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SPRING 2018

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We all like to be sold exclusivity, don't we? Makes us feel special to think we're getting something that the masses aren't. Indeed, the facility you work at or operate might trade a little on this premise. But what about inclusivity?

A perennial problem for the fitness industry is its inability to reach 80% of the population – the people that need our services the most. For some, the reason they stay away is the perception of exclusivity, of not feeling comfortable entering venues they believe to be populated only by 'the beautiful people'. Perhaps our own advertising and marketing imagery could have something to answer to here: what we consider aspirational, others may deem intimidating.

Imagine, if you can, being in the shoes of Dean Clifford, the author of our feature on page 28. A lifelong sufferer of the rare genetic condition epidermolysis bullosa, his skin is so fragile that, heartbreakingly, he couldn't even be held by his parents as a child. The gym environment seems the antithesis of where you might expect to find Dean, yet 12 years ago he began his unlikely powerlifting journey. How comfortable would he have felt training in your facility?

On page 40, Amy Webster shares her insights into making fitness more accessible to people on the autism spectrum, who, research shows, are less likely than

others to participate in sport or physical activity due, in part, to sensory challenges and heightened anxiety in social situations. How ready is your club to welcome this demographic?

In her article on page 60, Fiona Compston shares her experience of putting on a business-boosting community event that brought new people into the facility by providing them with no-strings-attached, life-enhancing tools and expertise.

The lifeblood of every trainer and facility is our local community, which encompasses all human life. Pursuing exclusivity may work for some, but for others could alienate potential new clients and members. From both a human and a business perspective, inclusivity makes sense.

How inclusive are you?

Oliver Kitchingman, Editor
editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

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

NETWORK MAGAZINE

Editor, Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 18 September 2018 and conclude on 29 October 2018. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor and will be notified by email no later than 9 November 2018. Click [HERE](#) for full Terms and Conditions.

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About course creator, Dianne Edmonds

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

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CLOSING THE KNOWING-DOING GAP

Why, asks life coach Greg Sellar, is there such disparity between what we know we should do, and what we actually do?

Ive just changed my social media profile description to ‘People & Performance Junkie’ because that’s exactly what I am.

I can’t get enough of trying to figure out why people (including myself) are the way they are and what drives their thinking and behaviours. For me, it’s the single biggest factor affecting how a person performs and it pervades all areas of life – from how we function in our daily lives, to how we raise kids, act as colleagues, manage as leaders and contribute as partners.

When the going is good we fire on all cylinders, making it great to be alive. When we’re not, we’re hopelessly caught in a cycle of anxiety, stress and inner rage.

Most of what you read in articles not unlike this one could be taken as common sense. Social media is littered with advice to ‘take time for you’, ‘don’t sweat the small stuff’ and ‘have the courage to fail’. Whatever the various messages, you know you should do more of what they’re telling you, but for whatever reason you just don’t.

Why? Why can’t we do more of what we know is good for us? We’ve got people smoking despite knowing it causes cancer, an obesity problem despite an abundance of health and fitness options, and stress levels so high they’re set to become our biggest global health concern above cancer in the next two years. If it’s common sense, how dumb are we?

There’s nothing common about it. The Knowing-Doing Gap is a neat summary of why, despite knowing how to move towards higher performance, we don’t. We *know* we should be better as human beings, but we don’t *do* anything differently most of the time. Instead, we revert to type, lashing out at ourselves or others and continuing the

endless self-flagellation that only confirms and compounds our problems.

This is by no means an exhaustive list, but here are five key reasons why we have our own Knowing-Doing Gap:

1 We fall into combative mode too easily

It’s quicker and easier to lash out physically or verbally when challenged or threatened. When you mistakenly think every situation has a winner or loser, you’re in a zero-sum game.

2 We oversimplify issues

When we’ve got multiple problems happening at once, we roll them into a lesser problem to disguise them. This means we don’t pay enough attention to our issues to get them sorted. If it wasn’t a problem, we’d be operating at 100% Rockstar capacity all the time – and we know that’s not the case.

3 We divert with drama

We convince ourselves that our circumstances are unique to us and that nobody could possibly understand them. Cue tears, sarcasm, shouting, silence, outrage and offense-taking. It’s not helpful to get dramatic, and only shifts our attention away from necessary action.

4 We think time will heal all

Nothing in the Knowing-Doing Gap gets better because you throw more time at it. Time allows things to fester, grow and grind you down. If you think you’ve got issues now, try doing nothing about it for 6 months. What do you expect to be different in that time?



5 We lose sight of the bigger picture

We forget life is a long game. Thoughts of instant fame and fortune reinforced by social media fakery cause us to live beneath a constant sense of time running out. If you operate with this impending sense of doom, your anxiety levels will hit the roof which can lead you to add to your woes with more poor habits, such as drinking too much, smoking, and comfort eating junk food.

It’s hard to close the Knowing-Doing Gap quickly. In fact, you can’t. When you’re pushing back on a lifetime of excuses and habits, the best you can expect is to get started. Bit by bit you chip away at the thinking and behaviour issues you face and close the Knowing-Doing Gap. You’ll fall off the wagon, but that’s OK. Getting back on and keeping going closes the gap even further. What other choice is there? **N**

Greg Sellar is a keynote speaker, corporate trainer and ICF-accredited professional coach. He works with corporate and individual clients helping them think better and succeed faster. For more details or to purchase Greg’s 30-day LIFEHACK program, visit gregsellar.com

INDUSTRY INSIGHT

| News, views and lessons learnt



FITNESS INDUSTRY AWARDS REVAMPED

Fitness Australia recently launched the Australian Fitness Awards 2019. The refreshed awards have evolved from the Active Achievers Awards which the registration provider has conducted in recent years. Open to everyone in the industry, the new awards aim to recognise and celebrate outstanding fitness professionals and businesses.

The 2019 Australian Fitness Awards include seven business categories, three categories for individuals and one community award. Reflecting industry changes, the business category now includes PT Business of the Year, Boutique Business of the Year and 24/7 Fitness Business of the Year.

The category for individual achievements includes awards for Personal Trainer of the Year, Group Exercise Instructor of the Year and Fitness Student of the Year.

The Awards Committee will also recognise the important contributions of industry leaders and champions with its Awards of Honour, which are not open for nomination.

Interim CEO of Fitness Australia, Greg Harris, who assumed the position upon the recent retirement of Bill Moore, said; 'The Australian Fitness Awards provide a tremendous opportunity for businesses and professionals to be acknowledged for the contribution they make to the industry and the impact they have in their community. With a range of new categories, and the ability for individuals and businesses to nominate themselves, as well as clients and customers being able to nominate them, the stage is set to find some truly remarkable stories'.

Award nominations are open until 17 October, and the winners will be announced in April 2019 – aka FILEX time!

Find out more and nominate at awards.fitness.org.au

 **AUSTRALIAN
FITNESS AWARDS
2019** Powered by Fitness Australia

The way we were...

Eight years ago industry thinking was shifting away from isolated exercise to integrated movements. It was early days for what was to become one of the most widely recognised functional training tools in the fitness industry – the ViPR (in fact, on page 43 of this issue we expand the repertoire of this piece of kit by taking it into the pool).

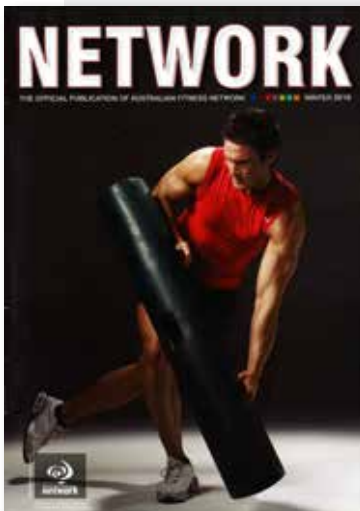
Back in 2010, creator of the ViPR, Michol Dalcourt, introduced the concept;

“There has been a collective shift in the fitness industry towards studying, viewing, and training the body as a unified whole. It’s a relatively new concept in current training methodology, but has been rapidly adopted for its ability to quickly produce results. Whether you want to lose weight or mitigate stress when training, Whole Body

Integration (WBI) is an effective way to achieve your goals.

There are myriad ways to incorporate WBI into your workouts. Any movement that involves multiple planes and multiple joints is considered integrated. Movement patterns that are integrated are always best performed without equipment first so that correct patterning can be established without excess challenge. With this foundation, weight can be added to the integrated pattern in lots of different ways.

The ViPR was developed as a safe and versatile tool to provide effective WBI. It has been tested with different levels of fitness participants, from individuals in need of rehabilitation to elite athletes, for the past four years.”



1 thing I've learnt

Dianne Edmonds,
Physiotherapist & women's health expert,
thepregnancycentre.com.au

“One thing that I have learnt from working in women’s health and fitness is that you can’t always assume from the outside that things are working well on the inside. In fact, this could be said for many other clients, and even businesses, as well!

On testing abdominal wall control in women, outside fitness and appearance often don’t equate to internal strength and core control. I’ve seen this with instructors, runners and regular program participants. They may be able to perform double leg lifts in training, but when tested, their abdominal wall bulges and weaknesses inside the deeper core show up. They can then admit to pelvic floor issues too, and less than optimal control and endurance function, having pushed through warning signs, like ignoring little leaks during running or resistance work.

Subtle tweaks to their training can address these weaknesses and help rebuild the balance on the inside.”



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IN WEIGHT TRAINING, FORM SHOULD FOLLOW FUNCTION

Although they may also be 'functional', movements in which 'form follows function' are defined by their mimicry of the natural function of the target muscles, writes fitness trainer and educator *Tony Podpera*.

The term 'form follows function' was initially used in architecture, meaning that the form of a building should reflect the use for which it was designed. It's also a good rule for weight training for size and strength, meaning that an effective exercise for developing size and strength will always mimic the natural function of the muscles being targeted.

This is different to 'functional training', which, very basically, means training with the specific intention of becoming better at a particular activity (often a movement performed in daily life) and has been discussed at length in some recent *Network* articles, here and here. Rather, ensuring that form follows function simply means that you

are doing the correct exercise, and doing it well, in order to maximise the training effect on the target muscle group, *whether the end result is functional or not*.

For example, not many people do an action that mimics a standing power clean in real life. It's not a strictly functional move for most people. But if we want bigger traps, then standing power cleans are a great option. They expose the traps to explosive contractions, which are great for stimulating muscle growth. The movement uses the target muscles as they should be used – form follows function – even though we may not use those muscles explosively for any other reason (and therefore we probably wouldn't do the exercise if we were doing purely functional training).

It's always a good idea to check whether the exercises we are doing, or prescribing, make sense in this regard. Let's examine an exercise where form follows function; where form follows function but doesn't need to; and where form does not follow function, resulting in a less effective exercise.

Understanding the concept of form following function, and applying it to the exercises you perform or prescribe to clients, will provide you with a very basic but valuable way to help you determine whether a particular exercise is likely to result in the outcomes you are seeking.



The 30-second article

- Ensuring that form follows function simply means that you are doing the correct exercise, and doing it well, in order to maximise the training effect on the target muscle group, whether the end result is functional or not
- The bench press is a good example of an exercise in which form follows function, with the muscles being used exactly as intended
- In some exercises, such as the dumbbell biceps curl, it may be preferable that form does not completely follow function for the entirety of the movement, depending on your objective
- Exercises in which form does not really follow function are of limited benefit.

1 Form following function

The vast majority of weight training exercises, especially free-weight ones, mimic real-life movements very well – and therefore might be deemed ‘functional training’ as long as they are movements that the exerciser performs in daily life. Take a bench press, for example. It uses the chest, shoulder and triceps muscles in unison to move a significant weight away from the body. If you had to brace against a wall and push away a large fridge, or you had to simply get off the ground from a prone position, or fend someone away in a football match, you would use the same muscles in much the same way.

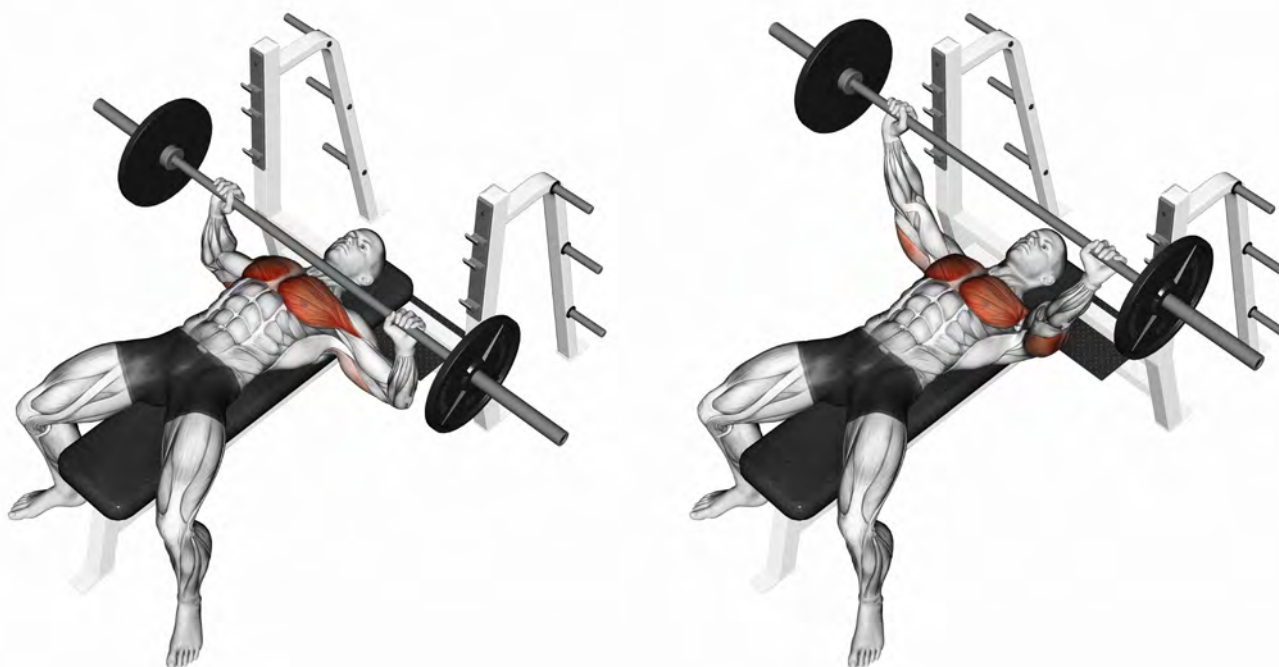
The only concessions we make for the bench press exercise are to lie on a bench and force our hands into a position which enables us to hold a bar. Whenever we use these muscles in real life, we might not be

lying down and we might not have our hands around a bar, but this does not detract from the target muscles working as they are meant to. The main point is that during a bench press, we’re using the muscles exactly the way they should be used, but we’re just doing so with a weighted barbell. Form follows function.

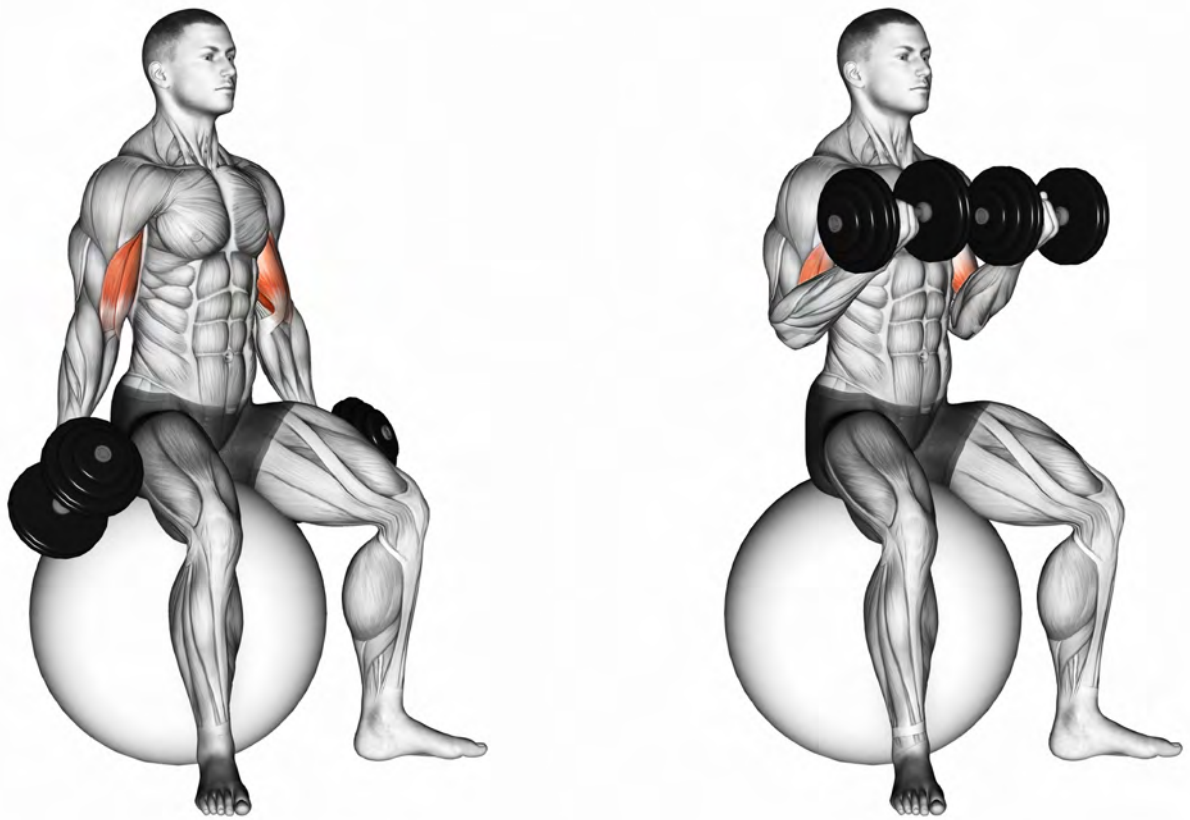
Dumbbell bench presses do the same thing, but with a slightly greater range of motion. Think of almost any exercise and it’s likely to be a case of form following function. A calf raise is another good example. Whether it’s done on a standing calf raise machine, a seated one, a leg press, as a donkey raise (a calf raise with someone sitting on your hips – yes, that used to happen!) doesn’t matter – it’s always an ankle extension, and that’s what calves do, so the form of all of these exercises follows the function of the target muscle: they just do it with more weight, more reps and more sets.



