



# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

AUTUMN 2020

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# Facing challenging times, with one eye on brighter days ahead



After a challenging summer overshadowed by the bushfires that ravaged so much of Australia, we've arrived in Autumn, only for coronavirus to occupy our every waking moment. As I write, clubs and facilities in Australia and New Zealand remain operational, along with most other businesses, but the speed at which the situation is evolving means that this is by no means a certainty for the days and weeks ahead.

While businesses remain open it can be difficult knowing how best to respond: we don't want our people-facing businesses to be drastically impacted, but we must appreciate the valid concerns of clients, members and staff. Reassurances that you are strictly adhering to government recommendations pertaining to hygiene and social distancing may help ease concerns to some degree, but there is no doubt that we will all feel huge repercussions, both personally and professionally. We must put health and safety first, and, if we find ourselves unable to go about business as usual, we can at least use the enforced downtime to communicate with and support our members and clients, and to work on, if not in, our businesses.

This issue of *Network* features a number of articles from industry leaders who were due to present at this year's FILEX Convention, which was scheduled to take place in Sydney this May. As with other large gatherings, the event has been postponed, literally as I am writing. As the previous operators of the convention, we know first-

hand how much blood, sweat and tears go into pulling this remarkable event together, so we send our best wishes to the FILEX team and hope that we are all able to congregate and celebrate our industry at a later date.

Though they may no longer be presenting their sessions to us in May, the features from FILEX presenters in this edition are no less valid. Krista Popowych reflects on a changing industry, Ish Cheyne urges us to take everyday opportunities to 'level up' and Billy Polson looks at the steps needed to differentiate yourself in a sea of fitness professionals. Elsewhere, Lianne Tiemens and Dom Gili explore the transferrable benefits of aqua workouts, and Owen Bowling identifies the opportunities available to clubs by integrating elements of AI into their operations.

These will be the most challenging times many of us have faced, but we will get through this: not unscathed, and quite possibly changed in the way we operate, but we are a resilient industry and brighter days will follow.

Stay safe, stay positive,

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



## NETWORK'S CORE PURPOSE

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

ABN 36 624 043 367

## NETWORK MAGAZINE

Editor, Oliver Kitchingman

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POSTPONED

# FILEX

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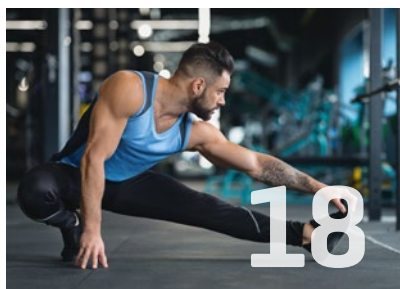
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**PERSPECTIVE:** REFLECTIONS OF INDUSTRY LEADERS

# STAYING RELEVANT IN CHANGING TIMES



Technology is transforming our industry, but don't despair if you feel a bit behind the times: a friendly fitness professional can be the thread that links the old with the new, writes global fitness presenter *Krista Popowych*.

**E**choing in my mind are my teenage son's words that 'Mom, no one watches TV anymore', that 'Facebook is for grandmothers' and 'Why on earth would you spell out so many complete words while texting?' With a demographic that is divided on how they access and use information, and so much change happening globally, it is certainly an interesting – dare I say differentiating – time for the fitness industry.

Our industry is no longer in its infancy. We are 50 solid years in and we understand the science of exercise physiology and movement. We learnt early on that too much high and not enough low impact hurt our knees, that music is an incredible motivator and that personal attention, whether one-on-one or in small groups, promotes results.

Even with industry wisdom, we still grapple with many questions. How can we keep members engaged and renewing their memberships? How do we stay relevant with so much going on around us? How do we truly capitalise on the boutique markets? How do we increase our social media presence as a sole proprietor or a business? And how do we keep people's attention when, whether you're a millennial or a boomer, you want everything faster, sooner or better yet, instantly? Age is no longer a deciding factor in decision making, and the millennial mindset has become universal.

One of our saving graces is the speed at which technology has hit the fitness world. We are just on the cusp of a technology explosion within all facets of our industry. In the early days, we would create marketing campaigns that included an antiquated process of mailing out membership postcards or decorating bulletin boards with information posters. Now we can access thousands of leads and deliver content within seconds.

As an instructor or trainer, jam-packed classes and a full-training calendar meant you were successful. Now your number of followers may be your ticket to fame. At a large fitness conference I attended recently, among the industry legends in the presenter line-up were a number of fresh faces with millions of social media followers. Numbers trumped experience.

Programming in the past meant minimising downtime in the studio. The value of occupied floor space was, and still is, at a premium. Today, virtual classes, hologram trainers, and smart fitness mirrors provide 24-7 workout options with low overheads and high return. A win-win for the member and the club.

Technology has also infiltrated our workouts, keeping us both on track and honest. Claims of workouts burning hundreds of calories

must now be backed by true data. Today's intuitive technology helps us move better, motivates us to compete in peloton-like events with our global community, tracks our results, reminds us to stand and to sleep, and keeps our members easily accessible.

And let's not forget the boutique clubs that have infiltrated every street corner. Members appreciate their shoes and towel waiting on their indoor bikes, they are motivated by exciting workouts and they welcome the ability to pre-book, thereby removing the need to fight for their favourite spot in class. And they are willing to pay. From these trend-setters, big box clubs have learned the value of specialisation, personalised care and the need for reinvention – something that many of us may need to look at too.

Don't despair if you feel a bit behind the times. A friendly and inspiring fitness professional can be the thread that links the old with the new. Add a flashy disco ball and a metric calculating device and you are golden. Jump on board the technology train, but remember that, great as technology is, the overall experience is what draws people in. Fortunately, humans still crave social bonds and fitness has always helped people connect.

Back to my son. He's right, his Grandma is on Facebook, but watch out millennials, she may even be on Tik Tok one day soon! **N**

*Krista Popowych, BHKin*

*Krista is a fitness industry expert and global presenter on group fitness and training, indoor cycling and program management. As the Keiser Global Director of Group Education, Balanced Body Master Trainer and Integrated Movement Specialist, advisory board member, adidas-sponsored, and fitness media creator, Krista loves to inspire others through education and movement.*



**FILEX**

**FILEX 2020 POSTPONED**

Krista was scheduled to share her group fitness, training and programming insights at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

**CLICK HERE FOR THE LATEST INFO ON THE EVENT**

# INDUSTRY INSIGHT

| News, views and lessons learnt

## FILEX, THE FITNESS INDUSTRY'S MAIN EVENT, POSTPONED

Along with all other large gatherings, FILEX, the main event on the fitness industry calendar, has been postponed as part of preventative measures in place to reduce the impact of the COVID-19 coronavirus.

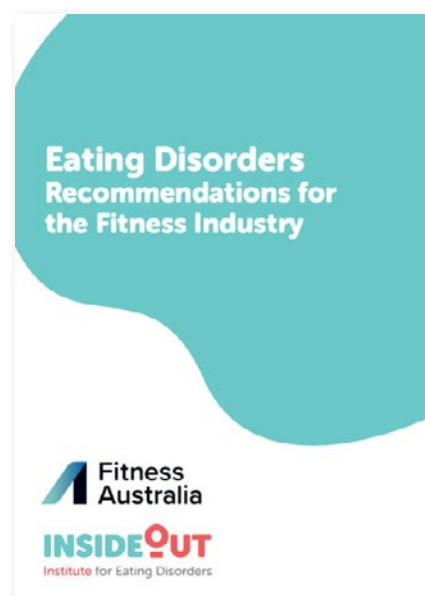
In a statement released on 16 March, the event's organisers said:

*"Due to the COVID-19 pandemic worsening globally, and after on-going discussions with our partners; Fitness Australia, the Fitness Show, and key supporters we have made the decision to postpone the date of FILEX 2020, and Fitness Australia's Australian Fitness Awards Gala Dinner.*

*At this time, the wellbeing of all our community; delegates, speakers, partners, award winners and other attendees is paramount. These are completely unprecedented times, and decisions like these are tough, but necessary, in the interests of the health and well being of the entire fitness industry.*

*We are working with our venue, the ICC, Sydney, and all of our key partners to find a suitable date later in 2020 to reschedule FILEX, and the Australian Fitness Awards Gala Dinner. We appreciate your patience and will update you as soon as possible with revised plans for the events".*

Source: FILEX



## EATING DISORDERS RECOMMENDATIONS RELEASED FOR FITNESS INDUSTRY

Industry registration body Fitness Australia, in partnership with the InsideOut Institute, has released recommendations to help fitness businesses and professionals work effectively with clients with eating or exercise disorders or muscle dysmorphia.

Eating disorders are mental illnesses in which individuals experience severe disturbances in their eating behaviours and related thoughts and emotions. This can significantly interfere with everyday life and result in potentially life-threatening conditions.

The guideline provides recommendations around identifying warning signs, implementing appropriate actions and identifying suitable referral processes for higher risk clients.

Click [here](#) to download the Eating Disorders Recommendations for the Fitness Industry.

Source: Fitness Australia





## FITNESS TECH SUMMIT RETURNS

The 2nd Annual Fitness Industry Technology Summit is due to take place in Sydney on 26-27 August.

The event's organisers promise that delegates will learn what consumers are thinking, doing and wanting, thanks to a wealth of insights made possible by the collection of data.

In 2020 the Summit's presenter line-up includes some highly regarded players in the tech and information sectors. Sally Illingworth, one of Australia's leading LinkedIn media personalities and content marketers, will explain to delegates how to build a loyal and engaged member base without breaking the bank.

Lisa Parnis, the founder of Redhero and former Sales Capability Manager for Google's Channel Partnerships team, will be delivering two Google-related sessions, one on how the search giant trains its staff to think innovatively, and the other on the highly relevant topic of Google search insights for the fitness industry.

In addition to individual speakers, the event will feature an expert panel discussion on how to use technology to develop a new revenue stream for your business.

Early Bird registration is available until 3 May: places can be secured at [fitnessindustrytechsummit.com.au](https://fitnessindustrytechsummit.com.au)

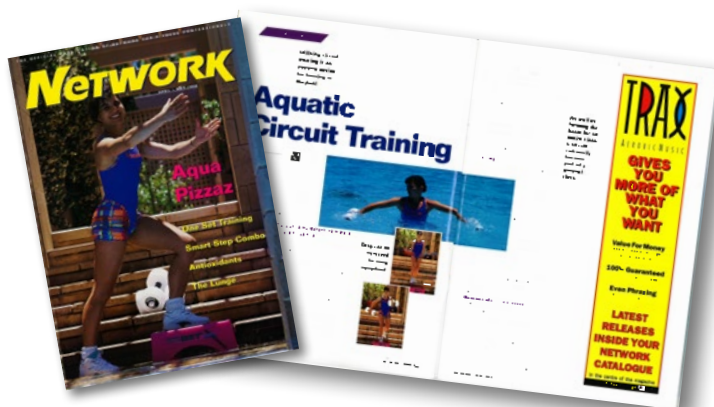
Source: Fitness Industry Technology Summit

## 1 thing I've learnt



**Scott McKenzie,**  
Leading lawyer to  
the fitness industry,  
[velocitylegal.com.au](https://velocitylegal.com.au)

*"The devil is in the detail. Time and time again I see fitness professionals and fitness business owners in dire legal situations because they overlooked important details. These details are sometimes buried deep in long contracts, and other times they are in plain sight. Some of the common areas where these issues arise is in the context of lease agreements, membership agreements, employment contracts and business sale agreements. The upshot is that a contract should be your first line of defence if something goes wrong. So, burying your head in the sand about what a contract actually says is not a great idea, and it is likely to result in a lot of wasted time and money."*



## The way we were...

Back in April 1994, Sue Greenwood was ahead of the game when she wrote about the benefits of circuit training techniques in the pool:

*"Many people are looking at ways to complement their training schedule and with cross-training becoming the norm, aqua presents an attractive alternative. Utilising circuit training in the pool is an exciting way to accommodate your clients training needs.*

*Exercise programs can be designed to develop one or a number of physical aspects. It is very easy to translate the training benefits achieved on land into a water workout. Which type of fitness you focus on will depend on the needs of your clients. Manipulating frequency, type and duration to progressively increase the work load will elicit a training response. Higher numbers of repetitions of an exercise will result in improved muscular endurance. Utilising sets will allow for recovery and a higher volume of work."*



**FILEX 2020 POSTPONED**

Scott was scheduled to share his legal insights at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

[CLICK HERE FOR THE LATEST INFO ON THE EVENT](#)



# 5 SERVICE SINS AND HOW TO BREAK THEM TO GET AHEAD OF YOUR COMPETITORS

Business coach *Jaquie Scammell* identifies five deadly sins of customer service, along with the behaviours needed to banish them.

**O**nce upon a time, service in small business was easy. There was less pressure and fewer expectations to meet in order to provide what we'd call 'quality service'.

Good service is no longer about competitive pricing and quality products, it's now about long-lasting relationships that cut through the noise. We've evolved from transactional needs to relational needs, from providing commodities to finding commonalities with others.

Fitness professionals deliver a highly personalised form of customer service, so it's incredibly important to ensure you are getting it right. There are five service sins you've got to be aware of, and to break, if you really want to get ahead in today's competitive fitness industry.

## Sin 1: Spreading negativity

We've all been there – dealing with rude customers or employees. But talking about them behind their back is asking for trouble. This kind of behaviour becomes a habit, and

you soon find it easier to be negative than positive. This can filter throughout the whole business and soon becomes 'the norm' for your brand – which is a killer for small businesses that rely on good word of mouth.

Hence, never gossip about anyone, ever. Stop and think before you say something you regret. Ask yourself, 'What will gossiping about this person achieve? Is there something more productive I could do, like getting on with providing them with a solution?'







### Sin 2: Playing the blame game

None of us like to be wrong. So, when things do muck up or we don't meet clients' or colleagues' standards, our ego is sometimes too quick to protect us by blaming someone else for the breakdown.

Serving others requires you to take full responsibility of your actions, regardless of your role. It's better to direct your energy and effort into creating a solution rather than into ducking and weaving, pointing the finger at who caused the problem.

People are not perfect, we all know this. How your company deals with an issue when it does arise means more than getting it right every time.

### Sin 3: Controlling every move

You can't control other people's reactions, and it's unrealistic to think that you're in complete control of a situation that involves another human being. Humans are unpredictable!

When you see yourself, at the beginning of an interaction with a colleague or client, holding tightly onto the result you want or what you expect the other person to do or say, just remind yourself that you cannot control everything. This will help you work towards an agreeable outcome for all involved and you'll build a solid reputation based on that.

### Sin 4: Burying your head in the sand

In small business, you're continually challenged by situations that may never have occurred before. Often, we hold off on asking for help in such situations because we think we should know what we're doing.

If you don't know how to answer a client or colleague's question, it's much better to ask someone who does. Not having the answer straightaway is not a weakness. You'll do more harm than good if you bumble along, digging a bigger hole for yourself. People can sense



**Good service is no longer about competitive pricing and quality products, it's now about long-lasting relationships that cut through the noise.**



when something is off. Don't let your pride and ego get in the way of finding a great solution to a new problem!

### Sin 5: Getting stuck in 'business as usual'

Small businesses, by their very nature, are dynamic, unpredictable and sometimes a little messy. No team needs a member of staff who just wants to clock in, and clock out again as quickly as possible. Everyone needs to be on the same page about the direction of the business and everyone needs an open mind when it comes to identifying areas of improvement.

No business is perfect, so if you notice something that needs attention, the best way to serve yourself, your team and your customer is to raise it in a solutions-focused way. Conversations around continuous improvement trumps everything when it comes to getting ahead of your competition. **N**



**Jaquie Scammell**

*Jaquie is a sought-after speaker, facilitator and coach working with some of the largest global workforces in retail, banking and hospitality.*

*Jaquie has managed and advised workforces of all sizes, from small teams to staff of more than 9500, interacting with millions of fans on a daily basis.*

*Service Habits is the second book in her 'Service' series, published by Major Street Publishing.*



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# DIFFERENTIATE TO DOMINATE

## FOUR STEPS TO STANDING

### OUT AS THE LEADING OPTION

#### IN YOUR MARKET

However great a trainer you may be, you will face competition from other great trainers. To stand out you must identify your ideal clients and market your unique differences to them, writes fitness business consultant *Billy Polson*.

**L**et's assume that you are a typical customer in your market and that you are looking for help with losing weight and getting back into a consistent routine with a workout program. You decide to go online and begin searching through the options for fitness businesses to help you achieve your objectives.

First, you search for 'personal trainers near me' and a couple of hundred listings come up. Realising that this is going to be a little more work than you had expected, you select a review site from the search results, hoping to find some clarity around the leading options. Instead, this review site lists a hundred new choices, with many of those being paid ads. Starting to feel overwhelmed, you change gears and decide to look for a 'group fitness class' instead, having no idea that you have just stepped into an even

deeper rabbit hole of alternatives. Much less, if you dare to include 'gyms' or 'home workouts' in your search criteria! Any one of us would give up at that point.

