

Let food be thy medicine:  
nutrition for inflammation

NUTRITION

11

From a chore to a gift:  
igniting client motivation

TRAINING

24

8 steps to create business-  
boosting partnerships

BUSINESS

41

Helping clients escape the  
Fat Trap of motherhood

TRAINING

53



# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

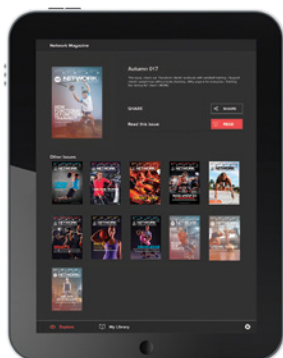
AUTUMN 2017

## HOW FUNCTIONAL IS FUNCTIONAL TRAINING?

Evaluating the evidence **33**



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# Are you a people person?



As in every industry, people are our lifeblood – our members, clients, participants. As a service industry, however, the role we play in keeping our people happy, by creating a place where they want to be, is critical.

Technology, equipment and cool audio-visuals will only get you so far – it's the people skills that make the difference and help your club, studio or training session become that 'third place' where people want to spend their time when they're not working or at home. As globally respected club operator Bill McBride writes in this issue's Perspective feature, 'Without the people component of our fitness equation, nothing else matters.'

The theme recurs throughout this issue. In her Member Profile, Saga Wessman says that 'In this industry you need to be a people person and an active listener', a point reinforced by this issue's Real World PT, Chris Dounis: 'We are as much counsellors as trainers' he says; 'It's critical to appreciate the psychological aspects of exercise and companionship if we are to enact long lasting behaviour change.'

In her feature on the power of mentoring for group fitness instructors, Caroline Hynes writes that mentoring, or being mentored by, other instructors 'ignites a relationship that will bring awareness to – and enable you

to capitalise on – previously hidden strengths.'

Elsewhere, in his Network Community column, Network's CEO, Ryan Hogan, sums up the essence of people power when he writes; 'If people become a part of your community, rather than just a member of your facility, they are more likely to value their experience and to stay with you'.

The perfect place to enhance your people skills – as well as gain a wealth of new practical skills and theories – is FILEX, the fitness industry convention, which returns to Sydney between 28-30 April. It's hard to overstate just what a remarkable event FILEX is, and what an incredible opportunity it presents to connect with your industry and inspire your next move.

I look forward to seeing many of you there,

**Oliver Kitchingman, Editor**  
 editor@fitnessnetwork.com.au



## NETWORK'S CORE PURPOSE

*'To inform, inspire and educate our members to be the best they can be'*

### EDITOR

Oliver Kitchingman

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33

# CONTENTS

## AUTUMN 2017

- 6** Perspective: Bill McBride on the power of people
- 8** Industry Insight
- 11** Let food be thy medicine: nutrition for inflammation
- 14** What is...? Metafit
- 16** Real World PT
- 19** GX Skills: Instructor develop-mentoring
- 24** From a chore to a gift: helping your clients stay motivated
- 27** Injury & Rehab: Training clients with low back pain
- 30** Yoga Focus: East meets West on meditation
- 33** Evidence-based practice: Functional training
- 36** Network Community



19



27



47



65



11

- 41** 8 steps to create business-boosting partnerships
- 44** Upskill: Specialty Series for GX and training
- 47** It ain't what you do, it's the way that you do it
- 50** Research Review: Weekend Warrior – is it worth the bother?
- 53** Helping clients escape the Fat Trap of motherhood
- 56** Supplier Showcase & Fitness Show Directory
- 59** How can I tell if my social media is working?
- 62** Recipes for Autumn
- 65** A PT's guide to YouTube
- 67** NZ News
- 68** Network Catalogue



59



62



# Igniting passion

28 – 30 APRIL 2017 / INTERNATIONAL CONVENTION CENTRE SYDNEY



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## SESSIONS ARE FILLING FAST SO GET IN QUICK!

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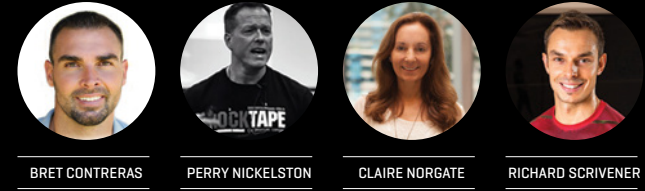
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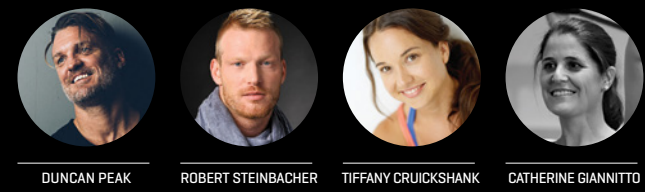
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# PERSPECTIVE

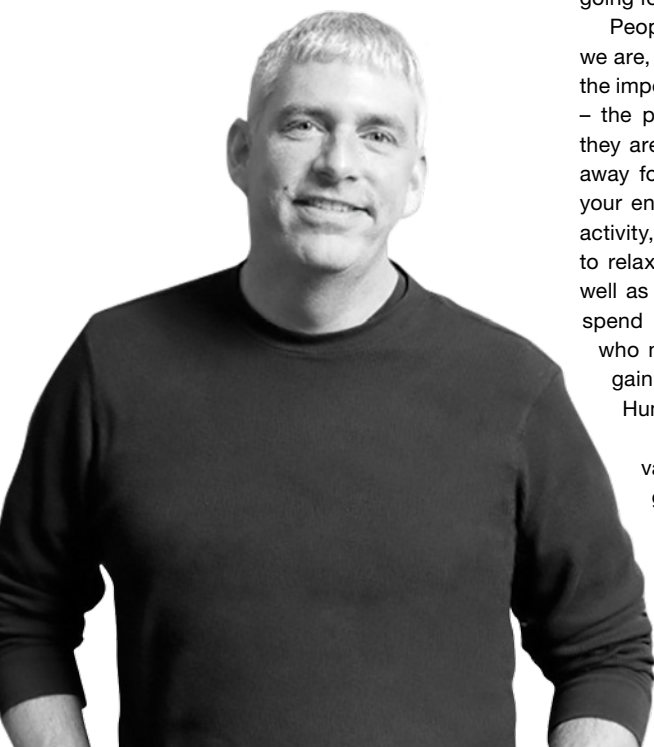


FILEX 2017 PRESENTER

## REFLECTIONS OF INDUSTRY LEADERS

In turbulent times, putting 'people first' will hold you in good stead, says the President of Active Wellness.

WORDS: BILL MCBRIDE



**I**'m committed to people first. Without the people component of our fitness equation, nothing else matters. As technologies continue to emerge, develop, and disrupt, one thing that becomes more and more apparent to me to focus on is the dynamics that will *not* change in our industry.

Everyone, including me, has an opinion on all the things that will change with regard to trends, technologies and prognostications on the future. You've doubtless read about and heard people discuss the need to place more focus on group fitness, wearables, branded group fitness experiences, 'big data' and consumer analytics, functional training spaces and programming, Heart Rate Training, medical integration (prevention and rehab), corporate wellness and 'smart club' initiatives, among others things.

These are all valid considerations – indeed it could be detrimental to your business to ignore them. But what do we know about what won't change? I assert that the human element is unwavering, and that there is an opportunity to focus on this going forward.

People will always need socialisation – we are, after all, social animals. To this end, the importance of a third-place environment – the place that people want to be when they aren't at home or work – is not going away for a great many of us. If you make your environment appealing for third-place activity, through providing spaces for people to relax, work, eat, drink and socialise, as well as work out, they will actively want to spend time at your club. Even introverts, who may choose not to interact directly, gain motivation by being around others. Human energy is appealing.

People also need progression and variety to continue making fitness gains – and you and your team provide the best way of achieving this, through delivery of new classes, personal training, small group workouts and the latest training concepts. Many business models have failed due to the lack of progression they offer. Having an emphasis on program

evolution will give you the edge over fitness facility models that lack progression or variety.

Human expertise is not going away anytime soon – if ever. Technology can complement the core offerings of fitness facilities, but not replace the skills and know-how provided by our people. By providing clients and members with an overall holistic approach to fitness and wellness, the service delivered by our fitness professionals will stand the test of time.

As you can see, I'm passionate about the power of people in making a business truly exceptional – and I'm very honoured to have the opportunity to share my insights and experiences when I return to Australia to present at FILEX 2017 in April. I was last with my Australian and New Zealand friends at FILEX 2008 – I can't believe it's been nine years and can't wait for my return!

The sessions I'll be delivering during FILEX will encompass the numerous lessons I've learnt through many successes and many mistakes over three decades in this industry. I'll share a comprehensive summary of what I believe are the best practices in service, sales, retention, management, leadership and strategy. I look forward to connecting with many of you over what promises to be an incredible weekend. **N**

**Bill McBride** is President and CEO of Active Wellness and BMC3 health club consultancy. An industry veteran, he has over 25 years' experience leading and managing all aspects of commercial health clubs, medical fitness centres and corporate fitness sites. Bill has served as Chairman of IHRSA Board of Directors, and on the Industry Advisory Board for the American Council on Exercise (ACE). [BillMcBride@BMC3.com](mailto:BillMcBride@BMC3.com)

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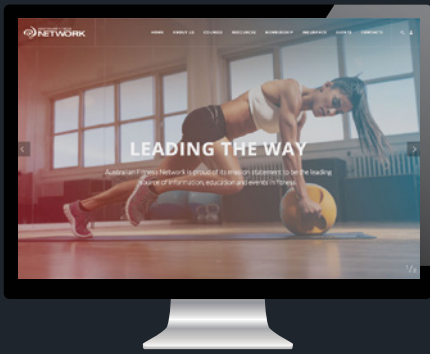


Read about Bill's FILEX 2017 sessions, including his presentation at the Business Summit on Thursday 27 April, and register for the Business Gold Pass to enjoy the best weekend of your year, at [filex.com.au/presenters](http://filex.com.au/presenters)



**NETWORK** MEMBERSHIP

# INTRODUCING YOUR NETWORK MEMBER PORTAL



Australian Fitness Network is proud to unveil its completely revamped website, [fitnessnetwork.com.au](http://fitnessnetwork.com.au)

In addition to its previous resources and information, the beautifully redesigned site features new resources and simpler navigation – including your very own, personally tailored Member Portal.

Inside the portal you can change your contact details, quickly access all your Membership benefits from a shortcut menu, renew your membership, sign up for Network Insurance, download invoices and access any CEC courses you've purchased (including the quarterly free ones which will automatically appear in there).

## HOW TO USE YOUR MEMBER PORTAL

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Update your contact details, postal address and log in password.

### SHORTCUT MENU

Change the Member Portal theme and access to the Quick Menu.

### LOG OUT

Log out of the Member Portal here

### QUICK MENU

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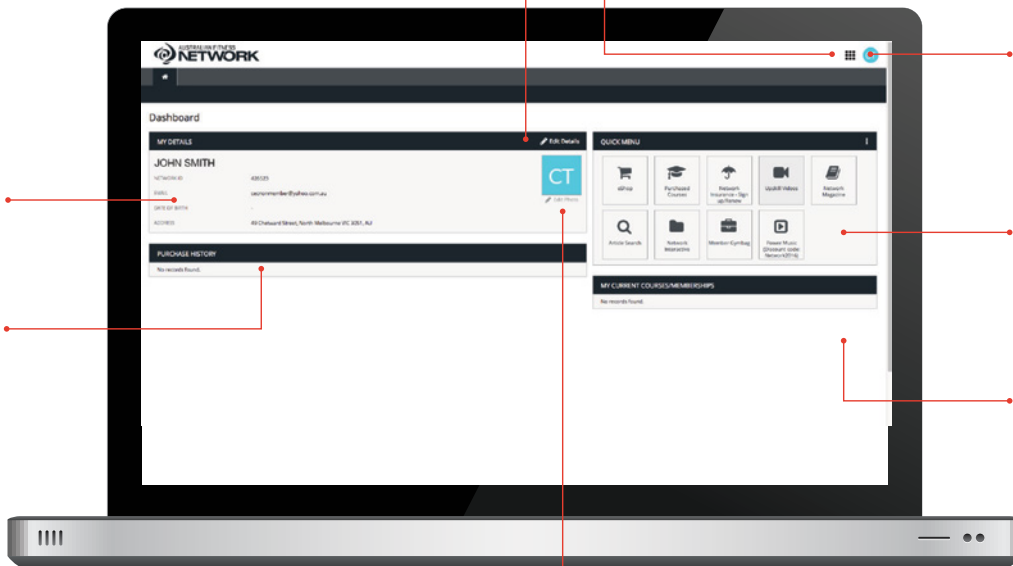
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# INDUSTRY INSIGHT

News, views and lessons learnt

## Network launches The Fitness Industry Podcast

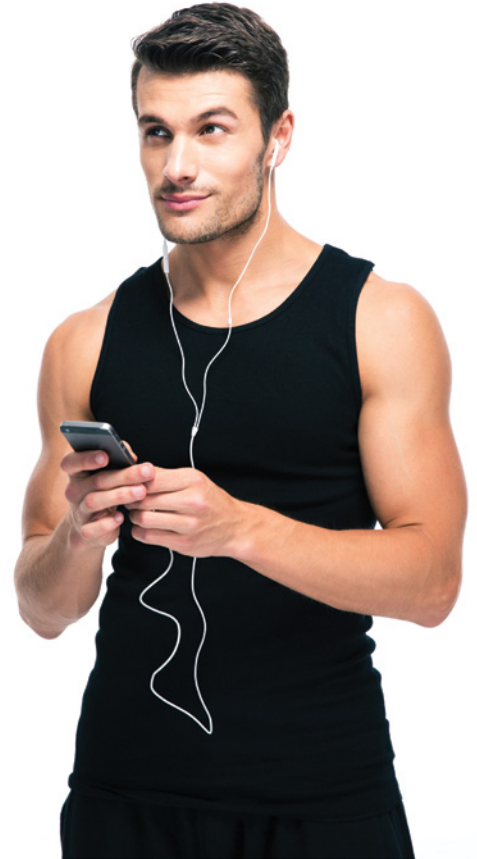
Australian Fitness Network has unveiled its completely revamped website, [fitnessnetwork.com.au](http://fitnessnetwork.com.au), which features a brand new resource, The Fitness Industry Podcast.

Touching on everything from client coaching and hypertrophy, to nutrient timing, leadership and business growth, The Fitness Industry Podcast features a range of insightful conversations with leading global figures from the worlds of fitness, nutrition, coaching and business.

To kick things off, mindset coach and weight loss hypnotherapist, Kylie Ryan, discusses NLP and behaviour shift, extrinsic motivators, and how to coach clients to self-empowerment, while bodyweight training guru, Mike Fitch, reveals the nine pinnacles for building a perfectly symmetrical body.

If nutrition's your thing, then check out nutritionist and Accredited Practising Dietitian Cam McDonald talking about caffeine, genetics and performance. Fitness social media marketer, Lynsey Fraser, meanwhile, talks about the best social platforms for fitness, and women's training specialist, Nardia Norman, shares her insights into helping women understand and love their bodies.

New episodes are being released every month, so do your ears a favour and check out the podcast at [fitnessnetwork.com.au/podcast](http://fitnessnetwork.com.au/podcast) or by subscribing to The Fitness Industry Podcast on iTunes.



## Moving makes kids happier as well as healthier

Research from Norway has found that physical activity may have the power to reduce incidence of depression in children.

Previous research has found the link in adults, but until now it hadn't been studied in kids.

An estimated five per cent of children and adolescents suffer from depression, with those who have learning, anxiety or attention disorders at higher risk.

The physical activity levels and mental health of 700 children were monitored over a four-year period, starting when they were 6 years old. The researchers found that those who were moderately to vigorously physically active at ages 6 and 8 were less likely to display symptoms of depression two years later.

Study author Tonje Zahl concluded; 'Being active, getting sweaty and roughhousing offer more than just physical health benefits. They also protect against depression.'

Source: *Pediatrics*





# The way we were...

In early 2003 the front cover of *Network* magazine featured personal trainer Johnnie Cass, a housemate in the first Aussie season of *Big Brother*. Inside, Cass wrote about the importance of fuelling your own passion for the fitness industry in order to avoid burnout:

*"...it is absolutely crucial that you take care of yourself. After all, how much of a role model can you be to your clients if you are lacking energy or enthusiasm?"*

Elsewhere, Farhan Dhalla provided tips on taking your PT clients' training outdoors:

*"The Beaches Boot Camp will challenge your clients through a vigorous series of muscular conditioning exercises interspersed with aerobic training between each station. ...The fun begins when you start to look around to see what you can turn into a piece of fitness equipment. For example, a tree branch can be used for chin ups or a park bench can be used for incline or decline push ups... Most importantly, soak up the summer sun and fun, enjoy being in the outdoors and your clients will too!"*



## 1 thing I've learnt

**Maureen (Mo) Hagan, VP Program Innovation GoodLife Fitness Canada and canfitpro, mohagan.com**

*"One thing I've learnt in leading the Canadian fitness industry is that success begins and ends with you! Be committed to your own personal development. A position or title, while impressive to some, is no longer what differentiates a good leader from a great leader. Great leaders are path-finders, risk-takers, authentic and inspiring communicators. They lead themselves while showing others the way forward. There is still a lot of work to do to transform our industry into a credible and respected global wellness movement that consumers value as much as other healthcare offerings. Prevention and self-care will need to be part of the medical spectrum so that fitness and wellness professionals will be in a position to influence. The future is bright for those who dare to lead!"*



28-30 APRIL 2017 / ICC SYDNEY



IHRSA's Woman Leader of the Year, Mo is presenting at FILEX 2017 – read about her sessions, and register for the best weekend of your year, at [filex.com.au/presenters](http://filex.com.au/presenters)

# Are we in the weight loss business?



In November last year, when I was a panel member at the New Zealand FITEX Business Summit, a club operator asked 'Are we in the weight loss business, and if so why don't we promote the fact?' A great question that the fitness industry has grappled with for years.

Before answering the question let's look at the facts. In 2014-15, 63.4 per cent (11.2 million) of Australians aged 18 years and over were either overweight or obese. More specifically, 35.5 per cent (6.3 million) were considered overweight, with 27.9 per cent (4.9 million) considered obese. What is concerning is that there is no plateauing in these numbers.

So what realistic position should the fitness industry hold in the area of weight loss and weight management? There is no question that an obese person requires specialist support, nutritional guidance and counselling in order to achieve a positive weight loss outcome. As such, this group sits well outside fitness professionals' scope of practise. However, the same is not true of the 6.3 million Australians who are overweight.