During a bench press, we’re using the muscles exactly the way they should be used, but we’re just doing so with a weighted barbell



In the bench press, form follows function, even though we might not be lying down when we use these muscles in real life



It may be advisable to avoid pronation of the hand during the dumbbell biceps curl

2 Form following function when it may not have to

The concept may become clearer if we look at an exercise in which form follows function, but for the purposes of weight training doesn't actually have to. A good example is when the hand is pronated during the concentric phase of a dumbbell biceps curl. It's not uncommon for trainers to advise that, since the biceps pronates the hand as well as flexes the elbow, a dumbbell biceps curl should also pronate as it progresses. It's certainly true that a function of the biceps is to pronate the hand, so if form had to follow function strictly, a pronation should occur during the curl. However, there are some good reasons why it may *not* be advisable to pronate a dumbbell biceps curl if you are seeking basic biceps development.

Firstly, if you pronate on the way up, your hand has to be at least partially supinated at the start. You'd probably be starting the curl with your palms facing your body. That means that the first part of the curl would be more like a hammer curl than a dumbbell biceps curl and a hammer curl tends to use forearm muscles more than biceps muscles. Only when your hand supinates (turns) will the biceps be flexing the elbow and working as hard as it can be – but by then half of the exercise is over, and your biceps will only have been under load for around half the distance of the curl.

Secondly, if you supinate the hand as you perform a biceps curl, the supination becomes a counterweighted exercise. That is, while your supinating muscles may be working a little harder to raise the bottom end of the dumbbell (near your pinkie) as your wrist turns, the top end (near your thumb) is actually travelling downwards, countering the bottom weight and making the supination much easier. Finally, the part of the biceps that pronates the hand is relatively small. Supination is not a gross movement using a large amount of muscle, so if you want well-developed biceps it may not be worth adding the supination. In other words, if form completely follows function in this exercise, you are unlikely to develop the strength and size you're after in the main part of the muscles you're targeting.

The solution here is to supinate your hand from the beginning of the exercise. With a supinated hand and a fully extended elbow, your biceps will be working much harder through a much longer range of motion as you perform the curl. Form will still follow function to a very large extent – you're doing a barbell curl after all – but for the sake of the ultimate outcome, you shouldn't pronate your hand just because pronation is a function of the biceps. If you must work your supinating muscles, do so separately with a one-ended dumbbell or a cable, so that the exercise isn't fully counterweighted (unless there are rehab or sports-specific reasons that a pronating dumbbell curl is programmed.)



If form completely follows function in this exercise, you are unlikely to develop the strength and size you're after in the main part of the muscles you're targeting



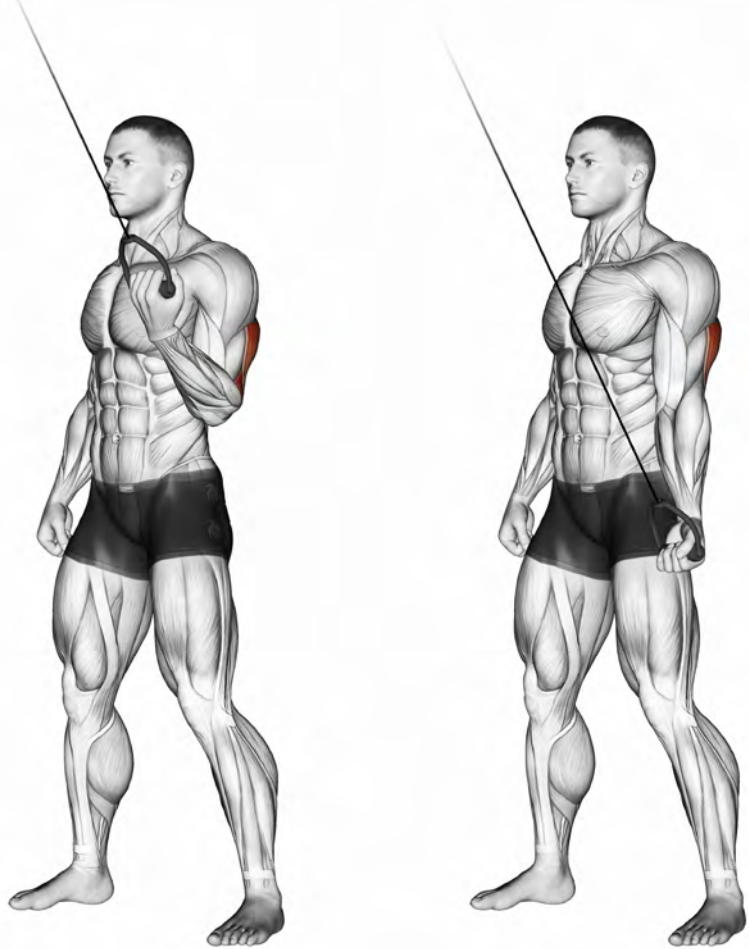
3 Form not following function

On, thankfully rare, occasions we see exercises in which form does not really follow function, and these movements are of limited benefit. One example is the one-armed, reverse grip, cable pulldowns for triceps. This exercise is sometimes championed by trainers who maintain that it isolates the medial head of the triceps. There are quite a few issues with this exercise as a strength or size builder (indeed, the terms 'one-armed', 'reverse grip' and 'cable' tend not to be used often in relation to mass or strength building exercises in general), but here we'll focus on the concept of form following function. In the case of this particular exercise, it's the use of a reverse grip which raises questions.

We know that in order to stimulate size or strength adaptation in a muscle, we have to contract as much of the muscle as possible by as much as possible. We have to contract it against serious force. If we don't, there is no physical need for the muscle to become bigger or stronger, so it won't bother adapting.

Now, in our daily lives, whenever we contract our triceps maximally (pushing a tree over, pressing ourselves up off the ground, throwing a rock or a javelin) our palms are either facing away from us, or into the midline. It's difficult to think of a single movement that will maximally contract the triceps against force, where our palms are facing us, as they do in the one-armed, reverse grip triceps pushdown. That's because our wrists have evolved to be able to withstand stress from a heavy load in the hand only when our hands face away from us or into the midline.

Our wrists can't handle a large load when they're turned towards us during a triceps exercise – the top of the wrist becomes a weak point, unable to protect itself from stress and pain, and too weak to transfer to



In the one-armed, reverse grip, cable pulldowns for triceps, form does not follow function

the working triceps the resistance that the triceps would otherwise be able to contract against. It can also be a struggle to hold a bar tight when the bar is trying to escape through your fingers, as it would during this exercise, as opposed to pushing in against the back of your hand.

So, why would anyone hoping to build triceps size or strength do a movement which actually introduces a weak point, thereby limiting the amount of force the target muscles can generate?

The form of the one-armed, reverse grip, cable pulldown simply does not allow us to contract our triceps with a sufficiently heavy weight in our hands to stimulate a strength and/or size adaptation. The best size and strength builders for triceps remain dips and close-grip bench press, because they work triceps in unison and maximally, without introducing a weak point in the exercise. Incidentally, other questions one might ask about the one-armed, reverse-grip cable triceps pushdown, is whether the reverse hand position really

allows isolation of the medial head of the triceps – and even if it does, whether it's worth working a portion of one triceps one arm at a time at a weight that's not as heavy as the triceps can carry. But I digress, so let's get back to form and function.

Some other points to remember:

- It's not uncommon (especially among impatient young males) for people to tweak an exercise so much that it ceases being effective in terms of a 'form follows function' formula. Obviously, every exercise does something, but to get the best results, it's important to ensure that the right muscles are remaining targeted and are working as hard as they can.
- There's not much point in form following function if the form is no good. A biceps curl is great, but if you swing the weights too much, the form of the exercise isn't following the function of the biceps as much as it should.
- Exercises exist in which, despite form following function, the movement may not be advisable for other reasons, depending on the individual. **N**



On, thankfully rare, occasions we see exercises in which form does not really follow function, and these movements are of limited benefit.



Tony Podpera is a Canberra-based fitness instructor. He began bodybuilding in the early 1980s and has advised clients on weight training and strength and conditioning issues for over 25 years. Tony's approach is based on old-school gym philosophy supplemented with the latest scientific research and with a bit of critical thinking thrown in.

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INDOOR CYCLE METRIC VS RHYTHM

High tech, low tech or no tech? Music-based or data-focused? Indoor cycle comes in many flavours, so which is best for your participants, asks instructor *Emma Masters*.

My purpose as a group fitness instructor is simple. I want to get people moving in a safe and effective manner. I want to educate them on why that is good for them. I want them to understand that *everybody* is different, and I want to speak to every participant in my class so that they all leave feeling successful. And, honestly, I work in group exercise, so I also want them to have a little fun!

I believe that a great many of us enter the fitness industry so that we can change people's lives for the better. Whether PT, group fitness instructor or wellness coach, isn't that a widely shared motivation?

And yet... time and time again I see us butting heads over one issue or another, arguing which theory is the right one, which program or methodology works best, which study has decreed that such-and-such will

be the next big trend... Don't get me wrong, debate is a good thing – but the singled-minded insistence that there's only 'one true way' of doing something is not.

The cycle studio debate

There's a big debate at the moment in the area of group exercise where it all began for me – the world of indoor cycle.

Cycle, like many group fitness programs, has a broad spectrum in which it can be taught. It's been almost 25 years since Johnny G famously started the first Spinning™ classes in the 1990's, and since then indoor cycle has evolved into an industry in its own right.

The last 10 years saw the spectrum truly grow. With the introduction of technology to our trusty bikes that went nowhere, the options for class design, choreography and coaching increased enormously. Studios and fitness facilities now have a multitude of options when it comes to deciding which bikes to purchase, which programs to run and how to train their instructors.

Any cycle studio you enter today can be classified as either 'high tech' (all the bells and whistles, power metres and/or on-screen



display), 'low tech' (some kind of metric-based console reading anything from resistance level, RPM's or road speed), or 'no tech' (your indoor cycle bike, as it comes). Along with the choice of tech level comes the decision about what style of class to teach: metric or rhythm – or something in between!

If you are not an indoor cyclist, let me elaborate.

Rhythm

Rhythm cycle basically means you are riding to the beat of the music. The BPM of the music will help dictate the RPMs the instructor will coach, and therefore also allow the use of visualisation to create the experience that the member is either climbing a slow heavy hill or racing a flat road.

Often, instructors teaching rhythm classes will use the typical set up of a traditional pop song as the structure of their choreography (verse, chorus, verse, chorus, bridge, chorus, chorus), where the rest or set up would be in the verses and the effort would come in the chorus, or where the music builds or beat drops.

Purists in this field often add choreography such as presses on the handle bars or to-the-beat movements in and out of the saddle, all led by the ebb and flow of the music. Big boutique chains, particularly in the US, have a huge following offering this style of freestyle cycle class.



With the introduction of technology to our trusty bikes that went nowhere, the options for class design, choreography and coaching increased enormously



Metric

Metric, or power-based, cycle classes typically reverse the class construction order, with the instructor establishing a goal based on data made available by the technology, and creating sets or intervals around this. For cycle athletes, training using this methodology might involve periodised programming that supports their training goals, or simply using the data as an external motivator. Music, if used, will typically be layered in later in the process.

Depending on the level of technology in any given studio, on-screen displays may also be used to provide additional data and visual stimulation, from heart rate or power displays, to virtual terrains or metric-based 'game play' in which some participants can get competitive.

Something in between...

Then, of course, there's everything in between, from pre-choreographed cycle programs, to freestyle boutique unique offerings.





Horses for courses

So, who wins? Which should you teach? What should your studio offer? As you may have guessed, I'm not here to take sides. I'm of a rare breed that teaches pretty much the whole cycle spectrum. I teach high tech, low tech and no tech. I coach classes with power and on screen display, and I teach rhythm.

Why make life hard on myself when I could just pick a style and stick with it? Because – getting back to my purpose – I understand that everybody is different, and that different members and participants will respond to different stimuli.

For example, hands up all you rhythm riders, dance floor divas, girls and guys that just can't help moving to the beat of the music, wherever it may be. When you walk that shopping cart down the aisle and your jam comes on, you're strutting with sass through Woolies! You don't just enjoy, you *love* your dance and beat-based classes – the way they make you feel, the endorphin rush, the switch off from the outside world, that feeling of moving in sync with your tribe.

OK, now, hands up all you tech geeks.



The 30-second article

- The last decade has seen great evolution of the indoor cycle genre, largely driven by opportunities made available by technology
- Classes now tend to fall into one of two categories: rhythmic (music-based) or metric (data-focused)
- Different styles appeal to different people, so to connect with as many people as you can through your instructing, the most important thing you can do is upskill and educate yourself in different styles.

Driven by data and numbers, you want to know all the information at all times. You want that after-class email telling you how far you rode, how much improvement you've made, maybe even how many beers you've earned this weekend! Understanding and logic is what gets your blood pumping. Comparing your stats with your crew over a post-class coffee is your idea of heaven, and you can't wait to upload it all to your tracking app or excel spread sheet when you get home.

Now hands up if you're somewhere in-between. Yep, a fair few of you, thought so.

Different styles resonate with different people. When I teach, my purpose is to just be the best instructor I can be in the program or style that the studio wants me to teach. How do I do that? I don't see the cycle world as two sides – instead, I allow the two to speak to each other!

If you want to reach as many people as you can through your instructing, the most important thing you can do is upskill and educate yourself in as many styles as you can. By doing so, you'll be able to allow the different coaching techniques to speak to each other, and to make a real connection with more of your class participants.

5 tips to teach a better cycle class

Here, in brief, are some nuggets of know-how you could implement tomorrow:

1 Safety is the number one rule!

No matter what you are teaching, you must ensure everything you deliver is safe. Ask yourself the purpose behind the movement you are delivering, and allow time to set and coach your members though it clearly and efficiently.

2 Have a clearly defined goal

Always start with a goal. Whether it be more traditionally metric-based (create a distance benchmark in set one, then aim to beat it),

or RPE, technique or intention-based (I want my members to smile five times today in class), *always* have a goal.

3 Drive success

Once you have a goal you can drive a feeling of success in your class. The key to that? Make all goals personal. No good coach or instructor compares apples to oranges. Goals should be as personal as your underwear drawer!

4 Anchor time and effort

3, 2, 1 GO! Participants want to know what's in store and to pace themselves accordingly. Tell them how hard they should be aiming to go, and how long for!

5 Know the importance of music

No matter whether it's the first or last consideration in your class plan, you must appreciate the intrinsic importance of music. It drives all of us, so choose mindfully, with purpose. Cue to your whole class, not only those that evidently feel the beat, and remember that it's not your personal playlist – it's tailored to your class demographic. Allow the music to shine through: sometimes the lyrics, beat or feel of the music is enough to drive participants, so give your vocal instruction a rest from time to time.

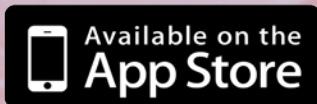
If you can implement these guidelines into your classes, no matter which cycle instructor cap you're wearing, you'll be fulfilling your purpose and changing lives through the power of group fitness, one revolution of the wheel at a time. **N**

Emma Masters is a motivated and dedicated speaker, educator and instructor with 10 years' experience in the fitness industry. Emma's purpose is to empower and educate as many fitness professionals as she can. She can be found heading up the Cycle programming for Virgin Active and Master Educating for STAGES Indoor Cycle, currently teaching at Virgin Active Barangaroo and can be found sharing her insights, tips and playlists on Instagram @ema_masters



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

? What's your business called?

Extra Mile PT,
catherinedemayo.ptenhance.com

? How long have you been a PT?

For 14 years, since 2004.

? Are you full time or part time?

I'm currently full time. As well as being a PT franchisee at a local gym, I also train outdoor clients and teach some group fitness classes.

? What made you decide to become a trainer?

A few factors coincided to lead me to make a career change in my early 40s, from journalism to personal training. I was getting a little tired of working primarily in an office, and was casting around for some ideas for future careers. Although I have always been active, I was never particularly sporty or athletic, so I hadn't really considered personal training. I decided to become a trainer when I joined a gym at around this time and found that many of the trainers I encountered were not very well attuned to women in my age group.

? Do you specialise?

While my clients and class members represent a wide range of ages and abilities, I do have a particular focus on older adults, people with injuries and chronic health conditions and people with disabilities. I think that my own age (I turned 60 this year) does help me to establish rapport with middle aged and older people.

? Do you have a signature style of training?

I use whatever tools are available and appropriate to the client, which can be anything – fixed machines, Swiss balls, cable machines and free weights all have their roles to play. In the gym, there is an enormous variety of equipment, but at the other end of the scale, I teach group fitness in a community hall where my equipment consists of resistance bands, dumbbells and a lot of floor space!

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

I typically spend about 30 hours a week training clients and delivering classes.

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

I spend about 4 to 5 hours a week on administration, marketing and promotion, and at least 2 to 3 hours a week on continuing education. I really try to 'work smarter, not harder' by using a couple of excellent online resources to manage my client database and access exercise libraries.



? What hours do you work?

