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NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SPRING 2016

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Let's get immersive and heighten the senses



It's always interesting to see which fitness-related stories get picked up by the mainstream media. Often it's negative reports about fad diets, body shaming and extreme workouts unattainable by mere mortals – after all, who doesn't like to tut-tut and roll their eyes at these misguided souls?

It's always good, therefore, to see more positive stories getting noticed. Recently, reports on 'augmented fitness' and 'entertainment' have been gaining traction, in part due to the large crowds they are drawing. Kayla Itsines, a fitness instructor and PT from Adelaide, has been attracting thousands of devoted fans to her fitness tours at venues around the world, thanks largely to her legion of over 5 million Instagram followers. Sydney, meanwhile, recently saw the BUF Girls Bootcamp teaming up with a radio station to deliver what it describes as a 'fun and immersive fitness experience' to hundreds of women.

No strangers to mass fitness participation, the team at Les Mills have also embraced the concept of immersive fitness. As the company's Immersive Product Manager, Chris Richardson, explains in his feature on page 6; 'the trick is to actively engage the people attending our facilities by providing an environment that

heightens the senses, creates the desire to repeat the experience and, most importantly, encourages them to share it with others.' Les Mills is using technology to do this in its audio-visual cycle class, THE TRIP. In his column on page 9, Network's Executive Director, Nigel Champion, also discusses the 'exciting experience with an element of exclusivity' that is fuelling the growth of boutique clubs globally.

What these differing options have in common is their delivery of inspiring experiences that take the chore out of working out and put the fun and community in. The fact is, many people do not enjoy exercising enough to make time to do it. The concept of distracting participants from the hard work by making fitness fun may not be new – but, evidently, there are always new ways to achieve it. Are you ready to get immersive?

Oliver Kitchingman, Editor
 editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

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

EDITOR

Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 10 September 2016 and conclude on 25 October 2016. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor at 47 Hume Street, Crows Nest NSW 2065 and will be notified by email no later than 15 November 2016. Full terms and conditions can be obtained at fitnessnetwork.com.au/competition-terms-and-conditions

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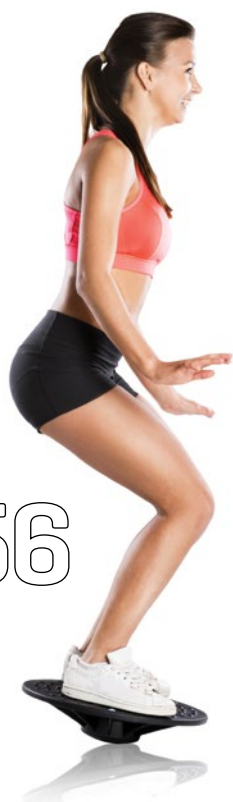
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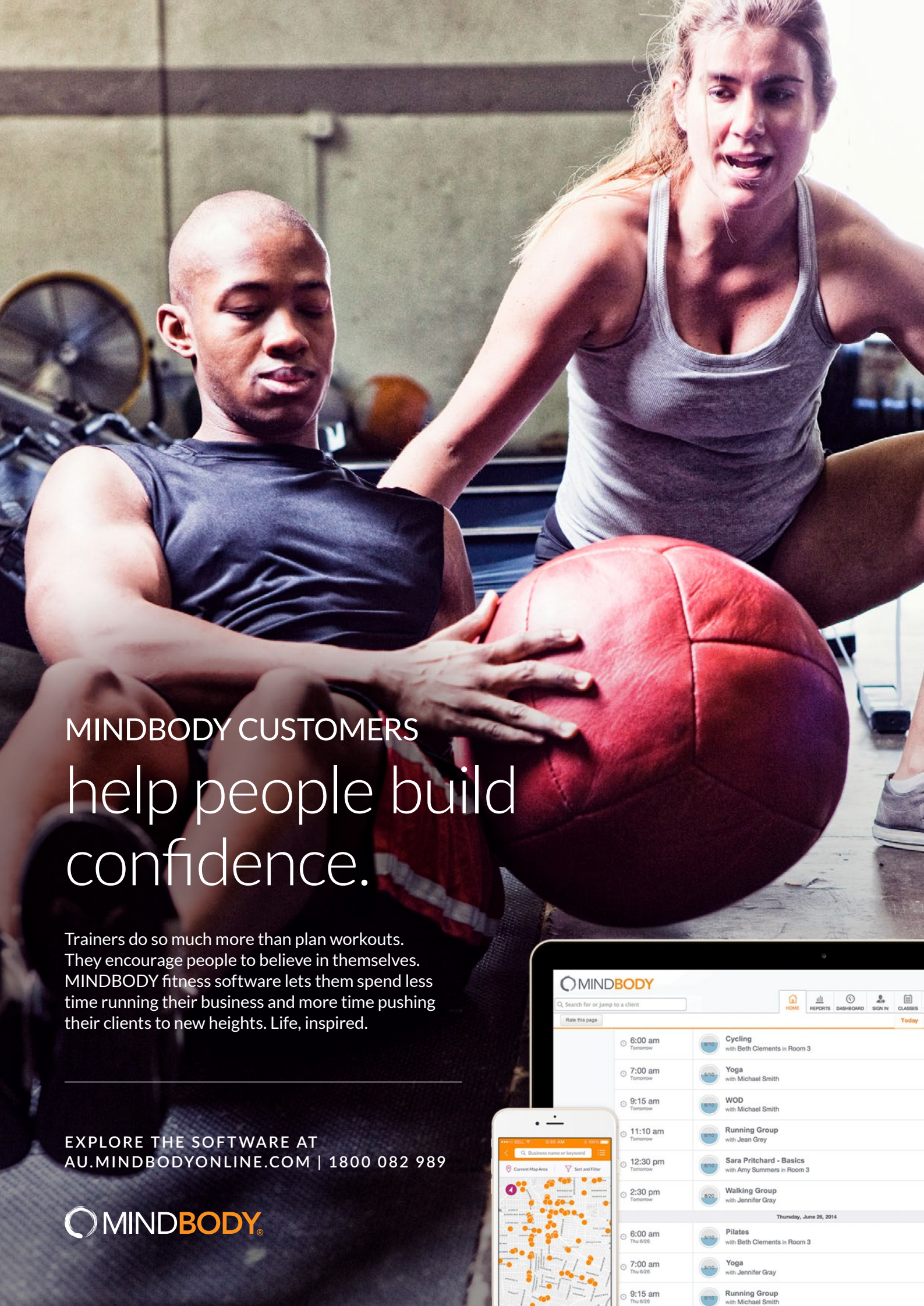
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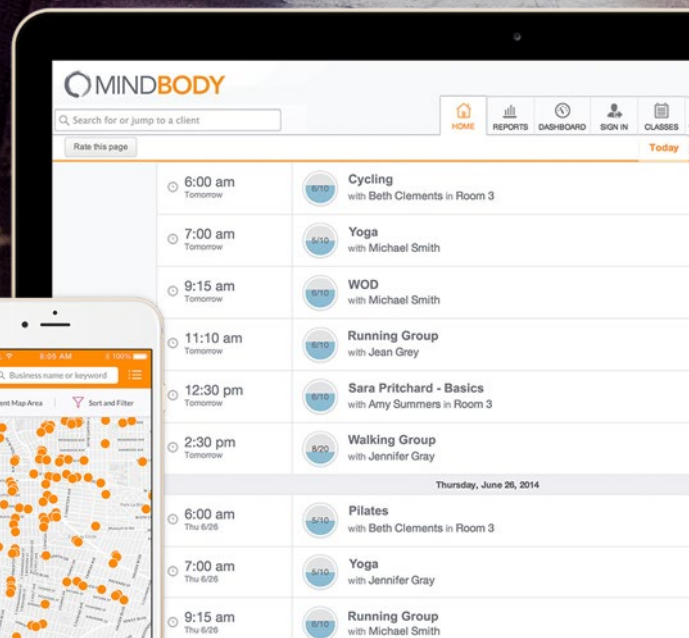


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PERSPECTIVE

REFLECTIONS OF INDUSTRY LEADERS

The Immersive Product Manager for LES MILLS asks, are we making the most of the opportunity when someone steps into our club?

WORDS: CHRIS RICHARDSON



How often do we hear or see the words ‘the future of fitness’?

As the Immersive Product Manager for Les Mills International I’ve seen this thrown out there more than once or twice. In fact I’ve used the line myself on a few occasions.

Our fast-paced lives are quickly becoming inundated with fast-moving trends and cutting edge technologies designed to engage with a market that is becoming more and more distant from the person delivering them.

It’s the reality we live in, and the fact is, it’s OK. But as someone who has spent years attending and working in gyms, I always find myself asking the question, ‘Are we making the most of the opportunity when someone steps into our club?’

In my opinion, the trick is to actively engage the people attending our facilities by providing an environment that heightens the senses, creates the desire to repeat the experience and, most importantly, encourages them to share it with others.

Average fitness experiences can become amazing fitness experiences with targeted investment in resources. As an ex-Group Fitness Manager and club consultant, I have spent a lot of time in this space.

For years now, Les Mills International has shared its experience and expertise with thousands of clubs, with a major focus on how group exercise can help clubs maximise attendance and retention.

Great studio design, music, workouts backed by science, and ongoing training for instructors to produce captivating and motivational experiences have always been at the forefront.

For clubs looking to go next level, it’s all about the immersive experience, an area I’m fortunate to be working in with a product called THE TRIP, co-created by Les Mills Jnr. The combination of an immersive audio-visual experience and a carefully calibrated 40-minute cycle program, it has riders moving through animated worlds where reality is stretched to create an immersive fitness experience.

Cinema-style curved screens and surround-sound amplify the experience and fill the senses. Tiered studios provide the

best seats in the house (or in this case the best place in the pack), and a control panel on the lead bike provides instructors with fingertip control of sound, lights and screen.

Unlike a conventional cycle class where the instructor is on a stage facing the audience, THE TRIP instructors face the same way as the class, creating a more inclusive environment. The training they receive highlights the importance of immersing riders in the experience by minimising technical language and allowing riders to let their own imaginations be part of the ride. At the same time, clear direction is provided to ensure the workout factor is maximised and riders leave feeling successful.

Cycle classes often allow riders to dissociate from the logistics of the workout because of the intensity of a music track or the way the instructor is teaching. But with THE TRIP, a whole other level of psychology comes into play. The perception of time and energy are affected without you really noticing.

When you’re looking at the top of the hill, you say to yourself, ‘I’m not going to back off early, because if I do, everyone’s going to roll past me.’ Your subconscious really starts to believe the experience, and you can go harder without realising it.

It’s a winning formula that is currently being delivered by a small group of clubs globally that have seized the chance to excite their members and participants. And while they are relishing the opportunity to energise their existing members, an even bigger opportunity exists to engage a larger group – the people who wouldn’t normally attend our clubs.

So whether it’s a full immersive fitness experience like THE TRIP, or simply one that engages more people with our clubs, let’s keep asking the question: ‘Are we making the most of the opportunity when someone steps into our club?’ **N**

Chris Richardson is the Immersive Product Manager for LES MILLS™, a role in which he provides direction and leadership on program design and development. A Program Coach for numerous LES MILLS programs and International Master Trainer, he says he has ‘the best job in the world’. lesmills.com/immersive-fitness

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INDUSTRY INSIGHT

| News, views and lessons learnt

Fitness Australia Symposium to focus on digital marketing



The 2016 Fitness Australia Symposium will this year be held on Friday 14 October at Royal Randwick Racecourse in Sydney. The event will aim to help attendees achieve greater success with customers by helping them to better understand, and harness the power of, digital marketing.

Featuring breakout sessions and panel discussions, the symposium is designed for everyone in the industry, from personal trainers and students, to business managers and gym owners.

The keynote will be delivered by digital strategist Fiona Bendall, about whom Fitness Australia's CEO, Bill Moore, says; 'She's developed key digital strategies in London and New York for world renowned companies such as the BBC and Virgin, so as an industry, we'll be looking to take as much of her expertise on board as possible as we collectively go in search of best practice.'

Symposium sessions will be presented by leading experts who are shaping modern businesses through digital streams and lead generation. The day promises to present an opportunity to learn from first-hand experience in order to transform and grow your business.

In addition to exploring the latest digital marketing trends and best practices, the event also presents a chance to network with industry influencers and peers. The #ActiveAchievers Awards, partnered by Australian Fitness Network, will also be presented at a dinner event being held on the evening of 14 October.

For details on the #FASymposium16 go to awards.fitness.org.au/symposium



Pasta not the villain previously claimed

The Mediterranean diet, as we all know, has long been held up as a shining example of how to eat for a long and healthy life. Often conspicuous by its absence from advice on this style of eating, however, has been that staple of many Mediterranean dishes – pasta.

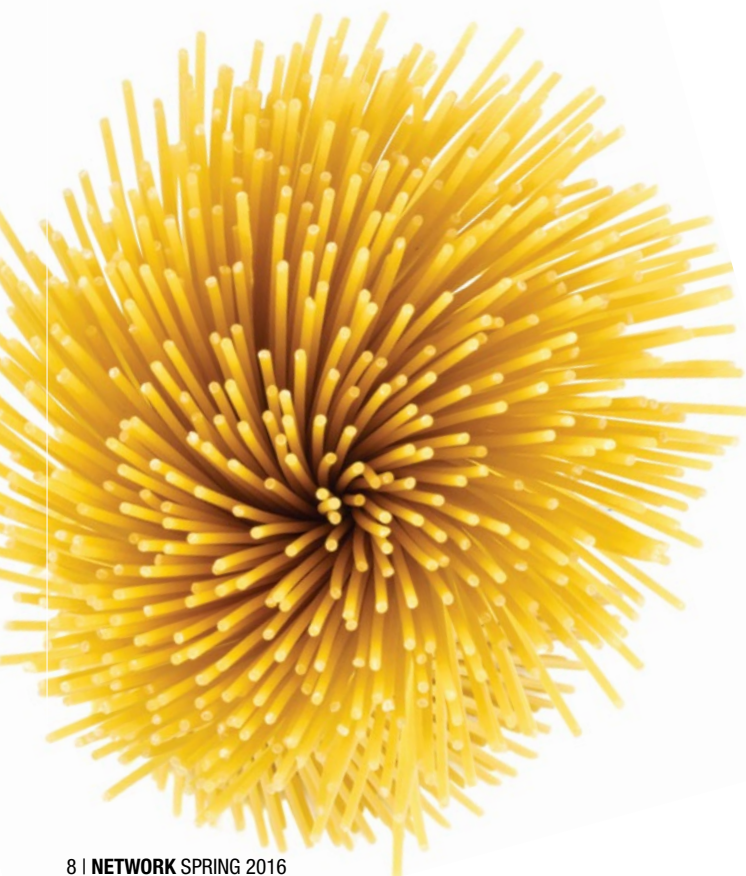
Due to its carbohydrate-based calories, pasta is usually cast aside by those attempting to lose weight. Farewell fettuccini, arrivederci linguine.

The days of those sad break-ups may now be over, however, thanks to the findings of a recent study carried out by researchers from, you guessed it, Italy.

Data from 23,000 individuals was examined to identify the relationship between pasta consumption and certain weight parameters – with surprising results that could put macaroni back on the menu (when consumed in moderation – now that's a whole other challenge).

Study author George Pounis reported 'By analysing anthropometric data of the participants and their eating habits, we have seen that consumption of pasta, contrary to what many think, is not associated with an increase in body weight; rather the opposite. Our data show that enjoying pasta according to individuals' needs contributes to a healthy body mass index, lower waist circumference, and better waist-hip ratio.'

Source: Nutrition and Diabetes





The way we were...

In April 1992, *Network* featured a profile of Justin Grant, 'Australia's power walking guru' and inventor of backpack-like portable music system the Mobile Master Blaster. "It has been hard to promote fitness walking as a class because people don't see the value of going into a gym and paying for something they perceive they can do at home" Grant lamented.

Elsewhere, the issue of tax-deductible expenses for fitness instructors was discussed after several Network Members had claims disallowed "largely because the tax assessor was unfamiliar with the requirements of working in the fitness industry". Everything from footwear to ongoing education had come under scrutiny. "Aerobic tapes were not an allowable expense because they could be used for entertainment when not used in teaching. It was pointed out that they would have to be left at the centre when not in use." Leotards, meanwhile, "were deemed unnecessary and not specific to employment and could not be claimed unless they had 'staff' or the club logo on them."

1 thing I've learnt

Annette Lackovic, Fitness Sales Expert
annettelackovic.com

"One thing I have learnt in my years in sales is that the more things your customer has to believe about your product or service, the more No's you will get. Sometimes less is more – and this is one of those instances.

When selling memberships or training, people too often try to sell the prospect all of the benefits they will gain in addition to achieving their number one stated goal. For example 'You'll lose weight, tone up, get fit and get more energy'. That's four things they are being asked to believe in the sales process.

It's understandable that we get passionate about the many side effects of getting fit – but it pays to have a laser focus with your conversation and stick with only one benefit – their ultimate goal. You can talk about that one thing by addressing their frustrations, concerns, desires and then presenting the solution.

