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# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SPRING 2017

## FLYING THE (HUMAN) FLAG FOR CALISTHENICS

Bodyweight training that sets you poles apart (17)





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# When exercise punches above its weight



The term 'inspiration' gets bandied about pretty freely – and in fairness, we are fortunate to work in an industry that features more than its share of inspirational moments and individuals. This issue of *Network*, however, features a piece that, for me, genuinely does earn that descriptor more than most.

In his article on the power of exercise – and in particular boxing for fitness – for fighting Parkinson's disease, Steve Schiemer allows us an insight into his personal experience, as well as that of others whose lives have been enhanced through the remarkable Punchin Parkos program.

You may know of Steve, a highly regarded figure in the Aussie and international group fitness industries. Diagnosed with early onset Parkinson's disease at the age of 39, his career as a fitness professional was cut short as the symptoms, and then the side-effects of the medication, took hold. In search of alternatives to the drugs, Steve discovered some pretty compelling research highlighting the effects of complex, repetitive and intense exercise on brain function.

As he writes, despite having spent his life espousing the many benefits of movement, nothing prepared Steve for the phenomenal effect that exercise would

have on his Parkinson's symptoms – and those of fellow sufferers. It's a pretty amazing story that really brings home the life-changing potential of what we do in this brilliant industry.

Elsewhere in this issue you'll find plenty of other thought-provoking articles too, from Andrew Chadwick's Perspective on making yourself an expert in your training trade, and Krista Scott-Dixon's analysis of how much protein clients really need, to Mel Morony's advice on avoiding loneliness for group fitness instructors, and Lynsey Fraser's practical guide for generating the most relevant leads for your fitness business.

So, apologies for dropping the 'i'-word, again, but whatever your area of this industry, I hope you take inspiration from this issue.

**Oliver Kitchingman, Editor**  
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**NETWORK'S CORE PURPOSE**  
*'To inform, inspire and educate our members to be the best they can be'*

## NETWORK MAGAZINE

Editor, Oliver Kitchingman

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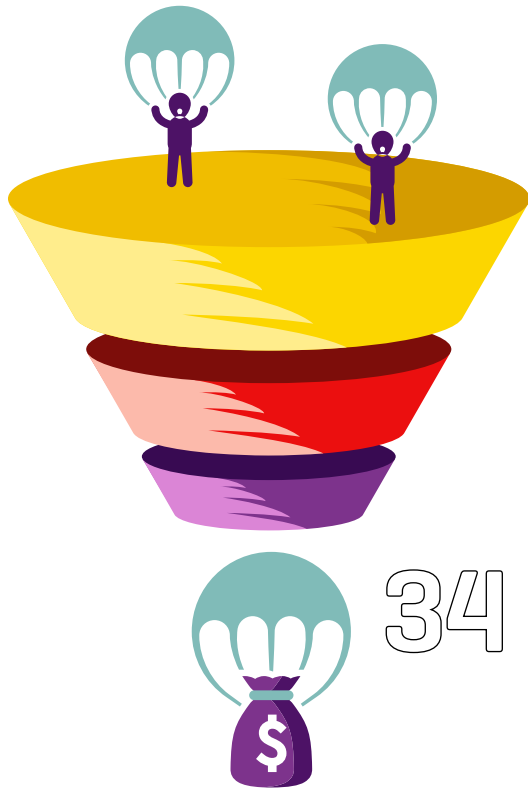
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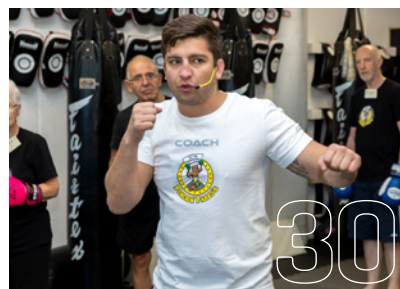
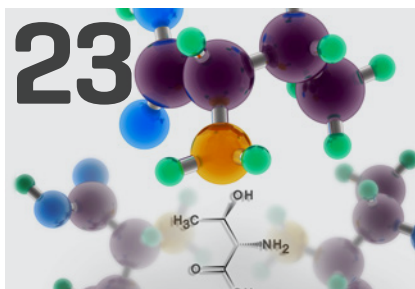
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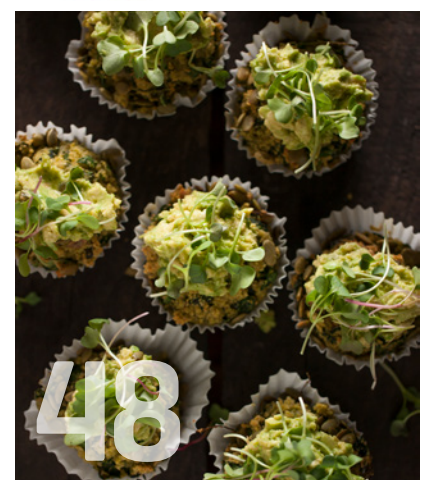
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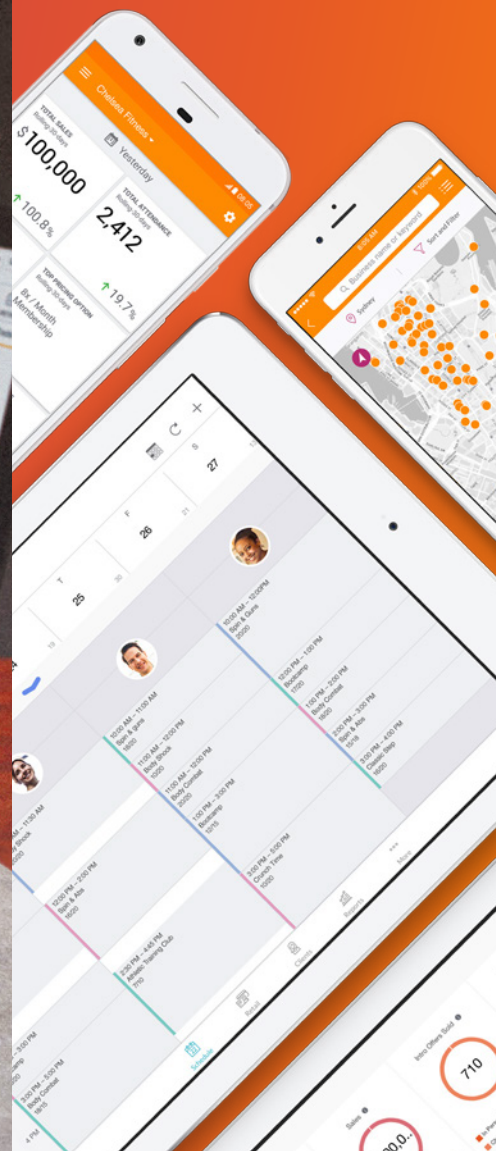
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# WHY IT PAYS TO GET TO GRIPS WITH YOUR CRAFT

Learning more about the tools you train clients with is critical for building credibility, trust and career success, says Presenter of the Year, Andrew 'Chaddy' Chadwick.



**L**ife as a PT or group fitness instructor can be very rewarding, but as you probably know, it can also be very demanding. Time is your only real commodity and what you do with it impacts your business significantly. Consider everything you have to do to keep your business running. Conduct your sessions, write your clients' programs, set them accomplishments to achieve outside of sessions, do your admin and invoicing, follow up on leads, train yourself, and learn how to use equipment properly and understand which clients it may be suitable for. Hang on, what was that last one? Yes, you read correctly: educate yourself on how to use equipment properly and who to use it with!

Your certification gives you an understanding of the impact of training stress on the body. It does not make you an expert on all the tools on the gym floor and the potential physical and emotional impact they can have on members or clients. Investing time and (tax deductible) dollars into learning more about the tools you use is as important as every other aspect of your business. It shouldn't just be relegated to something a peak body requires you to do to remain registered. It actually provides return on investment in the form of increased confidence and ability to deliver a better experience to clients that will strengthen their trust in your ability to guide them on their health and fitness journeys.

As a Senior Master Instructor for several companies I encounter a lot of course participants who have been using specific equipment for a while and think they're just there to get some points for re-registration. I also get people who claim semi-mastery of a piece of kit because they once did a convention session on it, and then, of course, I get people that Googled it and know all there is to know. At some point in the course, all of these people will say 'Oh I was doing that wrong' or 'Why haven't I been doing it that way?' The answer to the last question is 'because you've been making it up'. And yes, your clients can sense it.

There's some excellent reference material out there that can be a good starting point and give you some insights into training with a specific tool – but unless you undergo some practical training you will never fully understand the application of the techniques, or the subtle differences between, as we say, 'what good looks and feels like'.

Information changes as our applicable knowledge of training human beings evolves. If you did a course five years ago, go back and do it again! Good education providers will update their courses as we learn more

about training humans.

Realistically, even if you are trained by the very best and most engaging instructor, you're likely to remember only around 15 to 25% of everything you are taught during a training course. This is why I question the efficacy of clubs or chains sending one team member to do a course in order to then pass on what they learn to the rest of the team. If they recount only a modest percentage of what they were told to their team, who in turn remember only a percentage of what *they* learn, it becomes a case of ever diminishing returns. Most courses are only one or two days, so if you specialise in training clients in specific apparatus, it makes sense to invest this relatively small amount of time and money in truly getting to grips with it.

Finally, beware cheap imitations! Go to reputable companies that offer the registered official education. The official TRX Suspension Training Course, for example, runs for at least eight hours – and deals with just one piece of equipment. If another course provider promises to get you skilled in a range of 'suspension training' tools in half the time, you should probably question the veracity of that claim. When considering a course, ask the company if they are the official education suppliers for that tool – and don't let them bulls@#t you!

Education is more than just an investment of your time and money: it is an investment in your current and prospective clients' trust in you and your ability to guide them to their health and wellness goals. **N**

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**Chaddy** has been a PT for over 10 years. He is a PTA Global Faculty Member, TRX and Trigger Point Performance Senior Master Instructor, ViPR pro trainer, and SandBells and Kettlebell instructor. Chaddy's passion for movement inspires others to learn more about the human being, not just the human body. [chaddy39.wixsite.com](http://chaddy39.wixsite.com). Follow him on Facebook and Instagram.



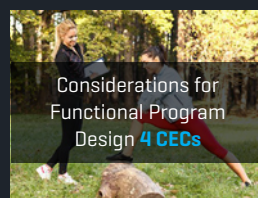
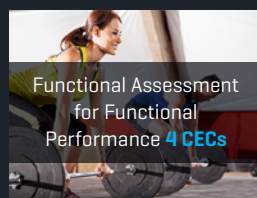
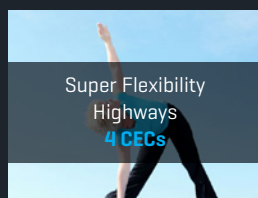
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# INDUSTRY INSIGHT

| News, views and lessons learnt



## Loneliness kills more than obesity, so what can the fitness industry do?

Two recent meta-analyses of almost 4 million adults found that risk of premature death was 50 per cent higher for those who were lonely or socially isolated. This is a higher risk of early death than that associated with obesity.

Noting the ageing global population, study co-author Professor Julianne Holt-Lunstad said; 'Many nations around the world now suggest we are facing a 'loneliness epidemic'. The challenge we face now is what can be done about it.'

So what does this have to do with fitness? Well, ours is a service industry, and connecting with people is our bread and butter. The places where most of us work, we call clubs: a coming together of a group of people.

Fitness facilities are well placed to serve the lonely and isolated in our communities, through the provision of fitness-related social activities. These might not be standard classes or workouts, but rather, considering the age of many in this demographic, fun, low-intensity, play-based sessions with plenty of opportunity for chatting and social interaction, held regularly during off-peak hours.

By promoting this offering, and perhaps working with local social services to refer people to you, you will not only be providing a great service to those in need (which in itself has been shown to enhance your own physical and mental wellbeing), but also to elevate your club's standing as an integral part of your local community.

## Fitness professionals are AusREPs now says FA

Fitness professionals registered with peak industry association Fitness Australia will from now on be known as AusREPs.

Announcing the change, Fitness Australia's CEO, Bill Moore, said 'This progression is in line with iCREPs, the International Confederation of Registers for Exercise Professionals. We're proud to be administering the official Australian Register of Exercise Professionals and this name change for exercise professionals gives them the status and profile they deserve.'

Reflecting on the importance of being registered, for both the fitness professional as well as their clients and industry employers, Moore said 'Being on the Register means that an AusREP is committed to best-practice, wants to continuously learn to improve their skills for a better career, and is seen as a dedicated, credible Trainer or Instructor.'

'I urge all fitness employers, clients, medical and allied health professionals to look for an AusREP on the official Register when looking for a Personal Trainer or Instructor. The AusREPs directory displays qualifications, delivery skills, CPR and First Aid certification and specific areas of continuing education lodged.'

**BE A REGISTERED  
MOTIVATOR.  
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Prove it by being  
on the Australian Register  
of Exercise Professionals







## The way we were...

Fifteen years ago, back in 2002, *Network* magazine's editor, Justine Northcott, signed off on her final issue after five years at the helm, handing the reins to the brilliant Analee Matthews.

*"The fitness industry has proved a fantastic world to work in"* Justine wrote, *"I suspect there will be few other times in my career that I will have the opportunity to be among such a group of friendly, exuberant people"*.

Elsewhere, group exercise innovators Greg Sellar and Michael Steel shared an idea for keeping step classes fresh:

*"Want to keep your step class numbers alive and kicking? Why not try adding an extra dimension – the 2-way face off! Start off the class as you normally would, by teaching your choreography routine, and then halfway through the class ask your participants to find a partner and run through the same routine they have just learnt, but this time sharing a single step."*

## 1 thing I've learnt

**Tarek Chouja, Co-Director and Head of Global Strategy for FTI, [functionaltraininginstitute.com](http://functionaltraininginstitute.com)**

*"One thing I've learnt is to harness the power of networking. There is real magic in simply mingling and connecting with people. You never know who you will come across. The person you make the effort to introduce yourself to at an event may transform your business, and even change the course of your life."*

*The key is to be open and willing to take the initiative to make things happen – not just wait for them to happen to you. As a business owner for 10 years, my company, Functional Training Institute, has been built on the ability to network effectively and to follow up on the connections that I have made. One last vital ingredient is persistence. Never give up on something that may at first appear dead and buried. Keep contacting those once-promising connections, and in time they may well deliver for you."*



## Wearable tech, the key to boosting incidental exercise



Our promise to our clients and members is that we will guide, support and motivate them through their health and fitness journeys. The difficulty in delivering on this promise is that we may only see them for an hour or two each week. So, the \$64,000 question is, what do we do about the remaining 166+ hours of the week when we don't see them?

The answer lies in convincing them of the incredible benefits of incidental activity – exercise that they won't even realise they are doing. The effects of every small act of movement performed throughout the day accumulate, and result in increased energy expenditure. This is not about attending a training session, going for a run or playing sport, but about choosing to be active whenever possible instead of taking the easy, sedentary option. Take the stairs not the lift. Park five minutes further from your workplace. Walk around the office to ask colleagues simple questions rather than emailing or phoning them.

For clients and members to truly realise the power of incidental exercise, however, it needs to be measurable. In case you hadn't noticed, that's very easily done these days. As well as tracking daily activity levels and providing immediate feedback to the wearer, data gathered by wearable technology can often be automatically shared with a personal trainer, thereby enabling the PT to monitor their client and offer advice and encouragement accordingly.

While some wearable technology is designed specifically for use during exercise, when it comes to gauging the exertions of incidental activity, wrist-worn devices are probably the more practical option, as clients can wear them all day without even thinking about it. We're talking smart watches like the Apple Watch, Fitbit, Samsung Gear Fit, Moto 360 and wearables like Jawbone and MisFit, all of which download daily activity to your phone.

These devices can record incidental exercise, and set daily activity goals based on recommendations from leading health organisations. The five activity areas monitored and recorded by Apple Watch, for example, are steps taken, kilojoules burned, distance moved, floors climbed and time spent standing. Throughout the day the wearable provides progress updates until the goals in each area are achieved.

The irony of all this, of course, is that technology is largely responsible for the huge reduction in incidental exercise in our daily lives, resulting in the high incidence of sedentary lifestyle diseases, such as high blood pressure, cardiovascular disease, diabetes and obesity. But just because it contributed to the problem doesn't mean technology can't also be part of the solution.

*Nigel Champion*

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

# REAL WORLD PT

**THEA BAKER**  
**SELF-EMPLOYED PT**  
**VIC**



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

**? Business name:**  
Thea Baker Wellness, theabaker.com.au

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

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

**? Why did you become a trainer?**  
Complete life reevaluation after having my children. I used to work within Corporate HR and through my own journey to wellness felt called to work with other women with similar stories.

**? Do you specialise?**  
Yes, in women of all ages and stages. I recognise that women aren't a special population or a smaller version of men, but they do benefit from being trained differently – especially those that have had children at any stage in their lives.

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

I have a Power Plate Pro7 that I use extensively, but I also use ViPR, Gymstick and a host of different tools with my clients. I ask that my clients trust me with the content of their sessions, and depending on what their needs are I work with whatever training tools are appropriate on any given day.

**? How many hours do you train clients for each week?**  
Anywhere between 25 and 35 depending on the time of year

**? How many hours do you spend working on your business?**  
Probably at least 10 hours a week, but sometimes significantly more

**? What hours do you work?**  
Largely school hours to fit in with my family's needs, but I also work one evening a week and Saturday mornings.

**? What do you do in any downtime during the day?**  
I have a rule that if a client cancels on me with short notice I have to do their session instead! I tend to spend at least 20 minutes a day doing Power Plate mobilisers for my own body's recovery. I also catch up on

admin, social media marketing and then of course looking after my two children, 3 step-children and partner!