Defining overweight can be very subjective, so as an industry we need to have an objective measure. Though not perfect, Body Mass Index (BMI - weight in kilograms divided by height in metres squared) provides a relatively effective screening tool for overweight or obese people. If your BMI is less than 18.5 you're in the underweight range. If your BMI is between 18.5 and 25 you are in the normal range, but if it's between 25 and 30 you're considered overweight. Anything above 30 and you're in the obese range. The bottom line is that the majority of people with BMI's in the late 20s are not exercising enough and tend to eat too much of the wrong foods. The majority of the 6.3 million Australians who are overweight do not, therefore, need specialist nutrition support and counselling, but they do need someone who can guide them through an exercise program and provide them sound nutritional advice.

The problem we have is that the Fitness Industry Scope of Practice states that Registered Exercise Professionals cannot provide nutritional advice outside of basic healthy eating information and nationally endorsed nutritional standards and guidelines. If operators, personal trainers and group fitness instructors actually conformed to this scope of practise they would be doing their members and clients, many of whom are seeking 'weight loss', an injustice: after all, it is generally accepted that weight loss is around 70 per cent nutrition and 30 per cent exercise.

So in answering the question of whether we are in the weight loss business, my answer is an emphatic 'yes'. I encourage Fitness Australia to urgently review its Scope of Practise in regards to nutritional advice so that training organisations can provide exercise professionals with the knowledge and skills to help those people who are overweight but not obese.

**Nigel Champion, Executive Director**  
director@fitnessnetwork.com.au

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By registering for a FILEX Gold Pass, you can experience a number of extra events and benefits. On Thursday, attend either the Business Summit, Anatomy Trains workshop, Muscle, Body Composition and Glute Strength Immersive, or any of the Group Fitness workshops. Plus, on the Saturday, Business and PT Gold Pass holders can choose either the Business Breakfast, PT Breakfast or Women of Influence Lunch.



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FILEX 2017 PRESENTER

# LET FOOD BE THY MEDICINE

## NUTRITION FOR INFLAMMATION

Taking a cue from ancient Greek doctor Hippocrates, we look at how nutrition can be used to help clients dealing with injury and inflammation.

WORDS: DR KRISTA SCOTT-DIXON

If you've been working in the fitness or nutrition fields long enough, you've probably seen this quote from the ancient Greek doctor Hippocrates: 'Let food be thy medicine, and medicine be thy food.'

Too bad Hippocrates didn't have Twitter 2,400 years ago, because he's a pretty quotable guy. He also had some handy tips like:

- 'The natural healing force within each of us is the greatest force in getting well.'
- 'Everything in excess is opposed by nature.'
- 'It is far more important to know what person the disease has than what disease the person has.'
- 'Walking is the best medicine.'
- 'Make a habit of two things — to help, or at least, to do no harm.'

He also, pertinently, said 'There are two things: science and opinion. The former begets knowledge; the latter ignorance.' So what does all this mean for you and your clients? Let's take a look at how nutrition can be used to help clients dealing with injury and inflammation, and how Hippocrates' advice is still useful, thousands of years later.

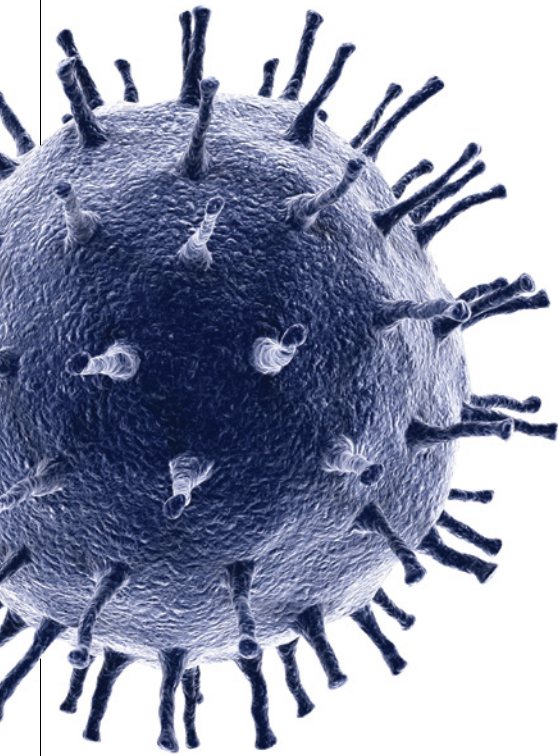
### 'The natural healing force within each of us is the greatest force in getting well.'

Hippocrates didn't know about the biochemistry of immunity and inflammation in 400 BCE, but he did figure out that some system in the human body was responsible for healing and recovery — what we now know as the immune system. Inflammation is one of its jobs, but it has lots of others, such as:

- recognising what is 'self' and what is 'foreign'
- keeping foreign material (such as viruses or unfriendly bacteria) out
- kicking the butt of any foreign material that gets in
- cleaning up the mess after aforementioned butt kicking.

The immune system usually keeps things in careful balance, and even within our immune system itself there is ideally a balance between its various components.

When our immune system detects something foreign in the system, such as a virus, or damage, such as an injury (which might also let pathogens in, if the first-line defences, such as the skin, are breached), it goes to work.



The first stage of an immune response is inflammation, recognisable through symptoms such as swelling, warmth, redness and pain.

These symptoms are caused by blood and other fluid flowing into the affected areas, as well as the work of chemical signalling molecules (such as eicosanoids and cytokines), which do things like:

- elevate the local temperature to try to kill pathogens
- dilate blood vessels to get more circulation to the injury
- attract white blood cells to start attacking and eating any foreign material, and to eventually clear out waste products and dead cells.

### **‘Everything in excess is opposed by nature.’**

We need inflammation in the first stages of an injury. It’s an important part of the process of healing. However, we have problems when:

- inflammation becomes chronic
- stuff gets into our system through unexpected routes, such as through our intestinal wall; and/or
- our immune system gets a little over-enthusiastic and starts labelling everything as ‘foreign’ (including, potentially, our own tissues).

Many metabolic diseases and chronic pain conditions involve persistent inflammation, including:

- cardiovascular disease
- type 2 diabetes
- cancer
- Alzheimer’s, multiple sclerosis, and other neurodegenerative diseases
- arthritis and other joint problems.

So where does nutrition fit in? When it comes to nutritional management of inflammation and injury, the aim is to help the immune system do its job, without encouraging it to go on a rampage. This is achieved through the following means:

#### **Eating fewer inflammatory foods**

Our bodies use particular foods (or more accurately, components of those foods) to build things like hormones and chemical signals. So, for instance, it can use omega-6 fatty acids to synthesise some types of prostaglandins, chemicals that can stimulate inflammation.

Other types of foods are linked to elevated inflammation, such as:

- trans fatty acids (created during food processing)
- excess sugar
- excess alcohol
- caffeine (in some people).

For some, avoiding eating altogether, at least for brief periods, can also lower inflammation. This is known as intermittent fasting (IF), and has shown some therapeutic potential for treating particular health problems.

#### **Removing other foods that cause an immune response**

For some people, some normally innocuous food components may stimulate an inflammatory response through various pathways. For instance:

- We may have a food *allergy*, which stimulates an immunoglobulin E (IgE) response and anaphylaxis, which can be life-threatening.
- We may have a food *sensitivity*, which stimulates an immunoglobulin G (IgG) response that often has more systemic effects.
- We may have gastrointestinal permeability (aka leaky gut), which allows normally benign particles (such as protein fragments) to sneak through and enter circulation. Our immune system will recognise these as ‘foreign’ and go on the attack.

#### **Eating more anti-inflammatory foods**

Fruits, vegetables, and omega-3 fatty acids (found in marine foods such as fish) typically have anti-inflammatory effects through various pathways. For instance, many of the plant compounds (known as phytonutrients) in colourful fruits and vegetables may help control oxidative stress. Similarly, Omega-3 fatty acids (specifically EPA and DHA) have anti-inflammatory effects, and also improve insulin sensitivity, which can further dampen chronic inflammation.



### **The 30-second article**

- Inflammation is the first stage of an immune response, and is an important part of the healing process, but can become problematic (persistent or chronic)
- Nutrition can be used to help the immune system do its job, without encouraging it to go overboard
- Techniques for reducing inflammation include decreasing or removing intake of inflammatory foods, eating more anti-inflammatory foods, increasing protein intake, and using strategic anti-inflammatory supplementation
- Physical activity and reduction of excess body fat will also reduce inflammation
- There are gender, genetic and ethnic differences in inflammation: there is no one-size-fits-all response.

#### **Providing our bodies with raw materials**

This is an often-overlooked component of food and healing. Our bodies need raw materials to repair and rebuild – in particular, they need protein. Most of our bodies’ tissues, as well as most of our immune system, depend on protein. As dead cells get cleared out and new structures built, we see more protein turnover. This means that often, as we are recovering from an injury or chronic illness, we may need more protein. Depending on the health problem, we may also need a slightly higher energy intake to meet the metabolic demands of repair and reconstruction.





**Hippocrates didn't know about the biochemistry of immunity and inflammation in 400 BCE, but he did figure out that some system in the human body was responsible for healing and recovery.**



### Supplementing wisely to assist the natural cycle of inflammation

Many food-derived supplements (particularly spices and aromatic herbs) have anti-inflammatory properties; ginger, curcumin (from turmeric), garlic, omega-3 fatty acid supplements, beet juice and bitter melon to name a few. Other types of supplements, such as probiotics, may help control inflammation indirectly.

However, we can't just throw pills at things, or assume that any single nutrient or supplement will be a magic bullet. In addition, just because something has anti-inflammatory *properties* does not ensure that we can digest, absorb, and use it *systemically* to treat inflammation. Instead, we have to understand how immunity and inflammation work as a complex system within the human body, and what long-term effects any supplementation may have.

### 'It is far more important to know what person the disease has than what disease the person has.'

Eating to reduce inflammation is not a one-size-fits-all prescription. For instance, the relationship between alcohol consumption and inflammation seems to be gender-linked. In other words, men and women tend

to have somewhat different inflammatory responses to drinking.

Men and women also have different hormonal environments that can affect inflammation. Women tend to have more auto-immune diseases than men, but oestrogen seems to help protect women against chronic inflammatory metabolic diseases (at least during their reproductive years).

We also know there are genetic and ethnic differences in inflammation, and in our response to particular foods, which, again, can raise or lower our levels of inflammation. For example, data on whether coffee worsens inflammation has been mixed; in part, this may be due to genetic variations in caffeine processing, or perhaps varying responses to the dozens of other chemically active compounds in coffee.

### 'Walking is the best medicine.'

Inflammation is strongly affected by body fat. Adipose (fat) tissue secretes inflammatory chemicals and can affect systemic inflammation through the actions of hormones such as leptin. So, helping clients lower their body fat to a healthy range, and improving proper nutrient partitioning through regular activity, may be a more important anti-inflammatory activity than any specific food or supplement.

### 'Make a habit of two things – to help, or at least, to do no harm.'

How can you put this into practice to help your clients? Here are some places to start.

#### Think systemically

There's almost never going to be a quick fix. Instead, look at the big picture of your clients' lives and behaviours.

#### Prioritise

If a client is eating poorly and sleeping four hours a night, all the supplements in the world probably won't help them. So try to control the most important factors first: basic nutrition, regular activity, stress management, and above all – consistency.

#### Follow the evidence with your client

Base any decisions on data. Don't just randomly supplement or suggest sweeping

dietary changes like 'You should stop eating all types of Food X' or 'You should do intermittent fasting'. A food journal that also tracks inflammatory symptoms is a great place to start. Clients can improve their own self-awareness, and look for patterns in what they eat and how they feel.

### Help your client make small but important changes

These can include things like:

- removing or reducing pro-inflammatory foods such as processed foods, refined sugars and excess alcohol
- adding inflammation-controlling foods such as colourful fruits and vegetables and fatty fish
- getting enough 'raw materials' and building blocks, such as protein and essential fatty acids
- reducing body fat, if that's a concern for your client, because more body fat means more inflammation.

### Help your client identify possible food sensitivities

Common sensitivities include wheat/gluten and other grains (such as oats), soy, dairy, and eggs, but there are many others. Again, you can suggest the use of a food journal to help with identifying links between food and inflammation.

### Refer out as needed

Know your scope of practice as a trainer or coach. You can help your client learn about inflammation and how foods relate to it, but unless you're specifically qualified to do so, don't make recommendations about treating any diseases with food or supplements. Establish relationships with other health care providers, and incorporate them into your referral network. **N**

For references, read this article at [fitnessnetwork.com.au/resources-library](http://fitnessnetwork.com.au/resources-library)

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The Metafit training approach sees clients working at a maximum intensity (HRMax above 90 per cent) during short work intervals to utilise the ATP-PC (adenosine triphosphate and phosphocreatine) and lactic acid energy sources, and then having adequate rest through static and active recovery to replenish these energy sources for the greatest aerobic metabolism boost after the workout.

Many HIIT-style workouts do not promote enough intensity for the workout to be termed HIIT, whether that's due to movement quality, interval programming, exercise formatting or workout length. Metafit aims to stick to true HIIT principles without venturing too far outside the high intensity interval scope. Because this is partly dependent on the knowledge and delivery of a professional trainer, Metafit is a certified coach-led workout only, with the team behind the workout proclaiming that it will never be a DVD, virtual workout or app.

After completing a one-day Metafit certification, coaches receive monthly workouts, with license-free music/voice commands, marketing resources and videos. All Metafit workouts – and there are over 70 of them – have their own title branding, format and exercises and vary in length between 16 and 25 minutes. Preparation warm ups and modification teaching principles are designed to enable coaches to deliver safe and effective HIIT workouts to clients of all ages and abilities.

There are no facility license fees, and coaches can use Metafit inside or outdoors, in studio or gym timetabled classes as well as in private 1-on-1 sessions. **N**

## MORE?

A number of upcoming certification courses are scheduled around Australia. For information on getting certified to deliver Metafit workouts, go to [metafit-australia.com/events](http://metafit-australia.com/events)



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# REAL WORLD PT

**CHRIS DOUNIS**  
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**A SNAPSHOT OF HOW TODAY'S PERSONAL TRAINERS  
ARE WORKING, LIVING AND SHAPING THEIR CAREERS**

**? Business name:**

Chris Dounis Exercise Physiology,  
cdexercisephysiology.com

**? How long have you been a PT?**

I've been a PT for 5 years and an exercise physiologist for 7 years.

**? Are you full time or part time?**

Full time

**? Why did you become a trainer?**

I fell in love with training at a young age, so I probably decided to become a trainer when I was about 10 years old! I've only ever worked in the health and fitness industry. I studied nutrition when I left high school and proceeded to study exercise science at university. Still wanting to learn more about the effects of exercise on the body, I then did a Masters in Clinical Exercise Physiology, while also doing volunteer work. After graduating, I started my business. I'm absolutely fascinated by the human body and always have been. The ability to positively impact so many people's lives drives me to always become a better practitioner.

**? Do you specialise?**

Given my clinical background, I specialise in special conditions more than many PTs do. I worked in various hospitals and rehabilitation settings prior to starting my own business, so I like to think that I'm able to help anyone that reaches out for help. I've also trained in powerlifting and bodybuilding for many years, so I believe I'm quite versatile.

**? Do you have a signature style of training?**

Not particularly – it's just based on an understanding of my client's needs and desires. In my clients' initial consultations I ask about their exercise history and whether there's something in their training past that they enjoyed, and will attempt to incorporate it into our training. I firmly believe that training should be fun, and if clients enjoy our time together they'll keep coming back – and ultimately achieve better results, which makes them happy, and so the cycle continues. Exercise should never be seen as a chore.

**? How many hours do you train clients for each week?**

Between 60 and 70 hours.

**? How many hours do you spend working on your business?**

I try to put in at least 5 hours per week, but this is not as many as I would like, because on top of the 80-90 sessions that I complete



each week, I also try to train myself 5 times per week and maintain my continuing education. A new trainer should set aside time for this every day.

**? What hours do you work?**

I work from 5am until 8pm.

**? What do you do in any downtime?**

I don't have any! I fill the middle of my day conducting 6 or 7 specialised home visit exercise sessions with elderly clients aged from 85 to 100. I'm qualified to do these as an Accredited Exercise Physiologist with Exercise and Sports Science Australia.

**? How much do you charge?**

It varies, depending on the number of sessions a client wishes to complete each week, as well as any additional online coaching and program development requirements.

**? How many clients do you have?**

Around 50.

**? How long, on average do your clients stay with you?**

I have many clients that have been with me for 5 years – since day one of my business. The average is probably a couple of years. I tend to set long term goals with my clients and develop a very deep rapport with them. If they trust me and buy in to what we are trying to achieve, not only will they keep up their own training, they will keep up *our* training as well. I decided early on that I did not want to have a high turnover of clientele and it has thankfully worked very well for me.

**? How do you get new clients?**

Almost all of my clients are through word of mouth and referrals from current clients, however I do get approached by members of the gym as well.

**? Do you vet/question clients before you agree to train them?**

Yes. This is critical.

**? Do you ever turn clients away or refer them to other PTs?**

Not unless I believe that another trainer in the gym specialises in the client's needs more than I do.

**? What do you believe differentiates you from other trainers?**

My extra qualifications at Bachelor and Masters levels have attracted clients. However I've spent a lot of time understanding the role of psychology and behaviour change in influencing the direction that a client takes with their life and habits.



We are as much counsellors as trainers and there have been many times when a client has turned up to train and we've only talked. I'm OK with this because I'm trying to help my clients live better lives, and there's more to that than the physical benefits of exercise. It's critical to appreciate the psychological aspects of exercise and companionship if we are to enact long lasting behaviour change.

**? What do you do in terms of your ongoing education?**

I'm always doing something! Currently I'm undertaking two distance courses in nutrition and exercise behavioural psychology. I usually attend a weekend workshop or two throughout the year as well. The information in our industry changes so quickly that if you aren't continually re-educating yourself you will be left behind.

**? What is the best thing about being a PT?**

The chance to give someone their life back. I've had some very broken people come to me and to be able to see them succeed in life, by first thinking about themselves more positively through exercise and fitness, is extremely rewarding.

**? And the hardest?**

The length of your day and the fact that you have to be as enthusiastic at your first session at 5am as you do with your last at 7:30pm. When you are running on 4 or 5 hours sleep it can get difficult!

