



NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SPRING 2019

The urgent need to regulate supplements **7**

Understanding mum guilt in your clients **18**

Your pregnant client's nutrition **21**

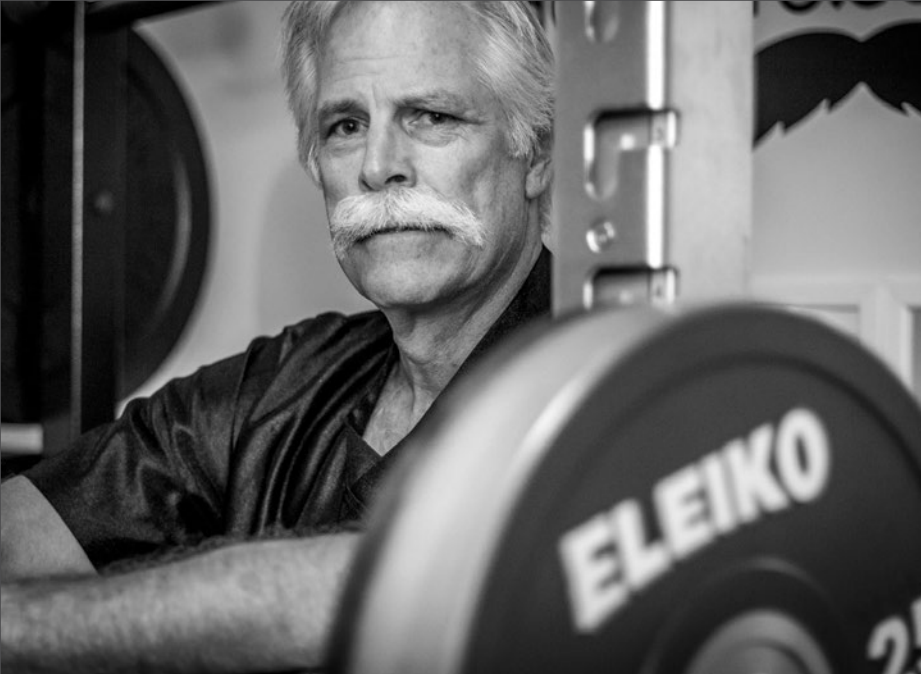
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From tricky teens to guilt-laden mums, we welcome all



Fitness professionals' clients are many and varied. Although each has their own unique qualities, certain behaviours and needs will often be apparent across the population to which they belong.

Our article on page 53 identifies some smart strategies for training groups of teens. Many instructors struggle to deliver satisfying classes to teenaged school groups, but as the author, Mel Morony, writes, by setting expectations, establishing mutual-respect and recruiting tools to help maintain focus, you can deliver a far more rewarding experience for you and your young participants.

At the other end of the spectrum, on page 18 Theresa Prior looks at the unique considerations when training 'mum clients', especially with regards the guilt that they commonly feel when taking time to look after themselves rather than their children. A little extra understanding of her situation and competing demands, as well as acknowledgement of the sacrifices she has to make, can go a long way.

Just as with demographics, not all training that is collected under the same banner is identical. High

Intensity Interval Training has become ubiquitous in recent years, and for good reason – it can be a time-efficient, social and effective way to get results for those who can stomach, and stick to, its demands. But, as Tony Boutagy explains in his feature on page 41, HIIT comes in a variety of sub-types. You've just got to find the one that suits your training goals and, for the sake of adherence, your preferences.

Elsewhere, we have opinion pieces, business ideas, and nutrition considerations for pregnant clients – and address that frequently posed question, 'Is it an injury – or just muscle soreness?'

Enjoy!