Talking about just that one thing will greatly increase your conversions."



What can we learn from the growth of the boutiques?



Boutique fitness clubs are no longer luxury enclaves to a handful of elite fitness fanatics; in the past five years they have become a global phenomenon that is disrupting not only mainstream health clubs, but also small box 24-hour operations. Boutique brands enjoying huge growth, some locally and some overseas, include Soul Cycle, CrossFit, Orange Theory Fitness, Pure Barre and

F45 – and many more are rapidly emerging. According to a 2014 Life Fitness report, the number of boutique clubs in the US grew by 400 per cent between 2010 and 2014.

The 2013 AC Nielsen Report stated 'Preferred exercise spaces are shifting – despite their high cost, small boutique clubs with a single activity are now the second most popular venue' and the 2014 IHRSA Health Club Consumer Report showed that boutiques had 21 per cent of the \$22 billion US fitness market.

So what's so special about the boutique concept? On the surface it's quite simple; give a small space a cool appearance and populate it with committed instructors delivering consistently great workouts. Done correctly, this results in an exciting experience with an element of exclusivity for the user – and significantly higher revenue per customer than traditional health clubs for the business operator. Soul Cycle, for example, charges around \$35 for a single class, whereas a traditional club just across the road that also offers indoor cycle classes charges just twenty dollars more for an all-inclusive monthly membership. Clearly, the boutique model is the far more profitable.

Our industry delivers a wide range of fitness offerings, including pre-choreographed group exercise classes, HIIT sessions, traditional strength training, boot camps, Pilates, yoga, aqua classes, functional training and more in an effort to cover the wide range of consumer wants and needs. However, Gen Y (aged between 18 and 35) are excited by personalisation and the boutiques are satisfying this desire by offering focused workouts delivered by rock star instructors who live and breathe the brand. The higher profitability of the business model has enabled boutiques to recruit and retain instructors by compensating them far above the normal industry pay rate. In fact, many boutiques pay their instructors a base salary and then a bonus based on participant numbers. It's not uncommon for marque instructors to be paid \$200-\$300 per class.

Boutiques provide a tremendous opportunity to attract more consumers into our industry at a higher price point. Many operators of the traditional club model are embracing the boutique concept and incorporating it into their facilities. One Fit n Fast club in Sydney, for example, recently incorporated YogaBar into its business model. Could you learn some lessons from the success of the boutiques?

Nigel Champion

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



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Be warned though – this program is not for the faint-hearted. If you want to know – either for yourself or your clients – how to generate massive power, enhance coordination and balance, revolutionise the physique, and blast fat, then this course is for you.

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TRAINING CLIENTS POST-JOINT REPLACEMENT

With our ageing population, and the increase in older people working out, you are more likely than ever to find yourself training clients with joint replacements.

WORDS: PHEBE COREY

According to the Australian Orthopaedic Association's 2015 annual report, the number of both hip and knee replacements are increasing each year, with 43,183 hip replacements and 54,277 knee replacements reported to the registry in 2014. Despite them being performed more often, they remain a major surgery requiring appropriate rehabilitation. Understanding the post-op recommendations and precautions is vital for you and your client to return to training both safely and confidently.

Reasons for joint replacements

In general terms, the purpose of a joint replacement is to remove diseased or broken parts of the joint and replace them with artificial parts. The goals of replacement surgery are therefore to:

- decrease pain
- improve joint range of movement
- improve overall function.

The most common reason for this is osteoarthritis, and surgery are usually elective when conservative treatments are no longer effective.

Another major reason a joint replacement is required, in particular of the hip joint, is due to a fracture, most commonly a broken femoral neck. The most common risk factor for sustaining a hip fracture is osteoporosis, and this should be flagged early on in your client's training history and kept in mind during their return to training post-op.

The different types of replacements

There are three main types of replacement for both the hip and the knee; total, partial and revision.

Hip

- Total hip replacement involves replacing the femoral head (ball of the hip joint) as well as the acetabulum (socket of the hip joint).
- Partial hip replacement, in which only the femoral head is replaced, most commonly due to a fracture, as mentioned above. In some instances these fractures are managed with dynamic screws, however the decision will depend on the severity, patient's age and surgeon's opinion.
- Revision surgery for reasons including loosening of the parts, dislocation, fracture or infection.

Knee

- Total knee replacement involves replacing the complete joint surface of the femur and tibia.
- Partial replacement of the femoral and tibial joint surface on either the inner or outer side (most commonly the inner/medial side due to biomechanical loading)
- Revision surgeries are performed for similar reasons to the hip.

The role of a physio

While still an inpatient, the physio's role is to



The 30-second article

- You're increasingly likely to find yourself training clients with hip or knee joint replacements, especially if you train older adults
- There are three main types of replacement for both the hip and the knee; total, partial and revision
- Post-surgery, the patient will be advised of movement restrictions to adhere to, so ensure you touch base with their physio before prescribing exercises for your post-op client
- Be especially vigilant when training post-op clients to ensure they practice good technique and avoid compensating and incorrectly loading other areas.

get the patient moving. Depending on the type of surgery, they may be allowed to weight-bear immediately, often starting with the use of a gutter frame and physical assistance by the physio and nursing staff. The physio will then guide their range of motion exercises and educate them in regard to movement precautions, icing and compression.

Hip precautions are very important post-op, and it is essential that the patient is frequently reminded to not bend the hip further than 90 degrees; not twist the hip inwards (internal rotation); and not cross the midline of the body (abduction).

The reason for the precautions is to avoid a dislocation of the new hip, which unfortunately is not uncommon. The duration the precautions need to be adhered to varies, depending on the surgeon and client (in particular if they have a history of dislocations), with some lasting only six weeks and others recommending to avoid long term. For a fractured femoral neck managed with a dynamic screw as mentioned above, there are usually no hip precautions. Hence why it is important for you to be aware of the type of surgery and consider potential precautions when you are designing training programs for these clients.

As a physio, the main recommendations I highlight to patients in regard to avoiding the above movements include:

- sitting in a higher chair where their hips are always higher than their knees
- using a cushion to elevate the hips when sitting, if a low chair is unavoidable
- using a pick up stick to pick things up from the floor
- alternatively, if a pick up stick will not suffice, bending down with the non-operative hip only by extending the operated leg out behind, keeping it straight

- avoiding bending to put shoes on by wearing supportive shoes that slip on/off and utilising a shoe horn with a long handle (or having someone help put them on)
- sleeping with a pillow between their legs if they are a side-sleeper (to avoid the leg coming across the midline).

After discharge home (usually with either a frame or crutches), the physio will work with the patient through an outpatient role with the goal of progressing their gait aid (e.g. frame > crutches > one crutch/stick > no aid) and commonly recommend activities including hydrotherapy, stationary bike and clinical Pilates in the initial stages.

Monitoring for complications is also another important role, in particular for infection and deep vein thrombosis (DVT). Personal trainers should also be on the look out for signs of a DVT, which include pain, swelling, warm/red skin and tenderness (usually around the calf). A DVT can lead to life-threatening conditions such as a pulmonary embolism, so if you are suspicious at all, send them straight to the doctor. Signs of infection (around the scar) include redness, warmth, tenderness to the touch, pus or drainage and bad odour, and potential fever/chills. If you are concerned, recommend that they cease training and consult a doctor as soon as possible.

Returning to training post-op

Whether they are a past client returning to you post-op, or a new client with a history of a joint replacement, the following points are important:

- Check with them regarding any remaining precautions (as mentioned this can vary person to person). If they have been advised to avoid flexion past 90 degrees then adapt either the exercise e.g. avoid deep squats, or the equipment, e.g. raise the seat of the exercise bike.
- Despite the surgeon and physio's best efforts, they may have residual joint stiffness that can limit certain movements, for example lacking full knee extension can alter hamstring length and strength and may be associated with weak quads. Therefore it is important to monitor their technique on certain exercises, e.g. a dead lift, to avoid compensating and incorrectly loading other regions such as their lower back.
- After knee replacement, many people find it difficult to kneel (even months or years later) post-op depending on their range of motion, pain levels and fear of damaging the prosthesis. If they are unable to kneel, adapt your exercises to seated or standing position if possible.
- Swelling can persist for several months post-op and can be managed using ice and compression garments. The benefits of compression are well documented, in particular the effect on



blood flow and circulation, therefore wearing a compression garment during activity can assist in reducing swelling during and after activity.

Top tips for clients with joint replacements




1. Touch base with their physio and don't hesitate to ask any questions, no matter how basic, in particular with regards their precautions. The client will appreciate you being careful and it could also assist in regard to your liability should something unfortunate happen in your presence (for example if your client dislocates their hip).
2. Keep in mind that other joints, including shoulders, can also undergo joint replacements. The precautions and rehab procedures can vary dramatically depending on the surgery. So again, don't be afraid to check in with their physio or even their surgeon.
3. Focus on functional training that will help them improve day to day, as having difficulty with the simple things, such as stairs or standing from sitting, are often the reason they had their joint replaced in the first place.
4. Keep in mind that often those who underwent elective joint replacements for osteoarthritis may also be suffering in other joints of their body. Non-weight bearing exercises, such as the bike or cross-trainer will be more favourable for these clients.
5. Be mindful of your clients' comorbidities and incorporate training principles to address these. For example, balance exercises for falls prevention in clients with osteoporosis may assist in preventing a fracture that leads to a joint replacement. After all, prehab is the new rehab! **N**

Phebe Gorey is a physiotherapist and the founder of Artificfit Joint Supportive Compression Wear. Phebe was a semi-finalist in *The Australian Women's Weekly* Women of the Future competition in 2015 for her brand and vision of empowering women to stay active. artificfit.com

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GROUP EX, MIND BODY AND TRAINING INSPIRATION

This quarter we focus on strength. Take a minute to read these overviews, and then watch the accompanying videos at fitnessnetwork.com.au/upskill

Let's grow strength – both physically and mentally



Ahhh, Spring has sprung! The new growth inspired me to develop sequences, blocks and routines with our presenting team that will grow your participants' strength.

From increased bone density and metabolism, to reduced resting heart rate and improved balance, strength training elicits huge physical benefits, and also has the power to improve mental health.

This issue's featured presenter, Dominic Gili, takes us through an excellent water workout that incorporates dumbbells to increase resistance for the upper body. It's challenging, but your body will love you for it. Master Trainer Dan Henderson, meanwhile, coaches three different ways to pull the battling rope to increase core and upper body strength.

Global Master Trainer Virginia Winsemann delivers a beautiful strength sequence in bodyART, focusing on lower body strength by using dynamic lunges and

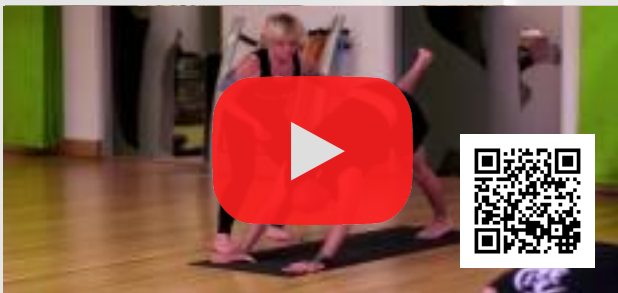
single leg lunge to really make a difference.

And finally, I take you through one of my favourite high intensity workouts using the Step. Far from your typical Step workout, it's more circuit-style using the Step as a tool.

We thank our friends at Elixir Bondi and Primal NRG Fitness Gym for their help in the filming of these videos.

I'd love to hear your feedback on the clips – what you loved, what you didn't – in fact, any thoughts or questions, just get in touch.

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



bodyART: The art of strength
with Virginia Winsemann

Moving through a series of moves known as the bodyART clock, we stop in the lunge position. Reciprocal arm actions combine with lunging and reaching to focus on length, strength and control. Lateral flexion is then layered in to allow multidirectional elongation and myofascial arm lines while continuing dynamic lunges. Next, balance pose (single leg lunge) provides isometric quadriceps and balance challenge with a variety of options and technique cues included. Before changing legs we complete the sequence, moving into V-pose to perform alternating leg extension with spinal flexion, which incorporates spinal mobility plus upper body and core conditioning. For more workouts visit bodyARTmedia.com



AQUA: Stronger in every direction
with Dominic Gili

A unique benefit of water workouts is the multidirectional resistance it offers. The water's viscosity, drag force and frontal resistance enable an efficient double concentric workout, allowing participants to work opposing muscle groups within the one exercise. This upper body-focused workout starts with the base move Cross Country and explores ways to maximise resistance by altering body shape to increase surface area. We then isolate the upper body and include resistance equipment with a stable base keeping the feet anchored to the floor – a real challenge in the water, as the core and stabilisers work hard to counter the effects of buoyancy while one arm moves through the water.



STEP: Strong as steel abs! with **Stephen Parker**

One of my most popular workouts with my clients and participants focuses on the abdominals. I prefer to deliver the workout using high intensity functional moves that load not only the abdominals, but also every major muscle group and joint in the body, as this offers strength, fitness and fat loss benefits, all in the one workout. This particular routine features three different core exercises, with each performed continuously for 30 seconds, followed by 30 seconds recovery at the end. If you lead your participants in performing 3 to 5 sets, within a month they'll have abs as strong as steel, which will also give them better posture.



ROPES: Battling ropes for strength with **Dan Henderson**

Battling ropes are not always considered a traditional strength training tool. However, the strong man pulls, ideally using a longer rope, are a terrific series of exercises for developing strength endurance. To perform the movements, the rope can either be wrapped around an anchor point or held by a partner. The more wraps around the anchor point, the greater the resistance. The tension is not constant with the anchor point, as the rope snags. Using a combination of pulling and pushing motions and different body positions, such as standing, kneeling, seated and plank, you can develop strength endurance and challenge stability in unique ways.

 Watch these videos at fitnessnetwork.com.au/upskill



PRESENTER PROFILE: **DOMINIC GILI**

Dom is a highly regarded aqua fitness presenter and swim instructor who trains people of all ages and abilities on a daily basis. Passionate about sharing his knowledge of water and wellbeing, he has been teaching since 1993, and also plans and delivers aqua fitness workshops and new instructor training across Australia.

A regular contributor to fitness industry publications, in 2012 Dom was named Australian Fitness Network's Author of the Year. He has a reputation for innovative and challenging water workouts, teaching a variety of classes including Aqua Boot Camp, Flipper Fit and Aqua Gymstick.

Dom applies his industry experience and knowledge to managing a number of successful businesses, including AquaFitnessOnline.com and LittleMonstersSwimSchool.com.au.

Looking ahead, Dom plans to continue touring Australia presenting aqua fitness instructor training, and to initiate a national mentoring program for up-and-coming aqua instructors and presenters.
AquaFitnessOnline.com

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MINDSET COACHING:

LET'S BURN THE STATUS QUO MENTALITY

By recognising three harmful mentalities that can keep you or your clients stuck in a rut, you can take positive steps to change your future.

WORDS: GREG SELLAR

If you're not moving forwards, you're moving backwards. This is true because the world around you stops for no one, and that pace of change is getting faster and faster.

When one year looks and feels the same as the previous, then you can safely say you're in the status quo. As we delude ourselves that life is 'comfortable', years go by before we realise that all our hopes, plans and goals for the 'future' should have been achieved, or at least acted upon by now.

If the status quo is the current standard of the most popular way of doing, thinking and feeling, then I'm up for burning it. It is the root of all evil. Assimilation to the status quo is easy because we want to fit in. We're wired to think that if most people believe something, it must be right, or if most people do something, it must be the best way of doing it.

A friend refers to those stuck in the status quo as 'sheople' (half people, half sheep), as they endlessly re-live Groundhog Day in the hope of either winning the lottery or someone knocking on their door to change their life. It's not happening. Ronald Reagan once summed it up by saying 'Status quo, you know, is Latin for 'the mess we're in'.

Too much time spent chasing or living in the status quo results in a fixed mindset where, because of our conditioning, we can't recognise that there are many pathways to success outside of traditional thinking. The problem is the enormous amount of people who want things to stay the same. The status quo wouldn't be the status quo if most people didn't support it.

According to the website refinethemind.com, there are three harmful status quo mentalities, any of which will see you wishing you were somewhere else, doing something else with someone else:



*The
mess
we're
in*

1 If someone is challenging your viewpoint, they're wrong and you should react in a hostile manner

This comes from the mistaken thought that there is a 'right' and 'wrong' way of doing things. It leads to a population unwilling to revise their views on just about anything. The hostility is built out of fear – fear of new things and of change. The strategy to overcome this is to listen and open up the possibilities for yourself. What has the other side got to say – and are you listening to them, or just hearing them with your own viewpoint still front-of-mind? Hearing is a sense, but listening is a skill. Better listeners will have more chance of seeing other paths to success.

2 You should do something that you don't enjoy now in order to do what you do enjoy later

It's how we've operated for the last 150 years – get the job, work for 40 years so you can retire and do what you want. It results in people working in jobs they hate (71 per cent of people according to *Forbes* magazine, 2011). It starts with students majoring in 'safe' subjects they despise at school because they think that's what is expected by society or their parents. Long term, we see people clinging to routines, leaving them depressed and angry because they're afraid

to do something new. Don't wait. If you like or want to do something now, just do it. There won't be any magic sign or perfect time. The time is now.

