



NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

AUTUMN 2021

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match the client **11**

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It's been a year since things took a turn for the, what shall we say, worse? I think that's fair enough, because although many fitness businesses and professionals have reinvented themselves, adapted and found new opportunities, the same cannot be said for everyone. One year on, however, it's positive to note some degree of return to pre-pandemic activity, including the reappearance of some face-to-face industry events (**page 8**).

One of the prominent themes at the virtual FILEX event, meanwhile, is training the ageing population, a topic also addressed by a couple of features in this issue of *Network* (**pages 22 & 43**). Despite the fact that we have an ageing population, the fitness industry continues to disproportionately market and cater to a younger audience. For fitness businesses and professionals looking for growth opportunities in the years ahead, there's a market there ready for the taking - and often with a disposable income to invest in services that meet its needs. It will be interesting to see whether it will be the big players or the independents that up their game to service this growing demographic.

On the subject of looking to future markets, acclaimed industry innovator Emma Barry reflects on why bricks and mortar fitness businesses need to carve out a 'phygital' future

(**page 7**), Sally Illingworth looks at how to more effectively influence prospective clients (**page 17**) and Annette Franz asks how the fitness industry can learn from 'The Amazon Effect' to enhance customer experiences (**page 37**).

Elsewhere, Clare Hozack explores the benefits of going deeper with client pre-screening (**page 11**), combat athlete coach Hays Daewoud looks at boxing pad technique (**page 25**), and our featured Real World PT, Bek Strachan, shares some insights into her business operations and growth as a fitness professional (**page 48**).

There's a lot of good stuff to be read in the following pages - and don't forget that, as with each quarter, you can earn yourself a CEC for doing so (**page 21**).

Until next time

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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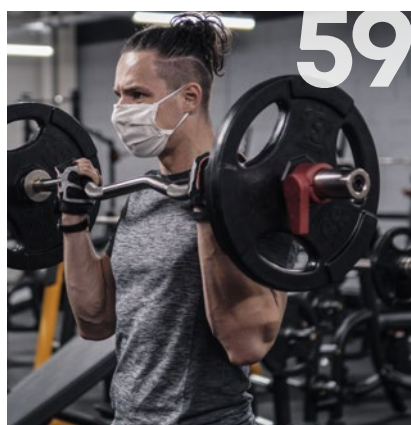
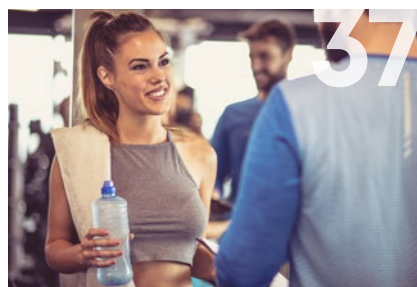
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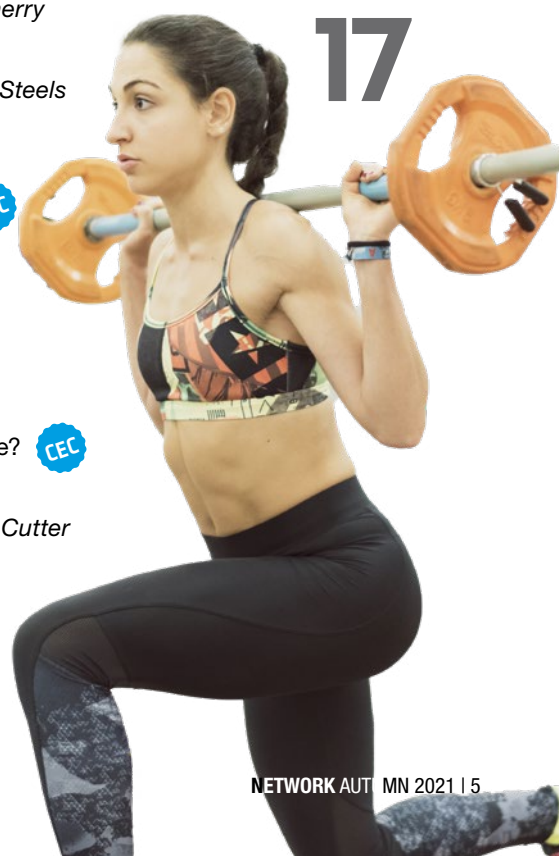
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NEW NETWORK COURSE



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THE FUTURE OF FITNESS IS PHYGITAL



The challenge for our industry is to meld the physical and digital worlds into a more compelling proposition that entices new members and better serves existing ones, writes industry observer and consultant **Emma Barry**.

Phygital (physical plus digital) is a marketing concept that brings together the best of online and offline environments to create a more efficient, immersive and relevant customer experience. In short, you are trying to capture attention, and keep it.

The pandemic has accelerated existing trends, with digital being the main event. Digitally delivered workouts, remote personal training and app-based solutions experienced hockey stick growth over the forced pause. On the other hand, physical spaces in most places were closed or severely limited in terms of capacity, forcing people to seek fitness solutions outside or online and alone in their garage.

The trick now is to meld the two worlds into a more powerful proposition for members. Something that entices the 50% of new members we lose and that reaches the 80% of the market that remains untapped and unmotivated.

A great 'phygital' example from the retail world is Rebecca Minkoff's fashion brand which enables shoppers at the flagship store to select garments from a touch screen and then be alerted when the fitting room with those outfits is ready for them. Furthermore, any requests for a different size, style or colour can be requested from a screen in the fitting room. This seamless experience illustrates how we can combine our desire to touch and feel products with the supportive technology that manages logistics.

With 72% of internet users shopping online (IAB Spain's annual ecommerce study) and 52% buying in online and physical sites, there is clear market readiness for

these aspects to co-exist.

So how does this transfer to the fitness world? Pre-pandemic, we were debating the evils of digital and virtual fitness offerings, pre-occupied with the resulting erosion of live experiences. Our approach was very binary – it was one or the other. But as it turns out, it's an 'and' rather than an 'or' conversation. Both exist in the new world and, as connected fitness (Peloton, Echelon, Mirror, Hydrow, Tonal and friends) have taught us, the future is a juncture where physical and digital co-exist in the same customer journey to increase engagement, efficiency and efficacy.

The addition of biometric tracking, such as with MyZone or Apple Watch, is a great example of using digital tools to enhance the in-person experience. The gamification in such communities as Strava and Zwift with leaderboards, member interactions and challenges, has also proven its gumption. Combined, these provide the power of personalisation and accountability, with both arms wrapped around its community.

We yearn to be social, part of something bigger, to interact, be entertained, experience something memorable. The physical world is our meeting place and the magic of connecting in real life provides full sensory stimulation, camaraderie, one-on-one coaching and motivation. Interpersonal interactions remain important to us. As Ian Mullane, author of The Future of Fitness white paper and CEO of keepme.ai (an AI powered CRM system for the fitness industry) would contend, we are all part of a greater ecosystem – we just need to establish which part of it we will play in.

Follow the big brands and Big Tech to track where we are going, as they are leading the charge. Apple Fitness+ has brought together the whole experience, combining biometrics, music, workout content and daily movement challenges (close your rings). Amazon has Halo, Facebook created wearables, Google now owns FitBit, Equinox+ harnessed Whoop, and Peloton purchased Precor – all to create more engaging and complete experiences for consumers.

The concept of 'phygital' sits at the sharp end of the full 360° marketing experience. The coexistence of the physical with the digital world has the potential to intensify the experience for the consumer. To realise this potential, fitness businesses must accept that it's time to write a new playbook embracing both worlds, while remaining data-led, customer-centric and curious. This will require us to examine all processes (online and offline) in the customer journey, and redefine the most efficient, intoxicating and personalised ways to meet customer wants and needs. In doing so, we can create a 'stickier' experience that entices members to maintain the behaviours that enhance their health and happiness. **N**

Emma Barry

Emma is fluent in what happens next in fitness. She is a Global Fitness Authority, advising innovative fit tech, well tech and health tech businesses, and is co-founder and Chief Creative Soul at executive search brand Good Soul Hunting. In past lives Emma was a founding member of Les Mills International and Director for Equinox.



INDUSTRY INSIGHT

Developments in the world of fitness.

FILEX ANNOUNCES VIRTUAL EVENT AND 'BRIGHT NEW ERA' UNDER NEW GM

FILEX, the fitness industry convention, will hold another iteration of its Virtual Summit on Friday 30 April and Saturday 1 May. Featuring local and international speakers, including Mark Fisher who will deliver the Opening Keynote, the event will also have a special focus on active ageing in recognition of the fact that much of the fitness industry continues to cater to a younger demographic, when the fastest growing market is actually aged over 50.

The Summit will be overseen by its newly announced General Manager, Anthony Reed, whose appointment was described by the FILEX board as 'marking a bright new era for the organisation'. With over two decades of event management experience, both in Australia and overseas, Reed has been tasked with delivering post-pandemic growth and a long term brand

vision for FILEX, that incorporates both education and trade show elements.

Chairman, Andrew Simmons, said, 'FILEX stands shoulder-to-shoulder with our friends and colleagues as we rebound, and this appointment should signal our belief that Australia's fitness industry is ready to dust itself off. We are confident that under Anthony's stewardship we will not only reach but surpass our pre-COVID levels.'

Reed said 'I couldn't be more excited to take on this role and to work closely with brilliant partners like Fitness Australia; together we have the opportunity to build a fitness industry that is more robust and more innovative than ever before. And it's my job to make sure FILEX remains at its very heart.'

FILEX will again deliver face-to-face events later in the year, with its Leadership Summit, Business Summit and Trainer Summit. For details of the upcoming Virtual Summit, and to register, go to filex.com.au

Source: FILEX Holdings



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FITNESS TECH SUMMIT MAKES FACE-TO-FACE RETURN

On 21 and 22 July, the Fitness & Recreation Industry Technology Summit (FRITS) will take place in Sydney, making it one of the country's first face-to-face business events since pre-pandemic times.

Announcing the addition to the Summit's main program of a lead-up webinar series, as well as an inaugural Technology Awards Gala Night, the event's Managing Director, Justin Tamsett, said 'The success of the 2019 event meant we would always do it again and we are excited that in 2021 we have three unique aspects to the event that we know delegates will truly value.'

Summit organiser Jess Abbey, said 'We are very excited with what will be a step up on our first event. We will help clubs navigate the legal minefield of data, inspire what is possible for communicating with members, and run two workshops to take the theoretical knowledge and turn it into actions. Add in the networking drinks and the annual Fitness Business Podcast Meet-up and it will be an action packed two days.'

For details of the speakers and sessions, and to register, go to fitnessindustrytechsummit.com.au

Source: Fitness & Recreation Industry Technology Summit



EXERCISING RAISES IQ BY 7% STUDY FINDS



Image credit: Soonthorn Wongsaita / Shutterstock

A survey by hobby and DIY site DIYS.com into which activities improve cerebral intelligence recently found that exercisers enjoy a 7% brain boost from undertaking physical activity.

While the research may not have been conducted in a laboratory setting, the findings do echo scientific research findings of a positive correlation between movement and improved brain function. According to Harvard Medical School, people who exercise have a larger brain volume in the memory and control-thinking areas.

For the six-month study, volunteers sat an IQ test prior to taking up a new activity, ranging from sewing and gardening, to learning a new language and exercising. Six months into their newly adopted activity, they sat the test again. Exercising ranked highly (third) with an IQ improvement of 7.4%, and meditating also made the Top 5, with practitioners recording a 6.4% IQ boost.

Source: DIYS.com

The way we were...

FILEX has long been the main live event on the fitness industry calendar. As it announces revitalised strategic leadership under a new General Manager this month (as well as a revamped logo), we look back 21 years to the event's early days when this advertisement for the fitness industry convention graced the pages of *Network* magazine promising 'A Leap Ahead in Fitness Events'. True to this mantra, while others have come and gone, FILEX is still here and continuing to evolve.



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TWEAK YOUR PRE-SCREENING TO MEET YOUR CLIENT'S NEEDS

By digging deeper than a basic pre-screening, you can not only uncover health concerns before they become big problems, but also supercharge your business by positioning yourself as a highly professional trainer, writes trainer and educator *Clare Hozack*.

As personal trainers, our Scope of Practice upon graduating is limited to working with relatively fit, healthy, and average-aged adults.

To establish whether your client fits that definition, you'll need to dig a little deeper than a basic pre-screening permits. While conducting an in-depth pre-screening may sound daunting, and potentially off-putting for some clients, it actually has the power to supercharge your business.

Reasons to delve deeper

Initially, it feels counterintuitive: do you really need to take a deep dive into every client's history in order to find something 'special' about them that may result in having to refer them away from your business? Yes – and what's more, it will be good for your business because it will enable you to:

1. Uncover health problems

A thorough screening process that searches for issues that can be affected by your client's age, gender and lifestyle can uncover health concerns before they become big problems. Whether you're looking for pelvic floor dysfunctions or prostate problems by screening for symptoms, if you catch them in the early phase of their disease or dysfunction, you've already changed your client's life.

2. Give yourself a point of difference

The screening process is when you make your first impression on a client. An in-depth pre-screen establishes your thoroughness from the outset and is a powerful tool for building trust, rapport and reputation as a professional. Before you've even guided your client through their first kettlebell lift, you've already differentiated yourself and your business from the masses.

3. Build a solid referral network

A thorough screening process and a referral network will build trust

and recognition among your community. By consistently sending clients to one physiotherapist or doctor, and then incorporating their advice into the exercise programs you deliver, you will develop solid lead generation for your business. Initially it will feel like the traffic is only going one way, but give it a year, and prove your methods with their patients, and the flow of referrals will go both ways.

4. Increase your knowledge

Discovering underlying health issues in an apparently 'healthy' client is also a fantastic learning opportunity for you. Every time an issue is uncovered, you add to your wealth of experience and this shines through in the training you deliver.

Taking your pre-screening deeper

So how do you tweak your pre-screen?

- If you don't already, make sure you've got all the compulsory bases covered, as specified by your Duty of Care. These are general health questions that will automatically qualify someone for a GP visit before commencing training with you. You can click [here](#) to get a copy of these policies. The current pre-screening form for multiple regulatory bodies (including Fitness Australia, ESSA and ASCA) can be downloaded [here](#).
- Next, run a census on your client base. Key questions to answer include:
 - are they men or women?
 - do they identify as male or female?
 - how old are they?
 - what is their lifestyle like in terms of activity, eating drinking, and stress?
- Identify key health issues in that population. For example, if 70% of your client base is sedentary men who regularly wine and dine as part of their job, obesity and alcoholism would be two fundamental issues to screen for. If 85% of your client base is mums, then pelvic

floor dysfunctions are a must to screen for. If over half your clients are women who haven't had kids, then you probably want to know about their menstrual cycle and whether or not they're on the pill. This process will also help you with your marketing, because you'll have a clearer idea of who you want to talk to, what their problems are, and where to find them. The importance of good quality research at this stage cannot be over-emphasised. If you're not familiar with PubMed, Google Scholar, and the Australian Bureau of Statistics you should get to know them.

- Incorporate questions that screen for these issues; a combination of direct questions, and others that look for symptoms that may indicate an undiagnosed issue are important.
- Develop relationships with health professionals to correct/treat those issues. In some cases, like that of a physio, you may need to physically go and see them, including booking and paying for an appointment. For others, it's enough to call or email and discuss a mutual client's plan. It can take some time to develop this relationship, so be persistent, consistent, and let your good work do your 'selling' for you.



THE QUICK READ

- Conducting in-depth pre-screens with personal training clients can be daunting for both parties, but it has a number of benefits
- It can enable you to uncover health concerns before they become big problems for clients
- It can help stand you apart from the crowd by increasing your perceived professionalism
- It can better position you to build a solid referral network with allied health professionals
- By conducting a census of your client base, you can discover which areas to incorporate into your pre-screening process
- Researching the needs of your key demographics will also assist with marketing, because you'll have a clearer idea of who you want to talk to, what their problems are, and where to find them.



Are you the right person to be training a mum if you can't address the very high likelihood of her having some form of pelvic dysfunction?



- Over time, this will naturally develop your reputation as an expert, the one person the physio/cardiologist/GP will trust to prescribe exercise for their patients.

Asking the difficult questions

For many, asking clients (and prospective ones), these necessary questions is not easy. Whether your client base is male or female will decree whether they have health complaints that apply to their breasts, their bleeding, their prostates and other personal areas, and the intimacy of these questions may make you uncomfortable.

This is fair enough, but are you the right person to be training a mum if you can't address the very high likelihood of her having some form of pelvic dysfunction? Not asking doesn't mean there isn't a problem, and the fact is that a key reason you became a personal trainer is to help people. If you really can't discuss bowels, urinary tracts or vaginas, you should refer out immediately. Make it a pre-requisite of training with you that your mum clients see a women's health physio and your dad clients over a certain age get their prostate checked.

Responding to what you uncover

Another hurdle is feeling out-of-depth with the answers that you receive from your in-depth pre-screening. Rather than viewing this as a negative, however, you should embrace the opportunity to learn something new!

As a PT, it is out of your Scope of Practice to diagnose. The good news is that the best health professionals in each field can teach you a little something with every client. Your client does not expect you to know why her back hurts every day, but you'll change her life when you know that it is a sign to see a pelvic physio, and refer her accordingly. Similarly, you don't have

to know or decide someone has depression or anxiety to save their life, you only have to notice or screen for the change of mood or behaviour, then refer them to a GP for a mental health plan. If you're training adolescents or young adults, the Mental Health First Aid course is highly recommended.

To get a head start on responding to health issues, you can take the pre-screening process online, using free form builders such as Google Forms or Wufoo. By streamlining your process in this way, you'll have a chance to research any issues that come up prior to meeting new clients.

The old chestnut that referring people out is 'bad for business' can be dispelled. In addition to the clear business advantages of establishing a professional referral network, referring a client out will make them feel that their health is your first priority – particularly if you clearly explain to them your reasons for doing so. They will be back.

Take some time out to have a thorough look at your screening processes. Learn exactly who you're training, and how you can add to the current recommended pre-screen to provide an even greater service to your clients. They will thank you for it, and so will your business. **N**



Clare Hozack

A former athlete and strength and conditioning coach, Clare applies this experience to her work training and educating pre- and post natal women to help them develop 'next level'

fitness for parenting. A trainer with IntoYou studio on Sydney's Northern Beaches, she is also the Australian and NZ Master Trainer for Burrell Education, which delivers a range of women's health and pregnancy-related courses. You can download Burrell Education's free Pre-Screening tools for pregnant women here and post natal women here.



Clare is presenting at the FILEX 2021 Virtual Summit, taking place online on 30 April and 1 May. For details on her 'Heavy lifting for mums' session and the full FILEX program, go to filex.com.au

WOMEN AREN'T JUST 'LITTLE MEN'.

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5 TIPS FOR NEW GROUP FITNESS INSTRUCTORS

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Starting out as a group fitness instructor can be overwhelming. Instructor *Corinne Blight* shares her top tips to help you get a running start – and stay at the top of your game.

How lucky are we that our job as group fitness instructors is to excite and inspire others to lead happier, healthier lives? I've been working in the fitness industry for almost eight years now, but when I first started out as a group fitness instructor I had a lot to learn!

Life's a learning curve, and I'm continually picking up new skills and tips in the field of group fitness, but since I got started, a number of key lessons have greatly impacted my success.

Whether you're brand new to teaching classes, or have been doing so for a while, I hope that the following tips will help you improve both your class delivery and your business success.

01 Get regular feedback from a mentor and/ or your members

My absolute number one piece of advice for anyone teaching group fitness is to not be scared of feedback. Repeat after me, 'feedback is my friend'. I've been fortunate to be mentored by some outstanding Group Fitness Managers and instructors. The fact is, we're better instructors when we're given feedback from experienced mentors. Ask your GFM to attend or watch some of your classes and to tell you frankly what they think you can improve on. We all have room for improvement. Don't be discouraged by perceived criticisms: take the feedback on board and use it to create a focused plan of improvement.