Oliver Kitchingman, Editor
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NETWORK'S CORE PURPOSE

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

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NETWORK MAGAZINE

Editor, Oliver Kitchingman

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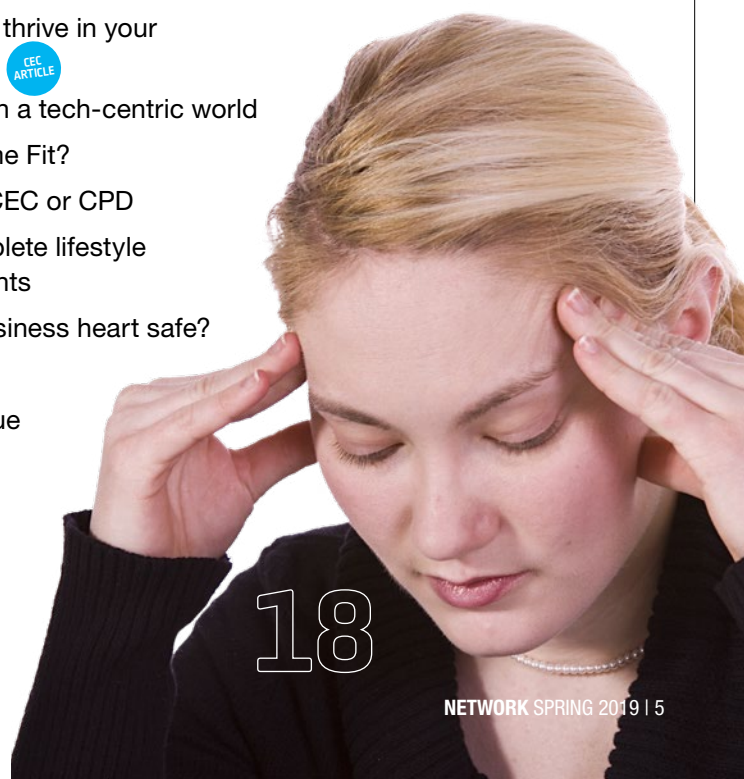
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WE MUST DEMAND TIGHTER REGULATIONS ON SUPPLEMENTS

Adulterated supplements don't only pose a safety risk, they also taint the reputation of the fitness industry, argues exercise physiologist *Dr Bill Sukala*.

When I started in the fitness industry in the United States nearly 30 years ago, there were minimal standards in place governing personal training. In fact, to become a trainer in those days, you just memorised a personal training book, spat back the answers on the certification test, and, voila, you were a certified PT.

In my quest for knowledge beyond the certification, I devoured every word in every fitness magazine, voraciously studying the 'celebrity trainer' exercise routines, and digesting articles on nutrition and dietary supplements (many of which were conveniently advertised next to the articles). Embarrassingly, I fell prey to what is now known as 'bro science.'

But then something happened. My insatiable curiosity for responsible health information fuelled my desire to study nutrition and exercise physiology at San Diego State University. I immersed myself in the biochemistry and physiology of the human body. I memorised complex metabolic cycles and which enzymes catalysed which reactions.

As my scientific knowledge grew, the lens through which I viewed the health industry began to change. I started seeing through the smoke screen of marketing hyperbole, deceptive half-truths, and word salad sleights of hand used to sell things that either didn't work or people simply didn't need.

I became a consumer health advocate in 1996, giving talks at universities and conferences to expose the pernicious underbelly of the health 'industry.'

To this day, I still speak out in defence of science, truth, and integrity through my writing, speaking, and media communications work – and sometimes

to great effect. My 2010 article debunking the Ab Circle Pro went viral in the fitness industry and eventually contributed to the company being fined A\$37.3m and forced out of business in the US.

An unhealthy health industry

I was recently interviewed by the *Sydney Morning Herald* and ABC Radio regarding the Shayna Jack Ligandrol scandal and the problem of dietary supplements adulterated with pharmaceutical grade drugs. In the wake of the media scrum, many pundits wondered how it was possible that supplements could be adulterated or contaminated. After all, 'they couldn't sell them on store shelves if they weren't safe, right?' Wrong.