### ? How much do you charge?

I charge \$95 for an Initial Consult, after which I only offer sessions in packs of 2 (\$115) or 8 (\$460).

I don't discount my bulk sessions. I decided about a year ago that I needed to value what I do more. We don't expect discounts from our other allied health professionals and I started to question how it worked for me. I offer two options for payment to make it more manageable for clients who find it easier for cash-flow purposes to pay fortnightly. When I stopped discounting, I explained my reasoning to my clients in a newsletter and no one mentioned it to me. I didn't lose any clients over it, and now I have a wait list of clients waiting to get a regular slot with me, so I guess it's worked, even though it's not conventional in our industry.

### ? How many clients do you have?

I have upwards of 50 clients.

### ? How long do your clients stay with you?

I have a significant number of clients that I have been working with for more than two or three years now. Sometimes they work with me until they are feeling strong enough in their recovery (postnatal, pelvic floor dysfunction, birth injuries) to try other things, which is great because I know that they are then fully aware of their body and what it needs in order to be able to do something different. Other clients (especially prolapse clients) stay working with me because they know that I help them train intelligently for their condition.

### ? How do you get new clients?

Largely word of mouth, but also via my website or social media pages.

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

I always have a lengthy phone call with clients before their initial consult. They need to understand how I work and I need to understand a little of their journey to this point. I ask a *lot* of questions!



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

Rarely – they are usually coming to me because they can't work with other trainers. Some of my clients joke that I train the women that other trainers are scared to work with!

### ? What differentiates you from other trainers?

I am very clear about what I am and what I'm not. I don't try to be all things to all people. I do what I do and I do it really well, and I stick to my speciality. I think my clients respect that. I also don't promise quick-fixes or magical, unsustainable weight loss. I do promise that they will understand things about their body they never knew before they met me, that they will learn to listen to what their body wants and needs, and that they will always feel better after their session than they did before.

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

In addition to attending FILEX and FitEx (in NZ), I regularly attend any training that is appropriate to my specialism, such as Pelvic Floor First workshops, as well as online training, and business development events like Business Chicks.

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

Being in a position to help women change their lives and feel better in the skin they're in.

### ? And the hardest?

Creating space for me. It's too easy to accommodate others (clients, family etc) and burnout is a real risk in this industry.

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

The stereotype that you have to be young, buff and bronzed.

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

I have three elements to Thea Baker Wellness – being a specialist trainer for women, a Transformative Wellness Coach, and a presenter. My focus for the future is on the coaching and presenting sides of my business. I presented at FitEx last year, and I'd love to present at FILEX one day!

### ? What is your fitness philosophy?

Balance. Moving mindfully and being strong, but also not being obsessive about any one thing – whether that's exercise or nutrition. I'm big into meditation and rest these days.

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

Walk the talk for sure, but be authentically real. Figure out who you can offer most to and craft that. Become an expert at what you do and forget about the competition – just focus on being excellent and being true to your own moral compass and clients will be drawn to you. **N**

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# THE LONELINESS OF THE GFI

## (AND HOW TO MINIMISE IT)

Despite surrounding ourselves with people, a life teaching group fitness can be a lonely one, says *Mel Morony*. So which strategies can help us feel part of a group too?

**T**he play out track begins, the class concludes. The Group Fitness Instructor (GFI) starts packing up. If there is another class immediately following and a crossover of GFIs happens then there may be a 'Hi/Bye' between the two colleagues. The finishing GFI hurries toward the exit, possibly stopping at reception to complete any necessary administration for remuneration purposes, before jumping in their car and heading for home or to the next facility where the process will likely be repeated.

I have just described a small snippet of a GFI's day. Delivering several classes at multiple facilities daily, often returning to a home office to answer emails and prepare new sessions, with limited interaction with the staff of the clubs they have been in, can lead to a sense of isolation. This isolation can become a mental health hazard.

### The irony of Group isolation

Why would we feel isolated when we are surrounded by people – our class participants – all of the time? The answer is, because participants are not our friends, nor our work buddies. They are people who come to us because they believe that we can help them achieve their own health and fitness goals through the service we offer. They did not come to hear about our lives, whether personal or professional, and while some may ask, it is important to exercise care in our self-disclosure. In fact, some facilities have policies that require staff and contractors to keep patrons at a professional distance. Thus, while we should seek to inspire and build rapport with





## The 30-second article

- The nature of much Group Fitness Instructor work means that there is little opportunity to bond as a team, and this can result in a sense of isolation
- Group Fitness Managers may be sympathetic to concerns of loneliness, but it should be the GFI's prerogative to put strategies in place to manage their own risk
- Strategies include spending time in facilities you teach at during times when you aren't instructing; face-to-face professional development; getting involved in all workplace meetings and social activities; and choosing to work at clubs that not only claim, but actively practice, a culture of inclusivity.

participants, it is important to be mindful of these parameters.

### Hazard identification

Unlike physical OH&S, where we can be objective toward hazard identification and risk management, often due to legislation, mental health OH&S can be a lot more subjective. As I mention in this article on GFI mental health, with the exception of discrimination, bullying and not aggravating an existing condition, there is no further legislation on mental OH&S. This is because no two people are the same from a mental and emotional point of view. We have all been through different experiences, and even two people who have been through the same experience may perceive it differently; these experiences and perceptions will be what inform our perception of our present reality.

### Managing the hazard

When I realised that I was at risk of 'going nuts' (my exact thoughts) from the isolation of being a GFI, I knew I would have to find



## *Why would we feel isolated when we are surrounded by people – our class participants – all of the time?*



ways to manage it. I knew that it would take initiative on my part. While I supposed my Group Fitness Managers (GFMs) may have been concerned about mental health OH&S beyond what was legislated, I also knew that expecting those GFMs to provide solutions was unrealistic. Let's face it, most GFMs are employed for a limited amount of time each week and have very large teams to facilitate. So I decided to be proactive in managing the risk.

These are the strategies I put into place:

#### 1 Get out more

This was the advice I was given in my early 20's when I wanted to 'meet someone'. The same is true when it comes to developing friendships with our industry colleagues. Despite the prevalence of social media and its role in connecting people, there is nothing quite the same as face-to-face human interaction. So, I resolved to make an effort to spend some time in the facilities I teach in when I'm not actually instructing classes. This is usually under the guise of doing something else such as a weight training session or getting to the club early (where practical) to have a coffee or bite to eat between classes and maybe prep sessions (or draft articles like this). Of course, I have to respect the fact that the staff on duty have work to do, so I ensure I don't hinder them. However, this strategy has enabled me to get to know the staff, initially as faces and gradually by name as well, which allows for moments of banter when they aren't busy.

#### 2 'The staff that learn together...'

As fitness professionals we need to undertake continuing education in order to remain registered. Face-to-face professional development (PD) also provides an opportunity to spend time with fellow industry professionals, but these networks may be short-lived depending on whether we swap contact details and make an effort to keep in touch afterwards – particularly so if we have travelled for the workshop. Compare that to a PD being hosted by a club that you teach in. Over the years I have found this type of PD to be the most beneficial from a staff camaraderie point of view. In one instance, a club at which I had taught for two years but barely knew the staff, hosted such an opportunity. That afternoon workshop resulted in friendships being initiated that have continued long afterwards.

#### 3 Meetings are parties in work clothes

Meetings and parties put us in contact with our colleagues, enabling

“

***I resolved to make an effort to spend some time in the facilities I teach in when I'm not actually instructing classes***

”

us to feel part of a larger team and build friendships within that team. For me, attendance at as many of these as possible became a part of my risk management plan. Nevertheless, there have been plenty of parties at which I have felt like a fish out of water because I did not know many people and struggled to feel part of the group, resulting in my being glad to trot out the 'teaching a class first thing tomorrow morning' excuse for an early departure.

Personally, the social occasions that have been most enjoyable have either been at clubs where I have developed friendships

with the staff via the methods discussed above, including meeting attendance, or at events such as sit-down meals or fun activities like lawn bowls, which can mitigate the awkwardness of barely knowing anyone.

**4 Pick and choose your clubs**

The risk management strategies that I have discussed do not work at every club. This may be due to a combination of factors, including our own schedules, the layout of a facility and the culture of a club. In the case of the latter two, it is important to recognise what we can and cannot change. It is likely that there will always be some clubs that fall into the 'arrive, teach, leave' category, and feature very little in the way of staff interaction. That said, if a club does claim to have an inclusive staff culture, but that isn't being experienced by the GFIs who want to be part of it – whether due to the inclusive culture not existing at all or it being cliquy – then it is fair to bring that to the attention of the GFM. In such instances it should be appreciated that the GFM may have an 'insider' perspective which differs from that of those who feel excluded. It is therefore important for both sides to be as objective as possible when approaching and discussing such issues. The GFM may not be able to fix the problem, but they should be in a position to raise the issue with the management team so that steps can be taken to bring about a culture shift.

Since reducing isolation is not a legislated mental health issue, we also need to accept that some businesses will not seek to act on our concerns. That said, if such inaction was evident in a club

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that claimed to have an 'inclusive' culture, it would raise questions concerning the integrity of that club, and, personally, would make me question whether I wanted to continue teaching there. In my experience, the clubs at which I feel I am part of a team are the ones at which I am better able to cross-promote their programs and products. While it is a topic for another article, from a secondary spend and staff and member retention perspective, it may well be in the best interests of the business to proactively address the hazard of isolation for all of its staff and contractors. **N**

**Mel Morony** is a group fitness instructor based in Eastern Melbourne. She is presenting in Aqua HIIT at the Women's Health and Fitness Summit in Melbourne, 28-29 October 2017.

**Have you experienced isolation in your role as a fitness professional?**

What strategies have helped you? Click [HERE](#) to share your experiences in the comments section of the web version of this article.

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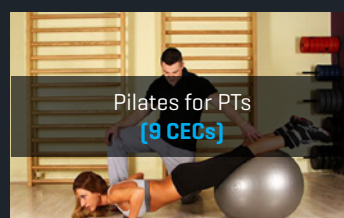
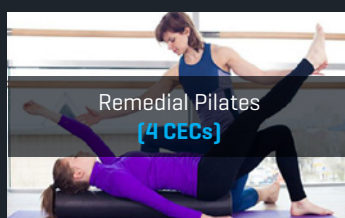
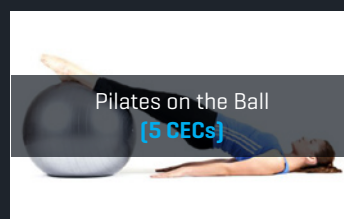
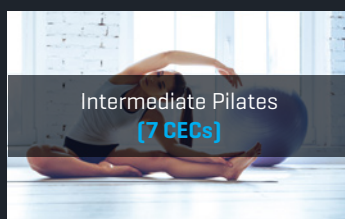
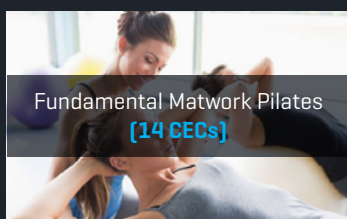


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# FLYING THE (HUMAN) FLAG FOR CALISTHENICS!

Visually arresting and incredibly effective, an age-old style of training is making quite a comeback, writes acclaimed bodyweight trainer *Al Kavadlo*.

**I** imagine a person suspended sideways on a vertical pole, completely parallel to the ground, arms and legs outstretched, with no points of contact other than their own two hands (or just look at the picture above!)

Until you've witnessed it for yourself, it's hard to believe this so-called 'human flag' is even possible. The unique combination of strength, stability, and control required to perform this hold is unlike anything else.

Visually, it's one of the most eye-catching feats of strength possible, but there's so much more to the flag than just showing off in front of your friends.

Training the body without the use of external resistance equipment is known as calisthenics. It's been around since the dawn of humanity, but lately it's been making quite a comeback.

Calisthenics, or bodyweight training, is the oldest and noblest form of exercise. Way before the invention of the modern gym,

using only our bodies for resistance was not just the best way to train, it was the only way! It's perhaps no wonder, then, that more and more people are getting excited, inspired and motivated by this phenomenon.

Working out, like life, should be fun, adventurous, primal and pure. No training style embodies these elements quite like calisthenics, which celebrates the use of our whole body cohesively, rather than attempting to isolate small body parts one-at-a-time. Furthermore, employing numerous muscle groups promotes greater overall strength.

Pull ups, for example, use the biceps, latissimus dorsi (lats), abdominals, shoulders and more. No machines come close to simulating the overall effect and strength gains. The ability to confidently pull your body up and over a real object is a lot more impressive than the ability to move a weight stack straight up and down a machine.

And while the classic pull up is undoubtedly



one of the best exercises out there, the realm of bodyweight training goes far beyond basics like pull ups and push ups.

In progressive calisthenics, progress is made by moving onto more challenging movements, not by simply adding weight to the same exercise. A beginner can start out with kneeling push ups and bodyweight squats, while more advanced practitioners can work on one-arm push ups and single-leg squats. Once you master pull ups, you can begin working toward a muscle-up or even a one-arm pull up (see below).

The Progressive Calisthenics Certification (PCC) covers a huge variety of exercises and offers something for everyone, whether you're a trainer who wants to learn new ways to challenge your clients, or a workout enthusiast looking to take things to the next level.

Although advanced exercises like the aforementioned human flag may make calisthenics appear a daunting prospect suitable only for experienced athletes, this is far from the case. For fitness professionals, the PCC introduces a large arsenal of calisthenics



***Working out, like life, should be fun, adventurous, primal and pure. No training style embodies these elements quite like calisthenics***



exercises that can be used with clients of every fitness and ability level. Programming guidelines for various populations are also discussed in-depth during the seminars, reinforcing the fact that bodyweight training is one of the most universal styles of exercise that anyone can get started with, regardless of their previous fitness experience.

The PCC curriculum contains dozens of exercises that require nothing more than the floor beneath your feet or a basic overhead bar.

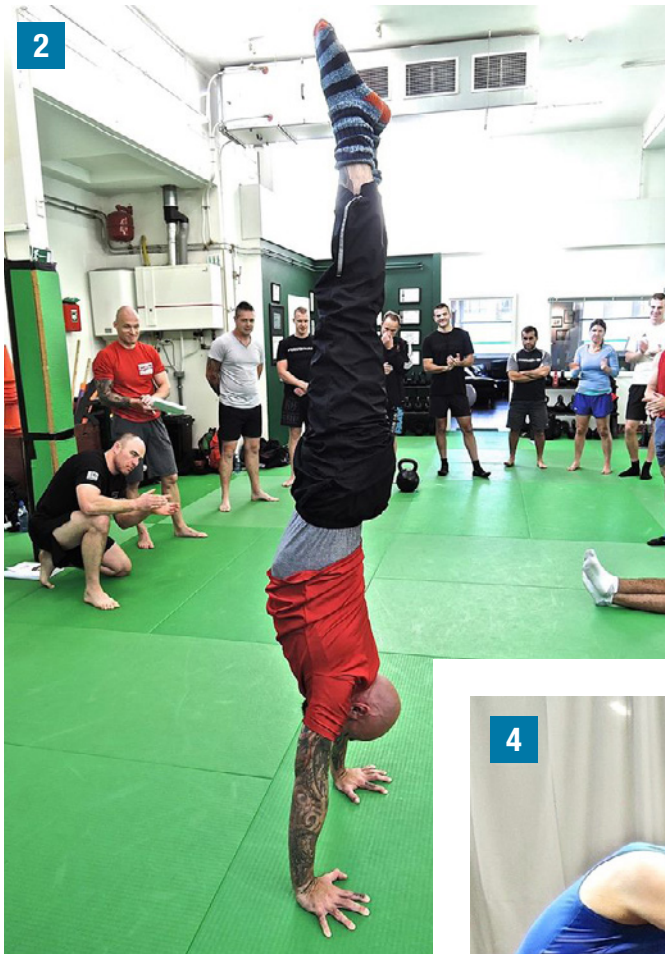
Knowing how to assemble a fun and challenging workout without relying on a lot of equipment or space is an essential skill for trainers. Whether you're doing your own workout at home, taking a group session outdoors, or training a client in a crowded gym, the skill to conduct fresh and effective bodyweight training is a great one to possess.

Some progressive calisthenics favourites include:

### **Pull ups (photo 1)**

There is only one reason why would-be strength athletes are intimidated by pull ups – because they have not been taught the proper progressive method for working on this great exercise. Perhaps even worse, those athletes who have struggled to build adequate pull up numbers often remain at the same strength level in the movement for their entire careers, because they do not understand how to progress to more difficult exercises.

PCC workshops teach the most effective techniques to help beginners get their first pull up, as well as how to continually challenge yourself (and your clients) with numerous progressive pull up variations.



### Handstands (photo 2)

Many athletes possess strength and muscle in spades, but how many have the poise and body control to pop up into a perfectly balanced handstand?