This fast-paced industry of ours is quickly becoming saturated with a multitude of fitness business options of all types, and the number of players in the market is ever increasing. The brands that do the best job of differentiating their services will be the ones that rise to the top. By following the four steps below, you can ensure that your fitness business is a standout member of this leader board.

#### STEP 1. Define your client and product

First, you must have a clear understanding of the target customer your business will



#### THE QUICK READ

- Clearly define the specifics of your product offering in relation to the leading goals for your target customer
- Research your competitors in order to optimally position your brand within your market
- Bravely define your most valuable differentiators in order to stand out within your market
- Calibrate your current brand and marketing in order to make the best use of your differentiators in connecting with your ideal clients.



“  
**The more specific you are with your target customer, the smaller the field of competitors you will come up against**  
 ”

serve, specifically their main health and fitness goals, the challenges they are facing, and their ideal customer experience. Your initial instinct will be to market to a wide range of clients in order to attract more potential customers, but to differentiate yourself you need to be brave and be more specific: in doing so you will reduce the volume of competitors. For example, when you search for ‘personal trainer’ online, you encounter an extensive list of search results. If you adjust the search to ‘female personal trainer’, you get a slightly smaller list. Then adjust to ‘female personal trainer to lose body fat’ and you again reduce the volume of the results. The more specific you are with your target customer, the smaller the field of competitors you will come up against.

#### EXERCISE 1

Be brave and specific in responding to the following questions about your fitness business:

- What is the leading health/fitness goal for your ideal client?
- What is the most difficult challenge your ideal client faces in trying to meet their goals?
- Describe the 5-star customer experience your target client hopes to find when working with your business.

Secondly, you must be clear and specific about the products and services you will provide to your customers to best help them achieve their goals, address their pain points and upgrade their lives. In describing your brand, dig deeply into exactly how you are providing your service in a way that best matches the needs and personality of your target customer. If you are having trouble expressing your brand in a language that connects well with your target audience, the writing exercises featured in Donald Miller’s *Building a Story Brand* may prove helpful.

#### EXERCISE 2

- Using vivid detail and language that speaks well to your target customer, list the main products, services, and tools that your business provides.

### STEP 2. Research your market and competitors

Can you list your two leading competitors in your market? If so, can you list the examples where you are providing a better product or service than they are? How about the examples where your competitor’s customer experience is actually better than yours? To consistently rise above your competition as the leading option in your market, you must know each of these competing businesses just as well as you know your own. Without this knowledge, it will be impossible to create a marketing strategy which truly expresses the reasons why a customer should choose your business over these other leading options.

#### EXERCISE 3

- List the top two competitor options your target client might consider when shopping for a business like yours.

Then, for each of these two competitors, consider their customer experience, their amenities, their education and their overall product offering while answering the following two questions:

- What is the leading way in which they are outperforming your business as the leader in your market?
- What is the leading way that you are outperforming them as the leader in your market?



### STEP 3. Bravely differentiate

Now, let's pull all of this data together in order to build a powerful list of current differentiators for your business.

#### EXERCISE 4

- Start with the list you made above of the main products, services and tools that you currently provide.
- Compare each item on your list to:
  - a) your target customer's leading goals, challenges, and ultimate experience
  - b) the current offerings of your leading competitors.
- Write a vivid, clear, well differentiated description of how each of your product offerings is:
  - a) truly unique from your competitors and their product/service offerings
  - b) a standout as the leading option within your marketplace
  - c) a better suited option for your ideal customer in order to address both their goals and pain points.

### STEP 4. Calibrate every element of your marketing

Once you have clearly defined these differentiators for your brand, you must use them to calibrate each area of your marketing so that your potential customers are immediately aware of why your businesses is best suited to meet their needs. I recommend focusing on three main areas:

#### 1. Website and SEO

When a potential client arrives on your website for the very first time, you have less than 10 seconds to capture their interest and convince them to stay on your site. Therefore, it is critical that the content (text, photos, badges, press, etc) at the top of your homepage clearly expresses your leading differentiators. To test this, pull up your homepage on your phone and ask a stranger to tell you their first impressions about the services which your business provides to clients. If they name one of your differentiators, you know that you are on the right path. If not, then there is work to be done.

The tool SEO Minion can be used to guarantee that search engine indexes are recognising your key differentiators as well.

#### 2. Social media

The same rule applies for all of your social media platforms. Make sure that your descriptions, photos, and posts consistently circle back to your leading differentiators and the defining qualities of your brand.

#### 3. Social proof

Social proof is a representation of the influence your business has on your customers, and it often describes their experiences while using your products and services. Examples include testimonials, reviews, endorsements, customer counts, and accolades. With 86% of customers reading some form of online review before making a purchase, it is ideal that your social proof also drives home your key list of differentiators and that it is thoroughly spread throughout all of your marketing methods (i.e. website, social media and paid

#### EXERCISE 5

- List the most important change you need to make to your website homepage in order to better represent your leading differentiators.
- List one upgrade you can make to your leading social media platform in order to better represent your leading differentiators.
- List a new weekly habit which you should adopt in order to gather more valuable social proof for your brand and include it in your marketing.

advertising).

When you can identify exactly what it is about you and your service that differentiates you from your local competition, you can actively promote your unique selling points in all of your marketing and appeal specifically to your ideal customer. **N**



*Billy Polson*

*Billy is a fitness entrepreneur, an international presenter and a business consultant for trainers and gym owners.*

*In 2004 he founded DIAKADI Fitness, awarded the San Francisco Bay Area's 'Top Trainers/Gym' for 13 straight years. The Business Movement, Billy's fitness*

*entrepreneur education program, has assisted hundreds of fitness business owners with developing powerful brands and maximising their success.*



**FILEX**

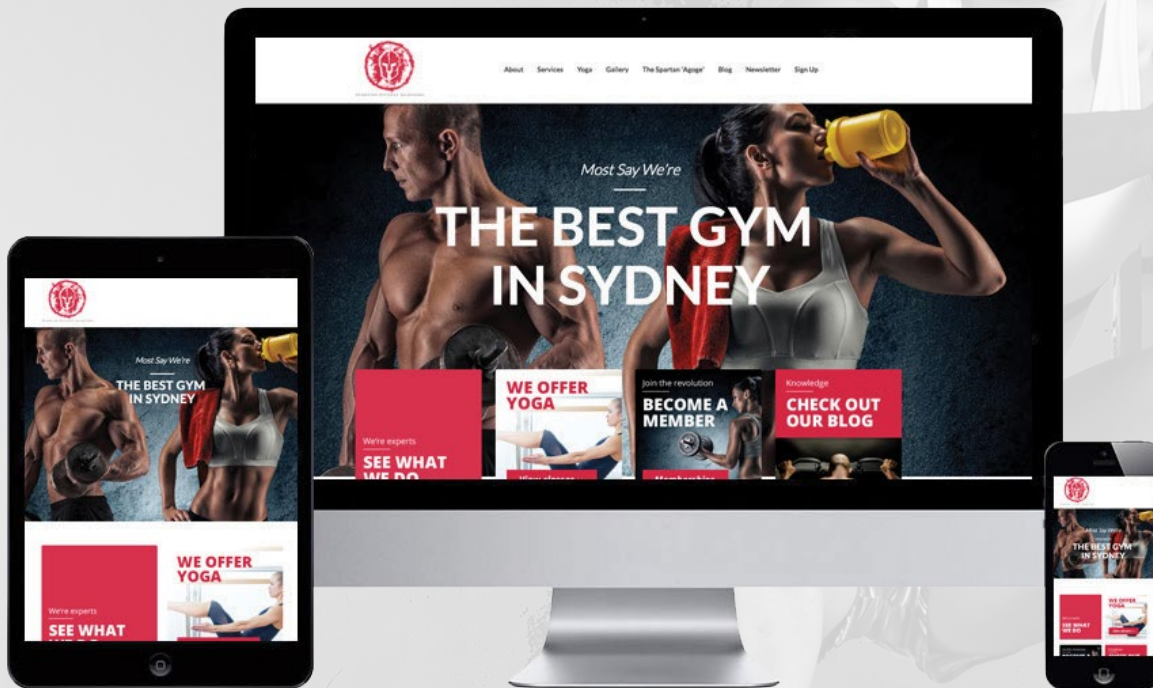
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Billy was scheduled to share his wealth of fitness business insights at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

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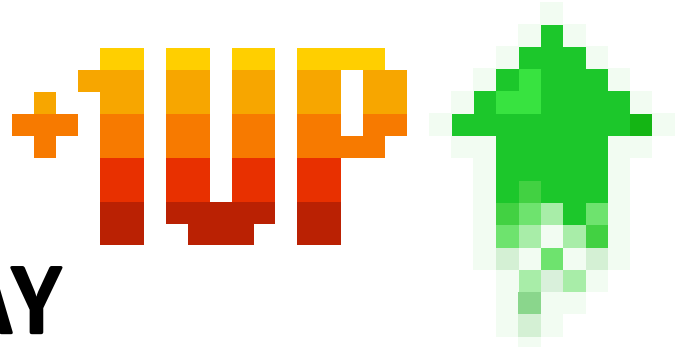


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# GAME ON! SEIZE EVERYDAY OPPORTUNITIES TO LEVEL UP



Daily challenges provide real opportunities for personal and professional growth, so face them head-on and develop the skills to reach the top of your game, writes *Ish Cheyne*, Head of Fitness for Les Mills New Zealand.

**T**he best advice I ever received was 'You think you're good because you're good at your role in the fitness industry, but you're actually good at something that you're applying to the fitness industry: figure out what that is, and you can work anywhere.'

I must confess, I like a bit of gaming. I'm not obsessed or anything, and I'm definitely not the guy who stays up playing all night, munching potato chips and vaping in the dark. But I do go through phases where I spend a few hours tapping on an Xbox controller and conquering worlds.

My favourite game series is Tomb Raider. In fact, I've been playing as Lara Croft since it came out on PS1 back in 1996. The appeal of the game lies in the fact that the character you have at the end of the game has significantly more skills and abilities than the character you have when you start out. Through overcoming challenges, defeating demons and unlocking mysteries, the character is developing the skillset to win the game. If you tried to complete the final battle with level one Lara Croft from the beginning of the game, you would be unsuccessful: she just doesn't have the skills yet.

Now, life is no game, but challenges, demons and mysteries provide real opportunities for growth. 70% of your personal development will come from opportunities and experiences that are already around you, 20% will come from your network of people and relationships, and 10% from formal education. It's that 70% that interests me.

Your abilities will grow faster when you see events as opportunities to learn and level up. Not all will be positive, and life is not always fair, but when you're going through hard stuff, ask yourself 'What am I learning here that will help me in the future?'. The meaning you attach to an event will become the reality of the event.

When you are presented with a challenge that requires you to step up, take a risk, strengthen an existing skill set or unlock a new one, take it! If you fail a few times, then learn and try a new approach. People we consider to be successful have failed more than most, and if you're not getting a few knocks, you're not even in the game.

Unlocking your awareness to see the learning opportunities around you is an essential level one skill; being able to use them to grow is a level two skill; being brave enough to try things you've never done before is level three. Knowing what skills serve you best will take you through level four. And realising that it's not about you and being able to create opportunities for others to grow? Well, that's level 10 – and that's leadership.

The person who gave me that eye-opening advice was right: I have developed a skillset that could be applicable across any number of sectors. The fact is though, I believe that the fitness industry is an incredible one to be working in, and I choose to apply my skills here.

What skills and abilities do you already have? You've been playing already: you've faced challenges, battled demons, and unlocked mysteries, so your leadership journey is already underway. So, what level are you at, and are you ready to embrace the learning opportunities that will help you reach level 10? **N**



*Ish Cheyne*

*With over 25 years in the industry, Ish's fitness career has taken him from working in membership sales to being Head of Fitness for Les Mills New Zealand. His innovative approach to doing things 'outside the box' has positively impacted the way Les Mills runs its fitness departments.*



**FILEX**

**FILEX 2020 POSTPONED**

Ish was scheduled to delve deeper into the world of leadership strategies at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

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## INJURY &amp; REHAB

## STRETCHING THE TRUTH

Stretching may increase flexibility, but, as movement coach *Dave Liow* explains, this doesn't necessarily reduce the risk of injury.

**I**t's a given that stretching makes you more flexible. We're also told that stretching reduces the risk of injury. This relationship, however, isn't clear cut at all.

It's difficult to isolate the relationship between stretching and injury when conducting research. There are many factors that relate to injury risk. Fitness, strength, and previous injury, for example, are important considerations.

Most of the research investigating stretching and injuries has followed groups of athletes or military recruits. Using military recruits in stretching studies has its advantages. Military recruits are reasonably homogenous, with factors such as age, exercise, and diet being very similar between groups. When recruits are divided into a group that stretches and a group that doesn't stretch, we're comparing 'stretching' apples with 'non-stretching' apples, as it were. However, using these results from young males in military studies to prescribe stretches for your 65-year-old female client may be a stretch.

### The Goldilocks level of flexibility

One of the larger military studies (Amako et al, 2003)<sup>1</sup>, which followed 900 recruits over two years, showed that fewer back injuries occurred with a stretching program. Other military studies, such as Jones and Hauschild (2015)<sup>2</sup> also show that the most flexible and the least flexible male recruits had increased injury risk. Recruits with low flexibility tended to suffer from overuse injuries, while flexible recruits were more likely to suffer from acute injuries. This suggests



### THE QUICK READ

- Much of the research into stretching and injuries has followed groups of military recruits, whose age, diet and lifestyle are similar enough to allow for good comparisons
- One large study showed fewer back injuries occurring among recruits that followed a stretching program
- Another study showed an increased injury risk among the most flexible and least flexible study subjects
- A large Australian study found no difference in injury rates between a group that stretched and a non-stretching group after 12 weeks of training
- Some studies have reported increased injury rates with stretching
- Fitness training, proprioceptive training and strength training have been found to have a greater effect than flexibility training on injury-reduction.



that we need a certain amount of flexibility for the tasks we're given – but that too much or too little may predispose us to injury.

## Better predictors of injury

An Australian military study (Pope et al, 2000)<sup>3</sup> of more than 1,500 recruits who were undergoing basic training, compared two groups: those training with a warm up; and those training with a warm up and six lower body stretches held for 20 seconds. There was no difference in injury rates between the groups after 12 weeks of training. Fitness measured by a 20-metre shuttle test was a better predictor of injury, leading the researchers to suggest that fitness training rather than flexibility training may be a better investment of your time if you're looking to reduce your injury risk.

A meta-analysis in 2014 by Laursen et al<sup>4</sup> also suggested that factors other than flexibility may be more important for reducing injury. This study assessed over 3,500 different injuries in over 26,000 subjects. Stretching was found to have no effect on these injuries, while proprioceptive training and strength training halved the risk of injury.

It appears, therefore, that once you have sufficient flexibility, not too little and not too much, fitness training, strength training and body awareness training may be more protective against injury than stretching.

## Increased injury risk

Some studies have also reported increased injury rates with stretching. In theory, sustained stretches of 90 seconds may compromise muscle function for up to 2 hours afterwards. In practice though, not many people will hold a stretch for over 90 seconds. In reviews of stretching and performance, Behm et al (2016)<sup>5</sup> found around a 50/50 split, with static stretching showing either a detrimental effect on performance or no effect at all.

The bottom line here is that long, sustained stretches prior to activity probably aren't useful for performance and may even be detrimental. If you're going to use static stretching, then stretching after exercise or well before you start exercising is a better approach. Better still is dynamic flexibility work prior to exercise. Reviews of dynamic stretching studies show a 50/50 split with improved performance or no effect in performance – a better, and safer, bet for your time spent prior to training.

## To stretch or not to stretch?

While there isn't much evidence that stretching reduces the risk of injury, I wouldn't tell someone not to stretch after

exercise. Once you've got adequate range of motion for your activity, however, investing your time in fitness, strength and proprioception work seems to be a better strategy for injury prevention. **N**



Research has shown dynamic stretching to be preferable to the static variety

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**Dave Liow**

Dave is the founder of the Holistic Movement Coach Programme which integrates holistic health with movement training – because health is much more than movement. He has a long history in elite high-performance sport conditioning and also specialises in working with clients with chronic pain and injuries.



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Dave was scheduled to share his conditioning know-how at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

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RESEARCH REVIEW

# COULD A PRE-JAB WORKOUT REDUCE SIDE-EFFECTS OF FLU VACCINATIONS?

Researchers investigated whether older adults who exercised prior to receiving a flu vaccination experienced lesser side-effects than non-exercisers.

Review by *Dr Mike Climstein PhD* and *Dr Joe Walsh PhD*

“

*Cough droplets can travel as far as 6 metres – unless they are prevented from doing so by first hitting something much closer...*

”

**Title:** Acute exercise decreases vaccine reactions following influenza vaccination among older adults

**Authors:** Dr's Bohn-Goldbaum and colleagues (Faculty of Health Sciences and Charles Perkins Centre, The University of Sydney)

**Source:** *Brain, Behavior, & Immunity - Health*, Volume 1, January 2020, 100009

**Introduction:** I have previously communicated to Research Review readers how I almost drowned while surfing in Indonesia many (many) years ago. Since that near-death experience I train for surfing like it's an Olympic event (which it is now, debuting at the 2020 Tokyo Olympics). Although I surf or do a gym or pool session almost every day, I up the training when I am preparing for bigger size waves like Indonesia, Fiji and of course Hawaii. It is my strategy to try to minimise my chances of having a 'misadventure' in the surf (to word it nicely).