In addition to seeking feedback from industry colleagues, at the end of classes you can also ask participants to share their feelings about the class you just delivered. To encourage honest feedback, you could even set up a system that allows for anonymity. This has the added bonus of reflecting positively on you, because it lets participants know that you really care about their class experience.

02 Film and watch yourself teaching classes

I know it can be scary watching yourself back on video after teaching a class, but in order to keep improving, you need to know what your technique looks like and how you sound on the microphone (if you're like me, you may be guilty of talking a lot!).

Invest in a phone tripod, and set it up somewhere discrete where it won't interrupt any participant's view and film your class from start to finish. A day or two later, review the footage and make notes about what you

think did and didn't work. The process can be cringe-inducing, because we are our own worst critics, but it's very effective. Take time to note things you may want to say more succinctly or moments in your class you can use to create more excitement among your participants.

03 Create a community!

One of the best pieces of advice I learnt in a group fitness instructor course was to work hard at creating a strong community with your participants. You'll be amazed at how loyal your regulars will be when they feel like they truly belong to your unique tribe.

In addition to fostering a friendly atmosphere, making eye contact and getting to know (and use) people's names, a great way of doing this is to create a Facebook Group or Facebook Messenger Group where you and your participants can virtually 'hang out' and stay connected. Take pride in your community and share tips, tricks, motivation and advice. For instance, you may share your favourite post-workout smoothie recipe or take class photos at the end of classes to share on these platforms, along with congratulations to participants for showing up to class and investing in their wellbeing.

If you run an online group fitness business, then you need to dedicate time to elevating your online presence beyond standard Facebook or Instagram profiles. Take time to carefully interact with your group's members on these platforms, building trust and rapport with them. You'll find you develop a very loyal member base that won't want to miss one of your classes.

04 Keep learning and finetuning

As group fitness instructors, it's our job to keep our members inspired, safe and excited about their workouts. In order to do this, it's

essential to commit to regular learning. One way of doing this is to tap into the expertise of those in your professional network.

Do you have an awesome GFM or fellow GFI who is an expert in cycle? Ask them to spend an hour each week for a month teaching you about the program. Maybe you have a friend who's a Pilates instructor? Ask them about the intricacies of the core and the deep pelvic floor muscles. Keep learning and growing and your members will keep doing the same with you.

Formal professional development in the form of courses and workshops is also very important, and with numerous online options available, keeping up with the latest developments and skills can be pretty affordable and convenient (Network, for one, has lots of online courses). Personally, completing my Nutrition Coaching certification has been an incredible addition to my fitness skillset. Having a depth of knowledge about nutrition and its place in creating strong, healthy bodies has given me an additional layer of credibility and enabled me to share information on healthy eating with my clients. It's also helped me grow my business beyond teaching group fitness classes, and I now also deliver workshops in the corporate health realm.

Other ways to keep learning and growing include attending different classes to learn new ways of cueing workouts, and shadowing or team teaching with instructors in your gym or community to get more experience and exposure. Learning about other modalities that aren't directly related to the classes you deliver, but which contain information and skills that can complement your instructing, is also very valuable. I found that doing a mat Pilates course gave me a greater understanding of the core and its role in exercise than any previous training I'd done. Never stop learning my friends!



THE QUICK READ

- New group fitness instructors can do a number of things to improve class delivery and business success
- Proactively seeking out feedback from colleagues and participants can help identify areas for improvement
- Filming your classes and watching them back will allow you to identify other strengths and weaknesses in your class delivery
- Work to create a real community of regular participants, using both in-person and online methods
- Continually work on learning new skills and finetuning your existing ones
- Always remember to have fun, because participants will thrive when they see that you get a buzz from teaching them.

05 Have fun with it!

If you take off the pressure, just have fun and relax, you'll find your participants will do the same. When you put too much pressure on yourself to say and do everything perfectly in your class, it will show. You'll perform better when you relax and just trust in yourself and the preparation you've done for your class.

Remember, you're teaching group fitness classes because you love it. Your participants want to see you enjoy yourself. So, if you mess up a grapevine or a dead row count, don't beat yourself up! Most likely, your members won't even know (except for the really regular front rowers, you know who I'm talking about!).

I'll say it again: we're so lucky that our role is to make people fall in love with exercise. Being a group fitness instructor is incredibly rewarding, exciting and fun – and there's so much support out there for you, so don't be afraid to ask for it. Enjoy the ride! **N**



Corinne Blight

Corinne is the Founder of Limitless Fitness & Nutrition, an online and live group fitness community on a mission to make fitness fun

and energetic. As well as being a group fitness instructor, Corinne is also a personal trainer, Pilates instructor, nutrition and health presenter and nutrition coach.



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HOW TO ENGAGE AND INFLUENCE YOUR NEXT NEW CLIENTS

If you just go through the motions with technology and regard its role in your business as a necessary evil rather than enabler, you'll miss out on huge opportunities for growth, writes tech strategist *Sally Illingworth*.

In 2014 sales in our pizza restaurant were slow and it was becoming increasingly difficult to get people into the store, despite the high volume of menus we were distributing via maildrop every week. We needed to get creative, so I decided to get complimentary pizza vouchers designed and printed that were disguised as parking fines. On the first night of the promotion, I asked the pizza makers to make me a peri peri chicken pizza. When it was ready I walked to the nearby supermarket with the pizza and a handful of 'parking fines' that entitled each recipient to a complimentary medium pizza when they purchased a large one. After posting around 30 'fines' on car windscreens and handing out pizza samples, I was asked to leave by security...

The good news: sales rose temporarily due to voucher redemptions. The bad news: two weeks later we were back at square one. Sure, a few more local people knew about the brand, but they likely forgot about us shortly after.

This challenge for traditional bricks and mortar outlets has not disappeared. The challenge of becoming, and remaining, top of mind is increasingly difficult. Traditional marketing tactics support the 'becoming' part of being top of mind, but seldom do

they support the 'remaining' part of the equation - unless you give someone a flyer everyday (which is not ordinarily recommended in the world of marketing and margins).

A better way to stay top of mind

In 2018 I became fascinated by content on social media platforms. In particular, I was intrigued by how video could be used to help you become top of mind - and stay there for at least a couple of days as it continues to populate a newsfeed. I decided to start recording short videos on my phone for the LinkedIn platform to experiment with the goal of understanding how to emotionally engage an audience online.

Before long, I was garnering hundreds of thousands of views on my videos and thousands of reactions! My follower count skyrocketed and I began to attract commercial and career opportunities as a result. I realised that technology advancements have transformed the way we communicate and therefore the ways in which we can, and should, establish, develop and leverage influence.

What struck me most was the fact that it was costing me nothing but time and energy. No design costs, no lengthy corporate processes, no cost per unit with Australia Post - nothing. And further, I was tapping into global audiences. I was effectively building raving fans across the globe.

At the time, I was still involved with the pizza franchise (at a corporate level and as a franchisee), so I found myself being contacted via the platform about opportunities and offers relating to franchising, procurement, catering and employment. Colleagues started to joke about how my approach to communication for

influence development using technology was seemingly more effective for the brand than an entire marketing department!

At the same time, water cooler chatter began questioning how I even managed to get any work done as I was apparently 'always' on LinkedIn. This wasn't the case, but a good piece of content could make it look that way! The way in which the distribution algorithms work meant that even if I hadn't published a video for seven days, it might still be populating newsfeeds if it was performing well.

So, very quickly I had become the smartest and laziest person on the corporate team!

My experience in consumer retail, and as a communications, marketing and media consultant, has equipped me with a diverse perspective on business transformation. Here, we look at three factors for business transformation in the fitness industry.

1 Don't just use technology - embrace and understand it

Technology is a lot about technique and process, and you should be using it - but it won't work on its own.

If technology adoption isn't managed and fulfilled adequately, it can quickly become something that is perceived as a necessary evil. 'We have to use social media' and 'we have to use that system to track the task' are the types of statements that quickly become commonplace when technology is implemented for tasks without engagement from the user.

The simple use of the words 'have to' is a major

sentiment signal that the use of technology is a necessary evil. Alternate phrases like 'we use' and 'we're able to use' demonstrate a distinct contrast.

It didn't take me long to realise that technology adoption was not adequate, let alone advanced, within the business and this was demonstrated by my ability to somehow achieve, individually, some of the things an entire marketing department was attempting.

Technology is an enabler, whether for generating leads or for improving the efficiency and reducing the costs of everyday processes. Technology adoption and implementation needs to be embraced, but it is absolutely critical that the purpose of a technology and its corresponding consequences (positive and negative) are understood. It is only then that technology can help to transform functions, departments and experiences - for customers and employees.

For example, if you use a CRM, it is imperative that relevant stakeholders are clear on how the CRM benefits the experience and outcomes for customers and employees. If you're simply using the CRM because you think you have to, it is likely that you are not deriving optimal utility from it because you don't understand the purpose of the CRM.

Conversely, if you use a social media content scheduling tool because you think it is the right thing to do, you



THE QUICK READ

- Technology advancements have transformed the way we communicate and how we can establish, develop and leverage influence for the benefit of our businesses
- If technology adoption isn't managed and fulfilled adequately, it can quickly become perceived as a 'necessary evil' rather than an enabler of growth
- Two-way communication requires the creation and publishing of content that is not only relevant to your target audience, but invites interaction and conversation
- Follower count does not necessarily correlate with business performance, so it is far more important to invest in achieving meaningful and material influence than in simply building numbers.

could inadvertently shoot yourself in the foot with your attempt at efficiency. How so? By scheduling content in advance, and then neglecting to keep a close eye on performance, you may find you've published one post per day for two months straight without realising that content performance has deteriorated. If only you had been monitoring content performance as closely as when you used to manually publish content.

2 Don't just tell - engage and converse

Communication must be two-way, so embrace the art of conversation.

Traditional marketing tactics for bricks and mortar retail outlets, such as the anecdotal ones I shared at the beginning of this article, are ordinarily one-way. Comfort and confirmation bias influence us (marketers especially) to believe they are two-way. For example, we distributed flyers to the mailboxes of our nearest prospective customers and were inviting them to communicate back by making a purchase based on the



Traditional marketing tactics support the 'becoming' part of being top of mind, but seldom do they support the 'remaining' part of the equation.



contents of the flyer. This is not two-way communication, especially in today's society.

In 2021, an example of enabling two-way communication as a marketer is by creating and publishing content assets that serve the interests and needs of your target audience and allowing them to comment on, or react to, those assets. That is two-way communication between a brand and a (prospective) customer.

Personally, I am of the opinion that 'direct response campaigns' are old fashioned and that we've entered the era of 'continuous dynamic response campaigns'.

Having worked in retail, including on the coal face as a customer service representative in QSR (fast food) outlets, I have always appreciated the desire of customers to converse with those serving them (well not everyone, some don't even want you to say hi, but many!). It was always a priority for me to build a relationship with the most regular customers, and this was only achieved by allowing two-way communication. Instead of simply saying 'Enjoy the free garlic bread you've redeemed. Have a great night and make sure you redeem the offer on the next flyer you receive!', I built such strong relationships with some customers, that I would provide them with complimentary products in a highly personalised manner. I didn't need flyers to do so, because I afforded attention to their loyalty to the business and would recognise it.

Digital solutions are increasingly being developed to support brands with improving their approach to brand communications. Consider chatbots: they're a great tool if configured, implemented and monitored well. If, however, you simply add a chatbot widget to your website because you think prospective customers will feel loved when a little window nudges them to answer a generic question, you are likely to be disappointed.

A chatbot, like any other solution designed to support automation of customer communications for a brand, should be designed, developed and deployed with an appreciation for the art of service design -

which is an integrated approach to business process improvement, concerning internal and external stakeholders. It must be useful.

3 Don't just build followers - build real influence

Influence isn't just about followers: put in the work to know the best way of quantifying influence for your brand.

In today's noisy social media ecosystems, we've rapidly been conditioned to perceive follower count to be the direct measure of influence. It's not. There are ample case studies, some very comical, to demonstrate that follower count does not necessarily correlate with business performance.

At its simplest, influence pertains to behaviour. Can you influence the behaviour of others? Can you influence the perceptions of others? Can you influence the decisions of others?

When someone elects to 'follow' your social media page or profile, they have been influenced, either directly or indirectly, to press or touch a digital button prompt. It doesn't mean, however, that you have succeeded in influencing behaviours or decisions that translate into business outcomes for your brand (be it personal or enterprise). Real, meaningful and material influence is longer lasting and more substantial than a follower count increasing by one, and your content rapidly being lost in a noisy newsfeed. In fact, if you have no material influence on this new follower, there is a danger that they may even be hijacked by a competitor who can now 'see' their interests and deploy targeted digital marketing tactics to override your previous efforts.

The belief that a social media follower count is the direct measure of influence can lead marketers to all sorts of trouble, including declining sales, increased cost of lead acquisition and challenges retaining customers.

It is critical that you investigate and determine what metrics are most representative of your ability to influence prospective customers, and then focus on those. For some brands, it can be follower count - but for most, it is not. Metric maturity - own it.

Catch Sally at upcoming Fitness Tech Summit

This July, Sally is presenting at the Fitness & Recreation Industry Technology Summit (FRITS) in Sydney, where she will join a lineup of presenters sharing their perspectives on the effective integration of technology in the fitness industry. For details go to fitnessindustrytechsummit.com.au



A thoughtful convergence of people and technology


The fitness sector has diverse scope for engaging and sustainable transformation using fit for purpose technology to enhance brand communications and strengthen influence - whether the objective is to grow virtual memberships or increase foot traffic to physical outlets.

Compartmentalising the chaos of technology transformation is key. Technology itself will not resurrect sales or transform customer and employee experiences. It is the thoughtful convergence of people and technology that will enable real and valuable business outcomes. A wise friend, who previously served as the VP of Sales for IBM and achieved 16 consecutive quarters of growth, once said to me 'know your customer, know yourself and know your competitor'. If you'd like to broaden your thinking on the convergence of people and technology, click here to watch a 9-minute keynote I delivered in 2019. **N**



Sally Illingworth

Sally thrives on complex adaptive projects, specialising in operations and strategy as a consultant. She has a knack for assimilating and

interpreting information and is highly skilled at understanding business-facing and customer-facing communication requirements. 



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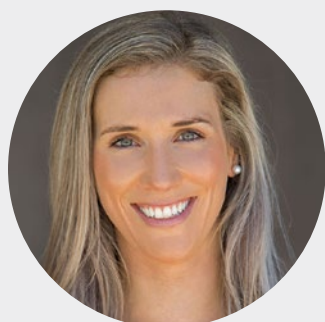


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ABOUT THE COURSE CREATOR



BROOKE TURNER

Brooke Turner is an international health and fitness presenter, writer and educator with over a decade's experience in the health and fitness industry. The founder of Balance Fitness and Nutrition, she is a nutritionist, exercise scientist and personal trainer. She specialises in educating and empowering women – and fitness professionals that work with women – throughout pregnancy and post-partum.



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

- ▶ Tweak your pre-screening to meet your client's needs [p11]
- ▶ 5 tips for new Group Fitness Instructors [p14]
- ▶ Does sex matter? Strength training outcomes for over 50's [p22]
- ▶ Injury & Rehab: The difference between corrective exercise and physiotherapy [p51]
- ▶ Research Review: Does wearing a mask during workouts affect exercise? [p59]

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DOES SEX MATTER? STRENGTH TRAINING

OUTCOMES FOR OVER 50'S

Assumptions that men make greater gains than women from resistance training have been questioned in recent years. *Dr Mandy Hagstrom* discusses findings by herself and colleagues that older females' gains are on par with those of older males.

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1 OF 5 ARTICLES

It's often thought that men, of all ages, make greater gains than women following resistance training.

However, in recent years research has actually shown that things such as circulating testosterone have little bearing on adaptation. These advances in our understanding have disproven many of the 'myths' surrounding muscle growth, which previously supported the notion that males tended to benefit to a greater degree compared to females.

My colleagues and I recently conducted an extensive study review, the findings of which were published in *Sports Medicine*, that builds on these advances by showing that older females' gains from resistance training, relative to body size, are on par with those of older males.

What we found

In summary, we found that while sex differences in adaptations to resistance training are evident in older adults, these differences primarily relate to 'absolute' gains following training. So, while older males may gain an overall greater amount of muscle size and strength (i.e., kgs), in a relative manner, females adapt at a similar or greater rate, compared to men.

We summarised all of the studies that have ever been conducted in which the same exercise programs were used for men and women over the age of 50. We excluded studies involving nutritional, aerobic,

or any other type of intervention. Our aim was to isolate the effect of resistance training on muscle strength and size in older adults, and to determine if there were any differences in the adaptations between men and women. Overall, we examined the findings from almost 1,400 individuals in scientifically controlled studies.

In order to be included in our review, scan-based (accurate gold standard) body composition measures must have been undertaken, and resistance training must also have been performed with weights (we excluded band and bodyweight-based resistance training as these are difficult to control with respect to progression and adherence to the prescriptive parameters).

What does this mean for you and your clients?

Let's say, for example, you have a husband and wife (>50 years) training together. Our study findings tell you that the expected adaptations for both clients should be



“

Research has actually shown that things such as circulating testosterone have little bearing on adaptation

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similar on a relative level. That is, if you see a vastly discordant result between the man and woman on the same program, then you have to look a little deeper to figure out why this may be occurring.

Obviously, there are marked variations in the levels of adaptations for all individuals, regardless of sex, but on ‘average’ the relative improvements should be similar, and perhaps even favour the female.

Should you change your exercise prescription because of gender?

Well, it’s not quite that simple. The thing is, ultimately, all exercise prescription should be individualised and be in line with client goals. However, our research indicates the possibility that males and females may benefit from slightly different exercise prescriptions.

It makes sense, given the differences in physiology that are apparent between males and females. For example, numerous previous research studies have demonstrated differences in fatiguability between the sexes.

Our study adds to this literature by showing that older women may benefit from higher volume programs – that is, accumulating more repetitions per week in their program when compared to men. Conversely, our research also shows that

older males may benefit more from overall heavier loads (greater intensity), performed for fewer repetitions.

What’s the take home?

The participants included in this review completed traditional strength training where average exercise prescriptions involved training three times per week at an intensity of approximately 70%1RM for approximately 10 repetitions. This is important, as it shows that older adults are capable of performing traditional RT at levels commonly prescribed to younger adults.

While it is important to consider that older adults are highly likely to have at least one, if not multiple, comorbidities, it’s equally important not to underestimate the capabilities of this cohort. Do not shy away from compound

loaded movements, and do not intentionally stick to bands or mini dumbbells, unless specifically required by your client.

Obviously, we are talking about ‘relative’ loading, that is, an 80-year-old woman with no strength training experience may quite conceivably need, and benefit from, those 1kg dumbbells – but she may equally be just as capable of performing loaded compound movements. **N**

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Dr Mandy Hagstrom, PhD

Mandy is a lecturer at the University of New South Wales. She holds a BSc, MSc (exercise rehabilitation) and PhD (exercise oncology).

Mandy is also a retired international strength athlete, having competed for both New Zealand and Australia. She still lifts, with the goal these days of remaining stronger than her 3-year-old.



THE QUICK READ

- While older males gain more in ‘absolute’ strength and size, there are no differences in gains relative to muscle size (in comparison to body size or stature)
- Older females gain more relative lower body strength than older males
- Older males may benefit from higher intensity programs (i.e., greater %1RM)
- Older females may benefit from higher volumes (i.e., more repetitions accrued across the week).





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GET FOCUSED

IMPROVE YOUR BOXING PAD HOLDING TECHNIQUE

Boxing focus pad routines have many benefits, but if performed incorrectly can cause injury to you and your client. Combat athlete coach **Hays Daewoud** shares some simple tips for achieving best technique.

As a fitness professional, you may have noticed that many of your clients love hitting the pads when it comes to the boxing for fitness component of their training sessions. However, holding the focus pads (or focus mitts) is an art form, and if performed incorrectly can cause injuries to you and your client.