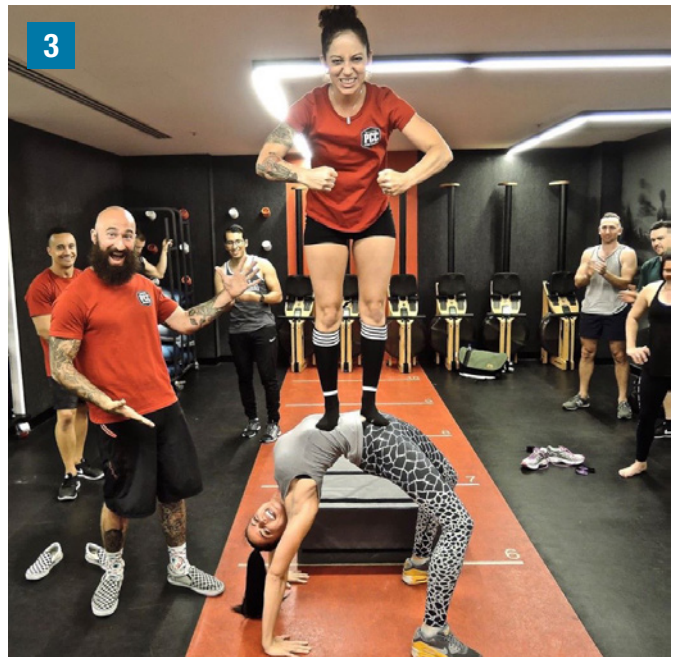
PCC workshops deliver the training to painlessly teach your body the inverse position using traditional headstands; you will become expert in the most efficient method of kicking up into wall handstands (a rarer ability than you may think); and you will be taught all the professional drills and skills needed to build your perfect free-balancing handstand from the ground up.

If the handstand has always just eluded you, it could be time to make it your new training challenge...

### Back bridging (photo 3)

Bridging safely strengthens the spine, reinforces deep tissues, increases total-body flexibility and effectively bulletproofs the body from injury – making it one of the greatest techniques in the calisthenics armoury. It's a sad irony that very few coaches, even experienced professionals, know how to build bridging power safely and correctly.

PCC workshops teach participants how to build an expert bridge by using progressive steps and corrective exercises. From there, you can learn how to perfect the elements of the classic bridge, how to



practice old school wall walking safely and productively, and how to approach advanced bridging techniques like the stand-to-stand bridge, bridge transitions into handstands and even partner bridge variations.

### Single-leg squats (photo 4)

There is a long-held myth that bodyweight training systems neglect the legs. In fact, nothing could be further from the truth.

Never forget that the two most important lower-body movement patterns in all of athletics – running and jumping – are bodyweight movements.

In leaping, sprinting and kicking motions in sport, the legs often push off the ground one at a time. For this reason, athletes who need

5



### The 30-second article

- Training the body without the use of external resistance equipment is known as calisthenics
- It trains the whole body cohesively, rather than isolating individual body parts, which promotes greater overall strength
- Exercises include pull ups, handstands, back bridging, single-leg squats, the human flag, push up variations, muscle ups, frogstands, front levers, elbow levers, L-sits, skin-the-cats, back levers and more
- Knowing how to assemble a fun and challenging workout without relying on a lot of equipment or space is an essential skill for trainers.

to excel at these movements should apply a calisthenics regimen that includes bodyweight squatting, building to full squats on one leg.

PCC training teaches the proper progressions to go from the basic bodyweight squat, all the way to performing the coveted 'pistol squat' and other advanced single-leg squat variations.

### The front lever (photo 5)

The front lever is arguably the ultimate total-body strength-tension exercise, requiring power in every muscle, from the legs to the fingers.

It's a shame that you will seldom, if ever, see this exercise performed in a commercial gym. Many athletes either don't know about front levers, are unable to perform them, or simply don't know how to go about training for them.

Whether you want to perfect your front lever, learn superior progressions to move up to a front lever, or have never even seen a front lever before, this element of PCC training equips course attendees with the know-how to move into a new realm of bodyweight exercise.

The PCC curriculum also includes numerous push up variations, muscle ups, frogstands, elbow levers, L-sits, skin-the-cats, back levers and more. To the uninitiated all of this may sound intimidating, but the fact is that using your own bodyweight as resistance to strengthen your entire body couldn't be more natural, and calisthenics offers variations and progressions to suit every level of fitness. **N**

**Al Kavadlo** is a personal trainer and one of the world's leading experts in bodyweight strength training and calisthenics. Famous for smiling while performing some of the most difficult bodyweight exercises imaginable, Al has racked up millions of views on his YouTube channel. As the lead instructor for the Progressive Calisthenics Certification (PCC), Al gets to bring his unique coaching style to fitness professionals and enthusiasts around the globe. Follow Al on Facebook, Twitter and Instagram.

### PCC Workshops coming to Australia

The Progressive Calisthenics Certification is returning to Australia to deliver workshops in Perth (11-13 November) and Sydney (16-18 November).



The motivation that comes from the guidance of experienced coaches, along with the energy and encouragement of your peers, always sees attendees setting multiple personal records throughout the weekend course. Experience it for yourself as you learn how to perform some incredible physical feats at a PCC workshop this Spring.

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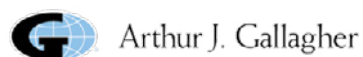
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Fitness business and marketing leader Justin Tamsett talks people power and technology, the US versus Aussie fitness market, and why the niche shall inherit the earth.



**Every PT can safely train pregnant clients [11mins]**

Physio and women's fitness specialist, Lisa Westlake, discusses the rewards of safely training pregnant clients for every PT.



**Your brain can change your body [16mins]**

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# HOW MUCH PROTEIN

## DO YOUR CLIENTS REALLY NEED?

Older estimates of 0.8g per kg of body weight are probably too low for optimal health, repair, and performance – so, asks *Krista Scott-Dixon*, what does modern science say?

**P**rotein is having a moment lately. On the one hand, high protein may be seen as ‘healthy’ and desirable. For instance, breakfast cereals advertise their protein content. Food bloggers tell us how to bake with protein powder. Advocates of paleo and low carb-type diets argue that a high-protein diet is one of the most basic human eating patterns.

On the other hand, high protein may be seen as ‘unhealthy’ and risky. Many advocates of plant-based eating tell us that we eat ‘too much’ protein, and advise us to dump animal products for health reasons.

Much like hemlines in fashion, nutrition recommendations for specific macronutrients go up and down. However, unlike fashion, nutrition isn’t simply about seasonal whims – it’s a set of scientifically grounded principles that reflects the best evidence we have to date.

As trainers and fitness professionals, we aren’t researchers or medical dietitians. We can’t prescribe or treat; we can’t run lab tests on our clients. In fact, our scope of practice limits us to making basic, general recommendations about ‘healthy diets’.

So what do we do? How do we talk about what might be a ‘healthy diet’ when it comes to protein?

### First, let’s understand just what protein is

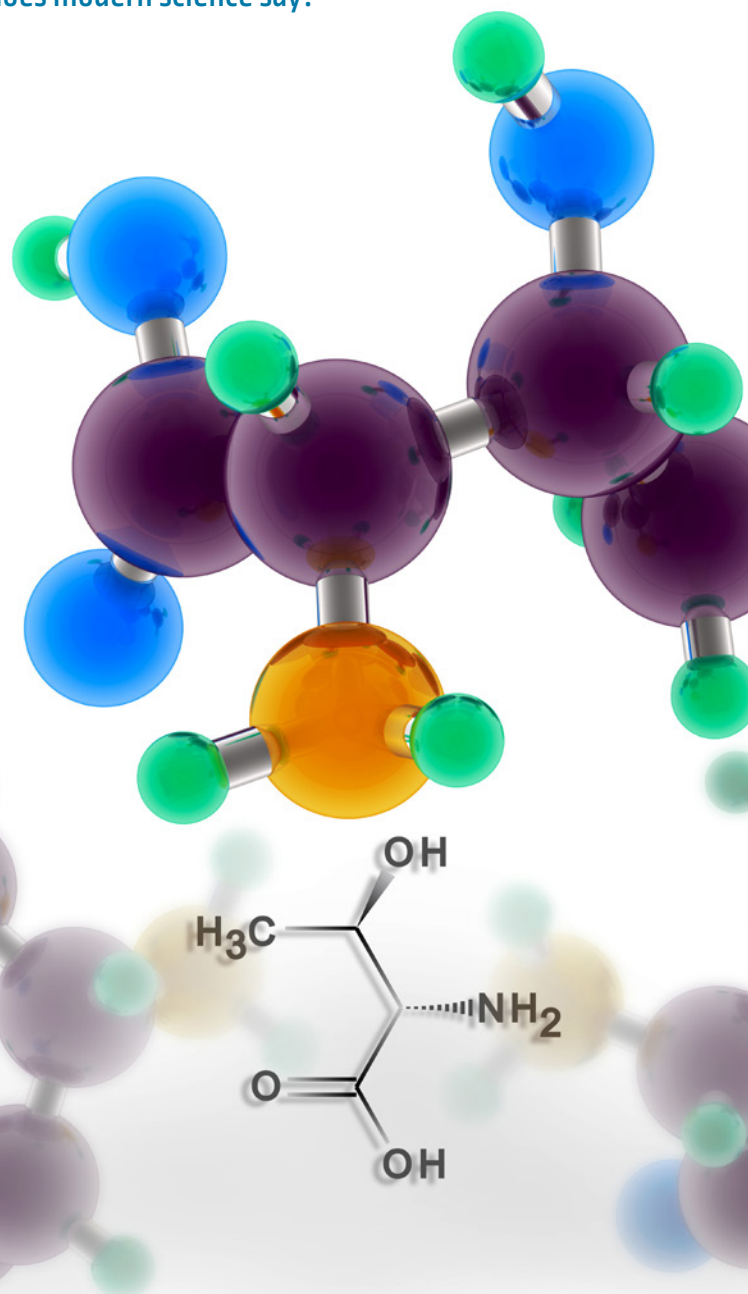
You may have heard that proteins are the building blocks for the body. Indeed, most of our physical structures are made of proteins. Proteins can create incredibly complex configurations of three-dimensional shapes that make up things like:

- muscle tissue
- connective tissues: ligaments, tendons, cartilage, etc.
- skin, hair, fingernails
- hormones and cell signals (cytokines)
- most cell structures and organelles
- our DNA.

### Amino acids

These complex 3-D shapes are made up of basic protein molecules known as amino acids. Amino acids are so named because they have an amine group that contains nitrogen, plus a carboxyl (-COOH) acid group and a side chain. The side chain is what gives amino acids their chemical ‘personalities’ and unique behaviours.

Humans use about 21 amino acids to make more complex



**TABLE: Protein content of assorted food types.**

Food type	Protein per 100g	Energy per 100g Calories / Kilojoules
<b>Animal products</b>		
Beef, lean steak, cooked	28g	192Cals / 803kJ
Chicken breast, cooked	31g	165Cals / 690kJ
Prawn, cooked	24g	99Cals / 414kJ
Tuna, cooked	30g	184Cals / 770kJ
Cottage cheese, 1% fat	12g	72Cals / 301kJ
Egg, cooked	13g	155Cals / 649kJ
<b>Beans and legumes</b>		
Lentils, cooked	9g	116Cals / 485kJ
Black beans, cooked	9g	132Cals / 552kJ
Edamame (green soybeans), cooked	11g	122Cals / 510kJ
Tofu, firm	9g	88Cals / 368kJ
Peanut butter	25g	588Cals / 2460kJ
<b>Grains (uncooked)</b>		
Oats	17g	389Cals / 1628kJ
Wild rice (North American)	15g	357Cals / 1494kJ
Quinoa	14g	368Cals / 1540kJ
Amaranth	14g	371Cals / 1552kJ



**The 30-second article**

- Proteins make up most of our physical structures, including muscle tissue; connective tissues like ligaments, tendons and cartilage; skin, hair and fingernails; hormones; most cell structures; and our DNA.
- These structures are made up of basic protein molecules known as amino acids, many of which we get from food
- Animal products contain the highest amounts of protein, while beans, legumes and whole grains are the richest sources of plant-based protein
- Older estimates of recommended protein consumption were too low, and now most experts agree that protein should make up about 25-35% of total daily energy intake – which equates to around 1 to 2g of protein per kg of body weight per day, or more.

proteins. We call some of those amino acids 'essential', meaning that we have to get them from food. Others, we call 'conditionally essential', which means that sometimes our bodies can make them, but at certain times (for instance, if we are sick or injured), we may need to get these from our food as well.

**Where protein is found**

Because proteins make up many physiological structures, most foods contain at least some protein. Of course, because animals' muscle and connective tissues are mostly protein, foods that come from those sources will contain the most protein. This includes:

- red meat (beef, pork, lamb, wild game, kangaroo)
- poultry (chicken, turkey, duck)
- fish and seafood
- other animal products such as eggs and dairy, which are also higher in protein.

While these are the most commonly eaten foods in Australia, Western Europe, and North America, other parts of the world also include other animals such as guinea pigs and other rodents, whale, seal, moose and reindeer, insects, snails, frogs, snakes, alligator and turtle as part of the animal protein roster.

When it comes to plants, the best sources of protein are where plants store nutrients – in seeds such as beans and legumes, e.g. lentils or peanuts. Soybeans are particularly high in protein, and soy products include foods such as tofu or tempeh. Many nuts and seeds and whole grains also contain protein. So how do they compare?

**Protein science in the 21st century**

Protein may indeed be an ancestral food, but only 21st century science is able to explore exactly how it is digested, absorbed, and used. We're also now able to literally





see specific proteins – we can look at their structure, and understand how that three-dimensional shape makes them work.

New lab measurement techniques, developed in the past decade or so, tell us that our original estimates of what constitutes protein intake may be too low.

For example:

- Older people probably need much more protein than we originally thought, because of something called ‘anabolic resistance’, whereby their bodies are less effective at using the protein they eat to replenish and rebuild new tissues.
- People who are seriously sick or injured (for instance, in hospital ICUs) recover more quickly if given extra protein.

Older estimates of 0.8g per kg of body weight per day (so, for a 70kg person, that would be 56g of protein per day) are likely too low for optimal health, repair, and performance.

### How much should we eat?

In general, most experts suggest that for most people, protein should make up about 25-35% of total daily energy intake (calories or kilojoules). Below 10-15% and we start to see signs of malnutrition.

In terms of grams, this is closer to 1 to 2g of protein per kg of body weight per day, or



even higher. For a 70kg person, this means somewhere between 70g and 140g of protein per day – or more. Importantly, a higher-protein diet is not necessarily a ‘low-carb’ or ‘high-fat’ diet. The other 75-65% that isn’t protein can be anything else: plants, higher carbs or higher fat.

Though some have suggested that high protein is unsafe, the research doesn’t support this. Some studies have given people up to 4.4 grams per kg per day for months with no ill effects. For a 70kg person, this would be 308g daily, equivalent to about 10-12 large chicken breasts a day.

In fact, studies of high-protein diets have found:

- **More protein often means more lean mass, including better bone density.** This is especially important for athletes as well as older people.
- **More protein often means less body fat.** People who eat more protein may stay the same weight, or even gain weight, but lose fat.





- **More protein often means better appetite control.** Because protein helps release satiety hormones, people feel fuller and more satisfied when protein is higher, even if they actually eat less food.

### How to help your clients do this

As fitness professionals, we need to remember the difference between researchers/experts and trainers/coaches. Researchers and experts are concerned with precision, details, and the exact amounts of things. Trainers and coaches are concerned with helping clients do simple actions consistently.

#### Fundamentals first

- A basic, realistic, one-size-fits-most recommendation for protein intake is:
- People should try to get 1 to 2 palm-sized portions of higher-protein foods at most meals.

- Athletes and those looking to gain muscle mass should probably have 2 palms per meal, and focus on doing this more consistently.
- Consistency and frequency are more important than getting the 'perfect' amount.

You can make it more complicated than this if you are working with advanced clients (and are certified to do so), but there's no need.

One of the best things you can do is to consistently educate clients about what foods are better sources of protein. Many vegetarian clients, for instance, end up eating a lot more peanut butter than they need: it may have similar protein content to steak, but it also has almost three times the energy!

#### Variety if possible

Encourage clients to eat a wide variety of

higher protein foods. With plant-based eaters in particular, encourage them to keep their protein roster as diverse as possible, whether that's trying different beans, legumes and high-protein grains, or including some occasional animal products such as eggs.

#### Be realistic and supplement as needed

People who struggle to get enough protein from 'real food', or people looking for a convenient, portable, shelf-stable protein source may also benefit from supplementing with protein powder. **N**

[CLICK HERE TO SEE REFERENCES](#)

**Dr Krista Scott-Dixon** is the Director of Curriculum for Precision Nutrition. Previously, she was a professor at York University in Toronto, Canada, as well as a researcher for a public health institute. She is the co-author of *The Essentials of Sport and Exercise Nutrition*. [krista@precisionnutrition.com](mailto:krista@precisionnutrition.com)



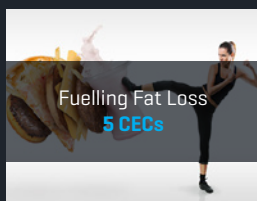
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## YOGA FOCUS

# WHEN LIFE HANDS YOU LEMONS

## – DO YOGA!

Yoga won't stop bad things from happening, but with regular practice you will be able to better process your thoughts and emotions, says *Lisa Greenbaum*.



**H**ow many times have you heard people say 'turn that frown upside down', 'embrace the positive', 'look for the silver lining'? The reality is, it's not that easy, and sometimes we need to be angry or sad to really process what is happening. It sometimes seems as though it's become socially unacceptable to be anything but upbeat and happy, but the fact is that putting on a happy face when your inside isn't smiling is actually an angst-inducing act of suppression. So be mad. Be upset. Be angry. Be frustrated. Cry into your pillow. And then do yoga.

The literal translation of 'yoga' from Sanskrit is 'union' – union of mind and body, and through this union, connection. Connecting to our true self, our own light within. Yoga teaches us that we are not our mind, we are not our body and we are not our emotions. Through movement (asana) and breathing (pranayama) we are able to clear our minds of external thoughts and just be (meditation). The more we repeat this, daily if possible, the more centred we feel. This

allows us to be in a more balanced state, the highs not quite so high and the lows not quite so low. When we are challenged, we are able to pause and process before we react.