First, under Australian law, dietary supplements can be sold to consumers without having to be proven safe, effective, pure, or that the potency on the label is what's in the product. In fact, laboratory testing on over-the-counter supplements has uncovered products with contaminants, steroids, pharmaceutical drugs, and, in some cases, minimal to nil active ingredients.

Second, Australia assumes a risk-based approach which essentially means that no regulatory action is taken against a manufacturer or a product unless there's a pile of dead bodies or a long list of people needing liver transplants.

Third, in my observations, over 85% of dietary supplements are sold using vague or deceptive marketing jargon such as 'supports liver function' or 'helps maintain heart function'. News flash: food and exercise also support liver and heart function.

And finally, the internet, fuelled by social media hype, has given rise to the number of tainted supplements on the market. Anyone



can make and sell supplements and there is low oversight, so dodgy operators are currently flourishing in the shadows. If anything goes wrong, they can instantly vanish.

The bottom line

Supplements are just that, supplements, not substitutes for hard work. As fitness professionals, clients and members look to you for safe guidance. Be responsible and inform them that supplements are not always a win-win and that there are risks. Do not sell supplements as a side hustle, because it's possible that you could unwittingly sell adulterated products.

I am not anti-supplement, but I am pro-safety. Supplements need tighter regulation because adulterated supplements not only pose a safety risk, they also taint the reputation of the fitness profession. **N**

Dr Bill Sukala

Bill is an exercise physiologist, writer, presenter, consultant, and media health spokesperson. He has authored numerous consumer advocacy articles, spoken at conferences across five continents, and consulted to large multinational health organisations.



INDUSTRY INSIGHT

| News, views and lessons learnt

FREE ENTRY FOR INDUSTRY TO MELBOURNE FITNESS SHOW

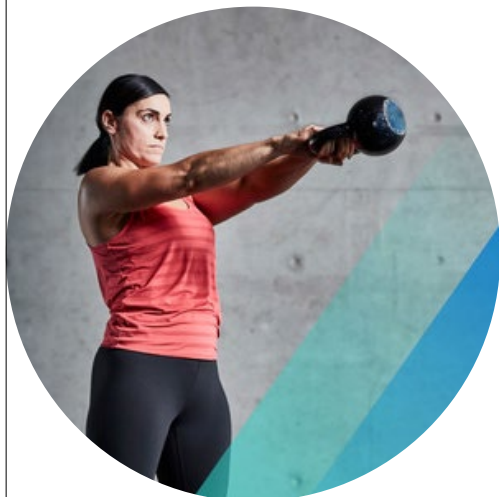
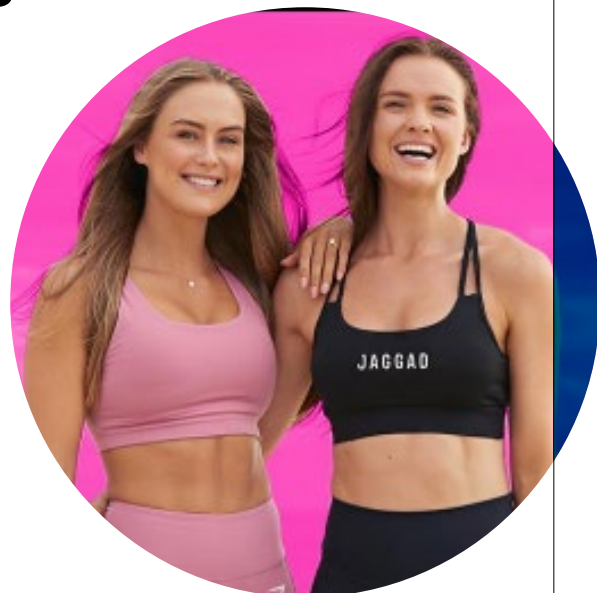
The Fitness Show is returning to the Melbourne MCEC from 26-27 October. Playing host to some of the biggest fitness, health and wellness brands in Australia, it will be showcasing the latest in fitness education, technology, health foods, sports nutrition, group fitness and fitness apparel.