My hours vary day-to-day, but I work five days a week. I typically start training clients by about 7:30am, with sessions through to 1:30pm. Three days a week I train clients again in the afternoon/evening, with the other afternoons and one or two evenings devoted to admin, marketing and learning.

? What do you do in any downtime?

I use non-work time for my own exercise (gym, running, bushwalking, learning to play tennis), reading for pleasure and – especially if I've started early – the occasional nanna nap!

? What do you do in terms of your professional development?

I attend the FILEX convention most years, as well as reading widely on fitness and related issues and attending occasional workshops. I scan the major newspapers and online news sites for articles about fitness and exercise, and try to keep up with the latest research in fitness so I can give clients the best information possible. I have done some useful online courses, but when possible, I prefer face-to-face learning.

? How much do you charge?

My fees vary depending on session length (I offer half-hour, 45-minute and hour-long sessions) and frequency of training (regular clients pay less than occasional ones), but the range is generally from \$45 to \$80.

? How many clients do you have?

I have about 35 regular clients, and a handful of people who see me occasionally for program updates or just to get some new ideas and variety for their training.

? How long do they stay?

It varies, but I have several clients who have

been with me for 10 years, and over a dozen who have been training with me for five years.

? How do you get new clients?

New clients come from a range of sources, with word of mouth and observation (people who see me at the gym) being the most common. I have also gotten clients from my group fitness classes and from casual conversations – sometimes from totally unexpected sources.

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

I meet every prospective client for a conversation, at which point I determine their needs and goals, explain my approach and costs, and talk about how we might work together. I am not so much accepting or rejecting them, but giving both of us a chance to make sure we feel comfortable with each other and that they understand my commitment to them and my expectations of them.

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

On a few occasions, I have suggested that another PT would be a better fit and/or better qualified to work with someone. I have referred some clients with complex situations to a physio or other health professional because I consider their needs to be beyond personal training.

? What differentiates you from other trainers?

I chose my business name because I genuinely do go the 'extra mile' in client care, whether it is weekly phone calls to a client's dietitian or physiotherapist, helping someone choose equipment for

their home gym, or organising a team for the Blackmore's Sydney Running Festival. I know how challenging it can be for many people to adopt an active, healthy lifestyle, and will use whatever resources I have to support my clients in doing so.

? What is the best thing about being a PT?

The best thing about being a PT is being a part of so many people's lives, and having the privilege to get to know them and be trusted by them. It's an honour – our clients are making a leap of faith to let us train them, and we need to do our best by them.

? And the hardest?

The hardest is that, while training clients, we have to be 100% present; unlike a desk job, it is all face-to-face and personal, and it is about the client, not the trainer. We can't take it out on our clients if we are tired, stressed or preoccupied.

? What is the biggest misconception about working in fitness?

I think there are a couple of major misconceptions about trainers – one, that if you are fit, active and athletic, you can automatically be a good/successful trainer, and two, that all your clients will be motivated to make dramatic lifestyle changes, and successful in doing so.

? Where would you like your career to take you?

I hope that more and more people come to realise the importance of exercise for people with special needs, chronic health conditions and disabilities. With the rolling out of the NDIS (National Disability Insurance Scheme), for example, more people with disabilities will potentially be able to receive funding for personal training, and I hope to be able to serve more of them. I would also like to potentially mentor new trainers, and maybe help them learn some of the lessons that took me years to learn, a little faster.

? What is your fitness philosophy?

It's never too late to start.

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

Don't expect quick results in building a PT business, any more than our clients should expect instant success in losing weight, building muscle or whatever their aim is: establishing trust and a good reputation takes time. Becoming a successful trainer is more like marathon running than it is sprinting! **N**

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



Image courtesy speedo.com.au

RESEARCH REVIEW

THORPEDO-STYLE:

IS BIGGER ALWAYS BETTER IN THE POOL?

Hand paddles are a common aid for conditioning in swim training – so what effect do they have on energy expenditure, stroke rate, and distance travelled?

Review by Dr Mike Climstein PhD & Joe Walsh



Title: Energetics of swimming with hand paddles of different sizes

Authors: Dr's Crocker and colleagues (School of Kinesiology, California State University USA)

Source: Journal of Strength and Conditioning Research (2018 ePub) Ruiz-Teba et al paper available to read for free [HERE](#)

Introduction: The French actor Maurice Chevalier probably said it best: 'Old age isn't so bad when you consider the alternative'. Unfortunately, I don't have this cup half full approach to ageing right now... I volunteered as a subject for one of my PhD student's research projects, as he's investigating bone health in middle-aged surfers (no way in hell I'd let him use the term 'old surfers' in the title!). One element of his study involved undergoing a dual energy X-ray absorptiometry scan (also referred to as DXA, which determines your bone mineral density) for segmental body composition and bone health (i.e. risk of fracture in your spine, hips or wrist). The results



The 30-second article

- Researchers investigated the effects on swimming of using different sized hand paddles which are commonly used in training by competitive swimmers
- The cost of transport (COT), which is the energy required to move 1kg of body mass forwards by 1 metre, was measured, as was oxygen consumption (VO₂), heart rate (HR max) and rating of perceived exertion (RPE)
- The authors found that all the paddles significantly lowered the COT compared to swimming without swim hand paddles
- Stroke rate was found to decrease when swimming with larger size paddles, while distance travelled per arm stroke increased
- Caloric expenditure increased only a small amount, and with the largest paddle sizes.

were somewhat sobering: my percentage body fat was higher than I'd expected (despite my regular intensive training in the gym, swimming and surfing) and I'd also lost a small amount of bone over the past 10 years.

After the acute bout of depression abated, I decided I'd better review my training and diet regime. First weakness, I am a chocoholic, so I resolved to clean up my chocolate snacking. Next, I reviewed my progressive resistance training regime. As I'd lost some bone, I decided to return to front squats, hang cleans and jump rope (the latter will also be beneficial to my surfing as it isolates muscular endurance of my shoulders for improved paddling performance).

Speaking of training my shoulders, some years ago I came up with this brilliant swim training routine of – rather than just incorporating some hypoxic laps (breath holding) – isolating my shoulders by using a foam pool buoy and a floatie tucked between my knees, so my arms did all the swimming, with no leg kicks to assist in forward propulsion. After a couple of swims using this technique and pondering what

else I could do to increase the work of my shoulders, I employed swim hand paddles to load my shoulders – and *it worked!* Even in my 'advancing years' I can out-paddle the grommets in the surf!

This leads us into this Research Review, where colleagues at California State University completed a study investigating various size swim paddles. The authors state that swim hand paddles are commonly used in training by competitive swimmers. Surprisingly, there is very limited scientific literature on this topic, despite their widespread use. Furthermore, the paddles commercially available are in various shapes and sizes, which according to the authors is not based upon science, rather anecdotal evidence. The authors do specify the optimal swim hand paddle is based upon a number of personal characteristics, including body size, swimming experience, proficiency and other anthropometric measurements. The researchers decided to investigate the cost of transport (COT), which is the energy required to move 1kg of body mass forwards by 1 metre, using various size swim paddles.

The researchers recruited 26 trained and experienced adult swimmers (13 men/13 women) to trial 5 different sized commercially available paddles (surface areas 201 cm², 256 cm², 310 cm², 358 cm² and 391 cm²). Prior to swimming, researchers measured the participants' height, weight, wingspan (arm span) and lengths (leg, torso, forearm and hand). All paddles had between 38 and 45 holes, depending upon the paddle size. All swimming was conducted in a swim flume. Swimmers initially did the swims with no paddles, however were fitted with two buoys, between the ankles and the thighs. The researchers measured oxygen consumption (VO₂), heart rate (HR max) and rating of perceived exertion (RPE).

Results: Without the swim hand paddles, the average VO₂ was 23.3 ml/kg/min and heart rate 118 beats per minute. The authors reported that they found all the paddles significantly lowered the COT compared to swimming without swim hand paddles.



Interestingly, the 'cost of transport' (energy expenditure) decreased as the paddle size increased



“

Optimal swim hand paddle is based upon a number of personal characteristics, including body size, swimming experience, proficiency and other anthropometric measurements

”

Interestingly, the COT decreased as the paddle size increased. For example, COT decreased 0.86 J/kg/m when comparing swimming with the smallest size paddles to swimming with no paddles. COT remained essentially the same between the two largest sized paddles.

With regard to stroke rate, it decreased when swimming with larger size paddles. The distance travelled per arm stroke increased with increasing paddle size, again with no difference between the largest 2 paddle sizes. With regard to caloric expenditure, it increased only a small amount (6.0%) with the largest paddle sizes. There was no difference in rating of perceived exertion (RPE) between any of the paddle sizes.

The authors concluded that the largest of the swim hand paddles (391cm²) significantly decreased COT, oxygen consumption (VO₂) and heart rate. The largest paddles also significantly increased the distance travelled per stroke. Given the vast amount of research conducted on swimming, it is difficult to believe a scarcity of research has been conducted on swimming hand paddles.

Pros: Hand paddles are a common aid for conditioning in swimming training. This study, published in the *Journal of Strength and Conditioning Research*, contributes to improved understanding of swimming energetics as measured by the reduced metabolic cost of transport, cadence, VO₂, heart rate and distance travelled per swimming stroke when using hand paddles. The research also implies that an optimal paddle size exists for making swimming more energy efficient, and this varies for different people. As swimming testing was conducted in a controlled environment at a set speed, it is logical that with this laboratory control removed, hand paddles should also allow swimming at faster speeds



than without them.

This research has interesting applications for my own swimming with hand paddles. Swimming with hand paddles has seemed more difficult, therefore would imply a higher caloric expenditure (so not only would swim training improve my surf paddling but it would also be beneficial for weight management). Based on these research findings, however, I will be cautious that at times they allow me to propel myself further at a lower metabolic expenditure so may have the opposite effect. Therefore, I am not burning significantly more kcals per swim session. On the bright side, it's still great swim training for surfing. Based on the findings in this study, if you are swimming with hand paddles for caloric expenditure you should be able to achieve that by swimming faster and for longer!

Cons: Unfortunately, despite concluding that the largest of the swim hand paddles significantly decreased heart rate, the researchers chose not to list the heart rate findings for the swims with the different paddle sizes.

Interestingly, a 2015 paper by Ruiz-Teba and colleagues from Spain reported very different findings with regards heart rate, i.e. they found a significant increase in heart rate in hand paddle-wearing swimmers doing the crawl stroke: heart rate was 131bpm without hand paddles and 148bpm with paddles. Despite the higher heart rate, the swimmers rating of perceived exertion decreased from 13.5 with no swim paddles to 11.8 with swim hand paddles. **N**

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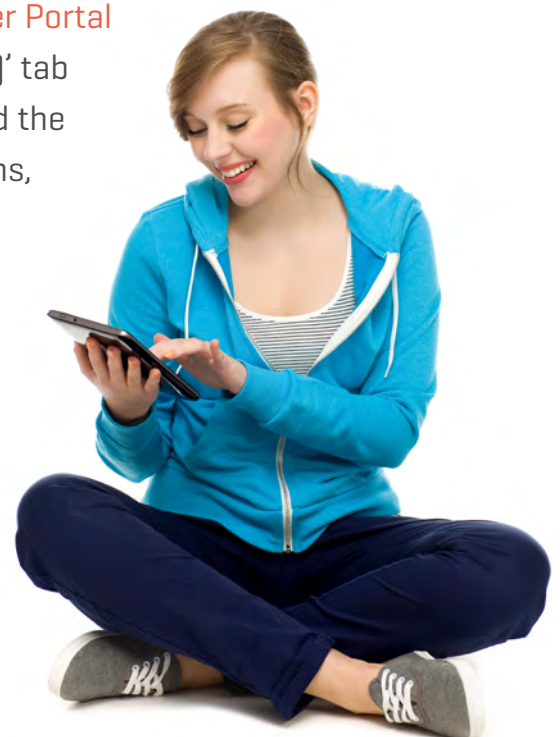
This quarter, the course is based on the following features:

- ▶ In weight training, form should follow function [p11]
- ▶ Indoor cycle: Metric vs Rhythm [p16]
- ▶ Research Review: Thorpedo-style: is bigger always better in the pool? [p22]
- ▶ Aqua Skills: ViPR water works! [p43]
- ▶ Injury & Rehab: Which system of the body reigns supreme? [p55]

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YOGA FOCUS

MINDFUL INSTRUCTION

Consciously focusing on the mindfulness of your teaching will enhance your ability to safely guide students through a class, says yoga instructor and educator *Renée Benson*.



Whether you are new to teaching or a well-practised yogi guide, it is sometimes good to take some time out to reflect on your teaching and explore new ideas that might serve you on your journey.

The following tips can bring some mindfulness to your teaching and enhance your ability to safely guide students through a class.

1 Be present for your students

When you step into the studio, leave any distractions outside so that you can focus on what your students want and need.

2 Be mindful of the bodies you are working with

Create a safe space for participants to tell you about any injuries, conditions or pregnancies. I greet students as they enter the class to give them the opportunity to confide any injuries or concerns. During warm up, I invite my students to close their eyes and rub their hands together, then place one or both hands on any area of their body they are sending healing love to – this is a reminder for them to listen to their body and a note for me, so I can make any necessary modifications!

3 Offer modifications

Offer modifications for people that have special conditions, areas that are healing from injury or need a different option because it doesn't feel right.

4 Establish the right atmosphere

Set the scene with the use of music, gentle lighting and scents (check with the venue first regarding their rules on this).

5 Heighten awareness

Invite students to become more aware of their breath and to feel something in each pose and transition – making any modifications to increase or decrease the sensation. Being present and checking in with their bodies will help reduce the chance of injury.

6 Offer options

Offer pose options to ensure each student feels safe and successful, but challenged too, without ego taking over. I like to use the term 'more/less sensation' rather than 'easy and hard' option, to remove competition and judgement from the equation.

7 Teach to everyone

Ensure your cueing is sufficient to appeal to the adult learning style – using a blend of visual, auditory and kinaesthetic cues, to match your physical demonstration.

8 Be yourself!

Bring your personality into the studio – no one wants a cookie cutter for a teacher, so find your authenticity and own it!

And here's one extra, final tip: Practice, Patience, Pom-pom! Take time for both personal and teaching practice; exercise patience with both yourself and your students; and be your own cheerleader and surround yourself with people that will help you grow. **N**

Renée Benson is a 200-RYT and Master Trainer for YogaFit. She is also a personal trainer, specialising in women's health.

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IRON BUTTERFLY

THIS DISEASE WON'T STOP ME POWERLIFTING

Living with a skin condition that's likened to third degree burns forced *Dean Clifford* to develop both mental and physical strength that, against all odds, he harnesses on the gym floor.

It's Saturday evening. I am sitting at Suncorp Stadium, in the seat that has been mine for so long now. I'm in my element, my home away from home. I'm watching the game and cheering on my mates on the Brisbane Broncos as they take on the Canberra Raiders. This is one of the few places where I feel completely comfortable. Welcome to my favourite place in the world.

Sport is in my DNA, rugby league even more so. Except, I have never played. I haven't even laced up a pair of boots. I was born with a very rare genetic skin condition called epidermolysis bullosa, more commonly known as EB, or Butterfly Children. My skin is as fragile as tissue paper, which means even the smallest everyday tasks pose huge threats to my life. As a baby, I could not be touched or picked up by my parents. As a young child I struggled to crawl and walk. That meant that playing a contact sport like rugby league, or any sport for that matter, was considered a complete impossibility. Just staying alive was a huge daily fight. I was given a life expectancy of no more than 5 years. The experts said the pain would be impossible for anyone to handle. Strong painkillers and medications were

recommended just to keep me alive.

Yet, here I sit at the age of 38. Amazingly, I am living a full and active life without any painkillers whatsoever. What is even more amazing is that that very sick little kid grew up to become a powerlifter! Which brings me to my second favourite place in the world, the gym.

I know what you're thinking – why would someone who has to be so careful with their body enjoy being in an environment like the gym? There are a million things that could go wrong. The answer is this: even though I was born with EB, I was also born to be an athlete, perhaps I was even born to be a powerlifter. After all, from when I was born I had to use my strength if I wanted to survive. My parents could not pick me up, so I had to climb onto their backs. Then, because I struggled to

“ ***My skin is as fragile as tissue paper, which means even the smallest everyday tasks pose huge threats to my life.*** ”



As a baby



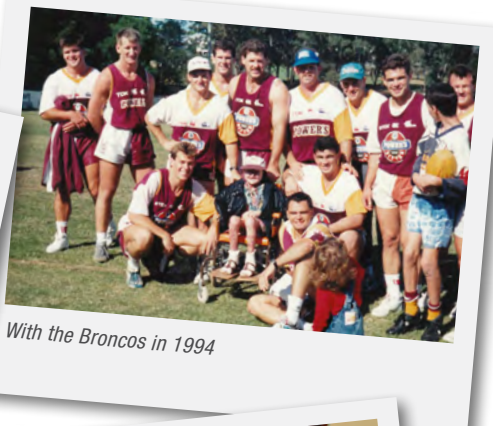
My birthday in 1983



With family in 1992



Getting ready to hit the local radio airwaves



With the Broncos in 1994



Happy after pressing a 90kg PB



And a few years later, a 150kg PB!

walk, I had to push myself around in a heavy old wheelchair. My feet and legs have always been bad, so I rely on my upper body strength greatly. It shouldn't have surprised me when I fell in love with powerlifting.

One day, my mate suggested I try lifting some weights in the gym when no one else was around. I was nervous, to say the least. The skin on my hands, back and body in general is still very fragile. But, I trusted my mate would help if anything went wrong. We started with just the 20kg bar, no weights – no problem. Then we added 2.5kg each side, fine. So we added another 2.5kg, and so on. We were both shocked and amazed when, at the end of my first day in the gym, I was bench pressing 60kg. At the time, I weighed in at just 65kg. We monitored my skin closely, to make sure there wasn't any damage, and, incredibly, there wasn't! The next time I tried, I could easily press 65kg, my bodyweight.