Yoga won't stop bad things from happening, or amazing things either. However, with a regular yoga practice you are able to process your thoughts and emotions somatically rather than having them build into stress, chronic tension or full out explosions. Yoga shows you that your emotions are okay. It helps you to weed through the obstacles in your life so that you prioritise what's important and let go of what isn't. Yoga teaches you that you are always enough.

Try the following practices for the days you can't practice yoga, to help process and keep stress levels low, and advise clients and participants to make it part of their daily routine:

- 1 3-part breath.** Find a space to sit comfortably with a tall spine and bring hands to your belly. As you inhale, soften the muscles of your abdominals, allowing your diaphragm

to push down and your belly to push into your hands. Continue your inhale, feeling an expansion through your side ribs and back, and your final sips of breath come into your chest. Exhale slowly and repeat this breath 10 times, or until you notice your mind has become calm and centred.

- 2 Downward Dog.** An amazing stretch that looks like an inverted 'V'. Keeping your hands inline to your shoulders and your feet inline to your hips, press your glutes up to the sky while keeping your knees soft. Eye gaze comes between the legs, while opening your chest and back, and at the same time experiencing a great stretch for the hamstrings. This pose feels great, and at the same time lets you see the world from a different perspective – upside down! **N**

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

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- YogaFit Level 3: 21 & 22 September, Sydney.
- YogaFit Level 4: 30 October-2 November, Melbourne; 6-9 November 2017, Sydney.
- YogaFit Level 5: 4 & 5 November, Melbourne; 11 & 12 November, Sydney.
- YogaFit Anatomy & Alignment 2: 23 & 24 September, Sydney.
- YogaFit Older Adults: 29 September, Melbourne
- YogaFit Prenatal: 30 September, Melbourne
- YogaFit Meditation & Mindfulness: 1 October, Melbourne

Find out all you need to know at [yogafitaustralia.com](http://yogafitaustralia.com) or call 1300 493 832 or email [larissa.harcombe@fitnessnetwork.com.au](mailto:larissa.harcombe@fitnessnetwork.com.au)





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**30 September:** Prenatal (6 CECs)

**1 October:** Meditation & Mindfulness

**30 October-2 November:** Level 4

**4-5 November:** Level 5

Registration closes 2 weeks prior to commencement of each training, so REGISTER NOW to secure your spot.

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# BOXING FOR FITNESS TAKES THE FIGHT TO PARKINSON'S DISEASE

A lifetime teaching the many benefits of exercise hadn't prepared *Steve Schiemer* for the remarkable effect it would have on his own health condition.

**T**hese days, most of us know someone who has Parkinson's disease, or knows someone, who knows someone with the condition. If you're reading this article and thinking you've never encountered anyone with Parkinson's, just hold on a minute, because now you have!

For the past eight years I've been living with Parkinson's, a condition that, according to Parkinson's NSW, affects close to 100,000 people in Australia. When you add in those affected by the condition (family, friends and carers) close to one million people in Australia alone are affected by this disease.

A neurodegenerative disorder, Parkinson's is caused by the death or deterioration of brain cells that produce dopamine, a neurotransmitter that helps regulate movement, coordination and emotional responses. This can lead to motor symptoms such as tremors, slowness of movement (or bradykinesia), muscle rigidity, postural instability, impaired balance or coordination, and problems with speech. There are also non-motor symptoms such as loss of smell, sleep disturbances and mood disorders.

I was 39 when the symptoms first appeared, as a small tremor in my hands and occasionally in my legs. It took 12 months for my doctors to come to the decision

that I had early onset Parkinson's disease (the average age of onset is late 50's, but three Australians a day under the age of 40 are also diagnosed). Amazingly, this diagnosis was made after months of tests for almost every rare, obscure condition that involved the nervous system. When all of these tests came back negative, they gave me a two-week supply of pills which I was to try, and to provide feedback on. After two weeks I was feeling great! My tremors had calmed and I felt somewhat normal. Turns out that the pills were Parkinson's medication, so it only stood to reason that I had Parkinson's disease. Yep, in this day and age, there is still no test for diagnosing Parkinson's disease. It's diagnosed by listing your symptoms, eliminating all other possible causes of those symptoms, and trying the medication to see if it helps!

I'll be honest with you, it's not much fun. On top of the disease itself and its many symptoms, which vary widely from person to person (they say that once you've met one person with Parkinson's, you've met one person with Parkinson's), the long term use of Parkinson's medications creates a complex range of side effects, many of which are just as bad as, and sometimes worse than, the disease itself.

In recent years, however, a treatment



## The 30-second article

- A neurodegenerative disorder, Parkinson's disease is caused by the death or deterioration of brain cells that produce dopamine
- It can lead to motor symptoms such as tremors, slowness of movement, muscle stiffness, impaired balance and coordination, and problems with speech
- Research has shown that exercise affects the way the brain uses dopamine in a way that reduces the symptoms of Parkinson's
- Because it is complex, repetitive and intense, boxing is one of the most effective forms of exercise for those with Parkinson's
- Punchin Parko's is a boxing program aimed at Parkinson's sufferers that is achieving impressive results with participants.



has emerged that, while not able to cure Parkinson's, can slow down the progress of the disease and, in some cases, reduce the amount of medication required while improving the sufferers physical symptoms.

Its name? Exercise. Working in the fitness industry, we are familiar with the effect that exercise can have on the brain and body – just look at how it influences mood disorders such as depression (which, incidentally, affects many Parkinson's sufferers). As a fitness professional, I have often espoused the many benefits of exercising, but nothing prepared me for the effect exercise has had on my Parkinson's symptoms.

It seems that the old saying 'use it or lose it' is especially true of Parkinson's. If I want to maintain my mobility, decrease the number of falls I experience and generally keep my quality of life at a high level, I *need* to exercise. It also seems that while a little bit of exercise is good, a lot of exercise is better!

### How exercise changes the brain

What happens in the brain to produce these visible benefits? According to the US National Parkinson's Foundation, researchers at the University of Southern California (Fisher et al.) looked at the brains of the mice that had exercised under conditions parallel to a human treadmill study. The results were

very interesting, adding more weight to the argument for exercise as one of the major treatments for Parkinson's. The study showed that while exercising doesn't change the amount of dopamine or neurons in the brain, it does increase the efficiency of the brain cells' use of that dopamine. Further, scientists at the University of Pittsburgh found that exercise reduced the vulnerability of dopamine neurons to damage.

The latest research is indicating that exercise enables our brains to use dopamine more efficiently and increases the number of dopamine receptors (called the D2 receptor), allowing the cells to receive a stronger signal.

### What type of exercise?

Of course, the big question is, what is the most effective type of exercise to help a Parkinson's sufferer slow down the advance of the condition?

In the case of Parkinson's, one exercise regime that has been getting amazing results is boxing. Of course, I'm not talking about getting into the ring and hitting someone (or worse, getting hit – I know you're probably thinking about Muhammad Ali). What we are talking about is the 'art' of boxing, using focus pads, boxing bags,



***I was 39 when the symptoms first appeared, as a small tremor in my hands and occasionally in my legs***





shadow boxing and all the other skills that a boxer acquires through their intense training. Basically, what you may typically encounter, or deliver, in a boxing for fitness session.

### Why boxing?

For a Parkinson's sufferer to get the biggest benefit from exercise, the activity needs to be complex, repetitive and intense. Boxing is all of these things and is in fact one of the hardest, most intense and complex sports you can practice. If you've ever spent 30 minutes with a boxing coach and a set of focus pads, you'll understand! If you haven't, then you should.

### Punchin Parko's

This is where Punchin Parko's comes into its own. Introduced to Australia in 2015, Punchin Parko's is the result of founder Adrian Unger (who has been living with Parkinson's for 13

years) travelling to the US after his diagnosis to try out a boxing program aimed at Parkinson's sufferers called Rock Steady Boxing. Adrian was so impressed by the program and the benefits that he became its first international affiliate and launched Punchin Parko's in Australia. Classes are currently held at VT1 Martial Arts Academy in Chatswood, Sydney, and the team at the club have been nothing but supportive. Having access to the great facilities at VT1 has been a boon for Adrian and his Punchin Parko's participants, and has been one of the reasons for the program's success.

As many of the participants are older, you may expect the workouts to be fairly short and sweet. You'd expect wrong. Each Punchin Parko's session lasts for 90 minutes and involves a 15-20 minute warm up and conditioning section, followed by 45-50 minutes of boxing training and a 10-15 minute stretch. A typical session will include push ups, planks, squats and squat jumps, balance and coordination work, boxing techniques, foot work drills and heavy bag work, as well as drills to improve the ability to 'fall properly' and get up from the floor (major challenges for Parkinson's sufferers.)

Of course, the big question is 'does any of this work?' Are any of the regular Punchin Parko's participants finding any benefits from all of their hard work? Adrian tells me that a few of the regulars who originally turned up in wheelchairs are now walking and participating under their own power. That is an amazing turnaround for someone with a degenerative disease! Since I began working with Punchin Parko's I have noticed a few of the members are getting up off the floor a little easier, balance is improving and the amount of strength they show in exercises like push ups and hitting the heavy bag is also increasing.

Add these improvements to better moods and greater socialisation and you can see how boxing can have such a positive effect on those with this disease.

For me, the effect of taking up boxing and increasing my overall level of exercise has been pretty huge. As someone with a long history in the fitness industry, including teaching lots of group exercise

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***As a fitness professional, I have often espoused the many benefits of exercising, but nothing prepared me for the effect exercise has had on my Parkinson's symptoms***

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classes, I'm no stranger to spending a lot of time working out. In recent years, however, as my life changed, so did the amount of physical activity that I did. Until fairly recently, I was exercising on just two days a week for a couple of 45-minute resistance training workouts. I now train six days a week, for at least one-and-a-half to two hours a day! I am the fittest, strongest and leanest I have been since my early 30's (I'm now 48). I had my body fat percentage measured the other day and had a reading of just over 10%!

While that's all well and good, I have also experienced some other effects that are a lot more interesting. I have reduced my levels of medication, to the extent that some of the side effects of the medication are markedly reduced. My balance has improved (I haven't fallen over in months), my gait is better and my mind is definitely thinking more clearly.

Thanks to Adrian and Punchin Parko's, my confidence is up, and I am back teaching exercise classes again after 'retiring' six years ago. I have even filmed some workouts for Move123, a company that supplies 'virtual' workouts to fitness studios. To top things off, I have found a form of exercise that I love – I would box all day if I could!

## Train the Trainer

Punchin Parko's is developing a Train the Trainers course that will be ready later this year. As you may imagine, it takes a certain skillset to successfully deliver a boxing session to a group of Parkinson's sufferers, many of whom are older adults. The course is designed to give trainers the know-how to be able to teach basic boxing skills and drills to participants, as well as how to grade participants and work with groups of individuals with a range of Parkinson's symptoms.

Once you develop the skills needed to teach a group of Punchin Parko's participants, you'll discover how much fun these classes are to deliver. Teaching people with Parkinson's quickly becomes a highlight of your week. What they lack in speed, power and technique, they make up for with enthusiasm and humour. And over time, the improvements you'll see in them will be incredibly rewarding. **N**

**Steve Schiemer** has worked in the Australian and international fitness industries for over two decades. A leading proponent of all things group exercise, his passion is now firmly focused on boxing for fitness and health.

## MORE?

For information on how to become a Punchin Parko's trainer, visit [punchinparkos.org](http://punchinparkos.org) or email Adrian Unger at [info@punchinparkos.org](mailto:info@punchinparkos.org)





# HOW TO GENERATE THE MOST RELEVANT LEADS FOR YOUR

## FITNESS BUSINESS

If your social media strategy consists of hoping that some of your followers become customers, then you need to re-think it. *Lynsey Fraser* explains how to create a highly targeted leads funnel.





**L**ead generation and referrals are vital to the survival of any health club, training studio or fitness business – no matter how big or small. People come and go, change jobs, relocate, and have unexpected financial commitments take precedence over their health, so having an ongoing pipeline of leads is vital for success.

Most fitness businesses use social media to some degree, but without really making the most of its potential. Gaining Likes for posts and hoping that some of them are from prospects who might one day decide to use your business is not a strategy. A targeted approach can help you turn those followers into actual business.

## Creating a leads funnel

There's more to lead generation than just paid posts or sponsored ads. Users of social media – which is most of us, and certainly most of your potential customers – are getting more discerning, and we need to offer more value. One way of doing this is by creating a 'value exchange' whereby prospective customers provide their details in exchange for something of value to them. We create this value through clever use of our content, such as useful information, tips and training ideas.

One of the best ways to do this is to start funnelling your prospective leads using a series of social media posts and adverts in a sequence called a 'lead funnel'. A lead funnel is a way of building a relationship with



## An ongoing pipeline of leads is vital for success



your potential clients and offering them some valuable content (such as a free ebook, trial session, or 'how to' video) and then retargeting the people who showed interest in your piece of content with another offer or value exchange. You start to funnel the most interested people by retargeting and offering value before you hit them with an advert. This process allows you to focus your attention on your warmest leads.

So what would a Facebook lead funnel campaign look like for a business like yours? Here's an example of using social media to help generate leads for a member event or a function hosted at your club or facility.

### Stage 1. Sow the seeds with content (6 to 8 weeks out)

Six to eight weeks before this event start delivering content based around the subject. If you are hosting an evening at a Physiotherapy clinic, you could post shareable content about great core exercises for people with chronic back pain.

You're starting to plant the seeds before even offering a workshop. An example would be a simple post saying 'Hey, this is a great exercise to do if you spend your whole day sitting down', accompanied by the video content. This helps build trust in your knowledge and isn't salesy or pushy – you are offering value to your potential customers. You may want to boost this piece of content with a small amount of money to increase its reach or create a series of similar videos and release them over a few weeks before the event.

### Stage 2. Start promoting the event (4 weeks out)

Four weeks before the event, start promoting it in an email, make flyers for your club, SMS all of your members and make sure it's shared across all social media channels. Now you can re-target the audience of everyone that has watched your previous videos relating to the same topic, and boost your event to these people. Because they have already shown an interest in your business, they are considered 'warm leads' as they are more likely to be interested in the event.

In the run-up to your event, use content again to create teaser videos, a little taster of what to expect at the event. Whet people's appetite and entice them to want to find out more.

### Stage 3. Host – and make the most of – the event

On the day or night of the event take some great photos, video snippets and video testimonials from those attending, and don't forget to collect attendees' details, as these are highly engaged members and prospects. It is helpful to have a special offer, such as a free future PT session or posture assessment, to encourage those attending to sign up or join on the night.

After the event you want to capture the interest of people who didn't attend the event or signup and, again, start to funnel them. Use content from the event, like a short video of the talk or offer, and post it on your social channels, boosting it for extra reach if your budget



### The 30-second article

- By using social media to create a 'value exchange' in which prospective customers provide their details in exchange for a useful resource, you can create a funnel of interested leads
- You can then retarget those who engage with this exchange with more relevant, non-promotional content
- After you have funnelled the most interested people, you can target them with ads for an event or special offer at your business.



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## ***Content is a massive key to creating funnels and is something you can be doing constantly to generate interest in your club, your product or service in a very subtle and very authentic way***

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allows. Again, you can retarget the people who watched the video with a special offer similar to the one you offered on the night of the event.

Here's how this social media lead funnels process could be used for a boutique PT studio specialising in posture and corrective exercise.

**Top of funnel** – Share a series of videos on how sitting at a desk affects the body. These could either be shared content from another source, or filmed by the PT studio using a smartphone. The videos are posted to Facebook and boosted to the local area of the studio, targeting professional people who are likely to spend much of their day sitting down.

**Mid level funnel** – Details about the audience of people who have watched these videos is collected. The studio plans to host a free evening talk on 'Back Pain and Sitting' and promotes this event to people who have watched the videos.

**Bottom of funnel** – The studio hosts the event and films part of the talk. During the event a free postural assessment *and* two weeks membership are offered for free to all in attendance.

The day after the event, the studio targets the warm audience of people who watched their previous videos with an offer 'Missed us last night? Call us now and join with 2 weeks free!' Notice that although it's a great offer, it has less value than the offer on the night. This way the people who attended feel they got the best value and won't be upset if they see an ad for this 'lesser' deal on Facebook.

And so, back into the funnel... A bite-sized and engaging part of the filmed talk from the event can be posted on Facebook to start creating another funnel for the next planned event, 'Missed our postural talk in September? Our next talk, in November, is on the best running shoes for knee pain'. This process can be repeated again and again, so customers are not being bombarded with

adverts, but instead are offered some value, and getting pre-qualified (by viewing the video), before you attempt to hook them with an offer.

Content is a massive key to creating funnels and is something you can be doing constantly to generate interest in your club, your product or service in a very subtle and very authentic way, without being too pushy.

When you have an engaged social media following you are positioning your fitness business for greater success when it comes to generating quality leads that can funnel down into new customers.

### **Using Facebook lead adverts**

Another way to generate leads through Facebook is to use lead generation adverts. These automatically collect a person's name, phone number and email address, and you can also specify a number of additional aspects, such as gender, employment and location.

When your prospective customer clicks on your ad, offer them something in return for their e-mail address, such as a free trial, postural assessment, nutrition plan or an eBook with five great smoothie recipes, whatever showcases your business. The key here is to make the offer directly related to the service you provide: by doing so you will attract only people who are genuinely interested in what you have to offer, and who therefore have the potential to become paying customers.

The best thing about using lead generation adverts on Facebook is that leads don't actually have to type in any of their details. All your prospective customer has to do is look at the advert and click 'agree' to submit their details. You will automatically get the lead generated into an Excel spreadsheet downloadable from your Facebook Ad Manager page, or you can even have it linked to your own customer management system.