3 If someone doesn't conform to what is 'normal', they're weird or should be shunned

Most people put 'normal' on a pedestal, but what is it? It doesn't exist, because as we know from the saying 'the map is not the territory', how we see the world is different for every single one of us. When 'normal' is the goal, anything that violates it becomes the enemy, and it's a big part of the reason we see people hanging onto old ideas that lead to judgement, gossip and bullying. Try to appreciate that everyone is different, and just because they don't conform to what you consider normal, doesn't make them wrong. Maybe you have outdated views and might be equally abnormal to others? It's swings and roundabouts.

The status quo mentalities are familiar to us all at some level. If they are the factors stopping you or your clients from moving forward, then you have to recognise that they exist and take positive steps to change them – now. **N**

Greg Sellar is a performance coach and serial 'life hacker', challenging people to change the way they think and act. With a degree in Sports Science and a Diploma in Coaching, Mentoring and Leadership, he has worked with some of the biggest names in global fitness. teamlifehack.com



LEADING THE WAY

EARN YOUR FREE CEC!

Every issue of *Network* magazine includes an article linked to a FREE 1-CEC exam, which you can complete at fitnessnetwork.com.au/cecs. This quarter, the multiple-choice exam is based on 'Mindset coaching: Let's burn the status quo mentality' and two other online articles by Greg Sellar.

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REAL WORLD PT

KARLEEANNE CHAU
PT STUDIO OPERATOR
VIC



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

? Business name:

Hot & Healthy Personal Training,
hotandhealthy.com.au

? How long have you been a PT?

10 years

? Are you full time or part time?

Full time PT and studio operator, working with my team of 3 other PTs and a physiotherapist.

? Why did you become a trainer?

After having my first child, I decided I wanted a career that could be flexible and allow me to work around my family.

? Do you specialise?

Yes, my specialty is small group personal training.

? What's your signature style of training?

Animal Flow, Bodyweight training, TRX, ViPR and THUMP Boxing.

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

35 to 40 hours.

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

5 to 10 hours a week

? What hours do you work?

Monday to Friday I work splits of 6:30am to 1pm and then 6 til 9pm. On Thursday, Friday and Sunday I spend an hour or two on admin.

? What do you do in between training clients?

Kayak, run, bodyweight training, eat, dance and raise three children!

? How much do you charge for training?

Our packages are detailed on the website. I ask for a minimum 13-week commitment and offer two packages, GOLD (all inclusive) and SILVER (PT only).

? How many clients do you have?

Currently 120 regular clients visit our PT studio on a weekly basis.



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

I have attended FILEX every year since becoming a PT, as well as fitness workshops for areas I am interested in and programs I believe are going to reshape our industry. Online courses don't work for me as I love being around other exercise professionals and sharing our experiences, expertise and skills.

? How long do your clients stay with you?

60 per cent of my clients have been with me for longer than 5 years, 20 per cent longer than 3 years, 20 per cent longer than 1 year and 10 per cent recent (I have these stats as I conduct an annual client survey).

? How do you get new clients?

Being located in a rural area (Phillip Island, Victoria) word of mouth, referrals and social media are my three main sources of generating new clients. I have a wonderful network of allied health professionals who are clients and/or close friends, which is also a great source for networking and education.

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

Always, I provide a complimentary consultation prior to any client commencing with me.

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

Three weeks ago I had a rather fierce looking dude come into the studio asking about my boxing classes. My THUMP Boxing classes are 90 per cent female and based on fitness and fun, and this guy looked like he wanted to unleash, so I gave him the details of our local MMA instructor and sent him on his way! It's important to know your client base, your limitations and what other exercise professionals offer in your area to refer on. Both parties can then feel better knowing they're getting exactly what they want.

? What makes you different to other trainers?

I have an undercut and lots of tattoos?! When you have that sparkle in your eyes whenever you talk, write, move and breathe about something you are passionate about, you know you have got what it takes and, after 10 years, it's still there... even at 6:30am!

? What's the best thing about being a PT?

It's a privilege to see any person at their most vulnerable or most celebrated. During my career I have worked with clients that have cancer, strokes, spouse deaths, troubled teens, relationship breakdowns, life altering weight loss, new business ventures, career changes, pregnancies, births, marriages and even instigated an engagement. Getting personal with my clients is my number one commitment and reward.

? And the hardest?

See above!

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

You'll earn \$100+ per hour and become a superstar... If you're in it for the money and fame, you should rethink your choice.

? Where would you like your career to take you?

My career has already taken me to some wonderful heights within my own PT studio and client base. I have proudly mentored numerous exercise professionals in their own careers. Next I would like to try my hand at presenting and consulting within our industry.

? What is your fitness philosophy?

My commitment to my clients has always been unrelenting: I give 100 per cent and ask for the same in return. I am a pioneer of change and growth – when I know my clients will benefit and enjoy their regular training sessions through the work and passion I provide, and are proud of me as their PT, I am fulfilled.

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

Don't take your job lightly, implement an administration system, find yourself a mentor (my door is always open), be happy and humble, but most of all ensure your clients are getting hot and healthy! **N**

Follow Karleeanne on Instagram @hotandhealthypt



FUNDING YOUR FITNESS START-UP:

WHAT TO DO (AND WHAT NOT TO DO)

When starting a new PT business, it pays to keep it simple, work hard and save before you invest in the bells and whistles.

WORDS: FITNESS AUSTRALIA

In the early stages of setting up a small fitness business, you may have big plans for what you want to do. From the latest exercise equipment, to eye-catching advertising or a custom-designed website, it's natural to want to do everything, all at once.

However, the challenge many new personal trainers face when starting out is that their savings may not be as big as their vision. Unless you're financially established or you have the option of refinancing your home to raise extra funds for your business, the two main options you're looking at are a credit card or a personal loan: both of which are forms of credit requiring monthly repayments. The key difference between them is that personal loans have a maximum loan term, whereas credit cards are a revolving line of credit, which means your debt can potentially keep rolling on. According to Giulio Avian, director of Fundsnational Lending Specialists (fundsnational.com), new personal trainers should think twice before going down the path of a personal loan or credit card.

'What can happen is that later in life people still have a residual debt, with the same credit cards they've had for years' says Avian; 'Say you buy some gym equipment for \$10,000 and you're paying 22 per cent interest, that's \$2,200 a year, and like any equipment, it depreciates in value, so in four years' time it may only be worth \$6,000.'

Hypothetically speaking, if you hadn't managed to pay any of your \$10,000 debt off in those four years, you could have contributed \$18,800 to a piece of equipment that is now worth \$6,000. It may sound extreme, but it's easy to see how this could happen if you aren't disciplined with repayments. So, what's the best plan for funding your business in the early days? 'What I would

advise young personal trainers starting out is to work hard, be careful with your money and save' says Avian; 'Keep it simple, provide your clients with a really good service and if you do that, the income will come. Then you've got to manage it and put aside 20 per cent to reinvest into your business.'

Handy savings tips

1 Start off simple

If your business is new, resist the urge to splurge on the latest equipment, branded merchandise or a fancy website. Focusing on delivering a good service to clients, combined with a strong social media presence, is a solid way to grow your business in the early days. Once you're more established and you've refined your business direction, you can decide what equipment or other purchases are worth investing in.

2 Set a savings goal

If there's some fitness equipment or another purchase you're working towards, have a plan of how you're going to get there. Set weekly or monthly savings targets, and put your money away regularly in a savings account (ideally a dedicated high interest one, so you're not tempted to dip into it).

3 Keep your business lean

Regularly tracking your business earnings and expenses (ideally with the support of an accountant) is vital, so you know if you are profitable, or if there are areas you can save on. If you're spending a lot on petrol, for instance, see if you can group clients at a similar location in the same day or time block, to avoid multiple trips.

4 Be a savvy buyer

When purchasing your initial equipment, some items such as exercise mats will need to be new. However, others, such as weights and gym equipment, could be second-hand, provided they are good quality and in good condition.

5 Tackle debts

If you have debts, tackle the ones with the highest interest rates first, and look at rolling them all into the one loan if possible. Also, aim to always pay more than the minimum repayments, so your debt is paid off at a faster rate. **N**

Fitness Australia, the peak national industry association, provides support services and guidance to over 30,000 exercise professionals, fitness businesses and industry suppliers nationally. Get more tips and resources to help you start or grow your fitness business from Fitness Australia's Business Toolbox, grow.fitness.org.au



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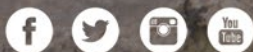
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YOGA FOCUS:

BOOSTING YOUR BANDHAS

In yoga, the utmost consideration of form and alignment is given to the points in the body that need to be contracted in order to preserve energy.

WORDS: LISA GREENBAUM

The practice of yoga dates back as early as 3000 BCE, as confirmed by the discovery of stone seals from that time depicting people sitting in meditative postures. If we follow the history of yoga as a physical practice (Asana), the poses were developed to help the body prepare to comfortably sit for long periods of meditation. These were poses to develop core strength as well as keep the hips open and limber. Over time, the poses continued to develop as callisthenic practices for young men in the military, where Astanga or Power Yoga was formed. Later on, yoga continued to evolve, becoming a more therapeutic practice as taught by BKS Iyengar and TKV Desikachar.

Throughout the evolution of the physical practice of yoga, the interesting thing to note for us in the west is the Yogi's consideration of form and alignment through the 'bandhas'. Bandhas or locks (translated from Sanskrit) refer to points in the body that need to be contracted in order to preserve energy (prana) in the body.

There are three primary bandhas:

1. Mula Bandha or Root Lock

The root, as in the base of our spine, refers to the exact location and sensation of drawing up our pelvic floor muscles. In fitness, we understand the importance of these muscles to fully integrate our core and provide stability for our low back.

2. Uddiyana Bandha or Belly Lock

This refers to how the belly draws in towards the spine while the spine pulls towards the belly, creating a sandwich effect to fully support the spine through all movements. Once again in fitness, this is an alignment cue we use for core strength and support.

3. Jalandhara Bandha or Throat Lock

This is the light contraction of the muscles of the neck and throat as a means to align our cervical spine. As we find ourselves often holding positions that defy gravity, it is important to ensure that our head and the delicate muscles of our neck are safely supported.

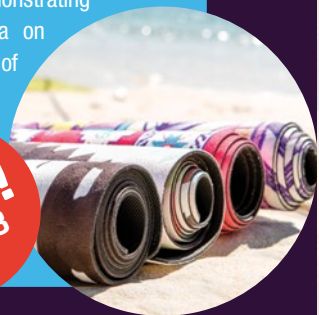
When we practice Asana, focusing on building strength by boosting our bandhas will actually allow the poses to feel more stable and lighter for our body. We begin to work with the sensation of creating internal strength while maintaining external softness. This allows us to discover the real flow that is yoga, even while holding a pose in stillness. If we say that we are only as strong as we are flexible, boosting our bandhas while at the same time softening into our poses creates a physical balance to the body and mind that is difficult to find anywhere else. **N**

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

This season's must-have yoga mat

Chuchka, the Yiddish term for 'trinket' or 'collectable' and the name of the creators of a range of stylish lifestyle items, has launched a collection of yoga mats that will be coveted by mind body practitioners everywhere. Bright and unique in their colour palette and design, they're also very functional. With a soft suede microfibre top and natural, eco-friendly rubber base, they offer the best quality grip for Pilates, yoga and every exercise class in between. In fact, the suede top will grip better the more you sweat – so you don't have to worry about slippery mats ever again. The mats come with a carry strap, so they're easy to transport to wherever your workout takes you. For your chance to win 1 of 3 Chuchka yoga mats, email editor@fitnessnetwork.com.au explaining in 50 words or less why you should be demonstrating your next trikonasana on one of these funky bits of kit. chuchka.com.au

WIN!
1 OF 3



YogaFit Instructor Training near you

A range of YogaFit Instructor Training workshops are taking place across the country this Spring. Upcoming dates: YogaFit Fundamentals, 9-11 & 16-18 Sept, Melbourne; 7-9 & 14-16 Oct, Sydney; 4-6 & 18-20 Nov, Perth; and 11-13 Nov & 2-4 Dec, Brisbane. YogaFit Level 3, 5-6 Nov, Sydney. YogaFit Level 4, 9-12 Nov, Perth; and 17-20 Nov, Sydney. YogaFit Level 5, 13-14 Nov, Perth; and 21-22 Nov, Sydney. YogaFit Meditation & Mindfulness, 7 Nov, Perth. yogafitaustralia.com



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DEAD QUITE

AN EMPTY CYCLE STUDIO IS A VERY BAD PLACE

2:28:29 PM

Many fitness clubs' cycle studios sit empty for up to 80% of their opening hours – leading to a loss in revenue, wasted space (and bikes) and a big missed opportunity.

If an empty cycle studio is haunting you, a discussion with your Account Manager could help make your studio a screaming success **02 6282 8192** or email **myclub@lesmills.com.au**
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ARE YOU ACCOUNTING FOR SOCIAL ACCOUNTABILITY?

Managed properly, the accountability enabled by technology can help you create a culture of connectedness, self-improvement and friendly competition in your club.

WORDS: MICHAEL JORDAN

Fitness doesn't exist in a vacuum: it is affected by changes in society, changes in technology and, of course, by the people who take part in it. Our members are not robots, they are human beings with flaws, desires and emotions – and fitness professionals know that all of this has to be taken into consideration when designing and implementing fitness services that will engage and motivate.

The world in which the fitness industry exists is changing. One of the biggest developments of recent years has, unquestionably, been the growth of wearable technology. Monitoring activity has been embraced by most fitness consumers – almost everyone owns some type of device, be it a pedometer, a basic activity tracker or something more sophisticated. We also live in a world where sharing via social media is the norm – everything from our social activities to food consumption and, of course, our fitness habits.

The good news is that the opportunities that the changing world presents for clients and for business are huge. A higher level

of interconnectedness and, consequently, a stronger sense of community, can be created within facilities. This enables fitness professionals to motivate clients like never before.

Recently, an independent review (by PhD student Anthony D Pizzo) of worldwide user data from wearables gave an interesting insight into what makes people tick in the modern fitness space. The review of a sample of 3,346 of the 300,000 plus MYZONE users worldwide found that friends do come with benefits – they can help you get fitter. Those connected and sharing workout information with friends via the MYZONE app were found to achieve 5.5 times the energy and activity output over the year than those with no friend connections. This is a powerful reminder of the influence that social accountability can have on a client's outcomes, and how technology and community are combining to change the fitness space.

Accountability needs more than just monitoring

As wearable technology develops, so do the expectations of consumers and our understanding and creativity around how we can use the information that can be obtained. Most clubs now have some level of monitoring and compatibility with wearables, but there's more to successful monitoring than just ensuring a member's watch can sync with a treadmill or recording a client's heart rate during a

session. The power of monitoring lies in its ability to motivate and connect people, and to achieve this two key elements are required.

The first is education for client empowerment. The results of monitoring will mean something to a client only if they understand the numbers they are seeing on the screen and how it affects their training. It's the role of trainers to simplify the data and help educate clients on key measurements so that monitoring becomes a way for the individual to learn more about his or her body and how they can control it and improve it.

The second element is how a club uses the results to connect people. If managed well, it can have a powerful effect on the membership base. It's important that no members are excluded and that an equal playing field is provided that allows young and old, fit and unfit to compare results. In



The 30-second article

- Technology presents an opportunity to foster a higher level of interconnectedness and a stronger sense of community in your club
- Research found that exercisers who used wearable tech to share workout information with friends trained 5 x harder than those with no friend connections
- Fitness professionals should empower clients by educating them about what the data displayed by wearables means and showing them how it can enhance their training
- The data and accountability enabled by technology is a way of building a culture of connectedness, self-improvement and friendly competition into the fabric of a club.



this way, a culture of connectedness, self-improvement and friendly competition can be woven into the fabric of a club. Monitoring shouldn't be limited to select classes at the facility and ideally not to the confines of the gym walls either. For maximum engagement, it should be built into the membership sign-up process and included as a standard part of a client's visit to the gym. A facility can then get creative about how they use the system to maximise motivation and member interaction. The options are almost endless, but some ideas include: electronic display boards in public areas of the facility; seasonal challenges; spot prizes; inter-club competitions; regular progress reviews built into membership; and public recognition for clients through the club's social media, e-newsletter and bulletin board.

Build community, build accountability, build business

Community is the future of fitness, you just have to look around to see that. From the fastest growing boutique fitness offerings such as CrossFit, F45 and various spin and yoga boxes, to the larger chains, franchise and independent clubs' recent push to implement more group training offerings – the key to the success of today's programs is their ability to bring people together in a social environment so that they become motivators and supporters for each other and create a positive culture that supports self-improvement and, often, friendly competition. Not all modes of fitness lend themselves naturally to being 'social' but this doesn't mean that the underlying principles of community can't be applied to achieve social accountability and other benefits.