Focus pads were originally designed for boxing coaches to hold for the fighters they were training. They are used to sharpen up technique, as well as work on coordination, movement and balance. The goal is to imitate the techniques used in the ring. They were not designed as a fitness tool.

As the trainer and pad holder, you must make sure that you're holding the pads safely. With poor pad holding, trainers and clients risk incurring injuries to the wrists, elbows and shoulders.

Common mistakes

The following are three of the main offenders when it comes to incorrect, and potentially dangerous, pad holding.

Slappy slap

Many pad-holding trainers use unnecessary force in the form of an excessive slapping action, when attempting to apply resistance to a puncher. This jams the puncher, and prevents them from throwing a proper punch with the full range of motion. The slapping of pads can create injury to both the pad holder and the puncher.

Open wide

Pad holders often make the mistake of holding their arms wide open, with the pads facing the puncher. Flaring the elbows out will put a strain on the shoulder muscles, ligaments and tendons when the pads are hit. This can cause rotator cuff injuries and

labral tears, among other injuries. Keep your elbows closer to your body; this is where the shoulders are most stable.

Combo confusion

Avoid complex combinations that divert the client's focus from the main objective, which is performing quality punches. We recommend 2-3 punch combinations for most people, and up to 5 punches for more experienced and technically proficient clients.

Keep it simple, lead with some straight punches, and then finish off with hooks or uppercuts. The aim is for good technique and intensity throughout.

Tips for holding pads

- Have your body in a stable boxing stance.
- Keep your elbows comfortably close to your body.
- Angle the pad to the appropriate position of the punch that's been called.
- As the punch is making contact with the pad, apply a 'catching action' with the pad and apply slight use of the elbow to assist. This should create the correct resistance for the puncher.
- The puncher should fully rotate their trunk and have the full range of movement with their punch, with no unnecessary force on their fists from the pad.

Using focus pads in your sessions has many benefits to your clients, with research



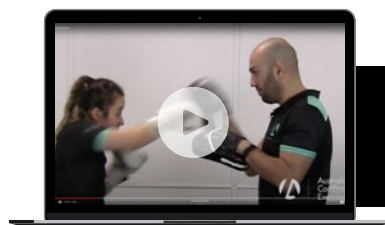
showing that boxing for fitness improves not only strength, speed and power, but also cardiovascular, cognitive and mental health. By making good technique a priority you can ensure you and your clients remain injury-free and continue to reap these benefits. **N**



Hays Daewoud

Hays is an educator and the founder of Australian Combat & Exercise. He has trained athletes and champions in Boxing, Kickboxing and Mixed Martial

Arts. To improve your boxing skills coaching Australian Combat & Exercise run face to face courses nationally. Network Members save 10% on selected ACE courses with the code AFNACE - click the following web link for upcoming dates.



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ABOUT THE COURSE CREATOR



DR CAM MCDONALD

Cam blends his background as a dietitian and exercise physiologist with his passion for understanding the latest research in genetics and environmental influences on health. Since 2014 he has been an internationally leading practitioner in the application of epigenetics and personalised health. In conjunction with the team from ph360, he has created the world's leading personalised health education program for health professionals.



THE PROCESS OF FAT LOSS

In this extract from *Secrets of Successful Program Design – A How-to Guide for Busy Fitness Professionals*, Alwyn Cosgrove and Craig Rasmussen look at why we need a better approach to fat loss programs, present some general physiology to understand the principles behind training for fat loss, and explain its application in creating programs.

The good news is that fat loss is a simple concept. Simple, yes, but far from easy. It is a simple process that unfortunately requires hard work and a long-term approach. There are no quick fixes. Yes, it requires effort but, to be honest, once you understand fat mobilisation and fat metabolism, the process is not too complicated.

Understanding metabolism and fat loss

If you understand how the body burns calories (and therefore burns excess body fat), then you can quickly and easily evaluate most fat loss programs to see if they fulfil the requirements.

The first part of understanding the fat loss process is to understand metabolism or metabolic rate. We've all heard phrases such as, 'He has a slow metabolism' or 'I have a fast metabolism', usually in reference to the difficulty of losing weight or about how much food a person can consume. But what is actually meant by the term metabolism?

Put simply, metabolism, or metabolic rate, is the total energy expenditure of the body. Everything that the body does (e.g., breathing, heart rate), requires a certain amount of energy. The rate differs significantly from person to person. You and a friend can have the same activity level, diet and weight but still gain or lose weight at different rates based on differences in metabolism.

The process of combining food with oxygen (the burning of calories, sometimes measured as kilojoules in Australia) releases the energy needed to function. As already stated, every activity that happens in the body requires an amount of energy. The total sum of all these actions is measured in calories (essentially a unit of heat), which is known as metabolism or metabolic rate (the rate at which the body consumes energy). The largest percentage of total metabolism (60%-70%) is resting metabolic rate (RMR), sometimes referred to as resting energy expenditure. This is the amount of calories required to maintain the body and its basic functions in a temperate environment while at complete rest – in other words, no activity.

Essentially, metabolism is how many calories a person burns in a typical day and it is affected and controlled by the thyroid and muscle mass. To break it down further, every pound of muscle gained requires the burning of additional calories per day to maintain that muscle. The more muscle a person carries, the higher the resting metabolic rate – hence, an important reason to develop, work and maintain muscle in any fat loss program. Hint: This is otherwise known as strength or resistance training.

Additional metabolic demands come from the thermic effect of food (TEF). In a nutshell, the thermic effect of food is a measure of the energy costs required to process certain foods. Some foods require more energy to digest and process than others. Typically, TEF can account for approximately 10-20% of metabolism. Fat has a very low TEF of approximately 3% of the consumed calories, while protein is a lot higher at approximately 30%. We can potentially increase this with careful manipulation of macronutrients and meal frequency.



The balance of a body's caloric needs comes from activity level (another 20%-30%). This is the easiest part to understand and adjust and has become the sole focus of most fat loss programs. The energy cost of activities such as aerobic training has led us to believe that it is a superior approach to fat loss when compared to anaerobic training such as interval training or resistance training (because less calories are burned during compared to aerobic activity). This is an inherently flawed approach and we'll cover it in more detail later (aerobic work does not necessarily maintain muscle and can actually lower resting metabolic rate). However, when exercise routines are performed correctly, we can create a caloric deficit that will require stored energy to be used (i.e., fat burning).

Increasing metabolism

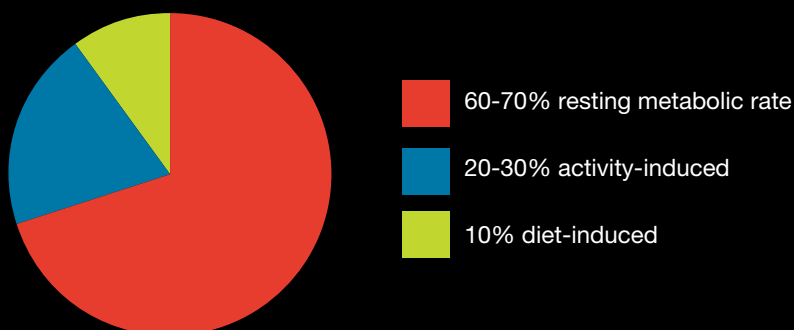
Daily energy expenditure consists of three components: resting metabolic rate (RMR minus the sum of BMR plus basic living), diet-induced thermogenesis (DIT) and energy cost of physical activity (see figure 4.1).

Often, when you explain this to potential fat-loss clients, their first instinct is to decide that they will determine their resting metabolic rate (the amount just needed to survive) and only consume calories for that number, or even below. They think that all their additional metabolic demands (the thermic effect of feeding and activities) will create a massive deficit so that they will lose fat rapidly.

While it's true that the idea of any fat loss plan is to cut calories and create a gap between intake and output, with the goal of burning fat stores, it's important to note that, when we consume too few calories to support basic functions, the body simply slows down everything because it doesn't have enough energy to function efficiently.

Extreme low-calorie diets don't necessarily expend more body fat. Instead, muscle is burned (it's easier for the body: four calories per gram for muscle (protein) instead of nine calories per gram for fat). Lean muscle is a major factor in resting metabolic rate, so losing muscle will actually cause metabolism to decrease quickly. Maybe someone used to burn 2,000 calories per day at rest, but after losing a few pounds of muscle, now burns only 1,800 calories or so. Therefore, it becomes very easy to

FIGURE 4.1: Daily energy expenditure



eat less than ever but actually gain weight because there is no longer a deficit. At our facility, we have found that the majority of clients, especially women, have a lifetime history of dieting and have lost muscle, as described previously, over and over again by eating low-calorie diets. Eventually, their bodies get to a point where their muscle mass, and therefore metabolism, is so low that previously effective low-calorie diets no longer work, and they decide to hire a professional. By the time they turn to us they usually have a history of low-calorie diets that we have to undo.

Increasing activity levels and increasing muscle, with the result of increasing RMR, is a more effective approach than just cutting calories from the diet. Dieting deprives the body of energy, and that works to an extent, but ramping up the system demands is the more effective way to go. Therefore, a metabolic resistance training program is key; this not only increases calories burned, but it also forces the body to recognise muscle, meaning that during a caloric deficit it will burn fat stores, not muscle. Acknowledging muscle as it pertains to exercise is one of the most important factors in changing body composition (body fat to lean tissue ratio). In other words, exercise designed to grow, or at least maintain, muscle (i.e., resistance exercise) is one of the most important factors in an exercise program designed to change a person's ratio of body fat to total bodyweight.

In summary, our goal when designing fat loss programs is to increase metabolic rate to accomplish the following:

- Burn as many calories as possible through resting metabolic rate (lean muscle is metabolically active so building muscle, or at least maintaining it, is extremely important)
- Burn more calories through the thermic effect of food by adjusting meal frequency and manipulating macronutrients (the thermic effect of protein is twice as high as the thermic effect of fat or carbohydrate)
- Burn calories through metabolic disturbance (increased activity levels and EPOC)
- Create a gap between total metabolism (calories burned) and intake (calories consumed). In addition, increase calories burned so that calories consumed can be as high as possible. If this situation is met, and adequate protein is consumed and an effective resistance training program is implemented, the body will borrow from its fat stores. **N**



AFTERBURN EFFECT

In our gym, we call excess post-oxygen consumption (EPOC) the afterburn effect. Recent studies have disputed the overall contribution of EPOC to the caloric burn of exercise, suggesting that its involvement is much less than we once thought (although these studies have tended to only focus on aerobic exercise). Sometimes the research disputes the mechanism by which we think something works, but it doesn't dispute what actually works. For example, it is widely accepted that interval training and weight training, despite burning less calories during the session, results in significantly greater fat loss than from longer sessions of lower-intensity activity.

In isocaloric comparisons (i.e., in which the sessions burn the same total amount of calories) weight training always results in greater fat loss than aerobic training. The mechanism by which it works is definitely outside the workout period—an adaptation. We have suggested that it is primarily EPOC or an increase in resting metabolic rate (RMR), but there's recently been discussion on EPOC's actual degree of effect. Other experts have suggested that the increased fat loss could be part EPOC, part elevated fat oxidation, and part increased mitochondrial enzyme activity. So, it may not be an EPOC-related phenomenon only, but it's still a post-workout effect that results in additional fat burning.

Regarding the research dispute, as practitioners we don't really need to know why something works. We are only interested in what actually works and what will repeatedly work with clients. Our suggestion is to focus on the activities that we know to work for fat loss, and let the researchers discover the exact mechanisms behind them.

Essentially, the goal when designing a fat loss training program is to massively disrupt the metabolism and create as much of a caloric deficit as possible while maximising the afterburn effect. We increase fat loss by creating a caloric deficit with a reduced carbohydrate diet. We then burn calories through the judicious use of a resistance training program combined with an interval training program. This combination will not only burn a lot of calories during the workout, but it will also crank up the afterburn effect and allow us to continue to burn an elevated amount of fat and calories for several hours after each session.



The above extract has been taken from *Secrets of Successful Program Design – A How-to Guide for Busy Fitness Professionals* by Alwyn Cosgrove and Craig Rasmussen (Human Kinetics, 2021). Network Members can save an extra 10% off already discounted prices on Human Kinetics books when clicking **HERE** and using the code AFN2020 at booktopia.com.au checkout.

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MINDFULNESS 101 FOR FITNESS PROFESSIONALS

By adding some simple breath-focused practices to your client's training, you can enhance the stress-reducing benefits that their exercise regime already provides, writes mindfulness consultant and facilitator *Anastasia Charitou*.

As a fitness professional, why do you do what you do? For most, it's because you are passionate about fitness and helping people benefit from its transformative power.

Of course, by providing the best service you can, you are also aiming to have loyal long-term clients that generate word-of-mouth referrals, resulting in a successful and profitable business.

Incorporating mindfulness into PT sessions and group workouts can give you an advantage over other fitness professionals.

Exercise as a shortcut to mindfulness

The good news is, as a fitness professional, you are already one step ahead in the mindfulness game. How so?

Mindfulness requires us to get out of the head where stressful thoughts are created, and into the body, which is always in the present moment. Once we feel the body, the head and its stress-inducing thoughts lose their hold over us. This is how exercise reduces stress.

The brain has an unfortunate ability to project into the future and worry about a situation that may or may not happen. The body cannot grab our awareness (attention)

and take it into the future or the past. Only the mind does this.

Once you can feel your body, be it through pain, exertion or even just that 'feel good' sensation you get from working out, that survival mechanism called the 'reptilian brain' and all the crazy involuntary thoughts that come with it greatly decrease or even disappear.

Mindfulness means maintaining a moment-by-moment awareness of our thoughts, feelings, bodily sensations and surrounding environment. It also involves acceptance of our thoughts and feelings without judgement of them.

Physical activity allows us to be in tune with our bodies. During exercise you may notice your mind chatter, saying 'I can't do this' or 'I've got this!'. Alternatively, you may be in such a strong state of 'flow' that you have absolutely no thoughts. The more in 'flow' you are, the easier it is to tune in to your body, which has the natural side-effect of also preventing injuries from occurring.

During your sessions, you can discuss this internal dialogue with clients and ask them what their mind chatter is saying. Their answers will give you an insight into how to better help them achieve their fitness goals.

Mindfulness is easy. Remembering to be mindful, is the tricky part. If it's a challenge for you, you can get a helping hand by setting a mindfulness alarm.

A simple mindfulness practice

Let's start with your mindfulness practice, then we'll look at how to apply it in your sessions.

- Begin to breathe consciously, focusing your attention on the breath

- Take slow, deep breaths through the diaphragm (make sure you are not breathing only through your chest)
- Notice any unnecessary tension in any part of the body and let it go (you will often find tension in the face, jaw and shoulders)
- Observe your breath without reacting, judging or wanting to change anything
- Be in pure acceptance of the present moment
- If you notice any thoughts, take your attention back to the breath.

How to use mindfulness in training sessions

The following tips are valid both for you and your clients.

1 Be in flow

The father of flow, Csikszentmihalyi, defines it as 'a state in which people are so involved in an activity that nothing else seems to matter. A place where self-consciousness is lost, one surrenders completely to the moment, and time means nothing.' In mindfulness, it is called being in the 'present moment'. If you notice that a client is lost in thought, bring them back to the present moment.



THE QUICK READ

- Mindfulness involves awareness, and acceptance, of our thoughts, feelings, bodily sensations and surroundings
- Physical activity is a shortcut to mindfulness, as it forces us to focus on our immediate actions and stop worrying about potential future problems
- In addition to the mindfulness that exercise induces, you can actively practice it by regularly following a simple breath-focused routine
- Incorporating mindfulness into PT sessions and group workouts can give you an advantage over other fitness professionals.



Mindfulness means maintaining a moment-by-moment awareness of our thoughts, feelings, bodily sensations and surroundings

2 Connect to your breath and become conscious of it

Breath is the link between mind and body. Once you slow down your breath you can easily get back into the body, prevent injuries and increase focus.

3 Use technology only where necessary

When you are not distracted by screens or anything else going on around you, you properly connect with your clients and can tune in to their needs around performance. When a client sees you are distracted, they can quickly lose their motivation, and their connection with you in that moment is weakened.

4 Warm up and cool down

Mindfulness exercises are especially useful for warming up and cooling down. You can ask your clients to notice any tension in the body. Tension is most often found in the neck, the shoulders, the jaw and around the eyes. For best practice, you can give the following instructions:

"Relax the temples, the eye sockets, the route of the tongue and the jaw. If you notice the jaw is still not mobile, actively tighten it for a couple of seconds and then let it go."

5 Give them that little bit extra

Give your client more than they expect. At the end of the cool down, explain to them how they can implement mindfulness in their daily life: how it will benefit them before entering a meeting, before eating or before any major life event.

I find that the 'servant and master' metaphor works well with my clients: 'The mind is a cruel master but a faithful servant.' This means that when we listen to, and believe, the mind, it has mastery over us. We do whatever it wants. For example, as soon as we have an unwanted emotion such as anger, sadness, frustration or anxiety, we head straight for our go-to coping mechanism. Unhealthy coping mechanisms can include

over-eating, drinking, shopping, speeding or snapping at others. These behaviours feed our over-excited ego. If we can become aware that it is just the egoic mind wanting its 'daily dose' of vices, we can then shift our attention to the breath and breathe slowly until we can achieve calm.


Whatever you feed grows stronger and whatever you starve dies. When you feed your vices, they grow stronger and get the better of you. When you feed consciousness by conscious breathing, you starve the egoic mind by not following its every whim. You are no longer enslaved by the mind's crazy thoughts and desires.

As you gradually become more aware of these egoic desires, which manifest involuntarily, learn to focus on your breath and practice virtue in lieu of vice! Each time you succeed in shifting your attention from the mind's unwarranted thoughts to the breath, you gracefully turn the mind to your own faithful servant and achieve mindful present moment awareness. There is a caveat: the thoughts will always want to come back and steal your focus and attention. Your job is to sustain the attention on the breath until the thoughts go away. Once you get in the habit of sustaining your attention on the breath, you have mastered your mind and thus become invincible! **N**



Anastasia Charitou

Anastasia operates Strategic Calm, a mindfulness consultancy in Brisbane. Strategic calm consults business owners and professionals to use

mindfulness as a tool to achieve outcomes and control stress.. 

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

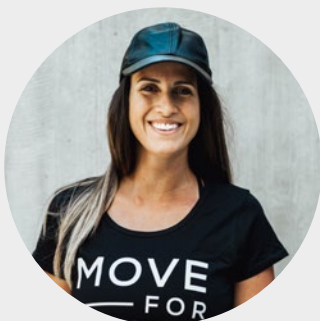
3

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.

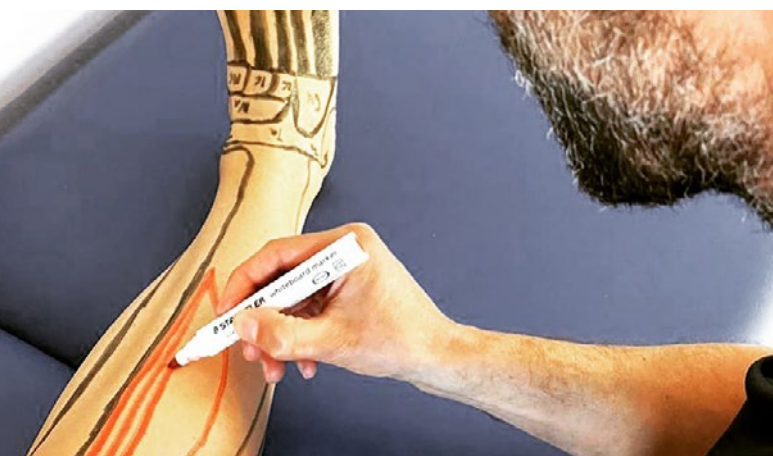


IT'S RAINING NEW COURSES!



We know that our Network Community is always hungry for fresh professional development, so we've been busy working with course creators to develop new online content.

This quarter, we've made several new additions to our already extensive library – with special rates for Network Members, as always. If you deliver Small Group Training, use social media to market your fitness business, want a greater understanding of functional anatomy or deliver virtual training sessions, you can check out the new courses, all accredited for CECs, by clicking here.