If you use MailChimp or Salesforce to manage leads, you can link this directly to your Facebook platform. Every time somebody clicks on the advert and consents to submitting their details, it will be added straight into your system, making it both a fairly cost-effective and efficient method of generating leads.

Remember to use social media channels in all of your referral and lead generation campaigns. It's a great way of creating awareness and connecting with your audience, but it's not everything – your knowledge, customer service and ability to convert those lead with a refined sales process are all key to keeping your business firing. **N**

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**Lynsey Fraser** is the Director of FloSocial, a social media training agency for small businesses. Lynsey has an extensive background in the fitness industry in education and content development and now brings these skills to FloSocial to educate and upskill people on the power of digital and social marketing. [flosocial.com.au](http://flosocial.com.au)



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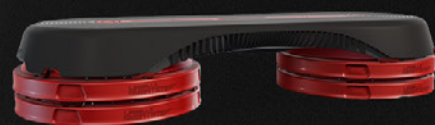


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# TRAINING FOR PERFECT POSTURE

| This quarter we focus on training the posterior chain. Just click to watch the videos.



Following on from last quarter's focus on core strength, this release we cover the importance of training the posterior chain to provide a balanced training approach.

The modern tendency for sitting and slumping for many hours each day results in weaker core muscles, which compromise posture and, consequently, increase risk of pain and conditions such as kyphosis lordosis. Posture can be improved by training several muscles groups using a variety of training styles.

The posterior chain includes the hamstring, glutes, erector spinae and latissimus dorsi, and one of this chain's functions is to work together to pull the body upright against the force of gravity.

Featured presenter Brendan Tuck delivers a brilliant TRX sequence, and our freestyle queen Kirsty Neild has some unique ideas to inspire your group classes, while Dominic Gili is on fire in the pool with his incredible water workout. Wendi Carroll brings her

three decades of industry experience to this Pilates sequence, Dan Henderson gets clever with the kettlebells, and program creator Robert Steinbacher will give you goosebumps as he takes you through his bodyART sequence.

A big thank you to our friends at Elixir Health Club Bondi, TRX Training Sydney and Primal NRG Fitness in Sydney for their support during filming. As always, dear Network Members, please drop me an email to let me know your thoughts!

See you next quarter,

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



**TRX**  
with **Brendan Tuck**

You rarely find a strong person with a weak back and you'll never find a weak person with a strong back! The muscles along the back line of the body, the posterior chain, are the foundation for athletic performance and posture. They help us to lift, jump, sprint and keep us standing upright with perfect posture. Comprising the TRX-based exercises of Leg Lower with Single Leg Bridge, Hamstring Curl, Hamstring Curl/Hip Press Combo, Overhead Extension, and Low Row Series, this great sequence is designed to effectively strengthen your clients' posterior chain.



**bodyART**  
with **Robert Steinbacher**

bodyART has a strong focus on posture using mobilisation, flexibility and strengthening of core and postural muscles. Its unique emphasis on polarity, the concept of working opposites to create balance; lengthening and shortening, agonist and antagonist further enhances postural awareness and strength. The Spiral Lunge uses the working leg front to back, causing the body to stabilise and strengthen through the lumbar spine, pelvis, hips and thighs. Arch and curl exercise variations emphasise the importance of releasing and lengthening the spine with stability, alignment and breath-focused movement. *bodyART Level 1 Training is taking place in Sydney between 2 and 5 November, and Melbourne on 18&19 and 15&26 November – email [mrcsirwin@gmail.com](mailto:mrcsirwin@gmail.com) for details. Download free bodyART workshop videos [HERE](#) and Like [bodyART Australia](#) on Facebook*



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**KETTLEBELLS**  
with Dan Henderson

The posterior chain is the most influential group of muscles in the body, so it's essential that it's trained correctly and consistently. Studies have shown the kettlebell to be one of the most effective training tools for this purpose. The kettlebell swing significantly activates the gluteal muscles, and also activates lower back extensor and abdominal muscle activity to keep the integrity of the spine and transfer hip drive to the kettlebell. The snatch and kettlebell variations, such as walking swings, complement the traditional kettlebell swing. Unilateral hip hinge movements such as the single-leg deadlift are terrific for training the lateral sub-system and the smaller stabiliser muscles.



**PILATES**  
with Wendi Carroll

Most trainers are familiar with the benefits gained from using a foam roller for self-myofascial release. Now it's time to use this piece of apparatus to help your clients improve their posture and strengthen their posterior chain. These simple Pilates exercises can be performed on the floor to begin with, and then progressed onto the foam roller for added feedback and intensity. This is a great way to begin any workout, as clients will mobilise their hips and shoulders, activate their core and turn on their glutes.



**FREESTYLE**  
with Kirsty Nield

This sequence focuses on strengthening the posterior chain of muscles, from head to toe. Each compound exercise works multiple muscle groups, all of which focus on the back of the body. These include serratus, trapezius, latissimus, rhomboids, posterior delts, glutes, hamstrings and calves. Combining standing and floor work, this combination will not only help condition the back of the body, it will also elevate the heart rate and will require core activation – an added bonus! Use this simple, yet challenging combination in any 'conditioning' style class or as a warm up or cool down for HIIT sessions.



**AQUA**  
with Dominic Gili

Your aqua fitness class may be the only time of day that your participants aren't sitting for an extended period of time. Take this opportunity to stretch anterior muscles while strengthening posterior muscles to keep the body upright and improve posture – and explain to participants why it's great for them! The multidirectional resistance of the fluid environment makes water workouts super-efficient due to the double concentric muscle action. Working the muscles that keep the body strong in the upright position, the posterior chain, should be a constant focus, so be sure to program exercises in the sagittal plane, such as Cross Country Ski or Kicks Front/Back.



**PRESENTER PROFILE: ROBERT STEINBACHER**

A former gymnast, Robert started his career as a dancer and choreographer in one of the most popular dance academies in New York. Since then he has gained over 20 years of international experience as an educator, presenter and choreographer. As a movement therapist, he created the bodyART training system. His latest training creation is deepWORK, holistic functional training with cardio interval-based movements.

One of Europe's biggest movement and mind centres, bodyART has educated thousands of instructors and bodyworkers worldwide. With his unique knowledge, experience and movement skills, Robert is renowned for his charisma and transformative message of creativity. [bodyart-training.com](http://bodyart-training.com)



# YOUR WEEKLY DOSE OF NETWORK!

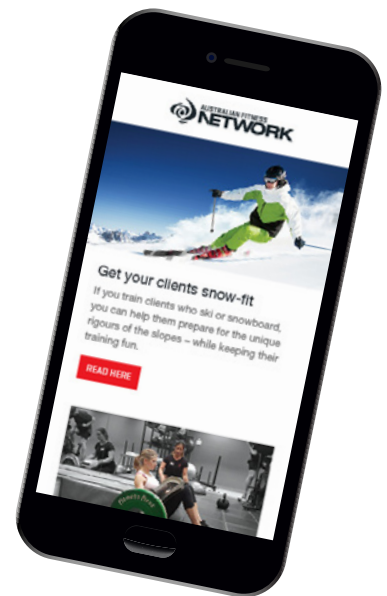
As you're probably aware, we've recently made some changes to the way we deliver *Network* magazine – and that may be why you're now reading this online version (or perhaps you've been reading it online for ages anyway, as many have!)

We know that you, our members, love receiving great information, but that you don't always get the chance to read through the entire magazine in one go, and then it slips your mind to go back to it at a later date.

To suit the way we live today, often consuming content on our phones and tablets, and on the go, we've started

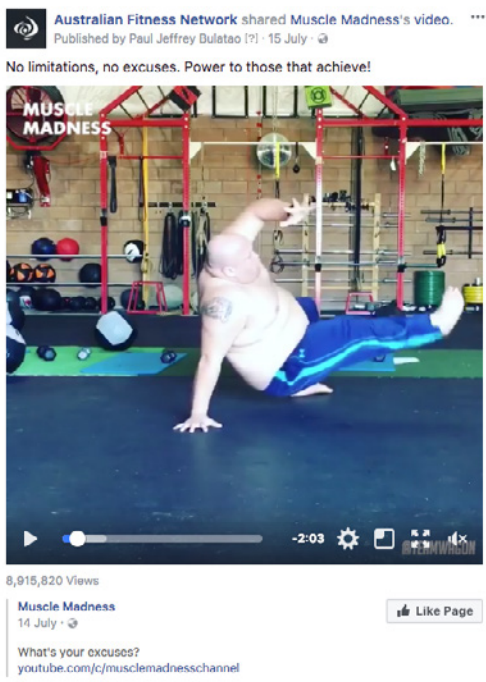
delivering the weekly *Network* email, featuring a mix of articles from this magazine, videos, podcasts and round-ups of the latest fitness-related news and research.

If you still prefer to read *Network* magazine from cover to cover, fantastic, because we still enjoy the magazine format too – and it will still contain features that aren't included in the emails. The new *Network* weekly emails are simply an extra way of delivering our content. Look out for it in your email inbox, and make sure that you have [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au) marked as a safe sender!



# THE SOCIAL NETWORK

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



### No limitations, no excuses. Power to those that achieve!

When we shared a video of a guy who most would consider obese performing a range of pretty impressive fitness feats, the response was overwhelmingly positive – and body-positive.

**Daniela:** Love this as it's what training is all about. Age or size has no obstacles, he gives everything a go, though annoyed he can do a headstand and I can't (yet)!

**Louise:** This guy is my inspiration, full credit to him, that second move he does is one of our combat moves 💪

**Patti:** Awesome efforts. Great strength and determination.

### Network's Wonder Woman with a fitness twist

As the Wonder Woman movie hit screens and the protagonist's impressive skills went viral, one of Network's own Wonder Women shared her take on the #WonderWoman sword-in-the-dress trick. #Barbellintheactivegear #WWgotyourback #ozfitnetwork #Networkgotyourback



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## Activewear for every shape and size

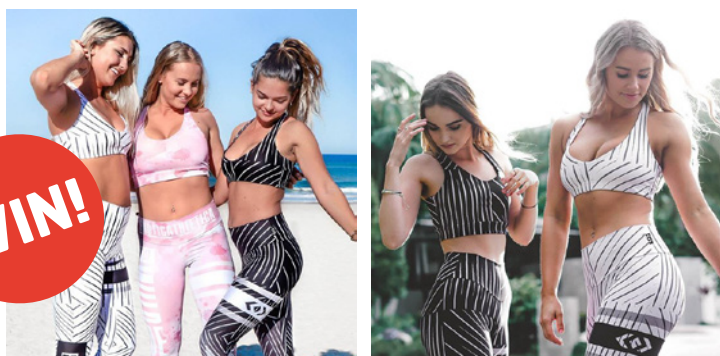
Want activewear that is eye-catching, empowering and flattering to women of all shapes and sizes? Exoticathletica has your booty covered – literally!

The range designed by Leilani Chandler takes everything we love about athleisure style and ties in the #bopomovement, embracing body positivity with the belief that one's beauty is defined by health and strength rather than size.

Created on demand by Leilani and her team, Exoticathletica is made with the beautiful diversity of the female body in mind, with eye catching and flattering designs to boot.

From swimwear, skin care, leggings or crops, to kids and maternity, Exoticathletica values high quality materials that encourage the wearer to push their boundaries, embrace their bravery and be the true and exotic woman they are.

To win an entire Exoticathletica outfit valued at around \$300, **CLICK HERE** to tell [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) in fifty words or less what empowers you as a woman in fitness. [exoticathletica.com](http://exoticathletica.com)



## Stay grounded with elite lifting shoes

Fitness professionals and athletes can experience enhanced performance and stability as Ryderwear launches new variations of its elite D-Mak lifting shoe – the 'Urban' and the 'Cali' D-Mak.

Designed to offer upright support and comfort, the shoes allow you to be as close to the ground as possible, resulting in an overall better performance. The unisex lifting shoe has a flat sole with latex heel cushioning to assist with technique, as well as a firm grip and solid foundation to keep you steady. The D-Maks are designed to suit your lifestyle in the gym and beyond. Prices range from \$99.95 through to \$149.95.

To win one of three pairs of D-Maks of your choice, **CLICK HERE** to tell [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) in fifty words or less why you should be wearing these awesome new pumps next time you're pumping iron. [ryderwear.com.au](http://ryderwear.com.au)



## WHAT'S ON?

Spring has sprung, which means we're into the last few workshops and trainings of 2017! Registration for each of these will close two weeks prior to the date of the event, so be sure to register ASAP to secure your spot. Just click the course names for more info and to register at Special Network Member rates!



### YogaFit Fundamentals

13-15 & 20-22 October, Brisbane  
3-5 & 10-12 November, Sydney  
1-3 & 8-10 December, Perth.



### YogaFit Level 3

21 & 22 September, Sydney



### YogaFit Level 4

30 October-2 November, Melbourne  
6-9 November 2017, Sydney



### YogaFit Level 5

4 & 5 November, Melbourne  
11 & 12 November, Sydney



### YogaFit Anatomy & Alignment 2

23 & 24 September, Sydney



### YogaFit Older Adults

29 September, Melbourne



### YogaFit Prenatal

30 September, Melbourne



### YogaFit Meditation & Mindfulness

1 October, Melbourne



### Progressive Calisthenics Certification (PCC)

11-13 November, Perth  
16-18 November, Sydney

# FILEX 2017

## AVAILABLE NOW ON VIDEO!



### Immerse yourself in cutting edge sessions from the fitness industry's pinnacle event

Couldn't attend the biggest fitness event of the year? Missed out on sessions at FILEX 2017 or just want to relive the learning experience? Well, now you have the opportunity to immerse yourself in the recordings of some of the best sessions from the pinnacle event on the fitness industry calendar.

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**Business**  
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\$118 (\$142 non-member)

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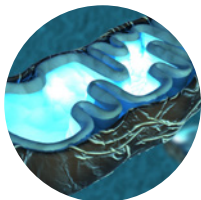
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**The Complete FILEX 2017 Summit Collection**  
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**Women's Health**  
**FILEX 2017 Summit**  
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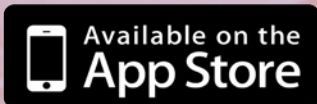
Once approved for CECs, you will have the opportunity to earn CECs for watching the sessions by upgrading for \$20 per session.

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## RESEARCH REVIEW

# SELF-MASSAGE PAIN FOR GAIN?

Foam rolling has become ubiquitous on gym floors across the land – so is all that grimacing in the stretching corner really achieving results?

Review by Associate Professor Mike Climstein PhD & Dr Joe Walsh

**Title:** Is self-massage an effective range of motion strategy? A pilot study

**Authors:** Dr's Monteiro and colleagues. (Federal University (Brazil) and Memorial University of Newfoundland (Canada))

**Source:** *Journal of Bodywork & Movement Therapies* (2017). 21: 223-226.

**Introduction:** I have two personalities when I go to the gym to train. First, there's the somewhat relaxed, social persona that trains after work. Because I'm not rushing, these workouts are generally less stressful and I can add extra sets/reps or cardio time as I like. Then there's the stressed, antisocial neurotic who has hotfooted it to the gym between patients, so has little to no time for idle chit chat and must move like a gazelle between cardio, stretching and weights, while also ensuring there's enough time to shower and fly back to the clinic for the next patient. Stressful from woe to go, to say the least. On a positive note, using gaps between patients to get a gym (or swim) training session in is very good time management. On the negative, anti-social behaviour is never well received. Rumour has it they think I have a split personality...

Regardless of my personality on the day, my training regime stipulates stretching and abs immediately following cardio, otherwise these exercises simply will not get done. Sounds easy enough, but over the past year or so, my back-slab training (as I like to refer to it) has become progressively more difficult. Not due to my ageing or lack of abdominal fitness, but because the stretching zone is increasingly inundated with people using foam rollers on every imaginable body part! What the h\*ll is going on? Joe and I discussed this phenomenon

and he agreed that they may be being over-used, and in many instances may not be reaping results in exchange for the pain and effort. Used for myofascial release, in effect self-massage is believed to break up adhesions on the fibrous connective tissue (i.e. fascia) surrounding muscles. As regards the efficacy of foam rollers, we thought this instalment of Research Review was an ideal place to address one aspect of this topic, gains in flexibility.

We are all aware that joint function and muscle flexibility is important for athletic and physical performance, and to some degree reduces the risk of injury. Therefore, any technique or method that can potentially enhance joint function and flexibility is worthy of investigation, and that is exactly what Dr Monteiro and his colleagues did as they compared the effectiveness of self-massage foam rolling versus self-roller massage on hamstring flexibility.

**Methods:** As this was a pilot study (a small scale preliminary research project) there were only 10 participants, all of them young (average age 27 years) healthy males, free from musculoskeletal injury or pain. The researchers used a randomised, counter-balanced cross-over design, meaning that all subjects completed all four of the self-massage interventions, which consisted of:

- foam rolling for 60 seconds
- foam rolling for 120 seconds
- roller massage for 60 seconds
- roller massage for 120 seconds.

The foam rolling was completed by the participants sitting with their dominant leg hamstrings on top of the foam roller (from Foam Roller Brazil) and their non-dominant leg relaxed (hip and knee flexed, foot flat on the floor).

Participants then rolled themselves with





## The 30-second article

- Used for myofascial release, self-massage is believed to break up adhesions on the fibrous connective tissue, or fascia, surrounding muscles
- A small scale study of healthy young males investigated the effects on flexibility of self-massage using foam rollers and self-massage sticks
- Both self-massage techniques were found to achieve significant increases in hip flexion and hip extension
- The longer the duration of the self-massage, the greater the positive effect on flexibility.

their full body weight back and forth over the foam roller (from ischium to popliteal tuberosity) in a smooth and continuous manner for either the 60 or 120 seconds. For roller massage (using the GRID® STK Foam Roller by TriggerPoint, pictured) subjects rolled the stick over the same area with as much pressure as possible, again for either 60 or 120 seconds). Hip extension and hip flexion were assessed via a goniometer. Three attempts for hip extension and hip flexion were allowed, with the average of the three trials used for analysis. The data was collected over a nine-day period, with participants avoiding any lower body exercises or intense exercise for the duration of the research process.



