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step in your PT career?

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AUTUMN 2018

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The route may alter, but the destination remains



'There's more than one way to skin a cat' the old saying goes. Why you'd want to know even one way eludes me, but the point is, there's more than one way to get something done.

Recounting a key lesson learnt from a lifetime working in the fitness industry, Marietta Mehanni (pg9) cites the critical need to stay relevant in a sector that doesn't stand still. If we don't evolve along with our industry, she says, we risk becoming obsolete. Importantly, though, rather than advocating jumping on every bandwagon that comes along for the sake of it, Marietta highlights the importance of adopting new skillsets and methods that stay true to your core beliefs. That is, you can still skin the cat, but you can do it in a new way.

You've probably encountered a fellow fitness professional that practices one specific methodology to the exclusion of all others with an almost religious fervour, sneering at those that employ 'lesser' approaches to achieving the same outcomes.

Your belief shouldn't be that kettlebell training, or HIIT, for example, is the only way to train – your belief should be in practising the best training techniques,

whatever those may be for that individual or group, to help them sustainably achieve their goals.

As Leisl Klaebe's article (pg 43) illustrates, this theory also applies to the way in which we manage staff from different generations: 'We will always believe in delivering the best group training experience to our members and participants – but the way we manage instructors to achieve this will change' she writes.

Elsewhere, we touch on the role that fitness can play in saving lives, from both a mental health (pg 6) and physical health perspective (pg11). If you ever doubt the value of what you do – of what our whole industry does – these features offer a vivid reminder of the profound effect that you are capable of.

Stay true, but keep changing.

Oliver Kitchingman, Editor
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NETWORK'S CORE PURPOSE

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

NETWORK MAGAZINE

Editor, Oliver Kitchingman

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IT'S IN OUR POWER TO REDUCE STIGMA AND SAVE LIVES

Initial consultations with clients and members provide an opportunity to unearth emotional motivations and transform lives, not just body fat percentages, believes movement coach *Kylianne Farrell*.

With mental illness affecting at least one in five people in Australia, I believe that fitness professionals are in a position to offer vital support to those in need. Yet, despite depression and anxiety being two of the six top chronic health issues in Australia, you'd be hard pressed to find a question about mental wellbeing in a training client's pre-screening health questionnaire.

This is a missed opportunity to help reduce the stigma of mental illness. Starting this conversation can also help unearth the true motivation behind a client choosing to start training with you. As long as there is still a stigma, there is still a barrier to change – and as an industry we are unwittingly facilitating it by failing to create an opportunity for clients to disclose the illnesses they are living with, beyond the physical dysfunctions and injuries that we may be able to see.

Being diagnosed with mental illness is nothing to be ashamed of, nor is it something you must battle alone: the fitness industry has the power to alter the perception of mental illness by 'permitting' clients to speak up about their struggles. By doing so we can coach them as human beings and not just human bodies, and get them help when red flags start showing up. We can help save lives.

When I was diagnosed with severe depression and anxiety in my late teens, the mental health clinician recommended that I start exercising in order to help my journey to recovery. It is the only thing that I remember from my appointment, as it sparked my curiosity about

the connection between movement and mental wellbeing. And so I started to work out. At no point, however, was I asked about my mental health or the real reason I was engaging with the gym, PT or group fitness sessions. I was only asked what my physical goals were.

Movement is an incredibly powerful coping strategy when it comes to mental illnesses like depression and anxiety, but it is often overshadowed by the focus on aesthetics. Why must we look better in order to feel better? Maybe if we moved to feel better we would view ourselves differently, increase our resilience, and boost our confidence and self-worth.

I have clients that have trained with me for years, despite not achieving their initially stated goals of losing significant amounts of weight or 'toning up'. What they have achieved, however, is becoming pain-free and able to perform the things that they love doing most, from hiking and keeping up with their children, to paddle boarding and competing in triathlons. In these cases, most have struggled emotionally and mentally, and only over time has it become evident to them that their real motivation for training was to reduce chronic stress or to cope with anxiety or depression.

To best serve clients, it is vital that we get to the heart of goal setting. The physical goals are a mask for what is going on emotionally and mentally.

When struggling with depression and anxiety it is easy to become overwhelmed with daily challenges, to become stuck and unable to see a way forward. Movement unlocks our ability to get creative with problem solving, allowing the subconscious mind to see things from different perspectives and light a way forward. You can literally move your way to a solution. What a powerful strategy to empower your clients with. Enabling them to reconnect with self and others can start conversations, break down emotional barriers to change, unravel physical and mental pain and bring a sense of joy.

We are not the cure, but we are in an amazing position within our scope of practice to support someone on their journey and empower them with the tools to create change.

Start these hard conversations, find out what your client really needs, make referrals to clinicians, and build networks in the mental health industry, because together we can create great change in the mental and emotional wellbeing of clients. **N**

Kylianne Farrell is a movement coach, counsellor, presenter and blogger. Founder of The Movement Room and the Move For Mental Health initiative, she combines movement coaching and counselling to deliver a powerful coping strategy for clients battling mental illness. themovementroom.com.au





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INDUSTRY INSIGHT

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FILEX IS ALMOST HERE!



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If you've not previously attended FILEX, the fitness industry convention, you might not 'get' why it's such a big deal. Basically, it's where heaps of the country's most forward-thinking fitness professionals, and the who's who of industry leaders, gather to learn, network, swap stories and generally take the pulse of this amazing business we call fitness.

Aside from the face-to-face upskilling and introduction to new industry concepts, it's also where lifelong friendships and business relationships develop – all of which results in thousands of fitness professionals and club and studio operators filling up their metaphorical cups and going back to their businesses with renewed passion for changing lives and boosting their bottom line.

This year FILEX has set itself the mission to motivate and empower all delegates to achieve positive and permanent change in their business, professional and personal life, and to change the lives of their clients, participants and members.

FILEX takes place between 20 and 22 April at the ICC at Sydney's Darling Harbour. If you haven't registered yet, now's the time to book yourself a genuinely valuable weekend – and as a Network Member you can save \$100 on non-Fitness Australia rates by using the code NETWORK at checkout.

CLICK HERE to check out the wealth of session options and to register.



7 APRIL 2018
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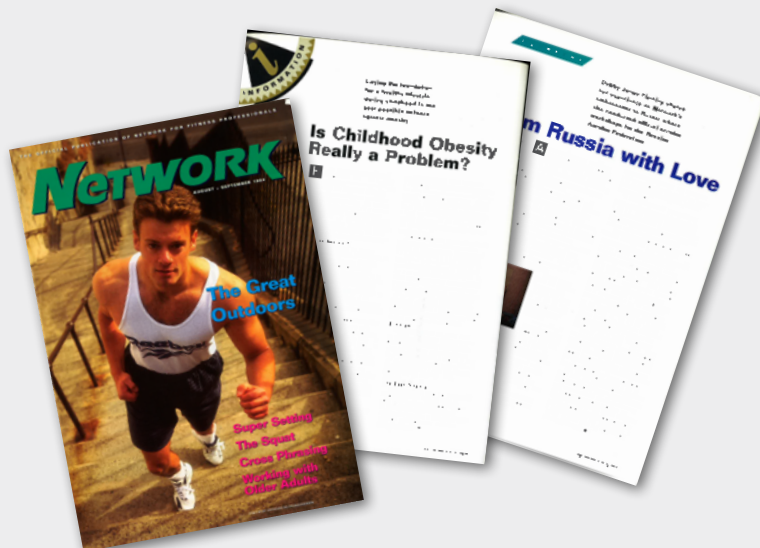
REEBOK LES MILLS LIVE TO HIT SINGAPORE

There are only a few weeks to go until the pinnacle event for Les Mills Asia Pacific – Reebok Les Mills Live – hits Singapore on 7 April.

Being held at the iconic Marina Bay Sands, this is the first time the event will be hosted in South East Asia, after previously raising the roof in Melbourne and Sydney.

The one-day event will feature an all-star presenter line-up delivering BODYPUMP, GRIT STRENGTH, BODYBALANCE, BODYJAM, BODYCOMBAT and SH'BAM classes, as well as the all-new LES MILLS BARRE™ ballet-inspired workout.

Program creators Rachael Newsham and Gandalf 'G' Archer Mills will be supported by a stable of Les Mills group-fitness stars from Australia, New Zealand and South East Asia. With an expected 3,000 attendees, tickets are selling fast, with VIP tickets already sold out. For more information and to secure your spot, **CLICK HERE**.



The way we were...

Back in Spring 1994, Network PT course instructor Matt Church wrote about the challenge for personal trainers of keeping workouts varied and effective, and proposed taking clients and sessions into the great outdoors “To begin with, in the local park you will find park benches, gutters and steps. Add to this equipment such as boxing gloves or a slide and your options are endless.”

Elsewhere, the issue of childhood obesity was rearing its head, with the following advice being given: “Rather than trying to get an overweight child to lose weight it is better to try to maintain the child at their current weight and let them grow into it.”

Debi Jonas-Fleming, meanwhile, shared her experience of delivering aerobic workshops in Boris Yeltsin’s new post-communist Russia; “I quickly picked up on a few Russian terms – such as right ‘prabo’ and left ‘levo’. The group was most responsive when I attempted my faulty Russian. The delegates were not used to the the constant flow of movement and speed of the typical Australian class but were hungry for and excited by this new style of teaching.”

1 thing I've learnt

Marietta Mehanni,
Group Fitness Entrepreneur
mariettamehanni.com.au



“In an industry that can reflect the fashion adage ‘one minute you are in and the next you are out’, staying relevant is super important. Some fitness concepts – like working out in a group – are here to stay, but that doesn’t mean that the formats don’t change over the years. Freestyle aerobics got overtaken by highly choreographed classes, which in turn have ceded ground to circuit, HIIT and other functional training formats. And, believe it or not, sooner or later these will also give way to other formats. The key

is to seek out, read and stay up-to-date with the shifts in science and trends and lock onto something that is congruent with your philosophy. Your core beliefs may never change but the way you deliver them will. White knuckling onto knowledge and exercise concepts that you learnt when you first came into the industry is a sure route to obsolescence. Be prepared to let go of long held ideas when there is an overwhelming tide of evidence proving an alternative way of training or coaching.”

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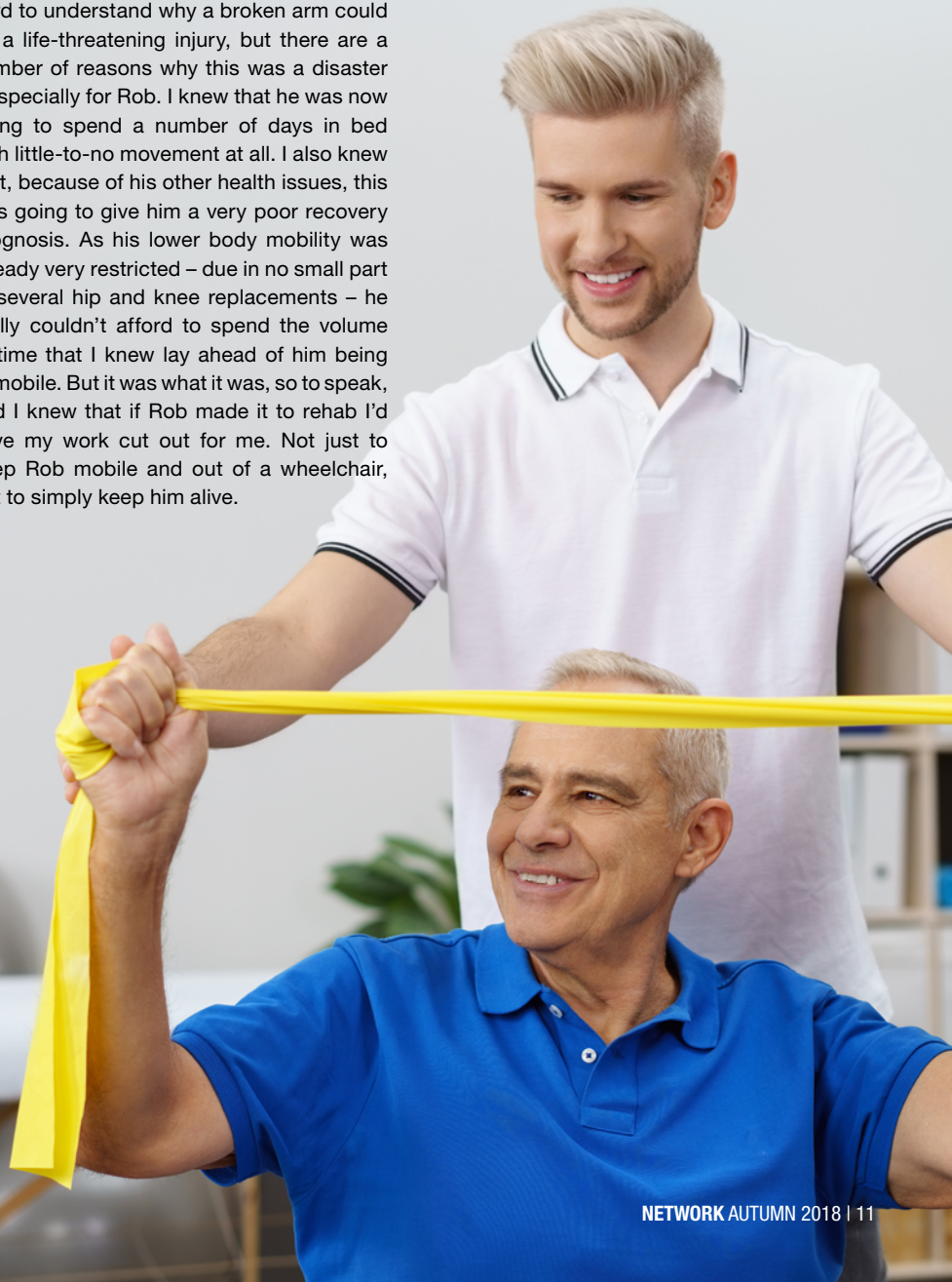
By building on your PT role to become an exercise physiologist, you can find yourself literally training clients to save their lives, writes *Chris Dounis*.

It was around 9am when my phone rang, not an altogether unusual thing given that it tends to ring non-stop – or at least feels that way. What was unusual was that I didn't recognise the number. I was training a client at the time, so naturally I didn't answer and waited until the session was completed to listen to the voice mail. My suspicions were immediately aroused when I heard the voice of the wife of one of my older clients: receiving an unexpected call from a partner or carer is rarely a good thing. Perhaps though, she was simply calling to reschedule our session due to another appointment that her husband, Rob, had forgotten about. At 91 years of age I can forgive him for occasionally getting confused.

'Chris, it's Moira. Rob had a fall last night and has broken his arm. He's at St Vincent's. I don't think you'll be seeing him today. Give me a call when you can'.

It was the type of message that, in my role as an exercise physiologist working with older people, I dread receiving. At 91, any fall could be deadly, and even though Rob had only suffered a broken arm, he was certainly not out of the woods yet. You may find it

hard to understand why a broken arm could be a life-threatening injury, but there are a number of reasons why this was a disaster – especially for Rob. I knew that he was now going to spend a number of days in bed with little-to-no movement at all. I also knew that, because of his other health issues, this was going to give him a very poor recovery prognosis. As his lower body mobility was already very restricted – due in no small part to several hip and knee replacements – he really couldn't afford to spend the volume of time that I knew lay ahead of him being immobile. But it was what it was, so to speak, and I knew that if Rob made it to rehab I'd have my work cut out for me. Not just to keep Rob mobile and out of a wheelchair, but to simply keep him alive.





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About course creator, Dianne Edmonds

Dianne is a physiotherapist with over 20 years of experience with pregnancy, postnatal and pelvic floor education, treatment and fitness programs. She was the lead physiotherapist and project officer for the Pelvic Floor First project, run by the Continence Foundation of Australia and is a Pelvic Floor First Ambassador.

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“

I knew that I had my work cut out for me. Not just to keep Rob mobile and out of a wheel chair, but to simply keep him alive.

”

Broken arm? Work on leg strength

After speaking with Moira I found out that Rob had woken in the night to use the toilet. On his way he had lost his balance and fallen sideways, breaking his humerus about mid-way up the middle of the shaft. It was decided that they would not operate, as the likelihood of surviving the surgery was not good, so they placed the arm in a sling in the hope that traction and support would allow it to recover. The arm itself was not actually my specific concern: I just knew that if Rob was ever going to walk again and be in a position to get back home, we had to get him moving – and quickly. The challenge, given that Rob uses a 4-wheel walker or walking stick to ambulate, was that using either of those devices was going to be impossible while his arm was in a sling.

