The 'Trios' class design

Aqua Gymstick Trios is a cardiovascular and muscle conditioning class incorporating the multiple fitness principles of cardiovascular fitness, muscle strength, muscle endurance, balance, joint stability, coordination and postural awareness.

The workout consists of sets of three exercises, the 'Trios', performed twice within a five-minute block. Each Trio is focused on fatiguing a specific muscle group while incorporating balance and coordination to add a further challenge



WATCH THESE MOVES ONLINE!

Simply go to www.fitnessnetwork.com.au/stick_it_to_em to watch Marietta demonstrating some Aqua Gymstick moves.

SELECTING THE CORRECT RESISTANCE

The resistance bands come in five different strengths.

Light – This green band is designed for rehabilitation and exercise for beginners and older adults. The resistance ranges from 1 to 10kg.

Medium – This blue band is designed for junior athletes, men and women who want to start exercising. The resistance ranges from 1 to 15kg.

Strong – This black band is designed for fit men and women and athletes. The resistance ranges from 1 to 20kg.

Extra strong – This silver band is designed for extremely fit men and athletes. This is also appropriate for personal training. The resistance ranges from 1 to 25kg.

Super strong – This gold band is designed for athletes. The resistance ranges from 1 to 30kg.

The recommended starting resistance strength is light, but for regular and fit participants, the blue Aqua Gymstick provides the necessary challenge.

to the body. Trios consist of a primary exercise, a first progression and a second progression.

Execution of the Trio

Each exercise is performed for 30 seconds, with a 10-second break between the first and second exercise and a 20-second break between the two halves of the trio. This provides the instructor with the opportunity to explain and demonstrate the execution of the next exercise. Each Trio is separated by a 40-second break to prepare for the next Trio.

Sample Trio

1. Roll over and under with the stick overhand for 30 seconds followed by a 10-second rest.
2. Roll over and under with the stick and jumping jack overhand for 30 seconds followed by a 10-second rest.
3. Roll over and under with the stick and aerial jack overhand followed by a 20-second rest.
4. Repeat Trio as above, with optional change of grip to underhand.
5. 40-second rest and then begin next Trio.

Exercise	Move No.	Legs	Arms/ Aqua Gymstick
Trio 1 Emphasis: adductors and deltoids.	1 (photos 1, 2 & 3)	Feet in wide stance	Hold the Gymstick with an overhand grip and circle over and under
	2 (photos 4 & 5)	Jack – jump legs together and apart	Yoga pose – tighten up the bands and grip with the elbows, holding the Gymstick close to the torso (shoulders relaxed)
	3 (photos 6, 7 & 8)	Jack – jump legs together and apart	Circle over as feet come together and under and towards the body as feet jump apart
Trio 2 Emphasis: hamstrings, glutes, adductors, deltoids, obliques, erector spinae rotators.	1 (photos 9 & 10)	Feet in wide stance	Hold the Gymstick with an overhand grip and push alternate end forward and back
	2 (photos 11 & 12)	Cross country ski	Hold the Gymstick with an overhand grip and push alternate end forward in opposition to the legs
	3 (photo 13)	Cross country ski with rebound	Hold the Gymstick with an overhand grip and push alternate end forward in opposition to the leg
Trio 3 Twist the bands twice. Emphasis: hip and thigh abductors, deltoids. Repeat Trio with the opposite leg in the 1st exercise.	1 (photos 14 & 15)	Lift left leg off the floor and abduct to side	Hold the stick against the pool floor on an angle and twist the Gymstick to tighten the bands
	2 (photos 16 & 17)	Pendulum – hop from leg to the other abducting leg to either side	Hold the Gymstick with an overhand grip and abduct arms in the opposite direction to the legs
	3 (photos 18 & 19)	Starting with feet together, jump up, opening both legs at the same time. Land with feet together	Hold the Gymstick with an overhand grip and pull the Gymstick towards the chest with the elbows lifted high

TRIO 1



TRIO 2



TRIO 3



The Aqua Gymstick Trios class elevates heart rate while also providing an excellent upper and lower body workout and giving participants a truly original aqua learning experience. [n](#)



Marietta Mehanni

Marietta is an award winning Australian 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. Certified with AFAA, ACE, AEA, SCW and Certificate IV in training and assessment, Marietta presents at conventions worldwide. She is the World Master Trainer for Gymstick International with expertise in Gymstick Aqua and Original Indoor concepts.