## *The stretching zone is increasingly inundated with people using foam rollers on every imaginable body part! What the h\*ll is going on?*



**Results:** The authors reported significant improvement in hip flexion and hip extension. With regard to hip flexion, improvements ranged from +109.8% (foam rolling for 60 seconds) to +130% (foam rolling for 120 seconds). In both instances, additional time (i.e. 120 seconds) resulted in improved flexibility regardless of the stretching technique used.

Hip extension showed similar results, with all four interventions resulting in improved flexibility. This ranged from +232.8% (roller massage for 120 seconds) to +315% (foam roller for 120 seconds). It is important to note that all of the interventions resulted in at least a 2 times improvement in flexibility, with the foam rolling for 120 seconds exceeding a 3 times improvement.

**Conclusions:** This was the first study to investigate both the mode (foam roller versus roller massage) and dose (60 seconds versus 120 seconds) of techniques to improve hip flexibility. The authors stated there are a number of mechanisms that may be responsible for the increases seen in hip flexibility, but that they are not fully understood. They discussed mechanical (facial adhesions, trigger points, and visco-elastic properties of the tissue) as well as neurophysiological factors (collagen remodeling and elastic).

**Pros:** It is positive to see evidence supporting the efficacy of both the foam roller and roller massage on hip flexion and extension. This research adds support/credibility to their use in improving hip flexibility. It is also satisfying to see such results being achieved through the use of equipment that is generally available at most fitness training facilities, and that is also mobile and affordable enough for home use.



For reference, according to Family Practice Notebook, normal hip flexion (with the patient supine) is 110 to 120 degrees and normal hip extension (patient on their side) is 10 to 15 degrees.

**Cons:** It would have been beneficial if the researchers included an additional intervention of, for example, static stretching for comparison. Although we may have been harbouring reservations about the potential overuse of foam rollers, the fact is that the majority of stretching we see is being performed without these devices. Based upon the findings of this study, perhaps they should be using them after all (as should we!)

While there is some contention about this point, care should be taken when performing foam roller type activities to apply high levels of pressure only when rolling in the direction towards the heart. This applies to other similar aggressive massage-type activities as well. The reason being that there are valves in the veins throughout the body, including for example in the legs, but also in other muscles and extremities. These valves allow blood to move back towards the heart without falling due to gravity. There is some claim that rolling with intense pressure against these valves (i.e. away from the heart such as down the arms or legs) could rupture them. While this is not life threatening, it is biomechanically non-optimal to have damaged these valves and could lead to unappealing vein formations (blood pooling, varicose veins). While there is some argument about this, particular care



***It is satisfying to see such results being achieved through the use of equipment that is available at most fitness training facilities***

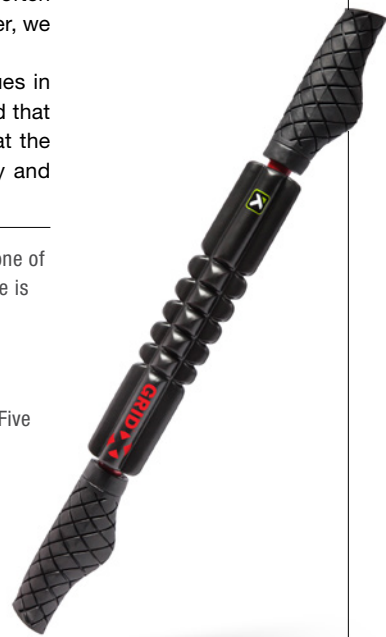


should be taken at areas where there is not significant musculature protecting these veins/valves, such as in the back of the knee, or the inside of the elbow. It should also be noted that the research by Dr's Monteiro and colleagues took no such precaution. We disagree in general with their claim that use of a massage stick would provide less pressure than a foam roller and due to its small radius and ridged structure would advise even greater caution. This would particularly be the case when used by a personal trainer on a client that is smaller or less muscular than themselves. Foam rolling is often conducted without awareness of this potential damage; however, we have seen enough evidence to advise taking this precaution.

A recent review of the literature by DeBruyne and colleagues in the *Journal of Sport Rehabilitation* (2017, 26:94-100) concluded that a roller massager should be used, although they do agree that the longer duration may provide the greatest benefits to flexibility and potentially injury reduction. **N**

**Associate Professor Mike Climstein, PhD FASMF FACSM FAAESS** is one of Australia's leading Accredited Exercise Physiologists and researchers. He is director of chronic disease rehabilitation at Vale Medical Practice. [mike.climstein@sydney.edu.au](mailto:mike.climstein@sydney.edu.au)

**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](http://fitnessclinic.com.au)





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

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

This quarter, the course is based on '**Research Review: Self-massage – Pain for gain?**' by Associate Professor Mike Climstein PhD & Dr Joe Walsh, and two other articles.

To earn yourself 1 CEC or CPD, simply login to your Member Portal [HERE](#), click on the 'Purchased and FREE Courses' tab in the Quick Menu and select 'Research Reviews 2017'. Read the linked articles, successfully answer the multiple-choice questions, and you're done!

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RECIPES: SPRING 2017

# SUPERFOOD BREKKIES TO GO!

The Healthy Chef, *Teresa Cutter*, harnesses the power of chia in these sweet and savoury breakfast creations.



## Raw chia pudding

This is a power-packed pudding, bursting with omega-3s, fibre, protein and superfood antioxidants. The ultimate healthy, portable breakfast that you can easily take to work.

Serves 1 or 2

### Ingredients

250ml (1 cup) coconut water  
60g (1/4 cup) white chia seeds  
2 tablespoons coconut yoghurt  
+ extra to serve  
1/2 teaspoon vanilla bean paste  
4 passionfruits

Combine coconut water, chia seeds and vanilla into a large glass jar and mix well until combined. Add the coconut yoghurt and mix through the chia coconut mix. Give the chia seeds another stir after 2 minutes. Place chia pudding into the fridge for at least 2 hours or overnight and allow it to set. Spread another 2 tablespoons of coconut yoghurt over the set chia pudding. Cut the passionfruit in half and remove the yummy pulp. Spoon passionfruit pulp over the coconut yoghurt.





## Spinach, kale & chia muffins

Bursting with superfoods and protein, this delicious savoury muffin breakfast will keep you satisfied and full of energy all morning. Top with smashed avocado and micro greens.

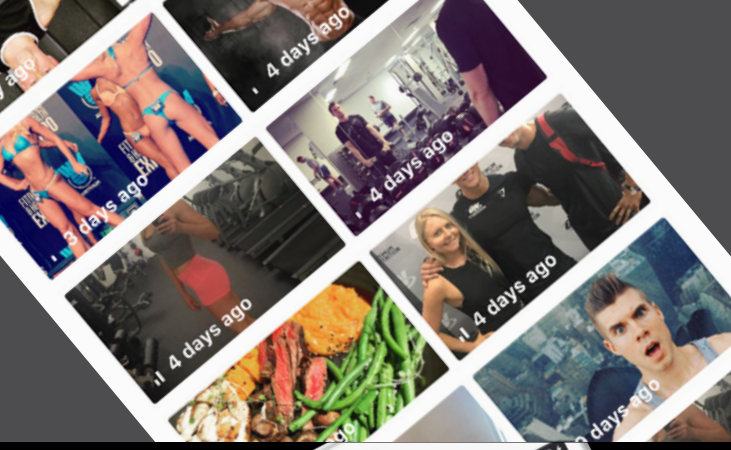
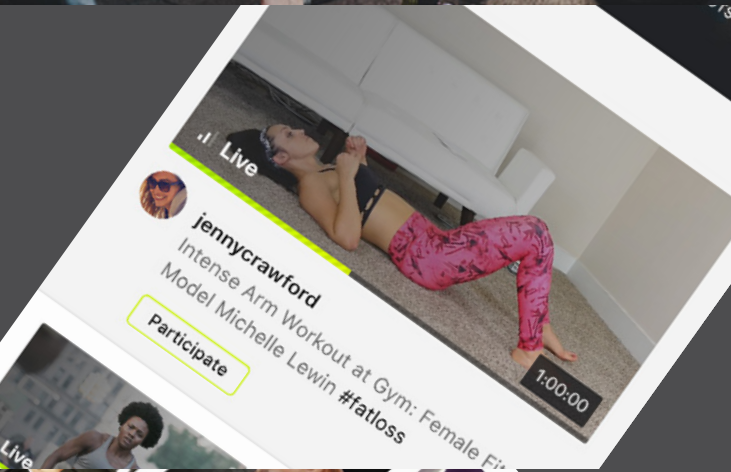
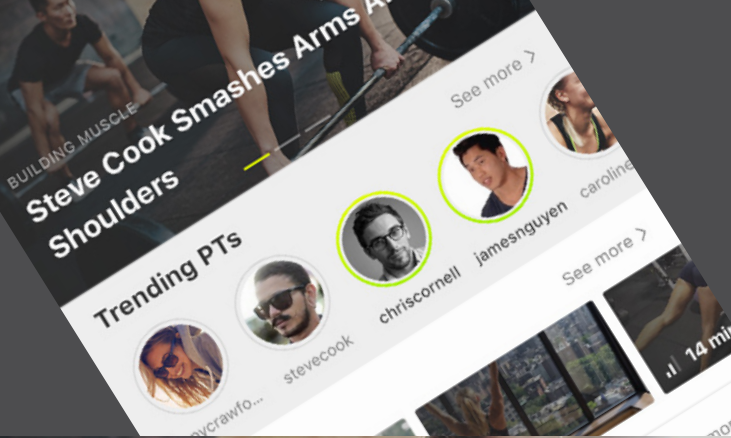
*Makes 6 large or 12 small muffins*

### Ingredients

100g kale or cavolo nero leaves, finely sliced  
2 tablespoons extra virgin olive oil  
½ teaspoon sea salt  
60g baby spinach leaves  
1 small bunch chopped chives  
280g (2 cups) cooked quinoa  
3 organic eggs  
1 tablespoon chia seeds or golden flaxseeds  
200g (2 cups) almond meal  
2 avocados, smashed  
2 tablespoons lemon juice  
pinch of sea salt  
2 tablespoons of cold-pressed avocado or extra virgin olive oil  
1 handful sprouts or micro greens

Preheat oven to 180°C fan-forced (360°F). Massage kale leaves with the oil and sea salt for 3 minutes until softened. Add baby spinach, chives and cooked quinoa. Beat the eggs in a separate bowl and then add the chia seeds. Pour the egg mixture over the leafy greens, along with the almond meal, and mix through until combined. Spoon the batter into lined muffin cups and bake for 30 to 40 minutes until cooked through and golden. Combine smashed avocado with lemon juice, sea salt and 2 tablespoons of cold-pressed avocado or olive oil. Pile over the top of the savoury muffins and garnish with seeds and sprouts.

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



## WHAT IS...?

# FLIVE

An app that live-streams training sessions gives PTs and clients the flexibility to train without being on the gym floor together.

**C**reated by fitness professionals for fitness professionals, Flive (fitness live) is the world's first live-streaming fitness app.

Free to download, and free for trainers to use, PTs live-stream sessions to a potentially unlimited number of viewers who have paid a small fee for the training session. If they are unable to live-stream, the viewer has 30 days in which to watch the session before it expires.

Once you – the fitness professional – have created an account, you can schedule a workout at a time that suits you. Then, set a name for the session, a length of time (either 15, 30, 45 or 60 minutes), a level (beginner, intermediate or advanced), a price (\$0.99, \$1.99 or \$5.99USD) and a category (muscle building, women's fitness, indoor/outdoor workout or other).

The next step is to promote the session by uploading a 10-second preview video detailing what the session is going to include. Once created, users (i.e. your potential online clients) can watch this promo video and decide whether to purchase the session.

Once you've scheduled a session, it's in your interest to promote it to all of your followers and clients on other social media platforms, because the higher the number of views the session receives, the more you get paid.

Thirty minutes prior to the scheduled session going live, you receive a notification reminding you that it's almost time for lights, camera, action! This reminder is sent again fifteen minutes, nine minutes and three minutes before the session time.

Once the countdown reaches zero, you press the GO LIVE button, point your phone camera at yourself and deliver the session. The session is streamed, and recorded, live through the app, and users can participate.

Once the session has been completed, the video stays active on the platform for 30 days before it expires and is no longer viewable. After this, you receive a notification stating the amount earned for the session, and will be paid out, up to 50% of the total revenue.

In a similar way to other social media platforms, you can build a following and be notified if someone 'likes' or 'follows' you, or one of your sessions.

With no limit on the number of sessions you can schedule and deliver, and a theoretically limitless audience of fitness consumers, the Flive app appears to offer a potential supplementary income stream for fitness professionals. **N**

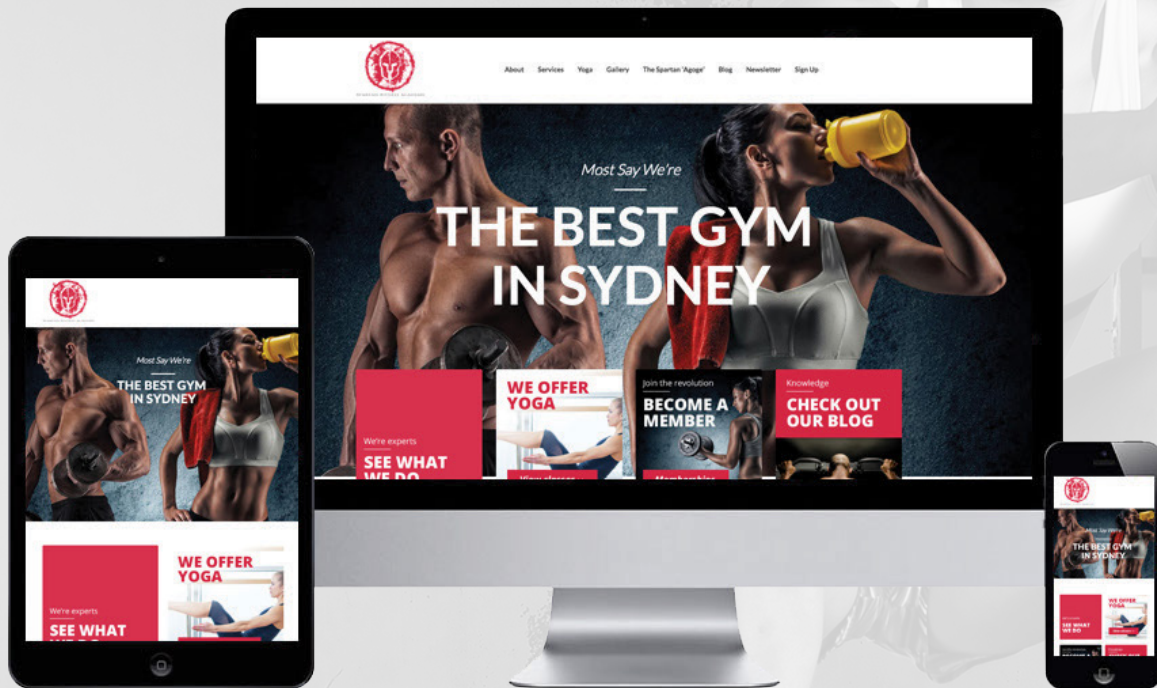
## MORE?

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# WHAT'S CAUSING YOUR CLIENT'S FOOT PAIN?

Assessing a client's ability to dorsiflex effectively, and knowing which exercises will correct their limitations, is the key to reducing foot pain says *Justin Price*, creator of Network's Corrective Exercise Trainer Certification.

**F**oot pain is an extremely common problem encountered by fitness professionals. It will affect at least a quarter of your clients at one time or another and can severely restrict their ability to exercise regularly and reach their health and fitness goals (Thomas, et. al., 2011, Hill, C. et al. 2008). The key to tackling this problem effectively lies in understanding the possible musculoskeletal causes of a client's foot pain and integrating corrective exercise strategies into their program that swiftly and successfully alleviate their pain (Price and Bratcher, 2010).

## Common causes of foot pain

Two of the most common musculoskeletal imbalances that can lead to foot pain are overpronation and a lack of dorsiflexion (Price and Bratcher, 2010, Kendall, et al. 2005). Overpronation is characterised by a collapsing inward of the foot and ankle toward the midline of the body (i.e. a flattening of the foot and rolling in of the ankle). This deviation causes excessive stress to the structures toward the midline of the foot (e.g. medial longitudinal arch) and can lead to pain

and/or injury. A lack of dorsiflexion refers to the inability of the lower leg to come forward over the foot and/or the foot to move toward the shins (i.e. failure of the ankle to bend/flex correctly). When the structures that run across and on the outside of the foot (e.g. lateral longitudinal and transverse arches) are unable to do their jobs correctly because of a lack of dorsiflexion, it can also lead to foot pain (Bryant and Green, 2010; Price and Bratcher, 2010).

Overpronation and a lack of dorsiflexion are inherently linked because when the foot/ankle are unable to bend/flex forward effectively (dorsiflex) during weight bearing activities, these structures collapse inward toward the midline of the body (overpronate) in order to displace the weight of the body. Therefore, one of the easiest ways to alleviate a client's foot pain is to remedy their overpronation issues by assessing and improving their ability to dorsiflex (Houglum, 2016).