I won't elaborate on the details of the sessions I conducted with



After 9 weeks of daily exercise Rob was home and back on his exercise bike

Rob at the facility he was sent to for rehab, suffice to say that for the first few weeks of seeing him we focused heavily on just getting him to weight bear on his legs as much as possible. After the best part of a week in hospital he was barely able to stand at all when I finally got to see him. It is always striking to see just how much strength and balance is lost when something like this happens, and a very timely reminder of just how devastating a fall like this can be for someone of Rob's years.

From around the age of 60 we start to lose muscle mass, power and strength, so we need to be vigilant with exercise and strength training in order to reduce the amount we lose. These losses really accelerate once we get to 80 and beyond, so it was no surprise to see that Rob had lost almost 100% of his lower body strength in just a week of bed rest.

Where there's a will

In the midst of this undeniably dispiriting scenario, however, it was heartening to see just how much Rob wanted to improve. I began to sense, after being told by all of the health professionals involved in his management that he had no chance of ever returning home, that we actually might just be able to get him there. One of the most difficult parts of working with clients at Rob's stage of life is that they can quickly and easily lose all hope, and the thought of exercising every day, along with the loss of dignity that often accompanies such an accident, can lead to depression setting in very quickly. But as the weeks progressed and Rob could start to see progress, he began to believe that returning home was a real possibility. He clung on to this hope, and performed his exercises with perfect regularity with the strong desire to one day return home.

From not even being able to get up and out of his chair when I first went to see him, we managed to get Rob to a point where he could not only stand himself up and walk with his 4-wheel walker up and down the corridor, but also perform all of his daily tasks without assistance. The process was difficult, but by using the basic principles of graded exercise, the same principles that we'd use with our younger clients, we were able to see small improvements day on day and week on week. These small wins gave Rob the encouragement and motivation to keep going when, at times, it seemed like all hope was lost.

Training for prevention

Rob's story is an example of the amazing benefits of doing the type of work that I get to do. As fitness professionals we all work with clients who want to lose weight, look good and feel better, and I enjoy working with these people as much as I enjoy working with people like Rob. However, it isn't often that we get to work in a situation where you are literally trying to save someone's life. That might seem like a dramatic statement, given that Rob had only suffered a broken arm, but this is what was at stake in this case. It gave me a huge sense of pride and achievement to be able to help Rob in the way that I did – a sense of achievement that I could never feel in helping someone to lose 10kg. Not that I don't get a huge sense of achievement from that either – and, in some ways, that's an even harder challenge than helping Rob to walk again was!

Rob's situation also speaks more broadly to the benefits that my other older clients get from their exercise physiology sessions. The saying that prevention is better than cure could not be more pertinent than when dealing with people that are well into their 80's and 90's. My sessions usually involve fairly simple exercises and ensuring my client's ability to maintain their independence through improved strength and balance, almost exclusively focusing on the lower body. Aside from my role in keeping them at home, safe and physically



comfortable, I might be the only person that they see on a weekly basis, so my visits also have a large psychological and social impact on their lives. Sometimes, I wonder if the benefits that some of my clients get are more social than physical. Thankfully I see the huge importance of this, and I know that for a lot of my clients our sessions are the highlight of their day, which makes me feel as good as it probably does them.

Working with this demographic

This type of work is not going to be available to you unless you are a physiotherapist or Accredited Exercise Physiologist. I never had any intention of becoming a physiotherapist, but I realised from a very early point in my career as a fitness professional that I wanted to be able to help people from as many different physical and social positions as I could. So I went to university while continuing to work in the fitness industry and got my qualifications, even completing a Masters once my undergraduate study was done. The great thing about the fitness industry is that our work hours tend to be at the extremes of the day, leaving the middle of the day free to do other work, study and upskill. It took a lot of discipline, but it turned out to be one of the best decisions I ever made, and the stress of combining full time work with full time study was well worth it.

It has opened the door to me for a different revenue stream that would not be available otherwise and has meant, even though I still start work at 5:15am and finish at 8pm, that I wouldn't have to work at those extreme times of the day if I chose not to.

Rob's story is just one of many, of people that I have helped over the years. The qualifications that I have allow me to do what, I believe, is the best job in the world. I sincerely would not do any other type of work, and as such I'm always happy to talk to anyone in the industry about career and options. If you work as a PT and are considering how to expand your role, please feel free to contact me and I'll gladly talk you through the best pathway for you and how I might be able to help. **N**

Chris Dounis is an Accredited Exercise Physiologist with Exercise and Sports Science Australia. He holds a Bachelors in Health and Exercise Science and a Masters in Clinical Exercise Physiology, as well as further qualifications in the areas of strength and conditioning, health and behavioural psychology, nutrition and exercise rehabilitation. As the owner of CD Exercise Physiology he has worked in the health and fitness industry for over 10 years, working with clients ranging from elite athletes to those with chronic disease.

Follow Chris on Facebook [HERE](#) and Instagram [HERE](#)



The 30-second article

- As an exercise physiologist you can work with clients, often in their homes, to deliver exercise, lifestyle and behaviour modification programs for the prevention and management of chronic diseases and injuries
- Working with this demographic can be a highly rewarding experience for both you and your clients
- The work will often be during the day when you may otherwise not be training regular PT clients, thereby providing an additional revenue stream
- To become an exercise physiologist you must complete a four-year equivalent university degree.



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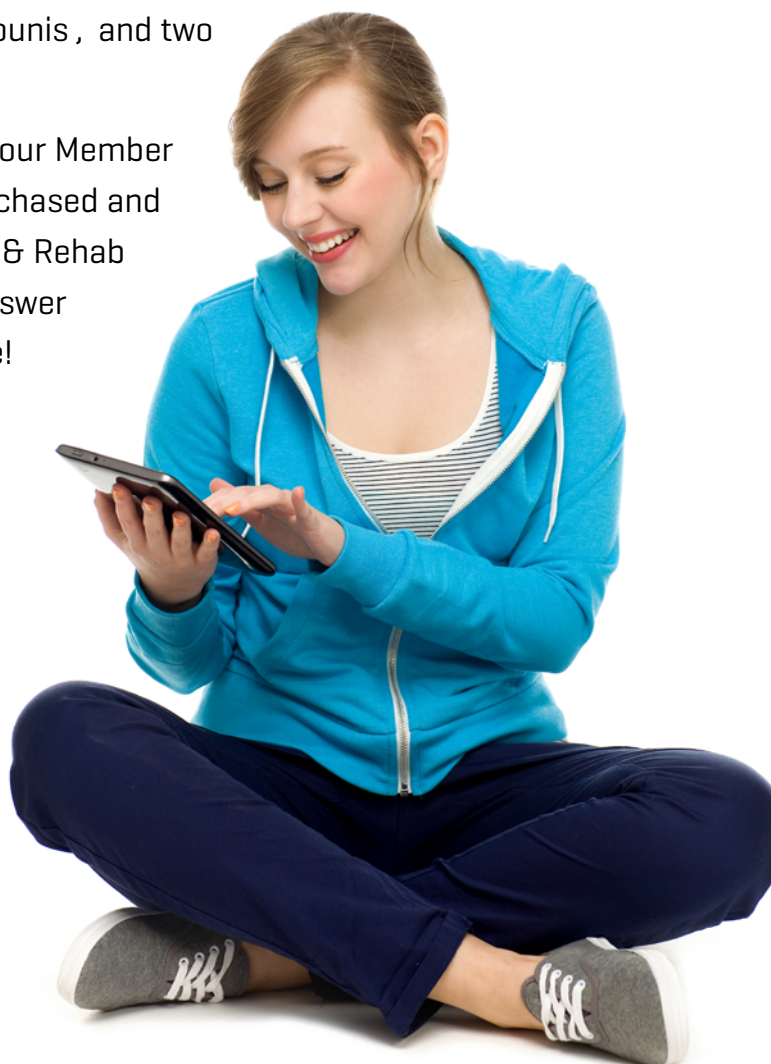
Every issue of *Network* magazine includes an article linked to a 1-CEC or CPD (NZ) course that is FREE to Network Members.

This quarter, the course is based on “**Injury & Rehab: Saving lives – The next step in your PT career?**” by Chris Dounis, and two other articles.

To earn yourself 1 CEC or CPD, simply login to your Member Portal [HERE](#), click on the ‘My CEC Courses (Purchased and FREE)’ tab in the Quick Menu and select ‘Injury & Rehab 2018’. Read the linked articles, successfully answer the multiple-choice questions, and you’re done!

For help logging in to your Member Portal, call our friendly team on **1300 493 832**, or email info@fitnessnetwork.com.au.

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YOUR FITNESS WEBSITE SUCKS

(HERE'S WHAT YOU CAN DO ABOUT IT!)

A bad website reflects badly on your brand and does you more harm than good. Tech head and health pro *Dr Bill Sukala's* advice will help your site realise its potential as a lead generator.

Does your website appear on Google's page 2 Siberian wasteland?

Is your website just a dead online brochure that gets few visitors and no engagement? Do you write articles that nobody reads (or wants to read)? Do your pages appear on Google's page 2 Siberian wasteland?

There's a good reason for it: your website sucks. OK, well maybe that's a bit harsh, but you're probably overlooking the basics.

Taking a cold and impartial look at your website can help identify and address issues that are holding back your site's performance.

Since I launched the Health Pro SEO project (healthproseo.com), I have helped numerous health professionals clean up and convert their websites into loyal, dedicated employees that work around the clock 24/7.

Let's take a look at some of the main reasons why websites flail and fail – and some actions you can take right now to keep yours fighting fit.

Confusing site architecture

Website architecture is one of the first things I notice when I conduct a website audit. There's nothing more distracting than a website with tonnes of information crammed onto a single web page. Remember, more people are viewing websites on mobile devices these days, so keep your design simple and uncluttered. Create clearly defined sections and be brief and concise



The 30-second article

- Websites are increasingly viewed on mobile devices, so keep your site design simple and clear
- A slow site can cause visitors to abandon you and look elsewhere, so take steps to de-clutter and speed up the browsing experience
- Outdated technology and plug-ins, pop-ups and auto-play videos can put visitors off and make them click away from your site
- If the technical foundations of your website are in place, then your content has the best chance of ranking well in search engines.

in your descriptions. Use simple navigation menus and keep drop-downs to a minimum (complicated menus do more to confuse than help). Keep your design and colours consistent across pages so visitors can easily find your header, sidebar, and footer information.

Non-responsive website

Approximately 75% of people are visiting your website on a mobile or tablet, so it's essential that you have a responsive theme that adjusts to every device. Outdated sites that still render the desktop version on mobiles and tablets run the risk of getting 'demoted' in Google search results.

Slow website

When it comes to life online, we've all gradually developed a need for speed. Attention spans are short, and so is patience. There's nothing more frustrating than waiting for a page to load, so if your site is slow it can cause visitors to abandon you and click back to Google to choose another option. But what causes this? Some of the usual suspects include large image files (2MB or more), poor quality hosting, code bloat from themes and plugins, and advertising blocks, among others.

Large images

Large images might look nice on your website but they can really drag down your page loading time. Resize an image from, say, 4000x2400 down to 500x300 and then compress it at Tiny PNG. This will shrink down the file size as small as possible. A 2MB file can be edited and compressed down to less than 50kb and it won't make a noticeable difference to your website visitors.

Shared McHosting

Many large hosting companies (hosting farms) offer cheap shared hosting plans, but you pay the price elsewhere, in the form of a slow website. They cram your site onto a server with 5,000 other sites (see Figure 1) where they're all competing for resources in a form of digital Darwinism! To check your site, go to <http://whois.domaintools.com>, type in your website, and under IP address, look at how many websites are found on that server. If you find you've got thousands of 'flatmates', consider moving.

FIGURE 1: How many other websites share your IP address?



Australia-based Ventra IP offers high quality hosting and excellent customer service at a fair price. I switched to them two years ago and have had no speed issues whatsoever.



Taking a cold and impartial look at your website can help identify and address issues that are holding back your site's performance.



Theme bloat

WordPress themes (the design or look of your site) can be sleek cheetahs or white elephants. Before you select a WordPress theme, always run speed tests on their live demos. Check it on GT Metrix, Pingdom, and Google Page Speed Insights. If you get slow speeds (12+ seconds to load), consider a different theme.

Plugin bloat

There's a joke in the website world that for whatever problem you encounter 'there's a plugin for that!' IT nerd humour, sorry. Plugins are specific add-ons for your site, such as a video player or editing tool. While they add functionality, if you have too many of them, they can really bog down your site. Try to use only necessary plugins and avoid going overboard with them.

Ad bloat

Contextual ads such as Google AdSense can help monetise your site, but a drawback is that they require calls to external files (files not hosted on your server) which can impact page loading time. Use them but, like with plugins, use sparingly.

Pop-ups and auto-play videos

Interstitials (ads that appear while a page is loading) such as pop-up boxes and autoplay videos block or distract visitors from viewing your content and destroy the user experience. Google is now penalising sites that abuse them. Try embedding your email subscription form in the body of your page or add it as a sticky ribbon at the bottom of your site.

Outdated technology

It's absolutely essential that you keep your content management system (i.e. WordPress), theme, and plugins up to date. Hackers use automated hackbots that continually scan the internet looking for outdated sites with vulnerable files.

Lax website security

Make sure you have security measures in place through your hosting provider and within your content management system. Plugins such as Sucuri, WordFence, or WP Cerber provide additional layers of security to block the bad guys. Also, be sure to back up your site to the cloud (i.e. Dropbox or Google Drive) with premium plugins like UpDraftPlus.

Poor website health

How do you know if Google is able to properly crawl and index your site? What about page errors? Malware infections? Now you can go

straight to the source! Google Search Console is a free service you link to your website that provides regular information on site health and security. It is a treasure trove of information that can be used to continually update and improve your site.

No website metrics

Google Analytics is another free service that gives you real-time and historical data on your website visitors. Performance metrics tell you how many people visited your website, number of page views, time on page, and even demographic information such as age, gender, and geographic location. The practical value of Google Analytics is that it allows you to track and trend your content performance over time. If an article isn't cutting it, then you can go back and beef up or tweak that content to improve its chances of ranking higher in search results.

Content is king

I've saved the most important factor in determining the success of your site until last, because if your website foundations (i.e. everything detailed above) are in place, then your content has the best chance of ranking well in search engines.

When it comes to content, there are three main factors to bear in mind, namely to:

- Write content that people are searching for and want to read
- Write well-written, informative content
- Write well-formatted content that search engines can easily index.

Write content that people are searching for and want to read

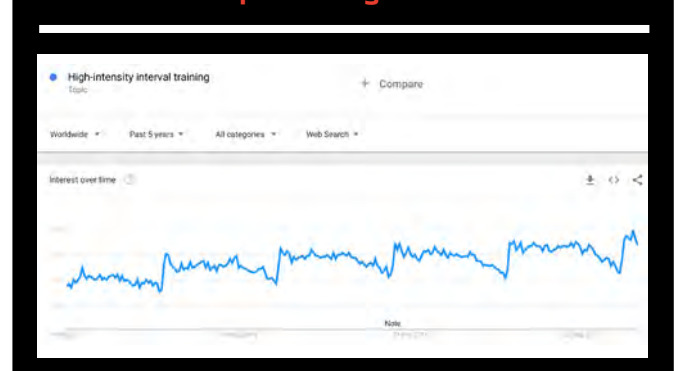
This might seem like a no-brainer, but people write content all the time that nobody is searching for and nobody will ever find.

For example, if you write an article about what you had for breakfast this morning, the reality is, nobody cares (this isn't Instagram). Your article doesn't solve their problem, nor does it provide any lasting value.

On the other hand, if you write a comprehensive and authoritative article on high intensity interval training for men over 40, then you're onto a winner.

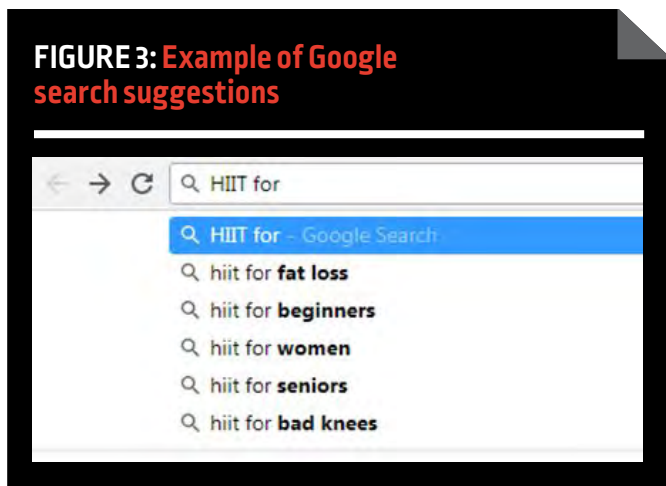
You can see in the Google Trends image (Figure 2 below) that the popularity of HIIT is rising. By adding 'over 40' to the phrase, you narrow down the search volume, but you still target a lot of people over 40 searching for high quality HIIT guidelines. You could experiment with other long-tail keyword phrases such as 'high intensity interval training + over 50' or 'high intensity interval training + after pregnancy.'