WINNERS ARE GRINNERS!

Every quarter we have the happy task of contacting Network competition winners to inform them that they've won a prize. From books and nutritional goodies, to active wear and wearable tech, whatever the prize, the recipients are always over the moon!

After sharing her biggest PT success story from 2020, Lane, a Network Member from Victoria, recently won a Suunto smart watch. She proceeded to gift her prize to her client Jo, an emergency nurse that she had helped lose 20kg during the extended Melbourne lockdown.

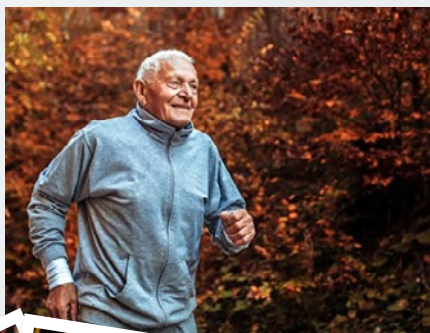
Lane reported that 'Jo is now 76kg, healthy BMI, reversed new onset diabetes and running fit. She loves her watch – it's going to be a great 2021!'

Check out the competitions on the next page and you could be smiling too. Remember – you've got to be in it to win it!

THE SOCIAL

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

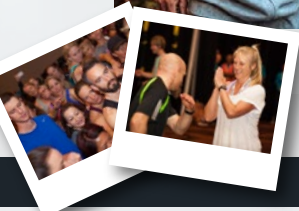
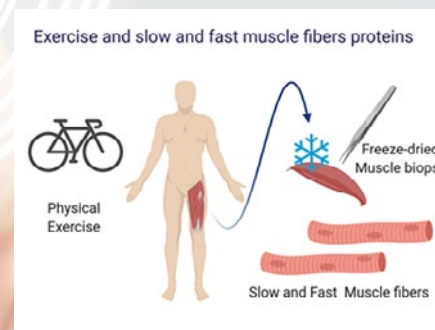
Why do intense workouts get results? Norwegian researchers have found several answers.



High intake of refined grains linked to higher risk of heart disease and death. You've gotta go WHOLE!



New approach to studying fast and slow twitch muscle fibres reveals different responses to exercise.



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The shape of the AFT2 also delivers sound attenuation to help reduce distractions around

you, reinforced by silicon tips that ensure a truly tailored fit for comfort and sound isolation. And when it's time to check back in with reality, the AFT2's includes Qualcomm® cVc™ (ClearVoice Capture) Noise Cancellation Technology to enhance call clarity, wherever you are. Available online and in JB HiFi.

For your chance to win 1 of 2 pairs of Audiofly AFT2 True Wireless (RRP \$199.99), email editor@fitnessnetwork.com.au and tell us in no more than 50 words why you're keen to grace your ears with these Aussie-designed earphones.

audiofly.com



Give your gut some love in 2021

Kommunity Brew is making it easy to embrace the belly benefits of fermented drinks with their DIY Kombucha and Water Kefir homebrew kits. They've packaged up the natural ingredients, equipment and instructions you need to make probiotic-packed drinks in your own kitchen.

Kombucha and Water Kefir are a delicious way of improving your gut microbiome, which can, in turn, lower blood sugar and cholesterol, reduce stress levels, and help boost your metabolism. Kommunity Brew's culture kits are low sugar, vegan and gluten free.

We've got two Kommunity Brew DIY Kombucha kits (RRP \$65 each) and two DIY Water Kefir kits (RRP \$45 each) to give away. For your chance to win a kit, email editor@fitnessnetwork.com.au and tell us in 50 words or less why you want to give your gut some love in 2021.

kommunitybrew.com



Personal Blender for smoothies on the go

Morphy Richards has released a convenient little companion that's perfect for PTs on the go. The Personal Blender in pink is portable, so you can take fruit and veggies with you ready to make fresh smoothies anytime and anywhere. The lightweight, single-serve blender crushes fruits into a smoothie in under a minute.

Easy to clean, with no complicated blade structure, it can last for 10 continuous blends before it needs more 'juice' of its own via USB charger.

With safety features including auto power off when the lid is separated from the cup, as well as silicone carry strap and anti-slip sleeve, the Personal Blender is a perfect gymbag buddy for those looking to rejuvenate between sessions with a fresh, healthy blend or juice.

For your chance to win a Morphy Richards Personal Blender in Pink, email editor@fitnessnetwork.com.au and tell us in 50 words or less about your go-to smoothie and why it's the perfect blend.

morphyrichards.com.au

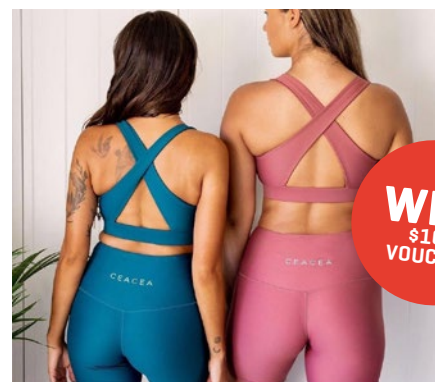
The new destination for sustainable active wear

The Someday Co. is the newest and easiest way to make eco-conscious choices with confidence and convenience, bringing together all the best eco-friendly and sustainable options in surf, swim and active wear and accessories in one place.

The e-commerce platform already houses over 1,500 products from 55 brands (over 80% Australian-owned) including Active Apostle, Arvia Active, CEACEA, Ecofit Sports, Liquido Active, Pinky & Kamal, Shine Active, Team Timbuktu and more. The Someday Co. has a range of styles for all shapes and sizes. From shorts and tanks made from recycled fishing nets to leggings made of 73% recycled post-consumer plastics, The Someday Co. has what you're looking for.

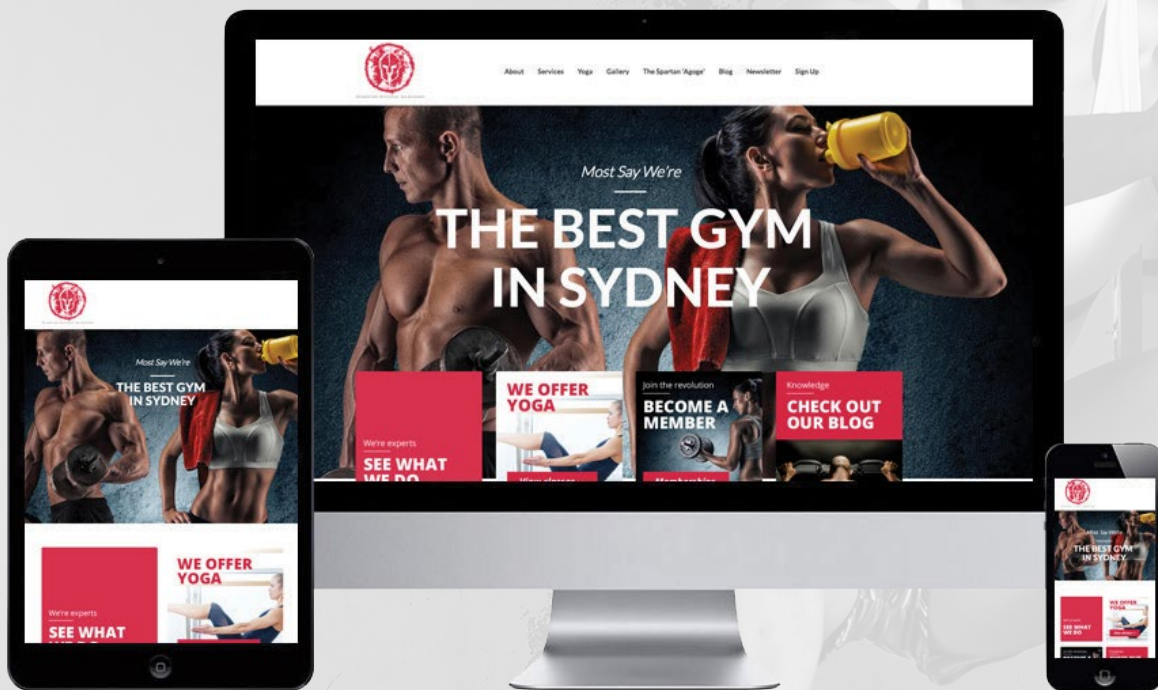
For your chance to win a \$100 voucher to spend on sustainable active wear of your choice from The Someday Co, email editor@fitnessnetwork.com.au and tell us in 50 words or less why it's important to you that your active wear is as sustainable as it is stylish.

thesomedayco.com



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THE AMAZON EFFECT ON THE FITNESS INDUSTRY

Amazon has upped the game when it comes to customer experience. Thought leader *Annette Franz* looks at how the fitness industry can meet the heightened expectations that members and clients now have.

Customer experience is the only true competitive advantage for businesses today. After all, business is all about the customer – without them, you have no business! Customer experience leaders – those brands that excel at both employee experience and customer experience – are growing five times faster than the competition. Customers are increasingly choosing to do business with companies that provide an easier, more convenient, faster, personalised and seamless experience.

Meeting heightened expectations

Many of the expectations that customers have about experiences today – regardless of industry – stem from their experiences with Amazon. The disruption that Amazon has created in the retail space has bled into other industries and has become the frame of reference for customers' expectations and experiences across verticals. Even if a customer rarely or never purchases from Amazon itself, some of the sites and services they do use will have adopted customer experience processes from the online retail giant. This has become known as the Amazon Effect.

How can the fitness industry adapt? How can you meet the heightened expectations that customers have about their experiences? Let's take a look at some of the ways you can do this.

1 Customer-centric culture

Jeff Bezos' goal was to be customer obsessed, and he continues to be that and do that every day. He even has an empty chair in his executive meetings that represents the customer. Customer obsession is a tough goal to achieve, but it really starts with having the right culture in place. Culture = core values plus behaviour. You've got to identify your values, then define acceptable behaviours for each one.

Amazon has 14 leadership principles that are essentially their core values. You don't need 14 core values; five to seven is a good number. The key, though, is to socialise and operationalise them, not just have them as posters on a wall. Live them. Hire, fire and promote based on the values. Make decisions and develop policies and processes that are in alignment with your core values. And do everything with the best interest of your members or clients in mind.

2 Customer understanding

It's great to talk generalities, because we know that Amazon has had this impact on customers globally, but the most important thing remains to listen to and get to know your customers and their needs and expectations. There are three ways to achieve customer understanding:

- listen (feedback plus data that you capture about your members)
- characterise (create personas that you keep in mind at all times)
- empathise (create journey maps to identify customer pain points).

Customer understanding is really the root of all else you will do to design a better experience for your members. For Amazon, understanding customer needs is an innovation driver.

3 Be frictionless

Make things easy and effortless for your members and clients, whether it's signing up for a membership, adding family members, checking in, buying and scheduling personal training sessions, reserving a spot in the 6pm PUMP class, and, yes, even (and especially) cancelling their memberships.

4 Don't focus on the competition

Stop chasing your competitors. Your competition isn't the same as it used to be. Think Amazon Effect! Futurist Daniel Burrus said, "Focus on competition' has always been a formula for mediocrity." Nobody wins when you imitate. When there are clear, differentiated choices of



Brands that excel at both employee experience and customer experience are growing five times faster than the competition.



products, services and/or experiences in the marketplace, the decision is made easier for your customers. Bring your own unique value to the table. When a customer's experience with one company stinks, they have the ability to purchase from someone else. Let them decide.

Imitation is the death of innovation. When you imitate, there's no need to innovate, is there? Take your inspiration from other industries (again, the Amazon Effect!). Get motivated by what your competitors are doing, but don't dwell on them. Competition drives innovation, and vice versa. And innovation drives success, simply because it allows you and your competitors to offer a variety of products to meet your customers' needs. When that happens, the customer wins. And then you do, too.



THE QUICK READ

- Many of the expectations that customers have about experiences today stem from the Amazon-led model of customer experience
- Establish five to seven core values for your business and then make sure that everything you do aligns with those values
- The most important element of customer experience is still to listen to your customers
- Make every action and transaction as easy and effortless as possible
- Do not imitate other fitness operations: doing so diminishes your impact and makes decision making harder for prospective clients
- Use technology and the data you have collected about your client base to personalise their experience and develop innovations that meet their needs
- Consider whether you could add products or services that increase convenience for your members.

5 Follow the data

Data is at the heart of designing and delivering a great customer experience. Amazon lives and breathes data. Their data is real time, end to end, cross silo, and rich in detail. You've got a lot of data about your members from check-ins, personal training sessions, reservations, shop purchases, and more. Use that data, and the feedback members provide, to not only personalise the experience (using predictive and prescriptive analytics capabilities), but to also build game-changing inventions, innovating new ways to meet customers' needs through communications, services, and partnerships.

6 Leverage technology

Be digitally savvy and use the digital tools available to you – or find or create tools no one would think are available to you or that no one else in the industry uses. Think different. Be different. Do different. Technology supports and facilitates the experience for the customer – it is not the experience itself. But you can certainly differentiate your brand, simplify the experience, communicate more efficiently and effectively, and make the experience more convenient for your customers by using technology. The enjoyment derived from a class or training session, for example, is due to the skills of the fitness professional delivering it, but the fact that the customer is alerted to the opportunity and can book it so easily, enhances the experience.

7 Be a one-stop shop

The future of retail is already here. You can get almost anything you want when you shop at Amazon. And Amazon is constantly stepping into – and innovating – new fields and industries. In the US you can go to Amazon for groceries (online and offline), prescriptions, movies and content, music, book publishing, cloud computing, technology, live streaming, smart home devices, and more.

Think about how that might apply to your business. Are there products and services that are complementary to your facility – or that introduce conveniences for

Catch Annette's fitness tech webinar

On 26 March Annette is presenting a webinar as part of the Fitness & Recreation Industry Technology Summit (FRITS) pre-event series. The Summit itself is taking place in Sydney in July, and will feature a lineup of presenters sharing their perspectives on the effective integration of technology in the fitness industry. To register for the webinar and for details of the Summit, go to fitnessindustrytechsummit.com.au

**FITNESS &
RECREATION
INDUSTRY
TECHNOLOGY
SUMMIT**

your members (think one-stop shop for dry cleaning, coffee, pharmacy, spa/salon) – that can either be offered in the club, in an app, or through a partnership with a nearby business that helps to bring your members back every day? How can you be the fitness industry version of 'the everything store'?

Don't let up

One final closing thought: be relentless in your pursuit of doing what's right for and by your members. That's what got Amazon where it is today. Go to relentless.com if you haven't been there yet, you'll see what I mean. Stay the course and focus on your purpose and what you believe in, regardless of the challenges you encounter. **N**



Annette Franz

With almost 30 years in the customer experience profession, Annette is founder and CEO of CX Journey Inc. She is an

internationally recognised customer experience thought leader, coach, keynote speaker, and author of Customer Understanding: Three Ways to Put the "Customer" in Customer Experience (and at the Heart of Your Business).





ONLINE COURSE

AN INTRODUCTION TO

CREATING EFFECTIVE SOCIAL MEDIA CONTENT

Social media changed the world and it also changed how health and fitness is portrayed and promoted among the general population.

It's time to stop winging it and get to grips with the basics of using social media for your fitness business - a very different proposition to using social media for personal purposes.

Content is the lifeblood of social media. What you put out into the world defines how your business is perceived, so it's important to get it right. In this short course, discover what to post, and where and when to post it in order to reach your ideal audience and prospective clients.

THE COURSE INCLUDES:

- Social media's place in the fitness industry
- Different types of content
- Online coaching and programs
- Distribution
- Creating a funnel effect

NEW NETWORK COURSE

\$79

for Network Members

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ABOUT THE COURSE CREATOR



JONATHON RAY

An educator with the Australian Institute of Fitness (AIF), Jono holds a bachelor's degree in Sport & Exercise Science. During his career, he has worked in the arenas of competitive gymnastics, personal training, powerlifting and education. During his time in gymnastics he ran a Men's Artistic Gymnastics Levels squad and worked with the Royal Deaf & Blind Institute and the Minimbah Care Unit to deliver gymnastics programs to special needs populations. While managing a boutique fitness facility, Jono honed his social media skills to effectively market the business.

NEW NETWORK COURSE



ONLINE COURSE

NEGOTIATE

COMMUNICATION AND CONFLICT RESOLUTION

To be successful in your fitness business you will, at times, need to negotiate. Whether with employers, employees, colleagues or landlords, different points of view will arise. The aim of negotiation is to mutually benefit both parties by compromising on matters of conflict.

This new course from fitness businesswoman and nationally accredited mediator Edwina Griffin teaches you how to manage the negotiation process in order to achieve the best possible result for you and your business.

LEARN HOW TO:

- Understand how effective negotiation can help reach agreement during conflict.
- Develop effective communication skills to aid in the conflict resolution process
- Understand personality styles to build better rapport and improve communication
- Conflict and dispute resolution processes for the workplace
- Better manage difficult conversations
- How to manage emotional states and positively influence the emotional states of others

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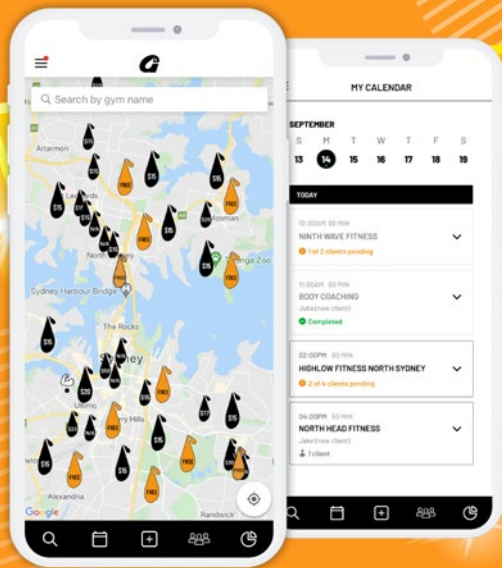


ABOUT THE COURSE CREATOR



EDWINA GRIFFIN

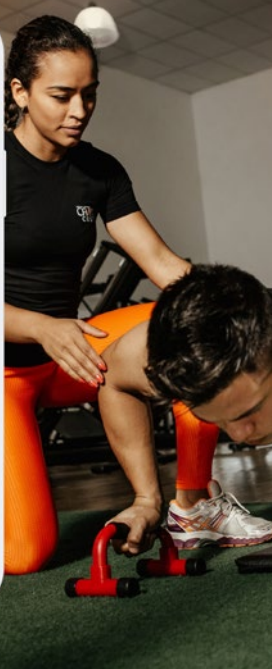
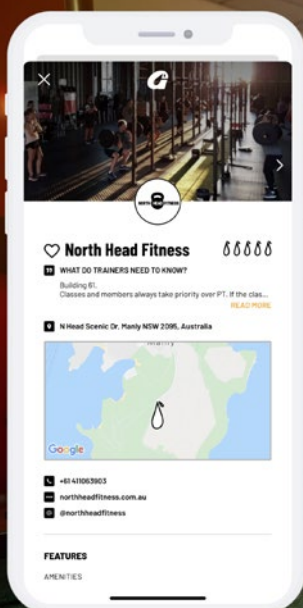
Edwina has worked in the fitness and wellness industries for over 25 years. After winning several business and fitness industry awards, she worked in training and operations roles for national franchises where she became passionate about improving workplace culture. A nationally accredited mediator, her company offers workplace health and wellness programs on leadership, emotional intelligence, mindfulness and negotiation.



WHAT IS...?

GYMYI

An app built by tech-minded fitness professionals for fitness professionals connects PT's with flexible gym rental by the hour.



MORE?

For more information on GYYMI and how to get involved with the app, go to gyymi.com or check out [@gyymi](https://www.instagram.com/gyymi) on Instagram or Facebook.



In the ever-changing pandemic environment, there is a greater than ever need for our industry to be open to change and explore flexible new ways of operating. Fitness professionals and gyms alike have opportunities to tap into the booming 'gig economy'.