As well as the biggest and niche names in fitness products and education, the event will also feature big name fitness influencers, and throw a spotlight on the growing trends of body scanning and measurement devices, vegan and sustainable/ethical brands, boutique fitness, group training and HIIT workouts.

Director of The Fitness Show, Shaun Krenz, said, 'We have had two amazing shows already this year in Sydney and Brisbane. We are excited to now finish off 2019 by bringing the show to Melbourne, which will be another event of several passionate communities all coming together under the one common theme of fitness.'

Fitness professionals can save \$20 and gain free entry to the show by registering for an Industry Ticket at fitness-show.com.au before 23 October and then showing a valid industry ID upon arrival at the event.

Source: The Fitness Show



BOUTIQUE BUSINESS INDUSTRY REGO LAUNCHED

Fitness Australia recently launched a new Boutique Business Membership to cater to studios and single-service model operators like cycle, yoga, Pilates and functional training studios, as well as outdoor fitness operations, with dedicated business support and tools.

'Studio owners have managed to create a sense of family and culture within their studios which taps into our sense of belonging' said Barrie Elvish, CEO of Fitness Australia; 'My team meet with hundreds of boutique studio owners each year to support their needs through hands-on team training, resources, business savings or guidance. We're confident that we have the experts and resources to support all areas of a fitness and wellness studio. Human resources, legal, sales, marketing, recruitment, industry standards and guidelines, staff learning – you name it, we've got it.'

Source: Fitness Australia

ANYTIME FITNESS CHALLENGE DEMONSTRATES FUNDRAISING POWER OF CLUB COMMUNITIES

Anytime Fitness recently announced that its third annual fundraiser for suicide prevention awareness raised over \$330,000. The 2019 'Tread As One' event, held over 24 hours from 30 May to 1 June, saw over 250 Anytime Fitness clubs around Australia participate in a donation drive for Australian charity R U OK?

Anytime Fitness encouraged its nationwide community of 500,000 members to jump on a treadmill for suicide prevention awareness. The Tread As One event was started by the community, for the community. A group of friends from Sydney's Eastern Suburbs who were bereaved by suicide started a 24-hour community treadmill challenge event to raise awareness and funds for suicide prevention. Since 2017, the Anytime Fitness Australia community has raised a total of \$1.1 million.

The funds raised by the 2019 Anytime Fitness treadmill challenge will enhance R U OK?'s capacity to improve and sustain its campaign activity for Aboriginal and Torres Strait Islander communities; provide additional resourcing for LGBTQI+ communities and help R U OK? to further its reach into multicultural communities.

Source: Anytime Fitness



The way we were...

Back in February 1991 a Network magazine feature penned by Gary Leong turned the mirror on fitness instructors to pose the question, how fit are you – or rather – R U Fit?

'Fitness - it's the buzz word of the nineties – it's progressed from a leisure activity to a lifestyle... a career... it's our business!'

As fitness professionals we spend most of our time designing fitness programs for other people. But what about our own fitness? Are we as meticulous with our own health and fitness as we are about our clients?'



1 thing I've learnt



Jamie Hayes,
Founder
healthyinspirations.com.au,
dietflex.com.au, and
ketofitness.com

"The success or failure of a fitness business has little to do with how good they are at the technical stuff, but more to do with the leader's ability to attract members and clients in an increasingly competitive environment."

In this online world, organic social media marketing works for very few marketers and takes a lot of time, as Facebook throttles any posts so less than 5% see them.

Lesson: business owners need to learn about making 'paid traffic' work – using Facebook ad manager to deliver ads to Facebook, Instagram, Messenger and even WhatsApp. There are 50 million businesses on Facebook, but only 6 million Facebook ad accounts.

Bonus lesson: as the #1 goal of new members is weight loss, you'll attract way more members and clients by promoting a weight loss program, through which people become members, than by promoting membership and hoping that weight loss will follow."