FIGURE 2: Example of Google Trends



Finding competitive keyword phrases with low competition takes a bit of work but, on a very basic level, you absolutely must write content people already *want* to read. Address the queries people are actively typing into Google (Figure 3 below), i.e. when you type in a key word, what search suggestions does Google offer?

FIGURE 3: Example of Google search suggestions



Write well-written, informative content

Once you've settled on your topic, your content should be well-written and have a natural flow. If your keyword phrase is 'high intensity interval training for men over 40', it should be included in your copy in various incarnations, but do not over-repeat it and abuse it.

For example, 'In this article on high intensity interval training for men over 40, I'm going to provide you with the best guidelines on high intensity interval training for men over 40. The first thing men over 40 need to know about high intensity interval training is...' This is called 'keyword stuffing' and can get you penalised by Google.

There is a lot of debate about how many words an article needs to be in order to rank in search engines. The truth is, there is no magic number. You need to write an article that adequately addresses the topic. 300 words is probably too little unless it's for an extremely low-competition keyword, but 1,000 to 1,500 words of valuable, information-dense content will have a better chance.

Write well-formatted content that search engines can easily index

Following on from above, your content must be written for humans, but it should also be formatted for search engines. If Google looks at your article and has no idea what it's about, then how can it properly index it? Remember, Google is a matchmaker trying to match visitors' search queries with the best content that addresses those queries.

To format your article, make sure that your keyword phrase is included in important sections of your page. You can customise all of these in WordPress using the post editor and Yoast SEO plugin.

Title tags

The title of your article is what will appear in Google search results. You'll want to be sure that your title contains the terms 'interval training + men + over 40'. For example, it might be something like '10 must-know interval training tips for men over 40.'

Meta description

The meta description is the little snippet that readers see in Google results. Technically, it's not important in search ranking, but a descriptive and well-written meta description can help entice readers to click through to your article. And if you get more click-throughs,

“

There's nothing more frustrating than waiting for a page to load, so if your site is slow it can cause visitors to abandon you

”

then you may get more social media shares and valuable backlinks from other websites which may help improve your ranking.

Heading tags (H1 to H6)

Heading tags are similar to those you've seen in Microsoft Word documents. They form a hierarchy from largest to smallest, much like an outline. This is helpful for planning out your article to keep it neat and orderly for readers, but it also has the added benefit of helping Google to understand and index it.

In the example below, you can see how the main keyword phrase 'interval training' is included in different heading tags and the paragraph text.

- H1 – 10 must-know interval training tips for men over 40
- H2 – Benefits of interval training
- H2 – Types of interval training
- H3 – Stair running
- Paragraph text: Stair running is a popular form of interval training....etc
- H3 – Agility drills
- H3 – Jump rope drills
- H2 – Interval training risks

Image alt tags

When you upload and add images to your article, you should include your keywords in the image alternative text, or alt text, which helps Google understand what the image is about (and the text displays if for some reason the image does not appear).

URL (web address)

Include your keywords in the page's URL and make sure it's informative but concise. For example, a URL for this article might be: <http://yourwebsite.com/interval-training-tips-men-over-40>, as opposed to: <http://yourwebsite.com/10-excellent-must-know-interval-training-tips-especially-for-men-over-40-years-of-age>. The second one is bloated and unlikely to confer any additional SEO benefit.

Whether you already have a website that is underperforming, or are planning on setting up your own site soon, it is well worth taking these tips on board. Some simple strategising and a focus on great content will help your lonely site come in from the cold and into the warm glow of page 1 search results. **N**

Dr Bill Sukala recently launched Health Pro SEO (healthproseo.com), a website and SEO training consultancy helping health professionals increase their online visibility. He has over 25 years' experience as a health practitioner and over a decade of web programming and SEO experience. Bill has used these skills to create health content on his site drbillsukala.com.au which outranks powerhouses like WebMD, Amazon, and major universities and hospitals. He has numerous articles that rank first on Google page 1 and have garnered millions of page views.

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THE FAT ON KETOSIS AND THE KETOGENIC DIET

The high-fat, low-carb ketogenic diet remains a contentious issue, but research has indicated a plethora of benefits beyond the diet industry's claims of fat burning, says exercise physiologist *Tony Boutagy*.



A sure way to start a bar brawl during drinks at any medical or nutritional conference is to ask fellow delegates and presenters what they think about a ketogenic diet. Similarly, if you would like to lose three days of your life, just search the internet forums on ketosis and down the rabbit hole you'll go.

It is ironic that in this day and age, when we know more about the effects of ketones on health, cognition and performance than any other time in history, the term 'ketone' and its family members 'ketogenic diet', 'ketosis' and 'supplemental ketones' have the ability to invoke such hostility and derision among medical and nutritional professionals.

Recently I was enjoying dinner with a leading medical professional. The conversation turned to the treatment of epilepsy and I suggested there was a place for the use of a ketogenic diet. I was advised, in no uncertain terms, to 'not go there'.

There are several reasons for this prevalent attitude but, most likely, chief amongst them is that the ketogenic diet advises that 80 to 90% of energy needs be consumed in the form of fat.

However, we can say with a great degree of certitude that a reason why most people feel a little uncomfortable when the discussion turns to ketosis is *not* because of an absence of research in the field.

Keto basics

Let's take a step back and define some terms and look at the history of the ketogenic diet.

Ordinarily, human bodies run on a mixture of carbohydrate and fats. Each meal we consume props up our blood sugar level, and we primarily run on carbohydrates. When our blood glucose levels begin to drop,



we generally eat our next meal. While we sleep at night, our bodies shift to running on a higher amount of fat for metabolism and for the physical repair that occurs during our sleep cycles, but glucose is still primarily used to support our active brains during dreaming.

However, if we consume a diet that removes a considerable portion of carbohydrates and replaces them with fat, within 24 hours or so, our liver and muscles become depleted of their carbohydrate stores and our body mobilises body fat, transporting it to the liver, which produces an 'alternative fuel source' known as ketone bodies.

Ketone bodies, which are technically water-soluble chemical substances, are comprised of acetoacetate, beta-hydroxybutyrate and acetone. Once released by the liver, ketones enter into the blood stream and all cells with mitochondria can take ketone bodies up from the blood and reconvert them into acetyl-CoA, which can then be used as fuel in their citric acid cycles. Unlike free fatty acids, ketone bodies can cross the blood-brain barrier (a semipermeable membrane that can impede the passage of cells, particles, and large molecules) and are therefore available as fuel for the cells of the central nervous system, acting as a substitute for glucose, on which these cells normally survive.

Elevated levels of ketones in the blood can occur via several methods, namely during starvation, fasting, prolonged heavy endurance exercise, consuming supplemental ketone salts or esters or by eating a low carbohydrate, high fat ketogenic diet.

The term 'ketone bodies' was first coined in 1921 by Rollin

Woodyatt and the ketogenic diet was used by Woodyatt at the Mayo Clinic in the treatment of paediatric epilepsy later that year¹.

Its success in this area saw widespread use for over a decade until the introduction of anticonvulsant drugs. However, in those cases where medication did not control seizures, the ketogenic diet was again used with a high degree of effectiveness².

It is interesting to note that the ancient Greeks, around 400 BCE, used fasting as a treatment for epilepsy. Our modern understanding of how fasting induces rapid production of ketone bodies sheds light on why the Greeks were able to achieve success when treating this illness – a state of ketosis helps control seizures due to its effectiveness in achieving brain energy homeostasis³ (Hippocrates, *On the Sacred Disease*).

Continuing in the tradition of the Greeks, the world leaders in researching and treating paediatric epilepsy is Johns Hopkins University in America⁴. 90 years of research has demonstrated that nutritional ketosis is important for the metabolic management of many diseases, but especially seizures. Nutritional ketosis works similarly to fasting: during the abstinence from food, humans liberate free fatty acids from the adipose tissue and break down stored glycogen levels in the liver. Once the glycogen levels reach a threshold low level, we start accelerating the oxidation of fatty acids in the liver.

The heart and muscles prefer fatty acids over glucose, but fatty acids do not

“

90 years of research has demonstrated that nutritional ketosis is important for the metabolic management of many diseases, but especially seizures

”

readily cross the blood-brain barrier. So brain energy metabolism will transition from glucose to ketone bodies within a few days of fasting or a ketogenic diet. These ketone bodies represent water-soluble fat molecules that readily cross the blood-brain barrier and help preserve, maintain and enhance brain energy metabolism in the face of starvation.

The late George Cahill performed pioneering research in the 1950's, laying the foundation for our current understanding of fasting physiology⁵. The ketogenic diet has a macronutrient ratio that mimics the physiological state of fasting: high fat, moderate protein, and very low carbohydrate – essentially, 5% of energy needs coming from carbohydrate, 10-30% from protein and the remainder (around 80%) from fat.

Recent research

Research on ketones and ketosis is now far reaching, with studies exploring the diet or supplemental ketones for seizure control, cancer (in particular, brain and metastatic cancer), traumatic brain injury, neurodegenerative diseases, dementia, Alzheimer's disease, Parkinson's disease, stroke, ALS, and muscle wasting. Exciting new research has been examining the effect of ketones on the mitigation of CNS oxygen toxicity that is common in Navy divers, testing the preservation of cognitive resilience and physical functions under conditions of hypoxia, in the protection

“

Research has indicated that a ketogenic diet could make the immune system hyper-vigilant in seeking out cancer cells

”

against cellular, tissue and physiology damage in people exposed to radiation both in space for astronauts and in cancer treatments⁶. Adrienne Scheck at the Barrow Neurological Institute has performed animal studies on glioblastoma (brain tumour) showing that if animals are in a state of nutritional ketosis, the tumours are sensitised to radiation, thus making the radiation much more lethal to the cancer, because ketones have an anti-cancer effect. Scheck's research has indicated that a ketogenic diet could make the immune system hyper-vigilant in seeking out cancer cells⁷.

Several research groups are examining cancer metabolism in response to states of ketosis. Cancer growth is tightly linked to insulin levels and the liver's production of ketones is regulated by decreased insulin. A ketogenic diet abolishes post-meal spikes in glucose and insulin, which would go towards explaining the efficacy of ketosis as a metabolic therapy for both cancer and seizure management.

Research performed over the last decade has allowed ketones to be appreciated as an efficient metabolic substrate for cells and a powerful signalling molecule that can increase brain-derived neurotropic factor (BDNF), and influence inflammation and endogenous antioxidant status in cells⁸ which can have a direct positive impact on several processes involved in ageing⁹, promoting longevity¹⁰ and improved cognition with advancing years¹¹.





The 30-second article

- The ketogenic diet advises that 80 to 90% of energy needs be consumed in the form of fat
- This forces the body to use body fat as the energy source rather than carbohydrates, which prompts a transition from glucose metabolism to an 'alternative fuel source' known as ketone bodies
- The keto diet is still divisive in medical and nutritional circles, although 90 years of research has demonstrated that nutritional ketosis can play a role in the metabolic management of diseases including epilepsy, cancer, Alzheimer's disease and Parkinson's disease
- Research has generally shown that once adapted to the ketogenic diet, strength performance, body composition and endurance performance do not seem to be impaired
- Studies have found that those on a ketogenic diet reported less hunger and experienced a 50% reduction in insulin levels, which has implications for those who have difficulty controlling appetite and those with elevated insulin levels.

Adapting to switching fuels

If we swap the majority of the carbohydrate in our diet for fat, how quickly do we switch from glucose burning to fat-metabolism? The answer varies from person to person, as there are considerable individual differences in the degree of metabolic flexibility that allow us to switch metabolic substrates effortlessly. Most studies show that the transition from glucose metabolism to ketosis, where beta-hydroxybutyrate levels are consistently over 0.7 mmol/l, occurs within around 5 days. Leading expert in the field, professor Dominic D'Agostino, has suggested that the length of time it takes for the metabolic machinery (enzymes, transporters and mitochondria) to adapt to ketone metabolism might be anywhere from 2 weeks to 8 months, with the average being 3 to 6 months. This means one



If we swap the majority of the carbohydrate in our diet for fat, how quickly do we switch from glucose burning to fat-metabolism?



would experience a short-term reduction in physical performance until the metabolism had fully adjusted to the alternative fuel source.

Research has generally shown that once adapted to the ketogenic diet, strength performance¹², body composition¹³ and endurance performance¹⁴ do not seem to be impaired. However, a recent study by Professor Louise Burke and colleagues found that a 3-week ketogenic diet in elite level race walkers reduced efficiency and performance¹⁵. An issue worth noting when interpreting these findings is that the period of time that the athletes were given to adjust from habitually consuming a very high carbohydrate diet was only three weeks. Considering D'Agostino's theory of several-month adaptation mentioned above, it remains to be determined if different results might have been seen if the diet was continued over several months.

Who can keto?

Ketogenic diets are not suitable for everyone. Professor D'Agostino has stated that roughly 20% of the population might have issues handling such a high-fat diet, due to genetics, reasons related to the microbiome, or fatty acid oxidation disorders. It would be advisable to have several blood tests within a few months of transitioning to the ketogenic diet in order to assess lipid status and ensure no adverse responses to the high fat content.

Individuals who tolerate carbohydrate-rich diets well (hunger is controlled, few post-meal dips in energy, no blood sugar crashes) would most likely find little benefit from swapping to a ketogenic diet, as they are already insulin sensitive. Conversely, it is now well accepted that those with type II diabetes and insulin resistance, which is typified by carbohydrate intolerance, would most benefit from adopting a low carbohydrate, high fat diet¹⁶.

Fat burning?

Many people are attracted to the ketogenic diet because of the surface claim that you will increase 'fat burning'. Despite the clear metabolic shift from glucose metabolism to fat during ketosis, research has clearly demonstrated that the primary driver of weight loss is a negative energy balance over time and not the diet type. This was recently shown in two very well controlled studies led by Dr Kevin Hall at the NIH¹⁷. Hall did note that most subjects on the ketogenic diet reported less hunger and had difficulty eating all the food amounts they needed to for the study, and all subjects' insulin levels were reduced by 50%. This has enormous implications for those who have difficulty controlling their appetite and those with elevated insulin levels.

Throughout the evolution of humans, we have developed an ability to be metabolically flexible, that is, able to switch from glucose metabolism to fat-based fuels depending on food (carbohydrate) availability. When we transition to a diet that produces ketones, there is a significant reduction in 24-hour insulin levels, post-meal fluctuations in glucose/insulin and overall reduction in systemic inflammation, which makes the diet attractive and worthy of consideration by those with insulin resistance, type II diabetes, neurodegenerative disease (and those at risk and those with a family history), epilepsy, certain cancers and anyone interested in ageing well with cognitive resilience and ability. **N**

Tony Boutagy, PhD, AEP, ESSAM is a strength coach, exercise physiologist and the director of the Boutagy Fitness Institute in Sydney, where he both trains clients and delivers courses and mentoring programs for personal trainers. tonyboutagy.com

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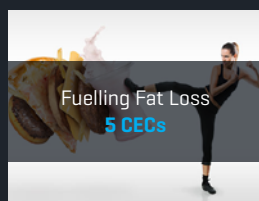
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HOW TO EAT SUPER WITHOUT THE SUPERFOOD PRICE TAG

Don't let the eye watering price of some 'superfoods' put you off eating healthily – there are often more budget-friendly options available.

You're not alone if you find eating healthy too harsh on your back pocket. The term 'superfood' has been used to bump up the cost of foods and drinks to a level where only a few can afford to regularly include them in their diets. The good news is, we've been lied to by clever marketing and unrestricted use of the word superfood. Why good? Because, actually, eating healthily is possible on any budget.

Here are some common foods that have been boosted by the superfood moniker – and some alternative options that are not only equal in nutritional value, but often more affordable.



Kale

Kale is a great nutrient-packed vegetable, but similar nutritional benefits can be found in spinach or broccoli. Another way to save without losing any nutritional value is by selecting frozen kale over fresh. Frozen can be cheaper and have more nutrients than fresh due to processing and storing times – and you'll save yourself prep time as well. Most Australians don't come close to eating the recommended five serves of vegetables a day, so by simply adding a green vegetable to your meal you're making your body more super.



Kombucha

This drink can set you back between \$5-10 and sometimes contains no more probiotics than you'd get from a glass of tap water. Cheaper alternatives to get some good bacteria in your body include making your own kombucha or alternative probiotic-rich food and drinks such as kimchi, miso, sauerkraut, apple cider vinegar or yogurt. Remember to check the label on yogurt as the probiotics need to be stated in the ingredients or they are not there. Looking after gut health is important, but you can do it while looking after your dollars as well.