Within the fitness industry, the question of how to offset or better manage expensive overheads is on everyone's mind. For gyms, this involves finding ways to increase revenue and manage cashflow while facing the challenges of managing sudden shutdowns and maintaining a pool of quality trainers. For PTs, it's about affordability, profitability, and flexibility – the largest overhead being gym-rental agreements under the traditional fitness model.

Responding to these challenges, a Sydney-based team of fitness professionals (and self-confessed tech-heads) has created an app called GYYMI. Among many other features is its key offering of gym-rental by the hour. In an industry first, trainers with the app can search the map for participating gyms nearby and instantly book a timeslot in a venue of their choice in which to train their clients. There are no lock-in contracts, and a diverse range of gyms offering space at an average rate of between \$10-\$20 per hour. The nature of the model means that for the PT, they are never paying rent for space they aren't using. Accessing a large network of gyms also provides PTs with the potential to grow their client base in different locations.

This low-risk 'pay as you go' model could also enable the thousands of qualified PTs that have dropped out of the industry to step back in and manage even a small number of client sessions a week as a side hustle.

On the other side of the equation, gyms benefit from the ability to create time blocks each day that PTs can rent, often at times when the gym is quiet or under-utilised. By doing so, they can not only create an entirely new revenue stream, but also expose their facilities to a potential new client base that may otherwise not have come through their doors. Another advantage to gym operators is the opportunity to meet qualified trainers, watch them in action and grow their own trainer networks.

The app also has a range of other features, from automated invoicing, daily calendars and reminders for client management, to live dashboards for monitoring income and client growth, and contactless payments. In essence, GYYMI functions as a cross between Air BnB for gyms and Uber for PTs looking for space.

Discussing the motivation for creating the app, co-founder of GYYMI, Kim Henshaw, said; 'Using the gig-economy ethos we have created an app to connect qualified trainers with gyms offering pay by the hour gym rental. We saw this as a long overdue gap in the market. We wanted to reduce overheads for personal trainers, with a flexible and affordable pay as you go model; and for gyms to be able to earn income during their quiet blocks across the day, effectively creating a stronger-together community. It's that simple!' **N**

GYMYI

NEW NETWORK COURSE



TRIUMPHANT TEAM TRAINING GROUP TRAINING DYNAMICS

Small Group Training is here to stay. By offering this service in addition to one-on-one training, more PT's are reaching more clients, some due to its cost-effectiveness and some due to the camaraderie of working out in a group.

Your prospective clientele have a multitude of options when it comes to this form of training, so you need to differentiate yourself as the best choice available to them. Gone are the days of just getting a sweat on, we now live in the age of 'experience' and this is what we must strive to deliver – fantastic experiences.

In this course from PT and fitness educator Shaun Radford, learn how to program genuinely effective sessions that will have every client working towards their goals and then leaving with huge smiles on their dials. By doing so, you'll join an elite group of PTs with the skills to get the jump on the competition, leave clients saying 'WOW!' and take their businesses to the next level!

LEARN :

- History of group training
- What group training is and its definition
- Safety requirements
- Components of a successful group session
- Creating the environment
- Examples of group sessions

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ABOUT THE COURSE CREATOR



SHAUN RADFORD

Working in the fitness industry for over a decade, in his role with the Australian Institute of Fitness (AIF), Shaun has helped thousands of personal trainers and clients reach their full potential. Running Group Training sessions for companies including Orangetheory® Fitness and TotalFusion, he has hands-on experience delivering the skills he now also teaches to industry professionals. From clients to fellow PTs, Shaun is passionate about educating whoever is in front of him, helping them to grow team dynamics and apply these skills both to training and to business practices.



GROUP FITNESS

TRAINING THE INVISIBLE GENERATION

SMASHING STEREOTYPES OF MATURE FITNESS **PART 2**

In this second of a two-part series, *Leigh Sherry and Lianne Tiemens* explore the key areas to focus on in order to deliver effective and safe workouts for the increasing Mature Aged population.

Leigh Sherry is an accredited Exercise Physiologist based in Sydney's Northern Beaches, where she runs SmartLife® Health & Fitness. Leigh is also a group fitness instructor of more than 20 years. Leigh and I share an unstoppable drive and passion for fitness. The kind where we can push our clients and members to go further in life. We also both work closely with mature age participants. We recently sat down to discuss the image of mature fitness in the fitness industry.

In this second article of a two-part series on the need to shake up industry perceptions about fitness delivery to older adults, we discuss the key areas mature fitness trainers should focus on in order to deliver effective and safe workouts for the increasing mature aged population.



A RECAP OF PART 1

- Strength, stamina, and flexibility significantly decline after age 55, but with appropriate training these declines can be reversed
- Despite consistently being listed as a leading fitness trend, many fitness professionals and businesses appear reluctant to embrace training programs for older adults
- Fitness training for mature adults also makes sense from a public health standpoint, as it increases health status and reduces government spend on health conditions
- Fitness professionals may be limiting their own business success by failing to cater to a market that has greater discretionary spending power than younger fitness consumers

How old is 'mature'?

What exactly is 'mature age'? I looked it up. It wasn't straight forward. I soon came to the realisation that there is no global, standard classification for the term. Definitions vary from 'old age' to 'aged' and 'elderly' and the age at which one is considered to fall into the category ranges from 55 to 65. Looking for a reliable source I browsed through the World Health Organisation (WHO) website. The WHO states that 'most developed world countries characterise old age starting at 60 years and above.'³ In Australia, however, the terms 'elderly' and 'aged' mean people aged over 65 years of age.

To further compound matters, when it comes to health, biological ageing is only loosely associated with a person's age in years; there's no 'typical' older person. Some 80-year-olds have physical and mental capacities similar to many 20-year-olds. Other people's physical and mental capacities decline at much younger ages.³

Leigh puts these sometimes conflicting pieces of information into perspective: "We are talking about people aged 60 and up who want to live well. Our aim is to train them as functionally as we can to increase the quality of their everyday life for as long as we can."

In the context of our discussion, it is essential to make a distinction between general population mature age participants and mature age participants who require clinical guidance from an allied health professional. "We are not aiming to train mature age participants who require clinical guidance, in a gym setting. Clinical exercise is very different, and – most importantly – out of scope for a personal trainer or group fitness instructor."

This brings us to the first key area to focus on when considering training the mature age population: a referral network.

Key area 1: Referral network

I've always been a firm believer of staying in my Scope of Practice, as defined by the Fitness Australia position statement, as I care about the wellbeing of my clients and participants and want what's best for them. However, it is exactly this desire to help, and the many grey areas, that make it sometimes very tempting to step outside of this scope, especially when clients and participants seek advice. Voicing these concerns to Leigh, she recognises the dilemma, but reinforces: "Even though I am an accredited exercise physiologist, when I run my group fitness classes at the gym, I am there as a group fitness instructor, a subject matter expert in group fitness. In this capacity I stay within the scope of work of a group fitness instructor - not an exercise physiologist. It is all about the professional approach to client care, for fitness and allied health professionals." I couldn't agree more.

"Getting a referral network is always important, but especially when working with a mature population," Leigh states; "You would want to be involved with – for example – your GP and other allied health professionals such as exercise physiologists, physios and dietitians. Working with allied health professionals actually extends your knowledge and your access information. It extends the group of people you could be working with. You become part of the chain of management and achieve more within your Scope of Practice."

How to set up a referral network

TIP 1: Make an appointment with your own allied health professionals, such as your GP, to discuss potential options.

TIP 2: Where possible, with the consent of your participant/client and the allied health professional, sit in on consults between them.

TIP 3: If you are unable to sit in on a consult, ask your participant/client if their allied health professionals can provide you relevant details. NOTE: Participants/clients must provide consent for this information to be released.

It is unlikely allied health professionals will contact you, so you have to be proactive and take the lead. Building a referral network presents a huge business opportunity that many do not seize, and also has the added bonus of providing chances to upskill.

Key area 2: Exercise prescription

Spoiler alert: there is no magic trick. Looking for a ready-made program for your mature age participants? You won't find one in this article. Looking for flashy exercises? Also, not in this article. This too is not straightforward. Both Leigh's and my mum are of mature age. When talking exercise prescription Leigh asks, "Would you prescribe your mum chair exercises?" "Definitely not!" I reply, "my 71-year-old mother planks like a pro. I have photo proof." Leigh laughs, "If I were to give my mother chair-based exercises, she'd shoot me! It's a matter of offering appropriate options." There it is, exercise prescription for mature age is offering appropriate options.

Exercise prescription for this demographic is, in essence, not different to exercise prescription for the general population, on the condition that the options provided are tailored to the individual needs

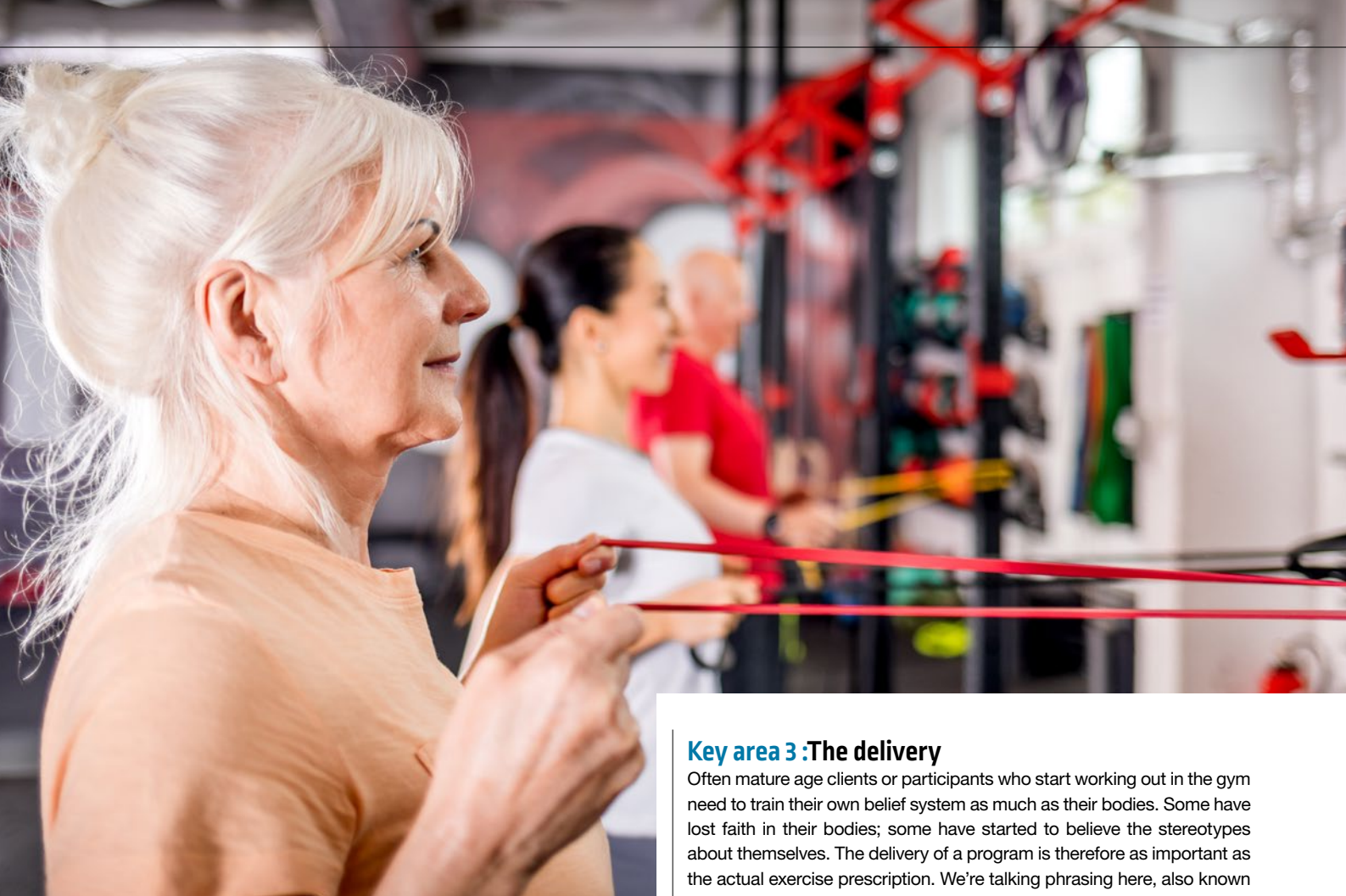
Exercise prescription for the mature age general population

DO

- Refer. Know your scope of practice and refer clients who require clinical exercise to an allied health professional.
- Become a fitness subject matter expert. Be the expert and know all regressions and progressions, plus the most common injury options, for the exercises you prescribe. The more extensive your repertoire is, the better you become at thinking on your feet, offering the most suitable options for your participants and clients.
- Continue to upskill. Education should never stop.
- Use free motion. Continue to use free motion as much as possible, within the personal ability of your participant or client.
- Use machine-based or chair-based exercises when necessary. Use these with purpose, i.e., because they are the best option for your participant or client
- Use training protocols you use for the general population. Making alterations if needed. There is no reason you cannot do an AMRAP or TABATA with mature age participants. How can you modify them without compromising on safety or efficiency?
- Continue to improve power. Within the personal ability of your participant or client, and considering their training objectives, continue to work on the improvement of their power; when ageing, we lose power before we lose strength.
- Think about how you are delivering your program. When planning your sessions, think about the flow of movements. For example, when and where in the session do you incorporate the floor-based work?
- Challenge yourself to be creative. How can you change it up and keep things fresh?

DON'T

- Underestimate the ability of mature age participants. Ever.
- Set and forget. This is not an option. Exercise programs for mature age need to be progressive; if you set a program in your class, set a training progression.
- Be boring. Mature age participants are like anyone else in the gym: they like to keep fitness interesting. Change is the only constant.



THE QUICK READ

- There is no standard classification for the term 'mature age', with the age at which one is considered to fall into the category ranging from 55 to 65 years
- It's very important to establish a referral network with allied health professionals when working with a mature population
- Exercise prescription for mature age clients and participants is all about offering appropriate progression and regression options, and does not preclude exercise formats you use with younger participants
- The delivery of a program is as important as the actual exercise prescription
- Ensure your phrasing or cueing uses inclusive, positive language that focuses on what the participants can, rather than what they cannot, do.

of your clients and participants. It's not rocket science: establish a referral network around you (see Key Area 1) and if you don't know how to program for your clients and participants, source the right training.

Training people of any age involves risks, but we can become more aware of these risks when working with the mature age population. There seems to be a reluctant attitude attached to this increased awareness. A reluctance to take on participants and clients from this demographic. The stigmas that mature age participants need to be handled with kid gloves, and that training them is boring, are not helping. Is it the unknown? A lack of experience?

Leigh continues, "I can't emphasise this enough: if someone is frail, they should be trained in the clinical space - not in the traditional gym setting. Let the health sector deal with the scary stuff. They are qualified and trained for this."

Key area 3 :The delivery

Often mature age clients or participants who start working out in the gym need to train their own belief system as much as their bodies. Some have lost faith in their bodies; some have started to believe the stereotypes about themselves. The delivery of a program is therefore as important as the actual exercise prescription. We're talking phrasing here, also known as cueing or scripting.

Leigh uses some examples from her own experience; "If I bench press with my mature age classes, I will say, "If you are working on mobility issues with your back or knees, put more risers under your bench" rather than saying "If you have bad knees or find it hard to get up and down, put more risers under your bench." The aim is to make it more empowering, not patronising or condescending."

Leigh strongly believes in this; "Using your cueing in a certain way can yield something totally different in a class. When I'm delivering my mature age classes I think to myself 'They know so much more than I and have so much more life experience than I do. But I know my job better than anyone else in the room. I know what I'm talking about. You need to give participants information in a palatable way, so they can make it land in their body. It actually empowers them and makes them interested in what they are doing. Your phrasing can do that."

"It's all about the way we interact. I don't allow my exercise physiology clients to refer to their 'bad' leg, for example, and instead say "We're going to manage this". By doing so, I'm changing the way I interact with them, and if I do so for long enough it changes the way they interact with their own body. It becomes a more empowering feeling. I've always been very big on this when it comes to group fitness as well" Leigh says; "I'm very careful how I'm teaching. There always has to be an uplift. That's part of the job." This is another passion Leigh and I share: the desire to take our mature age participants to a positive physical and mental place they wouldn't be accessing by themselves.

Phrasing tips

TIP 1: Make your language inclusive.

TIP 2: Empower clients and participants by using open, positive language, instead of saying 'You can't do that', for example, say "We're going to try getting up and down."

TIP 3: Focus on what is possible.

TIP 4: Be clear on contraindications for the client.

One day it will be us

Although it's a fact that humans live longer nowadays, the WHO notes that "if these added years are dominated by declines in physical and mental capacity, the implications for older people and for society are more negative."¹ Maintaining good health is of the essence. To contribute to this, we have an obligation to make the gym setting more appealing, and welcoming, to the mature age general population.

The problem, as Leigh points out, is that "at the moment, there are not enough trainers in gyms who are well enough trained to deal with this demographic. As a result, the group is only lightly represented in the gym setting and consequently gyms don't necessarily offer senior programs."

I add, "the tone of most fitness marketing campaigns is not helping either. There is a huge discrepancy between what is portrayed in the media and our actual gym reality. The fitness industry tries to focus very hard on the young, the strong and the beautiful. Anybody who feels they don't fit that profile would be intimidated. Marketing strategies almost solely focus on the aesthetic outcomes of exercise, when this is only one of its many benefits."

We are the fitness industry. We must change. We need to throw the doors of our training facilities wide open to the mature population – and change our marketing to let them know that we're ready, willing and able to welcome them and improve their quality of life.

The fact is, we're getting older

Ageing and health

- Between 2015 and 2050, the proportion of the world's population aged over 60 years will nearly double from 12% to 22%.¹
- By 2050, 2 billion people will be aged 60 or older, up from 1 billion in 2020.²
- This increase is occurring at an unprecedented pace and will accelerate in coming decades, particularly in developing countries.²
- All countries face major challenges to ensure that their health and social systems are ready to make the most of this demographic shift.¹

Health in older age is not random

Although some of the variations in older people's health reflect their genetic inheritance, most is due to their physical and social environments, and the influence of these environments on their opportunities and health behaviours. Importantly, these factors start to influence ageing from childhood. This means that an older person from a disadvantaged background is both more likely to experience poor health and less likely to have access to the services and the care that they may need.³

Older people may be living longer, but not necessarily better

A longer life brings with it opportunities, not only for older people and their families, but also for societies as a whole. Additional years provide the chance to pursue new activities such as further education, a new career or reconnecting with a long-neglected passion. Older people also contribute in many ways to their families and communities. Yet the extent of these opportunities and contributions depends heavily on one factor: health. There is little evidence to suggest that older people today are experiencing their later years in better health than their parents.



Some have lost faith in their bodies; some have started to believe the stereotypes about themselves



Yes, it may be more challenging to train a mature participant - experts on the subject of life. The ones with the experiences and the stories. The young at heart. The people knowing that freedom of movement will keep you going further in life. The resilient. The strong. The keen and the loyal. The ones who do not suffer fools. We need to be so well skilled and connected that they feel comfortable trusting us with their fitness. They may be life's specialists, but we are the fitness experts. Here to help, opening the doors to the 'invisible generation', all ages welcome.

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Lianne Tiemens

Lianne is a Group Fitness Leader, PT and Aqua Fitness Presenter based in Adelaide. A passionate and in-demand instructor and mentor at leading gyms and aquatic centres, she specialises in land- and water-based group HIIT workouts.



Leigh Sherry

The founder of SmartLife Health & Fitness based on Sydney's Northern Beaches, Leigh is a wellness advocate, Accredited Exercise Physiologist and Accredited Exercise Scientist. 

INFORMATION HANDOUT

FOODS TO SUPPORT YOUR IMMUNE SYSTEM NATURALLY

Biochemical nutritionist *Dr Beth Steels* looks at the gut-immune axis, the microbiome and how beneficial bacteria can help support your immune system naturally.