Click here to learn from Jamie how to add an extra 10 to 20 new high-paying members a month using proven weight loss programming and marketing.

RECIPES: SPRING 2019

STUFFED BREKKIE AVOS AND SWEET POTATO BREAD

The Healthy Chef Teresa Cutter delves into the pages of her new plant-based cookbook to share two recipes that will transform your brekkies and brunches this spring.

Stuffed avocado with scrambled eggs

I'm a huge fan of scrambled eggs as they are rich in protein, B vitamins, and essential minerals such as selenium that help to nourish a healthy metabolism. Avocados provide the perfect base in this dish. Enjoy caressed with fresh herbs and sea salt.

Serves 4

Ingredients

2 avocados, cut in half
and stone removed
1 tablespoon butter or olive oil
6 organic eggs
pinch of sea salt
fresh herbs to garnish

Method

1. Arrange avocados onto a serving dish.
2. Melt butter in a non-stick pan over a medium heat.
3. Break eggs into a bowl then gently combine with a fork.
4. Add eggs to the pan, mixing through lightly with a spatula.
5. Stir gently until the eggs become creamy.
6. Remove pan from the heat immediately (you don't want to overcook your eggs).
7. Spoon eggs into the avocado shells, then sprinkle with sea salt.
8. Garnish with your choice of herbs.
9. Serve and enjoy.

Notes and inspiration: Serve alongside cucumber ribbons and a squeeze of lime. For a vegan option, fill avocado with scrambled organic silken tofu.



Sweet potato bread

Sweet potatoes are a healthy low GI vegetable high in beta-carotene, the precursor to vitamin A – important for eye and skin health. They make the most magnificent breads and are delicious caressed with a little rosemary or fresh thyme.

Makes 1 loaf

Ingredients

450g grated raw sweet potato with the skin, plus extra for garnish
4 organic eggs
1 teaspoon sea salt
60ml (¼ cup) extra virgin olive oil
300g (3 cups) almond meal
2 teaspoons gluten free baking powder
hint of rosemary, sage or thyme

Method

1. Preheat your oven to 160°C fan-forced.
2. Combine sweet potato, eggs, salt and olive oil into a bowl.
3. Add the almond meal and baking powder and mix well.
4. Line a loaf tin with baking paper at the base and the sides.
5. Spoon the mixture into the loaf tin.
6. Decorate the bread with shavings of sweet potato drizzled in a little olive oil and sea salt over the top.
7. Bake for 1 hour until cooked through.
8. Remove from the oven and allow to rest in the tin for 1 hour before removing from the tin.
9. Cool and enjoy.

Notes and inspiration: Toast slices of the bread and drizzle with almond butter or top with smashed avocado.

These recipes are from Teresa Cutter's new plant-based cookbook *Earth To Table* (\$49.95). Pre-order available now. Official release scheduled for early October.