**? What's the biggest misconception about working in fitness?**

That it's all fun and games. This is a very challenging job that has to be taken very seriously. We may be coming to work in our trainers, but we are no longer simply gym

instructors. Clients need more than to be instructed on how to squat with the proper mechanics or perform a bench press safely. The amount of time spent almost counselling clients is not appreciated outside of the industry.

**? Where would you like your career to take you?**

I'm developing an online health management and coaching business that will incorporate more direct nutrition and psychological management than I currently offer. I've reached a ceiling with the number of physical sessions I can deliver, and the only way for me to reach more people is to take my business online.

**? What is your fitness philosophy?**

That something is better than nothing. I've never been one to criticise anyone in the gym because they're sitting on an exercise bike reading a magazine, for example. At least they came to the gym – the easier option would have been to sit at home and not move at all. Members and clients who exercise at lower intensities are not wasting their time. I am more than happy to prescribe new clients nothing more than moderate pace walking as their exercise on the days between their sessions with me. People simply need to get used to moving their bodies again.

**? What advice would you give to someone starting out as a PT?**

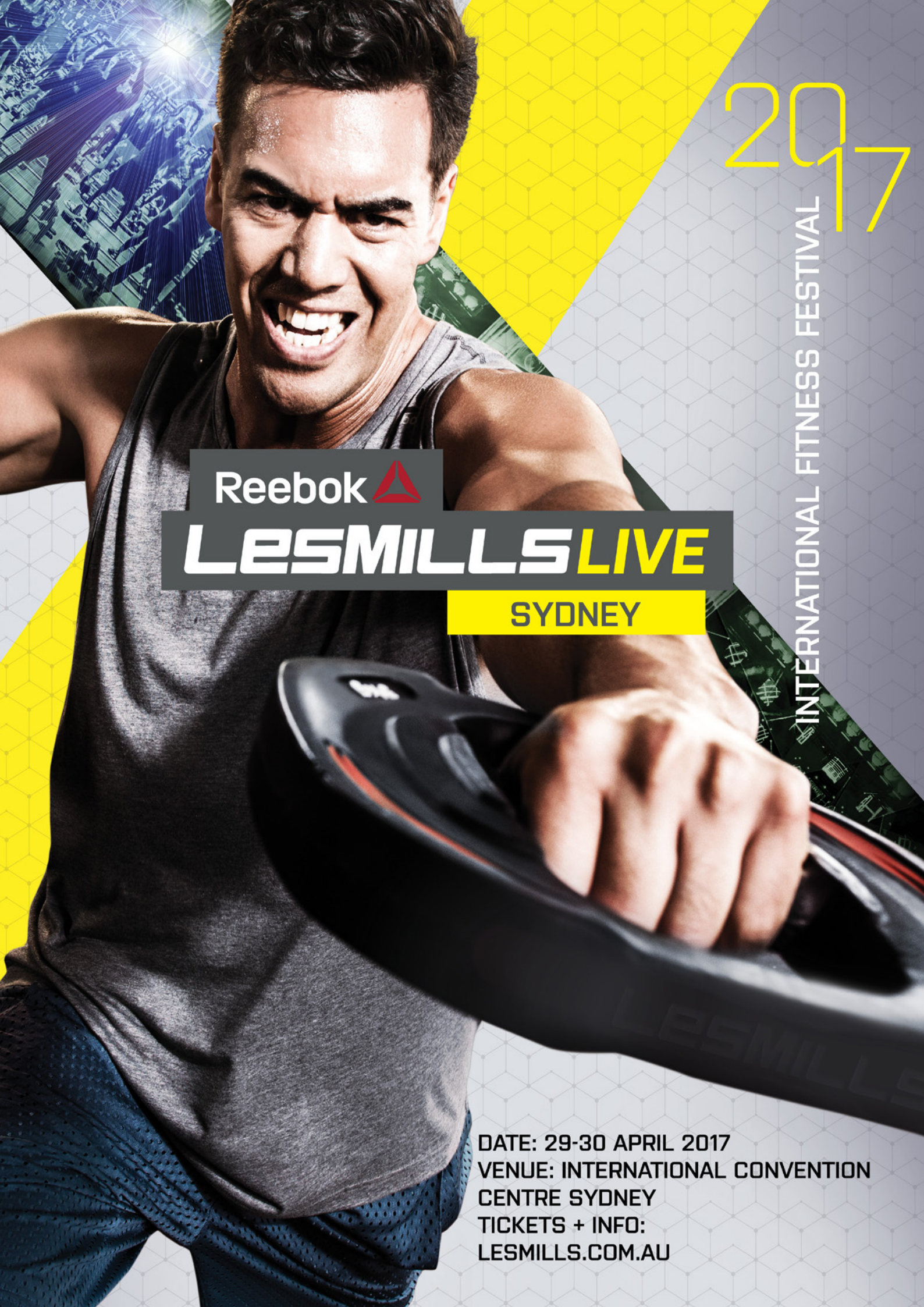
Be prepared to have this job encompass your entire life. Your days of working 9 til 5 will be gone forever and for people moving from a corporate career into fitness this can be very challenging. Be prepared to work hard in the early days for little direct financial compensation. You have to do this to build your business. Take the psychological aspect of the job seriously and try to connect with your clients on an emotional level. Be professional and have all of your systems – especially financial – in place. And always remember that you have the best job in the world. I mean that sincerely – I wouldn't do anything else. **N**

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# GX SKILLS



FILEX 2017 PRESENTER

## INSTRUCTOR DEVELOP-MENTORING



Whether you choose to mentor other instructors, or to be mentored yourself, you stand to learn a wealth of career-enhancing lessons.

**WORDS: CAROLINE HYNES**

**T**here are many great ways to develop yourself as an instructor, but one surefire tactic is to be a mentor, be mentored, or both. Whichever you opt for, and for whatever reason, you'll learn many lessons that will evolve you both professionally and personally.

The term 'mentor' often conjures up the image of an older, wiser and more experienced 'Master' passing on their wisdom to a young, energetic and sometimes naïve student. What this common misconception doesn't acknowledge, is the

ability of the student to mentor the master in this process.

Instructing is certainly about learning skills such as choreography, cueing, creating an atmosphere and choosing appropriate music, but it's also about connecting with who you are as a person, becoming aware of your blind spots, making the most of your strengths and embracing those traits you label as weaknesses.

In my experience, mentoring facilitates the transfer of these skills in a safe and supportive environment, but more importantly ignites a relationship that will bring awareness to – and enable you to capitalise on – previously hidden strengths. The process can be as challenging as it is

rewarding, but if you have the courage to proceed it can bring incredible growth and opportunity.

### **Mentoring evolves our industry**

Aside from the personal benefits, mentoring benefits the industry as a whole. Just think about it, the skills learned (as well as the outfits worn) by instructors back in the 80's and 90's are very different to those taught in today's certifications. Fitness culture has changed from having a heavy choreography, music-based focus to a split focus of multiple training styles including HIIT, CrossFit, dance fitness, yoga, Pilates, strength and conditioning. You name it, you can get it somewhere in a group fitness class.



The skills required of an instructor today, therefore, are incredibly varied, but in having such a broad focus one can miss out on perfecting, or even understanding, some of the basic foundational skills that older instructors trained in previous decades do as second nature. And on the flipside, these more experienced instructors can have a challenging time getting across the new disciplines and developing the skills required to keep them up-to-date.

As instructing is generally not a career one can do forever, due to its physical demands, as instructors retire and move on, the industry is at risk of losing years of knowledge and experience unless it is shared along the way. Mentoring allows this transfer of knowledge back and forth across the generations, enriching the quality and credibility of the industry as a whole.

### Getting involved

So, now you're realising the value of this mentoring business, how can you get involved?

Some fitness businesses have formalised mentoring programs in which you must apply to be a mentor or a mentee and follow

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the structure provided. However, mentoring may also be informal, and there is usually no reason why you can't be a mentor or be mentored outside of a formal program.

Often, as the 'face of fitness' in the studio, members will approach you for advice on how to become an instructor, or you yourself might be interested in learning a new program or style taught by a colleague. Mentoring can start here, with advice about the right training and qualifications – though as you will be aware, trainings are just the beginning when it comes to starting an instructing career or upskilling into new programs.

There is a *big* jump from being a group fitness participant, to attending a training and then to being strong and confident enough to facilitate a group fitness class solo. Think back to when you started: the nerves, the dry mouth, the multiple rehearsals, deliberating over what you would wear, and whether participants would judge you, feeling that fear and doing it anyway... it's a big deal. Some people have the confidence and natural skill to be able to make that leap alone, but most of us need a little support.

The mentoring that I have most needed in my career is that which I have been sought out to *provide* by up-and-coming instructors. I have a personal preference for mentoring confidence in others (and as a result, confidence in myself) and find that I attract instructors who have a natural ability, yet need assistance with developing the absolute self-belief required to put themselves out there in front of a crowd. Because I'm dealing with people like myself, most of the time I intuitively understand the approach that they need.

### The process

Generally, my mentoring process starts with spending a little time helping the instructor get in touch with their passion, find the right program and, after completing the initial relevant qualifications, a little further time teaching or refining some specific skills relevant to that program.

The majority of my mentoring with these individuals involves working with their confidence and awareness on a more personal level so that they can build trust in their own ability and knowledge, and in turn build the courage to step out there on stage.



### The 30-second article

- A surefire way to develop yourself as an instructor is to mentor, or to be mentored
- As well as facilitating the transfer of instructing skills and techniques, mentoring can bring awareness to, and enable you to capitalise on, previously hidden strengths
- Mentoring allows the passing of knowledge between the generations, enriching the quality and credibility of the industry as a whole
- Some clubs have formal mentoring processes in place, whereas other are more ad hoc and informal
- Mentoring may involve helping the instructor get in touch with their passion and find the right program or qualifications, teaching or refining specific skills, and, crucially, building their confidence.

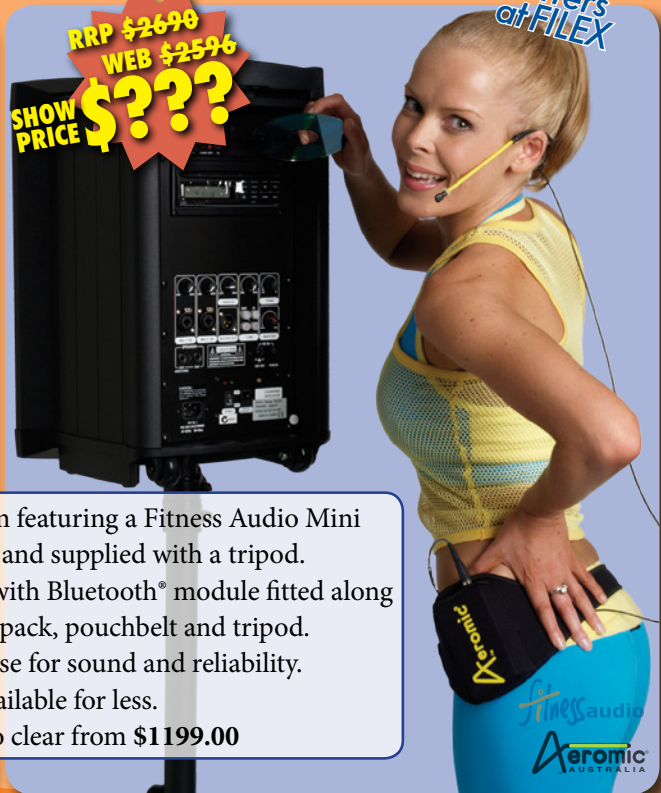
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**As instructors retire and move on, the industry is at risk of losing years of knowledge and experience unless it is shared along the way.**

”

Generally, I like to apply the 80/20 rule to my mentees, whereby 80 per cent of what the instructor needs to learn is done during the mentoring, and 20 per cent is learned on the job. Sometimes, no amount of feedback can be understood or accepted until one experiences its consequences, but if a mentee is at 80 per cent then they are good enough to teach a class without complaints, and still have room to develop their personal style and make adjustments based on the feedback they receive from the participants.

Getting a mentee to start teaching a whole class once they have hit that 80 per cent (even if they don't think they're there yet) may sound risky, but a good mentor will be able to weigh up the risk/benefit and make the first teaching experience a gentle and enjoyable one for both the instructor and the participants. As a respected and influential instructor yourself, it will be relatively easy to muster the support of participants and to encourage them to be unwavering

cheerleaders for the fresh face looking at them from the stage.

I've had countless 'lightbulb moments' about myself and my own teaching when I've been both mentor and mentee. If you are interested in becoming a mentor, talk to your group fitness manager and see what opportunities may evolve, or if you have a talented regular who lights up the room every week with that passion you once felt and still feel, offer some words of encouragement: sometimes that's all it will take to bring a new star into the group fitness family. Conversely, if you're looking for a little guidance yourself, find that superstar trainer who makes you want it, and have the courage to ask them to help you. The worst that can happen is they'll say no, and chances are, they won't. The more sharing we can do in this industry, the greater both it, and we, will become. **N**

**Caroline Hynes** is an experienced fitness professional currently employed as an instructor, teacher, tutor and group fitness coordinator within the industry. With a passion for group fitness and education, she is committed to doing all she can to see group fitness continue to thrive through the development and education of current and future fitness instructors.

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# FROM A CHORE TO A GIFT



FILEX 2017 PRESENTER

## HELPING YOUR CLIENTS STAY MOTIVATED

Using simple, evidence-based techniques you can help clients transform how they think about, and undertake, exercise.

WORDS: DR MICHELLE SEGAR PhD

I recently started a yoga and meditation habit because I knew that I would not be able to get myself to get up and exercise. However, I didn't realise that I had also begun to look at yoga as a bit of a chore, even though it was an easygoing, ten-minute video.'

This email from Eric, who had just started reading my book *No Sweat: How the Simple Science of Motivation Can Bring You a Lifetime of Fitness*, zeroed in on a common problem for people who want to exercise: it feels like work. And even though Eric was actively seeking wellbeing, he was finding it hard to keep moving.

For fitness professionals, the holy grail of helping clients find and sustain their enjoyment of, and enthusiasm for, exercise often seems out of reach. In my own work, both as a behavioural

sustainability researcher and a motivational fitness coach, I often hear the complaint that exercise 'feels like a chore' – or worse, 'I hate exercise but I know I should do it.' Our challenge is to help our clients to transform that chore into a gift, and to then sustain that feeling of enjoyment over a lifetime.

There are a few key ways in which we can do this.

### 1 Listening to our body's messages

My first question to clients is why they started their failed or failing fitness program. Almost always, their answer has to do with a doctor's prescription to 'lose weight' or for 'health', or because they know it will be 'good' for them.

For Eric, this simple question about his 'why' for exercise triggered a progressive transformation in his thinking: 'It dawned on me that I should start looking at it as something fun rather than something necessary.' And with that new way to frame his routine, everything changed:

'When I started the yoga video as usual, I started dancing a bit to the background dance track that the video plays before the instructor starts speaking. Then I remembered just how much I love to dance to fun music. I ended up dancing for a straight hour to various pop and hip-hop songs.'

Intuitively, Eric chose to follow his body's real inclinations rather than the video's instructions. This transformed everything.

Our bodies are always communicating with us, but most messages are simply screened out by the noise of daily life. We quickly learn to ignore the rest of the messages in the name of expediency (our body aches and slow brains tell us that we're tired, but we need to keep working so we put off rest until later). When Eric paid attention to his body's message to dance – even though rationally he felt on some level that he 'should' be doing yoga – it paid off big time.

### 2 Doing what feels good

Eric chose an optimal motivator when he did what he loved. This is something we already know intuitively, but is worth saying again out loud: we naturally want to do what feels good and avoid what feels bad. This seems like a no-brainer when it's about food or sex, but when it comes to exercise many people feel that 'no pain, no gain' is an unbreakable rule. Yet in terms of sustainability, this old mantra does not work to keep people engaged with exercise.

When clients force their bodies to do something they don't want to do (an intense forty-minute workout after a full day at the office, for example), the body sends a very different message: *This is a chore that I don't want to do!* If they ignore their body's 'no' messages over





and over again in their attempt to 'stick to the program', they are still training – but they are training their body and brain to disdain movement. For most, this leads to only short-term behaviour change and poor results.

A series of published studies wonderfully titled 'Work or Fun? How Task Construal and Completion Influence Regulatory Behavior' (Laran & Janiszewski, 2010) illuminates the power of this distinction. The researchers found that framing a behaviour as an obligation made the experience of engaging in the target behaviour depleting. Because it felt like a chore, participants had more difficulty exerting self-control and finishing the task. Yet when the exact same behaviour was framed as an opportunity to have fun, completing the behaviour was energising and subsequent self-control was much easier.

So, helping your clients make sure that physical activity feels good goes beyond a pleasure-based experience to one that fosters future self-control. Talk about a win-win-win!

### 3 Rediscovering the fun, joyful movement of childhood

As Eric danced joyfully, he had a sudden realisation: he had forgotten that in high school he used to love to dance. 'Why I had forgotten that I used to love to dance and that it would make a good, joyful exercise routine is hard to grasp.'

Eric's memory hints at a way to help your clients identify physical activities that can feel good to do. Many of the people I've coached over the years have rediscovered fun and joyful movement when they were prompted to recall what they enjoyed doing as kids.

Eric ended his email with this beautifully phrased and compelling truth: 'When we grow up, we begin to lose touch with our childlike selves ...we tend to forget that our body has an enormous intelligence of its own, one that exceeds the mind in knowing what would best promote its own health, and that *yielding* to the body's natural propensity towards joyful and enthusiastic movement is much more productive than resisting its inclinations and dictating what it *should* do and look like.'

### 4 Accepting that autonomy trumps control

Eric's astute comment also reflects an evidence-based principle from self-determination theory (SDT): autonomy (personal choice) trumps outside control. In other words, *I want to* wins out over *I should*. When we freely choose the type of movement we do – choosing activities we

want to do instead of the ones we think we should do – we look forward to exercising and sustain that feeling over time. Think of it this way: how would you feel about sex if you did it in ways that you were told you 'should' instead of how you actually want to do it?

SDT research consistently shows support for a positive relationship between autonomous forms of motivation and ongoing physical activity. It also finds that controlled forms of motivation (determined or prescribed by others) don't work as consistently well. When clients feel that their choices are driving their decision to dance or walk or run, they will have higher-quality motivation and feel energised by doing it. Once Eric took ownership over the specific physical activities he did and how he did them, joy ensued – and so did continued motivation.