Blueberries

Blueberries are delicious and full of antioxidants – but so are many other fruit that cost far less than \$40 per kilo. Favouring one kind of fruit over others also limits the array of nutrients you can get from other 'non-super' fruits. The different colours in fruit indicate different nutrients and benefits that

no single fruit can deliver alone. By buying fruit (and vegetables) that are in season, you will save money while increasing the variety in your diet. A good tip is to try eating a different fruit on each day of the week.



Quinoa

Any form of whole grain will give you benefits, such as B vitamins to help your body maximise energy from the foods you eat, fibre to keep you full and prebiotics to help feed the good bacteria in your gut. This selection of wholegrains includes oats, wholegrain rice and pasta, couscous, popcorn, wholegrain bread and teff, to name only a few. These foods can be said to be super when compared to their refined forms, like white breads, rice and pasta which have had most of the beneficial nutrients removed. Try a simple swap to wholegrain versions of your current staples to add the super to your body.

The next time a 'new' superfood hits the market, look at the food group it belongs to and it's likely you'll find numerous alternative options which pack a similar nutrient punch at a fraction of the price. If in doubt, sticking to wholefoods in your diet is a key way to staying super. **N**

Ashleigh Feltham is an Accredited Practising Dietitian and owner of *Feed Your Future Dietetics*. She is also an experienced personal trainer and group fitness instructor. Follow her on Instagram and Facebook.

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INTENSE INTERVALS: PART 1

| This quarter we look at some very varied ways of incorporating HIIT into the training you deliver.



This season's UPSKILL video release is all about improving cardio fitness through interval training. In recent years, interval training has very much become a work horse training principle and there may well be almost as many different time or rep variations as there are industry professionals!

Something I've noticed when many trainers and instructors are teaching an interval-based class or session, is that their number one focus is on being 100% accurate with the time. This generally means they are spending a lot of time looking at their phone or timing device rather than at their clients or participants. This results in a reduction of coaching and motivation cues, and puts up a barrier to real connection between the trainer and the client.

I have worked with our phenomenal presenting team to create fresh and innovative training ideas that will enable you to deliver an interval workout that is time or rep accurate but that doesn't compromise on the all-important coaching and motivation cues.

TRX Master Trainer Alexis Craig delivers two clever sequences on the TRX, and the legendary Wendi Carroll is on point with her Pilates. Dominic Gili, meanwhile, reminds us again why he is one of Australia's best aqua presenters and educators.

I would like to thank our friends at Elixir Health Club Bondi, TRX Training Sydney and Primal NRG Fitness in Sydney for the support in our filming.

Your feedback is crucial so I can hear what you need to develop your skills and make you the best fitness professional possible. Drop me an email to let me know what you like, what you want to see more of or how we can do it better.

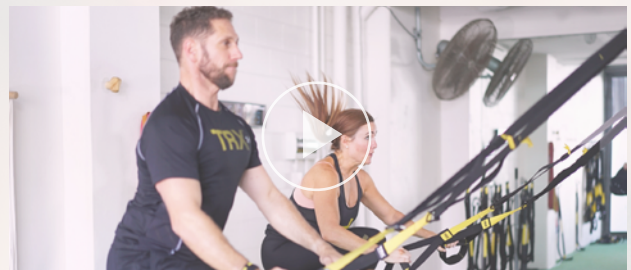
See you next quarter for Intense Intervals: Part 2!

Stephen Parker, Upskill Coordinator
upskill@fitnessnetwork.com.au



PILATES
with Wendi Carroll

Tabata training was made famous by Dr Izumu Tabata when he studied the training protocols of the Japanese Olympic speed skating team and published his findings – namely, that short bursts of high intensity anaerobic training followed by short recovery periods was highly effective. In this Tabata Pilates workout, we use Pilates-style exercises and the Pilates circle in a HIIT format. Work through your whole body in 4 minutes, with 20 seconds of work and 10 seconds of rest using 8 exercises. I like to teach the exercises slowly at first, either as a warm up or as part of a larger class. Then it's time to pump up the volume and increase your speed to create an exhilarating workout with a Pilates influence.



TRX
with Alexis Craig & Brendan Tuck

Ditch the timer and focus on coaching your athletes with these TRX Teamwork drills! Often during interval training, trainers pay too much attention to their timers and HIIT apps, counting down the seconds until the round ends. It's crucial that you maintain standards and hold your clients accountable by ensuring that correct exercise technique is maintained during intense interval training. Most clients' technique will fail when either fatigued or pushing too hard and fast. The best possible way to fix this is by ditching the timer and getting up close and personal with your clients to give them encouragement, tactile and verbal cues! Press play on the video to check out this quarter's TRX drills, and ramp up your clients' next interval training session.



Click [HERE](#) to access these – and the whole library of Upskill videos – in your Member Portal!



AQUA with Dominic Gili

On the back of much publicised research, many aqua fitness instructors are including interval training in their classes. The simplicity of this method appeals to many instructors and clients as it does not require complicated choreography, only a willingness to work hard. It is important to select workouts that are easy to perform. Use balanced bilateral movements of the upper and lower body to help clients focus on increasing intensity. Speed up the tempo, increase the power or elevate suspended movements. When programming intervals, consider what influence the resistance of the water might have and how it will affect the intensity of the workout. Finally, keeping in mind the cooling effects of the water during recovery between intervals, program a short active recovery to ensure clients stay warm and engaged.



PRESENTER PROFILE: **ALEXIS CRAIG**

Alexis is a TRX Master Trainer and former MMA fighter with over a decade's experience in the fitness industry.

The owner of Alexis Craig Fit in San Francisco, she also travels the world educating trainers on the use of the TRX Suspension Trainer, and has spent over 20,000 hours using TRX with private clients and in group classes.

Alexis has a degree from Harvard in Economics, but decided to pursue a career in fitness after her younger brother was paralysed from the neck down in a car accident, and was rehabilitated to walk through fitness training.

As well as being a PT, group fitness and yoga

instructor, Alexis is Marketing Manager for Gixo, a fitness app that streams live classes to your phone every 30 minutes.

Her wealth of experience building strength and endurance has enabled her to benefit as diverse clients as teens with cerebral palsy to former Navy Seals. She firmly believes that regardless of your current fitness level, you can always grow and succeed in improving your strength, fitness and wellbeing.

When she's not busy getting the most out of her training clients, this raw chocolate-munching, burpee-loving Wonder Woman may be found getting her Zen on at the beautiful Lake Tahoe... [facebook.com/alexiscraigfit](https://www.facebook.com/alexiscraigfit)



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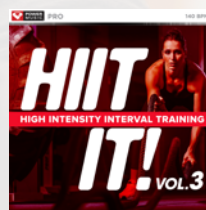
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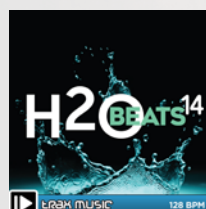
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All the hottest tunes to get your classes fired up! There will be a 'Glorious' sweat happening from the first 20-second interval to the last 10-second rest. Features songs like 'Home', 'Switch' and 'Beautiful Trauma' cranking out at a killer 150 BPM.



HIIT IT! Vol. 3

This album is perfectly formatted with vocal cues featuring intervals set at 1 min work and 30 seconds rest, 3 times per song. The music does all the heavy lifting, so you can focus on getting maximum effort out of all your class participants.



H2O Beats 14

Featuring classics like 'Never Can Say Good Bye' and hot new tracks like 'Good Old Days', this is the 'Perfect' soundtrack for your aqua workouts. When you pump this mix it will have your classes looking like an awesome sweat session, but feeling like a pool party!

YOGA FOCUS

TAKING CARE OF THE SHOULDERS IN CHATURANGA

Some strong and simple cues will help to protect the shoulders during quick transitions between poses, says *Lisa Greenbaum*.



If you've been to a Vinyasa (flowing) style yoga class, then chances are you've been put through the ringer on countless chaturanga flows between postures – and even throughout the majority of the class. Chaturanga, or Crocodile Pose, is essentially a flow through a tricep push up. With that in mind, it is critical for an emphasis to be placed on correct alignment of the shoulder joint when class participants are performing this movement. However, because of quick transitions, these important must-do cues are often missed.

Considering the shoulders are the most common area for chronic injuries in yoga, the following tips should be kept in mind so we can all enjoy longevity in our yoga practice.

1. Alignment of the hands

This is the most common thing I see as a teacher and, having learnt the hard way after coming back from an elbow injury, something I focus on first with my students. Hands should be aligned to the shoulders. But, more particularly, with hands spread wide the middle finger should be aligned with the space between the anterior and medial deltoid (or as it's better to say when speaking to non-fitness professionals, 'that

little divot in your shoulder when you raise your arm.')

When hands are too wide, it not only impedes our ability to maximise our core strength, but over time will also likely lead to a shoulder impingement – and the only way to heal this is extended rest of the shoulder joint, or complete abstinence from yoga.

2. Shoulders back and down

This is one of the seven principles of alignment at YogaFit, and a very important cue through the chaturanga movement. In an attempt to compensate for the added weight in the upper body, as the torso moves to the floor the shoulders shoot up towards the ears. While this might feel easier, you are actually taking away the opportunity to grow strength in the muscles required for this pose, and thereby never really progressing. Instead, think about shifting forward as you lower as opposed to lowering straight down.

3. Tucking elbows in

'Tuck in your chicken wings' is a favourite cue of many yoga teachers. Elbows moving out to the side is often seen when there is a lack of shoulder stability and strength, as noted in point 2 above. Start with rolling the shoulders back and down, drawing the

shoulder blades closer together, so they gently 'hug' the spine. As you move forward when lowering (as mentioned in point 2 above), keep your arms tucked in against your body. Only lower as far as you can maintain this alignment and when ready move straight to the floor.

4. Elbows in line to shoulders

When lowering to the floor, place careful attention on lowering only so far as your elbows can maintain alignment to your shoulder level or even slightly below. The moment you lower past this line, you place additional stress on your anterior deltoid and essentially ask this smaller muscle to hold all your body weight – another potential long-term injury waiting to happen. When you stop at roughly the 90 degree line of your elbow, you can be assisted by the muscles of your upper back and core while lowering, and therefore keep your shoulder joint safe.

When you perform chaturanga with proper alignment, you can feel confident that you are getting stronger in all the right spots each time you practice the pose. Namasté **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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A SNAPSHOT OF HOW TODAY'S PERSONAL TRAINERS
ARE WORKING, LIVING AND SHAPING THEIR CAREERS

? Business name:
Fitness For Wellness

? How long have you been a PT?
4 years

? Are you full time or part time?
I run my PT business part time in addition to a full time government job not related to the fitness industry.

? What made you decide to become a trainer?

I was training a lot for myself and people started asking me lots of questions to help them out in the gym, so I decided I wanted to provide qualified advice.

? Do you specialise?

I specialise in rehabilitation PT, getting people back from injury to full fitness and mobility.

? Do you have a signature style of training?

I love functional movement. I love to use kettlebells, suspension, body weight activity and cables. If it's functional, I'll use it!

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

It varies but usually 10-15 hours a week.

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

It varies depending on what I've got coming up, but I'll usually put 3-4 hours a week into admin and social media.

? What hours do you work?

Because I also work full time, I'm limited to evenings and Saturdays for my PT business. I'll train clients either in a PT or group session after 6pm during the week and I'm in the gym from about 7:30am on a Saturday until around 12.

? What do you do in any downtime?
What's down time?!

? How much do you charge?

My PT sessions are \$75 for an hour and my group sessions are \$20 per person. If people want to do small group sessions with friends, I work something out for them.

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

I spend all my money on it! In the last 12 months I've been to FILEX, completed my



Rehab Masterclass, and followed up on some online courses in rehab, behaviour change and wellness coaching.

? How many clients do you have?
I have about 35 people on the books. While I don't see all of them in a week, they all keep coming back.

? How long do your clients stay with you?
I have clients that have been with me since I started as a PT. Usually they only stop coming when they move away (Canberra can be a very transient city), but they come back to me if they move back to Canberra.

? How do you get new clients?
Most of my new clients are referred by their friends who train with me. I've had a few people approach me as I'm setting up or packing up a group session in the park, wanting to be part of the action. Then they've brought friends along too.

? Do you vet clients before you agree to train them?
I find that if people are being introduced to me as a client, then the person introducing us is doing it because they think I'm a good fit for their friend.

? Do you ever turn clients away or refer them to other PTs?
When I worked for a gym, I would actually do that a lot. People have to be willing to listen, learn and do the homework I set them. When you only get to see someone for an hour a week, they have to do a fair bit of work

“
I can have the worst day at my day job and then come home to training clients, and it's like that bad day never happened.
”

outside of that to get results, especially in the rehab space.

? What differentiates you from other trainers?

I like to think I meet people where they are at, find out where they want to be and guide them on that journey. I also don't take anything too seriously. A yogi friend of mine used to say 'It's all about the intent' and I've really taken that approach in my PT. There's no one way to do something, and you have to be able to work with someone to help them achieve their goals.

? What is the best thing about being a PT?

It is so rewarding. I can have the worst day at my day job and then come home to training clients, and it's like that bad day never happened. That effort was recognised when I was awarded Fitness Australia's

ACT #ActiveAchievers award in 2016. It recognises trainers that are making a difference to people's lives.

? And the hardest?
Because I work a full time job, the hardest thing is not having as much time as I would like to build my PT business.

? What's the biggest misconception about working in fitness?
That once you have a Cert IV you know it all, that all trainers have a perfect diet, workout regime and lifestyle.

? Where would you like your career to take you?
My vision for Fitness For Wellness is to have a custom built facility that has a space for wellness coaching, rehab training, group fitness and PT, with a couple of likeminded trainers working with me.

? What is your fitness philosophy?
My fitness philosophy is that every body should be able to move easily, free of pain, doing the things they want to for as long as they can. That's why I'm such a huge advocate for functional movement.

? What key piece of advice would you give to someone starting out as a PT?
Don't ever stop learning. The Cert IV gives you a foundation and I encourage people to know who their target client is so that they can continue their PT education to best help those people. **N**

Check out Susie's Instagram [HERE](#) and Facebook [HERE](#)

Want to be a future featured Real World PT? For details, email editor@fitnessnetwork.com.au





WHAT IS...?

CLUBBERCISE

An adrenalin-pumping fitness phenomenon that's taken the UK by storm has brought its glow sticks and nightclub feels to Aussie shores.

Clubbercise is a cardio workout set to a soundtrack of club anthems from 90's classics to the latest chart hits. Classes are taught in a darkened room with disco lights and reusable LED glow sticks to create a nightclub atmosphere. Since launching in the UK in 2014, over 2,000 instructors have been trained and around 100,000 people now take regular classes.

The routines are a fusion of dance, toning and combat with high and low impact options to suit all fitness levels. Licence holders get access to four or five new routines every month to keep classes fresh, as well as support in the form of individual instructor and venue/club points of contact, new marketing materials monthly, free music codes and class listings on clubbercise.com.

Fitness-wise, one class burns around 600 calories, and the glow sticks, as well as being great fun, also tone up the arms. Participants also say that Clubbercise does wonders for their mental health, which is partly due to the incredible endorphin rush, and partly due to the great group atmosphere.

Participant Sam Haith says 'I'm completely hooked! My cardio fitness has really improved and I've toned up as well. It's brilliant for me as a single mum, I get to hear fantastic tunes, chat to interesting people, get home at a decent time and there's no terrible hangover the next morning!'

The concept works well in both fitness facilities and local community venues. Clare Walker, Club Manager at Fernwood Fitness, says 'The response to our Clubbercise classes has been overwhelmingly positive. We have no doubt that having Clubbercise on our timetable will not only help motivate our current members but also be a drawcard for potential new members.'

To get licensed to deliver classes, instructors need to pass the one-day Clubbercise training course, which is open to qualified fitness professionals and has been awarded 7 CECs by Fitness Australia.