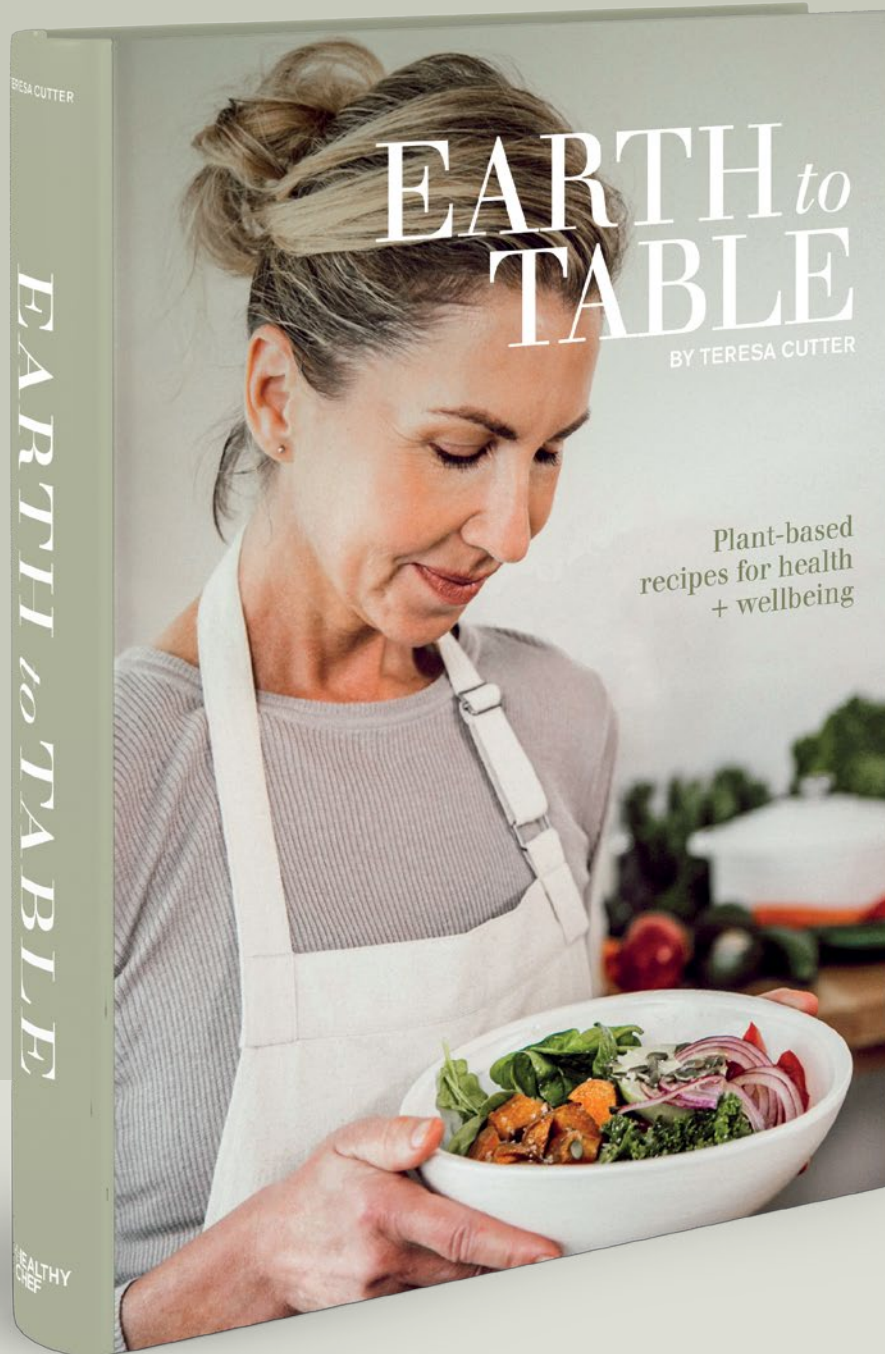


Teresa Cutter

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



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RESEARCH REVIEW

DON'T JUST SIT THERE, DO SOMETHING!

An extensive review of previous studies looks at the health implications associated with prolonged sitting, and the behaviours that may offset these negative effects. Review by *Dr Mike Climstein PhD* and *Dr Joe Walsh PhD*

Title: Sitting time and risk of cardiovascular disease and diabetes: A systematic review and meta-analysis

Authors: Dr Bailey and colleagues. (Institute for Sport and Physical Activity Research, School of Sport Science and Physical Activity, University of Bedfordshire, United Kingdom)

Source: *American Journal of Preventive Medicine*. 57(3):408-416.

Introduction: Many, many years ago I used to compete as an Olympic lifter, and when pushing the limits, I ended up herniating my L5/S1 disc and subsequently had chymopapain injection, which allowed me to continue lifting... somewhat. My low back could no longer tolerate the ballistic pulls of the snatch and clean and jerk lifts, but the less dynamic lifts in powerlifting were no problem.