### From a chore to a gift: first steps

Eric's story reflects the process of transforming exercise from a chore into a gift. He stumbled on this idea organically, but it's a scientifically supported system with published results you can learn to use. Achieving this shift with clients is actually easy when you follow the step-by-step process described in the Meaning and Awareness sections of *No Sweat*.

To learn how you score in these areas, and understand how to use these principles when working with your clients, take the free No Sweat Motivation Quiz at [michellesegar.com](http://michellesegar.com). Ask yourself where you can better integrate these science-based ideas into your work, and then consider trying some 'small experiments': you'll quickly see the positive ways that your clients start responding. **N**

For links to research references, read this article at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library)

**Michelle Segar, PhD** is a motivation scientist and author of the critically acclaimed *No Sweat: How the Simple Science of Motivation Can Bring You a Lifetime of Fitness*. A sought-after keynote speaker and consultant to global fitness, health, and wellness organisations including Adidas and Anytime Fitness, she trains professionals to create sustainable behavioural change in others. [michellesegar.com](http://michellesegar.com)



### The 30-second article

- Many clients and members approach exercise as a chore that they 'must' do
- We ignore the messages our bodies send us, such as 'I'm tired', so as not to interrupt our productivity
- Research has found that when we feel obliged to do a physical activity it feels like a chore, but when the activity is framed as an opportunity to have fun, it is energising
- Self-determination theory research has shown that when we choose our own form of physical activity, we are more likely to achieve sustainable behaviour change.

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# INJURY & REHAB

## TRAINING CLIENTS WITH LOW BACK PAIN

By determining whether your client's back pain is extension or flexion-related, you can more effectively drive their rehabilitation.

**WORDS: ADAM FLOYD**

CEC  
ARTICLE

**H**aving a client with low back pain (LBP) present for training can be very daunting for a fitness professional. However, it's a situation that you will encounter, as up to 80 per cent of the population will have an episode of LBP at some stage. The cost to society in terms of lost working days and medical bills accounts for billions of dollars each year.

The aim of this article is to encourage PT's to be more specific with their exercise prescription through classification of LBP, and to liaise with allied health professionals (AHPs) where required.

### Assessing the risk

When a client presents with LBP the first conversation should be a subjective risk assessment. The aim of a risk assessment is simply to determine whether the issue is:

- A low risk niggle that you can try and help with; or
- An injury that needs to be immediately referred to a doctor or AHP.

If the client has any of the following then immediate referral is recommended:

- Strong or severe pain: use a 1-10 scale and consider referral for anything above a 3/10
- Constant pain regardless of position (indicating inflammatory pain)
- Any signs of neurological compromise (a

'pinched nerve') which will be sharp referred leg pain, pins and needles, numbness or weakness

- LBP that is unexplained (no obvious cause)
- A history of cancer
- Anything that is outside your sphere of competence.

Screening the client's active range of motion (ROM) can help to determine the extent of the issue. Ask the client to bend forward as if touching their toes (flexion), bend backwards as far as they can (extension) and bend left and right, sliding their hand down the outside of their leg. If any of these movements are restricted or significantly limited by pain then, again, immediate referral is in order. If they can move comfortably through ROM then the issue is likely to be milder.

If the client has none of the above, they may have mild niggling LBP that seems mechanical in nature. However, as part of your duty of care, if the client has seen a physiotherapist or other AHP, you should make contact with that person in order to obtain advice about exercises you should and should not use with your client. If practical, attending the physio appointment with the client can be a great learning experience, engender loyalty in your client (as they can see you really care) and develop a new mutually beneficial referral source.

### Classifying the pain

Once you've determined that the client's low back pain is a low risk niggle that you can try and help with, you should attempt to classify whether their pain is flexion or extension-related. The aim of classification is to guide your intervention, and for this purpose we are going to keep it very simple – though bear in mind that LBP itself is seldom simple!

#### 1 Flexion-related low back pain (FRLBP)

Clients in this category develop LBP through sudden flexion under load (such as lifting a bag of mulch in the garden) or repeated/sustained flexion (such as gardening all day or sitting on a long plane ride). Some structures in our lumbar spine are not sensitive to immediate pain signals (such as our discs) and often the pain is felt one or two days after the incident. It is important therefore to ask the client what they have done over the preceding few days.

Clients with FRLBP generally do not like to flex in the early stages – they will tend to bow or not want to bend at all. Extension, meanwhile, is often comfortable and pain relieving (think about what you want to do after a long car ride). They will not like sitting and the pain is often worse in the mornings.



Poor lumbar control during squat

These clients need to be protected from flexion, initially, to allow the injury to heal, and this will generally be guided by a physiotherapist. So, no squats, deadlifts or sit-ups. You should encourage gentle mobilisation such as walking and unloaded exercises such as knees rolling side-to-side (feet on the floor lying on your back with knees bent). The cobra stretch (a yoga position) is often helpful and pain relieving.

Once the injury is healing and the client is allowed to resume training, you need to teach them how to control their lumbar spine through hip flexion movements such as lifting. This is where teaching a well-controlled squat or deadlift becomes very important. However, the vast majority of trainers are not strict enough with maintaining 'lumbar neutral' in their clients. Obviously the topic of what constitutes the perfect squat opens a huge can of worms, but from a rehabilitation perspective we are looking for:

- equal movement through the hips, knees and ankles
- shins and trunk to be parallel at the bottom of the lift
- the curve of the lower back to be maintained through the bottom of the lift (for this you must lift your client's shirt and watch from the side – any posterior tilt, or tucking under of the pelvis, should be avoided – see image 1).

It is impossible to maintain strict lumbar control through a deep squat, so be conservative when training clients with



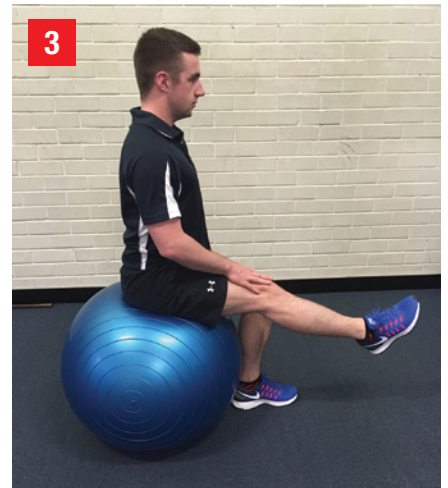
Waiter's bow



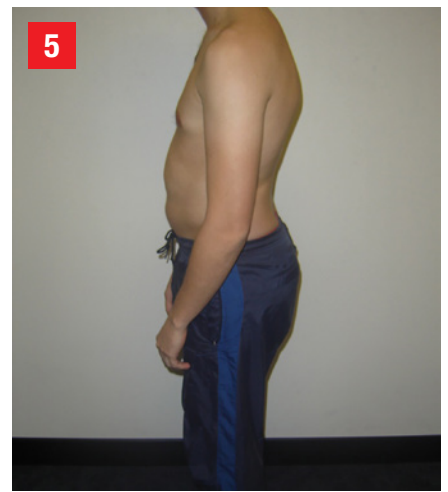
Sway back posture

FRLBP and don't go deep. Deadlifts are also useful, but never to the floor. Use Olympic plates and start with the weights on a rack or platform.

The main muscle group you are trying to strengthen with FRLBP is multifidus, which provides segmental control when lifting or bending. Before commencing any squat or deadlift exercise, train your client to be able to 'feel' if they are maintaining a good lumbar position. This can be done by teaching them how to bow by using a stick (see image 2) and even through maintaining a better lumbar position in sitting with single leg extension (see image 3). Then progress onto exercises under load such as squats,



Seated leg extension on ball



Lordotic/Kyphotic posture



Bird-dog exercise

but always stay conservative. Remember that they may not feel a re-injury during the workout, but can pull up sore the next day.

## 2 Extension-related low back pain [ERLBP]

Clients that fall into this category have pain that is generally non-traumatic in nature, unless they have had a hyper-extension injury playing sport. The pain will develop over time and is extremely common in both sway back postures and the hyper-lordotic



**Once you've determined that the client's low back pain is a low risk niggler that you can try and help with, you should attempt to classify whether their pain is flexion or extension-related.**





## The 30-second article

- When training clients with low back pain you need to figure out whether they have a low risk niggle that you can help with or an injury that needs the attention of a physio or sports physician
- If you determine that they have a low risk niggle, you should try to ascertain whether their pain is flexion or extension-related
- Clients with flexion-related low back pain (FRLBP) can find relief in extension exercises, before being taught how to control their lumbar spine through hip flexion movements such as lifting
- Clients with extension-related low back pain (ERLBP) can find relief in flexion exercises and in sitting down, before being prescribed exercises in which they have to use their abs and glutes to improve control of the pelvis.

clients (see images 4 & 5).

In both groups, the lumbar spine is in relative extension when upright. I explain to my patients that if I took their finger and bent it backwards towards end of range and held it for 30 minutes then that finger joint would get sore. The same happens to the facet joints in their lumbar spine. Individuals with ERLBP will experience pain with standing still and often with running when there is more extension loading. They will often get relief by flexing or sitting down.

Typically they will be tight in the hips (especially hip flexors) and have poor abdominal and gluteal control. This group is the most rewarding to work with as you can make a difference quite quickly. Obviously each case is different, but most clients will have a reduction in pain if you can:

- correct their standing posture (this will take months to become habitual)
- loosen their hips, especially to gain more hip extension
- loosen their thoracic spines
- improve abdominal and gluteal control to reduce extension shear forces.

With the last point, you are aiming to improve control of the pelvis. In simplistic terms,

choose exercises where the clients have to use their abs and glutes to avoid lumbar extension/anterior pelvic tilt. Push ups and bird-dog are good introductory exercises.

Next time you encounter a client with LBP, after determining that the client is low risk, see if you can classify them into FRLBP or ERLBP. This will allow you to guide your exercise prescription more specifically. If the client's pain does not improve fairly quickly (within 4 to 6 weeks) or gets worse, then refer them to a physiotherapist or sports physician. **N**

**Adam Floyd B.Sc (Physio) B.PE (Hons)** is a physiotherapist and exercise physiologist based in Perth. He is the owner of Regenerate Fitness and Rehabilitation which combines a large physiotherapy clinic with a full rehabilitation gym facility. [regeneratehealth.com.au](http://regeneratehealth.com.au)

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# YOGA FOCUS:

## EAST MEETS WEST

## ON MEDITATION

The connection between Eastern thought and Western science is bringing more attention to the benefits of meditation.

WORDS: LISA GREENBAUM



**A**ccording to the ancient Yogi's, our life force, or breath, is prana (or Chi from a TCM perspective). Prana travels through the body by way of breathing, and so impacts lung and heart function. However, prana also regulates our emotional wellbeing and physicality through the energy we carry. Sometimes our energy is frantic and airy, and this can be regulated through slow exhales. Other times it's dull and heavy, which can be adjusted with deeper inhales. In meditation, our prana is regulated and balanced, which is why we feel energised yet calm, centered and balanced. In fact the reason we have asana (poses) is to stretch and strengthen the body so we are able to sit comfortably for longer periods of meditation. Both yoga philosophy and our first knowledge of yoga itself points to meditation, with the discovery 6,000 years ago of stone seals depicting people seated in meditation.

The connection between Eastern thought and Western science is bringing more and more attention to the benefits of meditation. Among others, meditation has been linked to reducing stress by increasing melatonin and serotonin and reducing cortisol, to alleviate insomnia and decrease chronic pain. In a 2012 study published by the American Heart

Association, transcendental meditation was shown to decrease heart attack and stroke by 48 per cent for those diagnosed with heart disease; 'We hypothesised that reducing stress by managing the mind-body connection would help improve rates of this epidemic disease', said Robert Schneider, M.D., lead researcher; 'It appears that Transcendental Meditation is a technique that turns on the body's own pharmacy – to repair and maintain itself.'

The easiest way to start a meditation practice is to just do it. What about now? Sit up in your chair, close your eyes and take five deep breaths in and out. Notice the shifts you feel mentally, energetically, physically. Imagine how you would feel after five or even 20 minutes?

Your mind *will* wander! Don't stress about it. When you notice thoughts crowding your mind, simply come back to your breath or another point of concentration. Sometimes listening to a piece of music, or even repeating an intention or mantra such as the word 'peace' or 'I am love' will help you stay

focused. With steady practice you will notice that you're able to stay in your meditation longer, with fewer distractions. The best reasons to practice meditation are those that resonate with you, as they will call you back again and again. **N**

**Lisa Greenbaum** holds her E-RYT 500 in yoga and is the Program Development Manager for YogaFit Australia and Director of YogaFit Canada.

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Lisa is presenting at FILEX 2017 – read about her sessions, and register, at [filex.com.au/presenters](http://filex.com.au/presenters)



### Meditation and Mindfulness workshop

YogaFit's 1-day workshop, Meditation and Mindfulness, is offered throughout Australia and requires only a Certificate III as a pre-requisite. If you are interested in learning more about meditation for yourself and for your clients this is a perfect place to start. [yogafitaustralia.com/meditation](http://yogafitaustralia.com/meditation)

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# EVIDENCE-BASED PRACTICE:

## FUNCTIONAL TRAINING

With no consensus on the actual meaning and requirements of 'functional' training, what does the research have to say on the matter?

WORDS: DR MARK MCKEAN PhD

**F**unctional training' is a term that certainly polarises people in our industry. It seems like every fitness professional and strength coach has an opinion, as well as their own definition of what functional training actually means and what the activity might look like.

It started a few years ago with the move away from machine-based equipment towards a varied approach to training. While some opted to use ground-based equipment in which everything involved the individual standing or creating ground-based forces, others proposed a move towards multiplanar movements that help with connective tissue properties. Others still simply returned to old school lifts with barbells, kettlebells, battling ropes and Olympic lifts. A range of wonderful new 'functional' certification courses and training toys emerged, including balancing discs and balls, sandbags, weighted tubes and suspension straps.

### The problem of defining 'function'

The general trend has been for functional training to involve full body or multiple joints, with the person standing; barefoot is often promoted as being equally or more effective than wearing training shoes; using a device that adds load or complexity to the movement which has an emphasis on stability and loading and unloading of muscular and connective tissues through more than one plane. Of course, I mashed together this definition based on recent trends, and the reason I did so is because the true meaning of the term 'functional' has been lost or diluted over time. The original idea of functional training was to train the body to better execute the activities performed in daily life.

In reality, the term function varies between activity and between the joints and patterns involved. Some movements require functional stability and others require functional mobility. The problem with reviewing the research into functional training is that the term function has been used broadly to encompass a range of different training outcomes. In most cases, functional training involves exercises for flexibility, balance, core stability, and resistance training. So, in many cases, the typical program prescribed by any personal trainer could be called functional.

### Multiplanar movements

Similarly, the term 'multiplanar' has a few different meanings. In the true sense, the term refers to movements that cross through more than one of the anatomical planes. Yet multiplanar has also been used to describe multi-directional lunges and hops (Distefano et al. 2009, Begalle et al. 2012), directional movements of the ankle (Bunton et al. 1993, Akuthota and Nadler, 2004), scapular directional changes (McMullen et al. 2000), and directional motion of the knee (Hewett, 2008).





## ***In many cases the typical program prescribed by any personal trainer could be called functional.***

Reviewing the research based around this term also requires a larger scope of work and an ability to differentiate between those directional movements versus planar movements. It appears that this is another term that may be causing confusion in the training community as to its real definition and applicability to training concepts.

### **Myofascial chains**

Force transfer via myofascial chains is another concept or term that has become part of the functional training vocabulary. It is undisputed that skeletal muscles are directly linked by connective tissue and evidence for the existence of myofascial chains is growing (Wilke et al. 2016). A systematic review in the *Journal of Anatomy* (2016) suggests that while force transmission along these chains has been hypothesised, there is still a lack of evidence concerning the functional significance and capability for force transfer (Krause et al. 2016). The review suggests that tension might be transferred between some of the adjacent anatomical structures and that the force transfer might have an impact in overuse conditions or on sports performance, but the results were hard to compare due to the varying degrees of structures studied and the histology (microscopic anatomy of cells and tissues) used.

Interestingly, out of the 1,022 studies identified in this field, only nine were deemed to be of high enough methodological quality to be used in the review.

Some recent research into tendon behaviour has also yielded some insight into the viscoelastic properties of these tissues. Earp et al. (2014) found that heavier loads reduced the change in length in knee extensor tendons during the eccentric phase, even though tendon force and rate of force production increased. The authors suggested that during the stretch shortening cycle with maximal loads, tendons will function more like a force transducer, but light loads will actually help to amplify the force by storing energy in the eccentric phase and releasing it in the concentric phase. In a follow up study, Earp et al. (2016) found that when using the same loads, slower bar speeds produced greater tendon lengthening in eccentric phase (viscous behaviour), but faster bar speeds produced greater tendon lengthening in the concentric phase (elastic behaviour).

### **Functional training for sport**

Given the broad context of the use of the term functional, many studies have shown that programs including combinations of flexibility, balance, core stability, resistance training and conditioning will show performance improvements across many sports. Most studies don't use this term, but there have been a few in which this combination of activities has been called functional. Early studies by Thompson et al. (*Journal of Strength and Conditioning Research* 2000) for golf, Swanik et al. (*Journal of Sport Rehabilitation* 2002) swimming, and Ives et al. (*Journal of Strength and Conditioning Research* 2003) all showed this form of functional training provided benefits to the sporting performance.

More recent studies have been performed, but most are of short duration, low subject numbers or using generic or non-specific measures to assess outcomes. In fact, there are very few strength coaches at an elite level that don't use these combinations of activities: they simply don't use the term functional to describe them. For the purpose of this article I reviewed around 40 papers on training for sport in which the above combination of activities was used and there were only a few that used the term functional to describe them. Yet in reality, these activities are commonly used where specific functional changes in flexibility, strength, stability and other areas are required.

### **Functional training in physical therapy**

There has been a large amount of research using functional training in the health and rehabilitation populations. The word functional in these studies has included activities such as those mentioned previously (King et al. 2000, Chin et al. 2004, Weiss et al. 2010), step aerobics (Hallage et al. 2010), and everyday tasks (Manini et al. 2005). Very few studies have explicitly involved the currently accepted version of functional training with a multiplanar element. Previous articles in this 'Evidence-based practice' series have dealt with the use of the suspension systems, instability training and balance tools. However, a few specific studies have compared the traditional strength training programs with more 'functional' programs where suspension, kettlebell and stability



### **The 30-second article**

- The original idea of functional training was to train the body to better execute the activities performed in daily life, but in actuality the meaning of the term 'function' varies between activity and between the joints and patterns involved
- In most cases, functional training involves exercises for flexibility, balance, core stability, and resistance training
- While functional training often embraces the concept of force transmission along the myofascial chains, there is still a lack of evidence concerning the functional significance and capability for force transfer
- Many training methods often classified as 'functional' are used to achieve sporting-specific changes in flexibility, strength and stability, although coaches seldom use the term
- The use of functional training in physical therapy has provided inconclusive results.

exercises were used. Most of these reported minor differences between the performance outcomes achieved with a mixed outcome reported both for and against the functional training methods (Tomljanović et al. 2011, Pacheco et al. 2013).