Take a one-on-one personal training business, for example. At first glance, it may seem like there are limited opportunities to build a community and have clients interact, but look again. You could hold a free group training session each week, set challenges all clients can opt into or use a closed Facebook page to report results and encourage chatter and idea-sharing between clients, hold regular social events and give everyone a branded team t-shirt.

The value of offering platforms and opportunities for members to interact with each other reaches beyond the motivational benefits for clients and straight to the bottom line of the club. In a 2015 study, Paul Bedford looked at one million fitness club members and found what he called the 'Interaction Effect'. This related to fitness staff talking to members, but can also, just as importantly, relate to members interacting with each other. Those in the study who experienced one interaction during a gym visit were 20 per cent more likely to visit again the following month, compared to those with no interaction. Those who had four or more interactions were 80 per cent more likely to attend again. This was found to then increase the lifetime value of members. Members stay, on average, up to seven months longer if they visit a facility twice a week compared to only once. Those visiting two to three times per week stay up to 19 months longer.

Beyond the facility walls

If community and social accountability are to truly benefit your clients and your business, the tools you use to cultivate them must extend beyond the bounds of the facility. To not do so is to go against the fundamental nature of the communal, connected environment you're trying to create. No matter how you do it – through an online portal, social media, extended monitoring through wearables, group emails, your own app or an army of drones – you must support and nurture your community and keep clients accountable and communicating once they walk out the door. **N**

Michael Jordan, BA Bus is the owner of a successful Queensland-based club, as well as being one of the Australasian directors for MYZONE and CFM and a board member of Fitness Australia. He has consulted with over 500 clubs in Australia, New Zealand, the UK, US and Canada. myzone.org and aus.cfm.net

5 tips for building community

Private group forums inside Facebook, or even on your own club website, are a powerful form of interaction beyond the training session or club. Research shows that interaction, engagement and friendly competition are key elements of building a strong community and having all members feel included.

Here are some ideas to get started:

1. Create a private Facebook group for your members

Email out the link to Facebook's group, so that members can join, get your reception staff to remind members to join, and have the URL displayed on posters around the club.

2. Trainers and classes broadcast live

You can make use of the new live streaming technology to broadcast tips from your personal trainers, or a live class or quick exercise session directly to your private group for added value.

3. Create your own inspiring visual quotes

Using free design services like Canva, or a professional designer, you can set your club apart and build your brand recognition by creating your own memes. Be sure to keep the quotes inspiring for all fitness levels, and not just about six packs and 'go hard' type messaging. Including body acceptance, and using pictures of all body types working out, is a key body-positive message that will go a long way to encouraging all members to feel accepted and included.

4. Encourage all staff to talk to a new person each day

Get all your staff involved. Teach your staff to ask great questions...

- Are you training for anything specific?
- Would you like some help with that exercise?
- I've seen you around here often. That's awesome. What keeps you coming back?
- Why do you train? (Helping to remind clients of their 'why' is a really important motivation tool – read Simon Sinek's *Start with Why* for more on this).

5. Ask your club members if they have expertise to share

Remember that many of your club members are experts in their fields. Some might be nutritionists, coaches, yoga-teachers, meditation enthusiasts, or some other complementary health expert. Create a space and encourage your expert members to share their knowledge, either online or in the club in a community event and watch your engagement soar. An Expert Member Community night will help to add value to your members at virtually no cost, and build community and social interaction.

By mindset coach Kylie Ryan, mymindcoach.com.au



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It's awesome to have studio celebrities on your team that pack out every class. But how can you define their 'X factor', and what can you do with those who don't appear to possess it?

WORDS: CAROLINE HYNES

As a group fitness coordinator, my role is to continually create a high performing team and culture that makes group fitness shine from the inside out. I believe there are two components to success when it comes to group fitness: amazing programs and, more importantly, amazing instructors. I recently reviewed my own skills and those of my instructors in an attempt to better understand the types of players that make up a group fitness team and their impact on overall team performance.

It became clear that my team possessed a variety of skills and personal attributes. It was made up of:

1. Instructors who had amazing knowledge, with some even being qualified PTs
2. Instructors who were reliable team players willing to step in and lend a hand to their team mates whenever needed
3. Instructors who were conscientious and took pride in the package they presented both in and out of their classes through preparation, presentation, and active interaction with the team both on and off the job
4. Instructors who were visionaries, challenging the norm and providing ideas to further the development of the team and the programming
5. Instructors who really wanted to connect with people and who used their classes and their environment to do this. These ones could usually be found chatting with the staff and members after the class.

After giving myself a high five for creating such a well-rounded team on paper, I had to face the fact that, actually, it still wasn't performing as well as it could be. It was clear that although there was a good mix of team players onboard, there were big variations in the class numbers they achieved.

It appeared that there were some instructors on my team who, despite not having the entire list of desired skills and attributes, had that something... extra; that something that made participants flock to their classes regardless of their skill or style of program they taught.

I understood that people just 'liked' them, and I also knew that they were the types of people who could really bring home the

GX SKILLS

THE GROUP X FACTOR



“

She 'cared' about me, and as a result I'd never wanted to be better at anything more in my entire life, so I signed up – first for a class, and then for a career.

”

bacon and push a team to new heights when it came to group fitness. I guess you could say they had the 'X factor'.

So what is the X factor?

The Oxford Dictionary defines the 'X factor' as: A noteworthy special talent or quality or A variable in a given situation that could have the most significant impact on the outcome. Unsatisfied with traditional definitions, I decided to consult the Urban Dictionary which defines the X factor as: an indescribable quality or something about a person that you cannot put a finger on... Je ne sais quoi.

Great, I thought, how am I supposed to find and recruit instructors with this X factor

if the quality is indescribable? Well, maybe it's not. I thought back to the first time I stepped into a group fitness class way back in 1995. Now, it was a long time ago and I may have been wearing a G-string leotard, but I remember that from the first moment I was absolutely hooked, mesmerised by the alluring combination of lycra, fitness, choreography, loud pumping music and a group of which I was automatically a part.

We were all in this together, and the instructor was instantly my idol. I was grapevining, easy walking and rocking horsing my way into fitness heaven and my most immediate concern was going home to beg my mother to buy me a pair of Reebok ankle high cross trainers, and a fancy new

pair of bike pants so I could be just like my instructor... It was a 90's thing. In my mind, this instructor was a superstar and I knew that one day I was going to be just like her. She had style, a great body and a great outfit, but most of all she had a great personality. She was funny, she wanted to know my name, she wanted me to know the other people's names and she wanted us all to have fun. She 'cared' about me, and as a result I'd never wanted to be better at anything more in my entire life, so I signed up – first for a class, and then for a career.

These studio celebrities still exist today, and participants are still mesmerised by them. They take things to the next level and inspire their participants, igniting the fire that drives them to be their best, helping them to grow both inside and outside the studio. The ripple effect of this is that the family and friends of these participants notice the change in them, and can either be inspired or challenged by it. If the former, they will also come along to class hoping for a taste of the good stuff. They too are welcomed and included by the X factor instructor, and the army grows.

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The 30-second article

- Some instructors possess certain qualities that make participants flock to their classes, even if they lack other skills, knowledge or behaviours
- Passion, knowledge, awareness and authenticity contribute to this 'X factor', and of these passion is the driving force
- X factor instructors have a winning balance of entertainment and education, attention seeking and attention giving
- While innate in some, in others their X factor may need to be uncovered and nurtured.

Active ingredient X

Based on my experiences, and my observations, I've come to the conclusion that, despite initial elusiveness, there are

certain qualities that give these instructors their X factor.

1 Passion

Passion needs no words. It shines through any activity when it's present. Have you ever found anything hard to do when you were passionate about it? Personally, when I'm passionate about something, I put a lot of thought into it, I never miss it and I want to know *everything* about it. Instructors who are passionate about their classes always come prepared, rarely take time off and take pride in delivering their amazing experiences to others. It's not just a job, it's a privilege, and an opportunity to live from the heart, a place of satisfaction and joy.

2 Knowledge

Despite knowing a lot about the programs they deliver, passionate instructors never stop learning. They are always observing, open to formal and informal feedback and keen to try out new ideas. They are continually seeking self-improvement, and passing this knowledge on to their participants.

3 Awareness

Great instructors have a heightened level of awareness. They are always observing themselves and others, reading the room, reading the body language, watching their emotions and taking responsibility for their actions. This awareness allows them to know exactly where their motivation comes from and give it permission to drive their behaviours.

4 Authenticity

X factor instructors believe and practice what they preach. Nothing sells like congruency and authenticity. People can smell a fake a mile away. When participants know they are getting the real deal, it builds instant trust and long-lasting loyalty.

In addition, these people are natural teachers *and* natural performers; they have that winning balance of entertainment and education; of attention seeking and attention giving. They can own the floor while at the same time sharing it, a skill many find challenging.

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Managing the Why? Factor...

Of course, not everyone who instructs group exercise possesses these qualities. You've doubtless attended classes where you've wondered *why* the instructor was teaching when they didn't seem to have the right skills or appear to be enjoying themselves. These group fitness experiences leave me perplexed and asking myself, how did this person end up here? Why did they decide group fitness was for them, when they obviously aren't enjoying it?

At some stage in your career you'll find yourself working with an individual or a team of people that don't appear to have the X factor. This doesn't necessarily mean that it's not there, just that they may not be in touch with their own passion, or allowing it to be their driving force. For some, it's a lack of the third quality we discussed – awareness. This is something that can be changed, especially if you are managing, mentoring, coaching or teaching them.

As a group fitness coordinator, it's my responsibility to not only find and employ those with the X factor, but to guide our other great instructors to get in touch with *why* they do what they do. Simply asking an instructor

to reflect on this, what they love about the job in general, and what inspired them to teach the programs they teach, will usually illuminate their motivation pretty quickly. If it doesn't, it may be because specific experiences or circumstances have dampened their enthusiasm. If, after discussing it with them, they remain unsure what they love about the program they teach, they don't like to be in front of a crowd, or they don't enjoy the leadership role in some capacity, then perhaps group fitness instructing is not for them. If the barriers can be identified and addressed, however, the instructor may be able to rekindle their motivation into the raging passion that is the heart of the X factor.

This isn't a passion that is simply switched on in the studio though: it permeates their everyday life and trickles into the lives of their participants. It comes from the soul. Of the four qualities discussed above, some are innate, and some can be learnt. When an instructor *lives* their passion, however, they become authentic and congruent, meaning that there is no line between work and play. This is the dream, and these people are living it. No wonder it's infectious! Instructors with the X factor are the catalysts

that ignite the passions in their participants (just like my 16-year-old lycra-clad self), some of whom go on to become amazing instructors themselves. They support the talent and share their stage to mentor the new generation of instructors; they consciously and unconsciously create the X factor blueprint that keeps the industry alive.

It's never too late to find the hidden stars who do have passion, who do love people and who do have that X factor – it's just a matter of helping them uncover their motivations, gain self-awareness and really understand what programs and situations fire them up. After a little digging and some strategic instructor 'Tetris' to get everyone teaching the programs they love, you can establish that next level of group ex excellence – the illustrious Group X Factor Team. **N**

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



NETWORK MAGAZINE

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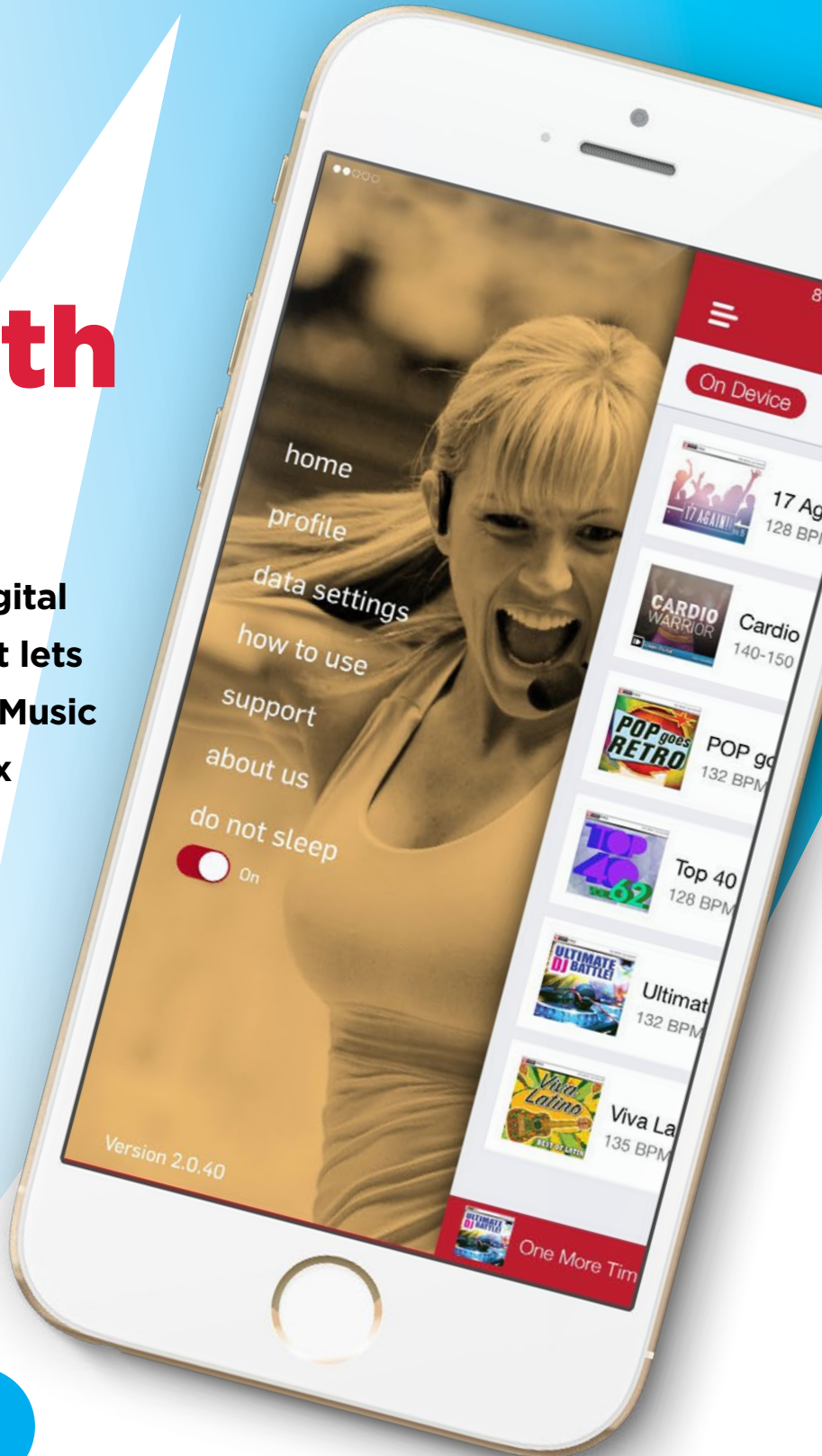


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Lonely? You're not the only one. Let's change that



At a recent focus group session we held in Melbourne, I was lucky enough to spend a few hours with a range of fitness professionals discussing their professional ups and downs. As the robust conversation flowed, it was invigorating to witness the passions raised when hot topics and shared experiences resonated. One of the things that really struck me on that day – and also when we conducted a similar session in Sydney a few months ago – was the general consensus that working in fitness could be a lonely experience, at least when it comes to connecting with likeminded individuals in similar roles.

In a fast-paced, face-to-face industry such as ours, this idea of it being lonely may at first seem strange. How can it be lonely when we work closely with other people, both one-to-one and in groups? On reflection, however, I can see where the comments came from. As a PT you are most likely working either as a contractor or sole trader, potentially even competing with others in your fitness centre for business. As a group fitness instructor (and on this I can speak from personal experience) you arrive, teach your class and leave, with some small interactions with members and sometimes little-to-no contact with other members of staff. I've certainly worked in a few gyms in my time where I never even got to meet my manager, let alone anyone else!

As I have mentioned in previous issues of this magazine, we are working on further initiatives to help you, our members, connect with each other to really foster that sense of community within the fitness industry. The results from the focus groups have only strengthened our resolve in this matter, and I hope to share some ideas on providing further opportunities for you to connect with your industry peers by the time I write my next column.

In the meantime, I encourage you to attend any of our face-to-face training courses listed on the page opposite. These courses provide great opportunities to not only learn in person from our top class presenters, but to also build relationships with likeminded industry peers.



Wishing you all the best,

Ryan Hogan, CEO
ceo@fitnessnetwork.com.au



Not just pretty, pretty functional

See Yoga Focus on page 24 for your chance to win a beautifully unique yoga mat from Chuchka. Featuring a suede microfibre top and natural, eco-friendly rubber base these will be topping wish-lists of mind body devotees everywhere this season. chuchka.com.au



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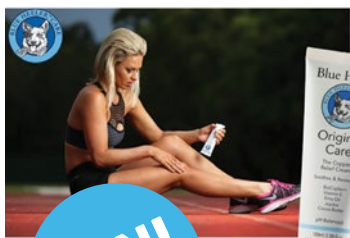
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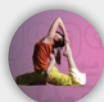


NETWORK COMMUNITY



WHAT'S ON?