Let me preface this next section with the fact that I grew up in South Florida, never had a cold or the flu, my parents the same, so the concept of the flu vaccine was quite foreign to me. Fast forward many years and there I was, hyper-trained and highly surf-fit, boarding a Hawaii-bound flight for a surf trip. Unfortunately, there were no frequent flyer seats available in Business, so I was seated in





## THE QUICK READ

- Approximately 300,000 Australians contracted the flu in 2019, and around 300 of them died
- The flu vaccine protects against infection, but has a number of potential side effects
- Researchers investigated the effects of a single bout of resistance training exercise on the vaccine responses of older people
- Those who exercised prior to vaccination exhibited fewer minor side-effects than those who did not exercise.

cattle class for the 9.5-hour flight to Honolulu next to a lady who was coughing, spluttering and complaining to her husband that she needed an aspirin as she was feverish... Now, this individual had no concern for others and was coughing all over the cabin. Fun fact: cough droplets can travel as far as 6 metres – unless they are prevented from doing so by first hitting something much closer. I was that lucky something. Needless to say, after a couple of days in paradise I was sick as a dog! Once recovered, I began my commitment to getting an annual flu vaccination.

In many countries people wear masks if they have influenza when travelling on public transport. This considerate approach is not implemented by many on, for example, Australian public transport – or private transport, as evidenced by my flight neighbour. Limiting the spread of diseases is a multifaceted approach, and consideration for others also extends to mechanical reduction in exposure risks by, for example, using masks to reduce the risks to others when someone is infected.

The flu isn't just unpleasant and inconvenient: for some it is deadly. In 2019 alone, over 310,000 Australians contracted the flu, with approximately 300 of these cases resulting in death, the youngest being of a 13-year-old girl. The World Health Organisation reports that influenza affects up to 5 million individuals worldwide annually, resulting in up to 650,000 deaths. Living in Southeast QLD, I am based in a region of Australia that has one of the biggest anti-immunisation contingents – and that stance extends to the influenza vaccine. For some, this is due to concerns or a conscientious objection to it, whereas others simply consider it a complete waste of money. Regardless of your philosophy about the flu vaccine, we believe it is quite timely for this Research Review topic of exercise and its effect on the flu vaccine, as the 2020 flu season is coming.

Goldbaum (a doctoral candidate) and her colleagues at The University of Sydney reported there are a number of chronic conditions which have been shown to have an altered response to the flu vaccine. For example, obese adults, those with insomnia, smokers and those with low fitness have been shown to demonstrate



reduced antibody responses to the flu vaccine. In some, but not all, research study participants, physical activity and higher levels of fitness have been associated with a better antibody response following the flu vaccine – yet another potential benefit of physical activity and exercise.

There are however, a number of potential side effects to the flu vaccine. The Centers for Disease Control and Prevention (CDC) in the United States lists mild side-effects, which include soreness at the injection site, redness/swelling (I've experienced these first two side-effects each time), and low-grade fever and aches. The CDC reports that only 1 to 2% of individuals who get the flu shot will experience one of these minor side effects.

There are also potentially rarer, but more serious side effects reported, such as allergic reactions, breathing difficulty, swelling, racing heart, dizziness and high fever. Statistical evidence may indicate other issues that have the possibility of a small increased risk that is associated with influenza vaccines, such as Guillain-Barre syndrome (GBS). This was particularly evident with the 1976 swine-influenza vaccine (an 8.8 times increase over background rates) and is a rare disorder in which a person's own immune system damages their nerve cells, with one or two cases per 100,000 people per year. There is a small increase in risk with vaccination (e.g. 1 in a million), but the risk is, however, much bigger if infected with influenza. Thus, although there is a complex relationship of GBS and its association with influenza and influenza vaccines, it is generally considered that there is less risk with vaccination than with the infection itself.

This study, conducted by researchers in Sydney, investigated the effects of a single bout of resistance training exercise on the vaccine responses of older male and female adults. They recruited 47 healthy, older adults (mean age 74 years) who were randomised to either an exercise group or control group. The exercise group completed a single session of resistance training exercise which consisted of five exercises at a moderate-intensity (~60% 1RM) for eight reps and then the flu vaccine was administered in the shoulder of their non-dominant arm. The



***Physical activity and higher levels of fitness have been associated with a better antibody response following the flu vaccine***





participants in the control group sat quietly reading for 30 minutes and then received the flu vaccine, also in their non-dominant arm. All participants were contacted via phone two days later to enquire about reactions to the vaccine (i.e. pain, redness, swelling or any other symptoms or illness).

**Results:** None of the participants in either group had a severe reaction; however, the control participants were significantly more likely to experience a minor side effect (e.g. fever) than the exercise group. Although exercise was shown to reduce the reaction to the vaccine injection, it had no effect on the antibody responses or development of flu-like symptoms at follow-up six months later.

**Pros:** This is a good, practical study with national and international implications for exercise enthusiasts who participate in yearly influenza vaccinations.

Fitness enthusiasts are advised to speak with their GP about getting the flu vaccine and asking if exercise can precede, or follow, the injection.

In a related study, Ranadive et al., (2014) investigated the effects of a single bout of exercise (40 minutes of aerobic exercise at 55-65% HR max) on the antibody response. They found that the women in the study had a significantly higher antibody response (which is advantageous), but this response was not replicated for the men. Researchers at Iowa State University who conducted a pilot study on the effects of exercise on the flu vaccine found that participants who completed either a 90-minute run or bike ride after being vaccinated had nearly double the antibody response, compared to volunteers who sat for 90 minutes following administration of the vaccine.


**Cons:** As reported in the manuscript, there were some earlier studies that did not detect any effect on influenza antibody levels from doing exercise beforehand. This is still a fairly new field and one day it may be possible that people are prescribed some form of exercise with their influenza vaccine injection (pre- or post-injection). In the meantime, readers are encouraged to remember that the concept of deliberately exercising before or after an influenza vaccine is still an experimental one (i.e. not extensively tested). Hopefully, researchers will continue to conduct research on the effects of exercise on the antibody response following influenza vaccination as well as effects on related side effects. **N**

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FACSM FAESS AEP**

Dr Climstein is one of Australia's leading Accredited Exercise Physiologists. He is a faculty member in Clinical Exercise Physiology, Sport & Exercise Science at Southern Cross University (Gold Coast). 



**Dr Joe Walsh, PhD**

Joe is an exercise science researcher. He has worked in a number of large international research teams with study findings presented around the world. In addition to working in the university sector, he is a director of Fitness Clinic Five Dock and Sport Science Institute. 



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# WEIGHT GAIN AND HEALTH CONCERNS DURING PREGNANCY

## HOW NUTRITION CAN ASSIST

Nutritionist and exercise scientist *Brooke Turner* looks at nutritional strategies to help clients stay healthy and minimise discomfort during pregnancy.

**W**eight gain can be difficult to accept, regardless of what life stage someone is at. During pregnancy, as a woman's body and hormones change, the experience can become overwhelming. When growing a little human, however, you are naturally going to gain weight.

### How much weight?

When it comes to weight gain during pregnancy, there is no one-size-fits-all approach. Generally, those of smaller frames and lower pre-pregnancy BMI (less than 18.5) are encouraged to gain more weight during pregnancy as it helps to reduce the risk of delivering a low weight for gestational age infant. However, high weight gain can be associated with other complications. Those falling into the overweight or obese categories on the BMI chart (25–29, and above 30) prior to falling pregnant are encouraged to gain less weight. This assists in reducing the risk of delivering a large for gestational age infant (weighing more than 4kg) and other pregnancy complications associated with weight gain, such as gestational diabetes, high blood pressure and post-partum haemorrhage.

Many studies show that the average recommendations for weight gain during pregnancy are between 11 and 18kg; these

vary greatly for each expectant mother due to the variety of personal and pre-pregnancy weight factors. Weight gain in the first trimester is relatively small, around 1 to 2kg. This increases in the second and third trimesters, with an average gain of about 0.4kg per week.

Again, this varies for everyone, but can help to act as a guide. Some women may spend the first 12 weeks experiencing morning sickness and lose weight, whereas others may experience a weight gain of 4 or 5kg in the first trimester which then slows during the second and third. As a trainer, the best thing you can do for your client is provide them with a sound exercise plan and nutritional information, and shift their focus away from the scales – unless they have been advised to closely monitor their weight by their doctor.

### Where does the weight come from?

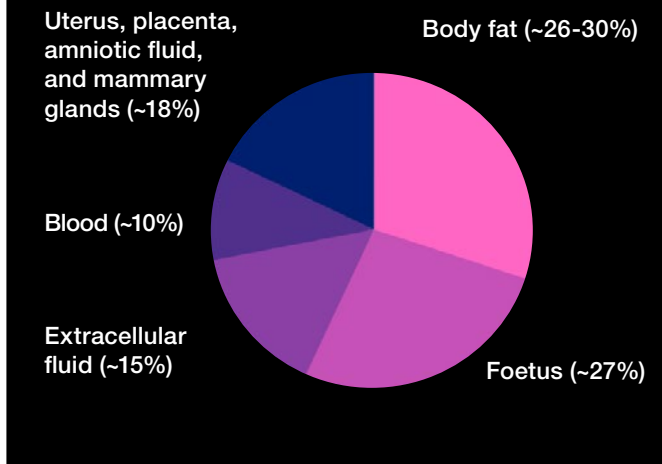
When looking at the percentage of total weight gain during pregnancy in a normal, healthy pregnancy, only about 26-30% is from body fat, with the remainder coming from the foetus (~27%), extracellular fluid (~15%), blood (~10%), uterus, placenta, amniotic fluid, and mammary glands account for the rest.

“

***Water accounts for over half of the maternal weight gained during pregnancy...but disappears soon after birth***

”

## FIGURE: COMPOSITION OF PREGNANCY WEIGHT GAIN



Overall, water accounts for over half of the maternal weight gained during pregnancy, which contributes to swelling, fluid retention and puffiness, but disappears soon after birth. The best advice is to try and embrace the journey that their body is headed on. Pregnancy is most certainly not the time to be dieting or restricting your food intake (unless advised to by a doctor). Those that nourish their body and remain active throughout their pregnancy will assist greatly in their post-natal recovery.

### Common concerns during pregnancy and how nutrition can assist

During pregnancy, women may experience some – or none – of the following health issues. Many common concerns can be influenced and/or managed by diet, including gestational diabetes, morning sickness, heartburn and constipation.

#### Morning sickness

Those experiencing morning sickness may find themselves eating whatever they can to keep food down: often dry, bland, high carbohydrate, lower nutrient dense foods, such as toast and crackers. Tips to try and combat and relieve the symptoms of morning sickness include:

- Eating small amounts, often. Carbohydrate-rich snacks are a good option e.g. cheese and crackers, toast, cereal or fruit.
- Incorporating ginger, rice cakes, pineapple, watermelon or sucking on lemon.
- Staying hydrated by drinking plenty of fluids, mixing in some electrolytes or eating foods with higher water content such as fresh fruit.
- Avoiding fatty or spicy foods.
- Keeping dry crackers at their bedside to eat before getting up in the morning. Having something small in their stomach before they get up can help to beat the feeling of morning sickness.
- Participating in gentle physical activity. While it may be the last thing your client feels like doing, some studies have



### THE QUICK READ

- Weight gain during pregnancy varies for each woman, but on average can range between 11-18kg
- In a healthy pregnancy only 26-30% of weight gained is from body fat: the foetus, extracellular fluid, blood, uterus, placenta, amniotic fluid, and mammary glands account for the rest
- Women who remain physically active and maintain a healthy diet throughout their pregnancy can reduce the risk of gestational diabetes by 27%
- Morning sickness, heartburn and constipation are all common concerns throughout pregnancy, but nutritional strategies can assist in preventing and/or managing these
- Low iron levels are common during pregnancy, and while dietary strategies can help to maintain iron stores, iron supplements are often required
- Pregnancy is not the time to be dieting, unless advised to do so by a medical professional.

shown that light activity assists with morning sickness.

#### Gestational diabetes

Gestational diabetes is a form of diabetes that occurs during pregnancy. The test for it, which is conducted at around 26-28 weeks into the pregnancy, gauges whether the expectant mother has higher than normal blood glucose levels.

There are a number of pre-existing factors which can increase the risk of developing gestational diabetes, including; being aged 40 years or over; having a family history of type 2 diabetes; being above the healthy weight range; being of Aboriginal or Torres Strait Islander descent; or having had gestational diabetes during previous pregnancies.

Between 12-14% of pregnant women will develop gestational diabetes, but remaining physically active and maintaining a healthy diet throughout pregnancy can reduce the risk of developing it by a very significant 27%.

For those who do develop gestational diabetes, nutrition can help to prevent, delay and manage any need for insulin. The following can assist in maintaining a healthy diet and lowering the risk of gestational diabetes during pregnancy:

- including complex carbohydrates (those containing more fibre) and spreading them out over the day
- pairing lean protein with carbohydrates for all meals and snacks, because protein helps to keep you feeling full, sustain energy and better control blood sugar levels
- eating small regular meals throughout the day and not skipping meals: when food is distributed evenly throughout the day, blood sugar levels remain more stable
- eating breakfast to help replenish and stabilise lower blood sugar levels that are common in the morning
- limiting intake of processed foods and beverages that are high in simple sugars and saturated fats, such as soft drinks, fruit juices, fatty meat and fatty snack foods
- including high-fibre foods such as fresh fruit and vegetables, whole grain breads and cereals, beans and legumes, which are broken down and absorbed more slowly than simple carbohydrates, which may help keep your blood sugar levels from going too high after meals
- participating in regular physical activity and hydration.

#### Iron deficiency

Iron is essential for making haemoglobin, the molecule that carries



oxygen to the cells and tissues of the body. Iron deficiency is very common among pregnant women: during pregnancy, blood volume increases by 30%, which means women need more iron to make more haemoglobin (RDI increases to 27mg/d during pregnancy vs 18mg/d in non-pregnant state), particularly during the second and third trimester. If a woman enters pregnancy without enough iron stores, there is a probability that she will become anaemic during the later stages of pregnancy.

**Symptoms of iron deficiency include:**

- weakness or fatigue
- dizziness
- shortness of breath
- rapid or irregular heartbeat
- chest pain
- pale skin, lips, and nails
- cold hands and feet
- trouble concentrating.

It is important to maintain iron levels during pregnancy for overall energy levels, to support the health of the growing baby and to promote post-birth recovery and lactation. Doctors routinely check iron levels through blood tests and recommend an iron supplement if they are below desired levels. If a mother's iron level is seriously low, injections of iron are prescribed and in serious cases blood transfusions may be required.

Iron supplementation can help to regulate iron levels, but can also be responsible for undesirable effects, such as reduced absorption of other minerals and gastrointestinal symptoms like gas, bloating and constipation. Some nutrients can inhibit the absorption of iron, while others can promote it. Calcium and caffeine can affect the absorption of iron, so, when possible, clients should avoid taking supplements with foods high in calcium. Tannins found in caffeinated products such as tea and coffee are responsible for the reduced absorption rate, so supplements should not be taken when drinking these.

Vitamin C assists with the absorption of iron, so if clients require an iron supplement, one with added vitamin C is the best option. Clients can also increase iron stores naturally through diet by consuming foods containing both haem iron (animal/meat-based) and non-haem iron (plant-based). Haem iron is considered 'first class' as it is more abundant and easily absorbed. Including red meat, white meats, green leafy vegetables, citrus fruits and foods fortified in iron such as cereals or breads will help boost iron levels.



## Heartburn

Heartburn is generally exacerbated by the third trimester. A combination of the baby's increasing size and slowing of food through the passage of the small intestine can be responsible for this. The old wives' tale goes that heartburn predicts a baby with a plentiful head of hair, and one study even offered some validity to this, though the jury's still out on this one!

Heartburn is most common after meals, but can also wake women while they are sleeping. Symptoms of heartburn in clients may be reduced by:

- eating small amounts and often
- remaining upright after meals
- drinking ample fluid between meals
- avoiding meals later in the evening
- avoiding fatty or spicy foods
- consuming dairy products, which may help relieve the symptoms
- avoiding excessive consumption of tea and coffee.



## Constipation

Constipation can occur at any stage of pregnancy, but can also be a common side effect from iron supplements. The hormone progesterone is mainly responsible for this. Progesterone relaxes the smooth muscle of the body, including the digestive tract, meaning that food passes more slowly through the intestine.