So, with the help of my close friends at the Broncos, we began working on a gym program based around what my skin and body would allow. We started slowly on a three days per week program lifting 30kg for sets of 10. Then we added sit ups, resistance band work and modified pull-ups (I have so much scar tissue around my shoulders they now no longer allow my arms to reach up over my head). A 6-week gym program pretty quickly developed based around everything I could do. It helped me push the boundaries just a little bit every day. At the end of each six weeks we would test my strength out on the bench press, and time and again I got a new PB.

“ **Why would someone who has to be so careful with their body enjoy being in an environment like the gym?** ”

Twelve years later, the gym feels like a home away from home. When I need time off for medical or health reasons, I count down the days until I can get back in the gym again. I once began with sets of 30kg, now I regularly begin my programs at 80kg or 90kg. My PB on the bench press is currently 150kg – well over double my body weight. You can click [HERE](#) to watch me attempting to beat another PB of twenty-five 60kg bench presses.

I once had a weak and fragile body. Now, I am strong and balanced on my feet. This is nothing short of life changing. Being able to lift weights and exercise has freed me, both physically and mentally. I encourage anyone that has thought that lifting weights is beyond their capabilities to reconsider. Start off light, don't overdo it, and be willing to push yourself. It's amazing what you can achieve.

My seat in Suncorp Stadium and the gym are havens where I can embrace who I am, but there's actually one other place where I also feel completely at home, and that's on stage, sharing my story. As a motivational speaker, I love inspiring people from all walks of life to be the best versions of themselves. In 2017, along with others, I shared my story of living with facial differences on ABC TV's *You can't ask that*, which you can click to watch [HERE](#). Like the gym and my time with the Broncos, sharing my story is life affirming and makes all that I have been through worthwhile. **N**

Dean Clifford is a motivational speaker, recreational power lifter, mad NRL fan and brand ambassador for Toyota Australia. As a spokesperson for DEBRA Australia, he raises awareness of the challenges faced by people living with Epidermolysis Bullosa. deanclifford.com



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GROUP FITNESS MANAGEMENT

CREATING A DYNAMIC TEAM



By equipping themselves with the skills to gain and retain an outstanding team of instructors, GFM's can build a truly successful group fitness program, says *Kirsty Nield*.

Most multi-purpose fitness facilities have group fitness as part of their service offering. This is a good thing for all concerned, because it is the group fitness program that helps form the social life and culture of the gym. By making fitness fun and social, it can keep club members coming back week after week and renewing their membership year after year. Indeed, the group fitness department can be the heart and soul of the club: kick starting relationships, providing memorable experiences and getting real fitness results for members.

Having a dynamic group fitness program which facilitates these experiences largely comes down to the instructors who teach the classes, the kind of classes on offer and the facilities in which the classes are held. However, none of this would happen without a great leader – the Group Fitness Manager (GFM).

The Group Fitness Manager

Due to the significance of group fitness, the GFM plays a vital role in the overall success of a club. Being a GFM is a challenging role. You're on call seven days a week; you need to be versatile and have the skills to teach all sorts of classes; you need to be diplomatic and professional and keep a level head. But that's not all – you should also be patient, compassionate, understanding, creative, intuitive and resourceful. More? You need to be tough yet kind, a good



The 30-second article

- Group fitness helps form the social life and culture of many clubs, so the role of the Group Fitness Manager is a critical one
- A group fitness program is only as good as its instructors, so a GFM needs to know exactly what to look for when hiring team members
- In addition to having the right skillsets, instructors should be reliable team players that are social, energetic and passionate about their health and fitness
- There are a number of ways to find great instructors, including contacts of existing team members, asking local RTOs, advertising and reaching out to current club PTs and passionate group fitness 'front rowers'
- Once you have a great team, you should strive to retain it by making it a priority to acknowledge their achievements, loyalty and reliability.

motivator, have good conflict resolution skills *and* be a technician. If this sounds like you, welcome to the role, you could be the next amazing leader at your gym!

In an ideal world the group fitness department at every gym would have a huge budget and an abundance of staff, space and resources so it could stay up to date, in good working order and able to run exciting new promotions and initiatives to keep members engaged. Unfortunately, this is seldom the case, and group fitness is often run on a shoestring, in small rooms with little equipment. For this reason it is vital group fitness is run by a manager who can be resourceful and cater for this important part of the gym's business by providing great classes on a vibrant on-trend timetable, and sourcing great instructors – the ultimate key to group fitness success.

The instructors

Having the right instructors, with the right skillsets, who appeal to members and are passionate about their health and fitness, will build loyalty from the gym members and keep them coming back to see what they have in store for the next class. So, what features should the GFM prioritise when looking for instructors to join their team? The following attributes are pretty much essential for instructor success:

Reliability. Someone who can't follow through on commitments and is continually running late or maybe doesn't even turn up is a GFM's worst nightmare. The GFM should look for someone who is always early, rarely needs covers, and will fill in whenever they can. These guys are keepers.

Being a team player. The GFM should look for someone who will go out of their way to help other instructors on the team, take part in launches and promotions, share ideas and help out whenever needed.

A burning passion for fitness. These instructors are always looking for new training opportunities and participate in other instructor's classes. They teach for the love, not the money.

Being super fit. A great instructor is someone who walks the talk, is a great role model and the kind of person members will aspire to be like.

Being multi-skilled and adaptable. The GFM needs to look for someone who is confident and can turn their hand to anything. They will teach a stretch class when the yoga instructor doesn't turn up and is happy to learn on the job.

Being a social butterfly. They can interact with and relate to members. They love a chat and to listen.

Outgoing and full of energy. No one puts a good instructor in the corner. A great instructor has understated confidence but doesn't mind being the centre of attention. They are someone people are drawn to and want to know.

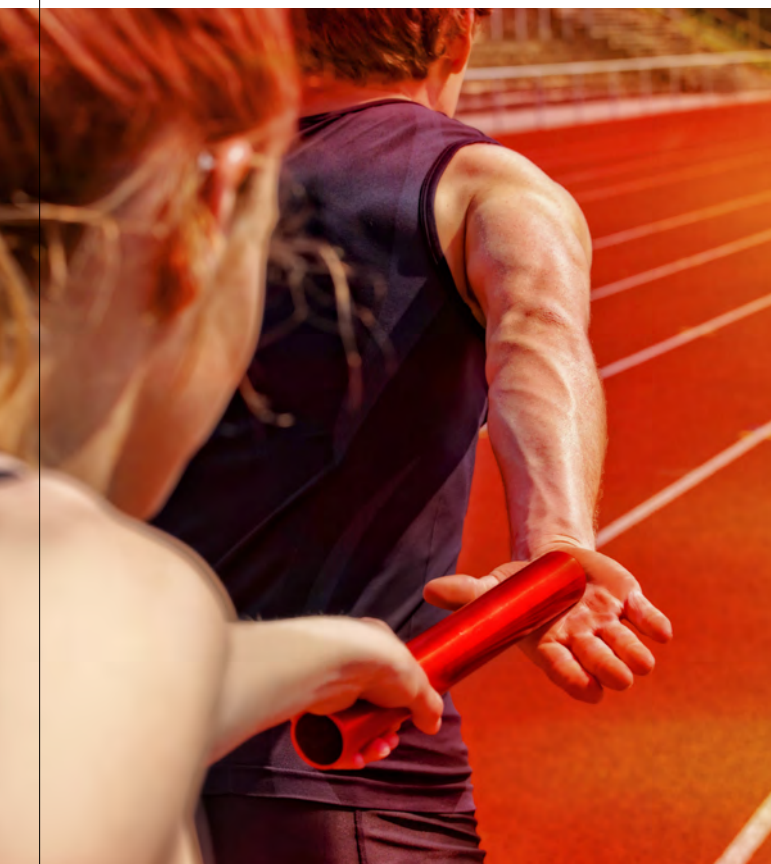
Having great musicality. Is it essential for instructors to be able to hear the beat and count a phrase. They know how to move to music and can inspire others to move with them too.

So how do you find great instructors?

The best instructors are not going to fall into the GFM's lap. It can be difficult finding an instructor that not only has the skills needed to teach the variety of classes on the group fitness timetable, but can also cater for all the member's needs. In order to find the right instructor, it might be necessary to try a number of different avenues.

Phone a friend...

Firstly, asking existing instructors if they have any friends or peers who are looking for classes is a great – and simple – way of finding



new talent. These instructors will usually come fully trained and ready to hit the ground running.

Contact local RTOs

GFM's can approach a registered training organisation (RTO) such as the Australian Institute of Fitness or TAFE to ask them for recommendations of promising instructors who have completed the Certificate III – and possibly also the Certificate IV – in Fitness. These new fitness professionals are a great source because they have all the appropriate qualifications, have already demonstrated a passion for fitness and are likely to be fit and healthy. However, most fitness courses these days only briefly touch on how to teach group fitness (if they address it at all), so any superstar graduates from these courses are likely to require additional on-the-job training to learn how to teach classes.

Look to PTs

It's always worth looking to existing personal trainers in the club who may fulfil the criteria. These existing team members may welcome the opportunity to not only supplement their PT income by teaching classes, but also to mix up their daily schedule and make themselves known to a room full of prospective PT clients. The additional benefit of these potential instructors is that they are already qualified and familiar with the club's culture and procedures.

Advertise

Place adverts on employment sites, on Facebook groups or the gym's email or blog. Often, employment within the fitness industry revolves around word-of-mouth. Most instructors are found through referrals from existing instructors. However, if looking for a specific style of instructor, such as a yoga teacher or aqua instructor, placing an advert can be very effective. Advertising for new instructors is also a great way of checking qualifications, references and reputation before actually meeting them. Les Mills instructors can be sourced by approaching Les Mills and asking for new instructors who have undertaken Initial Module Training and who live in your local area.

Look to participants

Invite existing club members to undertake the training required to teach classes. These are the people who come to class every week, interact well with the other members at the gym, are outgoing and have the attributes listed above. They have huge respect for the GFM and gym instructors, take pride in their fitness and love group fitness. Head hunting existing members is a great way of picking and choosing instructors who move well, have a passion for fitness and love their club. If deciding to approach a member to become a part of the team, it is important to let them know the requirements for qualifications and registration and upskilling, as well as the costs involved.

Build a library of resumes

GFM's are often approached by instructors who are looking for work. If the GFM is not looking for new instructors at the time, it is prudent to keep their details and resumes so they can be called upon later. This library may also serve as a source of covers in the meantime – a situation which would enable their skills and suitability for future regular employment to be assessed.

Auditioning and interviewing instructors

So, after identifying some instructors with great potential, should GFM's just take them on and hope for the best, or should they give them a test run first? Whether undertaking a formal interview,



The group fitness department can be the heart and soul of the club



a casual meeting or audition of a new instructor, it is important to establish if the individual is cut out to be a good instructor, will fit in well with the existing team, has the skills to compliment rather than compete with the team, and will be a reliable and accomplished instructor.

When first meeting or interviewing a new instructor, it's important to spend some time getting a feel for them and how well they will fit into the team. To establish whether things are likely to work out with the instructor, consider the following questions:

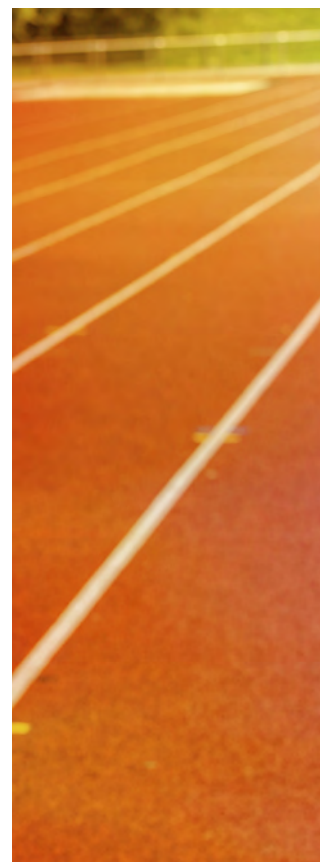
- Did they arrive on time?
- Did they come prepared with copies of their qualifications?
- Did they dress in a neat and presentable manner?
- Did they look fit and healthy?
- Did they make eye contact, and were they open and friendly?
- Did the conversation flow easily?
- Were they confident, but not too cocky?

So, assuming the interview went well, it's time for the next step. Before handing over a class to a new instructor, it's important to check that they teach with confidence, are super fit and will work well on the team. Ask them to participate in a class, and then watch how they move and how fit they look. It's also a good idea to either ask them to teach a few tracks in an audition, or to shadow an existing instructor to see if their technique is up to scratch.

Mentoring new instructors

On occasion, the GFM might find a new instructor who needs to learn the art of group fitness instruction from scratch or needs to get practice teaching a new program. These instructors could be taken on as trainees and assigned a mentor. An instructor who has been mentored at a particular gym is more likely to remain loyal to that club and will become a useful long term resource. Some quality time spent mentoring new instructors is a good investment and will pay off.

When training new instructors it is important they are allocated a mentor who they can connect with and relate to.





It is vital group fitness is run by a manager who can be resourceful



Ideally, mentors will be the best and most experienced instructors and will understand the finer details of teaching group fitness. They must be patient and understanding and have the time to stay after class to give feedback and answer questions. They must also be prepared to give up sections of their classes from week to week until the new instructor is competent to teach on their own. This can be frustrating, and some instructors may not be cut out for it.

When it comes to teaching, some new instructors take longer than others to understand cueing, learn choreography, work to a phrase and develop good stage presence. Therefore, the mentor needs to be patient but firm and allow them the time they need to get up to speed. However, it is important to keep in mind the potential frustration of class participants who are used to a high standard of instruction. An eight-week mentoring schedule should be the maximum amount of time allowed.

It is really important to not throw your new instructor in the deep end before they are ready. If they are not yet confident with teaching on their own, give them more time. A bad group fitness experience can set a new instructor back and stick with them for ever. In some cases, when the new instructor just can't seem to get it and the mentor and class are frustrated, it might be necessary for the GFM to ask a new instructor to step away from the mic, have a break and try again later or with a new mentor. To ensure processes are in place in case of such circumstances, drawing up a training agreement at the start of the arrangement is very useful.

Keeping your great instructors

So, the GFM has built the best team of instructors they can find. Classes are buzzing and group fitness is doing well. It is important that the GFM doesn't just sit back and rest on their laurels though. The best way for GFMs to ensure that they have the support and respect of all their instructors

is to reward and acknowledge them. Most instructors don't teach classes because they have to; they do it because they love it. Getting paid is often just an added bonus. However, this shouldn't be taken for granted.

Recognition of achievements, loyalty and reliability should be an absolute priority. Reward doesn't need to be in the form of financial incentives. The following simple and cost-effective ways of showing appreciation and acknowledgement are often enough.

I have to praise you

Simple praise is free, it's easy to give and will always be appreciated by the receiver. A handwritten thank you note or a private conversation detailing how much the instructor's efforts are appreciated is easy and free. Having a stash of Freddo Frogs and popping one in someone's pigeon hole when they help you out, or posting a message on Facebook thanking them is simple and low (or no) cost.

Having a whiteboard in the staff room and using it to acknowledge instructor achievements and occasions, such as 'Happy Birthday Sanuli!', 'Well done for receiving your BODYATTACK Certification Sam!' or 'Congratulations on your engagement Tom!', lets instructors know the GFM is interested in them and their achievements and wants to share it with the team.

Tokens of appreciation

Management may be able to supply the GFM with vouchers that they can give to instructors who have gone above and beyond. These could include coffee vouchers, supplement samples or free visit passes for the gym for them to share with friends. Finding one of these tokens of appreciation in your pigeon hole will always put a smile on an instructor's face.

Trust and responsibility

The amount of responsibility instructors are given directly correlates with how capable the GFM believes they are. Selecting instructors to take the lead on instructor

training, or giving them the ability to make their own judgement calls without the manager's involvement, demonstrates to them that they are valued and are up to the task of leading other instructors.

Provide opportunities

The best instructors are the rock stars of your gym. Providing them with the opportunity to lead by example will reinforce their value to the club. This can be done by asking individual instructors to lead a specific program, and giving them a corresponding title, such as 'HIIT Leader', 'Head of Aqua Fitness' or 'Seniors Program Leader'. These people can be put in charge of updating other staff regarding the latest trends in their area, helping mentor new instructors and letting the GFM know if there are any problems with equipment or complaints regarding their program. As well as making them feel validated, this will also inspire other employees to compete for the top spot.

These various approaches will create a long-lasting dialogue about performance while keeping instructors on the right track and improving engagement.

The best group fitness program in the world

Having a good relationship with, and respect from the gym's team of instructors, will result in them being keen to support their manager, which in turn makes the GFM's job much easier. Look after your people and they will look after you. The instructor team will be willing to help out with covers, will contribute to launches, will want to attend meetings and training opportunities, and will be reliable and loyal to the gym.

The top three ingredients to a killer group fitness program are great classes, great instructors and an amazing manager. Hiring the best GFM, finding or training up the best instructors, and treating them like royalty, will ensure that the rewards will come back to the club in the form of huge group fitness success. **N**








Kirsty Nield is a Group Fitness Manager, instructor and presenter, Kirsty is passionate about making people fitter, healthier and happier. Starting as a freestyle instructor in the late 90's, she takes great pride in her classes. Kirsty has a Certificate IV in Training and Assessment and is trained to deliver five Les Mills programs, Pilates, Gymstick, aqua and ChiBall.



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NETWORK TURNS PROFESSIONAL DEVELOPMENT ON ITS HEAD!