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SWISS BALL CIRCUIT WALLCHART FOR NETWORK MEMBERS

Pro-Visual Publishing's 2011 National Guide to Fitness and Health wallchart is now available **FREE** of charge to Australian Fitness Network members. The Guide features valuable information about the advantages of using a Swiss Ball and includes a Swiss Ball circuit, complete with easy to follow instructions and helpful images.

Swiss Balls have been accepted widely in the fitness industry as a way to improve core stability, develop postural awareness and rehabilitate a range of body parts such as knees, hips, shoulders and, most importantly, backs.

The circuit explained in this year's guide takes users through a range of exercises that, when combined, target the entire body, burning calories, improving general muscle strength and developing core control.

The guide is distributed free of charge to health and fitness centres and members of Network and additional copies are available upon request. The National Guide to Fitness and Health is produced by Pro-Visual in conjunction with Australian Fitness Network.

Recipients of the Guide are also provided with the opportunity to enter a competition in which the best entry wins a \$5,000 dollar holiday voucher!

For additional information, or to obtain copies of the chart, call 02 8272 2611, email marketing@provisual.com.au or see www.provisual.com.au



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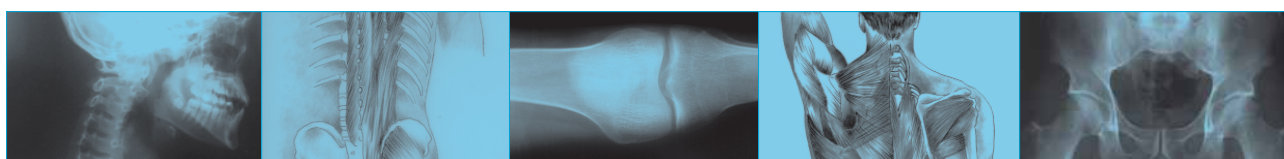
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Injury & Rehab

THE COMPONENTS OF A SUCCESSFUL POST-INJURY REHABILITATION PROGRAM



Injury rehabilitation has progressed rapidly in recent years. Regardless of the specifics of the injury, there are a number of fundamentals that need to be included in all successful rehabilitation programs says *Paul Wright*.

Every good personal trainer will, at some stage of their career, be involved in the rehabilitation and return to activity of recently injured athletes and clients. It is essential, therefore, to understand the components of a successful rehabilitation program.

Personal trainers may become involved in the post-injury rehabilitation program in one, or all, of the following situations.

- a) The injury occurs to one of your current clients during a training session with you and you are involved immediately in the post-injury treatment and rehabilitation process.
- b) A current client is injured in a non-PT sport or exercise session and you are involved in the rehabilitation program.
- c) A new client asks you to assist in their post-injury rehabilitation.
- d) You are contacted by a local physiotherapist or sports physician to assist one of their clients with post-injury rehabilitation.

These are all relatively common situations, but there are a number of differences that every personal trainer should be aware of, including:

Situations (a) and (b), where your current client has been injured, can be potentially damaging to your business and income as the injury may impact on your current program and the number of sessions you are able to spend with this client.

Situation (a), where the injury occurs in one of your training sessions, has the added issue of professional negligence and legal liability, which may have a greater impact on your income than a few lost sessions.

Situations (c) and (d) are income and session-producing situations as they involve new clients and new referral sources for you to build and expand upon.

It is vital that trainers encourage the injured client to 'train around' their specific injury, e.g. replacing lower body activities, such as jogging, with upper body modalities such as rowing and swimming.

You must do everything in your power to keep your client exercising and motivated to ensure they do not lose their hard earned fitness gains.