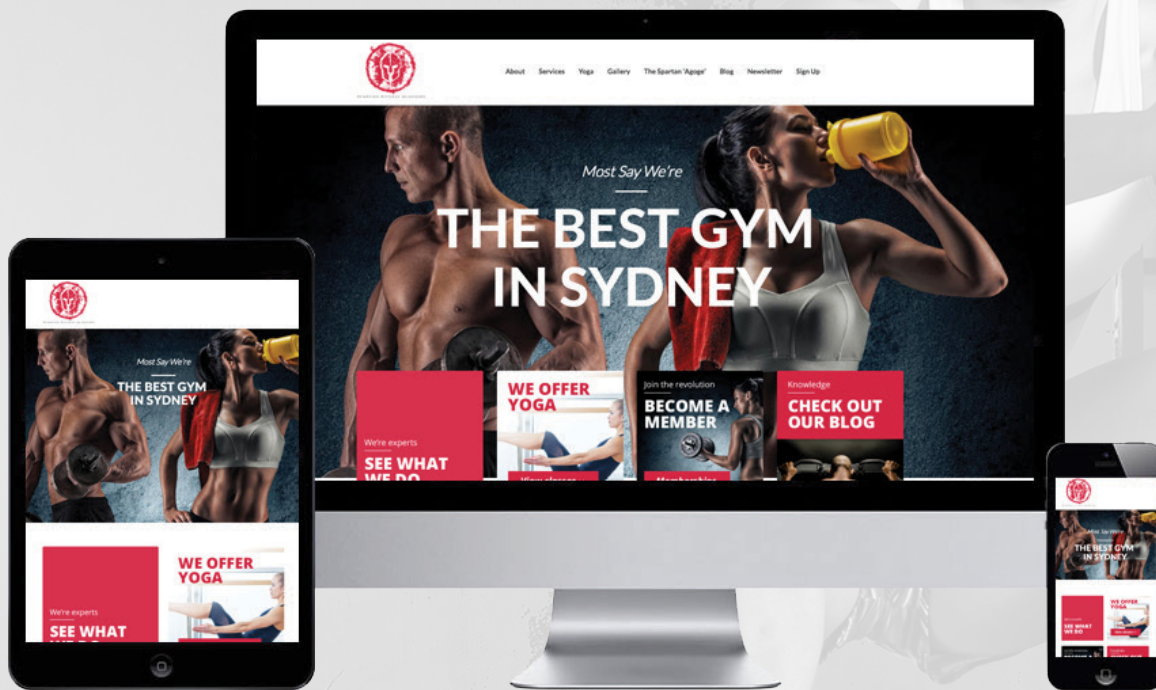
In order to run Clubbercise classes an instructor can either hold their own licence or they can work under a club's venue licence, available as either a monthly rolling contract or a discounted annual licence. **N**

MORE?

There are training courses coming up in Sydney, Gold Coast and Melbourne and you can save \$50 with the code 50AFN. For more information and bookings go to clubbercise.com/australia

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Australian Fitness Nnetwork is proud to be a FITREC course provider, with over 50 courses currently available on the registration provider's platform.

FITREC fitness registration was established in June 2015, and now exists alongside Fitness Australia and Physical Activity Australia as a registration option for fitness professionals.

As its point of difference from other registration bodies, rather than having a focus on CECs or PDPs, FITREC has a rating system that functions as a benchmarking

tool for the fitness industry. FITREC professionals receive a rating out of 300 that incorporates experience, education and references, making it possible for employers and clients to identify new, developing and experienced industry professionals.

Australian Fitness Network supports the work of Fitness Australia, Physical Activity Australia and FITREC in growing the professionalism of our industry.

For more information on FITREC [click HERE](#) and to see Network's library of courses listed on FITREC [click HERE](#).



THE SOCIAL NETWORK

What's been grabbing your attention on Network's social media?



Wishing all of the wonderful women in our industry a Happy International Women's Day!

Vicki: So true!



Spotted at a club in Sydney. Firm but fair! What's your policy?

Terri: Last time I went to the gym a sweaty brute without a towel left his sweat on the piece of equipment that I was about to use. Just as well I had a towel. Yek!

The Head of Fitness for Les Mills NZ on how PTs can survive and thrive



Aerobic exercise can preserve brain health and reduce dementia risk



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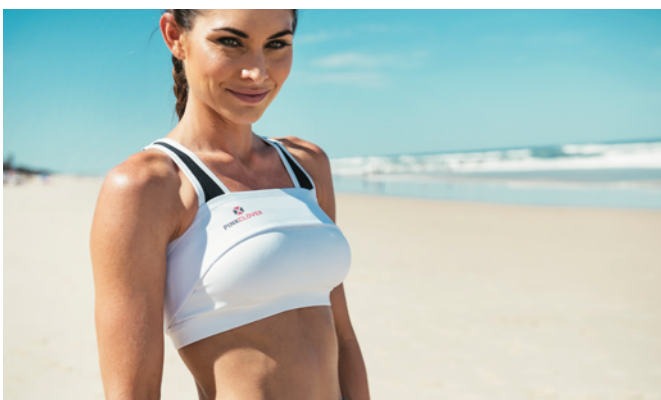
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DEVELOPING BALLISTIC POWER

By developing power against moderate loads, sport-relevant ballistic exercises provide athlete clients with a high rate of force development.



Ballistic exercise refers to the category of movements that applies resistance beyond bodyweight. These exercises are at an intermediate-to-advanced level and should be performed only after the athlete is able to perform exercises such as the jump squat or countermovement jump (CMJ) correctly. The loads are generally light enough to allow movement more rapid than that of near-maximal, heavy-resistance training and Olympic weightlifting (although these methods are important for power development).

Ballistic exercises offer a range of loads from which to target the force-velocity spectrum. While heavy-resistance training targets maximal force capability, and plyometric training targets fast stretch-shortening cycle (SSC) activity against a relatively low load, ballistic exercise develops power against moderate loads. Ballistic exercise offers the athlete a high rate of force development.

Jump variations with load are the most common lower body ballistic exercise. These can be conducted with SSC involvement (CMJ) or without SSC contribution to attend to specific sport demands. Accentuated eccentric loaded jump squats (extra load in the descend phase) are also an effective and relatively common exercise for developing lower body power, because the additional stimuli in the eccentric action yields a greater than normal concentric power output.

Squat movements (e.g. back squat, front squat) are considered maximal strength exercises. However, reducing the bar load by 20-50%, while applying an accommodating resistance through the use of powerlifting bands or heavy chains, increases the acceleration phase, compared to normal conditions. Whether the band

stretches or the chain unfurls off the floor during the concentric action, the resistance increases throughout the concentric part of the movement. Therefore, the athlete has to exert force through a much longer period. As a result, this movement becomes a highly effective lower body power exercise.

Practitioners can program ballistic exercises within a training week in several ways. One method is to dedicate a single training session per week for all ballistic exercises, performing five to six exercises, three to five sets each, with three to five repetitions. Another method is to complete lower volumes of ballistic exercise (one to two exercises, three to five repetitions) more frequently within the week or at each training session (two to five sessions per week). Regardless, as with all velocity-based training, attention to quality of movement and output (power and velocity under load) is paramount to success.



The 30-second article

- Ballistic exercise refers to movements that apply resistance beyond bodyweight
- Commonly used with athletes, ballistic exercise develops power against moderate loads
- Jump variations with load are the most common lower body ballistic exercise
- Training postures should be relevant to the task in the sport
- Attention to quality of movement and output (power and velocity under load) is paramount to success

Ballistic exercises

Loaded jump squat

Purpose

To develop lower body power using the stretch-shortening cycle (SSC), and to develop the ability to tolerate an external load.

Action

1. Loaded jump squats are a countermovement jump (CMJ) performed with a load from a barbell or a weighted vest. The load is typically 10-50% of body mass. In some cases the load is much greater to try to match the higher force demands of powerful movement in that sport (e.g. track sprint cycling, American football linemen).
2. Descend and then transition to a vertical jump (pictures 1a & 1b).

Note: When performing loaded jumps with a barbell, proper technique is critical for safety, so make sure that excellent form is well established in unloaded jump squats before progressing to using loads (pictures 1a (descent) and 1b (jump)).



“ **Ballistic exercise develops power against moderate loads ...[and] offers the athlete a high rate of force development.** ”

Band or chain squat

Purpose

To develop lower body strength and power.

Action

1. Perform a front or back squat using a barbell load reduced by 20-50% of the load the athlete usually uses for a specific rep scheme. Additional accommodating resistance is added through the use of heavy duty bands or chains.
2. The additional load will prolong the length of time for which the athlete accelerates the load.
3. The load selected for the barbell and for the band (the thickness) or chains (the weight) should reflect the emphasis desired. Lighter loads allow greater movement speed, and heavier loads develop greater force.

Ballistic exercises



Sled pull

Purpose

To develop lower body horizontal power.

Action

1. Sled pulls require a harness and a loadable sled that the athlete will pull while accelerating into a sprint (picture 2).
2. Choose the load and distance depending on the athlete's goal. Shorter distances (e.g. 10-30 metres) allow a high quality effort. The load should not be so heavy that running mechanics deteriorate.

Note: The friction between the sled and the ground will affect the load.



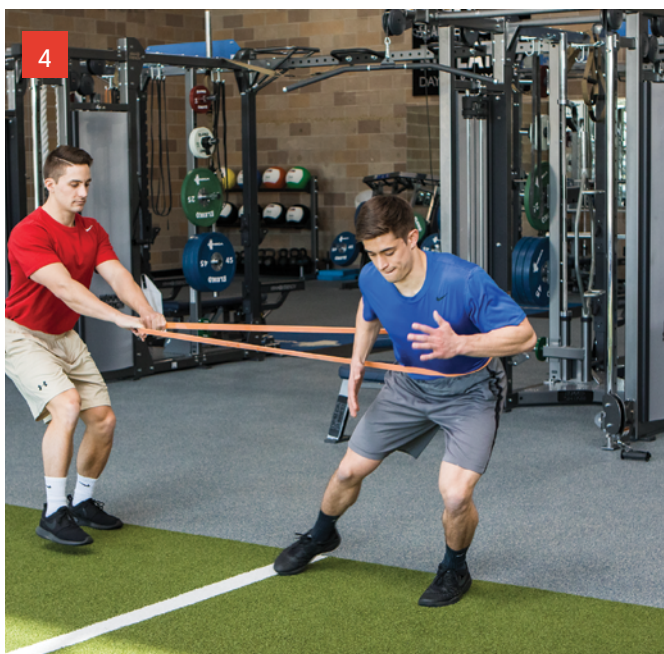
Sled push

Purpose

To develop lower body horizontal power.

Action

1. This exercise is similar to the sled pull, but the athlete accelerates the sled by pushing it (picture 3).
2. This variation is suitable for sports in which horizontal leg power is applied without driving the arms (rugby, American football).



Resistor lateral and multi-directional acceleration

Purpose

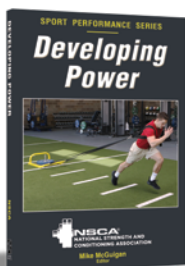
To develop multi-directional lower body power.

Action

1. Using a powerlifting band around the waist and held by a partner, or a harness attached to resistance, perform movements such as lateral shuffles for basketball or lateral lunge steps for volleyball. Maintain a sport-relevant posture (picture 4).
2. Perform backward movements such as those for a football defensive back, and movements that combine forward, lateral, and backward movements such as those found in soccer, rugby, and American football.

Note: The distance covered depends on the sport.

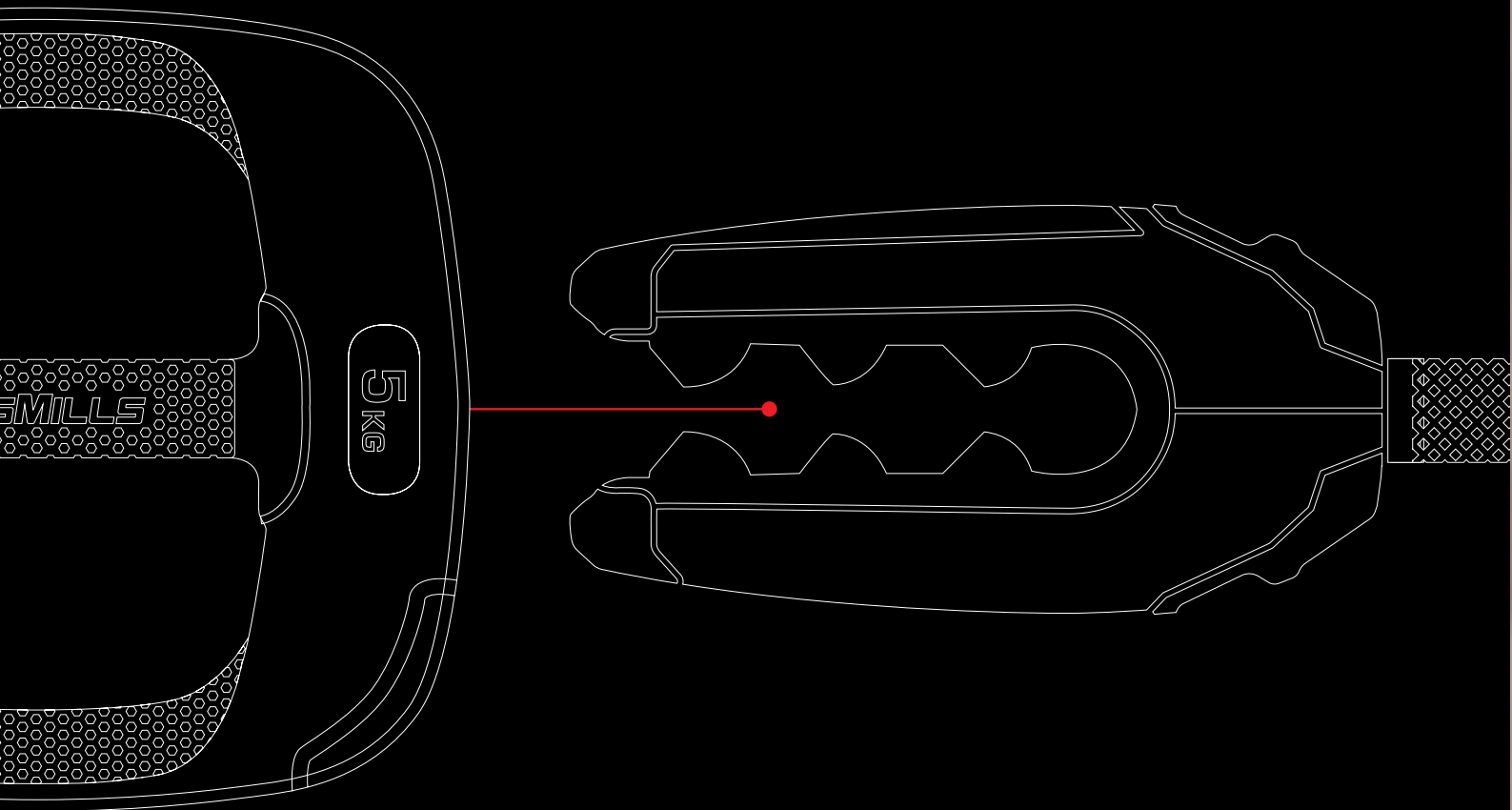
There are myriad effective power development methods for the lower body. When selecting exercises and approaches, it is important to consider two main factors. First, one must consider the sporting context, so that training efforts are relevant to the task in the sport. Second, it is important to consider the main areas of improvement potential for the individual athlete by understanding their strengths and weaknesses. **N**



These exercises are an excerpt from *Developing Power* by the National Strength and Conditioning Association, published by Human Kinetics and reproduced with permission.

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GROUP X, GEN Y

MANAGING MILLENNIAL INSTRUCTORS

One of the major challenges faced by fitness managers is how to manage instructors from different generations, says group exercise manager *Leisl Klæbe*.

Nothing in the world of group fitness stays the same. Discussing how to stay relevant in this industry, Marietta Mehanni notes on page 9 of this issue, 'Your core beliefs may never change, but the way in which you deliver them will' – and that sentiment can be extended to the way in which we manage our teams. We will always believe in delivering the best group training experience to our members and participants – but the way we manage instructors to achieve this will change. One of the major challenges faced by group fitness managers is how to manage instructors from different generations.

The way it was

As a budding group exercise instructor, you'd do your Certificate III and IV in Fitness, get your multiple program qualifications, set up your ABN, pay your fitness registration, get your insurance, do your First Aid and CPR and hit the boards looking for a job.

Once you are allocated your first permanent class you treat it like gold and try not to get it covered unless the world is ending. You arrive early for class to build relationships with your members so that your class numbers will grow, your class will be safe on the timetable and you may be lucky enough to be offered other classes. You take anything offered to you, even covering other classes when it's really not convenient.

You work hard, you pay for everything yourself – training, upskilling, additional qualifications. You do not have job security, superannuation or holiday pay. You have no bonuses, no incentives. You buy shoes, workout gear, choreography and music at least once a quarter, if not more. You pay for yourself to attend workshops and courses, losing income on those occasions that you get your class covered, so that you can be the best you can be and continue to learn from the master trainers and your peers.

You work early mornings, late nights and weekends, six or seven-day weeks, for a number of years, until you are established enough to pick and choose your classes to some degree and find a little more work/life balance.





You do it because you are passionate, you love it, you are a people person and you want to make a difference to other people's lives.