In summary, it's easy to understand how the term functional training has been used differently due to both a lack of agreement over the type of activity typically associated with this form of training and a lack of quality research where current forms of functional training are utilised in a long-term intervention with decent numbers of participants. Until this is improved there is the potential for the term to be used across a broad range of activities, gimmicks and programs with no real evidence to support their use. Fitness professionals need to be mindful of the value of both the term functional, and the methods associated with it, when prescribing such activities for clients. **N**

**Dr Mark McKean PhD AEP CSCS** is a sport and exercise scientist and Level 3 Master Coach with ASCA. He is Adjunct Senior Research Fellow at USC.

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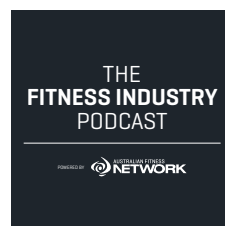


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Creator of the Animal Flow and Bodyweight Athlete training programs, Mike Fitch, discusses the 9 pinnacles for building a perfectly symmetrical body, and the importance of self-care and repair.



### **Don't tell me what to do... empower me to choose! with Kylie Ryan [14mins]**

Mindset coach and weight loss hypnotherapist Kylie Ryan talks NLP and behaviour shift, extrinsic motivators, and how to coach clients to self-empowerment.



### **Does caffeine help or hinder exercise? with Cam McDonald [14mins]**

Nutritionist and Accredited Practising Dietitian Cam McDonald talks caffeine, genetics and performance.



### **Content is king, queen and ruler of everything, with Lynsey Fraser [10mins]**

Fitness social media marketer Lynsey Fraser talks the best social platforms for fitness, and how to cut through the noise to reach your customers online.



### **Helping women understand and love their bodies, with Nardia Norman [8mins]**

Women's training specialist and former Personal Trainer of the Year, Nardia Norman, on helping women to understand and love their bodies.

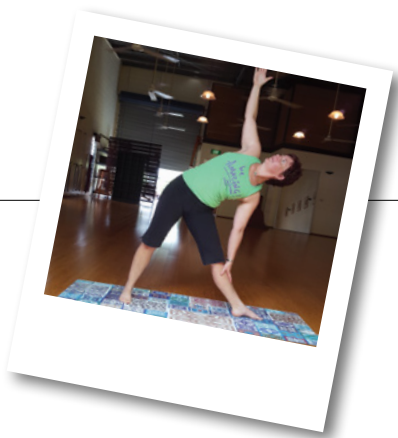
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# Now, more than ever, our members crave community



As I stand here writing this column (yes I'm trying to reduce my sitting time with the help of a stand up desk!) on a sweltering 40 degree day in Sydney, whilst relishing another beautiful Aussie summer, I'm also eagerly anticipating the slightly cooler days that Autumn brings. Rather than run through the latest innovations and developments that Network has in store this season, however, I thought I'd share some observations on what's happening in our wider fitness community.

There's no question that the boutique studio revolution has well and truly arrived on our shores, particularly in inner city Sydney and Melbourne. Offering the consumer more exercise options than ever before, their arrival and success (for some anyway) is causing many to question traditional business models. Requiring a lower capital expense per square metre to open and run, boutique studios offer an exciting possibility for investors.

They also generally provide a much higher level of individualised customer service, due to the smaller number of members, and lower member-to-staff ratio, compared to a traditional fitness centre. This higher level of service and more intimate environment gives rise to a real sense of community, which in my opinion makes the studios 'stickier' and much less susceptible to price sensitivity.

This sense of community is something that I truly believe every service operator, including large fitness centres, should work hard on moving forwards. We are currently living through some very divisive times, which means that now, more than ever, customers and members want a sense of belonging and of really knowing who they spend their time, and money, with. If they feel part of a true community, they'll come more often, stay for longer and hopefully engage a lot more with us. Ultimately this is what will provide results, for them and for our businesses.

Through the #FILEX2017 weekend, we strive to create a real sense of community among our many Network Members in attendance. It's our goal to make sure you feel part of something bigger than just a convention, something that really has the ability to ignite or reignite your passion for our wonderful industry. If you haven't done so already, I recommend you head to [filex.com.au](http://filex.com.au) now to register for the best weekend of your year.

I look forward to catching up with as many of you as possible at the all new ICC Sydney between 28 and 30 April.

Until then,

**Ryan Hogan, CEO**  
ceo@fitnessnetwork.com.au



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### Workout wear designed for actual workouts

Australian activewear label, svvet, is bucking the athleisure trend with a range of workout wear designed for actual workouts, not fashion. Designed with simple colours and minimal branding, svvet argues the industry has become too fashion-focused, with performance and comfort often overlooked.

Featuring a uniquely patented design, svvet's tights boast a high cut waist without the uncomfortable middle seam – which means no wedgies, no bunching, no fidgeting, and no readjusting. With high quality fabrics and a sleek, flattering design, svvet's goal is to give women the confidence to workout, distraction-free.

For your chance to win 1 of 3 vouchers worth \$100 to spend on svvet clothing, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in 50 words or less why you're ready to svvet! [svvet.com](http://svvet.com)

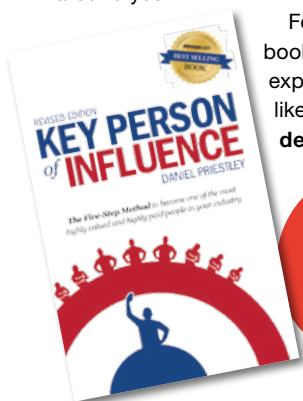


### Could you be a key person of influence?

Many people think it takes decades of hard work, academic qualifications and a generous measure of good luck to become a key person of influence, but in his new book, *Key Person of Influence*, co-founder of Dent Global, Daniel Priestley, outlines a 5-step method to fast-tracking your way to becoming one of the most visible, valuable and connected people in your industry.

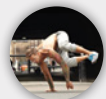
Operating in six cities across Australia, Singapore, the UK and US, Dent Global is world-leading business accelerator for small, entrepreneurial businesses. Whether you operate your own gym, consultancy, or PT business, *Key Person of Influence* holds the essential information to succeed in business by influencing people around you.

For your chance to win 1 of 3 copies of the book, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in 50 words or less why you would like to become a key person of influence. [dent.global](http://dent.global)



## WHAT'S ON?

This Autumn sees the pinnacle event on the fitness industry calendar, FILEX, as well as the inaugural Ignite Yoga Summit and a host of other learning opportunities. For details see [fitnessnetwork.com.au/calendar](http://fitnessnetwork.com.au/calendar)



**Animal Flow Level 1**  
18 & 19 March Perth  
20 & 21 May Adelaide



**YogaFit Level 1**  
22 & 23 April Auckland, NZ



**FILEX Business Summit**  
27 April Sydney



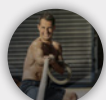
**FILEX Pre-con Workshops**  
27 April Sydney



**Thomas Myers Anatomy Trains: Myofascial Training Immersive**  
27-28 April Sydney



**Muscle, Body Composition & Glute Strength Immersive**  
27-28 April Sydney



**FILEX 2017**  
28-30 April Sydney



**Ignite Yoga Summit**  
28-30 April Sydney



**YogaFit Fundamentals**  
16-18 & 23-25 June Perth



**YogaFit Anatomy & Alignment 2**  
21 & 22 June Perth



# THE SOCIAL NETWORK

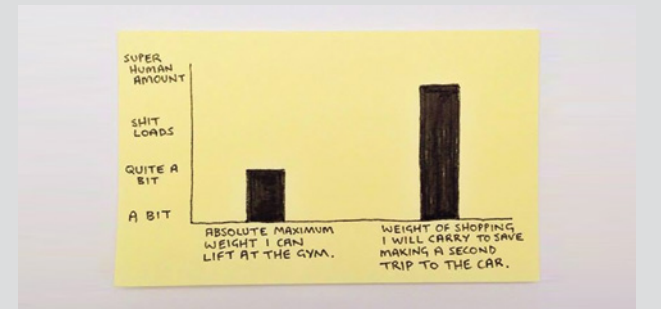
Which stories have been grabbing your attention on Network's social media?



### Blast from the past!

The memories were jolted when we asked who could guess the names of the five fitness superstars on stage for Network at the 2008 Australian Fitness & Health Expo.

- Jo:** Wow...recognise them all especially Danielle, Jackie and Claire. Good times!
- Matty:** Holy wow. The original Indoor Cycling Experience right there. Danielle, Me, Jackie, Claire and Ponton.
- Danielle:** There's evidence?!



### Interesting phenomena!

A graph showing 'Absolute maximum weight I can lift at the gym Vs Weight of shopping I will carry to save making a second trip to the car' raised some knowing smiles.

- HIIT You Fit:** I would rather struggle with 10 bags than make 2 trips! Shopping bags will not beat me!
- Caroline:** Lol, GUILTY!
- Yanina:** I have both seen and done this!



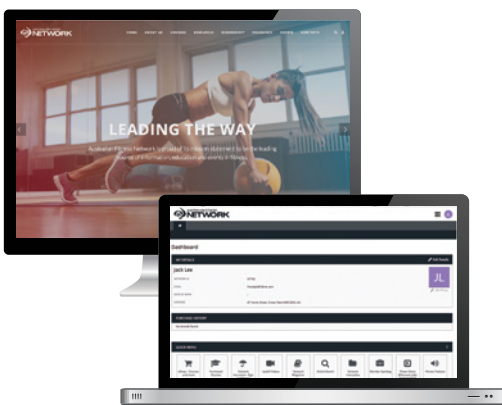
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[twitter.com/ozfitnetwork](https://twitter.com/ozfitnetwork)

[pinterest.com/ozfitnetwork](https://pinterest.com/ozfitnetwork)

[#ozfitnetwork](https://www.instagram.com/ozfitnetwork)

Share your fitness pics! Instagram [#ozfitnetwork](https://www.instagram.com/ozfitnetwork) or email your snaps to [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)



## NETWORK LAUNCHES NEW WEBSITE AND MEMBER PORTAL

The completely revamped Network website is now live. More than a new coat of paint, this incarnation of [fitnessnetwork.com.au](https://fitnessnetwork.com.au) saw it being completely reconstructed from the ground up.

In addition to its usual resources and information, the beautifully designed new site features new resources and simpler navigation – including your very own, personally tailored Member Portal.

Inside the portal you can change your contact details, quickly access all your Membership benefits from a shortcut menu, renew your membership, sign up for Network Insurance, download invoices and access any CEC courses you've purchased.

Head to [fitnessnetwork.com.au/member-portal](https://fitnessnetwork.com.au/member-portal) to check it out!



# MEMBER PROFILE:

## SAGA WESSMAN PERSONAL TRAINER, NSW



### What fitness qualifications do you hold?

My qualifications include Bachelor of Sport Science and Diploma of Fitness.

### Where do you live and work?

I work and live in Neutral Bay, NSW.

### What is your main role in the fitness industry?

I am a personal trainer at a boutique PT studio. My main role in the fitness industry is to promote and grow the sport of kettlebell in Australia. As a member of the national team, my role is to make sure our community learn to move in a more efficient way with the help of kettlebells. I also do strength and conditioning programs for runners and a Paralympic swimmer.

### How did you arrive at where you are today in your career?

I got into the fitness industry after being a tennis player for nearly 10 years. I wanted to coach people into healthy habits and teach movement for life. After working in the tourism industry I wanted to have a career where I could see results and make a positive impact on people's lives.

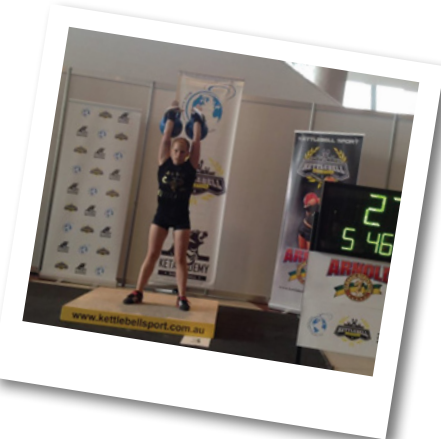
### What does your typical day look like?

I wake up around 5am, ready to coach clients at 6am. I usually work until midday at

the gym and then start my university studies. In the afternoon I head back to the gym and finish work around 7:30pm. In between clients I squeeze in some kettlebell sport training to prepare for my next competition.

### What skills are needed in your role?

I think that it's important these days to be able to assist clients with injury rehabilitation, and to help older clients safely improve and maintain their strength and mobility. In this industry you need to be a people person and an active listener.



### What are the best and worst aspects of your job?

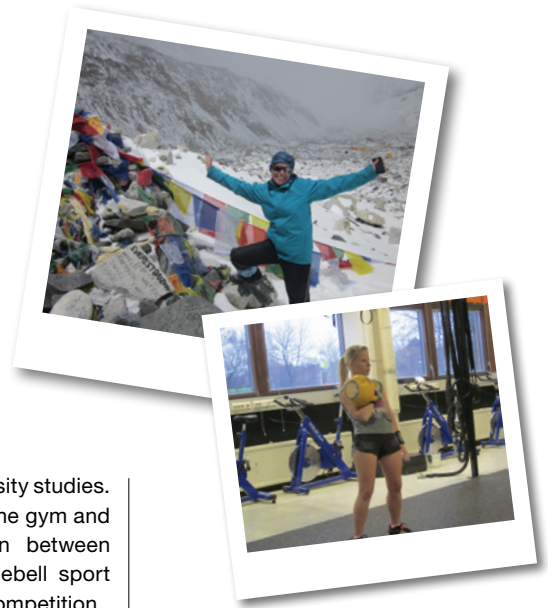
The best aspect is that you get to see real results and discover how small improvements can make a big difference in someone's life. I don't think there are any bad aspects in a job you love to do.

### What has been your greatest career challenge to date?

My biggest challenge has been to finish my degree in sport science, while also training clients and training myself to make the national kettlebell team!

### And your greatest highlight?

My greatest highlight was representing my country at the World Kettlebell Championship



2016 in Kazakhstan, alongside some of the world's greatest athletes. I have also coached an athlete of the national swim team to not only reach the Rio Paralympic games in 2016, but to win a medal!

### What's your main focus now and what are your goals for the future?

My main goal is to do a Masters degree in the next few years, and also to qualify to travel to the World Kettlebell Championships in Korea this year!

### Who has inspired you in your fitness industry career?

I get inspired by all the top coaches in strength and endurance who are able to build strong athletes in any given sport.

### What motto or words of wisdom sum up your fitness/life philosophy?

Even if you feel like you fail in something, it's never a fail – it's always a learning curve, and the only thing we can do is to work on our weaknesses to achieve our goals!

### And finally, who would be on your ultimate dinner party guest list?

Ksenia Dedukhina, one of the best female kettlebell sport athletes of all time. Roger Federer, because I love his tennis skills. Alyssa Azar: she summited Mt Everest this year and I love climbing mountains just like her. And then Ryan Gosling, just because, you know... he's hot!

*Want to be profiled in a future issue?*

*For details email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)*



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# 8 STEPS

# TO CREATE BUSINESS-BOOSTING PARTNERSHIPS

Carefully chosen, mutually beneficial partnerships can enhance the service you deliver, and boost the success of your fitness business.

**WORDS: VICKIE SAUNDERS**

**I**s your fitness business performing as well as you'd like? For many PTs, studio and other fitness business operators, the answer is no. If you are among this group, then it could be time to build some partnerships that truly support your professional, and personal, ambitions.

The partnerships you create can be with other fitness professionals, such as other trainers, nutritionists or chiropractors, or with health and fitness brands that provide the products and services you and your clients use. Partnerships can also be created with non-fitness-related businesses, media companies, and pretty much any type of organisation with whom you can create a mutually beneficial arrangement.

Partnerships help fitness professionals who feel that the growth of their business has got stuck in a rut, and who want to give more value to their clients (and get more back). Many PTs get weighed down by having a cap on either their time or the number of clients they are able to train, and by increasing opportunities and capability, partnerships become an additional income source.

One of the biggest benefits of partnering with other businesses is your combined value (capability). Together, you can offer something above and beyond what you can deliver individually to clients and other organisations.

Have you ever seen a partnership between a fitness professional and a brand or allied health professional and thought, 'That's a great idea, how did that happen?' You aren't alone. Many people have no idea how to create such partnerships for themselves.

## Types of partnership

Before we explore how to create these relationships, let's take a look at some

examples of the types of partnership that may benefit your business.

### EXAMPLE 1: Personal trainer + nutritionist

**Both:** Cross referrals; create a combined offering such as a 12-week program; offer a public seminar/workshop at which both speak; speak at each other's practise/gym to their network; share cost of attending an expo or placing advertising to your local market; provide testimonials (written, video etc); make introductions to other business connections; in some cases credibility by association; provide content for each other's newsletters and social media.

### EXAMPLE 2: Strength coach + fitness magazine

**Strength coach:** Provide written and video content and training tips; act as 'journalist/interviewer'; attend The Fitness Show with magazine (at booth); speak at events; offer in-house training session for staff.

**Fitness magazine:** Regular column; one feature article per year on one of the



coach's 'success story' clients; quarter-page advert every edition; monthly social media post featuring strength coach's 'Challenge for the month'.

### EXAMPLE 3: Nutritionist +

#### photographer + makeup artist

**Nutritionist:** Offers free 'Before' photo shoot and special rate 'After' photo shoot for clients as part of 'Transformation Package', and offers a discount on additional services provided by photographer and makeup artist, i.e. 25 per cent off makeup tutorial or family portraits within the next three months – if a client has lost a lot of weight, they will probably want to capture it on camera and learn how to maintain the glamour by applying makeup properly!

**Photographer:** Gives discount or kickback to nutritionist; makes referrals; uses images in their portfolio with reference/branding of nutritionist.

**Makeup artist:** Gives discount or kickback to nutritionist; makes referrals; uses images in their portfolio with reference/branding of nutritionist.