Ten components of a successful rehabilitation program

Injury rehabilitation has progressed rapidly in recent years, with many advances due to a more active approach to the rehabilitation phase, i.e. early post-injury mobilisation, limited splinting and early inclusion of strength training modalities. Regardless of the specifics of the injury, however, there are a number of fundamentals that need to be included in all successful rehabilitation programs.

The following list summarises ten of these:

"It is vital that trainers encourage the injured client to 'train around' their specific injury."

1. Early and correct diagnosis. All cases of pain and injury need to be referred to, and investigated by, a skilled health professional with expertise in the injury area.

2. Individualisation. Not all athletes or injuries are identical, so each and every program needs to take into account the specific injury, sporting requirements and level of training of the client. The post ankle sprain rehabilitation program for a middle distance runner will differ significantly from that of a high level basketballer.

3. Early mobilisation and strengthening. In the past there has been a focus on passive stretching and joint range of motion exercises *before* adding strength training and functional activities. However, provided pain levels are within a suitable range and the supervising medical professional has approved the program, there is great benefit in including activities such as walking, jogging, swimming and strength training in the early rehabilitation stage.

4. Muscle conditioning. Due to the rapid loss of muscle mass and strength post-injury, it is vital that a structured strength training program commences as soon as possible. This may include free weights, bodyweight exercises, resistance bands and swimming.

5. Motorre-education. Many injuries can be the result of motor pattern issues and imbalances (e.g. rotator cuff impingement) and other injuries can actually lead to the development of these imbalances and motor pattern problems. It is essential that all post-injury rehabilitation programs look at the motor control area to ensure correct muscle recruitment returns before the athlete returns to full sport.

6. Proprioception. In a similar light to point 5 above, many injuries (especially ligamentous issues) result in a loss of proprioceptive feedback returning to the brain from the injured area. This lack of feedback is one of the key reasons for re-injury and must be addressed with the inclusion of balance and stability-type activities.

7. Range of motion. It is common for post-injury flexibility to be diminished as a result of muscle spasm, inflammation, swelling and pain. In addition to impacting the injured area, this also affects the joints above and below the problem, and creates motor pattern issues. Many high level sporting clubs undergo rigorous pre-season range of motion testing so that all players have accurate pre-season (and thus pre-injury) ROM results, with this data used to determine when a player is able to return to sport.

8. Incorporate functional activities. All rehabilitation programs must take into account, and reproduce, the activities and movements required when the athlete returns to the field post-injury. They also need to be replicated at the same speed, on the same surface and with the same level of fatigue to be truly effective.




9. Cardiovascular fitness. One essential part of a successful rehabilitation program is the maintenance of cardiovascular fitness during the injury and recovery period. There is nothing more frustrating for a player whose injury has fully recovered than to have their sporting return delayed due to a lack of cardio fitness. Cardio training (of a suitable and pain-free form) of injured athletes encourages and promotes oxygen delivery to the injured area, increases healing and helps the injured athlete stay positive.

10. Psychology of injury. There is no doubt that a positive mental attitude will accelerate recovery and assist in a successful return to sport post-injury. A good rehabilitation program appreciates the importance of the athlete's mental state, includes visualisation of successful return and allows the athlete to express concerns openly in an environment of support and professionalism.

A word of warning

It is easy for fitness professionals to open themselves up to legal issues related to injury rehabilitation and especially injury diagnosis. For this reason, personal trainers should refer all issues of injury and pain to a suitably qualified physiotherapist or medical professional.

Failure to find a higher authority will open the trainer up to the risk of litigation and serious consequences. Always act under the supervision of the treating medical professional and, when in doubt, ask for clarification and assistance. 