Tennyson famously wrote that 'In the Spring a young man's fancy lightly turns to thoughts of love.' Marvellous. But be sure to leave some room in your noggin for some learning as well. For details of these courses, go to fitnessnetwork.com.au/calendar



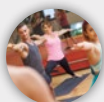
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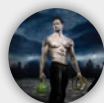
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THE SOCIAL NETWORK

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



Should Australia have overweight-only gyms?

The hornets' nest was well and truly stirred when we shared a story asking this question.



Melanie: *Nope. I am a bodybuilder and I know me and the majority of people on the gym who see overweight people are actually applauding them on the inside.*

Terri: *Why not? If it helps people feel confident about tackling their health... without pressure.*

Graham: *I don't agree with it. ...Only idiots will judge overweight people at gyms.*

Sometimes the floor's just crying out for a hug...

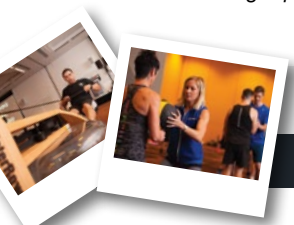
The empathy was evident when we Instagrammed this pic and caption one Wednesday!

"You know you've had a good workout when the floor understands your pain – Happy Hump Day!"



Rebecca: *This was us this morning!*

Pasqualina: *That's how I felt for sure!*



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AN IMMERSIVE RETREAT INTO LEARNING AND SELF-DISCOVERY

Mindfulness and meditation are no longer new terms in the fitness industry, with once solely movement-focused fitness professionals now recognising the importance of combining practices that positively impact both the brain and the body.

As many as one in four Australians will suffer from anxiety in their lifetime. One in six will battle depression, and over 6 per cent will experience Post-Traumatic Stress Disorder.

Yoga's slow methodical flow, linking breath to movement, and taking time to feel and listen to the body, has been proved by research to be an effective tool in the healing of trauma. Yet, we need to focus on *how* we practice yoga when using it as a healing modality.

Those who have experienced deep trauma, for example, may suffer increased anxiety by starting a Restorative Yoga class lying still with their eyes closed, while at the same time a powered-up Vinyasa or Hot Yoga class may be entirely inappropriate. To fill this gap, Shaye Molendyke, a Lt. Col. with the US Air Force, 23-year-veteran and RYT-500 YogaFit Master Trainer, created YogaFit for Warriors.

YogaFit for Warriors is made up of seven programs that can be combined with YogaFit's Level 1 foundation course to make up the new 150-hour certification program.

Whether you're interested in implementing YogaFit for Warriors into your teaching or you're looking for a journey of self-discovery and personal learning, join us in February 2017 for a groundbreaking 150-hour retreat experience.

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MEMBER PROFILE:

JENNY CRAWFORD
GX INSTRUCTOR, NSW



What fitness qualifications do you hold?

I'm a qualified group exercise instructor and have done many courses, workshops and qualifications over the last 33 years. Many years ago you'd have to travel out of your area and spend time away from your family to attend courses, but now you can study online, which is wonderful.

Where do you live and work?

I live and work in the Hills District of Sydney. I teach my classes from a Community Centre in Carlingford.

What is your main role in the fitness industry?

My role is all about community. I'm very different from the gym scene. I don't have memberships or joining fees. A lot of families cannot afford those, so I have casual class rates only. There's a big demand for my classes, and I've been going strong since 1983.

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

I attended my first aerobics class at the opening of a brand new squash centre 36

years ago – and was offered a job! There were no qualifications needed in those days, so I accepted. Not long after, ACHPER began delivering training courses, and I enrolled straight away. It was there that I met Nigel Champion and Garry Egger. I told them I was not happy teaching at the gym. They saw the passion I had and Nigel suggested I should open my own business to teach the way I wanted. I was horrified at the thought but also excited. When the gym owner heard of my intentions I was fired on the spot. That made me more determined to begin my career. I thank Nigel for that advice he gave me all those years ago.

What does your typical day look like?

I'm up at 5:30am for a power walk around my neighbourhood, then come home to do a weights workout and have a protein banana shake before heading off to teach classes. I teach five days a week (all my classes are freestyle and I also instruct yoga), but not at weekends – that's family time. I've been married to my wonderful supportive husband for 45 years. We have two children and two grandchildren. I began my career as a 35-year-old mum and am still teaching as a 68-year-old grandmother.

What skills are needed in your role?

Number one is compassion for others. You are not in this business to show off how fit you are or how good you look – it's about teaching others how to lead a healthy lifestyle and change their lives. You also have to be friendly, approachable and a good listener. Also never stop learning. My passion is nutrition; I've done many courses on this subject and share my knowledge with my classes.

I could write a book about my 33 years in the industry – the people I've

met and the friendships I've formed. I have clients hug me and say my classes have saved their lives. Everyone at some time suffers anxiety and exercise is the best antidepressant available. I work with doctors, physios and health professionals who refer their patients to me.

What have been your greatest career challenges and highlights?

When I began my business all those years ago, I was terrified of failing. But from that day I've never looked back, only forward. I love my fitness life and I love my family life. I challenge myself every day and encourage my classes to do the same. People ask me when I will retire and I tell them 'When my body tells me to.'

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

I have so many! I'm a real believer in 'You are what you eat', but my favourite quote is 'Nothing tastes as good as heathy does.' I don't believe in counting calories, just in eating well. I'm vegetarian, eat organic and don't touch junk food, but I don't tell everyone they need to be as strict as me – everything in moderation!



Want to be profiled in a future issue?

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AND ...WHY?

You shouldn't deprive your body of the nutrients provided by a food group just because it's the fashionable thing to do – only if your health requires it.

WORDS: AMY GIANNOTTI

I was recently sitting at a local café doing some admin work when something caught my attention. It was similar to the sensation you get when someone scratches their nails down a blackboard.

As a couple of customers were paying for coffees they'd just enjoyed, the lady behind the counter asked them whether they'd like a 'clean treat' to take away. When asked what they were, she responded 'They're all really healthy – they're raw, vegan, gluten free, dairy free and sugar free.'

Let's just stop right there: how did this lady know they were vegan, had coeliac disease and had either a cow's milk protein allergy or lactose intolerance? Did she check the docket? Obviously not, as they'd ordered lattes with cow's milk. So they were clearly not vegan, didn't have a dairy protein allergy and weren't lactose intolerant. Had she been stalking them on Facebook or gone through their medical records to discover that they needed to follow a strict gluten free diet? Of course not. So why did she deem the treats she was touting to be healthier than the bircher muesli or the fruit salad and yoghurt they also had on display?

Nutrients from every food group

It seems that many people have forgotten the very basics of healthy eating: to eat from each of the five food groups to meet 100% of our nutrition requirements. Why are we now intentionally eliminating food groups? Each food group is characterised by providing different nutrients. For example, 'dairy and/or alternatives' is our richest and most available source of calcium, as well as a good source of protein, iodine, vitamin A, vitamin D, riboflavin, vitamin B12 and zinc. 'Grains' meanwhile, especially whole grains, are a rich source of carbohydrate, fibre, protein, B group vitamins and also a good source of iron, vitamin E, zinc, magnesium and phosphorus.

There are over 35 different nutrients, all with essential roles in the body. Different foods provide different nutrients. The amount of

each nutrient we need is also unique and, depending on our gender and stage of life, that amount, or recommended dietary intake (RDI), changes. For example, 1000mg of calcium is recommended for adult males and females aged 19 to 50. Women over 50 years of age require 1300mg to compensate for the loss of oestrogen (a calcium transporter) produced post menopause. Children aged 14 to 18 also require 1300mg per day to support their growing bones. The recommended food group serves match our nutrition requirements across the lifespan.

The tools and energy to build your house

We must appreciate these nutrients are like our 'tools' to carry out vital functions of the body, and our 'fuel' comes from our



The 30-second article

- Many people have forgotten the basics of healthy eating: to eat from each of the five food groups in order to obtain the full range of 35+ nutrients
- Just because a product is gluten or dairy free doesn't necessarily mean it is healthier for you – it may actually be lacking in nutrients your body needs and has no problem digesting
- Grains and dairy have numerous health benefits and should only be removed or restricted from your diet if you are coeliac, allergic to cow's milk, or lactose intolerant
- Unless your health demands it, you shouldn't follow social trends by cutting out entire food groups.



macronutrients or 'energy yielding' nutrients (carbohydrate, protein and fat).

To put this into perspective, if you were to build a house you would need a huge variety of tools (nutrients) and hard labour (energy). If you lacked key tools it would be very difficult to build that house. Further, if you neglected some key tools and instead bought more of some you already had – 10 hammers when you need a welder – you are not going to build a better house. It often seems today that protein is like these hammers, with its requirements being overestimated and the other tools, such as calcium, iron and B group vitamins, being neglected.

Grains and dairy

Whole grains truly are little powerhouses, containing over 26 nutrients and phytonutrients which help nourish and maintain health. According to the Grains and Legumes Nutrition Council, eating whole grains daily is linked to a reduced risk of chronic disease, including cardiovascular disease, type 2 diabetes and certain cancers by 20 to 30 per cent. It is also linked to a lower waist circumference, a lower risk of being overweight and a lower risk of weight gain over time.

The Australian Dietary Guidelines, based on the highest quality studies, say that consumption of milk, cheese and yogurt is linked to a reduced risk of heart disease, stroke, hypertension, type 2 diabetes, metabolic syndrome and colorectal cancer. These are currently some of the biggest causes of death in Australia. Regular dairy consumption is also linked with a healthy weight and has been shown to play an important role in sport, development of lean muscle mass and exercise performance.

Who should avoid what?

So who should be avoiding dairy and gluten (found in wheat, barley, rye and oats)?

Gluten and coeliac disease

Coeliac disease is an inherited medical condition in which the lining of the small intestine becomes damaged when it is exposed to even small amounts of gluten, a protein found in wheat, barley, rye and possibly oats. Coeliac disease is estimated to affect 1 in 60 women and 1 in 80 men in Australia. A strict, lifelong gluten free diet is currently the only recognised medical treatment. By eliminating the cause of the disease, a gluten free diet supports the small bowel lining to repair and the symptoms to resolve. Individuals with coeliac disease will have been born with the genetic predisposition. The major genes linked with susceptibility to coeliac disease are HLA DQ2 and HLA DQ8. Both, or just one, of

these genes are present in most people with coeliac disease. While 30 per cent of the population carries the gene or genes, only 1 in an estimated 30 of these people will develop coeliac disease.

A simple blood test can confirm whether you carry the gene, and therefore may be susceptible to coeliac disease. The gene can be triggered by environmental factors at different stages of life. A second blood test (coeliac serology) can be used to screen for the disease itself. Coeliac serology measures antibody levels in the blood which are usually elevated in people with untreated coeliac disease, due to the body's response to gluten. A diagnosis of coeliac disease *should not*, however, be made on the basis of a blood test alone. A positive blood test always needs to be followed by a small bowel biopsy (small sample) to confirm the diagnosis. It is important also to note that gluten must be consumed in the diet for the antibody and biopsy tests to be accurate. The gastroscopy (for biopsy) is a simple day procedure done under light anaesthetic sedation that takes about 10 minutes.

Cow's milk allergy and lactose intolerance

Cow's milk is a common cause of food allergy in infants (and is completely unrelated to being lactose intolerant, which we'll touch on in a moment). According to The Australasian Society of Clinical Immunology and Allergy (ASCI), the peak professional body of clinical immunology/allergy specialists in Australasia, in Australia and New Zealand around two per cent of infants are allergic to cow's milk and other dairy products. Ongoing symptoms in adults are very rare, however, with around 80 per cent of babies growing out of their allergy by the age of 3 to 5 years. Treatment for cow's milk allergy involves removal of cow's milk and other dairy products from the diet and substitution with an appropriate formula for infants.

Lactose intolerance is caused by a lack in the body of the lactase enzyme, which helps to break down lactose, the carbohydrate or sugar found in cow's milk. Symptoms include diarrhoea, vomiting, stomach pain and gas, which are similar to some of the symptoms of cow's milk allergy. Although this condition causes discomfort and sometimes embarrassment, it is not dangerous and does not cause rashes or anaphylaxis like the cow's protein allergy. Small amounts of cow's milk are usually tolerated, and yoghurts and hard cheeses, containing less lactose, are usually tolerated more than cow's milk.

Skin or blood allergy tests are

required for a cow's milk allergy diagnosis, but are negative for lactose intolerance. The diagnosis for lactose intolerance can be confirmed by a hydrogen breath test. For lactose intolerance, treatment may involve reducing or avoiding consumption of dairy products containing lactose and substituting them with lactose free dairy products or alternatives.

You've probably heard it said that 'We are the only species to drink the milk of another species'. True, but humans are the first and only to do lots of things, including nurturing plants, cooking food, drinking coffee, fermenting grapes to make wine, exercising for fitness... Does that mean that they're all bad?

Different people, same nutrient needs

We must appreciate we are all individuals with different health and ethnic beliefs, religions, food habits, experiences and taste preferences. Due to lifestyle factors, food preferences, availability, health status, activity levels and health and fitness goals, there is no 'one size fits all' for a diet or way of eating. However, we must not ignore that we are all the same species with the same basic requirements.

Develop an understanding of your body's requirements and appreciate the foods that will meet these. Consuming your food groups in the recommended amounts is a great framework for you to build on and personalise. For more information on this visit eatforhealth.gov.au

Don't deprive your body of the nutrients provided by a food group because it's the fashionable thing to do – only do so if your health requires it. **N**

Amy Giannotti is a dietitian, personal trainer, running coach and passionate foodie. Check out her e-book *Fit Fabulous Foodie* at eatingfit.com.au



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RESEARCH REVIEW:

WRIST-WORN TECH:

INVESTMENT OR WASTE OF MONEY?

With the popularity of wearable tech showing no signs of abating, its accuracy once again comes under scrutiny.

WORDS: ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

Title: Accuracy of Heart Rate Watches: Implications for Weight Management

Authors: Drs Wallen and colleagues. (Centre for Research on Exercise, Physical Activity and Health, Qld. Australia)

Source: *PLOS ONE*, May 2016. Available free online: journals.plos.org/plosone/article?id=10.1371%2Fjournal.pone.0154420

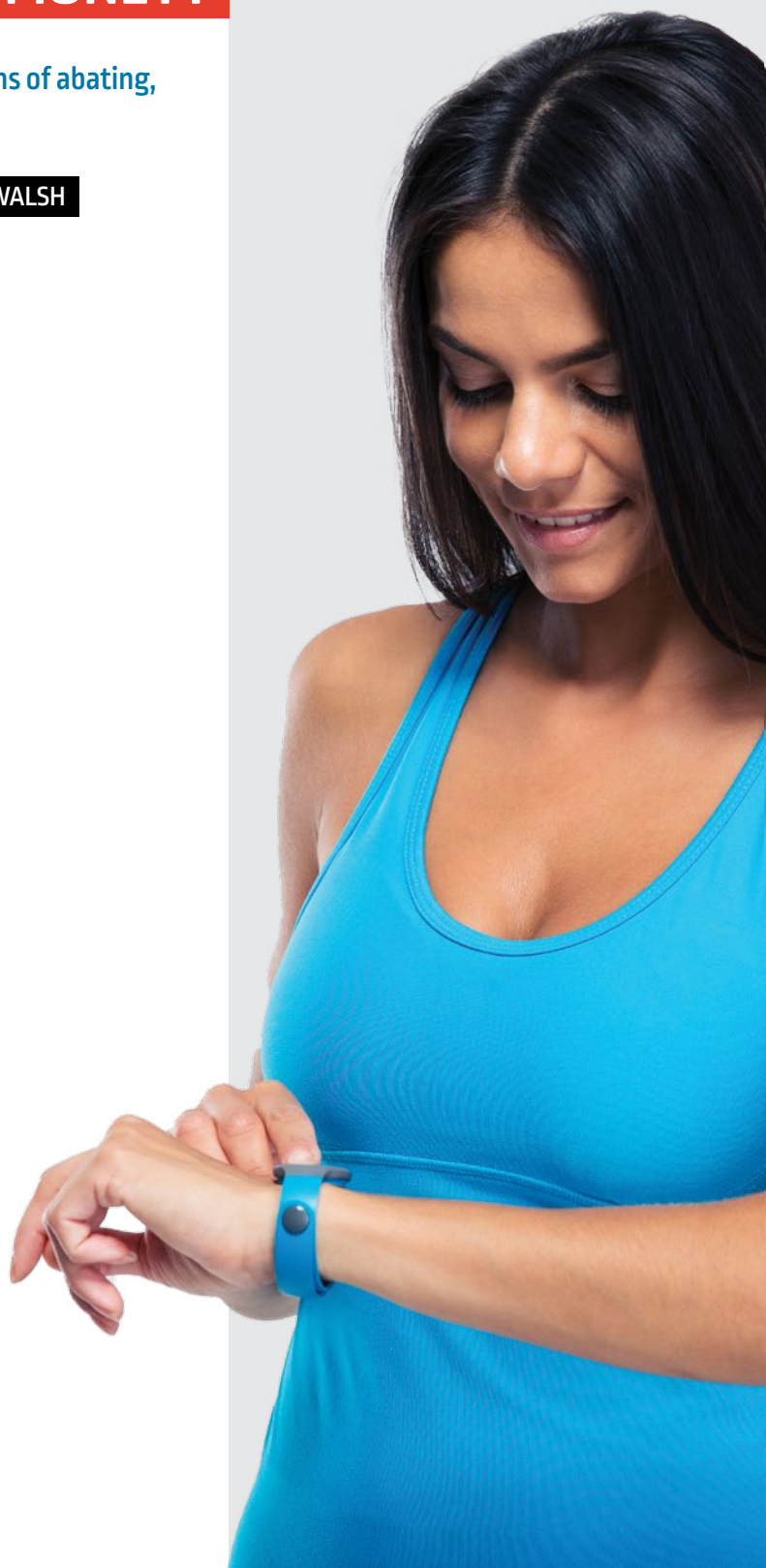
Introduction: Every time we publish a new Research Review, we receive five to 10 emails pertaining to the article we have chosen, which is manageable – indeed welcomed. However, when we published our Summer 2015 Research Review on ‘wearable technology’, we set records with regard to feedback! So after lengthy discussions on its pro’s and con’s, we decided to re-visit this hot topic, focusing on the accuracy of these devices for assessing exercise heart rate and the associated energy expenditure.