You are valued for your hard work, your consistency, your dedication, your passion, your commitment, your qualifications, your skillset, your experience, your member connection skills, and your teamwork. You are an asset to the business because you are on the front line, you are the face of the business and you have direct contact multiple times a week with hundreds of members. You are a role model for members. As such, you stay on top of your game, walk the talk, treat your body like a temple (mostly!) and eat well, sleep well, hydrate, train hard, stay fit and take good care of yourself so that tomorrow you can get up and do it all again.

The way it is

Enter the Millennial generation, and the game has changed – who are these people?

Born roughly between 1980 and 2000, and also known as Gen Y, there are more of them than there were of the generations that preceded them – GenX'ers and Baby Boomers. It stands to reason, therefore, that every industry, fitness included, must find the most productive way to work with them.

Researchers Neil Howe and William Strauss called Millennials 'the next great generation.' They are considered to be the most studied and talked about generation and they are the first generation in history to have grown up totally immersed in a world of digital technology, which has shaped them and their attitudes.

They are often touted as self-absorbed, entitled, lazy and narcissistic, but research has also shown that they are highly educated, tech savvy, team orientated, entrepreneurial, adventurous, compassionate, liberal, confident, progressive, practical, authentic, open minded, multi-taskers and fast learners.



The 30-second article

- Millennials, or Gen Y's, have different expectations than previous generations when it comes to working as a group fitness instructor
- By challenging the way things have been done for the past couple of decades, Millennials are forcing managers to think and work differently
- This generation asks for more buy-in, variety, higher pay, flexibility and class covers, incentives for working nights and weekends, among other things
- To create a happy and stable team, managers must learn to manage both Millennial and non-Millennial instructors in the different ways they like to be managed.

Millennials are a product of our current society, which bombards us with thousands of messages a day. They are an impatient generation who don't want to stick at something if they don't enjoy it. They don't like restrictions. They expect to be constantly in touch wherever and whenever. They want to do whatever they need to do and they want to do it quickly and efficiently. Millennials want to be true to who they are and they want their employers to respect their individual differences. They want to make the world a better place. Most importantly, they are not interested in *the way it was*, as they see the cost as too high.

Of course, the Millennial Generation



As an industry, aren't we always encouraging people to find work/life balance? Is it really unreasonable for Millennial instructors to ask for it too?



comprises millions of individuals, so these traits are generalisations, but they are based on research and do give us a snapshot of many great qualities that we can work with.

Expectations of new instructors

Millennials are challenging the status quo, forcing us as managers and leaders to think differently and work differently. This is no bad thing. A lot of good can come from it, in fact. Let's look at this in the light of the fitness industry specifically, and the Millennials working within it.

Millennial instructors have what the previous generations might perceive as high expectations of how they want to work and live. They want class variety, higher pay rates, freedom to cover as often as needed, a bonus for staying on their class for longer than two months, incentives to work nights and weekends, free child care, free family gym memberships and rotation of instructors on classes so they don't have to stay in one timeslot. Is it unreasonable for them to want variety and extra compensation for working at times that most 'normal' working people would be paid for? As an industry, aren't we always encouraging people to find work/life balance? Is it really unreasonable for Millennial instructors to ask for it too?

In a LinkedIn post from late 2017, Sir Richard Branson, founder of the Virgin Group, expressed his thoughts on working with this generation:

'It's become fashionable to bash Millennials, for expecting to be gainfully employed after borrowing thousands of pounds for a university education, for daring to hope to enjoy their jobs, and for demanding better employee benefits'.

He went on to recount the incident of a small London theatre that had made headlines for posting a job advert targeting millennials. Frustrated to be posting the ad for the third time in as many months due to the 'poor quality' of applicants they had interviewed to date, the job posters wrote 'Dear Millennials...' before asking 'Are you just not taught anything about existing in the real world?'

Branson's take on this was that 'Employers are simply failing to adapt to the needs of a new type of worker. We, as employers, are dealing with a more confident, and individualistic employee with a

completely different set of skills.'

He then cited an interview with Simon Sinek in which the author and motivational speaker discussed Millennials in the workplace, and argued that 'it's up to employers to work extra hard to figure out how best to support this generation and pick up the slack from the failings of society and their parents. Help them overcome the need to have instant gratification and teach them the joys and impact and the fulfilment you get from working hard on something for a long time that cannot be done in a month or even in a year.'

'When any employee feels their skills are not being utilised, or that they are not making a noticeable or real impact, you get resistance. This is not to be mistaken for arrogance, it's ambition.'

'The key to great leadership' Branson concluded, 'is to adapt to the needs of your whole workforce, across all age groups, and certainly not to write off an entire demographic. Your business will reap the rewards of a more engaged team.'

X + Y = success

The solution may lie in several business models and a rethink of everything we have held to be true over time. One thing I do know is that it is critical for us as managers and leaders to manage both our Millennial and non-Millennial instructors in the ways they like to be managed. If we try to manage them all in the same way, we risk devaluing one group. On the flipside, we can't be seen to be treating one group in what may be deemed a 'preferential manner': that is, any benefits, flexibility and incentives need to be made available across the board.

Managing mixed generations, and the friction that this can sometimes bring, may be one of the greatest challenges of your role, but by managing each team member as an individual you can build a team that benefits from the best attributes of every generation. **N**

Leisl Klaebe is the Group Exercise Manager at Virgin Active Norwest and has nearly 20 years' experience in the health and fitness industry. She is the winner of the prestigious 2017 Virgin Star Award. Leisl is also a Group Exercise Consultant. She can be contacted at leislk@me.com





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THE CULTURE ADVANTAGE

THE 5 P MODEL FOR SUCCESS

Your culture is your unique DNA and one of the best ways to differentiate your fitness business from your competitors, says fitness business management expert *Kristen Green*.



Have you ever walked into a business and thought that it just felt right? What felt right? Well, you probably couldn't put your finger on it exactly, but everything felt in place – the service was good but not intrusive, the staff were welcoming and professional, the décor was clean and appropriate and the product was exactly what was advertised and what you expected.

It's likely that you have experienced a business with a great culture. And when you do, it really stands out – because so many businesses don't have one.

But what is culture – and why should you spend time and effort making sure you get it right?

Although there are many academic definitions of organisational culture, put simply, a business culture is described as 'the way we do things around here' (Deal and Kennedy, 1982). And although it is largely intangible and not always visible, all organisations have a culture – which can be either strong and cohesive or fragmented and potentially destructive to the organisation and its employees.

One of the best examples of the strategic use of culture in our industry is CrossFit. 'When you buy into CrossFit, you buy into the culture. The CrossFit brand has built an exceptionally highly engaged, loyal and passionate community, with affiliates across the globe. A major contribution to the success of CrossFit



“
*Culture, managed successfully, will build brand equity,
and create a loyal team of brand advocates in your
team and customers*
”

can largely be attributed to its strongly guarded culture which has less to do with physical transformation and more to do with encouraging participation, community, and personal growth’ (Rachel Service, 2014). The CrossFit culture is focused around a supportive and inclusive community – anyone can participate in CrossFit in their local area.

Culture is made up of shared beliefs and values, and is communicated through the language, rituals, stories and traditions which are used and passed on over years. Using the CrossFit example, we see the use of unique language to describe specific workouts, such as the WOD (Workout of the Day) and the common use of acronyms such as ‘AMRAPs’ (As Many Reps As Possible).

You may have heard the saying ‘culture eats strategy for breakfast’, and it’s hard to disagree. Often the focus of business planning is centred around operational, marketing, strategic planning and budgets. But at the heart of all successful businesses is a positive, inclusive and cohesive culture. While arguably a business can be successful financially, it can rarely be sustained long term without a concerted effort to have culture as a cornerstone. At a business level, owners and managers have the ability to shape and influence culture to achieve the desired outcomes.

Your culture is your unique DNA and is one of the best ways to differentiate your business from your competitors. No other business can have exactly the same culture and values. Culture, managed successfully, will build brand equity, and create a loyal team of brand advocates in your team and customers.

The 5 P’s of a successful business

The ‘5 P Culture Model’ of Purpose, Position, People, Participation and Professionalism can be used to drive your cultural advantage.

Purpose

First, you must be clear on your ‘why’ and what your key organisational values are. Your answers to these questions will help establish your mission statement, which serves as a compass for your purpose and for decision making. If culture is your DNA, then your mission statement is the backbone of your culture. Identifying your customer and your purpose and what you stand for will help create consistency with the delivery of your business/services.

Position

In keeping with your 'why' is your 'where'. How do you want to position yourself within the market? The answer to this question will drive your business marketing and goals. As a fitness services provider, will you be at the premium, high quality/high service end of the spectrum? Or will you be a budget operation with minimal staff and service? While there is no right or wrong decision, it is important that your culture and brand are aligned with your position.

People

Arguably one of the most important drivers of culture is your people. Nothing is more motivating for your customers than staff who are loyal, engaged and inspiring. Culture fit starts at recruitment. A good approach is to 'hire on attitude, train on skill'. Hire your team in alignment with your core values, which may include compassion, passion and respect. Ensure your team are appreciated and receive regular reward and recognition, and they will become your best brand culture ambassadors.

Participation

Building your community participation internally and externally is a great way to build a positive and inclusive culture. Look for innovative ways to engage and to become an integral part of your local community. Not only does this provide an opportunity to connect members and clients with each other and the community, but it also assists in retaining customers and building your brand awareness through supporting high profile community events.

Professionalism

The area of professionalism is broad, encompassing aspects as diverse as customer care, standards and safety, continuous improvement and innovation.

Irrespective of your business or model, a high level of customer care is an integral component of your business and culture. When members are working out, they need to not only feel safe and looked after, but also *be* safe and looked after – not least to avoid injuries and potentially damaging legal action against the facility or fitness professional. Ensuring they have access to safe, high quality facilities is one part of this equation – you don't want an old or faulty piece of equipment to be the downfall of your club. Ensuring team members and contractors are registered and qualified



The 30-second article

- Culture is made up of shared beliefs and values, and is communicated through the language, rituals, stories and traditions which are used and passed on over years
- At the core of all successful sustainable businesses is a positive, inclusive and cohesive culture
- Your culture is your unique DNA and is a great way to differentiate your business
- The 5P Culture Model of Purpose, Position, People, Participation and Professionalism provides a template to build your brand culture equity.

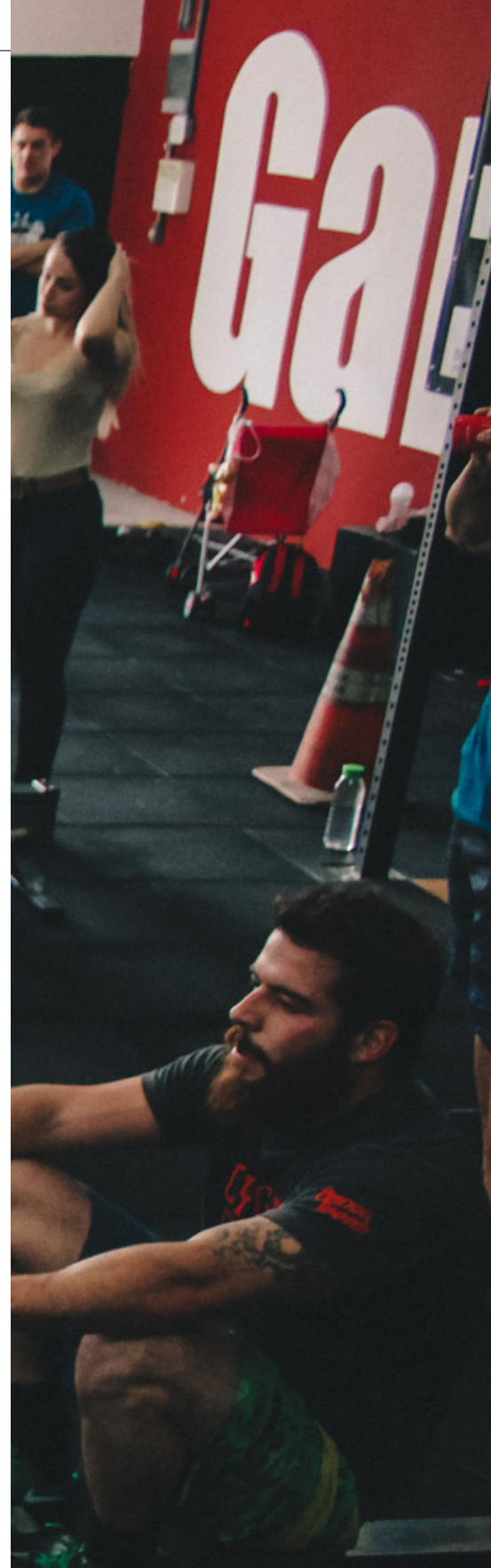
professionals who continually invest in their professional development is also key to fostering this professional aspect of your club culture.

In addition to their technical skills and knowledge, however, team members should also work on developing their people skills. Providing an exceptional professional experience to delight your customers will build good will and ultimately loyalty to your brand. As the saying goes, 'They may forget what you said, but they will never forget how you made them feel.'

In our industry, you need to encourage a culture of innovation and continual improvement. Regularly seek feedback from members, class participants and PT clients, and aim to never settle for the status quo of your business. The fitness industry is continually being disrupted with new and innovative business models, so plan to keep ahead of the curve – or risk being left behind. **N**

CLICK HERE TO SEE REFERENCES

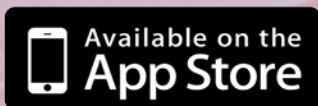
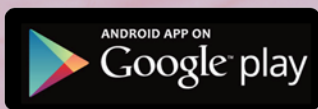
Kristen Green, MBA, BSpSc (Ex.Science) is the Executive General Manager of the multi-award winning Aquafit facility in Campbelltown, NSW and a Board Member of Fitness Australia. She was recently recognised as IHRSA's 2018 Woman Leader – the first Australian to receive this prestigious award. With over 25 years' experience in the fitness industry, Kristen's area of expertise is business management and leadership. **Connect with her on LinkedIn.**





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RECIPES: AUTUMN 2018

SOUP'N'SALAD

Enjoy the nourishing flavours and comforting colours of Autumn in these delicious recipes from The Healthy Chef, *Teresa Cutter*.

Roasted pumpkin & carrot soup

Roasting the pumpkin and carrot intensifies the already scrumptious flavour of these vegetables, allowing a delicate sweetness to come through the finished soup dish. For a creamy meal, you can also serve this soup with a light drizzle of coconut cream or organic natural yoghurt.

Serves 6

Ingredients

1kg pumpkin
500g carrots
2 tablespoons olive oil
pinch of sea salt and black pepper
pinch of ground cinnamon
1 litre water
5g fresh ginger, grated (optional)

Preheat your oven to 200°C. Peel and chop pumpkin into small chunks and place on a lined baking tray. Wash carrots, keep the skin and chop roughly. Place them on a separate lined baking tray. Drizzle the olive oil over vegies on the two trays. Season each tray with sea salt, pepper and cinnamon. Mix the oil and seasoning through the vegetables using your fingers. Roast for 40 to 45 minutes or until vegetables are cooked through and caramelised. Combine pumpkin and carrot in a high-performance blender. Add 3 cups of water and ginger, if using. Blend until smooth. Add another cup of water to adjust consistency. Serve hot and feel the nourishment.



Beetroot, pomegranate & pistachio salad

The delicate sweetness of golden and red beetroot is accentuated when they are roasted in the oven then allowed to cool gently. Beetroot is one of the richest dietary sources of antioxidants and naturally occurring nitrates, which boosts blood flow throughout the body, helping to oxygenate and energise the brain, heart and muscles.

Serves 6

Ingredients

POMEGRANATE DRESSING

3 tablespoons pomegranate molasses
juice from $\frac{1}{2}$ lemon
60ml cold-pressed olive oil

SALAD

1kg baby beetroots (golden and red varieties)
150g wild baby rocket (arugula)
80g labna (or your choice of Persian feta or grilled haloumi)
handful of pistachio nuts, chopped
pinch of ground black pepper
fresh pomegranate seeds

To make the dressing, combine all the dressing ingredients until creamy. I like to whisk them together. Taste and adjust if needed. Store in a screw-top jar in the refrigerator for up to 5 days.

To make the salad, preheat your oven to 180°C. Cut off the leaves from the beetroot and wash well with the skin still on. Wrap each whole beetroot in foil and place onto a baking tray. Roast for about 30–35 minutes. Remove from the oven and allow to rest in the foil for about 1 hour: this process allows the skin to be removed easily. Remove the foil and peel the skin off the beetroot with your fingers. Cut beetroot in half and leave a few whole if they are smaller. Arrange onto a serving platter or large bowl along with wild rocket leaves. Arrange the labna then pistachio over the top. Drizzle the dressing over the top just before serving (smashed raspberry dressing is also fantastic). Enjoy!