## Assessments for lack of dorsiflexion

The ability of the ankle to bend/flex forward (dorsiflex) so that weight can displace evenly over the entire foot is necessary both when the knee is bent, when squatting for example, and straight, such as when walking (see Figures 1 and 2).

As such, evaluating your client's ability to dorsiflex requires two assessments – one with their knee bent and one with their knee straight.

### 1. Bent knee assessment

To assess dorsiflexion when the knee is bent, instruct your client to place themselves in a split-kneeling position with their hands on the wall in front of them for balance (see Figure 3). Coach them to align their hips so that they are parallel to the wall and push their front knee forward so it travels forward over that foot. Have them perform this movement with each foot/leg and evaluate which side is tighter, or feels more difficult to bend their ankle forward (dorsiflex). Watch that the client does not 'cheat' during this assessment by letting their ankle and knee collapse inward toward the midline (overpronating), and/or twisting their hips (i.e. not keeping them parallel to the wall) (Price and Bratcher, 2010; Cook, 2010). Make a note of any discrepancies or imbalances you, or your client, discover about their ability to dorsiflex with their knee bent.

### 2. Straight knee assessment

To assess dorsiflexion when the knee is



Figure 1. Dorsiflexion and bent knee



Figure 2. Dorsiflexion and straight knee



Figure 3. Assessing dorsiflexion (with knee bent)

straight, instruct your client to stand in a split-stance standing posture with their hands on a wall in front of them for balance (see Figure 4). Coach them to align their hips so that they are parallel to the wall and straighten both feet so that they are pointing forward. Once in this position, instruct them to 'stretch' the calf muscle of the back leg by allowing their lower leg to travel forward over the foot (dorsiflex). Watch that the client does not raise their heel off the floor, collapse their ankle (overpronate) or rotate their hips during this movement. Ask them to assess both sides and evaluate which side feels more difficult to dorsiflex (i.e. bend their ankle forward without 'cheating' at their ankle or hips) (Price and Bratcher, 2010). Make a note of any discrepancies or imbalances you, or your client, discover about their ability to dorsiflex with their knee straight.

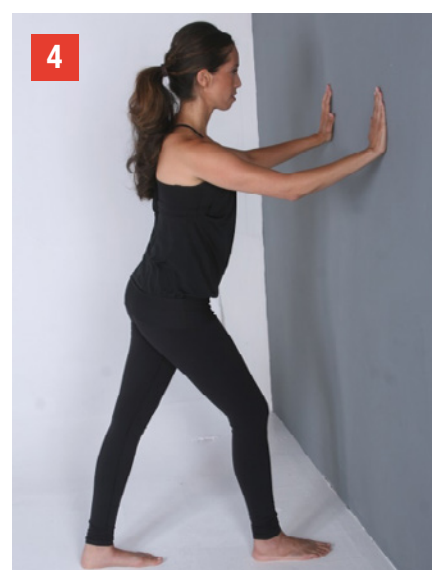


Figure 4. Assessing dorsiflexion (with knee straight)



## The 30-second article

- Two of the most common musculoskeletal imbalances that can lead to foot pain are overpronation and a lack of dorsiflexion – and both issues are inherently linked
- Evaluating a client's ability to dorsiflex requires two assessments, one with their knee bent and one with their knee straight
- If the assessments show that your client lacks dorsiflexion, you can start their corrective exercise program with self-myofascial release (SMR) techniques that promote dorsiflexion of their feet/ankles, as well as stretching exercises for the soleus and gastrocnemius muscles
- Once the SMR and stretching techniques are completed, incorporate exercises that lengthen the calf muscles under load and mimic the way the foot and ankle move during real-life weight-bearing activities.

### Foot pain relief exercises

The results you gather from these two assessments will provide you with valuable clues about the origin of your client's foot pain – specifically, whether they lack the ability to dorsiflex. Once you know whether, and to what extent, they lack dorsiflexion, you can use this information to direct the client's corrective exercise program. If a client does lack dorsiflexion, begin the program by selecting self-myofascial release (SMR) techniques that promote dorsiflexion of their feet/ankles (on one or both sides, as needed). Have them use a tennis ball or golf ball to massage under their foot (i.e. plantar fascia) while standing (see Figure 5) and a tennis ball or cricket ball (or similar) to massage their calf muscles (i.e. gastrocnemius and soleus) while seated (see Figure 6). Instruct them to massage all sore spots on both feet/calves for a total of two to three minutes each leg (Price, 2013).

Once you have increased blood supply to the plantar fascia and posterior calf muscles (and released any adhesions that may restrict range of motion/dorsiflexion) with the SMR techniques, it will be appropriate to introduce stretching exercises for the



Figure 5. Self-myofascial release technique for plantar fascia

soleus and gastrocnemius muscles. Use the assessments for dorsiflexion (see Figures 3 and 4 on previous page) as isolated stretching techniques. Instruct the client to hold each stretch for 10 to 15 seconds and repeat two to three times.

Once the SMR and stretching techniques are completed, incorporate exercises that lengthen the calf muscles under load (i.e. eccentric strengthening) and mimic the way the foot and ankle move during real-life weight-bearing activities (e.g. walking, running and squatting). Movements such as stepping and walking backward (see Figure 7) and squatting (all while ensuring the feet stay pointing forward) will strengthen the soleus and gastrocnemius muscles eccentrically, helping promote dorsiflexion and reducing the effects of overpronation. Because eccentric strengthening exercises can be difficult for clients to perform correctly and are easily overdone, introduce these types of exercises carefully, beginning with only a few repetitions and progressing over time to 10 to 12 repetitions for two to three sets (LaBella, et al. 2011).

Assessing a client's ability to dorsiflex effectively, and addressing any limitations you find with corrective exercises, is the key to reducing foot pain. Enabling the feet and ankles to move more efficiently will not only alleviate painful symptoms in these areas, but will also reduce the effects of overpronation. The correction of these two common imbalances ultimately assists the entire kinetic chain in functioning and performing optimally as clients work hard toward achieving their goals. **N**



Figure 6. Self-myofascial release technique for calf muscles

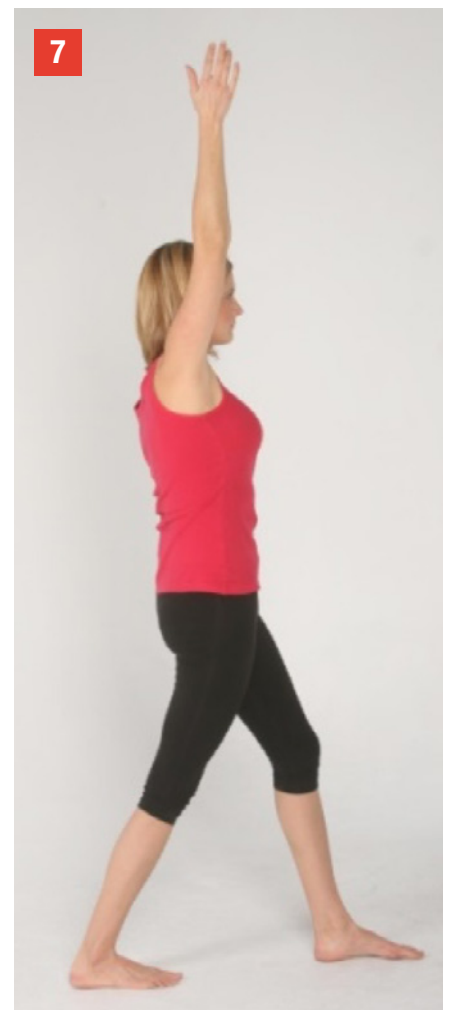


Figure 7. Eccentric strengthening exercise for gastrocnemius

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**Justin Price, MA** is the creator of the Network Corrective Exercise Trainer Specialist Certification course, The BioMechanics Method®. His techniques are used in over 25 countries by specialists trained in his unique pain-relief methods. [fitnessnetwork.com.au/courses/corrective-exercise](http://fitnessnetwork.com.au/courses/corrective-exercise)



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GX SKILLS

# INSTRUCTOR OR COACH?

## BE A LIFE CHANGER

A subtle yet powerful shift in mindset can dramatically alter the impact you have on your class participants, writes *Caroline Hynes*.

**T**he key to a successful and fulfilling group fitness career is really knowing *why* you're in the game in the first place, and then uncovering all the tools, both obvious and not so obvious, that will enable you to maximise your impact on those around you.

So, are you a Group Fitness Instructor, or have you taken it one step further to become a Group Fitness Coach who purposefully encourages others along their path to greatness, in club and then in life? If you haven't yet become the latter, what will it take to do so?

Well, firstly, it doesn't require you to do a fancy coaching course or spend a fortune to





learn some magical skill. It simply involves regularly taking a step back, observing your environment, seeing the potential that resides in all and watching opportunities to grow yourself and others. In this game, timing and strategy is key. These two qualities may feel innate to you, yet others will need a little more practice. If you can grasp this approach and practice it regularly, your impact will span far wider than the studio, and you will leave an imprint on the hearts and lives of many, way after you retire from the role.

### **Instructor vs coach, what's the difference?**

An instructor can be defined as a person who teaches a subject or skill;

someone who provides instructions. By this definition, a group fitness 'instructor' has very clear boundaries: the start and end of the class. With this mindset, the class is prepared and delivered as though it is separate to other daily events – an alternate reality that completely disappears when it is over.

This doesn't feel quite right, because this scenario would imply that the benefit of the class ends when the class ends. If we think about it, this is ridiculous, as it's impossible to separate one person's heart, mind and body into separate compartments. There is always a greater impact, always a ripple effect, no matter how big or small it might be. The class may end but the physical, emotional and mental impact continues and can gain momentum. If you've ever had a bad day at work and then gone home and taken it out on someone unrelated, you will be able to understand how the most important impact occurs afterwards. It is here that we can have the most influence.

You may be thinking that this is obvious, and on some levels it is, but the fact is that many group fitness instructors prepare and deliver their classes as if they have no impact outside of the studio. The class is prepared for the 60 minutes (or however long) and that's it, there is no thinking or strategy beyond that time bound period – particularly in a large gym setting where there are many instructors and classes with covers. This does *not* mean that these classes are bad, or that what the instructors teach in them doesn't have a positive ripple effect. What it does mean is that they are missing opportunities to maximise this impact. In that short period of time you are in front of a class, you have the opportunity to open people up to their potential in not just fitness, but all areas of their life. You are already doing this in your classes whether you are aware of it or not, but by doing it consciously you can start to empower participants to step up and have the courage to reach for their goals, and in doing so, inspire others to do the same.

### **Learning how to leave a legacy**

The key to moving from instructor to coach, is mindset. It's about simply being aware of the magnitude of your impact, never underestimating it and then intentionally considering how it affects each and every participant as you design and deliver your class. People are impacted by many things in group fitness classes, but a few key ones include your choice of exercises, the music you use, the things you say, the other people in the room and your engagement with what you're doing – your 'why' – and this is the deal breaker. If your fire's not burning

“ ***The class may end but the physical, emotional and mental impact continues and can gain momentum.*** ”



## The 30-second article

- An instructor can be defined as a person who teaches a subject or skill; someone who provides instruction
- A coach consciously opens people up to their potential in not just fitness, but all areas of their life
- By observing, listening and connecting with participants, you will naturally start to see, and become a cheerleader for, their aspirations
- Coaching must come from a place of purity devoid of other motives, a part of you that enjoys allowing others to experience their journey to greatness.

bright, it cannot light another.

OK, so you know your why, you've got your passion and you want to maximise your positive impact. Awesome! A great place to start is by getting to know your regular participants and getting really good at reading people who are new or who are in a class that you may be covering. The better you get at this, the quicker you can change your tactics to get the most out of the hour, and the more you will start to see glimpses of participants' potential, get to know their hopes and dreams and create a trusting connection with them. How you would do all these things is covered in these previous articles: How to create a true group fitness community and The Group X Factor.

Once you have these basics working like clockwork you will naturally start to see, and become a cheerleader for, people's aspirations, encouraging them towards what *they* want because you have connected, listened, and observed, and you are now able to see where their potential could lead them. The person that had the biggest positive impact on my career, and life, is one who saw my own passion and potential and made me aware of it, before I even saw it. Now that I am aware of my passion, it is so large I can hardly believe I lived for so



## *You don't need to know everything, but as a coach you have the ability to open doors that can change lives.*



many years in darkness, and I'm incredibly grateful to this person for listening, observing and then striking the match at the right time. The awareness was the catalyst that ignited in me a drive to create a happier and more fulfilled self, and I have *no* regrets.

In this article on mentoring I talk about its value for both the mentor and mentee. It is in this role of coach where you may feel inspired to step up as a mentor and help people who may want some of what you have but need a little guidance to get there. Even if mentoring is not something you're keen to do, having a broad network of professionals and mentors that you can refer to in all disciplines (fitness and elsewhere) is of great support as you in turn seek to support others to follow their dreams. As the leader of the classes you deliver you are a role model, whether you like it or not, and at some point, someone will put you on a pedestal and/or come to you for expert advice. You don't need to know everything, but as a coach you have the ability to open doors that can change lives.

In empowering others you also empower yourself. Even by reading this article and becoming more aware of the subtle difference in mindset between instructing and coaching, you have already changed. Nothing is really that complicated. Whatever your approach though, it is important to be detached from the outcome of what you may be helping people achieve. The cheerleading of a coach must come from a place of purity, a part of you that enjoys allowing others to experience all parts of their journey to greatness without trying to rescue them from the lessons, and has no motive other than that. Help get them on that path and then let them fly, and don't be afraid to see them exceed your own success.

We are infinitely powerful both in and out of that studio. Don't just make a difference in that hour, week, month or year: find a new respect for that power, use it well and leave a legacy of people kicking goals and inspiring others to do the same. Be a superhero. **N**

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



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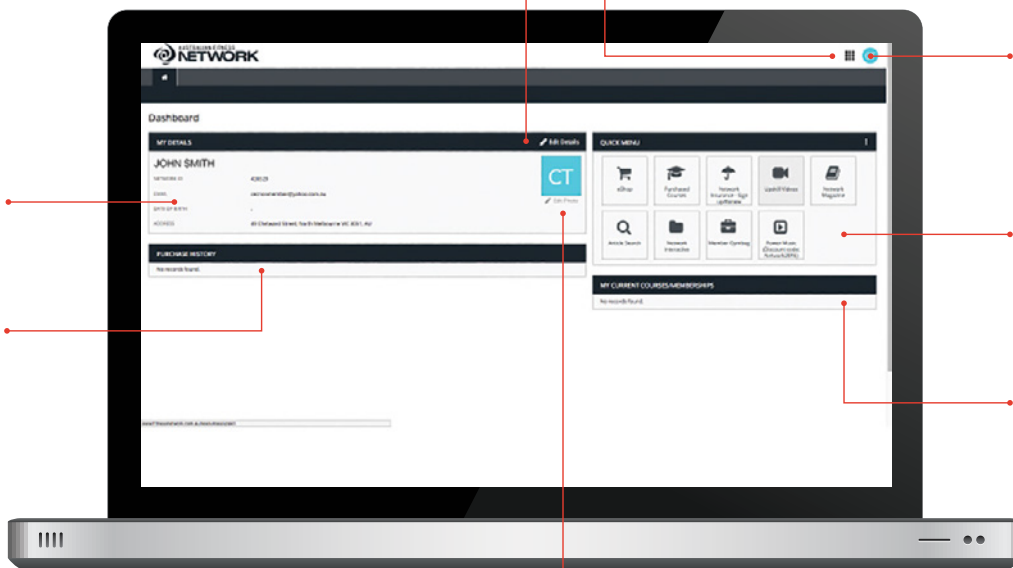
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## EVIDENCE-BASED PRACTICE

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# EXERCISE AS A TREATMENT FOR LOWER BACK PAIN

Low back pain gets most of us at some point, so, asks *Dr Mark McKean PhD*, how do various forms of physical activity stack up in terms of exercise therapy?

**N**on-specific low back pain can result from a range of injuries and conditions, and can include symptoms such as pain, tingling, numbness and weakness in the legs. Commonly these issues relate to narrowing of the spinal canal, degeneration of the spine by wear and tear on joints, pressure on the nerve where it leaves the spine, disc degeneration, osteoporosis and some genetic conditions. In a 2014-2015 survey, 16% of Australians reported back problems, and nearly one million people reported some level of limitation in various activities as a result of this back pain. *The Medical Journal of Australia* suggests that up to 80% of Australians will experience back pain at some point in their lives and 10% will experience significant disability as a result.

With these statistics, it's almost guaranteed that most exercise professionals will deal with clients that have suffered low back pain at some point. The varied nature of low back pain and severity of symptoms means that when managing these clients it is often a matter of what they can do rather than what they can't. Exercise has been promoted as a 'cure' but the reality is that the types of exercise, training volume and loads, as well as frequency of exercise, is not well known or even available to the fitness professional. Certainly, if you have a client with low back pain you should have their medical professional confirm that the client can exercise and that there are no obvious or medical reasons that should





## The 30-second article

- Around 80% of Australians will suffer low back pain during their lives
- The slower, more controlled actions involved in Pilates, yoga and tai chi make them popular forms of exercise for people suffering low back pain
- The efficacy of strength training, core stabilisation training and proprioceptive training have also been evaluated
- Due to variations in the types of activities, duration and training loads evaluated, it is hard to conclude whether any one activity is more beneficial for helping to alleviate low back pain, but most reviews support the stance that some exercise of most varieties is better than no exercise.

restrict their exercise.