Let us premise this article by stating that the equipment in our laboratories for accurately assessing heart rate (via electrocardiography) and energy expenditure (via indirect calorimetry using a metabolic cart) costs thousands of dollars! More specifically, a quality, brand name, new metabolic cart will cost anywhere from \$35,000 and an additional \$10,000 or so for an ECG to determine heart rate (and ECG). Now, common sense must prevail here... if these wearable technology devices for your wrist cost approximately \$399 (FitBit Surge for example) to \$799 (such as Garmin Fenix 3HR), you can’t realistically expect the same accuracy as a metabolic cart or ECG... or can you?

There is no doubt that these devices are extremely popular in the health and fitness industry (worldwide sales estimated at \$12.6 billion USD by 2018), and are continuing to improve in their accuracy. Here, we review research that was conducted at the University of Queensland (UQ), a prestigious institution that conducts a large number of studies each year in the areas of health and fitness.

Matthew Wallen, a PhD candidate at UQ, and colleagues recently investigated the accuracy of four popular wrist-worn monitors (Apple Watch, FitBit Charger HR, Samsung Gear S and Mia Alpha) with regard to heart rate (resting and exercise) and energy expenditure in healthy individuals.

Methods: A total of 22 active participants (males and females, average VO_{2max} ~ 50.1ml/kg/min) aged in their mid 20’s volunteered



to participate. All participants followed the same testing protocol which consisted of resting in a supine position (5mins), then sitting (5mins), standing (5mins), Bruce treadmill protocol (9mins), sitting (5mins), cycling at 25 Watts on a stationary bike (six 3-minute stages) and then sitting (5mins). Subjects repeated the above testing protocol twice, wearing two of the wrist monitors (one on each wrist) during each visit. There was a seven day break between the two exercise protocols.

Maximal oxygen consumption (VO_2 max) was assessed via indirect calorimetry, with the gas analysers (O_2 and CO_2) and volume calibrated prior to each test. A portable gas analysis system (MetaMax 3B) was used to assess expired gases to estimate energy expenditure during the test protocols. A 3-lead ECG was used to determine continuous heart rate during the test protocols. The four watches were individualised according to the manufacturer's instructions for the individual's age, gender and anthropometrical data.

Results: All of the participants completed all of the assessments. With regard to heart rate, the most accurate of the watches (compared to simultaneous ECG) was the Apple Watch which was only (on average) 1.3bpm lower than the ECG. The other heart



The 30-second article

- Researchers investigated the accuracy of four popular wrist-worn monitors (Apple Watch, FitBit Charge HR, Samsung Gear S and Mio ALPHA) with regard to heart rate and energy expenditure.
- For the study, 22 active individuals aged in their mid-20's underwent a testing protocol comprising a series of resting postures and physical activities
- The data recorded by the four activity trackers was compared with that recorded by highly accurate laboratory standard apparatus
- All four devices underestimated heart rate by a relatively small amount (between 1 and 9 per cent) and energy expenditure by a far larger degree (between 9 and 43 per cent).



Given the devices all underestimated heart rate, caution should be exercised when advising clients who may be at risk during higher intensity exercise to base their heart rate upon these devices.



rate watches also underestimated the actual (ECG) heart rate by varying degrees: Mio ALPHA (-4.3bpm); Samsung Gear S (-7.1bpm); and the FitBit Charge HR (-9.3bpm).

With regard to energy expenditure for the test protocol, all of the devices underestimated the actual energy expenditure. The most accurate was the Samsung Gear S, which only underestimated the true energy expenditure by approximately -9 per cent. This was followed by the FitBit Charge HR (-20 per cent), Mia ALPHA (-34 per cent) and the Apple Watch (-43 per cent).

The authors list the devices' accuracy for heart rate and energy expenditure in an easy-to-understand table, which can be referenced in Figure 2 (page 6) of the publication.

Conclusions: The authors conclude that all four devices underestimated heart rate (by between 1 and 9 per cent depending on device). Additionally, energy expenditure was also underestimated for all devices, but by far greater degrees (with average device difference ranging from 9 to 43 per cent below the gas analyser results). These are considered poor estimates of energy expenditure.

Pros: This is a good study using established and reliable methods to compare the watches' accuracy with regard to heart rate and energy expenditure. The authors further comment that the accuracy of the devices may be reduced during higher intensity exercise or while completing resistance training due to movement artifact (error due to movement of the body tissue during measurement).

Given the devices all underestimated heart rate, caution should be exercised when advising clients who may be at risk during higher intensity exercise to base their heart rate upon these devices. This pertains not only to high intensity exercise, but also to exercise at an upper personal limit for your clients.

Would we buy one of these devices? Absolutely; however, the purchase would be based upon our specific information requirements, i.e. the device with the worst accuracy at reporting heart rate would not be a first choice for 'at risk' clients.

Cons: It would have been interesting if the authors had completed the testing protocol with low intensity exercise, high intensity exercise and when completing resistance training exercises. These paradigms would make for a good follow-up study. **N**

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Joe Walsh, MSc is a sport and exercise scientist. As well as working for Charles Darwin and Bond Universities, he is a director of Fitness Clinic in Five Dock, Sydney. fitnessclinic.com.au



5 WAYS TO CREATE A CULTURE OF INNOVATION

Research has taken the guesswork out of knowing what it takes to create an environment in which innovation thrives, so let's get the ideas flowing.

WORDS: AMANTHA IMBER

Does your facility or fitness business have a culture in which innovation thrives? Do you encourage your team to challenge the status quo? Or do you struggle to find time to listen to, and seek out, new ideas?

Building a culture of innovation is hard work. However, the scientific research into how to create a culture where innovation thrives is both plentiful and precise. Following are five of the most impactful drivers of an innovation culture.

1 Challenge – and finding the right level of it

Research has shown that feeling a strong sense of challenge in one's work is a critical driver of innovation. Challenge refers to people working on tasks that are complex and interesting – yet at the same time not overly taxing or unduly overwhelming. For example, if a personal trainer is simply going through the motions with their clients and not researching and incorporating new exercises, then they won't be feeling a strong sense of challenge, and thus will not be maximising their creative potential.

It is important that you don't simply think about how to give people (including yourself) the biggest possible challenge. Instead, you

should ensure that the level of challenge you set is one that is achievable. On the flip side, don't set tasks that people can complete with their eyes closed.

2 Risk-taking – and failure not being seen as a dirty word

The notion of failure being unacceptable is one I have found resonates with many organisations. Failure is generally thought of as a dirty word, and something that gets swept under the carpet when it does rear its ugly head. But being able to acknowledge and learn from failure is a huge part of building a culture where risk-taking is tolerated and where innovation can thrive.

3 Experimentation before implementation

When thinking about how your company approaches innovation, ensure that experimentation is a mandatory step. Rather than just going straight from idea to implementation, you should first run experiments. This involves setting hypotheses as to why you believe an idea will add value to the customer and creating a minimum viable product (MVP) – the most basic version of the idea that will still allow for learnings. You can then set up an experiment to test your hypotheses using the MVP and, depending on the results, implement or change course accordingly. Experimentation is a very effective way to help reduce the risk of new innovations.

Experimentation might involve having group fitness instructors put on 'test' classes for members and getting feedback on how valuable they found the class. From there, the concept can be tweaked until it receives largely positive feedback from members.

4 Autonomy – loosening the reins

Many researchers have found that creativity is dramatically enhanced when people are given the freedom to decide how they do their jobs. When people feel as if they have a choice in how things can be done they are significantly more likely to engage in trial and error and, through this, find more effective ways of doing things. Just be sure to set clear goals, as the autonomy effect is strongest when people are clear on what you want them to achieve.

5 Debate – and welcoming all views

Ensuring that different points of view are encouraged, and ideas regularly debated, is critical for creating a culture in which innovation thrives. Lead by example and encourage others to debate and discuss ideas that you bring to the table – actively encouraging different viewpoints will strengthen your innovations significantly.

The fitness industry can be guilty of attracting a homogenous group of people (those who have loved sport and fitness all their life and have probably never struggled with their weight, like many of their customers will have), so during recruitment, avoid the temptation to recruit people who are just like you – doing so will only discourage debate and encourage homogeneity of thinking. **N**

Amantha Imber is the founder of Inventium, Australia's leading innovation consultancy. Her latest book, *The Innovation Formula*, tackles the topic of how organisations can create a culture where innovation thrives. Amantha can be contacted at amantha@inventium.com.au.
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Little Sits helps parents find time for their fitness goals

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RECIPES FOR SPRING

The Healthy Chef shares a couple of brekkie and brunch ideas that simply taste like Spring has sprung.

RECIPES: TERESA CUTTER

Poached egg with asparagus and lemon-scented olive oil

Perfect for a light brunch, this pure and delicious classic recipe is scented with cold-pressed olive oil and a hint of lemon. Asparagus is a scrumptious source of beta-carotene, vitamins B1, B2, C, E, K, folate and iron. Eggs are a great source of protein, needed for a healthy immune system and energy metabolism.

Serves 2

Ingredients

2 x 60g free range eggs
1 thick asparagus bunch, trimmed
sea salt
fresh ground black pepper
finely grated Granada Padano or parmesan
1 tablespoon olive oil
light squeeze of lemon juice

Bring a saucepan of water to the boil. Add 1 tablespoon of apple cider vinegar and a pinch of sea salt to help the poaching process. Break in the eggs gently and turn down the heat until the whites are firm and the yolks are still soft. Remove the eggs carefully with a slotted spoon to drain the water off. Blanch the asparagus in salted boiling water for about 1 minute. Place a pile of asparagus on each plate. Top asparagus with the poached eggs. Sprinkle with sea salt and black pepper. Top with finely grated Grana Padano, drizzle with olive oil and a squeeze of lemon juice.





Breakfast in a glass

Filled with seasonal goodness, this glass of morning magic is rich in vitamins and antioxidants for health and vitality. It's important that you use ripe frozen banana for this recipe, as it will make the final result thick and creamy – similar to eating soft serve ice cream. You can pretty much top this with any fruits you fancy, but I love using fresh berries and my granola gives it that final delicious crunch.

Serves 2

Ingredients

- 1 ripe banana, frozen and chopped
- 1 whole mango, peeled, chopped
- 1 tablespoon Healthy Chef Protein
- ¼ teaspoon turmeric powder
- ½ cup organic natural yoghurt
- 1 tablespoon LSA or chia
- ½ cup fresh blueberries
- 1 cup fresh strawberries, washed and halved
- ½ cup Healthy Chef Granola

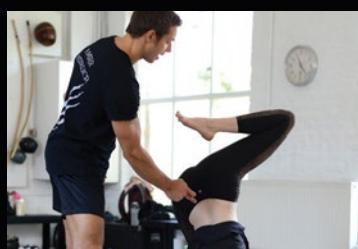
Combine banana, mango flesh, Healthy Chef Protein, turmeric, LSA and yoghurt in a blender. Blend until smooth, thick and creamy. Add a little orange juice if necessary to blend. Spoon into serving jars and top with fresh berries and granola.

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

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DO PT'S STILL NEED WEBSITES?

In a world fixated on social media, why bother with a dedicated website to generate leads for your fitness business?

WORDS: MATTHEW PALFREY

With the ease of access that we have to social media, many fitness professionals are increasingly questioning the need for their own websites. After all, social media and directory websites can be a very effective and affordable method of marketing your fitness business online. But what limitations does this approach have, and what are the advantages of maintaining or launching your own website?

How necessary is it to be online?

Necessary is a subjective term. A range of factors, including your current customer base, your route to market and the local competition, are important when considering your business operations and customer leads.

Today's customer is very savvy and relishes the opportunity to make an informed purchasing decision. We live in an age where many purchases are made based solely on

online reviews. So a business that doesn't maintain an online presence can be seen as less trustworthy, and that can have a major impact on its long term success.

But an online presence represents more than just another way to generate enquiries and income. It also opens up the opportunity to scale yourself to a global business.

So, for most businesses at least, being online can help to extend reach, establish trust and attract a greater variety of customers.

Is social media enough?

You can develop a strong online presence through social media alone. Your followers may eventually become clients or customers too, if managed correctly, so it is certainly a viable means to market your business. But there are two major disadvantages of social media-only marketing.

1. You don't own your social media channels

Despite potentially years of effort to build a following through your social media channels,



The 30-second article

- Social media is a viable way of marketing your business, but it's getting harder to reach followers without paying to do so
- Having your own website allows you to build a database of engaged users that you can then market your products and services to via email marketing
- Including an e-commerce feature on your site enables you to activate secondary income streams aside from your face-to-face training
- The practice of developing your online business has a simple formula: Valuable content/products/services + Finding the people that value them = Success.



you have no ownership over those followers. You are permitted access to the platform, but that can be taken away from you at any time and for reasons that may not necessarily be deemed fair.

And, if you do find yourself in the position of ever selling your business, your social media followers are not valued anywhere near as highly as actual customers.

2. Social media reach now comes with a price tag

Increasingly it is also becoming necessary to invest in paid advertising to reach your social media followers. You have probably noticed that posts from your business page reach fewer people than they once did. So the traditional advantage of social media being a free method of marketing is becoming more and more diminished.

As all of the major social media networks have now launched their paid advertising platforms, this trend of paying for reach looks set to stay – making it much harder for businesses to reach existing (and new) followers without digging into their pockets.

How does your own website differ from your social media pages?

Your website is an asset that belongs to your business. As such, you get to decide how to use it to make the most impact.

A website is not just an online business card

If your website contains nothing but your contact details and some information about your business then you are missing a huge opportunity. E-commerce (selling online), is huge business, but it's not only for huge *businesses*, with technology making it simple for smaller operations to harness its power.

With an e-commerce enabled site you can not only explore myriad ways to better serve your existing customers, but also reach a global audience. And it's this concept of scalability that can take a small operation focused on local business, and turn it into a global business focused on big things.

As a fitness professional you are largely governed by the amount of available time you have, especially if your primary income comes from face-to-face coaching.

While this is very personally rewarding, the financial rewards can be limited. Few enter the fitness industry to become rich, but you could also argue that your income is in direct proportion to the number of people you're able to help.

So, a scalable online business really just helps you to reach a greater number of people who need your help.

When coaching was my primary form of income I was working quite long hours, sometimes up to 60 or 70 per week. While making the move to more passive income (through book, online coaching and product sales) I realised that I was going to have to change my focus from that traditional coaching model. Instead I started thinking about who would be interested in what I had to offer. It was the most defining moment of my career so far.

Leveraging the potential of your website

The following techniques will enable you to maximise the effectiveness of your website.

1. Encourage people to subscribe to your updates

Blogging is a fantastic way to build a strong list of users and subscribers. Offer some useful information (either original content or shared from others), a little personal opinion and, above all, anything that will engage your customer base.

You can also focus on email marketing, which often outranks social media for its effectiveness. Once you have a database of engaged users who have chosen to subscribe to your website or blog, you'll have a very valuable resource for the long term success of your business.

Although it varies from campaign to campaign, it's not uncommon for my businesses to make \$2,000+ from email marketing campaigns, even those that aren't focused on selling anything. These take less than an hour to set up and involve zero marketing budget – they simply utilise the email database that has been built up for that specific business.

Email marketing works. It's a valuable resource for subscribers and the return on investment can be very good.

2. Offer ways for users to engage your services

Only a few people will be able to train with you face-to-face, so you should offer ways for the rest of the world to access your knowledge, experience and expertise! This might take the form of online interactions or bespoke resources.