### EXAMPLE 4: Gym operator + fruit and veg delivery company

**Gym operator:** Encourage clients to eat fruit after workout; display brochures/cards next to fruit; feature on website; social media posts about delivery, cooking, snacking; provide photos, blogs, fitness tips and workouts; use of gym for photo shoots and events; attend public/industry events with the fruit and veg company; connect them with other partners.

**Fruit and veg delivery company:** Provide fruit and veg to the gym operator; provide fruit/snacks for clients; discount code for clients; social media posts featuring gym/clients (i.e. success stories and recipes); Ambassador role for gym operator and trainers; networking opportunities at expos and events; link to the gym on their website.

These are just examples of the kind of mutual benefits on offer, and whether you opt for one or two simple benefits, or a more deeply integrated offering is at your discretion – and that of the other half of your new partnership. Either way, it is critical to establish the commercial value of the offerings, and to make sure that each side is getting a fair return on their investment.

## 8 steps to creating valuable partnerships

### 1 Start developing your network

Walk around your local area and get to know other business owners; connect with peers on LinkedIn and social media platforms; and find an event to attend where you will

meet likeminded professionals and potential business partners – perhaps a breakfast club or Round Table.

### 2 Identify your business goals

What are your goals as a business? Do you want to get more clients through the door, or are you perhaps looking to launch an online program that frees up your time while enabling you to service more clients? Or maybe you want to keep the same number of clients but increase your profits? All of these things are possible when you recruit partners to help you achieve these goals.

### 3 Identify consumer behaviour

What do your network of clients and colleagues currently spend money on? What do you spend money on for yourself and your business? Make a mind map (a brainstorm on a big piece of paper), writing down all the different products and services you can think of. It will be quite a big list – and it will represent the kinds of partners you could engage with.

### 4 Identify potential partners

Based on your goals and the consumer behaviour of your clients, your business and yourself – write a list of all the companies and organisations that could provide those things to you. At this stage, don't edit the list – let it be as big as you like – and get creative! You probably won't contact every company on the list, but it's great to see all the possibilities out there! Knowing your business goals will also help you identify other partners, such as media or corporate organisations, so while they don't specifically service your current clients, they offer further value to your business in terms of increased network and opportunities.

When you know what you're looking for, who you can get it from, and what you have to offer in return, you will easily be able to create a short list of potential partners – and then have the conversation with them about whether they'd like to partner with you!

### 5 Identify value you can offer

Create a library of all the different things you can offer your partners: client referrals, use of your gym facilities for photo shoots or product launches, testimonials and product reviews, selling through your network, your attendance at their events as a guest speaker, provision of health tips and even training sessions for their staff (ideal for corporate organisations or media outlets). The most important thing when it comes to looking at what you can offer a partner is to find out everything you can about them by researching them – and by asking them what they need and would use.

### 6 Chat with potential partners

Have a conversation with prospective partners, test out the waters, ask them if they think there is potential for a partnership,

## The 30-second article

- Building partnerships with businesses that your clients and members might use can enhance the service you deliver and mutually benefit all businesses involved
- Smart partnerships can help both parties deliver a service above and beyond what can be offered individually
- Partnerships can be built with other fitness professionals and health and fitness-related brands, as well as with non-fitness-related businesses
- It's important that partnerships are balanced and mutually valuable, and that both parties contribute and receive equal value.

and find out what they are looking for and working towards in their business. This conversation will likely be a pivotal point in your partnership journey.

### 7 Identify mutual benefits and create a plan

Once you've both put your wants, needs and offerings on the table, it's time to create a balanced and mutually valuable arrangement where you are both contributing and receiving commensurate value. Be explicit about the types of activities, the frequency and as many details as possible to ensure you are truly on the same page and clear about each other's requirements and expectations, as well as what you are committing to.

### 8 Sign a contract or agreement

The contract should list all of the content from Step 7, which you can then use as a checklist to make sure you're both delivering what you've promised, as well as for your planning purposes during the year. **N**

**Vickie Saunders** is an expert in partnerships and sponsorship, and works with global brands and sporting organisations, as well as grass roots individuals and businesses. She is passionate about teaching people how to connect the dots and connect with the opportunities around them.

28-30 APRIL 2017 / ICC SYDNEY



Vickie is presenting at FILEX 2017 – read about her session, and register for the best weekend of your year, at [filex.com.au/presenters](http://filex.com.au/presenters)



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## WOMEN OF INFLUENCE LUNCH AT #FILEX2017

SATURDAY 29 APRIL / 12 - 2:45PM / DOCKSIDE FUNCTION CENTRE, COCKLE BAY WHARF

Featuring some of the fitness industry's most influential and insightful female leaders, the Women of Influence Lunch is your opportunity to come together with like-minded peers as the panel share their experiences and expertise from our diverse and competitive industry.

The panel features 5 individuals who epitomise what it is to be a woman of influence - strong, intelligent, driven leaders who hold their own at the top of the fitness industry and seek to enable other women to join them. Experience their stories and benefit from their insights in the fields of leadership, entrepreneurialism, program development and more.



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# UPSKILL **AUTUMN 2017**

GROUP EX, MIND BODY AND TRAINING INSPIRATION

This quarter's Specialty Series will inspire you to reinvigorate the sessions you deliver. Take a minute to read these overviews, and then watch the videos at [fitnessnetwork.com.au/upskill](http://fitnessnetwork.com.au/upskill)

## Get creative and reinvigorate your participants' training



Autumn is my favourite season. The heat is easing off, the leaves are changing colour and there's a feeling of change in the air, which I've used as my inspiration for this quarter's Upskill. I worked with our incredible presenting team to create sequences, exercises and choreography that delivers beyond expectation. This content steps outside the box to inspire you to get creative in your programming, so you can deliver your clients and participants an experience that will truly reinvigorate their training.

Dan Henderson shows us some brilliant variations on fundamental kettlebell moves, and Dominic Gili re-sizes the classic noodle to a shorter length and creates an excellent sequence to charge the intensity in the pool. Virginia Winsemann, meanwhile, takes us through a beautiful bodyART sequence that uses the meridians of

the body with high levels of fluidity, and I teach you one of my favourite Step routines that has a few directional and rhythm changes to create complexity.

We again thank our friends at Virgin Active in Sydney and Elixir Health Club in Bondi for their support during filming. I'd love to hear your feedback, so email me to let me know what you liked and what you'd like to see in the future.

Enjoy your learning!

**Stephen Parker**, Upskill Coordinator  
[upskill@fitnessnetwork.com.au](mailto:upskill@fitnessnetwork.com.au)



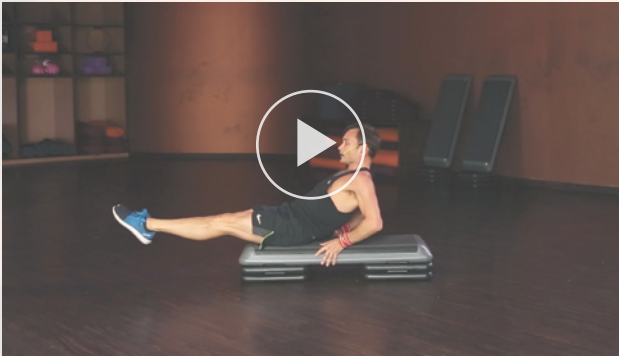
### **AQUA: Innovative equipment with Dominic Gili**

This quarter I showcase a piece of aqua equipment that is both innovative and inexpensive: the short noodle! Working with a short noodle – one regular noodle cut into two pieces – provides clients with almost the same resistance as a regular noodle, whilst also enabling them to move it faster through the water. Discover several exercises using the short noodle, along with a great routine that highlights the power and speed that can be generated using it. This apparatus encourages a better ab and core workout than dumbbells, as the arms work in tandem rather than independently, and can also offer a greater stability challenge when placed under the legs during suspended movements.



### **KETTLEBELL: Speciality Swing'n'Snatch with Dan Henderson**

This quarter I demonstrate some brilliant variations of two fundamental kettlebell exercises: the swing and snatch. The kettlebell swing is often executed in the sagittal plane. These advanced variations – the compass swing, lateral walking swing, ski swing and lateral swing – challenge the transverse and frontal planes to enhance coordination, stability and balance. The kettlebell snatch variations of the lunge snatch and transverse dead snatch are more advanced. The lunge snatch combines two brilliant movements into one, to challenge hip stability and control, and can be moved in multiple directions for different impact. The transverse dead snatch, meanwhile, is more knee-dominant than the traditional snatch, so requires great control and body awareness.



**STEP: Shake up the rhythm, direction and intensity!**  
with Stephen Parker

For this quarter's Specialty Series I want to show you a cute Step routine that I've been teaching to my participants recently. Starting from simple base moves, the layers unfold easily to reveal the final product, which contains some rhythm and directional changes, along with some bodyweight moves to give intensity to the routine. Lately I've been teaching in a way that gives my participants a few practise runs on each leg before changing over the lead leg. I've found this teaching style to be very successful, with participants really getting to grips with the choreography. Step to the beat and shake up the intensity!



**bodyART: Free flowing energy pathways**  
with Virginia Winsemann

Using the basis of TCM, bodyART uses movements that stretch and massage meridian, or energy, pathways in the body to allow a free flow of energy, or chi. Meridians can be closely aligned to the fascial lines of the body, so the moves can serve a double purpose, unblocking energy pathways, and stretching and releasing fascia. Combining this with TCM's Five Element theory, the movement sequences are beautifully aligned with the Metal element of Autumn which governs the lungs and large intestine. The movements stretch and massage the energy pathways which govern these organs to facilitate the feeling of creating and then releasing tension. *bodyART Level 1 Training is taking place in Melbourne between 13-16 April. For details of the training, being delivered by bodyART founder Robert Steinbacher, and to register, contact [mrcsirwin@gmail.com](mailto:mrcsirwin@gmail.com)*

Watch these videos at [fitnessnetwork.com.au/upskill](http://fitnessnetwork.com.au/upskill)



28-30 APRIL 2017 / INTERNATIONAL CONVENTION CENTRE SYDNEY

## Catch the UPSKILL Team at FILEX!

Say hi to Stephen and the team at FILEX this April! Stephen will be onsite all weekend and Dominic, Dan and bodyART's founder, Robert Steinbacher, will all be presenting.

Read about their sessions, and register for the best weekend of your year, at [flex.com.au/presenters](http://flex.com.au/presenters)



### Refresh your Autumn playlist with 10% off PPCA-free music!

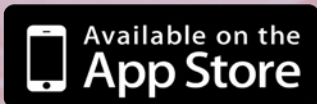
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# IT AIN'T WHAT YOU DO,



FILEX 2017 PRESENTER

# IT'S THE WAY THAT YOU DO IT



Only by fully appreciating the physical properties of water can we work it in a way that elicits maximal benefit.

**WORDS: CLAIRE BARKER-HEMINGS**

**H**ow many times have you heard a client say 'she just doesn't work as hard as so and so', and how often have you duplicated movements from a workshop only to find that your clients aren't feeling the intensity in the workout?

Whilst how we deliver a class, coach and motivate our clients, harness the power of music, prepare our sessions and use equipment affect aquatic class outcomes, it is essential to fully understand the physical properties of the water and to appreciate that it's the way we work the water that makes all the difference.

So let's take a look at some of the physical laws as they apply to the aquatic environment and affect the intensity of a water fitness session.

## Inertia

Put simply, inertia is change – and it affects aquatic movement in three main ways.

**Total body inertia.** This can alter intensity if travelling is incorporated in the choreography. When travelling it takes more energy to start, stop or change direction of the entire body against the water.

**Water's inertia.** This can be experienced when travelling, especially when changing direction after a distance, as you are trying to reverse the water's motion as well as your own. Travelling in a circle and then changing direction will allow you to experience the inertia of the water.

**Limb inertia.** Every time you move a limb through the water, it takes effort to overcome inertia. This happens when we move the arms and legs.



### The 30-second article

- A number of physical laws affect the way we achieve intensity in aquatic workouts
- Intensity tends to decrease when lots of repetitions of the same move are used, and to increase when fewer repetitions, combinations and travel are incorporated.
- Intensity decreases when less force (acceleration) is applied and increases when more force is applied
- Using assisting arms and legs decreases intensity, while using impeding arms and legs increases intensity
- The larger the area of the body facing the direction of travel, the greater the resistance
- A long lever will increase the resistance and a shorter lever will decrease the resistance
- Increasing speed increases water resistance and therefore intensity, but can negatively impact range of motion and quality of movement.



## Every time you move a limb through the water, it takes effort to overcome inertia.



### Acceleration

This is where more force or muscular effort is added to a movement. It does not necessarily mean that the speed of the movement is increased, as the additional force can be applied to enlarge the movement, spring higher or lift the knees more forcefully between movements, while maintaining the original cadence.

Motivate participants to accelerate by using cues such as 'push harder', 'take bigger steps', 'jump higher', 'lift your knees' or just 'use the water'.

### Action/reaction

The viscosity of water enables aqua fitness participants to feel the reaction more readily than on land.

The upper and lower body can work with each other (assisting) or against each other (impeding). When the arms and legs work against each other, more resistance is created and more force is required, e.g. jogging forward with 'reverse breaststroke' arms. When the arms assist the legs, however, the work load reduces, e.g. jogging forward with 'breast stroke' arms.

### Frontal resistance

Frontal resistance refers to the part of the body presented to the water in the intended direction of travel, and the bigger the area the more force required to move it. Movements sideways tend to be less intense than those

which move forwards and backwards. Hand positions also affect surface area, so it's important to teach people how to position their hands to work the water to increase the effectiveness of the workout.

### Levers

Our arms and legs are our levers, and the longer the lever, the harder the muscle works to move through the water's resistance. Remember that the hand and foot position affect lever length. Always start a session with short levers and always maintain soft joints when lengthening out through the limbs.

### Speed

There is a perennial debate among aquatic fitness professionals about speed of movement in the water, and many people have their own ideas about this, all of which are valid.

Yes, increasing speed does increase water resistance which does increase intensity, but as aquatic fitness professionals, we need to watch that the range of motion and quality of the movement is not compromised, and to provide feedback to participants if it is. It should also be noted that some individuals are unable to maintain movement at speeds high enough to alter or influence intensity.

For many of my sessions, rather than talk about 'fast' and 'slow', I talk about 'hard' and 'easy' sets to describe the force being used against the water.

Only by fully understanding the physical properties of water can we elicit the true benefits of aquatic exercise, through offering alternatives and variations to our programming. **N**

**Claire Barker-Hemings** is an Aquatic Exercise Association (AEA) international trainer who delivers training and workshops to fitness professionals. In her 20-year dance and fitness career Claire has taught everything in fitness, from dance to circuits.

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# RESEARCH REVIEW:

## WEEKEND WARRIOR:

## IS IT WORTH THE BOTHER?



How much good are those couple of weekend sessions really doing your members and clients?

**WORDS:** ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

**Title:** Association of “Weekend Warrior” and Other Leisure Time Physical Activity Patterns With Risks for All-Cause, Cardiovascular Disease, and Cancer Mortality.

**Authors:** Dr’s O’Donovan and colleagues. (School of Sport, Exercise and Health Sciences, Loughborough, UK)

**Source:** *Journal of the American Medical Association* (2017)

**Introduction:** For many years now we have lectured to students about the importance of prescribing established guidelines to the patients/clients with regard to the ‘dose’ of physical activity/exercise. One of the most common guidelines is from the American College of Sports Medicine (ACSM)/American Heart Association recommending 30 minutes of moderately intense aerobic exercise five days per week (i.e. at least 150 minutes of moderate intensity cardio exercise each week) or 20 minutes of vigorous intensity exercise for three days a week.

These guidelines also recommend 8 to 10 strength training exercises of 8 to 12 reps for each exercise twice per week. This ‘dose’ of physical activity is associated with a number of health benefits, such as delayed all-cause mortality, decreased risk of developing heart disease, cerebrovascular disease, type 2 diabetes mellitus and a number of cancers... to name just a few.

Another common guideline that the students learn about is the American Diabetes Association’s guidelines for physical activity and type 2 diabetes, which recommends (similar to the ACSM) 150 minutes of physical activity each week, however not allowing more than

two consecutive days to elapse between exercise sessions. It is important to note that these two guidelines are recommending three or more days per week of exercise, depending upon intensity.

These guidelines are pretty straightforward and easy for students to learn: their application in clinical practice, however, can be quite challenging. When teaching, we utilise problem-based learning (PBL) which is a student-centred style in which students are self-directed, independent and interdependent to solve a problem. We utilise case studies in PBL as they are especially effective for teaching clinical exercise physiology and one popular/relative to this Research Review is the patient/client who is (for example) a cab driver who is married with two young children, working full time plus (i.e. six days each week) from 5:30am to 7pm most days. The students are asked how they would apply the ACSM guidelines with this particular case, especially with regards to exercising ‘most days of the week’.

In clinical practice, we see quite a number of patients/clients who are working long days with perhaps only the weekend free and available for physical activity/exercise. We continually try to find time management strategies for these individuals so they can attain the recommended dose of exercise, but in reality they are only exercising on weekends at best, making them the sometimes maligned ‘Weekend Warriors’.

**Methods:** Dr O’Donovan and his colleagues were interested in investigating the health benefits, if any, in Weekend Warriors (i.e. reporting <150 min/week in moderate-intensity or <75 min/week



### The 30-second article

- Applying physical activity recommendations to time-poor people can be challenging, as most guidelines stipulate the need to exercise on three or more days per week
- A study of 63,000 people compared the risks for all-cause, cardiovascular disease and cancer mortality in a range of groups with varying degrees of physical activity
- Weekend Warriors (who undertake at least 150 minutes per week of moderate-intensity or 75 minutes per week in vigorous-intensity activities from 1 or 2 sessions) were found to have reduced all-cause mortality and risk for heart disease and cancer
- Even those deemed Insufficiently Active were found to enjoy better health outcomes than the 63 per cent of the study subjects that were deemed Inactive.

in vigorous-intensity activities from 1 or 2 sessions) compared to Inactive individuals (i.e. no moderate or vigorous physical activity/exercise), Insufficiently Active individuals (i.e. <150 min/week in moderate-intensity and <75 min/week in vigorous-intensity) and those who are Regularly Active (i.e. reporting ≥150min/week in moderate-intensity or ≥75 min/week in vigorous-intensity activities from ≥3 sessions). The investigators utilised



existing data from both the Health Survey for England and the Scottish Health Survey. These are household-based surveillance studies where the participants are considered to be representative of the target populations of the countries.