Teresa Cutter, aka The Healthy Chef, is one of Australia's leading authorities on healthy cooking. A chef, nutritionist and fitness professional, she is author of the *Purely Delicious* and *Healthy Baking* cookbooks, available from thehealthychef.com. The Healthy Chef Recipe App is available from the App Store and Google Play.

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REFLECTIONS ON FUNCTIONAL TRAINING

Is an exercise functional just because it mimics a task or, asks neurological physiotherapist and trainer *Tanja Harrasser*, does it also need to follow the natural function of your joints and body's structures?

As a fitness professional, you will be only too familiar with the term 'functional training'. You may well use it yourself, in workouts you deliver clients and as a marketing tool – after all, who doesn't want to be functional? Because if you're not then you must be what – dysfunctional? So, let's discuss what functional training actually is – and map out an approach here.

In his article in the autumn 2017 issue of *Network* magazine, Dr Mark McKean PhD elaborated on the missing scientific definition for functional training. He summarised that as a result of lack of research, as well as failing to find a consensus across the health and fitness industry as to what functional training actually is, the term 'functional' might be 'used across a broad range of activities, gimmicks and programs with no real evidence to support their use'.

This poses a dilemma, and if we as health and fitness professionals want to continue using the term 'functional' to describe the training we deliver clients, we need to resolve it. To improve the quality and credibility of functional training we must first be able to understand it, and second, be able to teach it. For this we need a collective definition of the term.

Functional training is the base of healthy exercising and aligns modern scientific findings about motor learning with holistic and sustainable training approaches. Therefore, I refuse to just label all kind of 'activities, gimmicks and programs' as functional. The power of real 'functional training' can reach across the board of competitive sports as much as it can be used as a base concept in therapeutic approaches, anti-ageing, group fitness and every single PT session. But we need to be clear about what it is.

The dictionary definitions – and their application to exercise

The dictionary meanings of the word 'functional' give an indication of why it has been so widely adopted in the context of fitness and movement. Although the definitions have no connection to exercising directly, we can learn from all of them in our efforts to define 'functional'.





DEFINITION 1: An activity that is natural to or the purpose of a person or thing.

The activity 'movement' is certainly natural to humans as much as it is essential to survive. Not every movement, however, or every exercise (complex movements in this instance) is functional.

A functional movement is often regarded as one that is connected to a daily activity and that is successful in terms of the outcome. Walking successfully from A to B for example, or standing up from a chair.

According to the definition above, functional needs to be not only natural to the purpose, but also natural to a person or a thing – in this case the person *and* the movement system. A functional movement needs to be natural to, and respect the requirements of, joints, muscles and the entire neuromuscular skeletal system.

Therefore, the question arises of *how* a person gets from A to B or performs a squat. The movement/activity might be currently labelled as 'functional' just because the person arrives at B or is able to get out of a chair (squat), but is it natural to the system?

Instead of 'applying' movements that are currently labelled as 'functional', we need to look into which requirements (natural to the system) need to be fulfilled to achieve a functional movement. In other words, how a person moves, determines if a movement or exercise is functional.

Let's look at this in terms of both single and multi joint movements.

Function in single joint movements

On the level of single joint movement, we could use 'functional' as a synonym to 'according to the anatomical purpose'.

Looking at the structures of one joint, we want the movement to be 'natural' to the purpose of the joint. In this context every joint has planar movement requirements as well as neuromuscular components, which need to be controlled in timing, strength and direction, so the movement can be performed successfully within full movement range of the single joint motor unit involved.

To perform a knee extension, for example, while standing on the leg being extended (a movement within the function 'walking'), the movement happens mainly in the sagittal plane and slightly in the transversal plain, with no movement in the frontal plane due to the anatomical purpose of the knee joint. The muscles involved need to be activated by the brain in a goal orientated way using controlled strength effort (selective motor control), being timed with each other (agonist-antagonist coordination, reciprocal activation) and transferring load in the right direction, i.e. for multiple jointed muscles like rectus femoris, functional use of the fixed (punctum fixum) and moving (punctum mobile) elements.

To achieve this optimal alignment during the movement, and homeostasis (state of equilibrium) thereafter, the adjoining joints (the hip and ankle in the example of the knee extension) need to also have full function. The cause and effect chain can now continue, as every joint has a neighbour joint and most importantly needs an anchor – ultimately our core with spine stability.

Function in multi joint movements

When we now apply the definition to multiple joint movement (lever movement and postural control) the synonym to 'functional' could be 'a movement that is performed controlled and balanced in gravity with minimal structural sacrifice and maximum success'.

Minimal structural sacrifice is achieved when the movement is performed with the prerequisite of alignment in all joints on the single joint level, plus aligning it with the purpose of the movement and



The 30-second article

- An exercise is only 'functional' when the prerequisites within the body, in relation to gravity and surface, are natural to the purpose of all structures involved, and it is successfully integrated into a person's intention
- To grant the label 'functional', certain requirements need to be satisfied: these should expand from the currently accepted functional training tools and exercises, to the internal requirements of body and mind
- Whether a movement is functional is determined not only by the quantitative question of success, i.e. if the client can do it, but also the qualitative execution of the movement, i.e. how the client performs it
- Whether a movement or exercise is truly performed 'functionally' lays within the client's reaction to the variables and the movements we instruct them to perform.

intention of the person performing the movement.

In other words, as trainers we need to know exactly when to break moves down for a client, establish alignment in low load and less challenging positions and then build movement up until it reaches its fully intended outcome.

We all know that our proprioception sometimes deceives us with feelings of what is 'normal'. For example, a client may think their spine is straight, when in actual fact they display a heavy forward head posture, not only during an exercise but also habitually. As trainers we should address this by not only instructing a neck correction, but also responding to the client's sensory feedback. This aligns what we see to what a client *feels*, enabling us to optimise cues and aid the client in initiating successful change.

Such a change, or correction, in movement patterns might feel quite awkward to a client at first. I deem it essential for the learning process to bring this 'new feeling' to a client's attention with corresponding explanation of the benefits, so that a client learns to integrate the revised movement execution as the 'new' norm.



We need to know exactly when to break moves down for a client, establish alignment in low load and less challenging positions and then build movement up until it reaches its fully intended outcome.



Squatting with good form



Squatting with bad form

DEFINITION 2: A relation or expression involving one or more variables

If we translate this mathematical definition into movement terms, it is obvious that a movement outcome involves more variables. However, currently in the fitness industry the variables link to training tools, like balance boards, TRX and an entire gym full of equipment used to achieve 'functional movement'. When applied without the alignment concept mentioned above, the structural sacrifices by the overload of these tools could be huge. Thus, using them in training does not guarantee that a client's training is functional.

As trainers we should go back to basics and observe clients in relation to these often overlooked variables:

- **Gravity:** How is the body placed in gravity (posture and balance) and are compensation mechanisms used?
- **Support surface:** How is posture and balance built from the point of contact with the support surface and is alignment achieved?
- **Movement initiation and execution:** How are body parts and the entire body ultimately moved in pace, direction and intention and is movement flow, control and desired outcome achieved?
- **Belief system:** How do emotions impact on the movement/exercise execution, and are personal intention and exercise aligned?

I will restrict this discussion on functional movement mainly to the neuromuscular skeletal system, but we must not forget the intentions/belief system that a client brings to training or therapy. This has a huge impact on how a client moves and therefore is an important variable.

We can summarise that variables like training tools are a challenging, yet very valuable extension of gravity and support surface, if used with functional movement. Thus, when instructing an exercise using external tools, we should take great care with regards joint alignment and all other requirements

as outlined above before we label the movement as 'functional'.

DEFINITION 3: Work or operate in a proper or particular way

Movement or exercise is instructed to help a body 'function' better, and as such trainers and therapists must look at the 'functionality' for daily life. Only then can we expect a client to internalise our advice and exercise instructions: our body 'operates [only] in a particular way' when it makes sense and the desired outcome is achieved.

For example, we instruct squats to help clients maintain the ability to stand up and sit down, and strengthen legs and core in order to assist them in stepping up stairs and performing countless other actions. Therefore, it is essential to explain to a client *why* they are given a particular exercise, and equally important to outline the benefit of performing it in a functional way.

Sometimes this means dealing with a client's strong belief first, such as 'what hurts helps' or 'the more the better' (kilos, reps, speed), because beliefs such as these can stand in the way of learning to execute an exercise in a 'functional way' and can be the reason for injury or early structural degeneration.

Every trainer or therapist knows that there are as many versions of executing a squat as there are clients, but there is only *one* way to do it so that the client *and* their neuromuscular system stays happy and healthy in the long run. Thus, good exercise instructions are reliant on intricate attention to the individual clients' needs.

Essentially, the goal of functional movement and exercise is not balancing on a wobble board, but rather optimising a movement pattern with the addition of longevity of the system. **N**

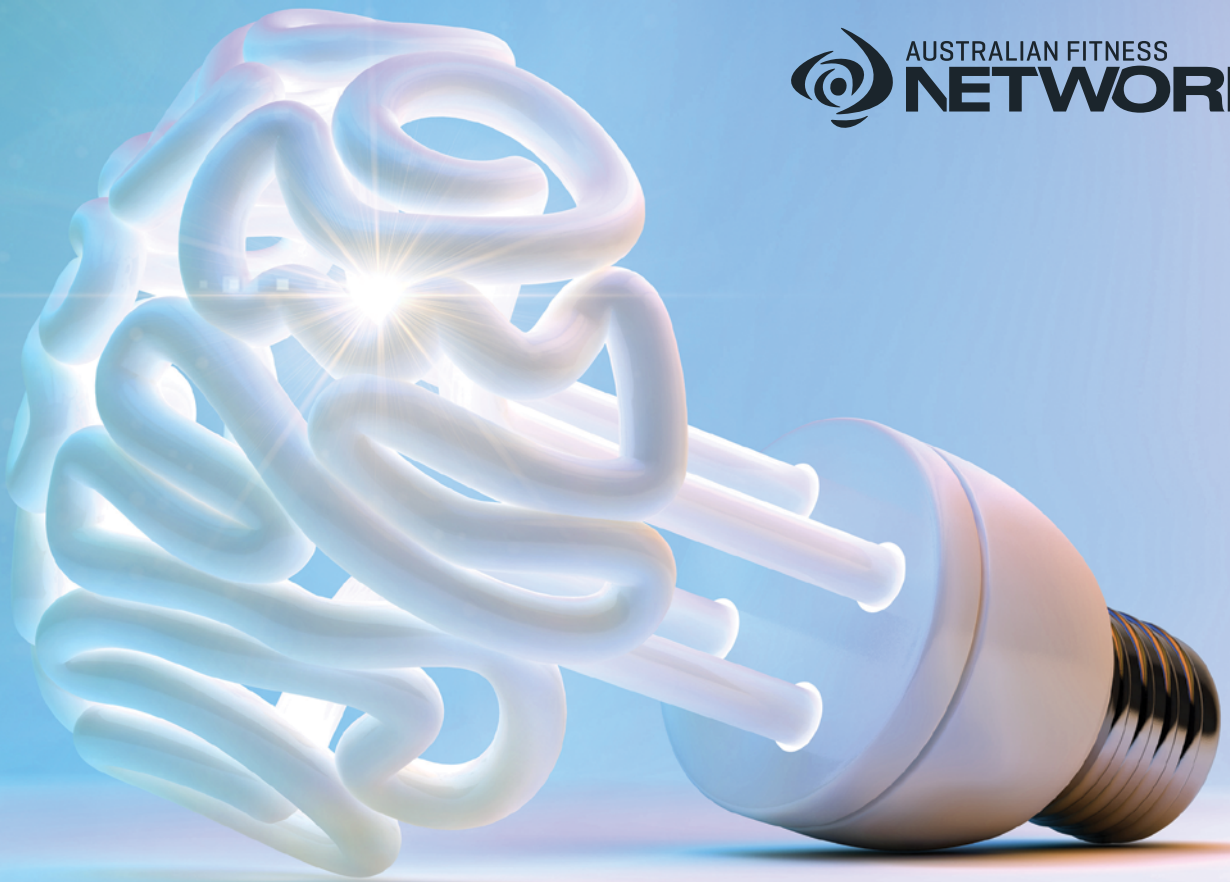
Tanja Harrasser trained as a neurological physiotherapist in Germany. In her role as a personal trainer she is passionate about bridging the gap between therapy and fitness. Working in both industries for over 25 years Tanja advocates for a holistic and sustainable approach to training. Click [HERE](#) for information on her Neuro Kinetic Programming Workshops, and [HERE](#) to connect with Tanja.



Making moves functional

If we find that a movement or exercise performed by a client does not meet the requirements for 'functional' we can employ these strategies to reprogram the movement pattern.

- Choose low load positions, decrease challenges (tools), adjust speed and complexity
- Include significant awareness exercises for the client regarding movements that influence the desired exercise execution (e.g. postural activity, feet position, breathing)
- Improve the neuromuscular activity at the point of contact with the support surface (optimise cueing)
- Break a complex exercise (like a squat) down to its movement elements and improve certain parts of an exercise
- Highlight to the client bodily functions in specific exercises, such as posture, balance, breathing, selective motor control and coordination and enhance them where necessary
- Instruct a client to integrate simple functional moves into daily activities and highlight why it is beneficial to improve them in order to achieve sustainable change
- Evaluate feedback from your client, and adjust the exercise accordingly, always remembering to explain why you are doing what you are doing.



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Mindset and performance coach Greg Sellar talks fixed and growth mindsets, understanding other's viewpoints, and why falling off the fitness wagon is feedback, not failure.



Eating disorders and the fitness industry [26mins]

Eating disorder survivor and campaigner Eleni Psillakis on problem behaviours, the danger of equating body image with physical and mental health, and why fitness professionals are really health professionals.



Keeping your PT and group workouts fun and effective [11mins]

Renowned trainer and educator Krista Popowych talks creating a sense of fun and community with training clients, managing mixed abilities in small group training, and her top training tools for outdoor group work.

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AQUA SKILLS

MAKING A splash WITH THE KIDS!

Aqua workouts for kids can be a struggle if you try to teach them in the same way as your adult classes. It doesn't have to be like this, says aqua instructor *Mel Morony*.

From the side of the pool deck the aqua instructor demonstrates a move. Meanwhile, the participants in the pool are mostly giggling, splashing each other and maybe mildly enjoying the entertainment of the aqua instructor struggling to keep them engaged. The instructor looks over to the classroom teacher, hoping that they might intervene, only to see that they are engrossed in their laptop or phone. So, the instructor is left with one option: to grin and bear it, thinking about how their pay packet is going to look with this class included in it.

Most group fitness instructors that have taught school groups, whether on land or in the water, will be nodding in agreement as they read these words. I myself have experienced this situation a number of times, especially when teaching to teenaged groups.

The good news is, it doesn't have to be like this – especially when the school group you're teaching to is made up of primary school kids. By understanding a few principles of kids, it is possible to teach

classes where the focus isn't reduced to mere survival, and both sides have the opportunity to thrive.

Kids don't want exercise

While most kids enjoy physical education (though I admit, especially as a teen, I was an exception), on the whole most kids don't want 'exercise'. They want ice cream, or video games, or a trip to Dreamworld. For most school groups it is a decision that the teacher has made for them to come and experience an aqua class. Generally, kids don't realise that there is an obesity epidemic in Australia. For our middle-years high school students, PE might even seem like a waste of time, especially if they have an idea of what they want to do for a career.

While our adult patrons may understand the benefits of exercise, we've got to remember the underlying motivation for any human behaviour – to avoid/ move away from pain and move toward/ keep experiencing pleasure. Hence, even for the bulk of our adult patrons,



their desire to see results – whether physical or mental – isn't for the sake of the results themselves, instead they are in order to look or feel good, be good at their chosen sport, to stay in their own homes, reduce stress or to avoid the consequences of diabetes.

This motivation for human behaviour applies to kids too. The difference, however, is a question of time. While the ability to think abstractly is starting to develop around the age of nine, the results of exercising – and the major effects of not exercising – are generally going to be too abstract to be motivations.

Instead, consider the previously mentioned list of what kids want. All of the activities could be summarised with one word – fun! If we consider that for the bulk of kids, the pain/ pleasure continuum might be a case of moving away from boredom toward fun, then we might have a basis for an approach to teaching aqua to kids that is going to work. In other words, if kids like fun so much, why not make it the focus of their sessions?

Think outside the box

While our adult participants may be content to do karate kicks, tuck jumps and an arm move 30 seconds each, and three to four times over, or to run from one barrier in their allocated lanes to the other, this sort of thing will only hold kids' attention for a limited time.

But what if, instead of running laps, we played a running game? Examples would be variations of chasey or Tiggy, Octopus (which is what the game of my day, Red Rover, is now called). All of a sudden kids will be clambering to be 'it' and wanting to 'play it again' when the round is over.