Online coaching

This involves clients being sent personalised programs via email, as well as being offered support, advice and guidance to achieve their goals. This type of training suits clients who are particularly self-motivated, but who still require your professional knowledge and guidance. Online coaching might also involve technique correction and coaching via video.

Fitness guides

It can be difficult for PTs to justify creating guides for specific goals, mainly as it involves detaching themselves somewhat from the face-to-face process of training. But it's an important process for the coach who wants to be successful online, as it forces them to distil their ideas and experience into practical instructions for others.

My first foray into publishing my own book was a very simple affair. I had started a sandbag training blog six months earlier and I wrote a book based on the questions that I received regularly. Those questions formed its basis and I self-published my first book, *The Complete Guide To Sandbag Training*, in 2012.

To date it has sold more than 30,000 copies in print and digital formats, all for a total of approximately 120 hours work and an investment of less than \$300.

3. Create relationships with other professionals

With a strong presence online, and a website focused on good quality content, you'll be able to reach out to other professionals. Guest blogging or running promotions with others can be a fantastic way to expand your reach online.

Simply find some other fitness professionals who you have something in common with, drop them an email, and ask if they would be interested in a guest article for their followers. It's a simple approach that can pay real dividends.

In my business, we regularly reach out to other fitness professionals who share common interests to see if they'd like to write for our blog or if they'd like something from us. These can be accompanied by a special offer, if you have a product or service to promote. It's not uncommon for us to generate hundreds of new followers by doing this. It strengthens our business and builds strong relationships with others. It's a win-win situation.

The practice of developing your online business has a simple formula:

Valuable content/products/services + Finding the people that value them = Success

Though things can become very complex, that really is the goal that every fitness professional online should be aiming to achieve. So, the question is, what do you have to offer? **N**

Matthew Palfrey is a health and fitness entrepreneur and the e-commerce expert behind brands such as Hip Thruster, Sandbag Fitness and Brute Force Europe. An experienced coach, Matthew has had four books published and his company Shopify StartUp has helped hundreds of fitness businesses be more successful online. shopifystartup.com

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WHAT IS...?

NETFIT NETBALL

No, it's not an online training program. Yes, it's netball – but most definitely not how you remember it!



Founded by former elite netballer Sarah Wall, NETFIT provides a variety of netball services to encourage and inspire people of all ages through fitness, coaching academies, mass events, holiday programs and health and wellbeing workshops. A qualified teacher, studying exercise science, Wall's love for kids was the driving force behind creating the brand.

While playing netball at the elite level for 11 years with Melbourne Phoenix, Queensland Firebirds, Melbourne Vixens and NSW Swifts, Wall saw a gap in the market in the netball fitness space. Between training and teaching part time, she began building the foundations for NETFIT Netball, which she describes as 'netball, with a bit of spark!'

Currently, NETFIT Netball offers two fitness classes alongside their Mass Events: NETFIT, a netball gym class, and HIIT NETFIT, a high intensity circuit, specific to the game of netball.

Both classes are team-based, high intensity training, that place a huge emphasis on motivation, netball specificity and innovation. The classes target aerobic fitness across the workout zones. Depending on the class, participants might use battle ropes, move into fast footwork through cones, onto agility ladders or work fast feet while doing a netball passing drill.

Although NETFIT was originally inspired by a desire to encourage healthy, active lifestyles for young females, classes are open to everybody – both male and female, junior and senior. Participants can take the class at their own pace, making it an option for people of all fitness levels.

Asking Wall today if she thought her dream of creating a netball-based fitness brand would ever become reality, she doesn't miss a beat in responding with a firm and confident 'Yes!' Described by friends and colleagues as being one of the most hardworking, passionate and driven people you're ever likely to meet, Wall is on a mission to make a difference in every town, city and country she visits.

From their most recent fitness program, HIIT NETFIT, to their free empowerment and wellbeing program, Dream Catchers Academy (now funded by the VIC government in seven zones across the state), NETFIT Netball aims to offer something for everyone, not only those who play in organised netball teams. The team at NETFIT Netball have a strong belief in the ability of team-focused physical activity to enhance both physiological and mental wellbeing; 'When people are happy and are confident in their mind and body, they are more likely to make healthy decisions and live a great life' says Wall.

NETFIT classes are currently being delivered in five states across Australia, to thousands of netballers and fitness enthusiasts. With the mission to have NETFIT present across all states by the end of 2016, NETFIT Netball is currently on the lookout for passionate personal trainers interested in delivering HIIT classes in their local communities. **N**



MORE?

If you think you have what it takes to instruct HIIT NETFIT, you can apply at netfitnetball.com.au/careers

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EVIDENCE-BASED PRACTICE:

INSTABILITY TRAINING

Proponents of training on unstable surfaces argue that it can increase muscle activation, improve proprioception and balance, and improve neuromuscular control. What does the research say?

WORDS: DR MARK MCKEAN PhD

The fitness industry is very good at embracing new methods and ideas related to training styles and exercise options. Over the last decade there has been a real shift from traditional methods of training, inclusive of resistance training, to a variety of methods that are considered more 'functional' or even more 'holistic' in their nature.

Activities that include a balance or stability component have become commonplace, with some 'developing' to the point where they are bordering on dangerous. Instability training has many aspects, but broadly describes activities in which the individual is required to maintain control over their body position while it is being challenged by a destabilising device or technique.

The definition of 'instability' is a loss of stiffness, and joint instability is a lack of support or control of joints, which puts the individual at risk of joint displacement or dislocation.

Several arguments have been put forward in support of exercising on a surface that is less than stable. These include increased muscle activation, improved proprioception, better neuromuscular control and improved

balance coordination. Let's look at some key points that research has definitively shown to be true about some of these arguments.

Key Point 1: Balance training does not transfer to different tasks

In a major systematic review and meta-analysis paper published in March 2016, Kummel et al. conclude that balance training will only improve the performance of the balance tasks being trained. The transfer of these improvements to different tasks was very small or non-existent. Even when the task involved a similar body position or similar balance demands, the transfer did not occur in any substantial manner. Giboin et al (2015) found likewise, stating that even when the device and direction of change was similar, there was little transfer of performance between tasks.

Balance board training has been shown to reduce injury risk, but only when the participant has had a previous similar injury, with Peterson et al. (2013) finding that proprioception training of the ankle reduces risk of another ankle sprain. An important side note here is that the sensory feedback loop for an automatic postural adjustment is approximately 70-120 ms and the functional response is 120-180 ms. Injuries such as ankle sprain occur in a timeframe of 40-50



The 30-second article

- Research has found little transference of balance training skills between tasks
- Balance training does appear to assist the elderly in reducing the risk of falls
- Research found that while the challenges to postural stability may be greater during training on an unstable surface, this increased degree of stress does not lead to improved balance
- To increase strength, power and hypertrophy, it is more valuable to exercise on a stable surface.





The review showed that strength training on a stable surface resulted in 29 per cent greater force output than training on an unstable surface.



ms after foot contact with the ground. That's to say, the speed at which injuries occur is faster than the body's ability to prevent them occurring. Balance training cannot improve these times and prevent these happening, regardless of how good your balance or stability is.

Balance training does appear to assist the elderly in reducing the risk of falls, though Mansfield et al. (2015) note that the optimal dose of this type of training is still unknown. However, there appears to be value in doing a block of balance training with groups such as the elderly and those with Parkinson's, and then doing a booster of this type of training after the initial period to maintain the initial gains achieved. Rossi et al. (2013) reported that after six weeks, the gains achieved from balance training was lost, hence the proposal that booster sessions may be of tremendous value.

It appears that balance training, and the body's need to be able to adjust its position in response to a change in balance, is so specific and complex that unless the activity being trained is an exact replica of the environment required, very little improvement in performance will carry over.

General balance tests, such as one leg stance, may also have little value in determining a person's overall skill in maintaining balance. Certainly, if you choose to assess a person's ability to balance using the single leg test, you need to be aware that the activity you have them do to improve this will affect the outcome. Simply put, if you want someone to be better at single leg balance tasks, have them practice single leg balancing.

As a trainer, this means identifying the activity the client wants to improve their balance in and then training them in that specific task. The evidence suggests that doing more complex tasks on an unstable surface has no transfer unless your client wants to become good at activities on that specific training device.

Key Point 2: Unstable surface training does not provide systematic training-specific advantages over a stable surface

In 2015, a systematic review and meta-analysis on elite participants was published in *Sports Medicine* by Behm et al. The review showed that strength training on a stable surface resulted in 29 per cent greater force output than training on an unstable surface. It also pointed out that while the challenges to postural stability may be greater during training on an

unstable surface, the results of the review demonstrate that this increased degree of stress does not lead to improved balance. The paper concluded that the lower force and power outputs, as well as the decreased movement velocity and range of motion associated with unstable surface training, may result in less rigorous strength and power training adaptations.

Essentially, this means that if you wanted to increase an elite individual's strength, you should get them to perform the exercise on a stable surface. The Canadian Society for Exercise Physiology supports this with its position stand from 2010 in which it states; 'From a performance standpoint, unstable devices should not be utilised when hypertrophy, absolute strength, or power is the primary training goal, because force generation, power output, and movement velocity are impaired and may be insufficient to stimulate the desired adaptations, especially in trained athletes.'

However, Behm and colleagues suggest that in non-elite participants, unstable surface training may have functional health benefits. The 29 per cent reduction in force output (force deficit) when training on an unstable surface may actually be of benefit, as the lower forces that the individual can produce on an unstable surface might decrease training-related injuries and be of value in rehabilitative environments. Children or novices might be target groups for this type of training, as these populations would be better suited to having their neuromuscular patterns challenged, than having a focus on training load.

The use of unstable platforms has also shown an increase in muscle activation (EMG) due to the stabilising function. Behm et al. suggest this may also be of value in novices because, as the muscle activation levels are higher, the loads required to achieve this effect are lower. Willardson et al. (2009), however, showed that EMG activity in muscles used for squats, deadlifts and overhead presses were not that different, with muscle activation on unstable surface being only 7 per cent higher than on a stable surface.

In summary, the research suggests that in most cases training on an unstable surface provides less value than a stable platform when aiming for the usual strength, power and hypertrophy outcomes. However, there may be some functional health gains and safety-related benefits that should be researched further before real values can be assumed. **N**

Dr Mark McKean PhD AEP CSCS is a sport and exercise scientist and Level 3 Master Coach with ASCA. He is Adjunct Senior Research Fellow at USC and editor in chief for *Journal of Fitness Research*.



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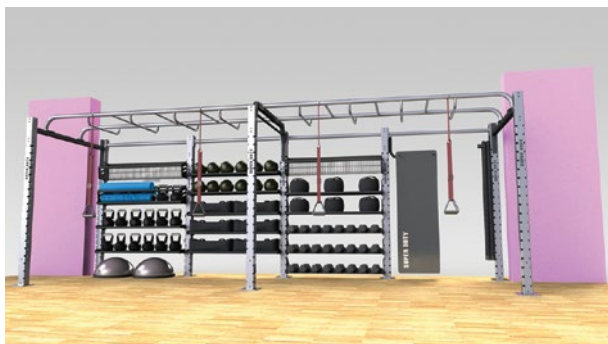
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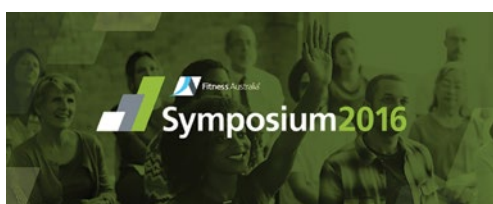
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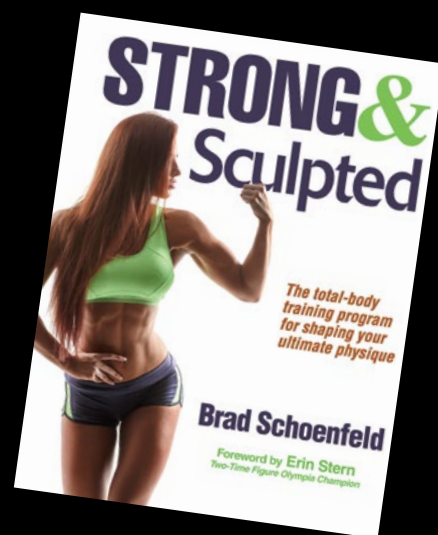
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MYOFASCIAL RELEASE

FOR PREGNANT CLIENTS

By safely incorporating myofascial release into your pregnant client's training, you can help her stay fit and feel fabulous, both during and after her pregnancy.

WORDS: MARY BACON

As a fitness professional, it's likely that you're familiar with the benefits of myofascial therapy for clients who run and who strength train. But have you considered the benefits that foam rolling and other myofascial releases can deliver for your pregnant clients? Myofascial release not only plays an important role *during* pregnancy, it can also kick start 'getting back' to pre-baby workout levels.

When it comes to training pregnant clients, we often recommend gentle exercises such as Pilates and yoga. However, there are many other alternatives available.

Research shows that strength training is not only beneficial for keeping the mum-to-be fit and healthy, but also for gaining postural and physical strength. Another positive outcome is that women also cope better during labour when they are fit, strong and healthy. Myofascial release can assist in keeping this training option open.

As the baby grows and the mother's shape changes, lordosis in the lower spine causes increased levels of discomfort in the lower back region and hips. Using the foam roller on the hips can result in better sleep, a better training outcome and significantly less discomfort in the lower back. It must be noted, though, that the foam roller should never be applied on the lumbar spine, tailbone, glutes or around the sacroiliac (SI) joints, as this pressure may induce labour.

To begin with, I recommend 10 minutes of foam roller exercises *before* commencing any cardio, warm up exercises or weight training, and progressively you should only need to release spasms as needed.

Let's explore a few key recommendations for using myofascial release with this population.

Muscle spasm releases

Perform the following 'muscle spasm releases' before cardio or weight training exercises. Choose the most appropriate exercises for your client, followed by a stretch for that area. You should aim to do 'muscle spasm release' and quick stretches just prior to each workout for a maximum of five to 10 minutes.



Applying gentle pressure to the fascia of the feet using a golf ball

Many pregnant women seek relief from the experience of pain in their feet caused by extended periods of standing or walking. Myofascial release can provide relaxing, therapeutic care that relieves the painful area and reduces stress. It is very soothing to apply gentle, massage-like pressure to the fascia of the feet. For example, the use of a golf or tennis ball to release smaller areas such as the feet is very effective.

The best way to perform this for large muscle groups, such as the quadriceps, hamstrings, latissimus dorsi and calves, is to use a foam roller.

Empowering clients to self-release

As a practicing trigger point therapist, I perform releases manually, helping pregnant women release tight hips and lower back. However, the beauty of the foam roller is that I can teach them how to self-manage and maintain their training. When they come to my pregnancy personal training sessions, they are able to stabilise the pelvis, while also contracting their pelvic floor and connecting their core muscles effectively.



Self-myofascial release

I ensure that each client squats properly, instead of twisting to one side or having their torso come into forward flexion. I also make sure their four-point kneeling or other core-based exercises are performed with fluid movement. If they have a tight hip flexor and/or external rotator, their brain sends a message to the tight spots saying 'tight' or 'painful' – hence the movement is compromised and the exercise is performed incorrectly.

The release of muscle spasms will initially cause some degree of discomfort, however if you keep the pressure on a scale of 7/10, the muscle or fascia will release (1 being no pain and 10 being the highest pain threshold).

In most people, the iliotibial band (ITB) – the long fibrous tissue on the side of each thigh, glutes/hips, latissimus dorsi (long back muscles) and calves – tends to be tight and require pressure to release the spasms. Performing myofascial release helps to release tight spasms (e.g. side of the thigh). It's similar to the way in which, when you run freezing cold fingers under warm water, they soon become mobile again.



Self-myofascial release of the ITB

Practicing the self-myofascial release prior to a cardio or weights program assists with the mobility of a muscle or joint. As the muscle releases the tightness, it is not pulling on a joint – hence a movement becomes more fluid, instead of restrictive and painful.

For instance, as a runner you may find your knees or hips can



Myofascial release can provide relaxing, therapeutic care that relieves the painful area and reduces stress



The 30-second article

- Myofascial release not only plays an important role during pregnancy, it can also kick start 'getting back' to pre-baby workout levels
- Performing 'muscle spasm releases' before cardio or weight training exercises assists with the mobility of muscles and joints
- Using the foam roller on the hips can assist in better sleep, a better training outcome and reduced discomfort in the lower back
- The foam roller should never be applied on the lumbar spine, tailbone, glutes or around the sacroiliac (SI) joints, as the pressure can induce labour.

become sore or stiff. Releasing the trigger points in the ITB (side of the leg), glutes and calves before you go for a run will make your run much easier, and you will have better form, run farther and generally feel free in the knees and hips.