**Results:** Approximately 63,000 adults aged 40 and older participated in this study, approximately half of which were male with an average age of 59. With regard to groups, the majority (63 per cent) were classified as Inactive at baseline, followed by 22 per cent Insufficiently Active, 11 per cent Regularly Active and only 4 per cent as Weekend Warriors.

The Weekend Warriors were on average 52 years of age, half never smoked, a third were ex-smokers and average body mass index was 27kg/m<sup>2</sup> (overweight). The Inactive participants were generally older, smokers and had a higher proportion of chronic illnesses. Of the Weekend Warriors, 45 per cent exercised only one day per week, with the remaining 55 per cent exercising two days per week. The most popular mode of physical activity/exercise was walking (brisk or fast pace) and they spent approximately 300 minutes per week completing moderate or vigorous exercise, whereas the Regularly Active were completing approximately 450 minutes each week (125 minutes of vigorous intensity).

The Inactive group had the highest all-cause mortality, and risk for cardiovascular disease

and cancer, while the Regularly Active had the lowest.

**Conclusions:** The results showed a benefit for all of the active groups, even if they were Insufficiently Active. More importantly, there now appears to be a health benefit (i.e. reduced risk) to Weekend Warriors who completed only one or two exercise sessions per week. The authors concluded that Weekend Warriors reduced their all-cause mortality and risk for heart disease and cancer.

**Pros:** This is actually the second article which has investigated the health benefits of Weekend Warriors. Lee and his colleagues completed a similar study in 2004, but with a much smaller sample size (~ 8,000 men). It is promising to see similar findings in the O'Donovan study, as it lends further credence to the benefits associated with Weekend Warrior exercise attributes. Additionally, these findings give clinicians, personal trainers and fitness enthusiasts confidence that there are health benefits associated with Weekend Warrior exercise.

**Cons:** As the participants were evenly distributed between genders, it would have been interesting to see if there were any differences in risk between genders. **N**

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# HELPING CLIENTS ESCAPE THE FAT TRAP OF MOTHERHOOD



**Fat loss is challenging enough for any client, but when biology and social factors work against you it can be even harder, as many mums discover.**

**WORDS: ROSEMARY MARCHESE**

**M**ums are stuck in a Fat Trap – and not all of them want to hear about it. ‘Tried to lose weight. Success. Put on weight. Tried to lose it again. Put on weight. Continue to put on weight.’

Does this cycle ring any bells in relation to mum clients you train?

Not all mums find themselves in this predicament, of course, but a great many do. And although the Fat Trap can happen to anyone, its prevalence in mothers is notable. If you don’t acknowledge it, particularly with mums, you’re on the road to nowhere when it comes to weight loss.

When it comes to the Fat Trap there are two ways to consider the client ‘trapped’. The first is the trap within their mind: the obsession

with the scales that means they will do whatever it takes to lose weight the quickest way. The quickest way, unfortunately, is often the unhealthy option of not eating much, which does them no good at all, and in fact may well make them fatter on the inside as the visceral fat levels go up while their weight temporarily goes down.

The second trap is the physical trap. Why on earth can’t they lose the weight and keep it off? Why is it so hard?

Inevitably, most mum clients will have tried to lose weight before coming to see you for help. It’s not easy for her to be at your training session. Chances are she really ‘couldn’t be stuffed’, but she’s turned up, so you’d better get things right! But how?



“ **A weight-reduced body behaves differently from a similar size body that has not dieted.** ”

**Questioning history**

Start by asking some searching questions, and go right back to childhood. Did you know that girls are more likely than boys to quit sport in their teenage years? And what seems like too long ago for your client to mention, or for you to ask, is a really important question: Did you exercise as a child, and if so, when did you stop and why? Getting to the bottom of this is a tricky task. Most may not even know the answers themselves at first, but for many, study and socialising are the two reasons for letting physical activity fall by the wayside.

And so begins the Fat Trap. At first they may not have noticed the scales changing, but without doubt, the fat levels will have been climbing. The clothes may have fit for a while, but the visceral fat was developing. Add on some more years, and one or more babies, and it's no surprise that weight loss becomes a goal that can be harder and harder to achieve. Here's the key fact: she is unfit. Her focus has been on weight loss and fat loss, when it must instead be on how to improve her fitness.

**The vicious regain cycle**

There is evidence to show that if your client has successfully lost weight at some point and then put it back on, her body may be in a biologically altered state that favours her regaining weight.

Imagine a client approaches you who has lost 10kg but is struggling to lose more. Or she has lost 10kg and put 4kg back on. It's quite likely that her still plump body is acting as if she is starving. For example, ghrelin, the gastric hormone often dubbed 'the hunger hormone' is quite likely to be at higher levels than before weight loss began. Other hormones that suppress hunger, including peptide YY, can also be abnormally low. Low levels of leptin, the hormone that suppresses hunger and increases metabolism, can also be low in these clients. It's not a very good breeding ground for fat loss, is it?

For years, the general rule of 'eat less and move more' for weight loss has been advocated. While this is an overly simple way to look at it and obviously doesn't work for some clients (due to factors such as genetics), it is applicable to some individuals. To lose weight and keep it off, some people must consume fewer calories and exercise far more than some other people.

We don't want to deflate clients, especially busy mums who have made space in their hectic lives to train with us, but we do need to be responsible in our explanation of how they are going to lose weight *and* how hard it may be for them. They need to understand that if they are stuck in a Fat Trap, they are battling a biological system that is working against their objectives. They need to know that a weight-reduced body behaves differently from a similar size body that has not dieted.

Muscle biopsies taken before, during and after weight loss have shown that once a person drops weight, their muscle fibres undergo a transformation, making them more like highly efficient 'slow twitch' muscle fibres. This means that after the client loses weight, the muscles burn 20 to 25 per cent fewer calories during everyday activity and moderate aerobic exercise than those of a person who is naturally at the same weight. So, if your 'dieting' client thinks she is burning 200 calories during a brisk 30-minute walk, it's unfortunately more likely that the calorie burn is around 150 to 160 calories.

The fact is, weight loss can cause a lot of upheaval in a client's quest to lose more weight or to lose the weight again and again.

On top of all this, if your client has previously lost weight, their brain will have a greater emotional response to food. Couple this with a body that's already burning fewer calories and you have a perfect storm for weight regain. Unfortunately this may persist for years. Although it's not impossible for mums to achieve and maintain fat loss, you are not doing your mum clients any favours by failing to let them know how hard the process will be.



**The 30-second article**

- Many mothers will find themselves stuck in a vicious cycle of fat loss and regain
- Weight fluctuation often starts in females in their teenage years when they are more likely than their male peers to cease regular physical activity
- People who have lost weight previously and then regained it are more likely to find it harder to lose weight again because of hormonal changes, and changes to muscle fibres that become less efficient at burning calories
- The focus placed on fat loss by many women, and especially mothers, detracts from the real issue of their physical fitness.

**Thinking fit, not fat**

It's worth remembering that there is no scientific evidence to say that two people at the same weight will have the same health, and that it is possible to be classified as overweight while still being metabolically healthy. The obsession with the scales, particularly among mums, has interfered with the mindset that will truly help many people transform their wellbeing. The mindset should be about improving fitness, not just losing weight.

The Fat Trap of motherhood is a touchy subject, and not all mum clients will want to hear about it. But by addressing the biological hurdles she will face, and by encouraging her to switch her focus to improving her fitness, you will be on track to get both her mind and her body out of the Fat Trap. **N**

**Rosemary Marchese** is a physiotherapist, nutrition coach and fitness industry advisor with 20 years' experience. She is the author of *The Essential Guide to Fitness* and *The Fit Busy Mum: Seven habits for success*. For lifestyle tips visit [rosemarymarchese.com.au](http://rosemarymarchese.com.au) or [thefitbusymum.com.au](http://thefitbusymum.com.au)



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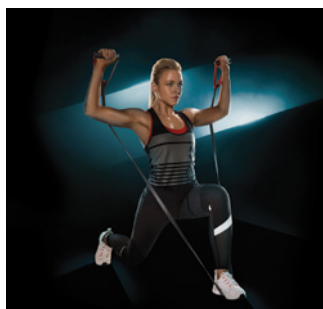
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Club Warehouse	M15	Links Modular Solutions	R35	Tea Tonic	J49
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EYE Fitness	P1	Nightlife Music	L21	Yes! Fitness Music	L18
FALKE	E31	NTP Health Products	G53	YFit	J22
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# HOW CAN I TELL IF MY SOCIAL MEDIA IS WORKING?



FILEX 2017 PRESENTER

You use social media for your business, but how do you know if you're actually reaching your target market and turning their likes into sales?

WORDS: MICHELLE LE GRAND

**S**ocial media is an important part of your marketing. Just like any marketing, you need to be monitoring the results to see what is working and what isn't. You need to perform routine checks on what kind of content is well liked by your audience, and make regular adjustments based on these insights.

Monitoring your social media activities means listening to what people are saying to you, about you, and in your area of interest. Measuring means counting, calculating and quantifying those activities into useful metrics that will help shape your future actions.

Depending on what social media you are using, there are many ways to track the results, and, fortunately, most of these tools are free.

## Your web site

Don't forget your own web site – this is usually the first place people will visit so you need to measure how it's performing.

Google Analytics is a fantastic way to measure how much traffic is being referred to your website from the various social channels. All you need is a Google account. Google Analytics will tell you about:

- **Visitors.** This shows many things about the people coming to your site, including where they're located geographically, how often they visit your site and what computers and browsers they use to get there.
- **Traffic Sources.** Here you'll find how people got to your site. You can track which sites link to your page or keywords people search to find you.
- **Content.** This tab gives you insight into specific pages on your site. It can help answer questions about how people enter and exit your pages, as well as which ones are most popular.
- **Goals.** If you're aiming for established objectives, reports in the Goals tab will be helpful to you. Here you'll find data about desired actions from users, including downloads, registrations and purchases.

## Facebook

With 95 per cent of social media-savvy Australians using Facebook, you should definitely have a Facebook Page for your fitness business. For Facebook Pages, use Page Insights to help you improve the way you market and reach the people who like your posts. Page Insights will show you:

- How many people like your page and the number of new likes
- How many people have seen your page and posts

- How many people have clicked, liked, commented on or shared your page and posts.
- What days and times your fans are online

It is the best way to see what gets results for your Page, and how you can build audience engagement.

If you are doing any Facebook advertising, use the adverts reporting tool to see how your ads perform, how many people you reach and how to fine-tune the ads to improve their performance.

## LinkedIn

LinkedIn is like the business version of Facebook and is becoming more and more popular with fitness professionals. Right on your





## The 30-second article

- Your fitness business needs to have a social media presence
- You need to monitor your social media to gauge what people are saying to you, about you, and in your area of interest
- Most social media channels have free tools for tracking key analytics
- You can use analysis tools to find out statistics and information on the people that visit your social media, including how they are finding you, what content connects with them, and even what your competition are doing.

home page you can easily see how many people viewed your profile or posts.

You can also drill a bit deeper and find out:

- How your post is performing and the demographics of your readers, including the industry, job title, location and traffic sources
- How you rank for profile views.

If you upgrade to LinkedIn Premium, you can uncover even more details of who is checking you out. If you have a LinkedIn business page, there is an analytics section for Company Pages where you can view data about your updates, followers and visitors.

## YouTube

Video is becoming more and more popular on social media. Using videos in your communications almost guarantees a higher view rate compared to text or images.

YouTube Analytics lets you monitor the performance of your channel and videos with up-to-date metrics and reports, including:

- The number of subscribers
- The number of views
- Your ratings to see what resonates with your audience
- Number of shares
- How long viewers watched your video for.

## Twitter

Twitter's free monitoring tool, Twitter Analytics, gives a detailed report on your tweets' engagement, clicks, retweets, favourites, replies, and more.

When you login you see the Twitter dashboard which contains three main areas:

- **Tweets.** This shows the number of mentions, follows and unfollows over the preceding month. Underneath, it shows all of your Tweets and their

corresponding number of faves, retweets and replies.

- **Followers.** This displays information about your followers, breaking down their interests, location and gender. It also shows what other people your followers follow. All of this paints a clearer picture of your followers and yourself.
- **Twitter cards.** This allows you to make your tweets more media-friendly by simply adding a few lines of HTML to your web pages.

## Instagram

There are a number of metrics you need to be looking at to gauge how successful your Instagram activities are:

- The number of likes
- The number of comments
- The number of followers
- The level of engagement: divide the number of likes and comments by your follower count
- Clicks: track clicks in Google Analytics or create a landing page for your Instagram clicks and track the conversions there.
- Mentions: are people talking about you or your business on Instagram? Search for different Instagram hashtags to find out what people are saying about you online.
- Photos: track which posts are performing best.

If this all seems a bit hard, there are tools you can use which can crunch the numbers for you:

- **Instagram Analyser.** This free tool can provide an overview of the main engagement statistics. Instagram Analyser compares your profile against 2,500 other Instagram profiles and gives you a quick, simple and easy-to-understand summary of how your own profile performs.
- **Iconsquare.** This provides key metrics of your Instagram account such as your total number of likes received, your most liked photos ever, your average number of likes and comments per photo, your follower growth charts and more.
- **Union Metrics.** Provides information on hashtag analysis (including what your competitors are using), best times to post, most active followers and trends in engagement.

## What if you manage a lot of social media channels?

If you manage more than one social media channel, then you may want to look at tools

that manage all the mediums you use to make it easier for you to monitor everything under the one roof – the most common ones are:

- **Hootsuite.** This helps you keep track of, and manage, your social network channels. It enables you to monitor what people are saying about your brand and helps you respond instantly. You can view streams from multiple networks such as Facebook, Twitter and Google+ and post updates or reply directly.
- **Simply Measured.** Probably the most thorough social media monitoring tool available. It covers Instagram, Twitter, Facebook, Google+, YouTube, LinkedIn, Tumblr, Vine and Pinterest.

## What is the ultimate mark of success?

Let's face it, you jumped onto social media in the first place to increase your brand awareness, generate leads and increase sales. Make sure all your social media activities are achieving one or more of these goals so your business succeeds not only online, but in the real world too. **N**

**Michelle Le Grand** is the owner of Le Grand Marketing, and is also a group fitness instructor and personal trainer. She specialises in developing marketing strategies and social media plans for fitness businesses to help them generate leads, increase memberships and build brand awareness. [legrandmarketing.com.au](http://legrandmarketing.com.au)

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# RECIPES FOR AUTUMN

It's time to get baking, as The Healthy Chef shares her favourite high protein, performance enhancing paleo bread recipes.

RECIPES: TERESA CUTTER

## WIN!

For your chance to win a copy of Teresa's new book, *Healthy Baking – Cakes, Cookies + Raw* (available from [thehealthychef.com](http://thehealthychef.com)), email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in 50 words or less why healthy baking beats store bread for you.



## Pumpkin chia bread

Golden on the outside and soft on the inside, this bread is filling and nourishing with all the anti-inflammatory benefits of pumpkin. Pumpkin is low in kilojoules and has been shown to help regulate blood sugar levels.

Makes 1 loaf

### Ingredients

450g grated raw pumpkin  
4 organic eggs  
1 teaspoon sea salt  
80ml (1/3 cup) extra virgin olive oil  
350g (3½ cups) almond meal  
2 tablespoons white chia seeds  
2 teaspoons gluten-free baking powder  
Handful of pumpkin seeds to sprinkle on top

Preheat your oven to 160°C fan-forced (320°F). Combine the pumpkin, eggs, sea salt and olive oil into a bowl. Add the almond meal, chia seeds and baking powder and mix well. Rest the bread mixture for 15 minutes. Line a loaf tin with baking paper at the base and the sides. As a guide, a 10½cm wide by 26cm long tin works well. Spoon the mixture into the loaf tin and sprinkle the top with the pumpkin seeds. Bake for approximately 1½ hours until cooked through and firm to touch. Remove from the oven and allow to rest in the tin for 1 hour before removing from the tin. Cool, and enjoy at any time.

## Paleo banana bread

A gluten-free and nut free version of a much-loved recipe, this banana bread is brimming with natural sweetness from the bananas with only a hint of honey. It also contains coconut flour which nourishes a healthy digestive system. A deliciously comforting recipe that's perfect to pack into lunch boxes.

Makes 1 loaf

### Ingredients

400g ripe banana  
6 organic eggs  
3 tablespoons raw honey  
2 teaspoons vanilla bean paste  
60ml (¼ cup) extra virgin olive oil or coconut oil  
½ teaspoon ground cinnamon  
2 teaspoons gluten-free baking powder  
70g (½ cup) coconut flour  
2 tablespoons chia seeds

Preheat your oven to 160°C fan-forced (320°F). Mash banana in a large bowl, then add eggs, honey, vanilla, olive oil, cinnamon and baking powder. Mix well using a whisk until the mixture is well combined. Add the coconut flour and chia seeds and mix well. Rest for 15 minutes and stir again. This will give the chia a little time to absorb some of the liquid. Pour batter into a lined loaf tin. As a guide, a 10½cm wide by 26cm long tin works well. Bake for 60 minutes until cooked through. Remove from the oven and cool in the tin before turning out the loaf. Slice and enjoy!