The microbiome is an ecosystem made up of trillions of microorganisms, including bacteria, viruses and fungi, that live in and on your body. Research suggests that the gut microbiome plays a key role in supporting immune function^{1,2}, and our diet plays a role in helping determine what kind of microbes live in our intestines.

What is the gut-immune axis?

Simply put, the gut-immune axis is the link between the gut and the immune system. Research has found that up to 70% of our immune system is located in our gut. The gut lining acts as a protective barrier, preventing foreign bacteria from passing through into the bloodstream and allowing vital nutrients to pass through.³

Special immune cells, called dendritic cells, strategically move through the immune system that surrounds the gut. Their main function is to sample from their surrounding environment and present what they have sampled to adaptive immune cells.

How does food impact gut health and, therefore, immunity?

A healthy immune system starts within. We know that up to 70% of our immune cells are located in the gut, and a healthy diet may play a role in helping support our immune system and maintaining good gut health. A

requirement for the health and function of all cells is a well-balanced diet with adequate nutrients.

What foods are best for a healthy gut and immunity?

Diverse dietary patterns may better prepare the immune cells for dealing with foreign microbes. A diet rich in fibre and plants appears to help support the growth and maintenance of beneficial microbes. Introducing plenty of fresh fruits, vegetables, whole grains, and legumes, and food containing beneficial bacteria, can help support the health of your gut microbiome and your immune system. These foods include kefir, yoghurt, fermented vegetables, sauerkraut, tempeh, kombucha, kimchi and miso.

What foods are detrimental to your gut and immunity?

Dietary patterns that are limited in variety and lower in nutrients, such as eating lots of processed foods and minimal fresh fruits and vegetables, may negatively affect a healthy immune system. Research suggests that consuming high amounts of refined sugar and red meat and limited plant-based foods may contribute to gut inflammation, which in turn may contribute to a weaker immune system.⁴

What are some signs that your gut health might be poor or in need of support?

A healthy gut will have less difficulty processing food and eliminating waste, so

digestive disturbances may be a sign of poor gut health. Some examples of this are bloating, constipation, diarrhoea and gas. However, if you experience any of these symptoms, always talk to your health professional about how you can best manage them.

Why is it good to eat a variety of gut-healthy foods, rather than just one or two?

Research suggests that eating a varied, gut-healthy dietary pattern plays a significant role in supporting good gut health. It also helps to decrease gut inflammation. Each stage of the body's immune response relies on the presence of a variety of micronutrients. Alongside the beneficial bacteria which live in the gut, nutrients that have been identified as contributing to supporting a healthy immune system include zinc, vitamin C, vitamin D, selenium and iron.^{5,6} **N**

For specific dietary advice, talk to your healthcare professional. To learn more about the microbiome, visit lifespaceprobiotics.com/en/your-microbiome.

REFERENCES

For references read this feature online at fitnessnetwork.com.au



Dr Beth Steels

Beth has been in clinical practice as a biochemical nutritionist for over 20 years. Her focus as a practitioner is to help people manage their

weight by re-balancing their metabolism naturally. She is also interested in the new area of nutrigenomics, which is the study of the interactions between food and our genes.



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

? What's your business called?

Raw by Bek. You can check us out at rawbybek.com.au, facebook.com/rawbybek and instagram.com/rawbybek

? How long have you been a PT?

I started taking on one-on-one clients full time at the end of 2014.

? Are you full time or part time?

Full time! Between running classes, taking one-on-one sessions, and running the business, I have my hands very full, and I love it!

? What made you decide to become a trainer?

My two favourite things are fitness and helping people achieve more than they ever thought they could. Something really special happens when a group of people are put in a room together with the right music, encouragement and motivation. Playing a part in this is such an honour.

? Do you specialise?

The Raw by Bek (RBB) studio and workouts are HIIT-based because it's the most effective way to train! We incorporate strength, core, stretch and balance into our workouts as well, creating a well-rounded, effective workout program.

? Do you have a signature style of training?

All RBB classes are HIIT-to-the-beat based. Every workout is pre-choreographed to music to help motivate people to work harder, have more fun, and get big results.

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

I teach up to 14 classes per week, and do about the same in personal training sessions.

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

So many, but I love it! If I had to put a number on it, it would probably be around 30.

? What hours do you work?

I arrive at the studio at 4:45am each morning, and am on the gym floor until about 11am. Then I move into 'working on the business' mode until about 7pm each night, often later.

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

My hobby was always exercise, so the fact it is now my job is such a privilege. However, I do also love to go for long walks, listen to podcasts, and cook big healthy dinners. It's a time when my phone is put away, and I can really zone out.

? How much do you charge?

Our RBB memberships starts at \$40/week and one-on-ones start at \$60/session.

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

I am always upskilling, not only in my fitness knowledge, but also my business knowledge. There's never a time I'm not studying something, whether it's marketing, functional movement, or the latest fitness tech. I also have a business coach to keep me accountable every step of the way.

? How many clients do you have?

I try not to have more than 20 one-on-one clients at any given time, to ensure I still have the energy to give to them, as well as to all the RBB members, my team, and my other relationships. It's a constant balance of energy dealing.

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

My clients are the best! Most have been with me for a few years, and some up to five years.

? How do you get new clients?

Almost all my one-on-one clients are a result of word of mouth referral. We do run constant campaigns on Facebook and Instagram, but there's still nothing quite like word of mouth.

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

Absolutely! I have an on-boarding process for my personal training clients to ensure I know their history, goals, and everything I need to ensure their programs are tailored exactly to them.

? Do you ever turn clients away or refer them to other PTs if you don't feel they are the right fit for you?

Yes, quite often. I have a few other personal trainers working in the studio and refer clients to them whenever I feel someone is better suited to them.

“Something really special happens when a group of people are put in a room together with the right music, encouragement and motivation.”



? What do you believe differentiates you from other trainers?

Personal training, and group fitness instructing is all about connection and creating an experience unlike any other. You need to ensure every person leaves your session feeling like they are the most important person in the world. I aim to do this with every single member and client.

? What is the best thing about being a PT?

The connection with your clients! I'm honoured to learn their stories, build a relationship with them, and see them achieve their goals, and more!

? And the hardest?

The hardest bit is losing a client, especially when you've built such a good connection with them.

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

People think it's easy – it so isn't. They think it'll be easy to build a client base – it isn't, initially. They also don't consider the early mornings, late nights, weekends, and crazy hours you'll be required to work.

? Where would you like your career to take you?

I have big goals for 2021! We have a member target number for the studio and are also building our online training membership base. From there, the next step is to train up more trainers, further develop our RBB trainer program, and start the steps towards licensing the RBB HIIT-to-the-beat workouts.

? What is your fitness philosophy?

Something special happens when a group of people come together, experience incredible fitness, and support each other. This can be life-changing. It is my responsibility to ensure this happens every day.

? What key piece of advice would you give to someone starting out as a PT?

Make sure you love it with everything you have, and remember to focus on connecting with your clients. Show them you know what you're doing, continually upskill yourself, and do everything you can to ensure they leave your sessions feeling better than they started. **N**

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



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INJURY & REHAB

THE DIFFERENCE BETWEEN CORRECTIVE EXERCISE AND PHYSIOTHERAPY

CEC
ARTICLE
1 OF 5 ARTICLES

Many personal training clients are plagued by musculoskeletal pain and dysfunction that affects their ability to exercise effectively. Personal trainers can help bridge the gap between physiotherapy and personal training by integrating corrective exercise strategies into client workouts, writes corrective exercise specialist *Justin Price*.

Clients plagued by musculoskeletal pain and dysfunction increasingly request therapeutic exercise strategies from personal trainers. Meeting this client demand requires trainers to have the ability to competently and successfully integrate corrective exercise strategies into client exercise programs. Trainers that possess these types of skills are called corrective exercise specialists and have typically completed a specialty certification in the area of corrective exercise. As professionals with valuable skills in a steadily growing area of the fitness industry, corrective exercise specialists are in high demand.

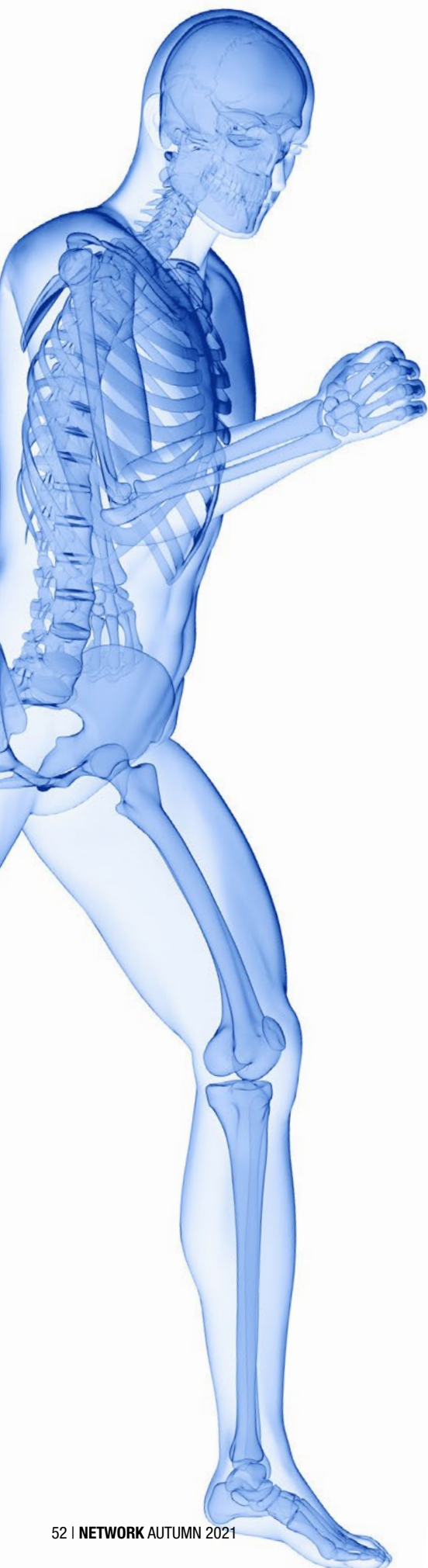
The difference between physiotherapists and corrective exercise specialists

Both physiotherapists and corrective exercise specialists help clients alleviate muscle/joint pain and improve their movement capabilities. However, the manner in which these professionals enter a client's health and fitness journey is very different, and the procedures employed when working with clients often differ.

Physiotherapists are licensed health care professionals whose

services are typically used by clients to treat a medical diagnosis, physical trauma, or specific injury. Physiotherapy is also prescribed as rehabilitation after surgery, to help treat neurological conditions, chronic diseases and/or developmental delays in children (Health Direct Australia, 2021).

The job of a corrective exercise specialist is quite different. These types of professionals do not (and should never) diagnose and/or treat a medical condition. Instead, their specialty skills consist of assessing and evaluating a client's musculoskeletal system for soft tissue and movement restrictions, imbalances, habitual patterns, and muscle dysfunction that may affect that person's ability to move well, exercise effectively and/or perform daily activities (e.g., restriction of the lumbar erector muscles accompanying an anterior pelvic tilt, prolonged seated postures



“

While a person's symptoms of pain may have subsided as a result of their physiotherapy sessions, their bodies often break down once they begin more dynamic forms of exercise

”

promoting excessive thoracic kyphosis, etc.). This specialised knowledge regarding the musculoskeletal system helps corrective exercise specialists design and implement corrective exercise programs to assist clients in beginning, resuming and/or continuing a fitness program without experiencing muscle and joint pain or movement limitations (Price, 2018). When a client's musculoskeletal issues are not able to be addressed solely with appropriate exercises, or fall beyond a corrective exercise specialist trainer's scope of practice, the client is referred out to medical experts for treatment.

Bridging the gap between physiotherapy and personal training

People successfully released from physiotherapy are normally excited by their reduction in painful symptoms and often look to increase their activity levels and/or take up a program of regular exercise. This commonly involves seeking out the help of a personal trainer to assist with their endeavours.

However, while a person's symptoms of pain may have subsided as a result of their physiotherapy sessions, their bodies often break down once they begin more dynamic forms of exercise (typical of most personal training/gym environments) as underlying musculoskeletal issues are compounded. In fact, research indicates that almost 90% of personal training clients report recurring aches, pains and movement dysfunction that affect their ability to exercise without limitations (IDEA, 2013).

This is where the role of a corrective exercise specialist is extremely important. These professionals bridge this gap in care between physiotherapy and classic personal training/fitness programs by identifying and correcting underlying musculoskeletal imbalances before they become problematic and/or are exacerbated by robust forms of exercise. This is precisely why many personal trainers are also becoming qualified corrective

exercise specialists — to ensure their programs are safe and effective for all client abilities, and to prevent clients dropping out due to musculoskeletal pain and/or injury.

Corrective exercise specialists are not physiotherapists

As you and your business adapt to meet peoples' musculoskeletal and movement reintegration needs, clients may begin to ask if your services are the same as a physiotherapist's. It is important that you clarify your role with clients from the outset with regard to assisting them with their musculoskeletal health and not step beyond your professional bounds as a corrective exercise fitness professional.

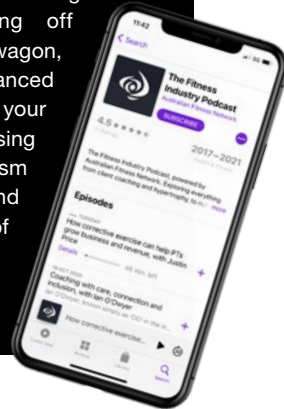


THE QUICK READ

- To meet client demand for therapeutic exercises that treat musculoskeletal pain and dysfunction, trainers need to learn corrective exercise techniques
- Both physiotherapists and corrective exercise specialists help clients alleviate muscle/joint pain and improve their movement capabilities
- Physiotherapists typically treat a medical diagnosis, physical trauma or specific injury
- Corrective exercise specialists do not diagnose or treat medical conditions: rather, they assess and evaluate for movement restrictions, imbalances and dysfunctions
- PTs that add corrective exercise specialist training to their skills can enhance their reputation and business success by strengthening referral relationships with allied health professionals.

LISTEN UP!

Click here to listen to Justin Price's chat with The Fitness Industry Podcast, in which he discusses preventing clients from falling off the fitness wagon, incorporating advanced exercise skills into your PT services, increasing your professionalism and revenue, and the importance of simplicity.



Justin Price

Justin is the creator of The BioMechanics Method Corrective Exercise Specialist Certification powered by Australian Fitness Network

(Fitness Australia-approved). The BioMechanics Method is the fitness industry's highest rated specialty certification with trained specialists in over 70 countries. Click the link to find out more about how to become a corrective exercise specialist in The BioMechanics Method so you can help people alleviate their pain, move better and exercise without limitations.



In addition to laws dictating that any professional must remain within their bounds of experience, education, training, and demonstrated competencies, confusing your role with that of a physiotherapist, and working outside your scope of practice, can harm your standing with clients and reputation within the fitness industry (Howley and Thompson, 2016). Aside from it being a requirement, the primary benefit of working within your boundaries as a corrective exercise fitness professional is that it enables you to practice, perfect and promote the unique talents you have with regard to evaluating the musculoskeletal system for imbalances, and assessing and correcting a client's movements during physical exercise and activities.

Increased referrals as a corrective exercise specialist

Doctors, physiotherapists and other licensed health practitioners are always looking for qualified fitness professionals to whom they can refer patients that need guidance with exercise (DiNubile and Patrick, 2005). According to research, two out of the top three reasons patients visit their doctor is for assistance with conditions that could be greatly improved by participation in a program of regular exercise (Huffington Post, 2013). Unfortunately, these medical professionals are often reluctant to refer patients with musculoskeletal conditions out of a concern that their clients' problems might be made worse by an under-skilled personal trainer. However, when you have specialty qualifications and knowledge in musculoskeletal assessment and corrective exercise, and work within your scope of practice, medical professionals will feel confident in your abilities, which provides an opportunity for you to build strong networking and referral relationships with them (Bryant and Green, 2010).

As you begin incorporating corrective exercise procedures more regularly into client programs, it is advisable to obtain a Corrective Exercise Specialist (CES) credential from a recognised and approved provider. This will advance your skills and can

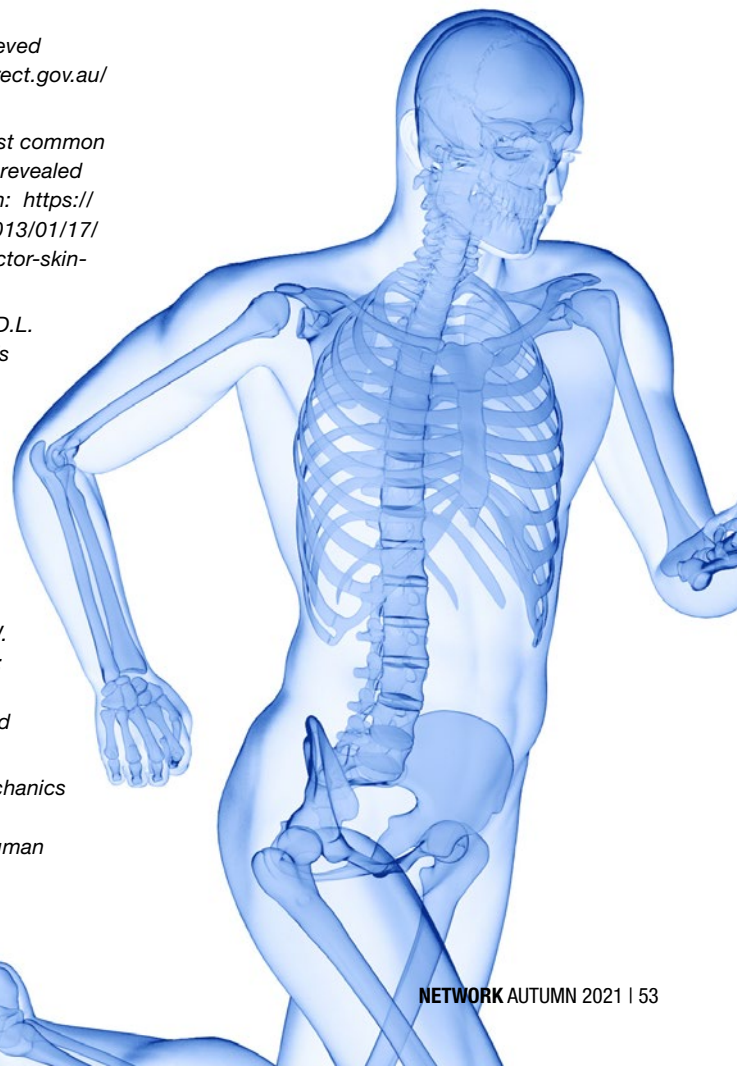
also result in more referrals from medical professionals. As your business network grows, you will also find that holding a reputable CES qualification makes it easier to refer clients to other specialists when their condition lies beyond your scope of practice.

The future of fitness

Personal trainers qualified as corrective exercise specialists know how musculoskeletal malalignments and imbalances of any kind can create pain, injury, and dysfunction throughout the body. They also know how to use the results of individual consultations and assessments to pinpoint clients' exercise needs so they can start or return to a regular fitness program successfully. With this ability to meet clients' musculoskeletal restoration needs, corrective exercise specialists may be seen to represent the fitness professional of the future. **N**

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THE SOCIAL MEDIA RABBIT HOLE **BODY IMAGE** AND THE FITNESS PROFESSIONAL

Changes to the way we operate during lockdown have exposed many fitness professionals to social media-induced self-doubt. You're worth so much more than fleeting clicks, writes group fitness guru *Marietta Mehanni*.

Body image. It must be one of the most talked about topics, and it doesn't matter how many memes or quotes are shared about being happy in the skin we're in, it's a personal journey for everyone. Some of us have been blessed with grounded self-awareness, while for many others thoughts of personal physical inadequacy pop up several times a day, or more. A glance in a mirror, a look down at our belly, or a social post of a 'perfect' body, and we find ourselves doubting if we are in the shape that we 'should' be.