The benefits of correctly performed myofascial release for pregnant women are many, not the least of which is the fact that the normal levels of discomfort due to physiological and hormonal changes in her body can be significantly reduced, or in some cases even removed altogether. This leads to a happier, better adjusted client who is able to maintain an exercise routine both when training with you, and at home. She can stay fit and feel fabulous throughout her pregnancy, experience better labour and return to her pre-pregnancy shape sooner after delivery. **N**

Mary Bacon is a pregnancy expert and author of *Pregnant, Fit and Fabulous*. In her book, available online and in bookstores, she shows women how to care therapeutically for their bodies during pregnancy. marybacon.com





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FLUID FOCUS: THE POWER OF MASME

By transferring elements of mindful practice to the warm water, you can help your clients profoundly reconnect to their physiological capacities and psycho-emotional selves.

WORDS: TANJA LUCK

Many people observing a mindful aquatic slow movement exercise session, such as Aquabalance, would think; 'This looks too relaxing to achieve any real benefits. Isn't faster movement with intense effort far more effective than slower movement with less effort?'

It's an easy assumption to make, but appearances can be deceptive. Here we'll explore why mindful aquatic slow movement exercise (MASME) programs are profoundly beneficial, both physically and neurologically.

Internationally, we are seeing a rise of MASME programs such as Aquabalance, Ai Chi, Aqua Kriya Yoga, Aqua Pilates, Water Healing Dance, Watsu and Agua Hara, to name just a few. So what do all these programs have in common? They all transfer elements of mindful movement practices into a warm aquatic environment.

The warm water exercise intensity effect

On immersion into warm water (29°C-35°C) certain fascinating physiological responses

take place. As the body temperature rises, the heart starts to pump faster, causing the blood to warm and the vessels to dilate. This is partly due to the hydrostatic pressure that causes a dramatic shift of blood volume from the extremities of the body to the central thoracic region (Arborelius, Balldin, Lilja & Lundgren). This increases the central venous pressure, stroke volume and cardiac output. Once acclimatised, however, it leads to a decrease in heart rate. The combined influence of water temperature and hydrostatic pressure helps to explain why, at a given VO_2 (maximum oxygen consumption), heart rate has been shown to be 17 to 20 beats per minute lower in water than on land.

Interestingly therefore, although cardiac output may be less, training intensity and physiological overload is not compromised. The heart pumps effectively the same amount of blood per minute as it does during the initiation of exercise. In fact, no movement at all is required by the individual in order to achieve this '30 per cent exercise intensity effect'. This is a welcome benefit for those that are usually immobile, sedentary or fearful of exercise due to chronic pain.

Immersion also has other benefits. Blood circulation is enhanced, due to the combination of buoyancy and hydrostatic pressure. Muscular relaxation is also greatly improved, which eases any nerves pinching the blood vessels, and in the process, aides muscles in ridding themselves of metabolic waste. When muscles are released and relaxed, and limbs are supported by buoyancy, an incredible freedom of effortless movement can be achieved. Individuals with limited flexibility often

become exhilarated when experiencing a sudden increased range of movement that their joints are usually unable to perform on land. This enhanced mobility helps to explain the increased popularity of practising yoga in water. By making practices such as yoga accessible to more populations, aquatic slow movement exercise has the potential to deliver physiological and psycho-emotional gains to a wider demographic, which can only benefit our healthcare system.

Relaxation and pain relief

MASME programs that combine these hydrodynamic properties may enable clients to achieve efficient diaphragmatic breathing (often incorporated in mindful practice). Participants can realise effortless flowing movements combined with mindful breathing techniques, which can lead to a deep sense of relaxation and, often, pain relief. This stimulates the parasympathetic nervous system, allowing for a greater sense of awareness through movement. On initial submersion into water, breathing requires more effort, as the lungs are under increased pressure, which assists in lung expansion. Participants can sense their breathing dimensions more keenly in water than on land, which accelerates the mindful awareness experience.

As the body moves through the warm water, the sensory nerves on the periphery of the skin are fully stimulated, considerably increasing proprioception and kinaesthetic awareness. Interestingly, studies on dementia have shown that slow movement through water can also have profound effects on an individual's memory retention, as well as their personal dimension awareness.





“ **Although cardiac output may be less, training intensity and physiological overload is not compromised.** ”

What's happening in the brain?

So, what happens neurologically during practice of MASME programs?

Research has shown that mindful practice can re-wire the brain, which is comforting to know in an age when technology and our fast-paced lifestyles are taking up 'mind space'. Mindful practices have numerous benefits, such as improving productivity, emotional intelligence and mental health. It may also help reduce insomnia, enhance immunity, correct eating disorders, reduce chronic pain and reverse ageing. The list is expanding, with new studies surfacing regularly. When brain scans measure the grey matter after long term regular mindful practice, they indicate that the areas associated with concentration, memory and senses improve, slowing down the ageing of the brain. Mindfulness grows the area of the brain responsible for memory and learning.

We have discussed how, during MASME programs, blood flow is shunted upwards from the lower limbs to the central thoracic area as circulation increases throughout the whole system. This, of course, includes a greater flow of oxygen to the brain. Interestingly enough though, when clients participate for the first time in MASME programs, they initially experience difficulty with coordination, concentration and balance. This is because the brain rewires as it senses the limbs experiencing a mass of resistance – an acclimatisation process known as neuroplasticity. To quote from Hebbie's hypothesis, 'The neurons that fire together, wire together'. Becoming more coordinated is essentially a matter of rewiring the neural circuits that control movement, and when the mind has spent most of the

day 'patrolling agendas' at a faster speed to keep up with the internet age, slowing down requires some shifting of gears.

According to neuroscientist Michael Merzenich, the brain is constantly rewiring itself, however shifting from a constant gravity environment to a supportive weightless buoyant environment challenges not only coordination, but also stabilisation. If anything it can be likened to leaving the planet earth and venturing into an outer space environment. The body naturally acclimatises to recruit core stabilising muscles in the new dynamic environment simply to maintain an upright vertical position.

One of the most profound benefits achieved through participating in MASME programs is improved breathing and posture. Respiratory function, oxygen consumption and core stabilisation is considerably challenged when moving vertically through the water. Studies by Len Kravitz have shown that there are significant improvements in VO_2 max that can be compared to the effects gained from participating in chronic (regular and constantly re-occurring) exercise on land.

MASME programs globally are catering for a broad spectrum of clients, with astounding results still being explored and studied. There's no denying though, that mindfulness in water leads to a greater fluid focus. **N**

Tanja Luck has over 20 years' experience as an active educator, with specific expertise in aquatic exercise therapy and wellbeing programs. She regularly delivers workshops to health professionals, remote communities and staff in spa resorts. Tanja is the founder of Aquawellbeing.com and the Health and Wellbeing Coordinator for vulnerable women's health care in WA.



The 30-second article

- Mindful aquatic slow movement exercise (MASME) programs are increasing in popularity
- The combination of warm water and hydrostatic pressure lowers the heart rate without reducing training intensity or physiological overload
- Performing elements of mindful movement practices in warm water has a number of physiological and psycho-emotional benefits, including relaxation, increased range of movement, pain relief, and improved breathing, posture and stability.





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

Embracing yoga into the exercise community



As a part of our commitment to support the entire exercise community, including those that use exercise and movement as part of a more holistic environment, ExerciseNZ recently hosted a series of yoga forums around the country to explore how yoga practitioners could be better supported by working collaboratively. The response from the yoga community was fantastic.

The outcomes from the forums have been shared, with a key one being backing for the establishment of an NZ Yoga Teachers Council (working name only), that ExerciseNZ has agreed to support. Several other organisations that had already expressed interest in supporting the yoga community in New Zealand have been invited to be part of this project, including the New Zealand Register of Exercise Professionals (REPs), Skills Active, Yoga New Zealand, IYTA NZ and the Yoga Alliance.

As part of its involvement in this project, ExerciseNZ is reviewing its various resources for exercise facilities (such as health and safety, membership agreements and employment guide) to ensure they are fit for purpose and relevant to yoga studios. Several yoga studios have already signed up to be part of the review process.

It's certainly an exciting time to be part of the yoga

community, with yoga growly strongly everywhere from studios to school halls, as well as private homes. We want to make sure we are there to support it.

On a personal level, I took up yoga just three years ago but am already converted. I've seen yoga work on so many different levels, and provide benefits to everyone from the inactive through to the gym junkie. This diversity applies equally to yoga teachers, with many coming from traditional yoga backgrounds and education methods, while others are finding it through gyms and contemporary exercise, and using it to compliment other disciplines, from PT to holistic healing.

For more information on the forums, and to keep up-to-date with what's happening as a result, visit exercisenz.org.nz/yoga

Namaste,

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

Health & Safety for exercise professionals

One of the hot topics at the ExerciseNZ Roadshow this year was health and safety for exercise professionals. ExerciseNZ has already developed and distributed a comprehensive guide for exercise facilities in New Zealand, and is currently finalising a similar resource for exercise professionals. The guide will cover what is needed to comply with the new health and safety laws, as well as provide the hands-on tools and samples to do so. All those registered with the New Zealand Register of Exercise Professionals (REPs) will receive the resource for free.

NZ's FitEx conference brochure and bookings now online

Registrations to attend New Zealand's FitEx conference are now open at fitex.co.nz. This year the conference is going all-in on technology, with both the event brochure and full speaker profiles being made available online. Supporting the website will be an app that attendees can use to get up-to-date information on everything from the session schedule and rooms, to where to get the best coffee, making it a true one-stop-shop for information on FitEx.



NETWORK CATALOGUE

Tools and resources to help you be the best you can be

Qualifications & Professional Development

fitnessU

Finding the right personal training course for your schedule shouldn't be a challenge, but it often is. Some prefer to study full-time, others part-time. fitnessU offers personal training courses that can be delivered at a pace that suits you, and that can be changed as you go. Studying your personal training course online allows you to set your own schedule, with easy-to-track progress each step of the way. fitnessU offers learners: Certificate III in Fitness (SIS30315) and Certificate IV in Fitness (SIS40215) qualifications; a complete Group Fitness Instructor qualification; a nationally and internationally recognised personal training certification; as well as practical guidance about the business of personal training through one-on-one mentoring sessions with a fitnessU Pro-Trainer.



fitnessu.com.au

Bodyweight Athlete

A new breed of athlete is emerging. No longer satisfied with being defined by how much they can bench press, bodyweight athletes focus instead on how well they can fight gravity. They challenge their bodies to be both their gym and their resistance, and are committed to progressing each workout in the pursuit of supreme function, form and physique. If you want to learn how to master 9 bodyweight pinnacle exercises, including pistols, human flags, and back levers, while developing the skills and knowledge to apply to your client's programs and development, then maybe it's time to become a Bodyweight Athlete.



fitnessnetwork.com.au/ba

YogaFit

Learn to create inspiring classes that are founded in yoga, yet grounded in fitness, and offer your clients a holistic fitness experience like no other. With flexible payment plans and a convenient, modular training approach, YogaFit instructor training is the perfect way to add fitness-focused yoga to your professional skillset. Get started and gain 15 CECs with the 6-day YogaFit Fundamentals intensive, and then continue your yoga journey with Levels 3, 4 and 5, and a range of one-day specialty modules such as Prenatal, Older Adults, YogaBack, Kids, and more. YogaFit Fundamentals workshops for 2016 are now enrolling.



fitnessnetwork.com.au/yogafit

Barre Attack

Barre Attack is a complete barre fitness class combining the best of Pilates, fitness, and ballet. Using the ballet barre, resistance bands, hand weights and Pilates balls, it incorporates standing Pilates with cardio intervals, core work and functional exercises. This flowing class format creates a total body workout which is fun and easy to follow, and the block exercise system ensures every part of the body is balanced and aligned correctly. If you're looking for the opportunity to expand your teaching skillset and deliver a unique, effective and fun program that participants of all ages and abilities can enjoy, then you need to check out Barre Attack.



fitnessnetwork.com.au/barre-attack

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We scour the globe for experts in all fields of health and fitness to fuel your interests, business and career.

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As a Network Member you have access to continuing education courses that provide you with between 1 and 15 CECs/CPDs each. With affordable prices – and even some free courses – you have a world of inspiration at your fingertips!



5 CECs
CPDs
\$99

Meeting of the Minds

Filmed during the Meeting of the Minds live event in 2016, this course comprises a series of 9 succinct presentations, as well as a detailed Q&A session with some of the world's leading fitness thinkers and innovators, including Bobby Cappuccio, Douglas Heel, Paul Taylor and Dr Emily Splichal.

From programming and emotional connections to behaviour change and movement evolution, the thought leaders in the world of PT present their unique and thought-provoking insights into the topics they believe to be critical to the future of personal training.

3 CECs
CPDs
\$149

Twist Foundations by Twist Conditioning

Eliminate the 'weak links' that are stopping your clients from excelling, and get them moving with fluidity, strength and balance.



5 CECs
CPDs
\$99

Set up for Success! Goal Setting for Weight Management by Glenn Mackintosh

Learn how to use psychological principles to help your clients set – and reach – realistic, holistic and sustainable goals.

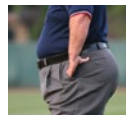


COMING SOON!

COMING SOON!



Beating the Bulge: Understanding Health and Disease in Overweight and Obese Populations by Wendy Sweet



Beating the Bulge: Exercise Considerations for Overweight and Obese Exercisers by Wendy Sweet



Beating the Bulge: Nutritional Considerations for Overweight and Obese Exercisers by Wendy Sweet



Beating the Bulge: Supporting your Weight Loss Clients to 'Stick with it' by Wendy Sweet

Note: All prices stated are Network Member rates and include GST. Non-member prices will vary. Visit fitnessnetwork.com.au for non-member pricing.

SEE THE FULL RANGE ONLINE

Find all these courses and more at fitnessnetwork.com.au/cecs – and don't forget to check out our range of Network Member-only FREE courses!



Power Music

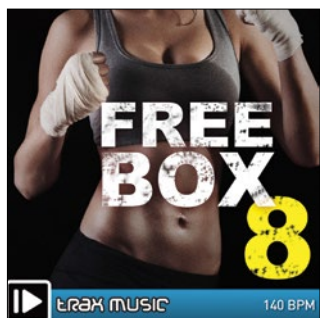
Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music.

Network Members receive 10% off all purchases made through Power Music. This includes CDs, custom playlists, individual tracks, choreography videos and much more.

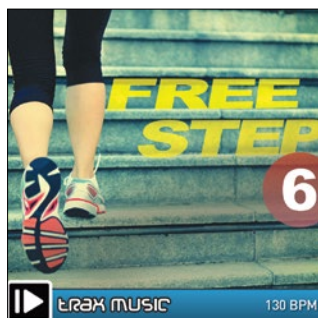
Power Music also features ClickMix which allows you to create your very own custom mix – at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

To purchase the albums below, and to view the entire range, visit powermusic.com – remembering to use the code **network2016** at the checkout to receive your discount.

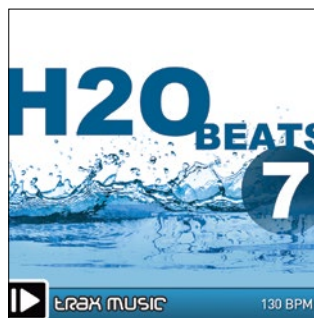
Trax Music (PPCA-free)



FreeBox 8



FreeStep 6



H2O Beats 7



FreeRide 28

Power Music (PPCA-free)



TOTAL HITS! Vol. 19



Tropical House PowerMix



Best of 2000's Vol. 2



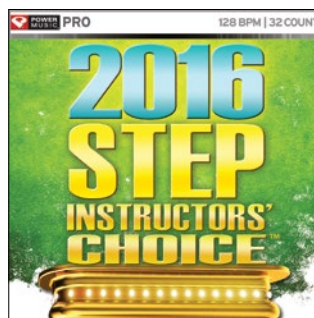
Pop Pilates – POP 6



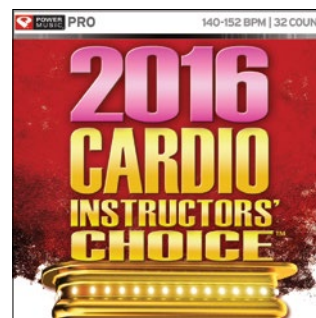
BARRE ATTACK 1 – Good Vibes



Silver Seniors Vol. 6



Instructors' Choice 2016 – Step



Instructors' Choice 2016 – Cardio



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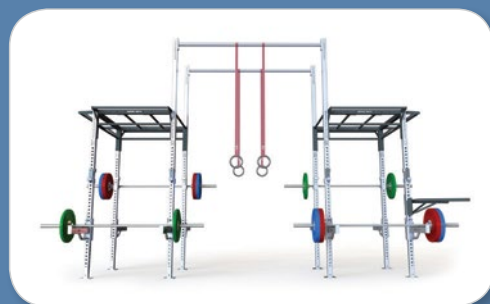
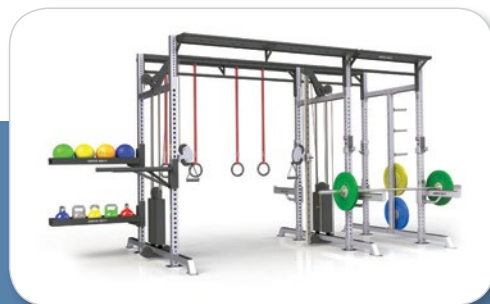
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