## Paul's protein bread

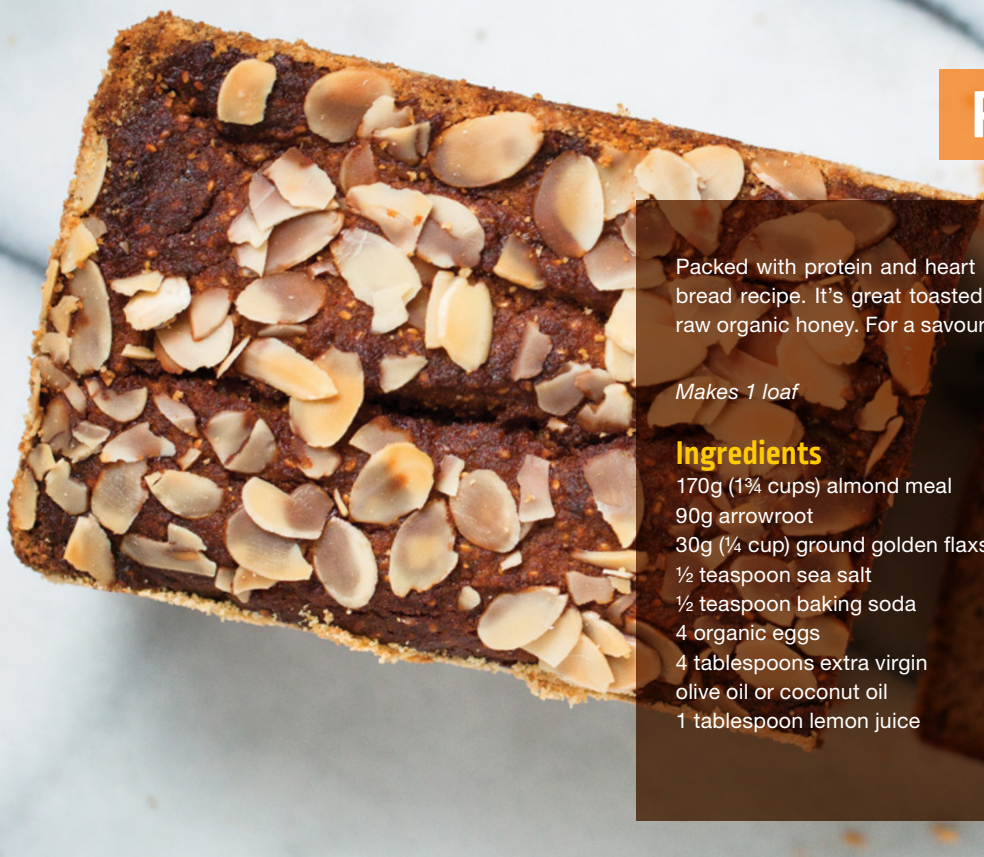
Packed with protein and heart healthy omega-3s, this is my husband's favourite bread recipe. It's great toasted in the morning and topped with black tahini and raw organic honey. For a savoury option, simply spread with smashed avocado.

Makes 1 loaf

### Ingredients

170g (1¼ cups) almond meal  
90g arrowroot  
30g (¼ cup) ground golden flaxseeds  
½ teaspoon sea salt  
½ teaspoon baking soda  
4 organic eggs  
4 tablespoons extra virgin olive oil or coconut oil  
1 tablespoon lemon juice

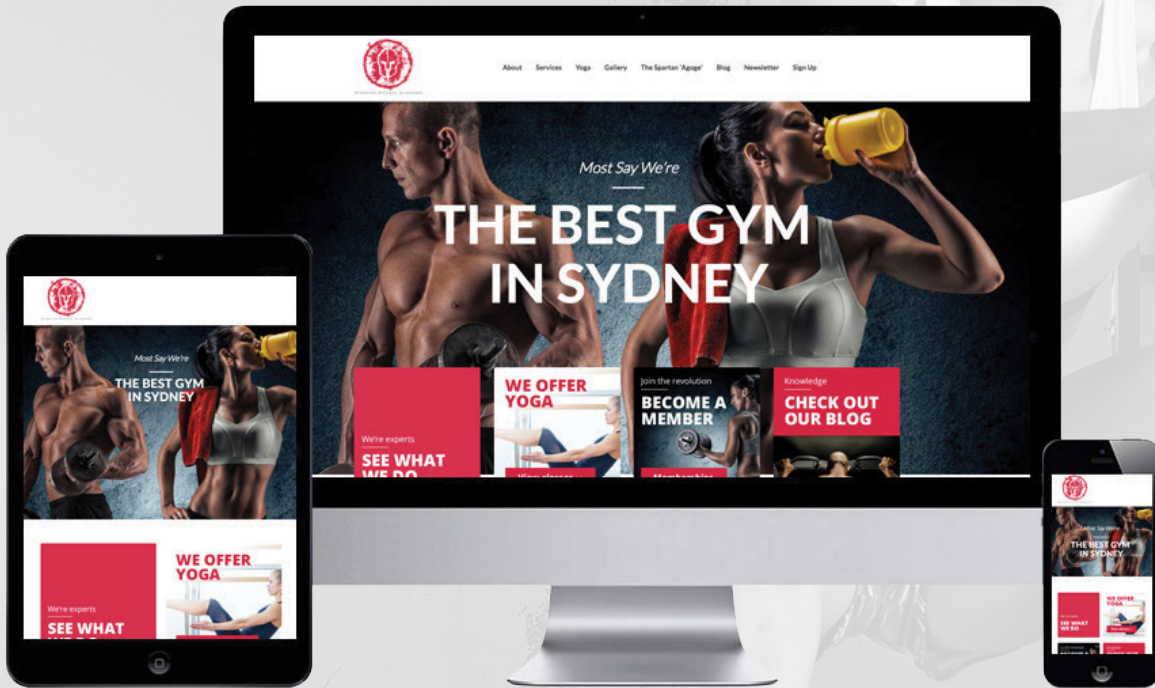
Preheat your oven to 160°C fan-forced (320°F). Combine the almond meal, arrowroot, flaxseeds, sea salt and baking soda. Beat the eggs, olive oil and lemon juice, then pour into the dry ingredients. Mix well and pour into a lined loaf tin lightly oiled then dusted with almond meal. As a guide, a 10½cm wide by 26cm long tin works well. Bake for 50 to 60 minutes until cooked through and firm to touch. Remove from the oven and cool. Rest in the tin for 1 hour before removing. Enjoy a deliciously nutritious brekkie!



**Teresa Cutter**, aka The Healthy Chef, is one of Australia's leading authorities on healthy cooking and the author of the *Purely Delicious* and *Healthy Baking* cookbooks. A chef, nutritionist and fitness professional, she combines her knowledge of food, diet and exercise to develop delicious recipes that maximise health and wellbeing. The Healthy Chef Recipe App is available from the App Store and Google Play. [thehealthychef.com](http://thehealthychef.com)

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# A PT'S GUIDE TO YOUTUBE

The original big name in video hosting provides a very useful tool for selling to, and retaining, more PT clients.

WORDS: LYNSEY FRASER



**Y**ouTube is much more than just a hosting site for funny cat videos and epic gym fail compilations – it's now the second most used search engine in the world after Google (its parent company). It's a powerful platform for searching for information and can be a useful tool for selling to, and retaining, more PT clients.

## Why use YouTube for your PT business?

YouTube is not for every PT business, but if you run online coaching, group sessions and have a blog, and convert most of your leads online via social media or your website, then it is definitely for you.

If you run online training programs then YouTube can be your way to go global! The global reach is massive, and YouTube provides the opportunity for you to include adverts and clickable links through to your website and other social channels.

## What content should you upload?

When creating or uploading content to YouTube, make sure you keep in mind your business objectives. Your YouTube channel should advertise how good you are as a PT, focusing on your unique strengths.

A video showing you smashing a deadlift PB may be a great advert for a strength and conditioning coach, but may not be suitable if your business focuses on special populations. Keep your content relevant to who you want to attract. If corrective exercise is your thing, then short videos showing you working with clients (posted with their permission) or talking about common issues you see will be on brand for you.

You can also film yourself doing short Q&A sessions so your audience get to know you and your approach to fitness and training. Creating a series of short videos showcasing elements of your training sessions, or highlighting little tasters of your online training programs, are other good options.

You don't need full scale production: a smart phone with a decent camera and sound will do – just turn it on its side to avoid the big black lines – it uploads to YouTube better.

## 5 essentials for a great YouTube Channel

Uploading great content is all good and well, but by following these five steps you can further increase the professional feel – as well as the effectiveness – of your YouTube Channel.

- 1 Brand your Channel cover art.** This will identify your YouTube Channel and link it straight to your brand. If you have a banner on your website and Facebook page, resize it for YouTube so it stays consistent with your brand.
- 2 Brand your videos.** In your YouTube Channel, go to the Video Manager section, then on the right hand side select Channel and then Branding. Here you can add your logo as a watermark. Your logo will appear on the bottom of each video you upload, identifying your content if it's shared.
- 3 Create a welcome video.** When you land on a YouTube Channel, you can have a welcome video that tells your potential new clients what you're about, and what kind of content you post. Keep it short and punchy, sell yourself and give a reason why they should subscribe to your channel. This video will be the first video any non-subscribers will see when they land on your channel.

- 4 Tag and Title it.** Remember, most people come to YouTube to find information with the words 'How to ...' ranking highest in search terms. Title your videos by thinking about what people will search for, e.g. 'How to squat', 'Home HIIT workout', 'How to use a foam roller', and make sure you tag your videos when you upload them. This is a bit like hashtags on Instagram, and will help Google find your videos when people are searching for that kind of content.

- 5 Link your website and social channels.** If you run a blog on your website then you can use your YouTube content in blog posts (just add a quick transcript of the video too to your blog post so you still get the benefit for your SEO – check out REV.com for transcription services). Make sure you link your website to your YouTube Channel and place links to it in your descriptions under each video.

Creating and uploading content to YouTube can be a quick and easy way to let people see you in action, opening up a world of potential new clients and business. **N**

**Lynsey Fraser** is a health and wellness expert with a wealth of experience in social media marketing. She has worked internationally as a presenter, Master Trainer and PT specialising in group training and club coaching. [flosocial.com.au](http://flosocial.com.au)



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Listen to Lynsey's insights as she speaks with Network about the best social platforms for fitness, and how to cut through the noise to reach your customers online.

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News and views from the **New Zealand fitness industry.**

## Exercise is for everybody – so we’re telling them!



This year, ExerciseNZ is excited to embark on its first major campaign directly targeting consumers, in which the central message is ‘Exercise is for everybody’.

The campaign will provide our industry with the opportunity to increase media exposure of both the benefits of exercise, and the importance of getting the *right* exercise advice from the *right* people.

The campaign will comprise three different elements, all supporting the central theme of being more active, as well as the ‘who from’ and ‘how to’ aspects.

### Part 1. Exercise is for everybody

We will use social media to promote a series of videos of Kiwis from varying demographics (age, ethnicity, body type, gender etc) that explore an individual’s journey into exercise and why they do it. The idea is to not focus on how ‘successful’ a person is with their exercise, but rather to explore the real journey that they went on to get where they are today. Recognising that different demographics often have different drivers for exercise, these journeys are designed to be relatable to different groups of people, and using targeted advertising (especially around age), we can share key messages with the right audience. We plan to launch this in the next month or so.

### Part 2. GetNZ Active

This marketing campaign will directly offer trial size ‘samplers’ of various activities to consumers, at either no or low cost. We will build a database of ‘products’ that people can choose from and purchase vouchers for. The ‘products’ will be wide ranging, and cover the diversity of the exercise industry, e.g. a yoga class, a half-hour PT session, a 10-day gym pass, a free open day, a boot camp workout. We are collecting information on the products on offer now, and will soon confirm when the campaign will run.

### Part 3. Use a registered exercise professional

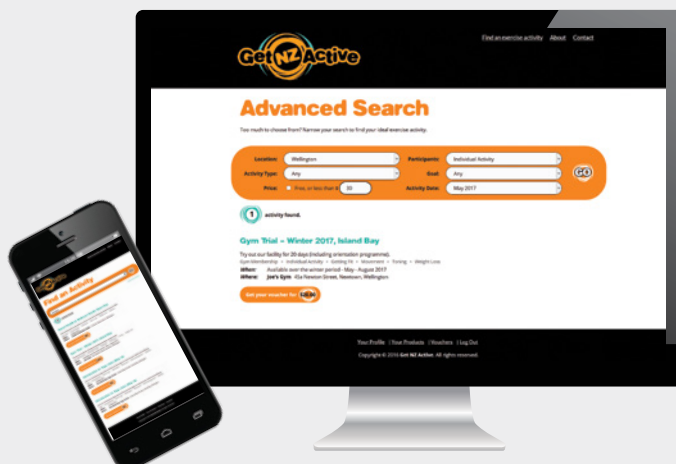
We will use both social media and online search to promote the benefits of using a registered exercise professional, and to educate the public about how to find one. While a simple message, it’s a cornerstone of the first two campaigns, and will be a common thread in all ExerciseNZ promotions to the public. This campaign has started already, and will run right through 2017.

With the New Zealand Register of Exercise Professionals (REPs) recently hitting almost 3,000 registered exercise professionals, this is a perfect time to promote both the broad benefits of exercise, as well as the benefits of using a registered exercise professional in New Zealand.

At ExerciseNZ we are really excited about the new opportunities the consumer promotion will provide, and look forward to doing our part to both support and grow the industry in 2017.



**Richard Beddie**  
CEO, ExerciseNZ  
info@exercisenz.org.nz



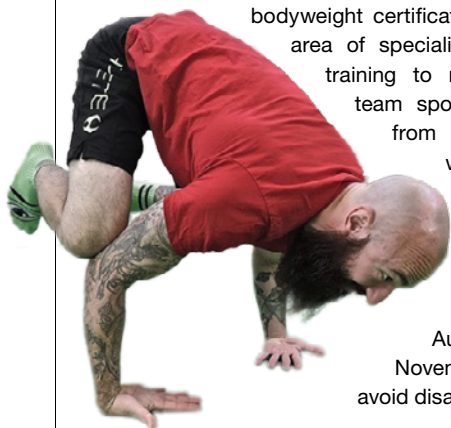
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[fitnessnetwork.com.au/pcc](http://fitnessnetwork.com.au/pcc)

### Gateway Pilates from Polestar

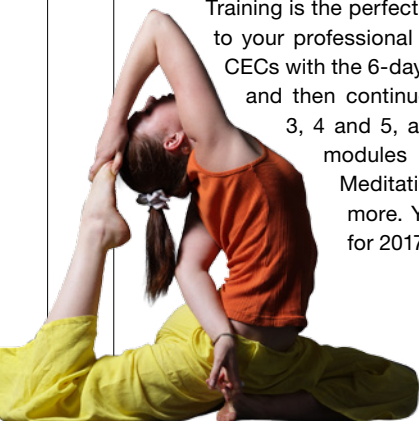
Polestar's Gateway for Pilates course is the most comprehensive introduction to teaching Pilates, the Pilates Method and the Polestar Principles of Movement. It's a chance to expand your skills with a series of mat and equipment-based exercises, and to learn the deep practical skills needed to teach a series of Pilates Method sequences. Offering the flexibility of face-to-face and online study, Gateway will enhance your understanding of biomechanics and common movement pathologies to help keep your clients safe from injury.



[polestarpilates.edu.au](http://polestarpilates.edu.au)

### YogaFit

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[fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)

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[fitnessnetwork.com.au/barre-attack](http://fitnessnetwork.com.au/barre-attack)

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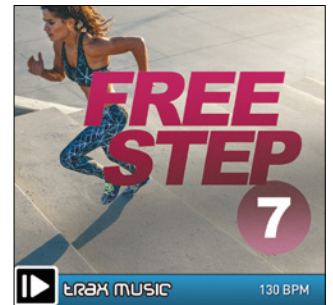
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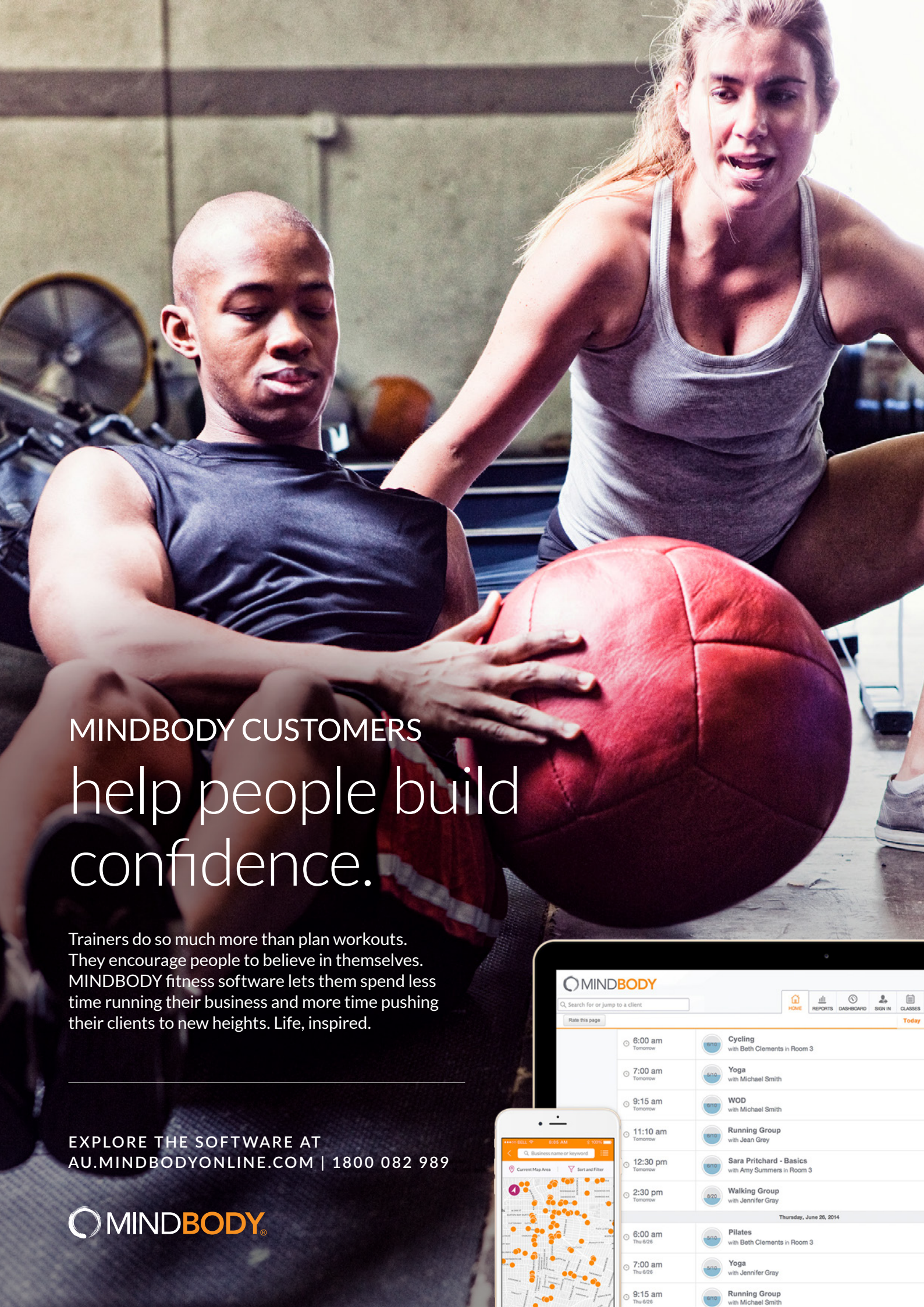
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2:30 pm Tomorrow	Walking Group with Jennifer Gray
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6:00 am Thu 6/26	Pilates with Beth Clements in Room 3
7:00 am Thu 6/26	Yoga with Jennifer Gray
9:15 am Thu 6/26	Running Group with Michael Smith