The fall

For the past year, I and many other group fitness instructors have turned to online opportunities to continue to share our knowledge and expertise regarding exercise and movement, arguably at a time when people were more sedentary than usual and needed us most.

During this time, I have become much more aware of the countless fitness influencers sharing on the same social platforms. Slim women with six-pack abdominals, gravity-defying buttocks, shapely arms and legs and flawless skin have crowded into the feed, touting programs that they claim will make you look like them. A glance at how many likes and comments appear at the bottom of their posts is enough to make any group exercise instructor doubt themselves. Occasionally, I would open the comments in the hope that someone would mention that this was unrealistic for most women, but instead, it is a stream of praise and 'wow, I want to be like you' comments.

If you are like me, you go back to your most recent live class or exercise post to quickly compare, and sigh. And then the questions begin...

- Am I good enough?
- Do I look the part?
- What can I do better?
- What am I doing wrong?
- Why don't people like what I do?

This, my friends, is the social media rabbit hole, in which your perception of your value is based purely on comments, thumbs up and smiles. It is heartbreaking when you know that you are doing the best you can and believe in your expertise and knowledge, yet some inexperienced 'young thing' is getting all the interest.

So, on top of comparing how you look, you are now trying to seek validation. Even though you feel like you don't look the part, you hope that somehow the universe will provide you with confirmation that what you are delivering is being well received, liked and shared. When you teach a live face-

to-face class, validation comes in the form of facial expressions, physical exertion, comments, banter, laughter, and feedback after the class. In the silent and solo world of the social media live stream or upload, validation is received by the likes, comments, shares, and number of people who choose to follow or request to be your friend.

For the past year, when teaching a live class has often not been an option, many instructors have tumbled down this rabbit hole. In the fitness facility, you were hired based on your qualifications, experience, and ability. In the social media world, you are at the mercy of optimised feeds, boosted posts, paid advertising and the number of people you can connect with yourself. You can find yourself glued to your device, checking to see if anyone has commented or liked your content. Now you are comparing not only your body, and number of likes, but also how viral your content is. The rabbit hole has turned you into a finger twitching, approval-seeking, social media junkie.

Getting out of the hole

So, what's the solution? We need to find a ladder to help us get out of the hole we find ourselves in. Let's get climbing.

Why did you start?

The first rung on the ladder is to ask yourself why you started teaching in the first place. The reason that you had, right back in the beginning when getting up on stage in front of a group of participants had you going for a nervous pee before the class. The 'why' that Simon Sinek famously wrote about. Those altruistic reasons are important to remember. They were – and deep down still are – your motives for teaching. For many instructors, their 'why' is improving community health and wellbeing, or sharing the joy of the group exercise environment, that endorphin high that comes from finishing a class, feeling successful and sweaty.

“ When you teach a face-to-face class, validation comes in the form of facial expressions, physical exertion, comments, banter and laughter ”



What keeps you going?

The next rung is to address what drives you. What keeps you showing up, even when you are tired, or unprepared, or just feeling a little blah? It may be a sense of commitment, an observance of consistency, a desire to maintain your own personal fitness, or a sense of duty to participants who rely on you and wouldn't exercise if it weren't for you being there to teach the class. Often, group fitness instructors are the beacon that guides participants through tough personal issues. Instructors seldom realise the incredible impact that they make on others' lives, until the day that a participant confides their personal journey.

Whose acceptance is most important?

By this stage you have developed some positive momentum and appreciate that teaching is more than how many likes you can attain, but you still need to do some work on your perceptions of social media: using it to validate who you are is destructive. We all know the importance of self-acceptance, but this doesn't happen when you are constantly searching your feed for positive feedback. Memes and other self-actualised quotes that are posted on socials may help tell the world that you have accepted who you are, but have you really?

When you compare yourself to another, or look for flaws to justify a point of view,

you are most definitely not in acceptance mode. This, of course, is a personal journey of discovery that takes time. For many, in fact, it takes years and enough life experience to know that a 'like' is as fleeting as the posts in your feed.

Self-acceptance is the solid and grounding knowledge that you are OK, just the way you are. That you are unique, and that you were 'not born to fit in', to quote Dr. Seuss. Not everyone is going to like the uniqueness that is you, but there will be some for whom it is the answer to their prayers. If you are going to interact with social media, then be there for those people and don't dilute who you are.

Sure, you may find yourself looking down the rabbit hole every now and again, but know that the validation that you seek is in the knowledge that you are fulfilling your purpose and your why. **N**



Marietta Mehanni

Monash 'Outstanding Contribution to the Industry' 2019 award winner and Australian Fitness Presenter 2018, throughout COVID

Marietta provided hundreds

of free online live workouts. She is the international Master Trainer and Education Coordinator for Gymstick International Oy, co-founder of My Group Move and co-creator of mSwing, a fascia-based group fitness program.



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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.



RESEARCH REVIEW

MASQUERADE WHILE EXERCISING

CEC
ARTICLE
1 OF 5 ARTICLES

WHAT HAS THIS WORLD COME TO?

The conclusion of researchers that the wearing of face masks has no effect on exercise may be overstating the definitiveness of the study's findings.

Review by Assoc Prof Mike Climstein PhD & Dr Joe Walsh PhD.

Title: Wearing of cloth or disposable surgical face masks and vigorous exercise

Authors: Dr Shaw and colleagues (University of Saskatchewan, Canada)

Source: *International Journal of Environmental Research and Public Health* 17. 8110. Available free online at ncbi.nlm.nih.gov/pmc/articles/PMC7662944/

Introduction: It's January last year and we have booked our bi-yearly Bali surf trip. Impossible surf break at the Bukit peninsula is calling me, but thanks to a new virus called COVID-19 I can't answer the call and miss out on the trip (along with 25% of the money spent on it). That's OK, I'm sure by September 2020 the coronavirus will be a memory and we'll return to Bali for the much-needed break. So confident am I, in fact, that I tack on an extra week, because we truly deserve it by then. How unrealistic was I. Now it's February 2021 and there's no Bali in sight, or this year's pencilled-in Hawaii surf trip. Any overseas travel for that matter.

March 2020 and although university staff are now working from home, my unreliable

home internet means I have special permission to continue working from the campus. The university's air conditioning offers welcome respite from the hot South East Queensland summer, so in the scheme of things I'm doing OK, but with the gym closed, I'm going to have to get creative about my training regime... Let's see; in the training room and my research lab I have access to a number of treadmills, cycle ergometers, a dual axis Smith machine, 200 kilograms of weights and a power rack. OK, this will work. With the COVID safety plan only one person is allowed in the lab at a time, equipment must be wiped down prior to and immediately after use, and a surgical facemask and gloves must be worn at all times. I'm ready to train, or am I? This will be very interesting.

The treadmill is first up, and it's always high intensity interval training (the sooner the cardio is over, the quicker I can get to the 'real' workout, ha ha). Whoa, it's only the first interval, a mere 14.0 kilometres per hour for one minute (followed by one minute walking at 6.0 kilometres per hour) and I am not liking this at all with a surgical mask on... but rules are rules. OK, let's try the next interval, a big increase to 14.5 kilometres

per hour. Same, this is not comfortable. I am not sure if I am getting enough ventilation, it seems a lot harder than it should be. I decide to give the cycle ergometer a go. Still high intensity interval training – and still the same sensation. Am I not getting enough air to breath, or is it all in my mind and simply different from what I'm used to?

This leads us to the topic of this Research Review. Canadian kinesiologist Dr Keely Shaw and her colleagues must have had similar experiences to mine, because they decided to investigate the effects of wearing a cloth face mask or disposable surgical face mask while completing high intensity exercise.

Methods: This study was a randomised, cross-over design whereby all participants were randomised to complete a maximal cycle ergometer test wearing either a cloth face mask (3-layer), a disposable surgical face mask or no mask. Participants attended the exercise laboratory on three different days, with at least two days rest between testing days. The researchers measured heart rate (bpm), rating of perceived exertion (RPE), oxygen saturation (using a pulse oximeter on the finger to measure SpO2 as a percentage), peak power and time to exhaustion.

Results: A total of 14 (7 males and 7 females) healthy and active volunteers who complete approximately 290 minutes of moderate to vigorous exercise per week volunteered to participate in this study. There were no significant differences in any of the outcome measures (see Table 1).

The authors concluded that exercise performance measures were not affected by wearing either a disposable surgical face mask, nor non-disposable cloth face mask compared to no face mask. These results are interesting, as recent research by Chandrasekaran and colleagues proposed that wearing a face mask would result in rebreathing of carbon dioxide (usually exhaled



I would be very cautious concluding there is no effect on exercise from wearing a mask.



from the body), which would compromise exercise performance and lead to lower oxygen saturation levels. Chandrasekaran also proposed that the wearing of a face mask, regardless of type, would provide resistance to breathing, thereby making breathing more difficult and decreasing exercise performance.

Pros: This is a very timely study with COVID impacting exercise throughout Australia and the world. With a number of States or Territories requiring face masks be worn on an intermittent basis, it is beneficial to know that aerobic exercise appears not to be affected significantly by the wearing of a face mask.

Based upon the conclusions of Shaw and colleagues in Canada, the difficulty I was experiencing while wearing a face mask would appear at first glance to be imagined (ouch!).

Cons: I want to start this section by stating that we have published research encouraging the use of masks to limit the spread of COVID-19 at a time when the World Health Organisation and others were still claiming that masks should not be worn. I am definitely not anti-mask and I recommend their use. The comments below are purely related to the statistical interpretation of the results in the paper. While I feel that the authors should have toned down the message they relayed, I am not advocating against the use of masks in gyms or elsewhere.

I like to take a conservative approach in the reporting of scientific results. I do not agree with the approach the authors have taken in reporting their findings. There are so many things I am concerned with about the



THE QUICK READ

- Researchers investigated the effects of wearing a cloth face mask or disposable surgical face mask while completing high intensity exercise
- There were no significant differences in any of the outcome measures of time to exhaustion, peak heart rate, RPE, oxygen saturation or peak power
- The authors concluded that exercise performance measures were not affected by wearing either a disposable surgical face mask, nor non-disposable cloth face mask compared to no face mask
- Closer analysis of the study findings, when also considered in conjunction with possible limitations of the study, may conclude that the study's key finding of 'no effect' is an oversimplification.

way this data is interpreted, I will pick a few key examples only so as not to overly focus on technicalities.

If I was a reviewer or editor responsible for vetting this paper, I would have requested a number of small changes in the language used. The experiment, which the authors conducted on 14 people (one of whom was excluded due to equipment issues), was originally designed to show that there was a difference in exercise related to mask use. These statistical tests specifically look for a difference to be detected, and if a difference is not detected, that does not tell us that there was no difference – only that in the experiment no difference was detected. This could be for many reasons, such as random noise in data or the sample size not being large enough to detect differences that exist. In these cases, we may, for example, repeat the experiment with a larger sample size, to see if we can detect a difference with more data.

When we wish to run an experiment to show there is no difference from an activity,

Variable	No mask	Surgical mask	Cloth mask
Time to exhaustion (seconds)	622	657	637
Peak heart rate (bpm)	179	179	182
Rating of perceived exertion (scale 1-10)	9.9	9.9	9.7
Oxygen saturation (%)	96	96	95
Peak Power	234	241	241

TABLE 1: EFFECTS ON EXERCISE OF WEARING A MASK



such as wearing a mask, one option is to make an assumption on what size of effect we would expect to detect a difference. The authors did exactly this: they made an assumption about how much peak power output would be reduced by 'mild hypoxia' and they assumed that it would be a 5% reduction. They then concluded that if mild hypoxia was present, with their sample size it should be enough to detect it 95% of the time. So, if they ran their experiment 20 times they should detect mild hypoxia if it was present 19 times out of 20. So far, this is acceptable. However, their finding should then read 'mild hypoxia not present when performing a progressive exercise test on a Monark cycle', as opposed to 'Wearing a face mask has no effect on vigorous exercise'. From the conservative standpoint that I take with regards scientific results, the title of the paper, although more exciting, over-reports the results of the study.

Further concerns about their study design revolve around the number of significant figures reported for result values in their data. I will focus on one value they recorded, as an example, namely blood oxygen saturation (%) This value is reported to the nearest 1%, with approximate mean values of 96% for no mask or a surgical mask and 95% for a cloth mask. If the authors are recording data accurately to more significant figures, it should be reported more precisely. It looks like the values are approximately the same because the data is rounded in their results table, but looking at their graph it appears at every single mean power output value from 0 to 100%, that the arterial oxygen saturation is lower when wearing a mask. Visual inspection would therefore imply that there may be a difference when wearing a mask. I can go into this in more detail, however in concise terms for the purposes of this Research Review I would be very cautious concluding there is no effect on exercise from wearing a mask.

The effect is similar for RPE; the mean RPE is clearly higher for the majority of peak power output % values (from their graph) when wearing a mask than without. This may not be statistically significant; however, I believe that the statistical analysis and assumptions the authors have selected are not enough to rule out this effect – which is what they have done in their interpretation of results. This could be a purely psychological effect, but it at least establishes that I am perhaps not alone in

perceiving a greater rate of exertion.

Another caution is that the study authors used Bonferroni analyses, which are susceptible to false negatives, namely not detecting differences when they exist (exactly what is being claimed).

Therefore, in my interpretation, the study authors' conclusion of no differences from wearing a mask does not agree with the literature they quote in their own manuscript and is not well supported by their own data analysis. Regardless, I would like to be clear that people should still wear a mask during exercise when mandated by state regulations: doing so might save the life of an elderly or unfit fellow patron working out in the gym, someone simply walking past while an exerciser goes for a jog, or anyone who later interacts with an infected person.

This was a very timely study with good methodology, however, it would have been appropriate for the investigators to also use the Rating of Perceived Dyspnea (RPD) scale, as this is specific to shortness of breath (SOB, one of my favourite medical abbreviations) and breathlessness. Most exercise enthusiasts and personal trainers will be familiar with Borg's rating of perceived exertion scale. This scale was developed by Borg and is widely used with any patients who have respiratory disorders like chronic obstructive pulmonary disease and asthma. The scale is from 0 (nothing at all) to 10 (maximal) and pertains to the participants

rating of the difficulty of their breathing. **N**

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Assoc. Prof Mike Climstein,
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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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ABOUT THE COURSE CREATOR



MATTHEW BOULOUS

During more than a decade coaching with the Australian Institute of Fitness (AIF), Matthew Boulous has taught almost 4,000 personal trainers. During the COVID-19 period, he led a team of Coaches delivering comprehensive livestreamed training to hundreds of students via virtual platforms. As a strength and conditioning coach, he has almost 20 years' experience working with teams from the NRL, AFL and A-league, and he has also rehabilitated injured clients in his capacity as an exercise physiologist.

RECIPES: AUTUMN 2021

TASTES LIKE HOME

As Autumn arrives, *The Healthy Chef Teresa Cutter* whips up a delicious bowl of nutritious goodness and a crowd-pleasing Polish comfort food that will be lucky to make it to the table before the 'taste testers' get to it...



Cauliflower + leek soup

When you need a quick, simple and nourishing meal at the end of a long day, there's little better than a bowl of steaming hot soup.

Serves 6

Ingredients

2 tablespoons extra virgin olive oil or butter
1 leek, washed and sliced
½ cauliflower (400g) finely chopped
750ml (3 cups) freshly boiled water
sea salt and white pepper to taste
Greek yoghurt and chopped parsley to serve

Method

1. Sauté leek with the olive oil over a medium heat for 5 minutes until softened.
2. Add the cauliflower and water and simmer, partially covered for 10 minutes until cauliflower is tender. Do not overcook.
3. Ladle soup into a blender and blend until creamy.
4. Pour soup back into the pot over a gentle heat and season with salt and white pepper to taste.
5. Adjust the quantity of water based on the consistency you like.
6. Serve soup in bowls topped with a spoonful of yoghurt and enjoy.

Notes and inspiration: Serve with a dollop of Greek yoghurt, kefir or coconut yoghurt and fresh herbs.



'Placki' potato pancakes

Known in Polish as placki ziemniaczane, these little bites of joy are perfect for sharing at family gatherings – if you can get them to the table before everyone's helped themselves to one!

Makes 12

Ingredients

500g potatoes, peeled and finely grated
1 onion, peeled and finely grated
2 organic eggs
1 tablespoon potato flour
½ teaspoon sea salt
extra virgin olive oil for frying

Notes and inspiration: To make this a special breakfast or brunch, serve accompanied with organic fried or scrambled eggs.

Method

1. Combine finely grated potato and grated onion into a bowl. Strain in a colander or sieve, squeezing out the excess liquid. You will need to weigh out 500g of squeezed potato, so the starting weight of the unpeeled, unsqueezed potatoes will be a little higher.
2. Add the eggs, potato flour and salt, then mix through.
3. Pan-fry the placki in a non-stick pan over a medium heat for 3 minutes each side until golden.
4. Serve hot and enjoy.

Recipes from the Healthy Chef App. Visit the Apple Store to download and start a free 3-day trial.



Teresa Cutter

Founder of The Healthy Chef, Teresa is an award-winning and classically-trained chef, author, nutritionist and fitness trainer. You can find more recipes, tips and products on her NEW Healthy Chef App, website, cookbooks, eBooks, Facebook and Instagram.



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THE HABITS THAT MAINTAIN WEIGHT LOSS

DATABASE INSIGHTS

Data collected from over 10,000 people that successfully maintain significant weight loss provides insights into their habits, traits and behaviours, writes *Dr Jason Karp PhD.*

In a television interview with Barbara Walters in 2014, Oprah Winfrey confessed that not being able to maintain her weight loss was her biggest regret. In that interview, Walters asked Winfrey to finish the sentence, 'Before I leave this Earth, I will not be satisfied until I...'

'Until I make peace with the whole weight thing' Oprah replied.

Losing weight is hard; keeping it off is even harder. What is unique about those who succeed? The answer is buried deep in the archives at the Weight Control and Diabetes Research Center in Providence, Rhode Island, USA: The National Weight Control Registry (NWCR), the largest database ever assembled on individuals successful at long-term maintenance of weight loss. Founded in 1994, the NWCR includes data from more than 10,000 individuals who complete annual questionnaires about their current weight, diet and exercise habits, and behavioural strategies for weight loss maintenance.