Nearly all scientific systemic reviews and meta-analyses in the literature show that using exercise as an intervention results in significantly lower back pain than other treatments, or no treatment. In fact, Searle et al. (2015) stated 'Our results found a beneficial effect for strength/resistance and coordination/stabilisation exercise programs over other interventions in the treatment of chronic low back pain and that cardiorespiratory and combined exercise programs are ineffective'. Let's look at the current forms of exercise and the outcomes in the research.

### Pilates, yoga and tai chi

Yoga and Pilates have become common forms of exercise for people with low back pain. Due to the heightened fear of pain associated with fast or unexpected movements in people with low back pain, the slower more controlled actions involved in these forms of exercise appear to provide confidence that they may suffer less pain

and be better able to complete the activity. Common issues associated with these types of research include a lack of detail around frequency, intensity and volume of the activity, which make it hard to prescribe a specific training guideline for these activities.

#### Pilates

Gagnon et al. (2005) and Pereira et al. (2012) agreed that there was no difference between the Pilates method and other lumbar stabilisation training, suggesting the activities were similar even if the language used was different. The systematic review by Patti and colleagues (2015) concludes by saying that Pilates is more effective than minimal exercise, but it's still not clear which part of the Pilates program actually improves low back pain. Wells et al. (2014) finish their review into the effectiveness of Pilates in people with low back pain by suggesting future research needs to better define the actual program so that clearer conclusions can be drawn about which activity in Pilates may be the cause of the changes seen.

#### Yoga

Cramer et al. (2013) conducted a systematic review and meta-analysis of yoga for low back pain. Starting with only 10 randomised control trials and 967 low back pain sufferers as subjects, the conclusion was that yoga had good evidence to support its use in improving short and long-term pain, as well as back-specific disability, and was not associated with any adverse events during the intervention. Further, compared with education alone, yoga was associated with lower short-term pain intensity, although the effects were small.

#### Tai chi

Three papers reported tai chi having a positive effect on pain levels when compared with control groups or no tai chi. The studies lasted 10, 24 and 28 weeks respectively, and all reported a significant improvement in low back pain.

### Strength training

The aforementioned systematic review by Searle et al (2015) found a small but significant effect for strength/resistance training interventions in the treatment of low back pain when the training was focused on the whole body and trunk. This may have been due to the belief that reduced low back pain is not necessarily associated with any one muscle group and strength/resistance training that focused on the whole body and trunk used a wider range of muscles which may have improved function across the body. Interestingly, programs that used mainly cardiorespiratory exercise showed no effect in reducing low back pain.





### Core stabilisation training

Core stabilisation and core stability training have also been promoted as ‘must do’ activities to help low back pain. Smith and colleagues (2014) performed a systematic review and meta-analysis on stabilisation exercise for low back pain. After reviewing 29 studies they concluded that while there was significant benefit to stabilisation training compared to control groups or alternative therapies, there was no difference between benefits of core stabilisation and any other form of active exercise in the long term. In fact, most systematic reviews looking at the outcomes from core stability training report inconclusive results due to the heterogeneity of all the studies where subject characteristics and the type of core stability exercises included are poorly reported. The systematic review by Stuber and colleagues (2014) suggests definitions of activity, as well as specific details regarding the populations and interventions, need to be improved before any real conclusions can be drawn as to the value of core stability for athletes with low back pain.

### Proprioceptive training

Research into this area has looked at scenarios in which subjects actively performed balance and perturbation exercises and postural control exercises. Exercises on vibration platforms were excluded. Most interventions with proprioceptive training elements did report some reduction in pain and improvement of functional status, but due to the low quality of such studies, no conclusions could be made for the benefits of this type of training.

There have been a large number of systematic reviews associated with exercise and low back pain. The interventions were broad and the descriptions of the types of activities, and duration and training load, were varied. This made it hard for many of the reviewers to state categorically that any one type of activity was more beneficial. However, what was agreed across nearly all of the reviews was that exercise in the forms described was better than no exercises or other alternate therapies. The bottom line for all fitness professionals is to engage clients that suffer from low back pain in guided exercise, as approved by their medical professional. This should comprise exercises for the whole body that are conducted in a controlled and progressive fashion to challenge the client bit by bit over time within the functional and pain-free limitations they can manage. **N**

**Dr Mark McKean PhD AEP CSCS** is an Associate Professor (Adjunct) in sport and exercise science at USC, QLD.

“ **Exercise as an intervention results in significantly lower back pain than other treatments, or no treatment.** ”





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## AQUA SKILLS

# DEEP WATER HILO

When it comes to low impact environments, it doesn't get lower than the pool! But that doesn't mean that this aqua workout doesn't have impact, write *Debi Godfrey* and *Dominic Gili*.

**D**eep water workouts challenge the entire body by offering multidirectional resistance in an impact-free yet unstable environment.

If you're looking to launch or refresh a deep water class, you'll need some inspiration to help you create cardio, strength and stability workouts that cater to a broad range of fitness abilities and needs at the same time.

### Getting started

Instructing deep water fitness requires general knowledge of:

- anatomy and human movement
- the effects of buoyancy (in relationship to gravity) and other water principles
- strategies for balance and correct alignment for movement in a suspended, impact-free environment.

Educating your participants by sharing knowledge, explaining how and why each workout is best performed, and offering modifications based on individual needs will help you establish credibility and become a more effective instructor. Participants may not appear to always be taking in everything that you say, but little by little, over the weeks, it will sink in.

A great place to start is to discuss with your participants the hydrostatic pressure of the water and how it improves their heart function and venous return by assisting the return of blood to the heart. This can be a real attention grabber if you explain it clearly, and with enthusiasm – and why wouldn't you? It's really positive stuff and everyone likes to know that what they're doing is making their heart work better, especially if it's happening before they've even started exercising!

Next up, inform your participants about the best ways to manipulate the water, and explain which muscle groups need to be engaged in order to achieve vertical alignment and trunk stabilisation.

Share the benefits of the efficient double concentric muscle action through one movement, for example when working Cross Country Ski arms, the shoulder flexion in the sagittal plane will engage

anterior deltoids, while shoulder extension will engage posterior deltoids. Of course, if you use this technical terminology with your participants, be sure to accompany it with a visual demonstration, clearly indicating the muscles used.

While being suspended in the deep means that there is no compression on the joints and spine, it is still helpful to remind participants to lengthen downward through the spine as if gently trying to touch the pool floor with their fingers, heels or toes during movements. Cues like this really help participants visualise what you want them to do.

## Exercise programming

Deep water fitness class programs should incorporate 'Hi' workouts to improve cardio fitness and 'Lo' workouts that increase strength and stability for every participant.

### 'Hi' cardio workouts

With the use of interval training, 'Hi' energy workouts can challenge the cardiovascular and respiratory systems.

As anyone in the fitness industry will be aware, HIIT (High Intensity Interval Training) has been all the buzz in recent years, due to the acclaimed efficacy of performing brief periods of very intense exercise, typically ranging from 80 to 100 per cent, interspersed with rest periods. In deep water training, these rest periods should actually take the form of active recovery segments in order to counteract the cooling effects of the water.

Some research indicates that HIIT can provide similar or even greater cardiorespiratory, metabolic and musculoskeletal improvements

in less time than continuous training (Kravitz and Zuhl). Additionally, improvements can be achieved in muscular endurance and strength, cardiorespiratory endurance and body composition.

The simplicity of this method is appealing to many instructors and participants as there is no need for complicated choreography, only a willingness to work hard.

When programming intervals into your class, it's important to consider how water principles might influence and affect the intensity of the workout.

Three options to increase the intensity of a workout are tempo, acceleration and elevation.

Tempo effectively means increasing the speed with which movements are performed,

whereas acceleration is working with power against the resistance of the water through a full range of movement. Elevation refers to lifting the body upwards out of the water by pushing down on the water with power and speed.

It is important to select effective workouts that are easy to perform in the deep water when focusing on increasing intensity. 'Hi' workout elements that use balanced bilateral movements of the upper and lower body include:

- jogging
- ankle reaches
- straight leg lift/pull down
- heel lift/push down
- cross country ski
- flutter kicks.



### The 30-second article

- Instructing deep water fitness requires general knowledge of anatomy and human movement, the effects of buoyancy and other water principles, and strategies for balance and alignment in a suspended environment
- Educate participants about the exercises you are instructing, and explain why they are so effective and useful (i.e. aiding their function in everyday life)
- Deep water fitness classes should incorporate 'Hi' workouts to improve cardio fitness and 'Lo' workouts that increase strength and stability.



Two examples of preformatted music with intervals are:

The classic interval training format is Tabata, which features 8 bouts of 20 seconds of intense work interspersed with 10-second rests for one round of training. Another format, used in Gymstick intervals, features 6 bouts of 30 seconds of intense work interspersed with 10-second rests for each round.

### 'Lo' strength and stability workouts

It is helpful to educate your participants on the importance of working muscle groups that help stabilise the body in the upright position. These muscles include the lower back, glutes and hamstrings, commonly known as the posterior chain.

Most of us sit for long periods each day, working the anterior muscles and neglecting the posterior ones. As these muscles weaken they are unable to perform their primary role of hip stabilisation and extension. Without the contribution of the gluteus maximus to hip extension, the hamstrings and lumbar erector spinae muscles work overtime, which can lead to displacement of the pelvis and/or lower back issues. Workouts that strengthen the posterior chain, therefore, are essential.

As well as challenging participants to work in the vertical plane to maximise resistance and drag (as opposed to swimmers who lie flat on the surface in a streamlined position to minimise resistance) we should also challenge

them to work in all three planes of motion. Continually varying the working planes is functional, as we reactivate core stabilisers to return hips and lower body to vertical alignment and train participants for daily activities, from almost unconscious actions such as getting out of bed, to withstanding pushes or knocks sustained during contact sports.

Combining two or more different exercises, such as Cross Country Skis, Jacks and/or Tucks, into one routine is a great example of how to program 'Lo' workouts. Others include:

- tuck and extension in varying body positions
- double knee extension and curl in seated position
- side kicks in various planes
- directional changes and quarter turns
- isolating specific limbs while working others to destabilise the body and challenge the core muscles
- working upper body in one plane, the lower in another plane
- focused core exercises – plank poses in various body positions using sculling arms.

Choreographing your routines to music motivates and helps participants to focus their attention and work at a challenging set tempo. Having to follow choreography is also great for brain training, while music elevates the mood (the science even says so!).

Finally, when programming, alternate the 'Hi' and 'Lo' workout elements so that the classes are well structured and participants remain engaged and challenged. **N**

**Dominic Gili** is the founder of AquaFitnessOnline.com, Dom has been teaching aqua fitness since 1993 and has a reputation for offering innovative and challenging water workouts. He delivers aqua workshops and new instructor trainings across Australia. A regular contributor to fitness industry publications, in 2012 he was named Australian Fitness Network's 'Author of the Year'.

**Debi Godfrey** has been teaching aqua fitness for over two decades, both in her native South Africa and then in Australia when she moved to Sydney in 2000. In addition to her Liquid Barre program for deep and shallow aqua, Debi teaches Aqua Zumba and Gymstick H2O.

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# NZ NEWS



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

## Diversity is the key to our industry success



In the past 15 years the New Zealand fitness industry has seen the emergence of 24/7 gyms, yoga going mainstream, boot camps blossoming and the truly independent PT (i.e. not based at any single facility).

While the number of businesses offering exercise has at times outstripped demand, the growth of traditional facilities has been one of 'growth spurts' rather than consistent organic growth, and now we find

The expansion, and diversification, of the industry has resulted in significantly more people engaging in exercise, though not necessarily in traditional clubs.

Case in point was the arrival of the 24/7 operators in NZ. Within five years, around 100 facilities opened, many in large cities, but quite a few in smaller towns or suburbs where larger box gyms could not have been sustainable. Similarly, yoga studios saw an explosion in popularity that lasted several years, and is just now levelling out. The last 12 months have seen a return to larger, full-service offering gyms expanding their presence, both independent operators and chains. What's clear from all of this is that it's creating more choice for consumers on multiple levels – price, location and service/product offering. And as a consumer, choice is good!

New exercise options will continue to enter the market, some of which will be standalone businesses, while others will become offerings within gyms, and others still will be both (such as boot camps are). Of course, not all

new ideas will succeed, but the ever changing market is sure to do one thing – increase diversity.

At this stage the diversity is fundamentally at the product level – i.e. the consumer has ever more, and more varied, choices of fitness offering. The real opportunity for our industry arises when the *customer base* also diversifies. While we often talk about the non-exerciser as a potential market, and there are a handful of very successful operators engaging with this group, as an industry we are yet to truly embrace this demographic.

Our industry is a bit of an anomaly, in that it has such a potentially bright future (how many industries can currently say that?) In part, this is because awareness of the benefits of exercise continues to grow, and at the same time we are one of the few industries in which the current user base isn't every possible customer. If we are currently reaching around 20% of the adult population, that means we have every opportunity to grow and diversify our customer base while our industry continues to diversify itself.

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



### FitEx Conference

The full schedule for the FitEx Conference, being held this year between 24-26 November, is online now at [fitex.co.nz](http://fitex.co.nz). In addition to the regular streams (Exercise Prescription, Group Exercise, Special Populations, Nutrition, Mind Body and Business), this year introduces the Exercise as Medicine stream, highlighting the use of exercise in the prevention, rehabilitation and management of common conditions.

Early Bird rates are available until 1 October (saving \$200), with further savings available for ExerciseNZ members and registered NZREPs.

# NETWORK CATALOGUE

## Online Continuing Education

Network scours the globe for experts in all fields of health and fitness to create the widest range of quality online CECs/CPDs.

Packed with to fuel your interests, business and career. Network brings you the widest range of quality CECs/CPDs online, so wherever you are and whatever you want to do, you can be the best you can be.

Whether you need 1 quick CEC, or want to upskill with an in-depth multi-CEC specialisation, you'll find it here.

Click each course below for full details and [CLICK HERE](#) to see Network's full range of shorter courses.



## SPECIALISATION COURSES

Network offers a range of specialisation courses – in-depth multi-module courses that give you a more comprehensive understanding of specialty areas.

Modules within all of these courses are available for individual purchase.



### Women's Health

Network's range of dynamic online courses will hugely enhance your ability to program for, and train, women through the different stages of pregnancy and post-birth. The courses have been developed by a team of pregnancy, post-natal and pelvic floor fitness experts, including physiotherapists and fitness professionals.

**Pre and Post Natal** 33 CECs/CPDs \$985

**Women's Nutrition** 5 CECs/CPDs \$187

**Pelvic Floor Health** 9 CECs/CPDs \$198



**18** CECs  
CPDs  
**\$406**

### Nutrition Intensive

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



**44** CECs  
CPDs  
**\$1,690**

### Network Pilates

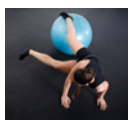
Network's Pilates certification will provide you with the knowledge and skills to become a sought after Pilates instructor in the fitness industry.



**49** CECs  
CPDs  
**\$2,024**

### Corrective Exercise Trainer

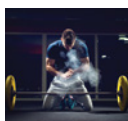
This certification from the renowned BioMechanics Method teaches the knowledge and skills to safely conduct postural assessments and design corrective exercise programs.



**20** CECs  
CPDs  
**\$356**

### Elite Functional Trainer

Developed by functional training expert Chuck Wolf, this course teaches you how to use functional anatomy, movement analysis and advanced program design to enhance client performance.



**20** CECs  
CPDs  
**\$436**

### Elite Strength Coach

Comprising four comprehensive courses covering all aspects of strength training, you'll gain the confidence to safely and effectively train clients to get the best possible results.

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

## SEE THE FULL RANGE ONLINE

Find all these courses, plus loads more on everything from Corrective Exercise and Group Training, to Nutrition and PT Business at [fitnessnetwork.com.au/cecs](http://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. As a Network Member, you receive 10% off all purchases, including custom playlists, individual tracks, CDs, choreography videos and more.

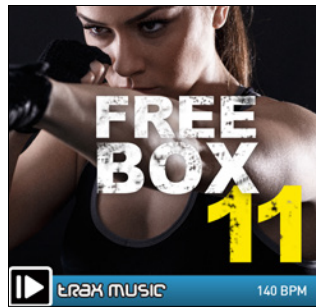
Power Music also features ClickMix, which enables you to create your very own custom mix at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

Click each album below for full playlist and preview listen, and [CLICK HERE](#) to check out the full range of Power Music – remembering to use the code **network2017** to save 10% at checkout!

### Trax Music (PPCA-free)



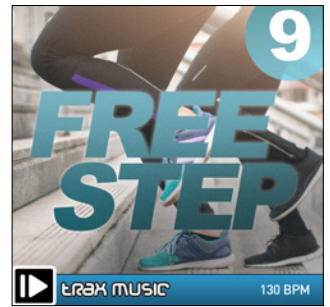
FreeRide 32



FreeBox 11



H2O Beats 11



FreeStep 9

### Power Music (PPCA-free)



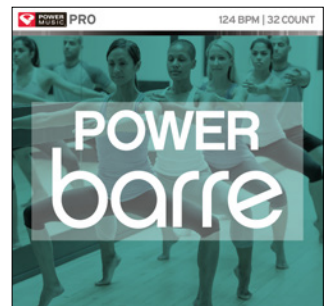
Handz Up! Cardio 10



Mashup Party Vol. 14



Top 40 Vol. 67



Power Barre



TOTAL HITS! Vol. 22



Ibiza House Grooves



HIIT IT! – Rock Edition



Happy Hour Vol. 3 – Feel Good Favorites



### How does UNLIMITED playlists sound?

All of these new PPCA-free music releases, and hundreds more, are available on Power Music 1, the premium digital music subscription service. Network Members can subscribe for the special rate of \$19.95 per month. [CLICK HERE FOR DETAILS AND TO START YOUR FREE 1-MONTH TRIAL TODAY!](#)

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