To avoid constipation and excess straining when on the toilet, clients should aim to eat foods high in fibre, such as berries, pears, prunes, oranges, carrots, broccoli, peas and whole-wheat pasta; drink plenty of water, and participate in regular physical activity. It is important to manage and avoid constipation and straining of the bowel movements during pregnancy to reduce the load and potential damage to the pelvic floor as well as risk of haemorrhoids. **N**



**Brooke Turner**

*Brooke is a nutritionist, exercise scientist, personal trainer, writer, presenter and mother of two with over ten years' experience in the health and fitness industry. Brooke's programs include her six-week STRIVE program and Happy, Healthy Pregnancy eGuides. Brooke is a*

*believer in striving for a balanced approach to health and fitness and aims to inspire and empower others to see that healthy active living need not be a hindrance but a habit.*





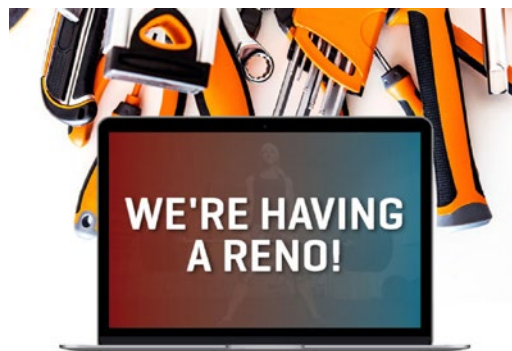


# NEW LOOK NETWORK MEMBER PORTAL AND COURSES

Australian Fitness Network has been working with tech teams for some time to update the Network Member Portal and online learning platform, both of which are currently being rolled out.

You'll notice a different look, with the new system now feeling like it's part of the Network website and enabling a smoother, more integrated experience when it comes to accessing and purchasing courses. The courses themselves are also now hosted on a more user-friendly platform: you'll find it easier to explore our offering of over 50 online courses in a wide range of areas, from Women's Health to Nutrition, and Strength and Conditioning to Corrective Exercise.

We'll be in touch with details about everything you'll need to know, so keep any eye on your email inbox!



## THE SOCIAL NETWORK

Click to check out these recent posts from Network's socials.

A study finds that varying the amount lifted can increase muscle strength.



When Valentines Day is reserved for that special somewhere rather than that special someone...!

My Valentine's name is GYM. We're very happy together.



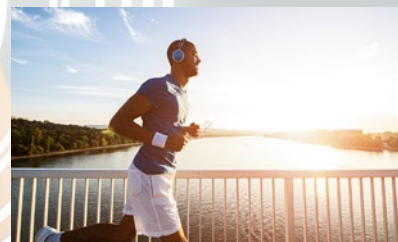
Study finds that exercise may aid in adhering to a reduced-calorie diet through improved regulation of appetite.



Do you prefer to work out in the am or pm? Studies find little evidence of mornings being the best time of day for most people to work out.



Research finds that high-tempo music may increase the benefits of exercise and reduce perceived effort.



On World Cancer Day we shared an article highlighting exactly how exercise can play an important role in prevention and recovery.



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



# YOUR CHANCE TO WIN!

## Keep your AirPods safe'n'sound with AirSnap

Those wireless earbuds are so easy to use... and lose. What you need is a cool case to protect them. Available in either premium full-grain leather or twill, the AirSnap case from Twelve South is tailored to protect your AirPods, while also keeping them close by.

Slip your AirPods Charging Case into AirSnap, fasten the metal snap, and your pricey earbuds are safe and sound, but still easily accessible. Hook the swivel clip on AirSnap to a backpack or bag so your AirPods are right where you left them when

you're ready to rock.

When your battery is low, you can charge your AirPods via Lightning, or simply place the case on your Qi charger (when used with the Wireless Charging Case) – without having to remove AirSnap. Plus, the front cutout makes it easy to check the status of your AirPods Charging Case at a glance. Available from JB HI-FI and Officeworks, AirSnaps retail for \$49.99.

For your chance to win 1 of 3 AirSnaps, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in 50 words why you need to keep your precious earbuds safe and sound.

[twelvesouth.com](http://twelvesouth.com)



## Corking new eco-mats from Yoga Design Lab

Yoga Design Lab, famous for its uber-colorful yoga mats made from recycled plastic bottle microfibres, has launched a new collection of striking cork yoga products, including yoga mat, wheel and block. Creating products described by *Harper's Bazaar* and *Vogue* as 'stunning works of art', Yoga Design Lab is a Bali-based yoga brand that is shaking up the industry with sophisticated eco-technology and eye-catching designs.

By blending fashion-forward design elements with innovative functionality and bio-renewable consciousness, the LIVE BEAUTIFUL Yoga Design Lab approach was born. From hot yoga mats comprised of biodegradable natural tree rubber and 15 recycled plastic bottles each, to the water-based inks used in printed designs, Yoga Design Lab believes everyone can start by choosing better products for the earth.

Yoga Design Lab supports yoga teachers by offering a 50% discount on selected products at [yogadesignlab.com/teachers](http://yogadesignlab.com/teachers). For yoga studios and shops, Yoga Design Lab facilitates wholesale drop shipments and can also create custom designs, co-brand existing products, or private label your creations! Contact [wholesale@yogadesignlab.com](mailto:wholesale@yogadesignlab.com) for more information.

For your chance to win 1 of 3 prize packs comprising cork yoga mat, wheel and block, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in 50 words why you want to perform your next asanas with the texture of cork beneath your feet and palms.

[yogadesignlab.com](http://yogadesignlab.com)

## An eco-friendly, gymbag-handly alternative to traditional shampoo

In Australia only 36% of plastic bottles are recycled annually, leaving a huge amount of plastic to go to waste and damage the environment.

Tackling this war on waste, eco-friendly and family-operated soaping mill Shampoo with a Purpose has created 4 naturally formulated, vegan, and sulphate-free solid cleansing bars as an effective and plastic-free alternative to traditional shampoos and conditioners.

Gender neutral and catering to all hair types, colours, moisture levels, and thickness, the range which includes The O.G., Dry or Damaged, Colour Treated, and Volume, equates to approximately 6 retail sized bottles of traditional shampoo and conditioner per unit in order to reduce plastic waste and provide customers with a long-lasting, targeted, and familiar hair cleansing experience.

Multipurpose and travel-friendly, the bars, which are perfect for keeping in your gymbag, can also be used as a bodywash. Available online and in selected stockists, Shampoo with a Purpose bars retail for \$15.

For your chance to win 1 of 5 twin-packs of Shampoo with a Purpose bars, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in 50 words why you're ready to ditch the plastic bottles and take a bar into the shower! [shampoowithapurpose.com](http://shampoowithapurpose.com)





Where's your next Group Training superstar  
going to come from?

**BASE GX**







# EARN YOUR **FREE** CEC OR CPD!

**COMING SOON!** CHECK YOUR EMAIL FOR DETAILS

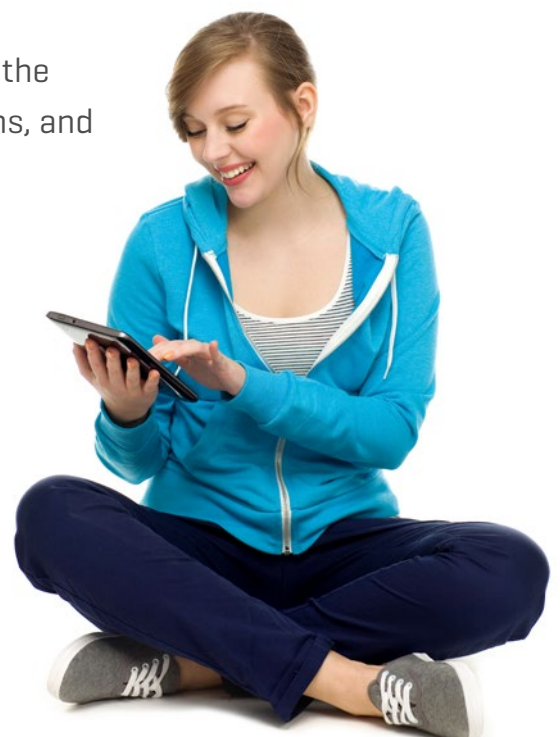
Every issue of *Network* magazine includes articles linked to a 1-CEC or CPD [NZ] course that is FREE to Network Members.

This quarter, the course is based on the following features:

- ▶ Differentiate to dominate [13]
- ▶ Injury & Rehab: Stretching the truth [17]
- ▶ Research Review: Could a pre-jab workout reduce side-effects of flu vaccinations? [21]
- ▶ Coeliac disease and gluten free in your clients [41]
- ▶ Programming push-ups [53]

To earn yourself 1 CEC or CPD, simply login to your Member Portal, click on the 'My CEC Courses (Purchased and FREE)' tab in the Quick Menu and select '**Network Autumn 2020**'. Read the 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](mailto:info@fitnessnetwork.com.au).



## WATER FITNESS

# AQUA ATHLETIC

## THE TRANSFERABLE BENEFITS OF WATER-BASED TRAINING

With comparable performance improvements to land-based training, but far less risk of injury, water-based workouts should be part of every diversified training program, write aqua fitness specialists *Lianne Tiemens* and *Dominic Gili*.

**W**hen Cristiano Ronaldo and Novak Djokovic, two of the world's most successful sports stars, include water workouts in their training program the fitness world takes notice. Both these high-performance endurance athletes have dominated their sports for many years. Their ability to perform at a consistently high level may be attributed, in part, to their decision to include aquatic training as part of their diverse strength and conditioning workout regime.

*Men's Health* magazine's Scott Henderson has written: 'Given Ronaldo's skills and fitness on land, it's surprising that his engine is built in the water, however the benefits of water workouts are extremely transferable across sports, and go a long way to explaining Ronaldo's excellent bill of injury free good health. The low impact, cardiovascular full body workout builds lean muscle and increases aerobic capacity'.

### The benefits of water workouts

Maria Hutsick, Director of Sports Medicine at Boston University and Athletic Trainer for the US Women's Olympic Ice Hockey Team, experienced this first hand: 'One athlete in particular who benefited from water therapy was a US Olympic ice hockey player whose chronic patellar tendonitis side-tracked her workouts, hindering her overall fitness level. I switched all of her workouts to the pool and within a month she gained not only cardio fitness, but also power and strength. She was able to return to the ice and become an integral part of the team that won a silver medal at the 2002 Salt Lake City Olympics.'

The water has a number of unique properties that impact on movement in water. When recruited correctly, these can enhance performance and overcome and prevent injuries. A well-crafted water fitness regime may be just the thing to refresh a training program.

**“** Their ability to perform at a consistently high level may be attributed, in part, to their decision to include aquatic training **”**



## Buoyancy

When gravity is the force pulling you down, buoyancy is the upward force that keeps your body afloat in the water. It dramatically decreases the impact on joints and relieves joint compression forces.

## Multi-dimensional resistance

No matter which way you move, the water offers support and resistance in every direction, making it perfect for agility, strength and stability training.

## Double concentric workouts

The efficiency of loading muscle pairs, e.g. quads and hamstrings, in the one movement makes water workouts unique.

## Hydrostatic pressure

When submerged in water, the pressure can assist with returning blood to the heart from the extremities, making heart function more efficient and contributing to improved cardiovascular fitness levels.

## Turbulence

The constantly changing flow of the water creates an unstable environment that challenges the body to become stronger by improving balance and stability.

## Density and viscosity

Working through the thickness of water increases the intensity of dynamic and plyometric workouts. With 12 times the resistance of air, water creates a safe, low impact environment for athletes to train with power and acceleration.

## Drag

Drag is the force of the water pushing against the body's motion. Changing direction when running in the water is a challenging task, as the body tries to move in one direction while the water continues to flow the opposite way.

## Suspension

Non-impact movements can be performed in shallow or deep water. Through suspension, deep water workouts enable athletes to continue intense training when recovering from injuries. Suspended workouts afforded by water add a truly unique dynamic to the training environment.

US-based fitness and sports performance specialist Dr Rick McAvoy reiterates these extremely transferable benefits of working in water, 'The water is a tool for me, just like a physio ball, a Pilates Reformer or a weights machine. I select the training tool that will get the best outcome with my client and often this is the water. I use the buoyancy, viscosity, drag and density of the water to tailor each program.' McAvoy is passionate about the water and adds, 'The water is definitely a great place to go for balancing out muscle groups. I use the water to accelerate progress by cleaning up those movement patterns and improving mobility and stability'.

## Aqua fitness disruptors

A number of fitness professionals are shaking up the traditional aqua exercise market by delivering water-based training with a difference.

### CASE STUDY 1: AQUACAMP77

Back in 2011 Miriam Smith from AQUACAMP77 on the Central Coast of NSW decided she wanted to use her experience as a competitive swimmer to train clients. A personal trainer, Miriam had been teaching popular boot camp-style classes on land for over 12 months when



## THE QUICK READ

- Highly successful sports stars often include aquatic training as part of their diverse strength and conditioning regime
- The low-impact water environment enables individuals with injuries to safely resume training while recovering
- Water's unique properties of buoyancy, multi-dimensional resistance, hydrostatic pressure, density and viscosity, turbulence and drag enable suspension exercises and double concentric movements to be performed
- A number of fitness professionals are shaking up the traditional aqua exercise market by delivering water-based training with a difference.

she noticed irregular attendance due to clients suffering from injuries. This triggered a 'light bulb' moment. Miriam got certified as an aqua fitness instructor, contacted a local pool and set up a trial aqua boot camp class for her clients, most of whom carried minor injuries.

Nine years on, Miriam's AQUACAMP77 classes are thriving and she now delivers classes on four nights a week. AQUACAMP77 uses traditional boot camp methods and tools, like medicine balls, resistance bands, copper logs and truck tyres. Classes, which have a capacity of 30, include both male and female participants, with ages ranging from 12 to 72 years.

Miriam keeps riding the wave: 'It's been an awesome ride. People just keep coming back and this year is my biggest one to date. It's going through the roof! My participants get excited being able to do stuff in the water they would not attempt on land. Client feedback is that they feel heaps better.'

Find out more about AQUACAMP 77 at: [bootcamp77.com.au/aquacamp77/aquacamp](http://bootcamp77.com.au/aquacamp77/aquacamp) / [instagram.com/aquacamp77](https://www.instagram.com/aquacamp77) / [facebook.com/Aquacamp77](https://www.facebook.com/Aquacamp77)

### CASE STUDY 2: CAT Speed Athletic Training

Director and Head Coach at CAT Speed, Cathy Walsh, has been training elite athletes and sports teams for over 25 years, specialising in speed and agility training, aqua fitness and pool rehab. Cathy tailors





programs to the needs and goals of her athletes, whether that be high performance results, general fitness gains, rehabilitation or recovery techniques. Since completing her Aqua Fitness Instructor training in 2012, Cathy has worked with clients in the water as part of a diverse, holistic approach to making her athlete clients 'injury resilient'.

Cathy says 'With 25 years' experience in athletics, I love the sport and I love helping athletes reach their goals. No matter what the sport, speed and agility training delivers a tremendous competitive advantage. If all else is close, the faster, more agile athlete always comes first.'

Find out more about CAT Speed at [catspeed.calliaqua.com/home](https://catspeed.calliaqua.com/home)

### CASE STUDY 3: Aqua Cross Training

Nuno Pereira, of Golfinho Sports in Portugal, had instructed aqua fitness classes for over 15 years before he developed his innovative and science-based water fitness program. Catering to a more athletic audience, Aqua Cross Training is a combination of intense workouts such as tethered swimming, boot camp-style aqua fitness and traditional aqua exercise, with added elements of competition and community.

Pereira says 'Competition and challenge might lead to the creation of a team, and as we all know, we all like to feel part of something. The competitive element of the program is another way of getting our clients involved and feeling part of our swimming pool, club or group. Therefore, we can achieve an important social component and a significant factor of customers' attendance and loyalty.'

After gaining popularity in his homeland of Portugal, Pereira has introduced the

program to countries including Spain, Italy, the Netherlands and Russia, and now organises international Aqua Cross Training events in which individuals and teams compete against each other.

Find out more about Aqua Cross Training at:

- [en.aquacrosstraining.com](https://en.aquacrosstraining.com)
- [instagram.com/aquacrosstraining\\_oficial](https://www.instagram.com/aquacrosstraining_oficial)
- [facebook.com/AquaCrossTrainingGolfinhoSports](https://www.facebook.com/AquaCrossTrainingGolfinhoSports)
- [youtube.com/watch?v=dmdbJrAidnQ](https://www.youtube.com/watch?v=dmdbJrAidnQ)

Numerous studies to date have concluded that both land- and aquatic-based exercise methods produce similar benefits. Given the additional low impact, supportive and therapeutic benefits of this safe workout medium, water-based workouts should be considered as a part of any diversified training program. **N**

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The benefits of aquatic circuit training for athletes <https://www.hydroworx.com/blog/the-benefits-of-aquatic-circuit-training-for-athletes/>, accessed: 17 February 2020

Maria Hutsick (2015), "Hydro Power: Using the Pool in Strength Training", accessed: 17 February 2020 (<https://training-conditioning.com/article/hydro-power/>)



**Dominic Gili**

Dom is an award-winning aqua fitness specialist with a reputation for offering innovative, engaging and challenging water workouts. The owner of AquaFitnessOnline.com, he also delivers aqua fitness workshops and masterclasses worldwide. In 2012 Dom was named 'Author of the Year' by Australian Fitness Network.