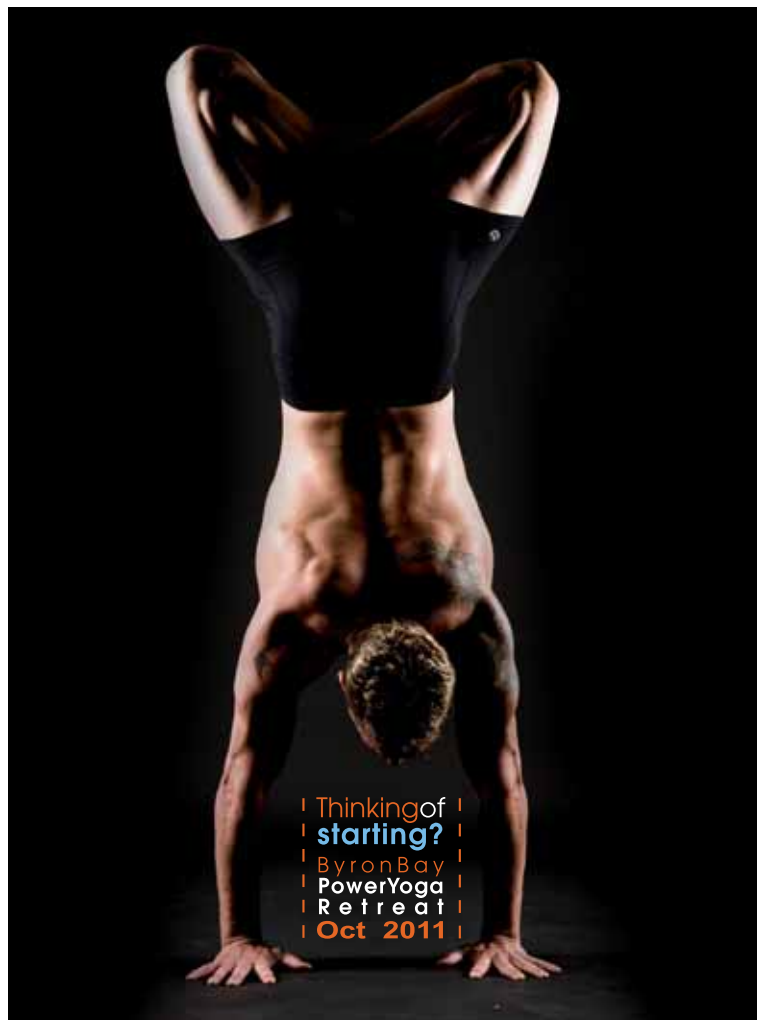
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The free MP3 '6 Ways to Stay out of Court' gives an outline of the tips and strategies all trainers must follow to reduce their legal risk. Download it now from www.FreeInjuryPreventionPdf.com. You can also receive the free *Injury Prevention Testing* PDF, a must for all personal trainers looking to reduce injury and legal risks.



Paul Wright, BAppSc (Physio), DipEd (PE)

Paul is the owner of Get Active Physiotherapy with two clinics in St Leonards (Sydney), one being inside a Fitness First club. Paul can be reached on 02 9966 9464 or via www.getactivephysio.com.au



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Network Community



As the dust continues to settle after FILEX 2011, here at Network we're reflecting on what can only be described as an amazing weekend of learning and connecting with you, our members. I could rattle out some statistics about the event, but I want to spend some time focusing on a new initiative of Network that was launched during the FILEX weekend, and something I believe to be one of the most significant industry developments of recent years – Fit for Good.



The concept of Fit for Good comes from our very own Lisa Champion, one of Australia's leading educators in the field of fitness and wellbeing. The simple idea of this charitable foundation is that we, as fitness professionals, can do a little bit more to give back to our community by sharing and helping people achieve what we are all passionate about – a better quality of life through exercise and healthy lifestyle choices. Fit for Good is all about connecting fitness professionals who have the desire to help, with communities

and individuals who can benefit from our unique skills, experience, resources and educational courses. And the benefit for you? It's actually been proven that volunteering your services to help others results in enormous feelings of happiness (without a hangover the next morning!). As an important community initiative of Network, I will be updating you about Fit for Good in future issues of this magazine. For more information read the article on page 32, call 02 8412 7400 or visit www.fitforgood.org.au



Another new initiative, this time from the Network Education department, is the Network Apprenticeship Scheme. With the challenge of finding great staff continuing to be a key issue, Network is aiming to help business owners develop their own superstars. The Network Apprenticeship Scheme offers a unique combination of on- and off-the-job training that gives you the opportunity to identify your front-of-house or front row standouts and train them in the unique operations of your business – all while they

work towards gaining their Certificate III and IV in Fitness with Network. Stay tuned for more information on how this new initiative can help your business!