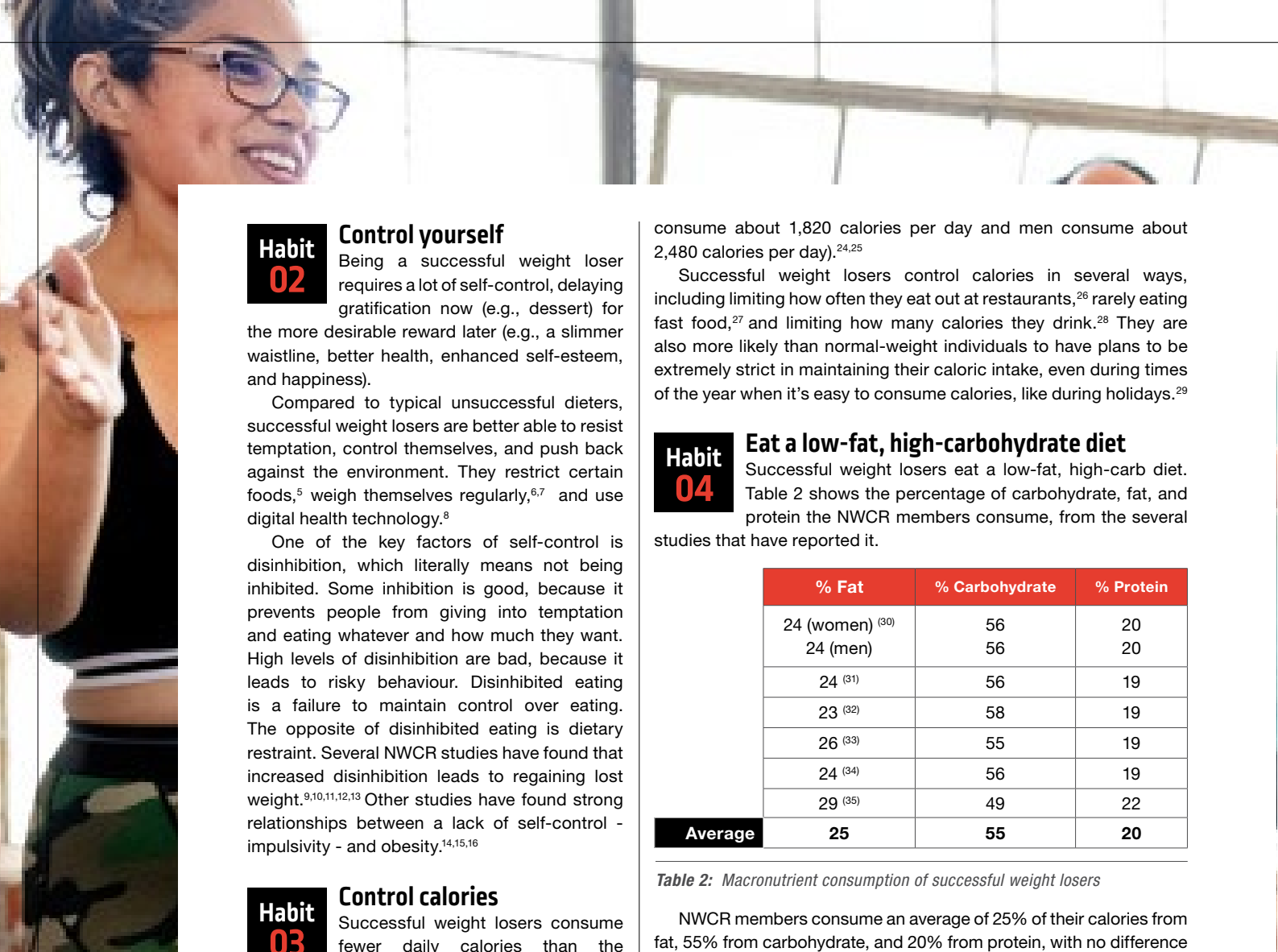
Habit 01 Live with intention

Living with intention eliminates the random approach to weight loss maintenance in favour of the systematic and methodical one that leads to results. The NWCR has shown that, when intention is behind weight loss maintenance, 21% of overweight people are successful weight losers.¹

The longer people keep their weight off, the fewer strategies they need to continue keeping weight off.² In other words, weight maintenance gets easier. The longer your clients persist in their intention and behave in accord with that intention, the easier it is for that behaviour to 'stick' and turn into a habit.

What makes one individual persist at a specific behaviour while another individual doesn't? For starters, the persistent individual has a conscientious personality. In the most recent NWCR study published in 2020, conscientiousness was compared between successful weight losers from the NWCR and non-NWCR weight regainers.³ The successful weight losers were found to be more conscientious than the weight regainers and scored higher on measures of order, virtue, responsibility, and industriousness. The scientists suggest that being conscientious may help individuals maintain their weight loss by improving adherence to specific behaviours.

In a review of 56 studies that contained 58 health behaviours, researchers at Université Laval in Quebec, Canada and the University of Limburg in The Netherlands found that intention remained the most important predictor of health behaviour, explaining 66% of the variance.⁴ In half of the reviewed studies, perceived behavioural control (believing that you have control over your behaviour) significantly added to the prediction.



Habit 02

Control yourself

Being a successful weight loser requires a lot of self-control, delaying gratification now (e.g., dessert) for the more desirable reward later (e.g., a slimmer waistline, better health, enhanced self-esteem, and happiness).

Compared to typical unsuccessful dieters, successful weight losers are better able to resist temptation, control themselves, and push back against the environment. They restrict certain foods,⁵ weigh themselves regularly,^{6,7} and use digital health technology.⁸

One of the key factors of self-control is disinhibition, which literally means not being inhibited. Some inhibition is good, because it prevents people from giving into temptation and eating whatever and how much they want. High levels of disinhibition are bad, because it leads to risky behaviour. Disinhibited eating is a failure to maintain control over eating. The opposite of disinhibited eating is dietary restraint. Several NWCR studies have found that increased disinhibition leads to regaining lost weight.^{9,10,11,12,13} Other studies have found strong relationships between a lack of self-control - impulsivity - and obesity.^{14,15,16}

Habit 03

Control calories

Successful weight losers consume fewer daily calories than the general population. Table 1 shows the number of calories the NWCR members consume per day, from the several studies that have reported it, along with the amount of weight they lost at the time they entered the NWCR.

	Calories per day	kg lost
	1,381 ^(17,18)	30
	1,297 (women)	28.5 (women)
	1,725 (men)	35 (men)
	1,306 (women) ⁽¹⁹⁾	28.5 (women)
	1,685 (men)	35 (men)
	1,390 ⁽²⁰⁾	31
	1,462 ⁽²¹⁾	56
	1,400 ⁽²²⁾	28
	1,399 ⁽²³⁾	33
Average	1,406	36
Women	1,302	28.5
Men	1,705	35

Table 1: Caloric intake of successful weight losers

Successful weight losers consume a low-calorie diet of about 1,400 calories per day, with women consuming about 1,300 and men consuming about 1,700 calories per day. By comparison, the US adult population consumes an average of 2,120 calories per day (women

consume about 1,820 calories per day and men consume about 2,480 calories per day).^{24,25}

Successful weight losers control calories in several ways, including limiting how often they eat out at restaurants,²⁶ rarely eating fast food,²⁷ and limiting how many calories they drink.²⁸ They are also more likely than normal-weight individuals to have plans to be extremely strict in maintaining their caloric intake, even during times of the year when it's easy to consume calories, like during holidays.²⁹

Habit 04

Eat a low-fat, high-carbohydrate diet

Successful weight losers eat a low-fat, high-carb diet. Table 2 shows the percentage of carbohydrate, fat, and protein the NWCR members consume, from the several studies that have reported it.

	% Fat	% Carbohydrate	% Protein
24 (women) ⁽³⁰⁾		56	20
24 (men)		56	20
24 ⁽³¹⁾		56	19
23 ⁽³²⁾		58	19
26 ⁽³³⁾		55	19
24 ⁽³⁴⁾		56	19
29 ⁽³⁵⁾		49	22
Average	25	55	20

Table 2: Macronutrient consumption of successful weight losers

NWCR members consume an average of 25% of their calories from fat, 55% from carbohydrate, and 20% from protein, with no difference in the macronutrient percentages between women and men.

In the early 2000s, when low-carb diets were becoming all the rage, the fat content of the NWCR members' diet increased and the carbohydrate content of their diet decreased compared to earlier years. The percentage of NWCR members consuming a low-carbohydrate diet (less than 90 grams, which is less than 25% of daily calories) increased from 5.9% in 1995 to 7.6% in 2001 to 17.1% in 2003, although it still remains low for successful weight losers, despite the media's attention on low-carbohydrate diets. Even with the increasing percentage of NWCR members consuming a low-carbohydrate diet, the fat content of the diet still remains far below the national average. Hardly any of the successful weight losers in the NWCR consume a very low-carbohydrate or ketogenic diet. The word 'ketogenic' doesn't even feature in any of the NWCR's published studies.

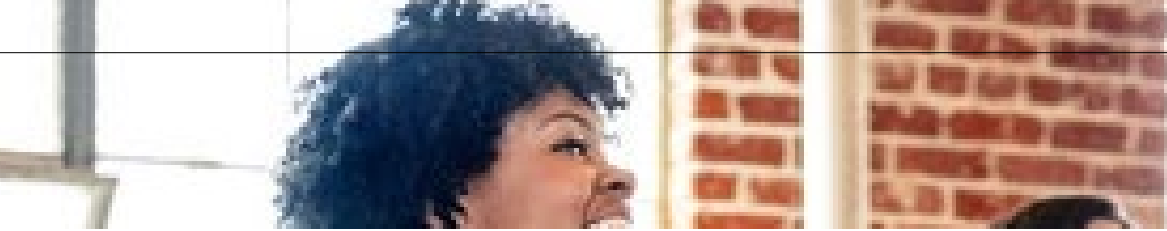
Habit 05

Eat breakfast

Seventy-eight percent of NWCR members eat breakfast every day, while only 4% never eat breakfast.³⁶ These successful weight losers lost an average of 32.4kg and maintained the NWCR-required minimum weight loss of 13.5kg for an average of six years. Eating breakfast every day is also common among other successful weight losers: the NWCR's sister registry in Portugal (Portuguese Weight Control Registry) has found that daily breakfast is one of their members' most common strategies.³⁷

Skipping breakfast is associated with consuming more total daily calories.³⁸ Skipping breakfast makes people hungry and therefore more likely to eat more later in the day to compensate. Breakfast skippers also tend to weigh more than breakfast eaters, and obese individuals are more likely to skip breakfast.

Eating breakfast is important for several reasons. When your



clients get out of bed in the morning, their blood glucose is on the low side of normal. Their bodies need energy for the day's activities. Since it has been many hours since their last meal, they need to break the fast, literally. The macronutrients they eat at breakfast will be used for their important jobs - carbohydrate will be used to replenish their blood glucose from their overnight fast to provide immediate fuel for their cells and to store muscle glycogen for later use; protein will be used to maintain the structural integrity of their cells and tissues and to transport nutrients in their blood; and fat will be used to provide energy, absorb fat-soluble vitamins, and maintain their bodies' temperature. Because your clients are in a metabolically needy state when they get out of bed, all those calories from carbohydrates, protein, and fat that they eat at breakfast will be used to fulfill their bodies' metabolic demands. Skipping breakfast only serves to deny their bodies the fuel they need.

Habit 06

Exercise (a lot) every day

Successful weight losers exercise a lot every day, burning a lot more calories than the general population.³⁹

Table 3 shows the number of calories the NWCR members burn per week during physical activity, from the several studies that have reported it, along with the amount of weight they lost at the time they entered the NWCR.

	Calories per week	kg lost
	2,832 ⁽⁴⁰⁾	31
	2,829 ⁽⁴¹⁾	30
	2,832 ⁽⁴²⁾	56
	1,306 (women) ^(43,44)	63 (women)
	1,306 (men)	78 (men)
	2,542 ⁽⁴⁵⁾	32
	2,621 ⁽⁴⁶⁾	32
	2,521 ⁽⁴⁷⁾	33
Average	2,722	36
Women	2,545	28.5
Men	3,293	35

Table 3: Caloric expenditure of successful weight losers

Successful weight losers burn about 2,700 calories per week. 72% burn more than 2,000 calories per week and 35% burn more than 3,000 calories per week.^{48,49}

A consistent, high level of exercise is one of the most important predictors of whether or not someone will be able to keep the weight off.⁵⁰ A major finding of the NWCR is that a large part of regaining weight after losing it is due to the inability to maintain exercise habits for the long term.^{51,52}

While it may be easy or convenient to think that the reason why some people exercise and others don't is because the ones who do have



Successful weight losers control calories in several ways, including limiting how often they eat out at restaurants, rarely eating fast food, and limiting how many calories they drink



THE QUICK READ

- The National Weight Control Registry (NWCR) in the US is the world's largest database of information about individuals that successfully maintain long-term weight loss
- Each year the registry's 10,000 participants complete questionnaires about their current weight, diet and exercise habits, and behavioural strategies for weight loss maintenance
- Living with intention is a habit that eliminates the random approach to weight loss maintenance in favour of a methodical one that leads to results
- Self-control, incorporating delayed gratification, is another key habit
- Successful weight losers consume fewer daily calories than the general population
- Those who maintain long-term weight loss are more highly likely to eat breakfast daily, and to consume low-fat, high-carbohydrate diets
- They are also more likely to exercise a lot every day, burning significantly more calories than the general population.

the time and resources, like access to a gym or personal trainer, or because they simply like to exercise, the NWCR has shown that what makes a successful weight loser exercise has little to do with these factors. Whether or not someone exercises comes down to his or her commitment and the creation of and persistence in the habit (see habit 1. Live with intention).

This feature has been adapted from *Lose It Forever: The 6 Habits of Successful Weight Losers* from the National Weight Control Registry by Jason Karp, PhD. **N**

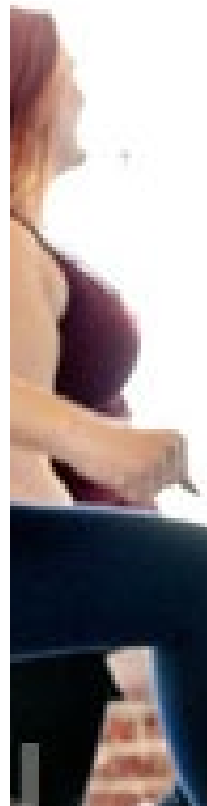
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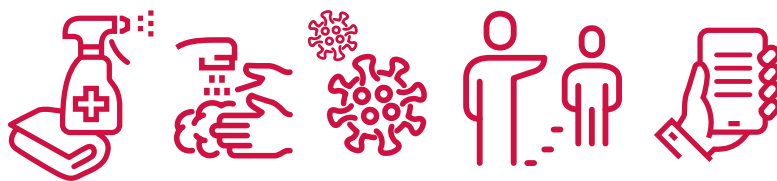


Dr Jason Karp, PhD

A competitive runner since sixth grade, Jason pursues his passion every day as a run coach, exercise physiologist, bestselling author of 10 books and 400+ articles, speaker, and educator. He is the 2011 IDEA Personal Trainer of the Year and two-time recipient of the President's Council on Sports, Fitness & Nutrition Community Leadership award. His REVO₂LUTION RUNNING™ certification has been obtained by fitness professionals and coaches in 25 countries. His latest book, *Lose It Forever: The 6 Habits of Successful Weight Losers* from the National Weight Control Registry is available on Amazon.



Supporting the Exercise Industry in New Zealand



ExerciseNZ is supporting the industry by making its COVID-19 resource pages FREE to everyone. These resources are designed to support those who operate a business (either a facility or as an individual) that provides exercise options to the New Zealand public on how to do so safely within a COVID-19 environment.

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Recovery isn't easy, but there is hope



Right now it would be difficult for most of us in New Zealand, and Australia, not to feel very privileged, and perhaps even lucky. Unlike people in many countries, we are able to live relatively normal lives, and to operate our exercise businesses with relatively few restrictions. We are all thankful for this, not only in our roles as business owners, trainers, instructors and coaches, but also as consumers of exercise – our physical and mental health matter too, right?

It's clear when looking at the countries that are relatively open, and have COVID-19 under a high degree of control, that, when permitted to do so, people want to return to 'normal' routines. This includes face-to-face interaction with other humans in exercise facilities, exercise classes, and 1-to-1 PT sessions. While many other countries still have gyms closed, or open under massive restrictions that force businesses and trainers to survive on whatever business they can get online, New Zealand and other 'open for business' countries have shown that the exercise industry can and will return to a similar mode to pre-COVID.

With that said, it's not all roses. While we can consider ourselves fortunate not to be in a country where gyms are closed, and not to work in an industry where our ability to operate has been massively disrupted for years (think airlines, major events, tourism and travel operations), it's also clear that things are far from 'back to normal'.

Our mid-2020 research showed us that, as an industry, we returned to 85-90% of previous business activity relatively quickly (around six to eight weeks post major lockdowns), and many would say this level is survivable. However, these types of statistics hide a harsh truth – these are averages. For every club at 100% there is another at 80% or less. For every trainer with 25% more clients, there is one with 50% less. Some geographic locations are being hammered, whereas others are growing. And none of this would have been predicted, nor planned for, pre-COVID.

Added to this is the cumulative 'battering' from small, but almost regular, regional lockdowns in Auckland. While the economic impact from these is real, perhaps the greatest impact is on the confidence of both the consumer (their willingness to spend) and operator in planning for the next six months, let alone the next six



weeks. Cumulatively, this economic loss and confidence loss matters and has made many feel helpless.

I'm reminded at times like this of one of the Mental Health Foundation's best pieces of work that used the phrase 'It's OK to not be OK'. Right now, it's not only OK to feel a range of negative emotions related to the environment you operate in, but also to accept that feeling this way is not a sign of weakness, but a recognition of where you may be at right now.

With that said, as always, it's about the choices we make given the situation we face (as good or as bad as that may be), and we can gain solace from the facts that not only are we as a country doing well, but as an industry we can and will rebuild, as people look for ways to reconnect and re-engage with others on a personal level. What more positive way to do that, than through exercise?

Just as pre-COVID, exercise can play a role in helping to overcome many challenges faced by society and individuals - and if we seize the opportunity, it can help us grow both individually and collectively as an industry. We also need to be mindful that not everyone around us will be OK, and that if they aren't, we should be there for them, both as a fellow exercise professional and fellow human being.



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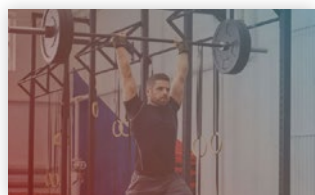
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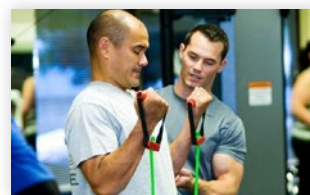
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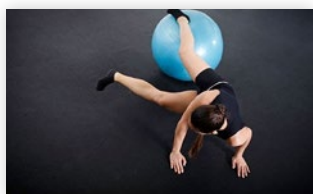
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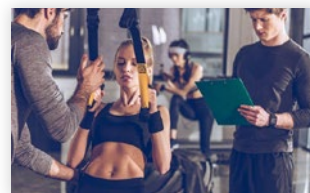
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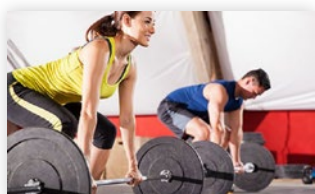
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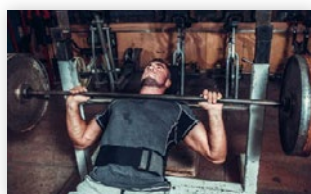
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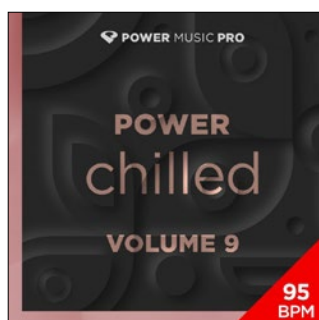
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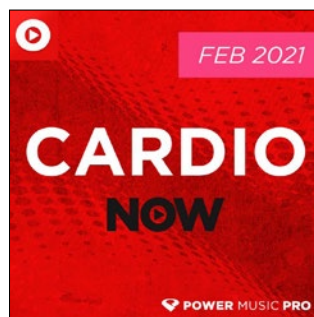
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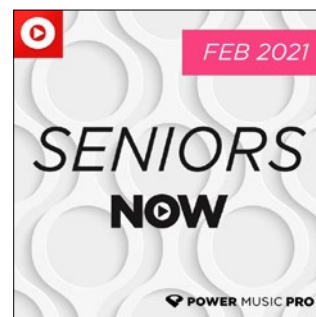
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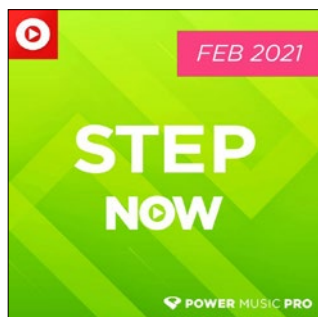
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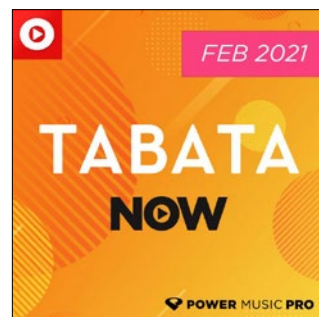
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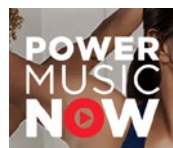
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