Bodyweight training in its various forms has seen something of a resurgence in recent years, from Mike Fitch's Animal Flow to Al and Grace Kavadlo's Progressive Calisthenics. One area that has worked its way from the schoolyard to the top of many people's training goal wish lists is that of handstands.

Recognising the appetite for this specific skillset, Australian Fitness Network's course creators have been working with former competitive gymnast and coach Farkas Pungur to develop a new course that has just been accredited for 3 CECs by Fitness Australia and 3 CPDs by ExerciseNZ (\$109 for Network Members).

'The view from upside down – a step-by-

step guide to mastering the handstand' has been designed for fitness professionals who want to learn, design and include handstands in their client's training program. The teaching steps will help trainers minimise risk of injury and maximise the performance of their clients by exploring the principles and biomechanics of the handstand, and explaining how structural muscles support each other.

Flipping back down onto her feet to discuss the course, Network's Learning and Development Co-ordinator, Bel Fong, said 'For a number of reasons, bodyweight training has become hugely popular among fitness professionals – not least because it requires little in the way of equipment and



Gymnast and course creator Farkas Pungur

can be performed in a range of locations. We are really excited to be adding this course on handstand training to our CEC library.' [Click HERE for details and to purchase the course.](#)

THE SOCIAL NETWORK

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

Dress Like A Farmer Day at the Network office

It was plaid shirts as far as the eye could see as we did our bit to raise funds for our farmers who've been doing it tough in one of the most severe droughts Australia has experienced.



Old tactics, new media selling women the unattainable

'It's not a positive message for women, is it? It's pretty bad' said one former Flat Tummy Co employee about the company's move into selling appetite suppressants.



You're only as old as you feel, or rather, as you think

'When people feel younger, they do things that actually help them stay younger, like physical activity or things that make them happy.'



How veganism changes your body from day one

Veganism is experiencing a dramatic increase in popularity. If you're used to consuming meat and dairy, what does the switch do to your body?



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YOUR CHANCE TO WIN!

The luxury is in every detail

Identifying that luxury and style was missing from the sun protection market, MARA swim has taken Australia and the world by storm with its luxurious sun safe swimwear collection. Incorporating bold prints, unique designs and rich protective 50+ UPF fabrics, the MARA range makes women feel comfortable, protected, confident and fashionable.

Australian sisters Naomi Collings and Kirsty Parnell are the creative designers, and the founders, behind the Australian made swimwear label. MARA swim is on a mission to change perspectives on the importance of sun protection. By creating a luxurious and unique range of long sleeve one-pieces, swim tops and swim pants, the label provides not only beautiful swimwear but also the lifesaving gift of sun protection.

For your chance to win luxury MARA swimwear of your choice to the value of \$199, email editor@fitnessnetwork.com.au and tell us in no more than 50 words why you need some luxurious swimwear for your water workouts this summer.

View the full MARA swimwear range at maraswim.com.au



Active wear with a social conscience

According to Ibis World, the fitness clothing industry has thrived in the last five years and is now a \$2 billion market... and growing!

As the popularity of active wear increases, so does the demand for good quality clothing that doesn't break the bank. As a nation that loves a 'bargain', many Australians – especially those who actually wear it regularly for physical activity – don't want to pay hundreds of dollars for their gym gear!

To appeal to our hip pocket, in 2017 Tanya O'Gorman decided it was time to provide women with active wear designed for a range of fitness activities that doesn't cost the earth to buy. At that moment YVF, a socially conscious, resource-saving active wear clothing line was born.

For your chance to win 1 of 3 prizes of your choice up to the value of \$80, email editor@fitnessnetwork.com.au and tell us in no more than 50 words why your workout wardrobe needs some YVF active wear added to it.

Check out YVF's active wear range at yogavalleyfit.com.au

Optimise performance and recovery

Abundant Natural Health, a proudly Australian skin and body care brand, is excited to introduce its new Magnesium Body Range, featuring an Ache Relief Gel and a pump-action Sport Spray, designed to help achieve optimal physical performance and assist with recovery after exercise. Containing highly concentrated, 99.9% natural magnesium, the range also includes a unique cucumber extract to facilitate delivery of the magnesium through the skin.

'The organic citric acid in our cucumber extract exfoliates the skin, ensuring maximum absorption of the magnesium' explains Abundant CEO, Shanan Birkin; 'This means it can get to work on aches and pains much more quickly. Our acid is also vastly superior to the synthetic alternatives used in other magnesium products on the market.'

Brand Ambassadors, Australian women's footballers Chloe Logarzo, Lisa De Vanna and Caitlin Foord, swear by Abundant's Magnesium products as an essential component of their training regimes.

For your chance to win 1 of 3 packs (each containing an Ache Relief Gel and a pump-action Sport Spray, combined RRP \$48), email editor@fitnessnetwork.com.au and tell us in no more than 50 words why you need to recover with Abundant Magnesium.

See how magnesium can enhance your recovery and performance at abundantnaturalhealth.com



MEMBER PROFILE

DAVE NEVILLE, PT BUSINESS OWNER, NSW



What fitness qualifications do you hold?

Cert III Fitness Instructor and Cert IV Personal Trainer, plus I also hold certifications in TRX, Level 1 Boxing for Fitness and Peggie Bellies - Pregnancy and Post Natal Exercise.

Where do you live and work?

Lane Cove and surrounding suburbs in Sydney.

What is your main role in the fitness industry?

As the owner of NiftyPT mobile personal training I work mainly with stay-at-home mums, and pre and post natal women, helping them to exercise safely in the comfort and convenience of their own homes.

How did you get into this industry and how did you arrive at where you are today in your career?

I became a PT after a domino effect of incidents. I was diagnosed with having my L5 lumbar vertebrae fractured in three places and went through a 12-week core rehabilitation program. I also had pancreatitis and was put on a zero fat diet for six months. In addition to this, I was facing some other life challenges and turned to exercise to help me cope mentally. I decided I wanted to share my knowledge and experience to help others going through similar challenges, and



A new mum shadow boxing in her lounge room while bub looks on



Fun at the Fitness Expo in Sydney

that's when I decided that personal training was my future.

Later on, while working at a personal training studio, my sister, who has six children, asked me to write a training program for her to do at home because she could never get to a gym. She wasn't the first to have made such a request, so I realised there was a potential market in training time-poor mums in their own homes. That's where my transition to mobile PT came from.

What skills are needed in your role?

Patience, enthusiasm, empathy, determination and a good sense of humour.

What are the best and worst aspects of your job?

The variety and the rewarding feeling when I make a breakthrough with a client are fantastic. Being mobile, I have to carry all my training equipment by hand or backpack to and from the house or park I'm training in, which can be a challenge. And, like all outdoor PT's, my working day can be affected by the weather. Rain or shine though, we find a way – and when the weather's fine, I really can't complain!

What has been your greatest career challenge to date?

Clients self-sabotaging their results. We're only human, but it's hard to see someone undo all the hard work.

And your greatest highlight?

Taking a client who suffered depression, was a big drinker and had never exercised, to losing 15kg, running a 10km event, the city2surf and a half marathon, and then becoming a PT – all in the space of 12 months.

Who has inspired you in your fitness industry career, and why?

Chris Powell (pictured), a PT from the US who hosts Extreme Makeover Weight Loss Edition. His energy, motivation, empathy, encouragement and ability to lead by example in relation to his health, fitness and family make him a truly inspiring individual.

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

'A comfort zone is a beautiful place, but nothing ever grows there'.

And finally, who would be on your ultimate dinner party guest list, and why?

Carl Baron to make everyone laugh, Heath Ledger's Joker to make everyone scared, Jason Bourne to make everyone feel safe, Osher Günsberg to help everyone fall in love and The Wiggles to make everyone dance and sing. That should keep us entertained. **N**

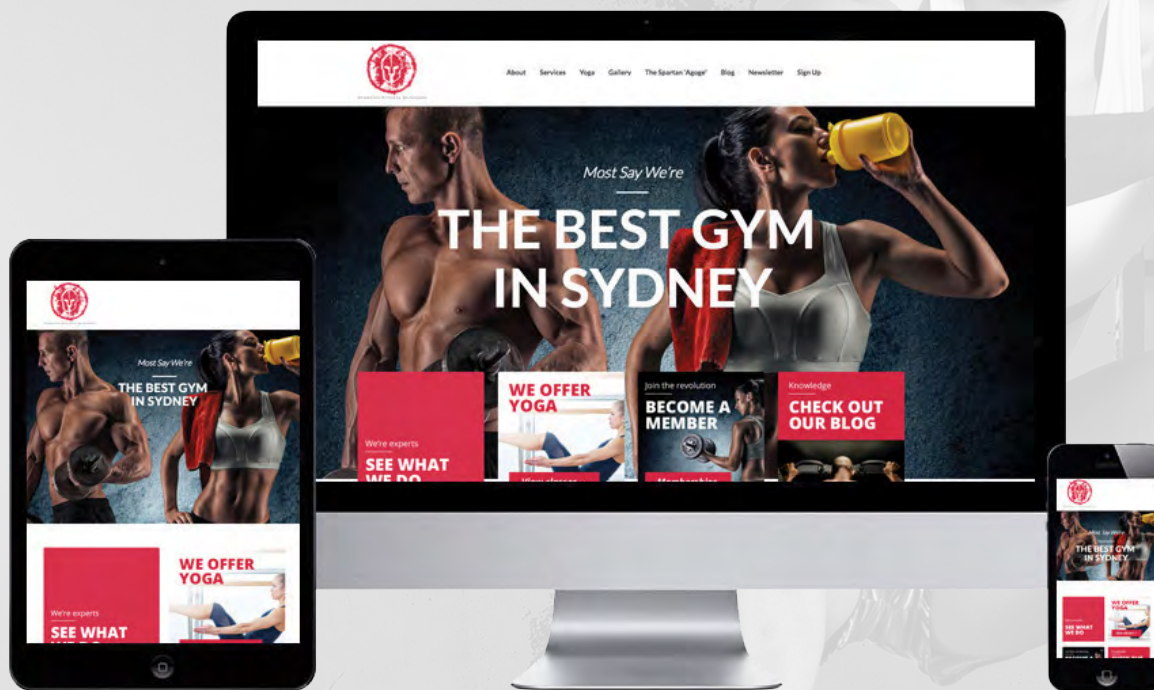


Meeting my fitness inspiration Chris Powell while filming in LA

Want to be profiled in a future issue? For details email editor@fitnessnetwork.com.au

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AUTISM AND FITNESS

BREAKING DOWN BARRIERS

It's imperative that we encourage people on the autism spectrum to participate in fitness and sporting activities, writes PT Amy Webster.

It is widely recognised that taking part in physical activity not only helps to keep us fit and well, it can increase self-esteem, develop social skills and improve mental health and general wellbeing.

However, research shows that people with autism are less likely than others to participate in sport or physical activity due to factors related to the condition, including heightened fear and anxiety in social situations, difficulty understanding body language and metaphor, and sensory challenges.

In my former role as coordinator of the National Autistic Society's (NAS) Active for

Autism project in the UK, I worked to ensure that children, young people and adults on the autism spectrum could be fully included in sport and physical activity at school and in the community, and I bring that passion for increasing autism understanding and inclusion to my work as a PT here in Australia.

If someone on the autism spectrum responds negatively to a sporting or physical activity it can be perceived as a behavioural issue when this isn't necessarily the case. Rather, it may be a reaction to coping with a sensory sensitivity, a coach who is not communicating in a way that they understand, or something else that takes them out of their comfort zone.



For example, they might refuse to enter the gym because the music volume is more than they can cope with, or they may appear uncooperative because they are unable to tolerate a hands-on approach to coaching.

I've encountered people that refuse to wear team bibs with tiny holes in them because they say the material feels like a cheese grater on their skin.

There are some general strategies that can be implemented to help autistic people feel included in physical activity. However, it is important to remember that autism affects different people in different ways and to varying degrees, so these strategies should be taken as a general guide only.

Communication

- Autistic people often find it difficult to follow group instructions, so it may help to give them instructions individually. Say their name first to catch their attention and let them know that you are speaking to them.
- Communicate safety rules clearly and in a way that the participant understands *before* the start of an activity. Make copies of the instructions and keep them on display.

- Break up directions into small chunks and, wherever possible, support these with pictures, gestures or written cues. Visual timetables can be useful to show the order of events in a team activity or a small group circuit workout, for example.
- Be aware that figurative language, idioms and metaphors may be confusing to someone on the autism spectrum, so try to always state exactly what you mean.
- When asking questions, speak slowly and clearly and give the person plenty of time to process what you are saying before expecting a response.

Adaptations

Audit the environment and your practice to ensure that it will not present too many difficulties for people with sensory sensitivities. Consider sound, volume, lights and other stimulatory factors.

Be aware that some clients may have difficulties with balance and coordination, which will make some activities difficult for them. Help them by breaking the activity down into smaller steps and allowing time to practice.

Anticipating change

If you plan to move on to a new activity, take steps to alleviate the anxiety that may be experienced when confronted with change. This might involve showing the client around an unfamiliar venue or talking them through the new routine, backed up with visuals if appropriate.

The unique challenges of training and coaching people with autism should be embraced by trainers looking to develop their expertise and evolve their training style. Rather than simply putting the prospect of working with this demographic in the 'too hard' basket, you should consider the fact that the strategies you implement with autistic participants will set you up to be a better trainer and coach for all of your clients, regardless of ability. Without question, personal trainers can learn a lot from their autistic participants. **N**

Amy Webster is a personal trainer at Arcadium HQ in QLD. She has worked as a coordinator for the National Autistic Society's (NAS) Active for Autism project in the UK and with the Sporting Wheelies and Disabled Association in Australia, delivering their Inclusive Sport and Physical Activity workshops.
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“
The strategies you implement with autistic participants will set you up to be a better trainer and coach for all
”

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AQUA SKILLS

VIPR WATER WORKS!

When you combine the unique properties of water with the scientific anchors of the ViPR training tool, you get a workout that's easily modified to every class participant, writes instructor and educator *Ken Baldwin*.

Anyone who has worked in the industry over the past 10 years will recognise ViPR as one of many 'functional training' tools available to use in workouts. However, ViPR is somewhat different to other tools as it was designed to take the definition of functional training literally and train the body in ways that mimic or enhance movements of everyday life. While many other tools also do this, they become limited when applied through different ranges of motion: dumbbells and barbells, for example, can only be moved in certain directions without being able to follow the true lines and directions that require push, pull, reach and rotation and become truly whole body integrated (WBI).

A little history

ViPR was invented by Michol Dalcourt, who at the time was a strength and conditioning coach for ice hockey players in Canada. He noticed that the 'farm boys' were beating all the elite gym-trained athletes on the ice by being stronger and faster. It became clear that the farm boys never lifted in the gym, but instead had stronger bodies through

natural movement achieved on the farm by lifting, shifting, shovelling and dragging. Created in order to replicate and enhance these moves, ViPR's role is to assist in 'purposeful movement'.

Using the principles of physics combined with movement, ViPR (which stands for vitality, performance and reconditioning) transitioned into different modalities of exercise and has now become one of the most versatile pieces of equipment for loaded movement training.

Fast forward ten years and it's common to see ViPR in most facilities, being used for everything from personal and small group training, to group fitness, strength and conditioning, elite sports and rehabilitation.

The fundamentals of physics and force are integral to ViPR, and include:

Gravity into ground reaction forces – harnessing force generated into the ground with gravity and using the resistance motion to generate upwards force against gravity to ensure proper motion.

Stretch to shorten (loading to unloading) – to jump, explode, throw or push, we need to decelerate and shorten the



The 30-second article

- The ViPR training tool was designed to take the definition of functional training literally and train the body in ways that mimic or enhance movements of everyday life
- By applying all of the scientific anchors of ViPR to the aquatic environment, you can create a great workout that can be easily tailored to different levels by modifying one of the 6 steps of ViPR programming
- In the water, certain ViPR exercises are able to be performed with greater range of motion and whole body integration due to drag and buoyancy
- Other moves will be more intense and metabolically demanding because of the extra resistance and range of motion working against the properties of water.



I have always been drawn to functional movement in the water and applied the principle to my classes



muscles like an elastic band to release power.

Multi-dimensional movement – freely moving in multiple planes of motion creates a rhythm, flow and movement that majestically imitates life and sport, making it look effortless.

Whole Body Integration (WBI) – acknowledging that the brain does not recognise muscles, only movement. We cannot truly isolate or segregate any part of the body, as it is interdependent and works as a unit. As Aristotle wrote, ‘The whole is greater than the sum of its parts.’

ViPR works along the principles of vector variability, which takes into account how load is distributed through gravity not just in one plane of motion, but also in different lines of pull.

If we want a strong balanced body that is effective in all three planes of motion with gravity, ground reaction forces and momentum, we must have effective synergy between the 3-dimensional connective tissue structures in our body. To prevent areas of weakness, we must consider angles and vectors when we train.

Many traditional pieces of equipment offset these lines of pull, with cams and pulleys focusing on isolation of movement and limiting the true range of motion and generation of force.

There’s a ViPR in the water!

As an aqua fitness instructor for over 30 years, I have always been drawn to functional movement in the water and applied the principle to my classes. Thanks to its unique properties of buoyancy and propulsion when moving through gravity, water allows us to both enhance movements and make exercise less inhibitive.

Performed correctly, water exercise should have participants moving and feeling better after their class than before it, as water is a medium that doesn’t fully load the body.

There are many tools used in the pool to create resistance and power (dumbbells, noodles, kick-boards, gloves and bands), so as a ViPR Master Trainer with an aqua background, I was very keen to use ViPR in the water, as it facilitates WBI.

Physics of the pool

To understand how to apply ViPR in the water, we must first understand the physics and the properties of water and how they are either the same or completely different to land-based exercise.