Finally, the Trax Music team reported a fantastic weekend at the recent Fitness & Health Expo where they enjoyed meeting many new and existing group ex instructors from the Network family. The opportunity to sample and buy from the team in person may be over for another year, but, as ever, the latest and greatest in both original artist and PCCA-free music is available to browse and purchase from www.traxmusic.com.au

Until next time, my challenge for you in the next quarter is to contribute your skills or time to Fit for Good. With nothing to lose and everything to gain, why wouldn't you?



Ryan Hogan, Special Projects Manager
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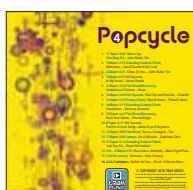
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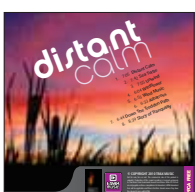


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Exercise Implications for Baby Boomers, by Alisha Smith
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Spotlight on...

NEW

Spotlight on...

NEW

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Spotlight on...

NEW


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- ▶ Safe technique for all levels
- ▶ Music interpretation.

To find out more visit www.fitnessnetwork.com.au/ice or call 02 8412 7400



eGX – ELITE GROUP EXERCISE INSTRUCTOR COURSE

If you want a group fitness exercise certification that is delivered entirely online and is both nationally and internationally recognised, then the eGX (Elite Group Exercise) course is for you!

Designed and written from a modern perspective, the Certificate III in Fitness specialising in Group Exercise course can be completed by anyone, regardless of what type of class YOU want to teach! Complete ATHLETIC strand for circuit and muscle conditioning-based classes or CHOREOGRAPHED for traditional aerobics-style classes – OR BOTH! It's your choice.

To find out more visit www.fitnessnetwork.com.au/elitegx or call 02 8412 7400



BECOME A QUALIFIED PILATES INSTRUCTOR

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

Network's goal is to deliver the best functional Pilates instructor courses for the fitness industry, and to provide you with the knowledge to adapt Pilates-based movements to all ages and abilities in a group and one-on-one format.

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.

SPACES ARE STRICTLY LIMITED

To find out more visit www.fitnessnetwork.com.au/pilates or call 02 8412 7400



BECOME AN ELITE PERSONAL TRAINER

Upgrade your qualifications and become a personal trainer. With our ePT (Elite Personal Trainer) course you can up-skill to Certificate III in Fitness and Certificate IV in Fitness. Our interactive and cutting-edge online delivery means you can gain the knowledge, skills and confidence at your own pace AND from the comfort of home or work.

To find out more visit www.fitnessnetwork.com.au/ept or call 02 8412 7400



NETWORK MEMBERSHIP FORM

MAIL, FAX OR PHONE USING THE CONTACT DETAILS BELOW

As the leading source of information, education and events in fitness, Australian Fitness Network has a membership to suit your needs. Visit www.fitnessnetwork.com.au/membership for a full list of benefits or contact our Membership Services Consultants by phoning 02 8412 7400 or e-mailing info@fitnessnetwork.com.au

MEMBERSHIP

☐ Yes I'd like to join/renew ☐ Please send me more information on membership

ANNUAL MEMBERSHIP IS \$119

Please select your main area of interest:

☐ PERSONAL TRAINER*

**PTontheNET is included ONLY for Australian members.*

☐ GROUP EXERCISE, MIND BODY & AQUA INSTRUCTOR

☐ CLUB OWNER/MANAGER

☐ INDUSTRY SUPPLIER

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☐ Professor Trim's Fat Loss Publication (\$33)**

*** Available quarterly via email.*

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PLEASE PRINT CLEARLY IN BLOCK LETTERS

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