The surgeon told me that after the surgery my low back would lose flexibility. Little did I know that a loss of low back flexibility was not the only problem, and I also experienced minor low back pain when I would sit for prolonged periods of time.



The higher total daily sitting time was found to be associated with a 13% increased risk for type 2 diabetes mellitus.



When I measured how much sitting I was doing at work, and then at home on the computer and watching television, I was absolutely shocked! A study published in the *Journal of the American Medical Association* (Pandey et al., 2016) reported that sitting 12.5 hours per day increased risk of heart disease by 14% compared to those that only sat for 2.5 hours per day. Now I'm no longer wondering why my colleagues at the university have variable height desks that they can stand or sit at.

In the late 2000's a number of physiologists began investigations into what was called 'inactive physiology' or 'sitting physiology' and this began the interest in the deleterious effects of sitting on health. Recently, Dr Bailey and his colleagues in the UK conducted a review of the literature involving sitting and its associated development of chronic diseases. Initially, they reported that the average adult spends up to 60% of their waking time in sedentary behaviour, which equated to over 8 hours per day. They conducted an electronic search of the major databases (PubMed, Web of Science, BASE, MEDLINE and ScienceDirect) of available research from 1989 to the present day on studies that followed up on individuals 18 years of age and older who were initially healthy, and their total sitting time was measured.

Results: Initially, over 4,000 articles were identified, however only nine with over 224,000 participants were used in this literature review. The studies had follow-up times that ranged from 2.7 to 13 years. The higher total daily sitting time was found to be associated with a 29% increased risk of cardiovascular disease and 13% increased risk for type 2 diabetes mellitus. The authors explain that this increased risk is attributed to a number of physiological mechanisms, which result in higher levels of lipids (i.e. cholesterol), blood glucose and insulin. They also report that prolonged sitting may result in vascular dysfunction and hence atherosclerosis.

The thresholds for determining increased risk varied among the studies, with some studies having the highest sitting threshold at

> 7.1 hours per day up to > 16.0 hours per day. The lowest sitting group thresholds also varied from < 4 hours per day to < 8 hours per day.

The authors did include information that these deleterious effects of prolonged sitting on increased risk for cardiovascular disease and type 2 diabetes mellitus has been shown to be reduced in individuals who complete 60 to 75 minutes of moderate-intensity exercise per day.

Pros: This was a good study, however additional research is needed in sitting physiology to determine absolute thresholds for a number of chronic diseases and what amount (and intensity) of physical activity/exercise is needed to counteract the deleterious effects of prolonged sitting.

Safe Work Australia recommends a number of strategies for combatting the deleterious effects of prolonged occupational sitting, including breaking up prolonged sitting by either standing or walking, or a combination of standing and walking. Researchers have recommended standing for 15 to 30 minutes per hour to attain the health benefits. The diagram below from Safe Work Australia (Safe Work Australia, 2019) displays examples of how the work day can be made healthier by interspersing standing and walking in an otherwise sedentary day.

FIGURE: Ways to reduce occupational sitting



Image courtesy Safe Work Australia

Research by Daneshmandi et al., (2017) reported that office workers sitting for 6.5 hours out of an 8-hour shift demonstrated 6.3% higher blood pressure and 11.2% higher elevated cholesterol, and that over 50% had low back and shoulder problems. A study by Suliga and colleagues (2018) reported that sitting for more than 6 hours per day resulted in an average 14% increased risk for metabolic syndrome.

Cons: It would be beneficial for researchers to conduct a review on available research for a number of chronic diseases and conditions and the doses of exercise needed to offset the increased risk. **N**



THE QUICK READ

- The average adult spends a high proportion of their day in a sedentary, seated position
- A comprehensive review of nine extensive studies found that the more time people spent sitting down, the greater their risk of heart disease and diabetes
- Exercise was found to reduce the risk of these health conditions in people who sat for high amounts of time
- Higher blood pressure, higher elevated cholesterol levels, and back and shoulder pain were also associated with large amounts of sedentary time.