Consider the other games that kids play at school. Getting them into teams and doing relay races, for example, might be an option. Over the years I've played Tunnel Dumbbell – a variation on Tunnel Ball – with school groups and had grade 6 kids more than happy to join in. Could we get kids to hold a dumbbell between their legs and move vertically through the water with it? What about a noodle underneath the feet and a jumping game to make sure it stays there? The possibilities are endless.

Getting them moving

With the amount of time now spent in passive activities, especially those involving screen time, more than ever kids need to get moving. The moves that we would be using in our adult aqua classes to help improve posture, such as hip extensions/donkey kicks and chest openers, also need to be brought out for the kids.

The difference will be in your presentation. While our adult patrons may be fine to do a choreographed track for five minutes and then a track where they go through three moves a few times over across another five minutes, expecting this approach to work with kids could be a recipe for disaster.

My approach when teaching kids is to use some of the formats



found in HIIT classes. For example, Tabata – 20 seconds hard work, 10 seconds recovery; Pelters – 3 x 20-second moves, 3 times over; 2 x 30-second moves, done twice. While I'm not looking for the intensity of HIIT from the kids (though with all the splashing going on, you may be excused for thinking that the intensity is there!), doing a move for a short amount of time before moving onto another leaves very little chance for the kids to get bored and start acting up. I also often include boxing moves, and combinations which, naturally, the kids love. Just make it very clear that it is to be non-contact and is only to be used in the class... they aren't allowed to go practicing boxing on their class mates or siblings at school or home.

Take a moment to think about terminology as well. This is especially important when we consider the Rocking Horse move. Rocking Horses are for babies and little kids: the older kids get, the more they want to prove that that's exactly what they are not. My solution has been to amend the name a little and call them 'Rockers'. I've never yet clarified with a bunch of school kids exactly what those Rockers are, but presumably they've associated it with moving to rock music or something, because they've always been more than happy to do them.



If kids like fun so much, why not make it the focus of their sessions?





The 30-second article

- Kids enjoy moving, but they don't get excited about the concept of 'exercise'
- As long as the focus is on fun, kids are more likely to stay engaged and enjoy their aqua class with you
- The inclusion of games, current music and elements of HIIT formats can be fun and prevent young participants from getting bored
- Changing the language you use can help your instructions resonate with young participants.

Music

Speaking of music, be ready for a singalong by the kids if you include any current chart hits in your playlist – and give some consideration to the lyrics. Having kids going home singing something their parents might not deem appropriate, or which objectify a group in society, will not win you or the facility that you are working at, any friends (or more patrons). Consider also that while



All of a sudden kids will be clambering to 'play it again' when the round is over



boy bands might be a winner with a group of girls, if you have an all-boys class then they might not appreciate that choice so much.

Also consider just how multi-cultural Australian society now is, especially in urban areas. The values of tolerance and inclusion are taught at most schools now, hence, the inclusion of an ethnic track or two can be a way to engage the kids on this level.

Discipline

Despite all of your work to make aqua fun, you may still find a few discipline problems. Keep in mind that, legally, the classroom teacher has to be there at all times. While they may have disengaged to an extent during the time when they aren't hands-on teaching, the duty of care still falls to them. They also know the expectations and discipline standards of the

school. Hence, there is nothing wrong with summoning them to take on the disciplinary responsibility that falls to them.

Have fun

Remember, the kids are going to make it fun anyway – in whichever way they can. They are going to splash – a lot. I often joke with the lifeguards and duty managers 'You didn't want all of that water in the pool, did you?' Running with making it fun, and letting them make a splash, is going to make your job far more enjoyable than insisting on them doing a standard aqua class. **N**

Mel Morony is a Melbourne-based aqua instructor. She has presented in Aqua HIIT at the Women's Health and Fitness Summit, 2017 and is available to present 'Kids Aqua – Making A Splash' upon request.

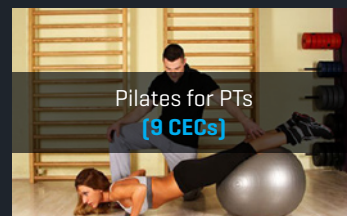
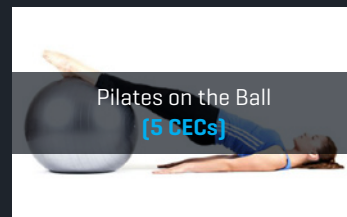
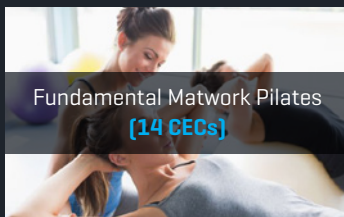


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RESEARCH REVIEW

CRYOGENICS WHILE YOU'RE ALIVE:

TEST RUN OR ARCTIC TRAINING?

What does subjecting the body to sub -100°C temperatures actually do to the body – and is there a place for it in athletes' training regimes?

Review by Associate Professor Mike Climstein PhD & Joe Walsh

Title: Whole-body cryotherapy in athletes: From therapy to stimulation

Authors: Dr's Lombardi and colleagues. (Laboratory of Experimental Biochemistry and Molecular Biology, Italy)

Source: *Frontiers in Physiology* (2017) 8 (258): pp1-16. Click [HERE](#) to read. Cochrane review available free [HERE](#).

Introduction: Many decades ago I competed in Olympic weightlifting. Being both a 'wannabe' athlete and an academic, I had heard that the Eastern Block Olympic lifters and athletes were doing 'contrast baths' of extreme heat and cold to facilitate recovery. As a lifter, I knew that the most important strategies were to train at the highest intensity just under the injury threshold (like I knew where that threshold was: I subsequently suffered a herniated L5/S1) and to facilitate recovery, because doing so would enable higher intensity training the next day, which would result in greater strength gains.

As there was no internet back then, I could only find very limited information in the library, so had to guesstimate what the protocol should be. I did, however, have a good understanding of physiology, specifically the mechanism of vasodilation (increased blood vessel diameter from the hot water exposure) and vasoconstriction (decreased blood vessel diameter from the cold water exposure), which should, I theorised, facilitate removal of muscular waste

products from training and hence facilitate recovery. Given it was near whole body exposure via conduction (very effective for heating and cooling) I knew this should maximise the effectiveness of the contrast therapy. Being naïve (and that's wording it nicely) I simply figured that I should use the hottest water I could tolerate for near full body submersion followed immediately by full body submersion in the coldest temperature I could tolerate (i.e. a combination of ice and water should equal 0°C , plenty cold enough). So perhaps I was one of the first to develop whole-body contrast therapy...

In their review of studies into cryotherapy (extreme cold treatment) since 2010, Lombardi and his colleagues state that there are a number of accepted contraindications to whole-body cryotherapy, which include cold intolerance or hypothermia, Raynaud's disease, hypothyroidism, respiratory disorders, cardiovascular diseases (unstable angina, Stage III or IV heart failure) certain neuropathies, local blood flow disorders, cachexia (weight loss and muscle atrophy) and claustrophobia.

The whole-body cryotherapy procedure requires the participant to be minimally dressed (e.g. bathing suit and socks) upon entering the chamber. It is also recommended that a surgical mask be worn in order to avoid direct exhalation of humid air, and that the participant should not be sweating, as this can pose a risk of skin burns and tissue necrosis (death of tissue). There were no studies investigating



The 30-second article

- Whole-body cryotherapy (WBC) is an alternative to cold water immersion or ice packs, and involves the body being subjected to extremely cold dry air and liquid nitrogen (-110°C) for two to four minutes
- A review of studies from the past several years found that WBC has a dose-dependent effect on lipids, and does not appear to affect the resting metabolic rate
- The review also found that WBC had beneficial effects on bone resorption, making it beneficial in the prevention of stress fractures and in post-fracture recovery.
- WBC was also associated with improvements in muscular tiredness, pain, and wellbeing following strenuous exercise.

benefits to muscular strength, muscular endurance or changes to body composition (body fat).

Lombardi and his colleagues did report on positive findings on whole-body cryotherapy on lipid profiles. One study, which involved active males who underwent 5, 10, or 20 whole-body cryotherapy sessions, found the following:

- 5 sessions of whole-body cryotherapy had no effect on the lipid profile
- 10 sessions of whole-body cryotherapy exposure resulted in a 34% decrease in triglycerides
- 20 sessions of whole-body cryotherapy exposure resulted in 18.8% increase in high-density lipoproteins and a 15.2% decrease in low-density lipoproteins.

This literature review on cryotherapy noted that one study investigating the effect of moderate aerobic exercise combined with whole-body cryotherapy found no change in body weight or body fat percentage. Unfortunately, this study did not specify how many whole-body cryotherapy sessions the participants underwent. In another study with 10 professional tennis players undergoing whole-body cryotherapy (-120°C for 3 minutes) twice a day for five days, there was no change in resting metabolic rate or percentage of fat used as an energy source.

The authors concluded from these two studies that whole-body cryotherapy has a dose-dependent effect on lipids, and it did not

appear to affect the resting metabolic rate.

The authors also investigated the effects of whole-body cryotherapy on bone health and found that it had beneficial effects on bone resorption to formation balance, suggesting that the increased osteogenic (bone formation) would be beneficial in the prevention of stress fractures and in post-fracture recovery.

Lastly, the authors concluded that whole-body cryotherapy was associated with improvements in muscular tiredness, pain, and wellbeing following strenuous exercise. They stated the optimum whole-body cryotherapy exposure should be 20 sessions (minimum) and that 30 is considered optimum.

Pros: The authors have previously conducted a good volume of cryotherapy research themselves and provide a good overview of the literature currently available on whole-body cryotherapy. The authors did state the treatment effectiveness can be influenced by the participant's body composition (i.e. body fat percentage).

These days, professional sports and the Australian Institute of Sport (AIS) have recovery centres with small pools and shower walk throughs which are hot and cold. The AIS also has recommendations for athletes (i.e. cold water exposure at 10°C), though to our knowledge AIS has not installed a whole-body cryotherapy chamber. However, some European soccer clubs are using them on a regular basis. Additionally, a number of high profile athletes in various sports are reportedly using whole-body cryotherapy to assist in performance (recovery, reduced injuries, energy, sleep) as are some celebrities. A 2015 Cochrane review concluded (at that time) there was insufficient evidence to support the use of whole-body cryotherapy for preventing and treating muscle soreness after exercise in adults, but we suspect given its increase in usage, new research studies will be able to provide greater insight into the actual benefits.

There is anecdotal information from the UK that whole body cryotherapy can reportedly burn between 500 and 800 calories in three minutes, though finding a published study to substantiate this

claim has not proved possible. If this were an actual effect, it would be due to heat generation within the body to compensate for external cold. It is well known that shivering increases the body's metabolism and hence caloric expenditure. We are currently unaware to what extent whole body cryotherapy increases metabolism, and for how long post-exposure: no doubt future studies will report this data. In the meantime, however, it would be advised to not rely upon these claims being correct until evidence exists to support them.

Cons: Unfortunately, at present, there is limited research available on the benefits of whole body cryotherapy.

With regard to adverse events associated with whole body cryotherapy, Carrard and colleagues (2017) published a case study



It's working for him, but could extreme cold benefit your athletic clients?




involving a 63-year-old male who suffered transient global amnesia (loss of memory) after a single whole-body cryotherapy session. The man did recover completely within 24 hours. Camara-Lemarro and colleagues (2017) published a recent case study of a 56-year-old who underwent whole-body cryotherapy experiencing an abdominal aortic dissection (i.e. tear in the aorta). It is not clear in these two cases, however, if the whole-body cryotherapy was causative or coincidental. **N**

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NZ NEWS



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

Taking it up a gear in 2018



Following on from the success of ExerciseNZ's 2017 key education events, FitEx (800+ attendees in November) and Roadshow (250+ attendees in 9 cities in June), ExerciseNZ is ramping up its investment in events in 2018. In addition to FitEx and the Roadshow, ExerciseNZ is introducing an all new yoga event, the Hauora Yoga Festival. Co-timed and located with the FitEx conference, the thinking behind this new initiative is to find fresh ways to support the entire exercise industry, regardless of modality, structure or location.

Roadshow

With the 2018 roadshow we will be introducing an all new element – an industry keynote, where we not only update members on what's happening in their industry, but also about key government projects that the exercise industry is working on and can take advantage of. This year there will be a big focus on ACC (Accident Compensation Corporation), which together with ExerciseNZ is looking at how to reduce injury rates among those that exercise, as well as upskilling exercise professionals on the key drivers of accidents, and the most common injury areas and types. We want to hear from exercise professionals about their views on this, and use this feedback to help inform us and ACC about potential solutions and interventions.

We will also be introducing an optional extra within each roadshow event – a lunch where presenters and attendees have the opportunity to carry on discussions from the education sessions in a more informal way, sharing ideas in a roundtable-type format. For those that want to invest the extra time, it's a great way to learn more, and share ideas.

ExerciseNZ is also super excited to announce John Polley (or JP as most know him) as the key presenter at RoadShow 2018. JP is continually one of the most popular and highly rated presenters from FitEx, and perhaps best known for teaching us how to bring 'play' into exercise. This will give those in the regions the opportunity to hear from JP directly, and learn from



one of the industry gurus on mobility and enhancing engagement (both clients and team members).

Yoga Festival

The one-day Hauora Yoga Festival is all about supporting the yoga community in New Zealand. It will contain both master class education sessions and forums to discuss and share ideas on a number of different themes.



Details of the format and sessions will be announced when the FitEx brochure comes out in June, but it already promises to be an amazing event supported by, and supportive of, a variety of yoga disciplines.

FitEx Conference



Finally, the FitEx conference continues to develop and grow, and is now by far the biggest

exercise education event in New Zealand. With over 100 sessions, 800 attendees, and 50 world class presenters, it's something that many rave about for many months after the event. Of course, any education event is only as good as its presenters, so ExerciseNZ is always on the lookout for fresh topics and dynamic presenters. If you or someone you know is interested in presenting at FitEx '18, the speaker application form can be found at fitex.co.nz/speaker

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

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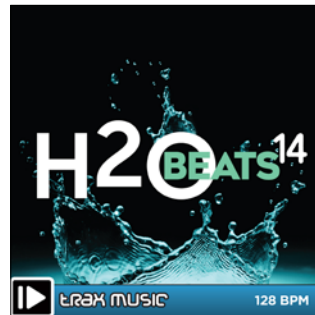
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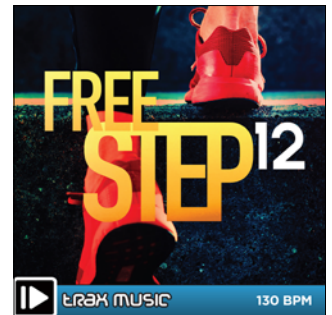
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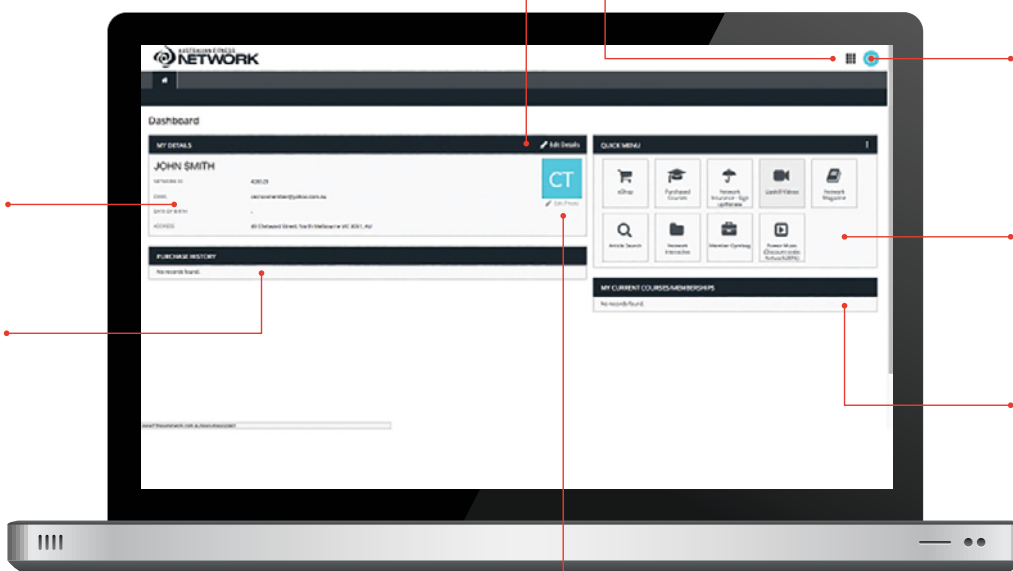
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