**Lianne Tiemens**

Lianne is a Group Fitness Leader, PT and aqua presenter. A passionate, motivating and in-demand instructor and mentor at leading gyms and aquatic centres across Sydney, she specialises in land- and water-based group HIIT workouts. In 2019 Lianne received Fitness First's Q3 National Group Fitness Instructor of the Quarter Award.

**FILEX**

**FILEX 2020 POSTPONED**

Lianne and Dom were scheduled to dive into their deep pools of aqua fitness know-how in their sessions at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

**CLICK HERE FOR THE LATEST INFO ON THE EVENT**

# POWER MUSIC NOW

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# MOVEMENT

# FOR MENTAL HEALTH

## A GUIDE TO TRAINING CLIENTS WITH MENTAL ILLNESS

Learn how to coach clients that live with depression or anxiety and have been prescribed exercise by a mental health professional to help them on their journey to recovery.

This course has been designed to help fitness professionals confidently coach and guide clients to use exercise as a tool to reduce symptoms, reconnect to self, get to the heart of goal setting and move to feel better.

- Understand the signs, symptoms and different types of depression and anxiety
- Learn how to interpret referrals from, and create strong relationships with, mental health professionals
- Understand the benefits of exercise for clients living with depression and anxiety, to help them in their journey to recovery
- Learn how to identify risks, understand scope of practice and know when to refer a client
- Learn how to put together a creative program that empowers the client based on initial consultation

**\$109**

for Network Members

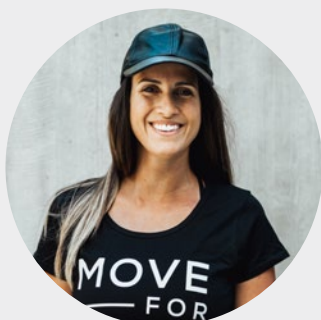
**3**

CECs/ CPDs

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## ABOUT THE COURSE CREATOR



### **KYLIANNE TURTON**

Kylianne is a counsellor, fitness industry educator and presenter, personal trainer, founder of The Movement Room and the Move for Mental Health Initiative. Her mission is to integrate different therapy strategies over movement and nature-based activities to overcome physical, emotional and mental challenges and boost mental wellbeing.





# YOU ARE NOT YOUR CLIENT

We must meet our clients where they are and respect the boundaries of being a guide and not a judge, writes PT and performance coach *Susy Natal*.

**S**o much of what can make a personal trainer and client relationship powerful happens outside of the workout itself. What is often referred to as the ‘art’ of personal training does not just include the knack that some trainers have of being able to predict that a foot should move over here or that this cue will work for that particular client: it also includes how the trainer communicates with, and therefore positions themselves within the life of, the client. While many people, when envisioning personal trainers, will still conjure up images of order-yelling drill-sergeant types, it is actually a far more collaborative and autonomous model that will create the nurturing environment that maximises the success of your clients.

## Books and covers

When people first meet, massive amounts of information are absorbed and processed, even before either party has the opportunity to say anything. The client’s appearance, how fit they look, and how knowledgeable they appear about health and fitness once they do begin to speak, are just some of the many pieces of information that trainers will receive and interpret from the get-go.

The mind makes assumptions: the brain is a highly efficient association-making machine that will, by default, seek shortcuts for processing, utilising pre-existing information and biases. There is little utility in trying to undo these processes as they are automatic, and everyone has them. Rather, accept that they are there, and choose to remain engaged with what the client is actually presenting to you, and identify where you might be filling in the gaps with your own expectations about what kind of a person you think your client might be.

## Listen, ask, listen again

Active listening will allow you to remain focused on the message that the client is trying to convey, and open-ended questions that cannot be answered with a simple ‘yes’ or ‘no’ will allow you to drill down further wherever you are uncertain about any of the details. Active listening requires your complete attention. Do not meet a new client when you are in a rush, or when your mind is elsewhere. It also goes without saying that this is an excellent opportunity to bust the ugly stereotype of the unprofessional trainer who’s more focused on their phone than their client. Remove distractions and

“  
*Your prowess as a trainer will become apparent as your client reaps the benefits of your training: as the saying goes ‘show me, don’t tell me’.*  
”



The use of the other 'w' and 'how' questions, combined with a sense of genuine curiosity, will often reveal much deeper motivations, which when accessed can help create enormous behavioural change in your clients – to feel more confident, to feel more capable, to respect their own body enough to take care of it and therefore practice self-love. More in-depth explanations of these techniques will be provided in a following *Network* article.

## Let your client drive

Your client is coming to you for your knowledge and expertise, so it can be tempting to provide as much information and advice as possible. While this may seem helpful, it can actually overwhelm a client and, in some cases, damage the bond you are working hard to establish. Unsolicited advice can make your client feel intimidated, and strip away their autonomy in the goal-setting and action-planning process. It places you in the driver's seat, turning them into the passenger, which can in turn lead to their disengaging with the process, because they don't own it. It is not wrong to offer advice – it just requires the additional step of seeking permission from your client first so they can decide whether or not they would like to hear it. Their granting permission places them in the decision-making role and therefore makes them the driver and owner of the goals being discussed.

## Don't overwhelm

Once permission is granted, however, it does not become a free-for-all. Less is more in this situation, because overwhelming clients with technical or physiological information can make them feel like they might not be capable of understanding the ins and outs of their goals. This tendency to become trigger-happy with excessive details about our knowledge-base, often referred to as the 'expert trap', may feel helpful but usually just becomes a wall of information that a client shuts down to.

This information overload positions you as the expert, whereas you should rather be seeking to empower your client so they feel that they are the expert of their own journey. This can help clients not only engage more with the process, but also feel more capable of achieving their goals. Your prowess as a trainer will become apparent as they reap the benefits of your training: as the saying goes 'show me, don't tell me'.



## THE QUICK READ

- Active listening will help you connect with your client and understand what they want – not just what you think they want
- Open-ended questions will help you obtain more detail by encouraging more elaborate responses
- Checking ambiguous pieces of information can help avoid misinterpreting what a client means
- Do not use the question 'why' to unearth clients deeper motivations, as such direct questioning can stump a client and bring the conversation to a standstill
- Do not offer unsolicited advice – always respect the autonomy of the client and seek permission before sharing your thoughts
- Be selective with the information that you provide on a discussed topic – only the most relevant 1-3 points will really help the client, and more than that can be overwhelming
- Always write everything down – our ability to retain information is not as great as we think it is.

choose moments when your mind is not preoccupied, so that you may be completely present in the discussion.

## Seeking clarity

A client will not always be entirely clear in their delivery, and as a trainer, it is your responsibility to seek that clarity. Do not make assumptions about what a client meant when they explained something to you, but rather check in to confirm. If a client says something ambiguous you might either mention that you did not follow what their meaning was and ask them to explain further, or you might check in with your assumption to see if you are on the right track or not – 'I think you are saying... am I following correctly, or did I misunderstand and did you mean something else?'. Open-ended questions, will encourage the client to further elaborate on things you are still unclear on.

## 'Why' isn't always easy

Although every client will have an underlying 'why' that brought them to you, they will not necessarily be aware of, or know how to articulate, exactly what it is. There is nothing wrong with just asking why they are there, but more often than not the answers you receive will just be what lies on the surface: to lose weight, get strong, play with the kids.

## Take notes

The discussion itself is not all that you are responsible for: your ability to access the information that you learn at a later date is equally important. Retention is interesting in that we, as humans, are not particularly good at it, yet generally tend to assume that we are. Relying on your memory can easily lead not only to pieces of information about your client going missing, but also having the previously mentioned mental short-cuts coming in to fill the gaps with assumptions. Furthermore, because you have forgotten, you might not even realise that you are doing this.

Writing everything important down might seem tedious, but it will help you better serve your clients as your retained information will be more accurate. Writing down what you hear also ties into active listening, as it anchors you to the conversation taking place. Importantly, transparency and permission carries through into this process too: ask your client up-front if it's alright for you to take notes about your conversation. This will help them feel more comfortable with the silences while you jot things down, and will also reassure them that the writing is part of you engaging with them and not you being distracted by something else.

## A continual practice

These are just some of the pointers to be mindful of when first getting started with a



***Unsolicited advice can make your client feel intimidated, and strip away their autonomy in the goal-setting and action-planning process***



client, but are also applicable to the way you communicate with them on an ongoing basis. As they progress, more information will become relevant, and as the client faces more challenges or has shifts in their goals, more discussions around the higher-level concepts driving the client's behaviour will need to be discussed. Always seek to remain discerning about the quality of the questions that you ask, the amount and immediate relevance of information that you provide, and your ability to pinpoint the true meaning of your client's words. Like anything else, these skills will require continual practice, but will vastly improve the quality of the relationships you have with your clients – and the consequential success they achieve. **N**



**Susy Natal**

*Susy is a Sydney-based performance coach, personal trainer, wellness writer and convention presenter. With a background in psychology and a focus on strength training for females, her integrated approach to training helps clients ranging from beginners to athletes achieve*

*strength of body and mind.*







# WOMEN AREN'T JUST 'LITTLE MEN'.

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- ▶ Explains the physical and psychological changes experienced by women in their 40's, 50's and beyond, and reveals how this impacts their training approach.

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# COELIAC DISEASE AND GLUTEN FREE IN YOUR CLIENTS

People affected by coeliac disease and those with gluten or wheat intolerance can experience similar symptoms – but they're vastly different conditions, as Coeliac Australia's Penny Dellsperger explains.

**R**ecent years have seen a meteoric rise of all things gluten free. From steadily expanding ranges on supermarket shelves to increased options on restaurant menus, those who avoid consuming gluten certainly have more choice than was once the case. While some steer clear of gluten because they say they feel better for doing so, others have to ensure they never eat it because they have the serious health condition coeliac disease. So, what's the difference?

## Coeliac disease

Coeliac disease is an immune-based condition in which the body responds abnormally to gluten, a protein found in wheat, rye, barley and oats.

In coeliac disease, this immune response to gluten causes inflammation and small bowel damage that can lead to malabsorption, anaemia and nutrient deficiencies.

A strict gluten free diet is currently the only treatment for coeliac disease. By adhering to a gluten free diet, inflammation and damage will repair, allowing symptoms to resolve and reducing the risk of any long-term complications.



## THE QUICK READ

- Coeliac disease is an immune-based condition in which the body responds abnormally to gluten, a protein found in wheat, rye, barley and oats
- People with non-coeliac gluten intolerance or gluten sensitivity who experience similar symptoms, though less severe or harmful, may choose gluten free eating in order to reduce discomfort
- If left untreated, coeliac disease can cause chronic ill health and increase the risk of developing other autoimmune diseases, osteoporosis, fertility problems and cancer
- The only treatment for coeliac disease is avoidance of foods containing gluten
- Once the gluten free diet is established and the body has a chance to heal, there should be no ongoing nutritional issues that will impact a client's ability to exercise.



## Testing for coeliac disease is only accurate while a person is still consuming gluten



About one in 70 Australians have coeliac disease, but research shows just 20% of those living with the serious autoimmune condition have been diagnosed. If you have a client that has mentioned suffering from symptoms that sound like coeliac disease (see below), prompt them to ask their GP about testing for it.

### Going 'gluten free'

'Non-coeliac gluten sensitivity' (NCGS) or 'gluten intolerance' describes a set of symptoms people attribute to dietary gluten, but the cause and treatment is not well understood.

Research indicates it is unlikely that gluten itself is the problem in these cases, and that the malabsorption of fermentable sugars (FODMAPs) may be the culprit in those with Irritable Bowel Syndrome.

Millions of Australians choose to remove or reduce gluten from their diet. The CSIRO Healthy Diet Score, published in 2016, found that 12.1% of Australians avoid gluten and/or wheat, mostly for the following reasons:

- they have been diagnosed with coeliac disease
- they have been advised to follow a gluten free diet for another medical condition
- they find a gluten free diet relieves symptoms that they experience (many of these people may have undiagnosed coeliac disease or malabsorb fructans)
- they believe a 'gluten free' diet is a healthier way to eat.



### How gluten affects people with coeliac disease

The symptoms of coeliac disease vary considerably from person to person; some can present with quite severe and debilitating symptoms, while others can be asymptomatic (have no apparent symptoms).

As well as a number of uncomfortable symptoms, untreated coeliac disease can result in an increased risk of a number of long-term health consequences, including osteoporosis, liver disease, fertility issues and some types of cancer.

Common symptoms can include:

- gastrointestinal symptoms e.g. constipation, nausea, vomiting, flatulence, cramping, bloating, abdominal pain, and diarrhoea
- fatigue, weakness and lethargy
- iron deficiency anaemia and/or other vitamin and mineral deficiencies
- failure to thrive or delayed puberty in children
- weight loss (although coeliac disease can affect people of any size or shape)
- bone and joint pains
- recurrent mouth ulcers and/or swelling of mouth or tongue
- altered mental alertness and irritability
- skin rashes such as dermatitis herpetiformis
- easy bruising of the skin
- low-trauma fracture or premature osteoporosis
- unexplained infertility
- peripheral neuropathy, ataxia or epilepsy
- dental enamel defects.

For more information on symptoms, go to [coeliac.org.au/symptoms](http://coeliac.org.au/symptoms)

If it is suspected that a person may have coeliac disease, testing by a GP is essential. This will ensure a correct diagnosis is made and allow the most appropriate treatment to occur.

It is important to note that testing for coeliac disease is only accurate while a person is still consuming gluten, so if a client intends to be screened for the disease, they should not eliminate gluten from their diet beforehand.

### Effect on daily living

What does being coeliac mean in day-to-day life, in terms of what people with the disease can and cannot eat?

A strict gluten free diet is the medical treatment for people with coeliac disease, so avoiding foods made from wheat, barley, oats and rye is essential. A little bit of gluten does hurt!

This means foods such as regular bread, pasta, cereals, biscuits and cakes are off limits. Other ingredients made from these grains which can be used in processed products, such as sauces, stocks, gravies, marinades, confectionery, icing sugar mixture and soy milk, can also contain gluten-derived ingredients.

Manufactured foods that are labelled 'gluten free' must contain no detectable gluten, so these foods are suitable for people with coeliac disease.

It is important (and makes good nutritional sense) to base a gluten free diet on less processed, naturally gluten free foods such as fresh fruit and vegetables, legumes, unprocessed meats, eggs and nuts, milk and cheese and the range of gluten free grains available.

Although gluten free products are more abundant and affordable than ever, dining out gluten free remains a challenge for many people with coeliac disease. While there are many gluten free options available at food outlets, research has shown that meals may still be compromised by gluten. It is important to be proactive and ask the right questions when eating out, courteously of course.

Whether someone has a diagnosis of coeliac disease or FODMAP malabsorption, a consultation with a dietitian to assess dietary compliance and nutritional adequacy is important.



## Physical effects

So, does having coeliac disease affect a person's energy levels, or how they work out with their personal trainer or on their own?

It is common for people newly diagnosed with coeliac disease to suffer from malabsorption, osteoporosis or osteopenia, peripheral neuropathy, ataxia, iron deficiency anaemia or nutritional deficiency – so these are things to keep in mind when designing an exercise program. Once the gluten free diet is established and the body has a chance to heal, there should be no ongoing nutritional issues that will impact exercise performance.

When a person with coeliac disease accidentally consumes gluten, a variety of symptoms is possible – from a mild headache in some, to symptoms like those of acute food poisoning in others. If this occurs, the best approach is to rest, rehydrate and seek medical support from a pharmacist or GP if necessary.

## Treat coeliac disease seriously

Coeliac disease is a serious medical illness, not a dietary fad. Untreated, coeliac disease can cause chronic ill health and increase the risk of developing other autoimmune diseases, osteoporosis, fertility problems and cancer.

Coeliac Australia's current awareness campaign aims to increase the diagnosis rate of coeliac disease. It highlights the range of possible symptoms beyond the typical 'gut' issues and encourages those at risk of coeliac disease to take a quick online self-assessment at [coeliac.org.au/assess](https://coeliac.org.au/assess)

If risk factors for coeliac disease are identified, clients can download a letter to take to their GP with details of their assessment results and links to Coeliac Australia's resources.