Gravity – In the water, this pulls us down, but also in different directions due to the density of water compared to air. It is more difficult to harness energy to explode from the pool floor compared to land due to the water changing our body weight when it is submerged!

Drag – On land it’s called air resistance and in water, fluid resistance. This refers to the opposing force of the relative motion as the object goes through a fluid, and is different compared to the air.

Resistance – The power which acts in opposition to the impulse of pressure of the moving object.

Buoyancy – The capacity to remain afloat in a liquid or rise in air or gas. This is the upward force that fluid exerts on an object less dense than itself. This also varies with the depth of the water: the more submerged the object is, the more upwards force is exerted.

Speed – This applies when using the other properties together, affecting the equation of force equals mass times acceleration ($F=ma$).

Lever length and surface area – Lever length is the same as on land, whereby the further away from the pivot point the mass or object is, the harder it is to move with power and speed. Surface area is different in water than it is on land. If water can pass through the object instead of going around it, less resistance is produced.

Before exploring the exercises, it is important to understand the fundamentals of ViPR’s six step program design that apply to this, and all ViPR workouts.

Series. This is the exercise category applied when creating movement with ViPR. The series includes lift, flip, carry, tilt and shift.

Exercise. The gross movement pattern being performed with the ViPR, e.g. ViPR Uppercut.

Hold. How the ViPR is held/gripped. This changes the lever length, the force produced, the vector of movement and the speed. Grips include neutral, wide, narrow, carry-on-end and shovel.

Footprint. Where the feet are positioned and where they are moving to when performing the exercises. These could be narrow, wide, staggered or moving in various directions.

Handprint. This is the finish position of the arms or arm movement while performing the exercise. Different hand motions engage different muscles.

Threshold. Threshold and metabolic demand are ramped up by increasing the reps, sets, weight, speed or range of motion (ROM). With ViPR, complexity of motion is also added, and this may be a change of direction or a combination of speed and going through several arcs of motion.

By applying all of the scientific anchors of ViPR to the aquatic environment, we can create a great workout that can be tailored to everyone. One of the major benefits of ViPR is that an exercise can be modified almost instantly to tailor it to the individual by changing one or more of the 6 steps of ViPR programming to progress/regress the base move.

ViPR exercises in the pool

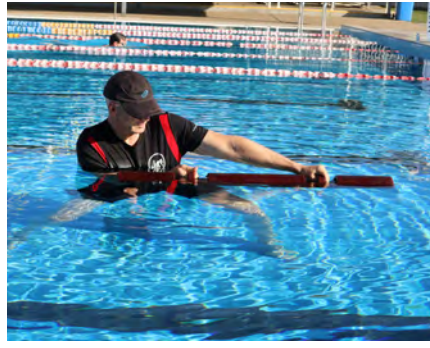
The following exercises show varying degrees of intensity. Some are good mobility exercises (reconditioning phase) and others are vitality or performance-focused, with greater speed and resistance. In the water these exercises will enable greater range of motion and whole body integration due to drag and buoyancy, and some of them will be more intense and metabolically demanding because of the extra resistance and range of motion working against the properties of water.

Lateral shift travel

This exercise is designed for upper back and scapular mobility while focusing on lengthening the spine and driving from the hips. In this exercise, the water creates more flow and balance with a slight increase in resistance as you travel.



Lateral shift travel, land demo



Lateral shift travel narrow, in the water



Lateral shift travel wide, in the water

Lateral tilt

This exercise is stationary, stepping into the move to create a good long line through the body and extending. Again, the water enables you to move further through range of motion with the ViPR.



Lateral tilt, land demo



Squat reach, land demo



Rotational shift, land demo



Lateral tilt, in the water



Squat reach, in the pool



Rotational shift, in the pool

Lunge forward uppercut

This exercise is performed either travelling, or stationary with alternate legs. The hip drive motion starts on one side and finishes on the opposite shoulder. A great flowing movement, the extra drag and resistance of the water really increase the challenge.



Lunge forward uppercut, land demo



Lunge forward uppercut, in the pool

Squat rotational reach

This exercise is a simulated long reach block with a rotation of the hips across the body and a reach finish with the ViPR parallel to the body. In the water this exercise can be performed stationary, alternating sides, or travelling and adding intensity with the greater resistance of force, drag and buoyancy. **N**



Squat rotational reach, start position



Squat rotational reach, end position

Ken Baldwin is an ex-military Physical Training Instructor with over 30 years' experience in the fitness industry and a vast knowledge of all areas of training. A Master Trainer for FAI, ViPR, Schwinn Cycling, BOSU, Twist Conditioning and an Institute of Motion coach, Ken is also the Director and Education Manager for Perform Better Australia. perform-better.com.au

Thanks to Clem Jones Aquatic Centre & Karen Baldwin, ViPR Master Trainer



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UNCONQUERED

INVICTUS GAMES HEAD DOWN UNDER

This October the Invictus Games hit Sydney, presenting an incredible platform for wounded, injured and ill service personnel and veterans to demonstrate the healing power of sport on the world stage.

Even if you haven't previously been aware of the Invictus Games, in recent months you can't help but have noticed an increasingly loud drumroll as momentum builds to this international adaptive sporting event being hosted in Sydney this October.

So what is the Invictus Games? Founded by HRH The Duke of Sussex (aka, Prince Harry) in 2014, the Invictus Games is an international adaptive sporting event for wounded, injured and ill service men and women, both active duty and veteran. The Games use the healing power of sport to inspire recovery, support rehabilitation and celebrate the crucial role played by family and friends.

Speaking about the event's inception, Invictus Games Foundation Chief Executive Officer Dominic Reid said: 'There were two things that were instrumental in Prince Harry's thinking. One was his flight back out of Afghanistan when he was deployed there. He came back on the plane with three guys who were in induced comas and one guy who was in a coffin. I think that was a significant moment for him. The Prince's inspiration for Invictus came from having attended the American Warrior Games in the US in the summer of 2013, yet Prince Harry wanted to make it bigger – he wanted it to be more international.

'I was approached by Prince Harry's former private secretary. We only really had nine months to put the Games together, which is a ludicrously short amount of time. At this stage, we had no branding or funding.'

'Invictus' means 'unconquered' in Latin

and embodies the fighting spirit of the competitors. Inspiration was drawn from William Ernest Henley's poem 'Invictus' which shares the message of remaining unbowed in the face of adversity. Henley himself was an amputee, so it's a description of the dark place that he was in and how he fought through.

Under the chairmanship of Sir Keith Mills, who had just delivered the 2012 Olympic Games in London, and with the backing of the Mayor of London and the Ministry of Defence, and initial funding from the Royal Foundation, the Games were at the starting blocks.

The inaugural Invictus Games saw more than 400 competitors from 13 nations participate across nine adaptive sports. Team sports included sitting volleyball, wheelchair basketball and wheelchair rugby. Individual sports included indoor rowing, road cycling and archery. Interestingly, many competitors wanted to participate in multiple sports and because there is no limit to how many sports a competitor can enter (provided there's no timetable clash), that's exactly what many of them did.

The Games were initially intended to be a standalone event but the impact on the competitors and their loved ones was far greater than could ever have been hoped for. The organisers knew this couldn't be a one-off event and so established the Invictus Games Foundation to select the hosts of future Games, oversee their delivery and ensure that hundreds more men and women around the world who are still on their recovery pathway could take part in a future





The 30-second article

- The Invictus Games use the healing power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for wounded, injured and ill service personnel and veterans
- A celebration of achievement and determination, the Invictus Games also acknowledge the significant contribution made by family and friends in the recovery process
- The Games also aim to generate a wider understanding and respect for those who serve their country and recognition for the family and friends who support them
- The fourth Invictus Games will be held in Sydney from 20-27 October 2018.



Invictus Games. As HRH The Duke of Sussex explained after the Games in London: 'For every competitor last September, there are hundreds of others around the world who would benefit from having the same opportunity.' Since Invictus Games London 2014, there have been Invictus Games in Orlando in 2016 and Toronto in 2017.

Reflecting on the first Games, Reid said: 'I think everyone came to it in 2014 thinking it would be quite a good Games; nobody expected the colossal event that it ended up being. It had a profound effect on people. They really took it to their hearts.'

Yet there were initial concerns regarding the quality of sport that was due to be played, as Reid recalled: 'The problem if you're doing a major sporting event is: is it going to make for compelling viewing? And we really didn't know. In the end, it was amazing – often the athletes coming in last got the biggest cheer. The Copper Box absolutely rocked on the night – the volume was actually recorded louder than at the London Olympic Games.'

Reid was keen to highlight to his team just how poignant these moments spent with the competitors can be; 'I told my team

that there are going to be things that will hit them. I said give yourself some time to have a good cry. A lot of people did come up to me at the end and thanked me for saying that, it almost gave them permission to do it.'

Everyone has their own moment, and for Reid it was an email he received back in 2014: 'The email was from a woman who married an American; he had been injured in combat. She wrote to thank Prince Harry and us – she thanked us for having seen her husband smile for the first time since coming back from Afghanistan. That happened to be my trigger, but everyone has their own.'

For British 2014 Invictus Games competitor Craig Winspear, his journey in the Armed Forces began in 2008, one day after his 26th birthday. He served for almost eight years before being medically discharged due to his injuries. His role in Afghanistan was 'advanced searcher' and 'lead searcher', whereby he would be sent out to search and neutralise the threat of improvised explosive devices (IEDs). In 2011 he woke up in a hospital bed to find both of his legs amputated.

'It took me a while to know what was actually real and what wasn't after waking



My abilities have changed over the years and, through sport, I have found ways to adapt so that I can stay involved and active





up from being injured' Winspear recalled; 'I was heavily sedated for five to six days – I was in and out, and my mind was playing tricks. I remember finding numerous IEDs before the one I hit. I remember how hot it was and the smell. When I was hit, I remember lying in the thick long grass trying to shout out, but nothing came out of my mouth; I thought that was it for me.

Winspear heard about a new competition that Prince Harry was hosting in London in 2014 called the Invictus Games, and thought he would give it a try. Despite never having played basketball prior to his injury, he made the wheelchair basketball reserve team in 2014. The atmosphere of that first event, and the determination of the competitors, inspired him to push himself even harder and in 2016 he made the wheelchair basketball team, with whom he won silver at the Orlando Games.

Prior to discovering the Games, Winspear was in a rut, spending most of his time on the sofa. These days he trains for an hour on the court most days and does strength and conditioning work in the gym three days a week: 'It's given me back the feeling of being proud when I am in my basketball chair, wearing the Invictus Games kit. I don't let my disability deter me from being active and playing sports.'

Game on Down Under

The fourth Invictus Games will be held in Sydney from 20-27 October 2018 and will see 500 competitors from 18 nations compete in 11 adaptive sports. An estimated 1,000 family members and friends will accompany the competitors with all being supported by over 1,000 volunteers.

Events will be staged across Greater Sydney, including Sydney Olympic Park and in and around Sydney Harbour.

This is an especially significant year as 2018 marks a century since the end of World War I. The past four years have seen a number of events commemorating the centenary of the ANZACs and as this period draws to a close the Invictus Games will shine a spotlight on the community that survives – our current service personnel, our veterans and their families and friends.

Invictus Games Sydney 2018 will provide an opportunity to have a long-term impact through the development and support of programs and services in the areas of education, health and wellbeing, employment and adaptive sport.

This year, Australia will field a team of 72 competitors, including Garry Robinson who will be competing in archery and road cycling. A former Special Forces Commander, Garry was medically discharged in 2016 after 22 years of service including tours to Afghanistan and East Timor.

A Blackhawk helicopter crash in Afghanistan in 2010 saw Robinson sustain a severe traumatic brain injury, heavy internal bleeding and multiple bone fractures, including his lower spine, sacrum, eight ribs, both shoulder blades and left leg, which was later amputated below the knee. He was placed in an induced coma for four weeks while his body healed and spent two years in hospital rehabilitating from the brain injury.

Participation in sport has been a big part of Robinson's rehabilitation, especially since competing in the first Invictus Games. He returned home wanting to compete more and with a renewed sense of purpose.

'My abilities have changed over the years and, through sport, I have found ways to adapt so that I can stay involved and active' said Robinson.

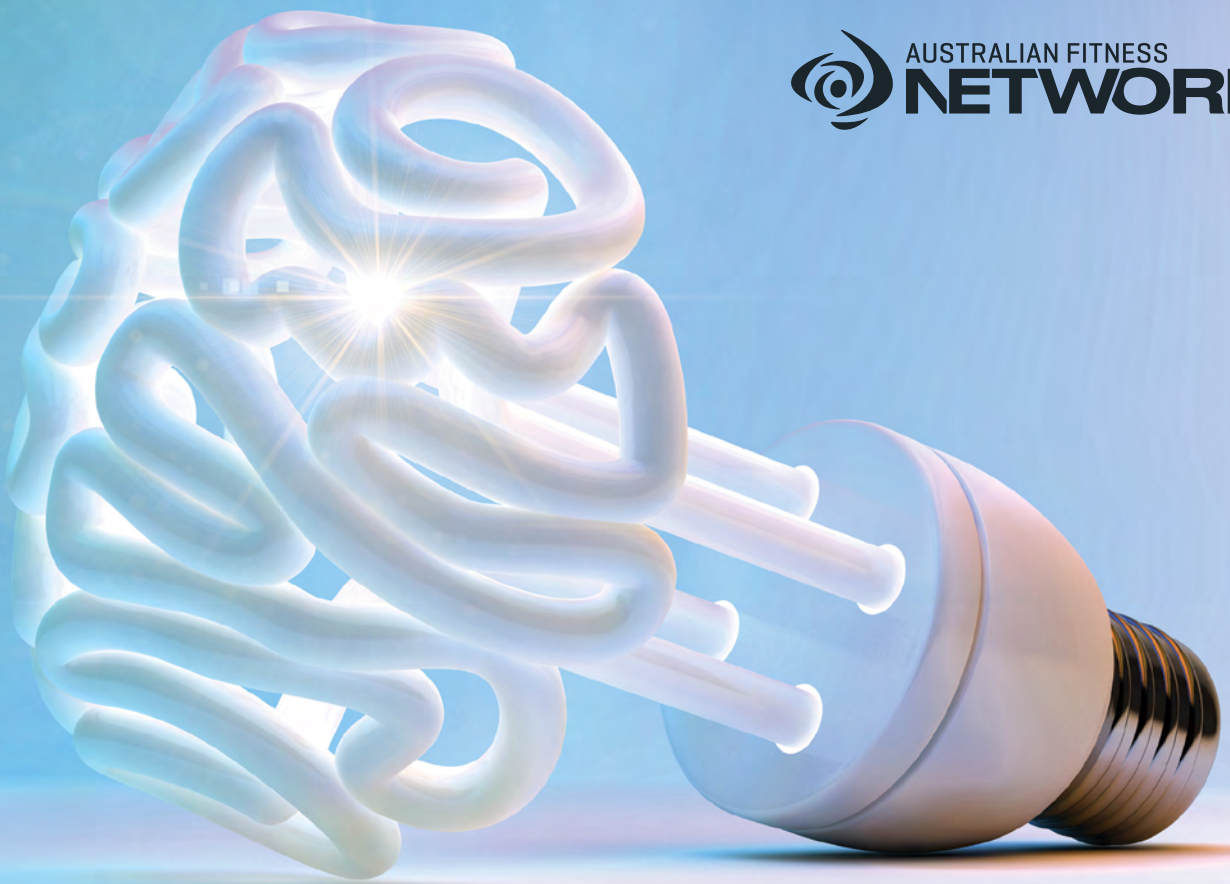
Show your support!

The fourth Invictus Games will be held in Sydney from 20-27 October 2018. Why not grab some tickets today to support the wounded warriors and provide an inspirational experience for a group of clients and colleagues? Tickets start from \$15, with group rates available, at invictusgames2018.org **N**

This feature contains some content courtesy of fitpro as well as material from by The Invictus Games Foundation and The Department of Defence.

WATCH GARRY'S STORY HERE





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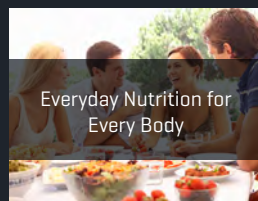
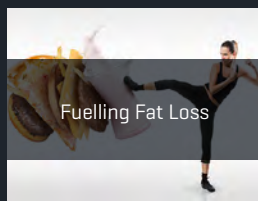
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WHAT IS...?

CORE+

A group fitness concept focusing on both body and mind fuses together the best elements of yoga, Pilates and functional movement and draws inspiration from around the globe.



CORE+ is a 'fusion fitness' brand that combines the best elements of several new and established practices to create challenging, invigorating and innovative classes.

The rapidly expanding fitness group was created by experienced health and fitness leader Amy King who has gained a wealth of knowledge from practicing multiple styles of yoga, Pilates and anatomy training around the world.

Determined to create a training practice that encourages people to find the best version of themselves through a holistic approach to fitness – and one that wasn't based on the latest trend – CORE+ combines physical movement and mindfulness to build stronger and more resilient bodies and minds.

Neither gym nor yoga studio, CORE+ classes use traditional principles, but with high-intensity group elements and reformer workouts adding a mix of interval training and resistance weight work to strengthen the core and work the whole body. Many of its mat-based classes are also conducted in 30-32°C heat. Classes range from Hot Pilates and Kettlebell Yoga, to Guns Buns + Tums, Barre Fusion and the signature Athletic Reformer Pilates.