Any symptoms should be thoroughly investigated before any dietary change



to ensure a correct and timely diagnosis. A gluten free diet should never be trialled or started prior to screening for coeliac disease as the accuracy of testing relies on the consumption of gluten. More information can be found at [coeliac.org.au/diagnosis](https://coeliac.org.au/diagnosis)

## Additional support

Coeliac Australia is the leading provider of evidence-backed information on coeliac disease and the gluten free diet. Coeliac Australia offers professional and patient membership which provides a range of tools and resources to help individuals best adhere to a gluten free diet. Clients can find out more at [coeliac.org.au/join-now](https://coeliac.org.au/join-now) **N**



**Penny Dellsperger**

*An Accredited Practising Dietitian specialising in coeliac disease, Penny is Coeliac Australia's Health Advocacy Officer and has been with the organisation for over 14 years. She is involved with food regulation and resource development, and provides an advisory service to assist members, the food industry and health professionals.*



## Coeliac Awareness Week (13-20 March 2020) & Gluten Free Expos

'It's 2020, and still only 20% diagnosed – it's time to get serious about coeliac disease' is the message of this year's Coeliac Awareness Week. In 2020, 80% of those affected by coeliac disease live with their symptoms undiagnosed. Coeliac Australia urges those who think they may be at risk to complete an online risk assessment at [coeliac.org.au/assess](https://coeliac.org.au/assess)

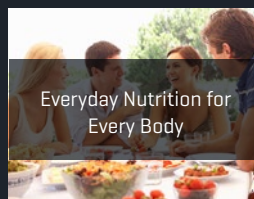
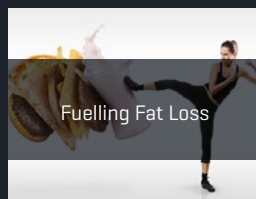
Coeliac Australia run their annual Gluten Free Expos throughout the year in Perth, Melbourne, Sydney, Brisbane and Adelaide (2021). Bringing together the brands and companies pioneering gluten free alternatives, the Expo offers an opportunity to experience everything new in the world of gluten free foods. With the first Expo kicking off in Perth this April, check out when the Gluten Free Expo is coming to you at [glutenfreeexpo.com.au](https://glutenfreeexpo.com.au)

# COACH CLIENTS TOWARDS POSITIVE DIETARY CHANGE

Gain the skills to provide your clients with nutritional support and coaching, by completing the Nutrition Intensive from Australian Fitness Network, the fitness industry's leading continuing education provider.

## ABOUT THE COURSE

Comprising three comprehensive modules, the Nutrition Intensive equips fitness professionals with the skills to motivate clients to make positive dietary changes.



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# LISTEN UP!

A roundup of the recent episodes of The Fitness Industry Podcast, powered by Australian Fitness Network. Click to listen directly, and subscribe at Soundcloud or Apple Podcasts.



## Turning 50% of members into PT clients

with Mark Capelin

More than half of the 800 members of Mark Capelin's club also pay for personal training. Here, he chats about good systems, good leadership, consistently achieving an 80% prospect-to-member conversion rate, increasing revenue and retention through paid challenges, and facilitating healthy competition among staff.

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## How to gain, train and retain the best PT team

with Kate Allott

Kate Allott, the Head of Fitness for Anytime Fitness Australia, oversees the recruitment of hundreds of PTs nationwide. Here, she discusses casting a narrow net when recruiting trainers, setting role expectations with new trainers, measuring metrics and stemming PT attrition rates.

[LISTEN HERE](#)



## Move, groove and include!

with Maria-Teresa Stone

Group fitness instructor and educator Maria-Teresa Stone launched Zumba in Australia and NZ. Here, she reflects on passionately stumbling into a career in fitness; trying things that are out of your comfort zone; the inclusivity of group and water fitness; and aspiring to goals while enjoying the here and now.

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## Consistent best practice for consistent best experiences

with Mark Fisher

Mark Fisher's fitness industry journey has been as unconventional as his New York club brand. Here, he talks about interview hacks for effective hiring; the tension between autonomy and management; not tolerating bad meetings; and how real leadership means doing the right thing, as opposed to doing things right.

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## Be curious, try new training and keep growing

with Marin Lazic

Marin Lazic is a TRX Master Instructor and former professional water polo player. Here, he chats about the revelation of suspension training, how new training modalities can challenge even the super-fit, and reaching out to people you admire in the industry to benefit from their experience.

[LISTEN HERE](#)



## Sustainable fat loss and the calorie conundrum

with Brian St Pierre

Dietitian and sports nutritionist Brian St Pierre has worked with hundreds of athletes and everyday clients. Here, he talks about the client problems that 'poor' food choices solve, the power of consistency over novelty, and adapting human behaviours without actively taking things away.

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# REAL WORLD PT

**SIMON MARGHERITINI**  
**SELF-EMPLOYED PT**  
**NSW**



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

**? What's your business called?**

I'm a sole trader and operate Go & Get Fit personal training.

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

21 years

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

Full time

**? What made you decide to become a trainer?**

In 1998 I was playing professional rugby league and badly broke my leg. Then I heard about this newfangled thing called 'personal training'. I couldn't get my head around the fact that people would pay you to train them. I actually remember saying 'this thing won't last'... and 22 years later, here I am!

**? Do you specialise?**

I work with clients on everything from weight loss to weight gain, and also have a strong focus on nutrition and on training special populations.

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

I have always believed in proprioceptive training and believe that trainers should embrace exercises that replicate everyday movement. I'm also big on educating clients that it's a lifestyle change, not just a quick fix. If a client has had 20 to 30 years of poor nutrition and lack of movement, these habits are hard to shift. My responsibility as a trainer is to help them slowly change these habits that have been subconsciously ingrained over many years.

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

I do 35-40 sessions a week.

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

These days, not many.

**? What hours do you work?**

During the week I work from 5am until 9am, and then from 4pm til 8pm. On Saturdays I train clients between 8am and 1pm.

**? What do you do in any downtime during the day?**

I go to the gym every day. I have two children and love spending time with them, but I also need two hours of sleep because I'm just so precious.



**?** How much do you charge?  
\$130 an hour.

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

As well as being a member of Network, I go to FILEX every year and also do courses with FIAFitness.

**?** How many clients do you have?  
Always between 28 and 33.

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

I have 5 clients that have been with me since 1999. On average clients stay with me for 5-6 years.

**?** How do you get new clients?  
Definitely word of mouth. I've never advertised.

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

I always give clients a free consultation to talk about goals, injuries, family history and more. The statistic that only 1% of clients keep to their goals after 2 years of training really bothers me. Questioning clients when they start is imperative. Getting deep into their psyche to uncover the real reason they want to achieve their goals is the first step in changing bad habits for the long term. On this topic of curiosity, as a side note, I also have a podcast called Pivotal Moments, in which I interview people about pivotal moments in their lives.

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

I have always been able to cater to every person because empathy is a big part of what I do. Knowing that a person's behaviours, positive or negative, directly correlate with experiences from childhood is essential for building a solid relationship. Empathy leads to trust.

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

My age, definitely. I also tell clients to take a photo of everything they eat and send it to me at that moment. This has been huge for me and the client, because it keeps them accountable and is a great insight into what they eat and the portion size.

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

Getting to know the real person that you train. You are their mentor, their confidant and their friend. Dealing with people where there are no egos or judgement from both sides gives me such fulfilment.

**?** And the hardest?

Hearing conflicting studies about nutrition.

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

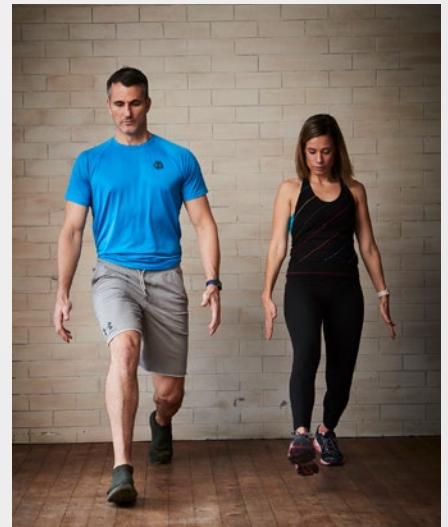
That all you need is a background in sport to become a trainer.

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

I've reached a stage in my career where I am tremendously happy. I love all my clients and just couldn't imagine doing anything else.

**?** What is your fitness philosophy?

Train smart, not hard. Consistent training over intense training.




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

Having empathy for your client is most important. Always listen and be open-minded to their needs and seemingly irrational thoughts.

I like the old saying 'it's hard to be sad and useful at the same time'. When you become a trainer you become, and remain, a very important part of your client's life, which is enormously fulfilling. **N**



*Want to be a future featured Real World PT? For details email* 







# MASSAGE ESSENTIALS FOR FITNESS PROFESSIONALS

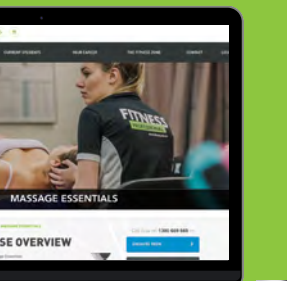
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# POSITIVITY IS NOT A STRATEGY FOR BUSINESS NEGOTIATIONS

When it comes to business negotiations, simply hoping for your ideal outcome is not enough. To achieve the best possible result, you must be able to manage the process, writes business mediator *Edwina Griffin*.

**M**any fitness professionals have learnt a clear sales process to sell their services to a potential gym member or personal training client. When it comes to negotiating business partnerships or larger contracts, however, many go in without a clear strategy and wonder why the outcome is often not in their favour.

You need to go into business negotiations fully prepared for what may happen. Simply knowing your ideal outcome is not sufficient: you must be able to manage the process in order to achieve the best possible outcome.

I often speak to business owners who consider knowing what they want and finding proof to justify their position to be their preparation for a business negotiation. This approach often results in a 'no deal' outcome and comments further down the track such as 'If I had realised how much time and money this was going to take from my business, I would have agreed to the original offer.' People often miscalculate the negative consequences of sticking rigidly to their stance in a negotiation. The aim of a negotiation is to mutually benefit both parties by compromising on matters of conflict.

## The steps to successful negotiation

Some of the key steps to consider for a successful business negotiation include:

### BATNA and WATNA

As a business owner or manager, it is important to calculate your best and worst alternatives to a negotiated agreement (BATNA and WATNA) or business deal. It is also in your interest to calculate the costs of failure to the other party: don't assume they have done the calculations themselves.

These costs aren't always just the direct costs of the deal being negotiated. For example, the cost to a large fitness equipment or product supplier of the precedent for a new workout or style of training being set in the industry without their product may be a more significant loss to them than the direct cost of making some losses on one sale to you. Hence, they may be willing to make more compromises in order to pave the way for potentially larger future sales.

On the other hand, you may need to consider the cost of your time and money in looking for an alternative supplier if you don't negotiate a purchase, or, if you choose

“  
**When you ask questions, sometimes a new customer need is identified that you weren't previously aware of**  
”



## THE QUICK READ

- The aim of a negotiation is to mutually benefit both parties by compromising on matters of conflict
- Prior to negotiating, calculate your best and worst alternatives to a negotiated agreement
- Follow a process so that you can monitor and manage whichever stage of negotiations you are in and know the next steps
- Preparation is critical to negotiating positive outcomes, so research your competition and customer needs, and have areas you're willing to be flexible on – while knowing your limits with regards how much you can afford to concede
- To save a negotiation, ask more questions and offer solutions to needs that become apparent in the answers you receive
- Confirm the exact details of the deal verbally at the end of the meeting and by email after the meeting to ensure that both you and the other party don't have any 'grey areas' regarding expectations.

to not buy the product at all, the cost to your customer experience and potential future revenue.

If you are the one making the sale, i.e. selling to one of your customers, you need to establish what the costs will be to you on all levels if there is no deal. This includes losses in revenue, time and reputation.

### Follow a process

By following a process, you will be able to monitor what stage of negotiations you are in at any given time, and to employ appropriate strategies to shift into the next stage or move issues to a different stage of the process. This structure enables you to allocate time to each stage so that one topic or issue does not take up the majority of the meeting time.

For example, if the other party surprises you with a large issue that does not have an easy solution early on in the negotiation, move it to the end of the agenda to ensure that you have time to discuss other issues and needs. Without this structure, it would be very likely that the surprise issue could take up the whole business meeting time. This approach also gives you time during the negotiation process to build rapport and think of solutions to the problem before you respond.

### Prepare

Alexander Graham Bell once said 'Before anything else, preparation is the key to success'. So, how best to prepare for a successful negotiation?

#### Research your competition and customer needs

If you have done your homework, you are less likely to be hit with a surprise element that could put you in a weaker position. For example, if you are selling your services to a large organisation and it becomes apparent that a competitor has already pitched at a lower price, it will make it difficult to negotiate and show value against your competition if you have not properly researched either your rival or your prospective customer's needs.

Researching other issues and needs of the organisation beyond the core need identified in your initial offer gives you the knowledge to offer concessions and value-add services or products to address more of the organisation's needs if they sign with you. This may include research and awareness on changes in their industry, regulations, staffing and budget which may otherwise not be revealed by the organisation during the negotiation process.

#### Have areas of flexibility

Good preparation includes knowing your areas of flexibility. This means that when the other party says no, or when you have non-negotiables, you can offer concessions in other areas to create more value in the deal for the other party. Flexibility does not mean giving in. A good negotiator will always attach conditions and trade for things they want in return for concessions.

#### Know your limits

Another important step in your preparation is to know your walk away point. If you have a corporate client who represents 40% of your revenue, and whenever the client puts pressure on price, you give in, this creates an imbalanced business relationship that cuts into your bottom line. Buyers know that it costs nothing to ask for a concession, but if your buyer is playing hardball, be careful not to concede to outrageous customer demands.

Sometimes, walking away and finding smaller but more profitable clients to generate the 40% revenue may be a better option. This communicates to the corporate client that you have limits and sets a precedent for future negotiations.

### Saving a negotiation

When you are in conflict, how do you save the sale and maintain the relationship while achieving your key objectives?

When you are in conflict with a customer and they are not willing to buy what you are offering, you don't want to end up in a 'take it or leave it' situation. Never close any doors: keep opening new doors with the introduction of more variables. This might be exposure to new product development programs, marketing or training.

If your suggested options don't appeal to your customer, then instead of defending yourself or attacking, ask the customer questions to keep them talking and listen to the answers. When you ask questions, sometimes a new customer need is identified that you weren't previously aware of, or an assumption you had made is proven incorrect. It isn't unusual to go into a negotiation thinking you are offering one service and coming out of it with a signed deal offering a different service that provides greater exposure and revenue for your business.

### Beware of deal creep

Sometimes when the other party keeps asking for small concessions, it's easy to say yes when it will result in a larger, profitable

business deal. However, failure to confirm the exact details of the concessions can result in a bigger hit to your revenue than you expected, and can be detrimental to the deal and business relationship.

For example, when a large company is negotiating gym memberships for all their staff, you say yes to several value adds, such as extra classes and personal training. You agree on a deal and celebrate the success.

When the contract arrives the next week, you find several of the concessions are much more than you thought you had agreed on. You now have to go back and renegotiate the deal, which is likely to have an adverse effect on your business relationship, profitability and final agreement.

If the other party starts to request concessions in a business negotiation, use it as a closing opportunity so that more concessions don't creep in. Confirm the exact details of the deal in summary at the end of the meeting verbally and by email after the meeting. This is likely to make 'deal creep' less likely.

#### Aim for maximisation

Being well prepared and having flexibility in your approach to the business negotiation

itself is key to success. Being present and listening to your customer can reveal new opportunities that you may never have considered prior to the meeting. Great business negotiators facilitate conversations that create a collaborative approach to finding solutions that have never been considered before. The magic of a well-structured, well-prepared business negotiation is the collaborative process of revealing previously unrealised options and potentials for both parties. **N**



*Edwina Griffin*

*Edwina operated Fitwomen , Fitmum and Fitmen centres for 18 years and now offers corporate wellness and staff training programs on negotiation, emotional intelligence, mindfulness and meditation. She is a nationally accredited mediator specialising in workplace and franchise negotiations.*



***If you have done your homework, you are less likely to be hit with a surprise element that could put you in a weaker position***



**“Just to get the negotiation off on the right foot, I don't intend to concede anything.”**

*Negotiation: that's not how you do it*





ONLINE COURSE

# 100 STEPS TO PLANK: BUILDING ABDOMINAL STRENGTH

Build your clients core fitness levels systematically, particularly when working with women who have experienced abdominal muscle wall changes following pregnancy and childbirth – all while protecting the pelvic floor, spine and pelvis.



### 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.

**\$129 (NETWORK MEMBERS)**

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# PROGRAMMING PUSH-UPS

## WHY YOUR CLIENT SHOULD DROP AND GIVE YOU 20

It may be a bodyweight 101 exercise, but many clients and trainers alike perform the push-up with poor form. Movement specialist *Guillaume Tual* explains how to get it right.

**T**he push-up is one of the fundamentals of fitness training and looks incredibly simple, so much so that we assume everyone knows how to do it properly. Yet, there is more to it than simply bending the elbows to lower the chest!

In my 10 years in the fitness industry, I have seen many people of all shapes and strength (some being trainers!) performing this chest up-and-down movement with bad form. There appears to be a lack of understanding that the push-up has more to do with whole body tension than it does with pectoral or triceps strength. So, let's revisit this classic bodyweight training move and break it down.

### Mobility for stability

In order to access full range of motion in a

push-up, you need to have proper mobility at the wrists, shoulders, shoulder girdle (scapulae and clavicles) and hips. Here's what may happen if the necessary ROM isn't available at these joints:

**Wrists:** Should be roughly lining up with the shoulders, which means close to 90 degrees. If you can't get to this angle (perhaps because you've spent too much time sitting typing at a desk or on the phone!), you will put too much pressure on the carpal joints, supinate the wrists and be unable to create fascial tension from the palmar arch.

**Shoulders:** Most of the ROM should be available during the push-up, but you need to be able to be pain-free in horizontal abduction/adduction (wide stance) and flexion/extension (narrow stance). The glenohumeral joint should be roughly half way in external rotation.

**Shoulder girdle:** This is the hard one as



### THE QUICK READ

- Mobilise joints to access proper ROM and create necessary tension
- Tension at the hands and core irradiates to amplify force production of the pectoral muscles
- Hip adduction has a trunk and shoulder stabilising effect that enhances serratus anterior activity
- Push-ups are functional, have many variations and can be done anywhere.



it involves multiple directions and forces at the same time. Picture seeing the scapulae gliding smoothly from the spine to the side of the rib cage (protraction/retraction and in/outward rotation), depending on the hand positions. There should be minimal ‘winging’ movement and elevation (sternoclavicular joint not gliding laterally during scapula pro/retraction).

**Hips:** A swayback is a sign of anterior pelvic tilt, which puts more pressure in the sacro-lumbar region. You should be able to tilt the pelvis posteriorly to engage the abdominals in the horizontal position.

Drills like wrist mobilisation (prayer stretch, kneeling leans), shoulder pass throughs, Cat-Cow or Animal Flow Static Crab and Wave Unload are great for preparing the body to perform push-ups.

## Creating whole body tension

Once you’ve established proper ROM in these joints it will be much easier to create fascial tensioning through the body for increased stability. Just like a slingshot, the base is stable while the elastic of the sling is mobile and can produce movement. The base has to be stable enough for the elastic to generate tension and increase its force production through greater ROM.

So, let’s look at the myofascial Arm Lines and both Functional Lines (taking our cue from Thomas Myers’ *Anatomy Trains*<sup>1</sup>) to understand how connecting fingers and pelvis can improve trunk stability and help increase force production from the pectoral and triceps muscles.

**The Superficial Front Arm Line:** This connects the fingertips (flexor group) to the pectoralis major and the latissimus dorsi. This means that when you drive your fingers onto the floor you are activating the palmar arch. This creates a stable base to push from, and the tension created amplifies the tension of the pecs and lats (called muscular irradiation). You may be wondering what the lats have to do with the push-up, as it seems to be an antagonist to the pectoralis major. Well, the lats actually act as a shoulder and thoraco-lumbar stabiliser during the up phase, enabling the pecs to generate more power.

**The Deep Front and Back Arm Lines:** These have an intrinsic effect as they connect the thumb to the pectoralis minor (front line) and the little finger to the rotator cuffs via the triceps (back line). You can now appreciate why anchoring all your digits to the floor as you push off will have a direct impact on the force production and stability of the shoulder girdle.

One of the most common mistakes during push-ups is the hips sagging down during the push phase – the infamous ‘sexy beast’! It is due to the total lack of tension

in the abdominal region (and deep core muscles by extension). If we look at the Front Functional Line, we can see that it links the pectoralis major to the lateral rectus abdominis and the adductor longus (via the pubic symphysis). If you tilt your pelvis back (tucking your tailbone under) and gently squeeze your inner thighs in (you can use a yoga block between the legs), you can notice an immediate increase of tension in your abdominals and better force production from the pec major. Irradiating tension from the inner thigh will again have a stabilising and force production effect.

Research by the National Research Foundation of Korea (Kim and Yoo, 2013<sup>2</sup>) found that by contracting the hip adductors during a push-up exercise, the serratus anterior activity was increased, because the stress on the thoracolumbar fascia was transmitted to the scapula. The Deep Front Line links adductor muscles to the pelvic floor and diaphragm, so by increasing intra-abdominal pressure, the tension of the thoracolumbar fascia plays a major role in transmitting the load of the trunk to the arms and shoulders.



1. Bottom



2. Middle



3. Top



4. Poor form





## Why program push-ups for your clients?

The push-up is one of the best exercises for optimal conditioning and strength. It is measurable and functional in its ability to integrate body tension, deep and superficial core activation and upper body strength. It can also be categorised as functional for daily living, because it is the movement needed to lift yourself up in case of a fall (think elderly population).

The push-up also has a number of other benefits: it requires no equipment, can be done anywhere (making it a good 'homework' exercise for clients) and can be easily included as part of a challenge. Compared to the bench press, the push-up allows you to gain better control of the whole body, because it is a closed kinetic chain exercise.

It is also a movement that allows for numerous variations: from a change of grip or arm position, and beginner-inclined versions, to the very advanced planche push-up in which the feet and legs are elevated and the entire body weight lifted through the arms. There's a push-up variation for everyone and so much room for exercise progressions that it need never get boring. As long as you cue it well and give the correct variation to your clients, the push-up can become one of the pillar movements of their training program. **N**

### 5 cues for good push-up form

- Engage all fingers to create an arch under the hand
- Tuck the tailbone under and draw belly in
- Squeeze legs in
- Push the ground away
- Drive shoulders away from armpits



**As long as you cue it well and give the correct variation to your clients, the push-up can become one of the pillar movements of their training program.**



## REFERENCES

1. Myers, Thomas. *Anatomy Trains : Myofascial Meridians for Manual and Movement Therapists*. Elsevier Health Sciences, 2001
2. Kim, Min-Hee & Yoo, Won-gyu. *Effects of Push-up Exercise with Hip Adduction on the COP Deviation and the Serratus Anterior and L1 Paraspinal Muscles*. *J Phys Ther Sci*. 2013 Jul; 25(7): 783–784.



**Guillaume Tual**

'Gee' is a Sydney-based movement and sport conditioning specialist with over a decade's industry experience. As a personal trainer and Animal Flow instructor, he is passionate about helping people move away from pain and improve their overall health and fitness through movement.



# A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

Handstands are fast becoming one of the most popular bodyweight exercises around, so we've teamed up with gymnastics coach and FILEX presenter, Farkas Pungur, to create a Step-by-step Guide to Mastering the Handstand.

This course has been designed for fitness professionals who want to learn, design and include handstands in their client's training program (or just teach themselves!) The teaching steps will help you minimise the risk of injury and maximise the performance of your clients.

## LEARN:

- Principles and biomechanics of the handstand
- The importance of core stability, and how structural muscles support each other
- Functional anatomy of the upper body
- Planning for personal training or small group training for handstands
- Postural assessments, screenings and exercises for stability, flexibility and strength
- Modifications, progressions and regressions.

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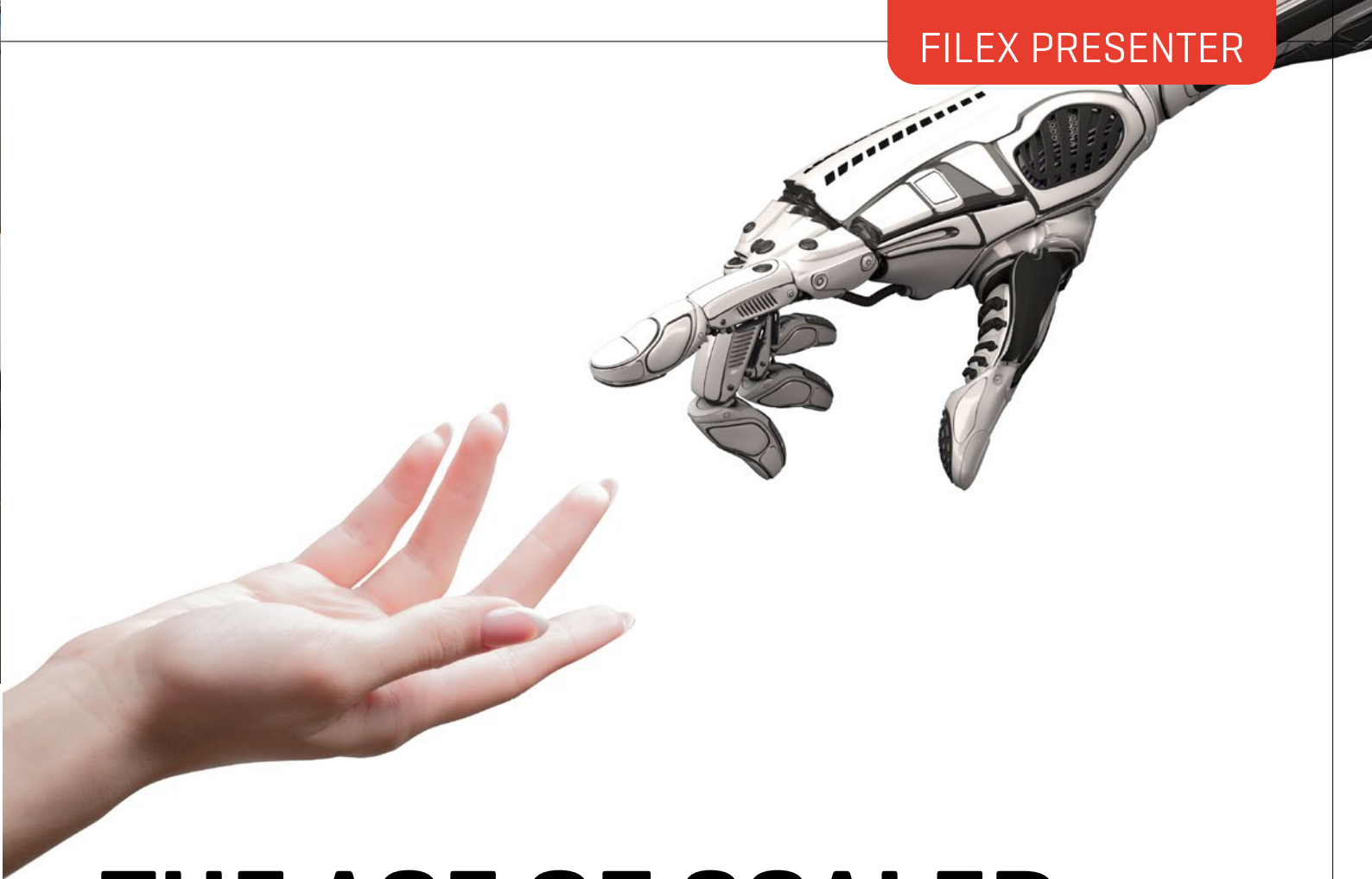
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## ABOUT THE COURSE CREATOR



### Farkas Pungur

Farkas has been in gymnastics for over 40 years as a competitor, international performer and international level gymnastics coach. He has a Masters degree in Physical Education and a Bachelors in Gymnastics/ Sport Coaching, as well as a Diploma in Fitness. Currently working with Gymnastics QLD, you might also recognise Farkas as a competitor on Australian Ninja Warrior.



# THE AGE OF SCALED PERSONALISATION

Artificial intelligence and chatbots can drive a new level of customer experience and engagement in the fitness industry, writes fitness entrepreneur *Owen Bowling*.

**I** imagine if your facility had only one member (ignore the financial implications for the moment). What level of personalised service and assistance would you be able to provide that person to help them succeed?

Your answer provides a glimpse into the world of scaled personalisation that is now becoming a plausible reality with advancements and accessibility of Artificial Intelligence, machine learning and communication interfaces such as chatbots.

## What really is AI?

*The Oxford Dictionary* defines Artificial Intelligence (AI) as: 'the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.'

The majority of AI technologies that you deal with today are sophisticated algorithms that analyse data rapidly to carry out specific tasks. Some examples of platforms deploying AI that you will be familiar with using include Netflix, Amazon, Facebook, Spotify and many more. These platforms rely on AI-related solutions that directly interact with you each time you use the service.

Netflix for example uses AI to customise what you see in an attempt to keep you engaged on the platform for longer: the thumbnails and show recommendations you see are specific to your profile and historical usage data. Facebook, Spotify and most other social platforms do this as well.

We are living in a world of AI, and it is helping, or directing our decision making – often without us realising it. Amir Husain, CEO of AI software company SparkCognition has said: 'Artificial Intelligence is kind of the second coming of software, it's a form of software

“

***For fitness facilities, a number of key areas can be improved with effective implementation of AI***

”





## THE QUICK READ

- Artificial Intelligence (AI) is software that is able to make decisions on its own
- It is not efficient at completing common sense tasks in the real world, but can process and analyse large volumes of data more quickly than humans can
- AI has the potential to help fitness facilities improve advertising and marketing, sales processes, member onboarding and support, data consolidation and analysis
- A key part of your digital strategy should be to integrate your multiple sources of data into one platform, so that AI can 'holistically' analyse data relating to every aspect of your business
- By using AI to automate repetitive tasks, admin-related personnel costs can be re-directed to invest in team members that offer greater benefit to members and clients.

that makes decisions on its own, that's able to act even in situations not foreseen by the programmers. Artificial Intelligence has a wider latitude of decision-making ability as opposed to traditional software.'

### Visible vs concealed AI

In the case of Netflix and other examples given above, AI algorithms are responsible for controlling what you see with the aim of engaging you more and keeping your attention. This is concealed from you because you are not actively interacting with the AI and often do not even know it is there in the background.

Conversely, when you ask Siri or Alexa a question, you know that you are 'talking' to an AI system, actively interacting with it to achieve a specific outcome. AI-driven chatbots are a visible, interactive system in which you know that you are communicating with a digital entity – not a human – via either voice or text.

### AI for fitness businesses

AI is currently best used as a supporting tool rather than a replacement for human intelligence and ingenuity. It has a difficult time completing common sense tasks in the



real world, but is skilled at processing and analysing masses of data far more quickly than a human brain can.

Artificial Intelligence software can process significant data sets and then present its findings or recommendations to a human. In this way, humans can use AI to help play out possible consequences of each action and streamline the decision-making process.

The main ways that businesses are implementing AI right now include:

- customer service via telephone or chatbots
- personalised advertising and marketing messaging
- managing and analysing data
- automating repetitive tasks.

Before implementing AI as part of your digital strategy, you should make sure that the problem you have is able to be solved by the AI.

For fitness facilities, a number of key areas can be improved with effective implementation of AI, including:

- personalised advertising and marketing
- sales processes
- member onboarding
- member support
- data consolidation and analyses to provide clearer insights into:
  - marketing and sales
  - member behaviour
  - equipment usage
  - retention and attrition
  - member success.

### The data challenge

One of the big challenges facing fitness businesses in their attempts to implement effective digital strategies, including AI, is the fragmentation of data sources. AI is most effective when it can access more data, but in the fitness industry this data commonly comes from a variety of sources and is not consolidated into an accessible source.

These data sources include:

- website
- CRM
- access management system
- sales and marketing systems
- equipment manufacturers
- financial/debiting companies
- personal health trackers used by members
- personal trainers' programs and client data
- fitness or nutrition apps used by members.

Part of your digital strategy should focus on finding ways to integrate data sources, as this will result in significant growth in AI capabilities for your fitness business.

This could be as simple as exploring existing integrations between the software systems you currently use, or as complex as creating a custom database designed to consolidate data from your various systems in a structure that can provide meaningful insights. AI can be amazingly useful – but only if humans create systems to provide it with the right information.

### The personalised customer journey

One of the most exciting aspects of utilising AI is the opportunity to provide scaled personalisation to your customers. Because many of your business's repetitive tasks can be automated, you can save on admin-related salaries and instead invest in team members capable of adding tangible value to your members and clients.

Here is an example of the potential customer journey in an AI-enhanced facility:

#### Marketing:

- Prospect is shown content that speaks to her specific interests related to health and fitness, and she builds a level of trust with your business before ever visiting.
- Upon viewing the content, she is shown sequential, customised content as she makes her way through the marketing funnel that engages her and converts her to a potential customer.
- The sales process is handled by a real human, because we are unmatched at creating a personal relationship and building trust.

#### Onboarding:

- Your customer success coach chatbot takes over the customer journey and interacts with the new member as she gets started, helping her set realistic and meaningful goals and even providing her with a customised training plan.
- Initial fitness, strength and wellness measurements are recorded by the chatbot coach and can be used to track improvements each month.

#### Member usage and success:

- Most members will be more successful with a little guidance, support and accountability: your chatbot can provide these services, and even coordinate with real human staff members to create the perfect combination of AI and human teamwork to help members be successful.



## AI can be amazingly useful – but only if humans provide it with the right information



- Every member receives personalised recommendations, encouragement and support based on their unique needs.
- At-home workouts and wellness-focused activities can be utilised when the member cannot make it to your facility.

The reality is that members that get value, stay longer. The value that a member receives has historically been their ability to access your facility and services. This is no longer enough.

#### Value can be provided in a number of ways, including:

- amazing facilities
- fantastic classes
- world class staff that build relationships and trust
- coaching and support
- accountability
- measurement and tracking
- motivation
- at-home workouts.

We have a huge opportunity to provide immense value to our members above and beyond the number of times they visit our facilities each week – and AI is key to enabling us to achieve this. **N**



Owen Bowling

Owen is a fitness entrepreneur on a mission to help the fitness industry communicate its true value in order to attract, engage, convert and serve more people. The founder of CrankIt Fitness, The Wellness Program and cofounder of FourD Media, Owen works with some of the world's biggest fitness brands to implement technology and media solutions.