So, does it get results? Apparently so. Pairing training techniques with yoga and Pilates moves, CORE+ targets strength, fitness and flexibility. The temperature-controlled studio space is designed to warm up the muscles to facilitate deeper and safer stretching, and elevate the heart rate, which adds a cardiovascular element to classes and opens up the skin's pores. CORE+ Port Melbourne, Preston and Hawthorn East have opened their doors this past winter, bringing the number of studios to five, with two existing spaces in Richmond and Malvern East. **N**

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CORE+ is looking for inspiring, like-minded people who want to take control of their lives and help others in the process. If you're interested in learning about franchise options, visit core-plus.com.au





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What are we doing wrong? Getting PT back to basics

with Matt Truscott [17mins]

Rediscover the body's forgotten powerhouse

with Tony Boutagy [16mins]



Training clients using the 6 Human Needs

with John Polley [28mins]

Drive revenue and retention with a PT-centric culture

with Luke Carlson [26mins]



Matching your female client's training to her life stage

with Jenny Burrell [22mins]

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INJURY & REHAB

WHICH SYSTEM
OF THE BODY

REIGNS SUPREME?

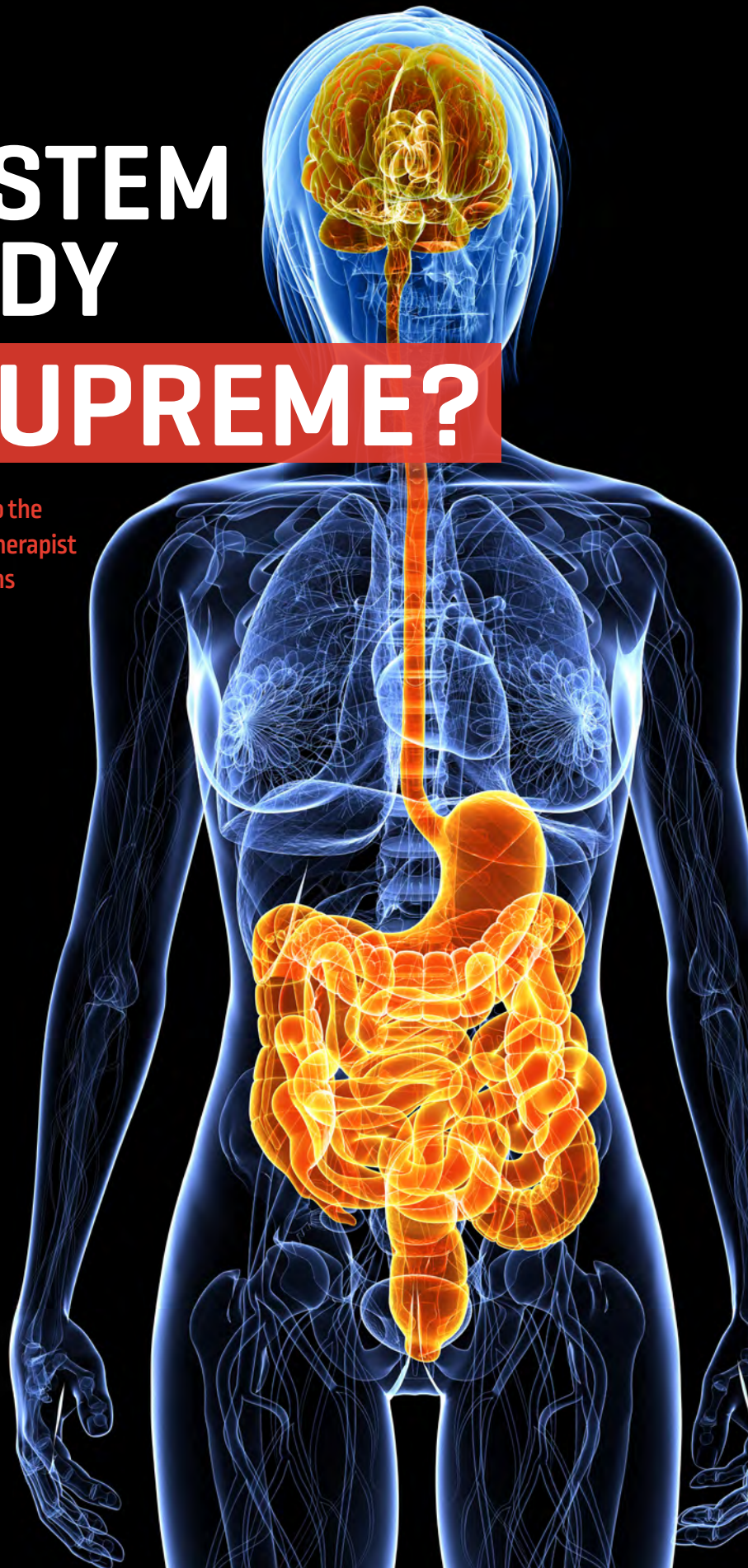
Why do human bodies respond differently to the same training or treatment? Sports physiotherapist *Victor Popov* looks at how the body's systems interact with and affect each other.

The human body is a complex and wonderful structure. Those of us who have worked closely in the physical development space as therapists and coaches for any amount of time will acknowledge this. Most therapists, coaches and trainers not only appreciate the complexity and adaptability of the human body, but strive to gain a greater understanding of how it works to make us better at what we do (the fact you are reading this article testifies to that fact).

As a sports physiotherapist with over 30 years' experience in elite sport, I have certainly come to respect and appreciate what the human body is capable of, and been fortunate enough to have been able to help a few athletes optimise their performance and achieve their goals. I have also been fortunate to work with some incredible therapists, coaches, trainers and sports scientists along the way, and have continued to try to gain a better understanding of how the body works so that I can make better clinical decisions and give the best possible advice to my clients.

Same approach, different result

On this (rather long) professional journey, I have had some great successes and spectacular failures with clients, and a few years ago decided to try to analyse why, even with a consistent approach to treatment/intervention, there was variability in my intervention outcomes with different individuals that had the same issues or problems. Every therapist or coach will have



“

The body's physiology is effectively a 'slave' to the nervous system

”

experienced a certain treatment or training protocol working with one individual, but not achieving the desired result with another. The easy response to this outcome is to blame the client for not committing to their program, not following your instructions. The harder response is to try to understand how the two systems or bodies differed.

With this question of 'why do human bodies respond differently to the same intervention?' as a trigger, I began a few years ago to try to develop a broader understanding of how the body reacts to therapy and training interventions. This is a big question, and although the level of knowledge I had gained from a university degree, thousands of hours of courses and reading, years of practical experience and countless informal chats with other professionals was considerable, it did not adequately answer my question.

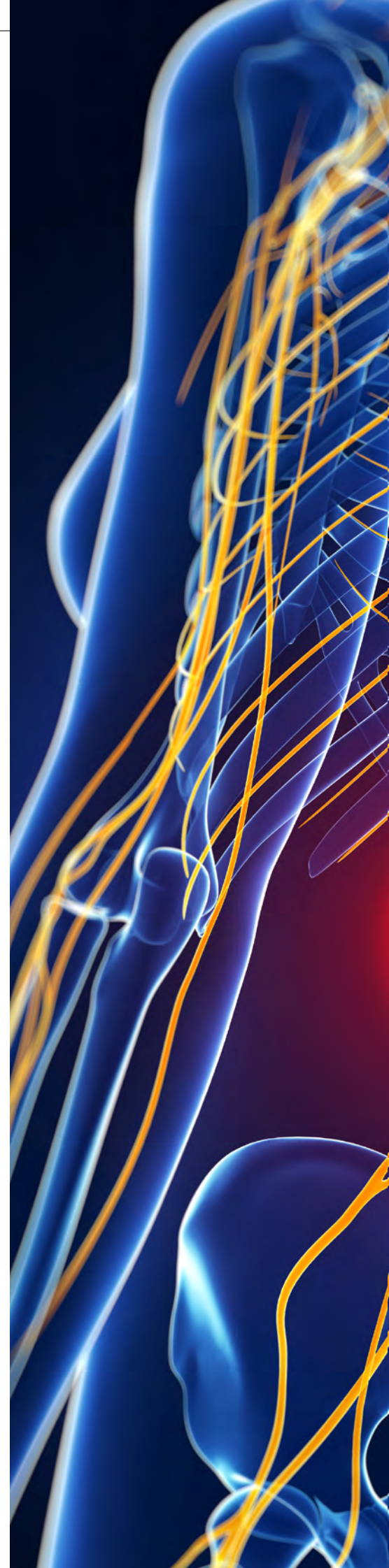
The things I found, or conclusions I drew, from this enquiry can be summarised in a few points:

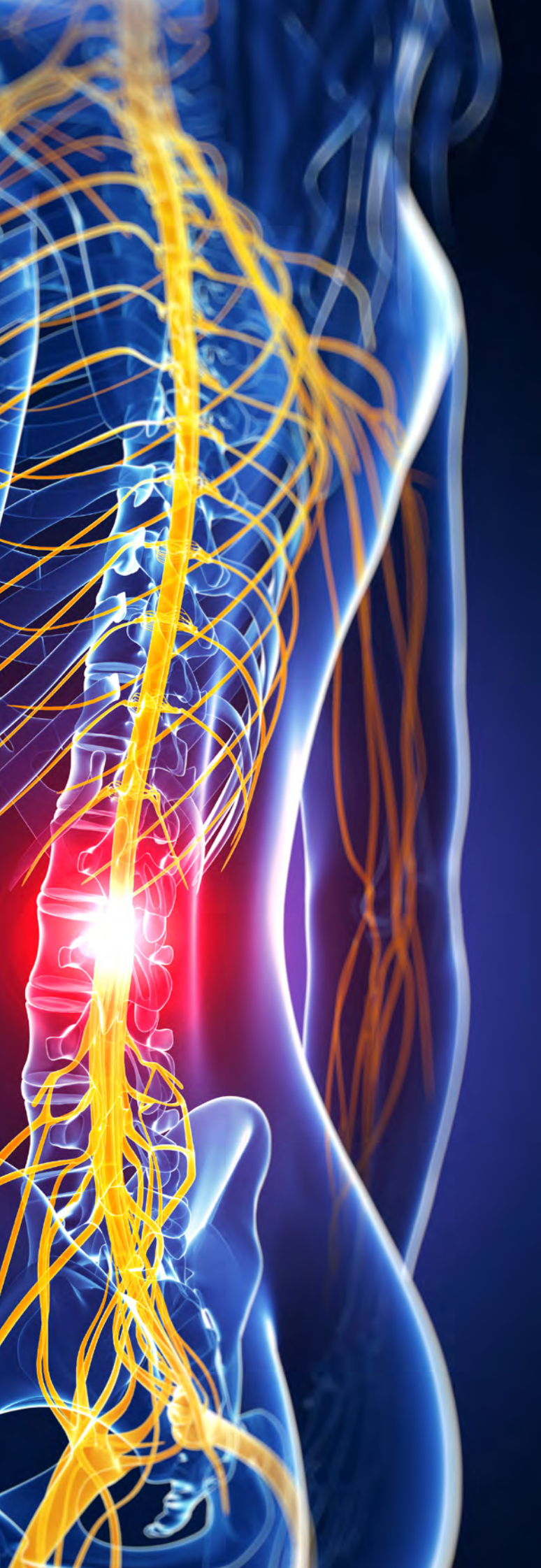
- Anyone who thinks they understand exactly how the human body works is kidding themselves.
- The body is a 'complex adaptive system', meaning it comprises a number of systems which interact and enhance each others' function (I'll elaborate on this point later).
- Many of the explanations that therapists, trainers and coaches use for the effects of their interventions are not accurate – but that does not detract from the fact those interventions have value.
- 'Old wisdom' or knowledge has as much value as 'new wisdom': elements of ancient descriptions of the body's functions from teachings of disciplines such as acupuncture and yoga are proving to be scientifically valid as more detailed research into the body is carried out.

The body's systems

A fundamental assumption that traditional Western medicine has got wrong, in my opinion, is that the body's various systems are 'discreet', i.e. they operate as independent systems. The systems of the body I refer to include the nervous system, the musculoskeletal system, the endocrine system, the digestive system and the cardiovascular system – and you can define a few others (just go to any text book on the human body). The nervous system can also be broken down into the central nervous system (CNS), autonomic nervous system (ANS) and enteric nervous system (ENS). Assuming these systems are discreet, and therefore do not interact with or influence each other, leads to interventions that are like going to the casino and putting it all on black: sometimes they work and sometimes they don't.

An example of this is strength training: two clients can do exactly the same program (exercise and diet) and have different responses. One can get stronger, improve lean muscle mass and feel better, while another may not respond as well. Why? The 'discreet system'





model would suggest a certain training load (reps, sets) and diet (food plus supplements) should yield the same response. The reality is that the musculoskeletal, digestive and nervous systems interact and can either enhance or suppress each other's responses. The non-responding client may, for example, have a gut microbiome imbalance preventing absorption of the nutrients required to increase muscle mass. They may also have central nervous system problems: mental fatigue, poor sleep patterns and emotional issues such as depression and anxiety have been shown to have a negative influence on physical training outcomes.

From a therapist's point of view, it is important to understand that chronic (long term) pain actually alters both brain chemistry (neurotransmitter profiles change) and affects how different areas of the brain communicate. Neurotransmitters are the chemicals that brain cells use to



The 30-second article

- Human bodies respond differently to the same training or treatment intervention
- The body's various systems, including the nervous, musculoskeletal, endocrine, digestive and cardiovascular systems, interact and can either enhance or suppress each other's responses
- A gut microbiome imbalance, for example, may prevent absorption of the nutrients required to increase muscle mass, and thereby negatively affect hypertrophy
- The nervous system has three elements: the central nervous system (brain, spinal cord and nerves), autonomic nervous system (parts of the brain and nervous system that control automatic functions of the body) and enteric nervous system (gut)
- The far-reaching nature of these three elements means that positively influencing the nervous system will have a corresponding effect on the rest of the body's systems.



Neurotransmitters are the chemicals that brain cells use to communicate with each other, and recent research has shown that many of these are produced in the gut.



communicate with each other, and recent research has shown that many of these are produced in the gut. So a poor digestive system (gut issue) can affect brain function and pain sensitivity. Hence, the client whose pain is not reducing with treatment as expected may have a digestive system issue affecting their nervous system response.

These examples illustrate how the body's systems can interact powerfully and affect the outcome of training or therapy protocols. Appreciating this may help you understand why certain clients do or do not respond to the training you conduct with them.

Which system is King?

Understanding which of the body's systems is the most influential gives you a better chance of changing the outcome of your client's response to your training or treatment intervention, as that system is the most 'powerful' entry point.

My strong opinion is that the nervous system is most influential in the body's responses. Remembering that the nervous system has three elements: the central nervous system (brain, spinal cord and nerves), autonomic nervous system (parts of the brain and nervous system that control automatic functions of the body) and enteric nervous system (gut), it stands to reason that if you can get the nervous system to respond appropriately, it takes the rest of the body's systems along for the ride. The body's physiology is effectively a 'slave' to the nervous system: the brain drives motor function (hence physical performance); the level of anxiety or arousal an athlete has at a given time determines their performance; and gut microbiome function determines how you absorb nutrients and influences brain chemistry.

There are many examples of how the nervous system controls physiology: motion sickness is the vestibular system causing the gut to react – you throw up because of a signal from your brain to your gut related to movement of your head. People can faint, collapse or perform amazing feats of strength as a result of an emotional or traumatic circumstance – the body is responding to a threat (ANS response, otherwise known as 'fight or flight'). You can elicit a physical/hormonal response from an abstract thought (CNS response – think about the best sex you've ever had for a few moments and something generally happens...) Chasing optimal physical performance usually involves getting into 'the zone' or 'flow state' – a headspace that allows the body's training to be most effectively expressed.

Influencing the nervous system

There are plenty of places to learn more about nervous system function and ways to influence it. I read a book written in the 1970's (and since updated) by Tudor Bompa called *Theory and Methodology of Training* which profoundly influenced my thought processes on how different training methods affect the body. The well-known strength and conditioning coach Charles Poliquin uses many different nervous system methods to improve performance, as does Dr Eric Cobb with his 'Z-Health' program. Professor Mihaly Csikszentmihalyi has researched and written extensively on flow state and mindfulness training. The crazy Dutchman Wim Hoff, also known as The Iceman, has some breathing techniques that positively influence the ANS.

From a sports performance and training perspective, there are some great apps and nervous system training methods available: Grant Hayes is a trailblazer in neuro performance training (SSWITCH and BeFirst); Wilson Meloncelli has some interesting movement-based flow state training methods. Nam Baldwin is an Australian trainer who runs B.E.T. (breathing enhanced training) education sessions that teach athletes how to breathe and control their CNS responses. Joey Hayes integrates nervous system training techniques into his day-to-day training and recovery process.

From a clinical perspective, using breathing techniques and methods such as meditation, yoga and foundation training can all help modulate pain and improve treatment outcomes. I am involved with an organisation providing an education platform and network for professionals called NETT (Neural Engagement Therapy and Training) that aims to provide 'audited' research and nervous system-based intervention education.

I believe it is important that, as a personal trainer, you appreciate that the nervous system is the King of the human body's various systems. From there, you can develop your understanding of how to positively influence the function of the nervous system, which will lead to better training outcomes with your clients. **N**

Victor Popov is one of Australia's leading sports physiotherapists. He has been involved extensively in elite sport in Australia and internationally, with many of his clients being World and Olympic champions. He is co-founder of NETT Global, an education and training organisation. netglobal.com

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HOW A COMMUNITY EVENT BOLSTERED PT REVENUE AND MEMBERSHIP

Holding an event at your facility can boost your business and establish your important role in your local community, writes personal trainer *Fiona Compston*.

I was recently involved in the delivery of a community event at the leisure centre where I'm employed as a personal trainer. Held as part of World Continence Week, we linked up with a local physiotherapist to provide practical workshops and assessments for members of the gym and for the general public.

The idea

In June of this year I received an email from the Continence Foundation of Australia notifying me of World Continence Week. The foundation was calling on fitness professionals to join them in providing events, classes or seminars to inform more people about the benefits of exercise for a healthy pelvic floor.