**FILEX**

**FILEX 2020 POSTPONED**

Owen was scheduled to share his insights into how AI and other technology can enhance fitness business operations at this year's FILEX fitness industry convention in May. The event has been postponed due to government restrictions on large gatherings that have been put in place to reduce the impact of the COVID-19 coronavirus.

**CLICK HERE FOR THE LATEST INFO ON THE EVENT**

# EARTH *to* TABLE

BY TERESA CUTTER

Plant-based  
recipes for health  
+ wellbeing



Earth To Table by Teresa Cutter  
is available for purchase at [thehealthychef.com](http://thehealthychef.com)



# POWER-PACKED SOUP AND CREAMY PASTA WITH A TWIST

As the temperature cools after a long and challenging summer, *The Healthy Chef Teresa Cutter* shares some comforting bowls to nourish the body and soul.

## Green lentil soup with pesto & pecorino

Nutritious, delicious and power-packed with goodness! I love to make this soup when I need healthy comfort food to feed and nourish my body. The pesto is made with generous amounts of parsley and basil to nourish a healthy immune system.

Serves 4

### Ingredients

1 leek, washed and sliced	1L (4 cups) water or vegetable stock
2 tablespoons extra virgin olive oil	sea salt and white pepper to taste
4 bay leaves	3 generous tablespoons pesto
½ cup French green lentils or mung beans (soaked overnight and drained)	grated pecorino or nutritional yeast to serve
1 bunch Tuscan kale (cavolo nero), washed and finely sliced	

### Method

1. Sauté leek with the olive oil and bay leaves in the olive oil for a few minutes until softened.
2. Add lentils, kale and water, then partially cover the pot and simmer for 30 minutes until tender.
3. Season with salt and pepper and adjust water if needed.
4. Stir through 3 tablespoons of pesto into the soup before serving, and enjoy.

*Notes and inspiration: Grate over a little pecorino or sprinkle over nutritional yeast.*





## Brown rice & chia pasta with creamy mushrooms

I absolutely adore this pasta recipe. It's gluten free, dairy free and tastes magnificent. Mushrooms are rich in potassium and vitamin D to boost immune function and bone health.

Serves 4

### Ingredients

250ml (1 cup) freshly boiled water  
15g dried porcini mushrooms  
500g assorted mushrooms, sliced  
1 onion, sliced  
2 tablespoons extra virgin olive oil  
1 clove garlic, smashed  
1-2 tablespoons tamari to taste  
sea salt to taste and a pinch of white pepper  
handful parsley leaves, roughly chopped  
60ml coconut milk or cream  
220g brown rice and chia pasta, or other pasta of your choice

### Method

1. Combine water and dried porcini into a bowl and set aside for 10 minutes to soften.
2. Sauté the assorted mushrooms with the onion, olive oil and garlic for 5-8 minutes until browned.
3. Add the porcini mushrooms along with the water they have been soaking in.
4. Simmer for 5 minutes, then season with a spoonful of tamari, salt and pepper followed by the parsley and coconut milk.
5. Boil the pasta until al dente and stir through the mushroom ragù, adding a little more water or cream if required.

**Notes and inspiration:** Sprinkle over a little nutritional yeast. Layer mushrooms between French-style crepes for the yummiest mushroom lasagne and top with almond milk béchamel.

These recipes are from Teresa Cutter's new plant-based cookbook *Earth To Table* (\$49.95).



**Teresa Cutter**

Founder of *The Healthy Chef*, Teresa is an author, nutritionist and classically trained chef. You can find more tips and recipes on her website, *Healthy Recipes App*, eBooks, Facebook and Instagram.







# DO YOU NEED TO MAKE GROUP FITNESS THRIVE IN YOUR CLUB?

Introducing our new **Group Fitness Management course**, designed by Australian presenter and group fitness guru, Kirsty Nield.

This online course equips you with the tools to become a skilled manager of GFI's or PTs. If you've ever wanted to become a GFM, or you're currently in the group fitness space and want to learn how to create a reliable and skilled team, this course can help you do that.

**LEARN:**

- Innovative ways to lead your team
- Strategies to build class numbers
- How to make group fitness the heart of your club
- How to find and retain the best GFI's

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## ABOUT THE COURSE CREATOR



**KIRSTY NIELD**

Over the past 20 years Kirsty has established herself as one of Australia's leading group fitness instructors and educators, creating and delivering challenging and dynamic group fitness classes. A GFM since 2009 and fitness presenter since 2012, she is passionate about mentoring and educating fellow fitness professionals.





GX SKILLS

# SPEAKING

## THE LANGUAGE OF INCLUSION

To get more people involved in organised exercise, we must be more inclusive. From increasing cultural awareness to learning simple language skills, instructing beyond your comfort zone will reap benefits for everyone involved, writes instructor *Mel Morony*.

**I** imagine it is your first time doing a Group Fitness class. You make enough sense of it to participate and at the end you feel like you have achieved something. Now change a variable – imagine you are a vision or hearing impaired person, or that you are from another country and do not speak or understand much English beyond the basics. Imagine how much you would have been able to participate in that class. Would you have even felt welcome?

### The value of 'inclusion'

It is common for fitness facilities to have some sort of values stance, either established by themselves, or by the organisations that they are part of. These values often encompass the concept of inclusion. But if asked how we show inclusion in our facilities, what would be our response?

Would it be a knee-jerk, 'Of course, anybody can join us!' as we point out the

gender-neutral wash-rooms and bilingual signage? Would we point to our compliance with the Anti-Discrimination Act (assuming no exemptions have been granted) in relation to people who have a protected attribute and decide that was sufficient?

Being 'open to everybody' may be confusing inclusion with tolerance. While related to inclusion, tolerance is defined as 'the ability/willingness to tolerate the existence of opinions or behaviour that one dislikes or disagrees with' – which is good, but can take a 'live and let live' attitude. Feeling tolerated is not the same as feeling included. If an organisation has provided structures to facilitate inclusion, that is great, but do we really expect structures to replace human engagement and connection? Moreover, if the measure of any of our values is what is enshrined in the law, then what need is there to have it as a value?

Inclusion is defined as 'the act or state of including or of being included within a



## THE QUICK READ

- Inclusion is defined as ‘the act or state of including or of being included within a group or structure’
- Consider whether your preferred teaching style would work if a class participant was unable to see, hear or understand what you were doing or saying
- Learning simple greetings and niceties, such as ‘hello’, ‘thank you’ and ‘great job!’ in the native tongues of some of your participants is excellent for increasing inclusivity and building rapport
- Learning a few simple words or phrases in Auslan, the Australian sign language, will be greatly appreciated by hearing impaired clients, and more considered and clearly detailed cueing will help visually impaired participants
- Incorporating elements of inclusion in every class, regardless of whether it specifically applies to participants on that day, will make it second nature and build your reputation as a dedicated and inclusive instructor.

group or structure.’ From the perspective of a Group Fitness Instructor, how can we make our classes more inclusive, particularly for those who, for various reasons, might have trouble understanding what is going on? Though this article is in no way exhaustive, my hope is that it will provoke thought and discussion about how we can create a more inclusive environment in our fitness facilities that results in more people participating in exercise.

### Adapting our teaching

As instructors, we all have a preferred style of instructing, one that we like and are comfortable with. For some, this might be predominantly non-verbal, for others verbal, and others still, highly structured, perhaps introducing a move, a progression and maybe even an explanation of the move.

Whichever style is your preference, consider how it would work if a class participant was unable to see, hear or understand what you were doing or saying. Adapting an instructing style to accommodate different participant requirements, usually at short notice, can push us outside of our



comfort zones. It can even feel like we are learning how to instruct all over again. In addition, we might have to be satisfied with ‘near enough’ for some movements, as long as they are safe. For example, when a vision impaired person attended one of my aqua classes for the first time, I tried to explain what a rocking horse was. In response, the participant said ‘So it’s like a lunge?’ Perhaps I could have tried explaining it in a different way, but I also realised that that could actually be more confusing, so I decided that their interpretation in that instance was near enough.

If we are seeking to be inclusive in our classes, it may mean that whole parts of our class plan will have to be altered – in part or entirely. An example would be a format that involves a lot of explaining as opposed to direct demonstrating. How might we communicate our expectations to someone who is hearing impaired? Consider also someone who speaks one of the many languages spoken in Australia (in Melbourne alone there are 251 documented languages) but has limited English. Interestingly, Australia has no ‘official’ language, but English is obviously the common one, the ‘lingua franca’.

We may find ourselves on a learning curve, even taking cues from our participants. For example, the command ‘Extend your leg out’ may make sense if people can see, even if they do not know what an extension is. A vision impaired person, however, may ask ‘Which way out?’ When we demonstrate in a tactile manner it teaches us that, in future, a clearer instruction would be ‘Straighten your leg

forwards’.

There will be disparity between teaching a class at a textbook level of excellence and one that is seeking to be inclusive of the needs of all those in attendance. As mentioned, the latter is likely to be uncomfortable initially, and we may find ourselves sacrificing our egos for it. With practice, however, it is possible to become more accustomed to it and grow as an instructor. As Carol Syer, one of the co-founders of Enable, has previously written with regards another aspect of inclusion, ‘Learning to include everyone in your workouts will improve your communication skills and make you a sought-after instructor.’

### Inclusion in rapport building

Instructors are expected to build rapport with their participants. As humans, we like people like ourselves. Thus, it is natural for us to gravitate to the people who are like us – people who use the same language and have the same customs and value systems. Branching out of that can be daunting and bring us into contact with ideas and behaviours that we have never even imagined. For example, a participant from a vastly different culture to ours might have a very different understanding of time, or of family and kinship terms. They may even speak a language that does not use an alphabet, but rather an abugida, such as in a number of South East Asian languages. However, the rewards of exposing ourselves to these differences can be priceless.

While we may plead language as a barrier, most people from different countries





do know what the words 'Hello', 'Goodbye', 'Please' and 'Thank you' mean in English, so the least we can do is use them frequently with participants. However, what if, once we've found out what their native tongues are, were to surprise them by saying some of those words or phrases in their languages? With travel phrase books and translation apps we have the resources to learn at least a few friendly phrases at our fingertips. Speaking from personal experience, if we mix up the pronunciation, our patrons are so happy to hear their instructor 'have a go' at their language that they will happily correct, and there is no shame in learning from our patrons. Even if they speak English fluently, speaking the language of their country of origin is a winner for building rapport.

### Other ideas

Here are a few other ideas for increasing the inclusivity of your group fitness classes.

- Have an idea as to when different cultures are celebrating different festivals and be ready to say, 'Happy – festival name' at that time. Where possible, and if appropriate, join in with their celebrations – imagine the response of your Asian participants if you were to attend Lunar New Year celebrations in their area. Consider, when festivals involve fasting, offering exercise options that acknowledge the possibility of people becoming dizzy or lightheaded.
- Be proactive in making it clear that your facility is inclusive, not just tolerant. For example, regardless of whether or not you have hearing impaired participants, you could include Auslan (Australian sign language) signing in your introductions. Watch the video here to learn some basic greetings you could use in class. Proactively integrating more elements of

inclusion in your classes will make being inclusive second nature.

- Recognise how an organisation's internal operations can serve to encourage or discourage inclusion through the messages it conveys (often unintentionally). If a club has a mantra about inclusion, but only displays imagery of people who conform to narrow body image ideals – whether in a public or internal forum – call it out.

This has been a surprisingly difficult article to write, as it has highlighted to me how much further I need to travel along the road to inclusivity. Being inclusive requires us to step out of our comfort zones, and that can be tough. Is it worth it? If we consider that our goal is to get more people off the couch, moving, and transforming their lives through exercise, the answer is a resounding yes! **N**

For more information on inclusion in the fitness industry, visit Enable's Facebook Page [facebook.com/fitnessforallenable](https://www.facebook.com/fitnessforallenable)

### LEARN HOW TO GREET YOUR CLASS IN AUSLAN

Watch Mel demonstrate how to give a friendly class greeting using Auslan, the Australian sign language.



**Mel Morony**

Mel is a group fitness instructor based in Eastern Melbourne. She is passionate about raising standards in the area of group fitness, for both participants and instructors.

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# Supporting the Exercise Industry in New Zealand

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[www.reps.org.nz](http://www.reps.org.nz)

## ExerciseNZ

ExerciseNZ supports exercise businesses of all types and sizes including Yoga studios, independent trainers as well as small and large exercise facilities, with membership options. Providing: advocacy, business support, resources and guidelines, events and upskilling, industry standards.



[www.exercisenz.org.nz](http://www.exercisenz.org.nz)

## PT Council

The Personal Trainers Council is run by PTs for PTs. Their mission - ***Connecting personal trainers by promoting events, and sharing resources that further educate trainers and help empower their businesses and careers.***



[www.ptcouncil.co.nz](http://www.ptcouncil.co.nz)





# NZ NEWS



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

## Turning the tide on media perceptions of our industry



I have been involved with ExerciseNZ in some capacity for over 20 years now, and with this tenure has come the advantage of being able to see long term trends. In this case, how the media perceives the exercise industry, and with it the growing awareness and ‘mainstreaming’ of the benefits of regular exercise.

As little as five years ago the majority of media stories about our industry were negative, often relating to gym contracts, unused memberships, or some other payment or customer service issue. While ExerciseNZ was sometimes asked to comment, stories were often written or aired without any industry input. Although they may often have contained elements of truth, they also tended to repeat common misconceptions about both how the industry works and about exercise itself, without any counter-view from those in the industry qualified to give such comment. Perhaps the most commonly repeated myth has been the almost annual ‘New Year’s resolution’ article about club operators relishing the prospect of waves of people joining their facilities but never actually attending them.

Fast forward to today, and now not only are ExerciseNZ’s press releases regularly picked up by the media, resulting in positive news stories on TV, radio, and in print throughout New Zealand, but we are also proactively contacted by news agencies to comment on research and other stories about the benefits of exercise. This has shifted our relationship with the media, and changed the breadth of who we are talking both to and about: where it used to be ‘gym members’ now it’s the wider public, including, perhaps most importantly, those that don’t yet exercise.

So, what does this all mean? Just as perceptions of smoking changed within a generation – from ‘good for you’ to ‘not so good, but still cool’ to ‘socially unpopular’, so too has the perception of our ‘product’ – movement and exercise. Mainstream media is more on board with the idea that exercise is something for everyone, and is willing to report stories that relay this message. While not everyone moves as much as they



need to, the media, and now more members of the public, understand that they at least *should* be more active. Of course, our collective challenge is turning this intention into action – but in that lies a massive opportunity for us all.

To see a summary of ExerciseNZ’s media engagement, copies of various TV interviews and radio chats, go to [exercisenz.org.nz/media](http://exercisenz.org.nz/media). Not everything is there because many media outlets don’t provide shareable links, but there are plenty of examples of how we’re spreading the word and raising our industry’s profile. While the longer form pieces, such as the 10-minute radio interviews, often provide the best opportunity to get our message across more cohesively, we welcome any opportunity to talk about exercise and it’s countless life-enhancing benefits, all of which can only serve to bring us more positive attention, as well as more members and clients.

**Richard Beddie**  
CEO, ExerciseNZ  
[info@exercisenz.org.nz](mailto:info@exercisenz.org.nz)

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[MORE INFO](#)

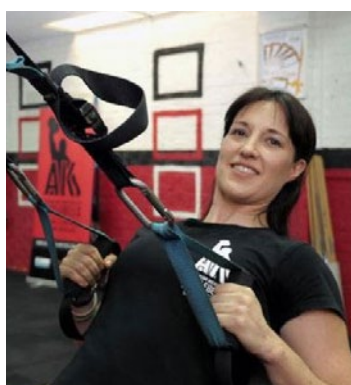


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*Note: All prices shown are Network Member rates and include GST. Non-member rates are available.*

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Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music. As a Network Member, you receive 10% off all purchases, including custom playlists, individual tracks, CDs, choreography videos and more.

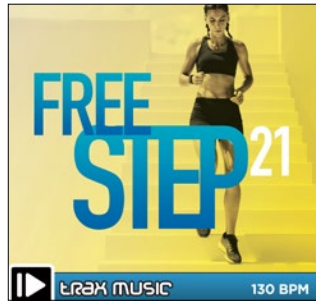
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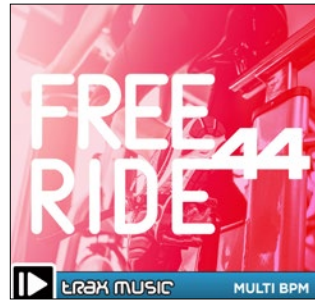
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FreeBox 23



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FreeRide 44

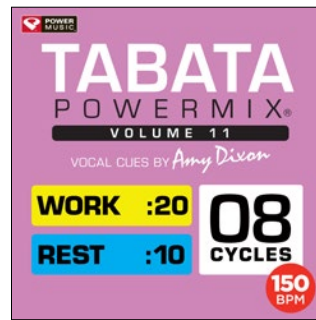


H2O BEATS 22

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