I specialise in training women aged 40 years and over, as well as seniors, so the email immediately grabbed my attention and I embraced the invitation to host an event with gusto. This was just what I needed to both boost my business and provide a community event that delivered real benefits to my demographic.

In my two decades in the fitness industry I have seen more information and education about women's health made available, but



taboos surrounding incontinence remain. I believe that events such as ours play an important role in helping to raise public awareness and empower both women and men to continue exercising while protecting their pelvic floor. The confidence boost that comes with knowing how to train without constantly worrying about rushing to the toilet mid-workout is remarkable.

The plan

Organising the event was fairly simple, thanks in large part to the wonderfully supportive attitude of the team at Willoughby Leisure Centre. Management immediately grabbed hold of my proposal and ran with it. With the valuable assistance of the facility manager, I was able to link up with a local physiotherapist, who is also a women's pelvic floor specialist, to provide clinical advice to participants on the day of the event.

After finalising the date and itinerary, newsletters went out to all members, and marketing material was immediately printed up for distribution outside the centre.

The event

On the day of the event I conducted six 30-minute practical sessions on the gym floor for small groups of four to five people. The sessions were designed to demonstrate how to exercise safely without compromising a weak pelvic floor. Participants learnt to substitute narrow stance squats for sumo squats; to swap standing shoulder presses or bicep curls for seated versions; to perform seated kickbacks or lying overhead extensions instead of triceps pull downs; and to replace crunches with planks or suitable fitball moves.

I also compiled handouts of exercise tips and a list of safe alternative exercises for anyone suffering from a weak pelvic floor. The sessions were fully booked out for the afternoon.

After each 30-minute gym session, participants were eager to talk to the physiotherapist about pelvic floor health and the need to have the pelvic floor muscles tested at her clinical rooms.

All up, 30 people attended the sessions, leaving the facility armed with practical and helpful information. Many went on to enquire about a gym membership.

Thirty may not sound that many, but every person we can educate about exercising more safely is a win, for both them and for us, the fitness professionals that can assist them in taking their next steps. Our aim was primarily to deliver a community event that was informative, helpful, and ultimately empowered people to be more proactive about their health and wellbeing.

The business benefit

In addition to the community service the event provided, it also benefited the facility and my own PT operation. The new leads boosted my PT business by about 20%, and also generated new memberships for the centre. As a result, we will be repeating the event next year.

Another important aspect was the valuable professional connection I was able to establish with the local physiotherapist: we are now referring clients to each other, which has increased business for us both.



The success of the day highlighted just what a valuable tool community events can be for the fitness industry. Of course, they don't need to be pelvic floor-related: any event that provides real value to participants will also work to boost your profile and consequently your client base. Such events not only increase business, but also empower more members of the public to take control of their health and fitness goals. Experience has taught me that when a client feels they 'own' their fitness goals, they are more likely to retain my services as their trainer – and that's a win-win scenario. **N**

Fiona Compston is a personal trainer with over 15 years' industry experience. Based in Willoughby, NSW, she specialises in women's fitness and delivers strength training classes to seniors through the NSW Health Department's Healthy Lifestyle program.

Get the know-how on pelvic floor fitness

Network has a range of CEC/CPD-accredited pelvic floor health courses. If you're looking to increase your know-how in this area, click on the courses below to find out more:

- **Positive Practice for the Pelvic Floor** (created with the Continence Foundation of Australia)
- **Proactive Programming for the Pelvic Floor** (created with the Continence Foundation of Australia)
- **100 Steps to Plank part 1** by Dianne Edmonds
- **100 Steps to Plank part 2** by Dianne Edmonds



FIND OUT MORE



NETWORK ONLINE COURSE

RECIPES: SPRING 2018

YOU SMOOTHIE! YOU BEAUTY!

Smoothies are a great way to pack heaps of nutrients into one quick meal, as these recipes from The Healthy Chef *Teresa Cutter* demonstrate.



Strawberries & crème smoothie

Deliciously sweet yet low in calories, strawberries are also packed with antioxidants that nourish your body. Like bananas, they freeze well, so pop some in the freezer and you'll be good to go.

Serves 2

Ingredients

150g (1 cup) strawberries – frozen
1 ripe banana, sliced and frozen
1 cup rice milk or almond milk
2 tablespoons Healthy Chef Protein

If you're looking to boost your omega-3 and fibre intake, add 1 tablespoon of chia seeds, golden flaxseed or LSA.

Combine all the ingredients into a blender. Blend until smooth and creamy. Sip slowly and enjoy the goodness.



Beauty smoothie

The secret to glowing skin is simple: eat lots of fruit and vegetables and make sure you are feeding your skin with antioxidants, healthy fats and protein to nourish it from the inside out. This smoothie is high in hydrating, restorative minerals and antioxidants to give your skin the goodness it craves.

Serves 2

Ingredients

- 1½ cups coconut water
- 1 cup frozen blueberries
- 4 leaves of baby cos (romaine) lettuce
- 1 tablespoon coconut yoghurt (or your choice of natural Greek-style yoghurt or kefir)
- small handful of goji berries
- 1 teaspoon ground flaxseed or whole chia seeds
- 1 tablespoon Healthy Chef Pure Native WPI Protein
- 1 tablespoon Healthy Chef Organic Superfood

Combine all the ingredients into a blender. Blend until smooth and creamy. Pour into a glass and enjoy your new skincare regime!

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

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GX SKILLS

EXTENDING RAPPOR TO UNEARTH PARTICIPANTS' 'WHY'

Opening up about their real motivations for exercising can strengthen participants' commitment to working out, as well as to you and your facility, writes instructor *Mel Morony*.

Come on, let's work off all the cake and wine you had at the weekend' the instructor says, 'Time to take it up a couple of gears.'

One of the participants, Jana, does as she is told but also rolls her eyes. Her weekend didn't involve cake or wine. Instead she went bike riding with a big group, tackling terrains, weather and even inclines that never feature in her indoor cycling class. The class she is participating in first thing Monday morning is her recovery. She's never dared to tell the instructor this, however, so she just keeps powering on.

A sea of faces?

As instructors, it is very easy for us to perceive our class as a sea of faces. Since these people have all come to our class we can fall into the trap of assuming that they are all there for the same reason. Yet as the story above – taken from a conversation I had years ago with a patron (name changed) – illustrates, the reasons participants attend classes are many and varied.

In the first part of this article (Building rapport to keep 'em coming back) we looked at rapport building from the perspective of how the bonds of community formed between the instructor and new patrons (and also between the patrons themselves) could impact a fitness facility's member retention. In this article we'll look at how we can build rapport with our long-term members, not just so that they will stay, but so that they can express their true reasons for exercising.

As fitness professionals, it should be a no-brainer that very few people exercise for the love of it. Some do, but most don't. However, despite how it may seem, neither are they motivated to participate in an exercise program because they want results such as weight loss, sports conditioning, stress relief or increased energy. As Sigmund Freud noted (and Aristotle hinted at a couple of millenia ago), *'All human behaviour is motivated by one thing – to avoid/ move away from pain and move toward pleasure.'* Hence, there will be goals and motivations that underpin someone's training for those



results. Consider two patrons who have decided that they want to lose weight via an exercise program. One might want it because they want to look good for an upcoming holiday; the other might want it because their doctor has informed them that they are pre-diabetic and they want to change that prognosis.

However, when it comes to talking about what motivates us, we humans can be a bit reserved. Depending on what the motivation is, we often need to get to know and trust someone, and for them to get to know us, before we open up and 'spill' the true reason behind our actions. So, how can group fitness instructors help our patrons do this?

Expanding our rapport

The first part of this article explored three tactics that can be effective for establishing rapport between ourselves and a new patron; creating a welcoming environment; learning and using names; and establishing some points of commonality. The last of these points is worth further exploration when it comes to reaching people on a deeper level.

As we get to know our participants, we notice trends in their topics of conversation. The ability to create some 'same here' moments can

be very valuable.

For example, when I first started teaching aqua fitness, I noticed that my patrons, who were predominantly older adults, would talk a lot to both myself and each other about gardening. At the time I wasn't into gardening, but I decided to acquire some pots, gloves and seedlings and to give it a go. While I still can't claim to have developed much of a green thumb, it has given me a talking point with my garden-loving patrons.

Naturally, our own personalities and interests are going to drive what we might pick up on, and for me that's travel. When a participant tells me that they're going to miss a class or two because they are going away, I ask them a couple of questions. Firstly, I'll ask where they are going, and if it's somewhere I've been to, or have researched visiting, then I have a 'same here' point. The second question is how long they are going away for. After wishing them safe travels, I will make a note in my calendar around the time they are due back. That way, I know when to look out for them and to greet them with, for example, 'Welcome back Mary – how was Spain?' As previously noted, as a society we have become so used to being treated as a number, that when a professional in our lives remembers a detail like that, it speaks volumes to us.

Along with travel, I have a love for linguistics. With Australia being such a melting pot of cultures, I've made it a goal to learn a few words of my non-Anglo-Australian participants' languages, even if it's just 'Hi' or 'Bye'. The way peoples' eyes light up when they hear their 'mother tongue' spoken to them can be unbelievable.

Location, location: going outside the box

While the most obvious place to build rapport with participants is in the exercise studio, or in the area outside as we wait for a class to finish, limiting it to these areas will limit your opportunities to build engagement.

What's to stop you, as you walk to the studio from other parts of the facility or the carpark, from engaging a member or two in conversation? Even if you only have time for a quick 'How's your week been?' small talk can pave the way for 'big talk', so use it as an opportunity.

Consider joining your class for coffee,

“

When it comes to talking about what motivates us, we humans can be a bit reserved

”



The 30-second article

- Very few people exercise for the love of it: everyone has their own underlying motivation for participating in your class
- By expanding on basic rapport-building, group fitness instructors increase the likelihood of unearthing participants' true motivations for working out and connecting with them on a deeper level
- Consciously working to establish points of mutual interest between yourself and a participant can expand upon basic rapport
- By deepening the connection the participant feels with the instructor and the facility, we can also strengthen a participant's adherence to exercise.

or if your centre ever puts on 'member breakfasts', join in! When I did this with an early morning cycle class a couple of years ago, I found it to be one of the most valuable opportunities for getting to know my members, and it became a highlight of my week. There were times when I didn't really say much, but that didn't stop me from listening to 'my people'. Those that had taken my class would give me their feedback straight away and, in turn, I could explain the reason for the way certain things were done, or discuss any changes I'd made to class.

Another place 'outside of the box' that I will sometimes use for rapport building purposes is the pool after an aqua class. After noticing that a few participants would stay in the water after class had finished, I decided to bring some swim-wear and jump in after I'd packed up. I've found that it is in the aquatic environment that people are more likely to open up and discuss the 'big things' with me. Not being a psychologist, I can merely guess that this may be due to the combination of being wet and wearing only swimwear bringing peoples' barriers down.

The more we talk to participants, the more comfortable they will feel talking to us – about the small things at first, but



Small talk can pave the way for 'big talk', so use it as an opportunity



then, hopefully, the bigger things, like their real motivations for exercising. By verbalising this, they are acknowledging to both you and themselves the thing that is driving their behaviour, which can be a truly empowering experience.

Proceeding with caution

Building rapport so that people will open up to us does have the potential to put an instructor into some sticky situations. As mentioned in the first part of this article, there's the possibility of our participants telling us about aspects of their lives that would require us to refer them to somebody more qualified, such as a dietitian in the case of disclosure of a potential eating disorder. There is also the potential for us to have to refer a matter to the police, in the case of, for example, domestic violence.

Rapport building is an ongoing process. The more we can connect with participants, the higher the chance that we will retain them as members, and the greater the likelihood that they will have not only good, but great – referral worthy – experiences. **N**

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



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NZ NEWS



News and views from the New Zealand fitness industry.

What consumers think of us



It can be scary to ask large numbers of non-customers what they think of your business. The answers can be both enlightening and humbling – to say the least. Recently, however, ExerciseNZ did exactly this, but rather than focus on a single business, we asked consumers in New Zealand about their attitudes, perceptions and actions in relation to exercise. In undertaking the research we asked not only current exercisers, but also past exercisers and non-exercisers, what they thought about exercise, their intentions to start, continue or stop participation, and what it would take for them to change their thinking and actions.

Making use of the findings

We undertook the research for two key reasons. The first of these was to enable us to use the findings to advocate on behalf of the industry: we know that exercise participation is climbing, but the more stats we have the more we can build our case for why the industry should be better supported. The second reason was in order to share the findings with exercise industry service providers so that they could tailor their offerings according to the perceptions and aspirations of Kiwis, as well as take steps to address the reasons given by many for leaving our industry.

Participation

ExerciseNZ has just released part 1 of this research by way of a free report. At the very highest level, the numbers look good for our industry. Almost 170,000 individuals said they would 'definitely' start exercise in the next 12 months, whereas only 30,000 were 'definitely' planning on leaving their facility. An interesting finding was that of the 30,000 'leavers', around half were planning on joining a different facility. Of course, with any industry statistic, this doesn't mean each individual exercise business will automatically succeed and grow, but it shows that the market is there (and growing) for quality exercise providers.

Perceived benefits

Overall, perceptions of the benefits of exercise were very high, with health-related goals and being 'good for you' ranking at the very top. Body transformation, by comparison, was far lower down the list, with less

than half the number of individuals rating this as a key factor when compared to 'health'. The awareness of exercise being beneficial increased with age, so a higher proportion of older individuals than younger ones thought they should exercise. Very positively, less than 5% of individuals ranked exercise as 'unimportant' to them in any way.

Satisfaction

There were significant variations between satisfaction levels according to the size of facility of which respondents were members, and this also correlated with the survey respondent's stated intentions to either stay or leave their facilities. This variation continued across activity types (yoga, for example, had extremely high satisfaction levels), as well as age and gender. This kind of data is essential when considering what an exercise business' target market is, and what products are being offered.

Retention

By asking individuals who were planning to cancel their membership what it would take for them to stay, the research was also able to identify the key areas that exercise businesses need to focus on in order to improve retention. The good news is, all of the top three reasons are things any business could implement tomorrow!

Of course, with any data, the real gold is when this information is analysed and layered on top of existing industry practices to develop an action plan (i.e. what do we need to change to improve sales and retention?). We are still working through this process, and will soon be releasing a more comprehensive report (free to ExerciseNZ 'The Works' members), packed with highly practical steps and insights.

A free copy of part 1 of the research can be found **HERE** at exercisenz.org.nz/research1

Richard Beddie
CEO, ExerciseNZ
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This course has been designed to provide personal trainers, gym instructors and group exercise instructors with an in-depth understanding of the pelvic floor muscles, their function and their importance. The course content has been developed to equip fitness professionals with the skills to incorporate pelvic floor fitness into clients' fitness programs.

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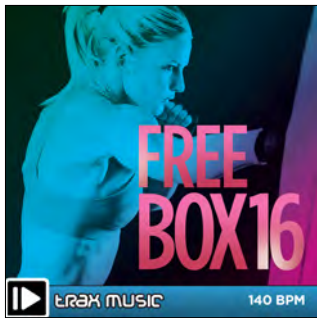
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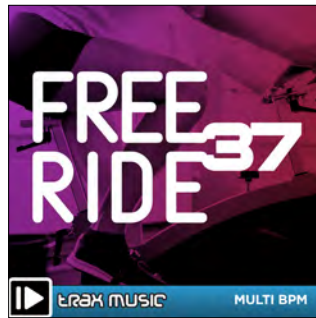
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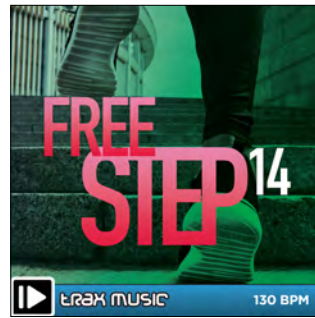
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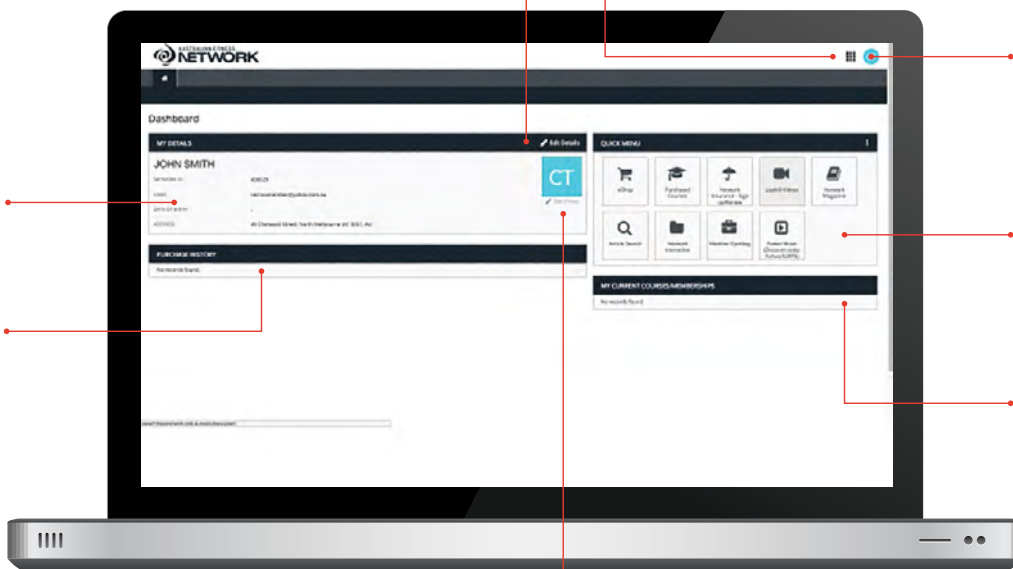
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