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Dr Mike Climstein, PhD FASMF FACSM FAAESS AEP

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



Dr Joe Walsh, PhD

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



Risk for cardiovascular disease and type 2 diabetes mellitus has been shown to be reduced in individuals who complete 60 to 75 minutes of moderate-intensity exercise per day



INFORMATION HANDOUT

HOW TO CATCH UP ON LOST SLEEP

Insufficient and poor-quality sleep can have wide-ranging negative impacts on everything from health to productivity. Sleep coach *Cheryl Fingleson* shares some simple tips to get a better night's sleep.

The health costs that arise from sleep deprivation include over \$1 billion spent treating conditions associated with sleep deprivation. Accidents result in the loss of a further \$2.48 billion, and economic inefficiency costs \$1.56 billion. A study by Australian researchers estimated that decreased productivity due to sleep deprivation resulted in the economy taking a hit of more than \$12 billion annually.

It is vital that we learn to manage our sleep debt. The following practices can help you consistently achieve a better night's sleep – and a better day's performance.

5 steps to catch up on sleep

1. Go to bed when you are tired

It may sound obvious, but so many people don't do it. Start your bedtime routine earlier than usual and as soon as you feel tired, go to bed.

2. Establish a routine and environment that promote sleep

Don't wait until your eyes are sliding shut on the couch! Set a firm bed time, and stick to it. Disconnect all screens and devices, sleep in a dark, well-ventilated room and use natural linens. Drink a glass of water before bed and another when you wake up.

3. Be patient

Don't expect to get ten hours sleep on the first night, or to make up for a huge sleep debt in one lazy weekend. Be patient. It may take your body two weeks to make up for one week of late nights.

4. Bank it up

Sleep as much as you can, even after you've recovered your sleep debt. Those increments of sleep will continue to benefit you as you pursue your wellness goals. Over time, you will find it easier to cope with future sleep debts when they occur if you have a decent bank of sleep to draw from.

5. Treat sleep like a doctor

Sleep has at least as much benefit as diet and exercise. Respect it and treat it as an important part of your health regimen. Protect your bedtimes and sleep routines like you would any doctors' appointment. **N**



Cheryl Fingleson

'Cheryl the Sleep Coach' works with families across a range of areas, including settling and sleep techniques, establishing a good routine, discipline in the home, transition from cot to bed, potty training, safe co-sleeping, and identifying signs of postpartum depression.





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UNDERSTANDING MUM GUILT IN YOUR CLIENTS



By understanding that your ‘mum clients’ can’t give you 100% – and that this is totally fine – you’ll be better placed to help them increase their strength, function and confidence writes personal trainer *Theresa Prior*.

If you are training a mum, chances are she’s had to sacrifice something in her life to spend the 30-45 minutes with you. And extend that to at least an hour if she’s had to travel to you. She will be feeling guilty about this sacrifice, despite knowing that it is for the best.

Urban Dictionary defines ‘mum guilt’ as being: ‘Guilt a mother feels any time she takes time to do something for herself, outside of work, that does not involve her children’ and provides this apt context for its usage:

“After barely seeing my children all week due to work, I had horrible ‘mom guilt’ when dropping them off at the sitter so I could go to the gym.”

Understanding that your mum clients are experiencing this – really understanding it – will enable you to work with your client to help her get the results that she is coming to you for.

The guilt game

‘Mum guilt plays a nasty game’ says mum of four Belinda*; ‘She whispers in your ear that you should spend more time working and that you’re selfish for taking time out to exercise. You listen to her. She then whispers the exact opposite to you. That you’re working too much, are unfit and need to prioritise exercise in order to be a better mother.’

Firstly, are her kids with her for the session? If they are, great. But don’t

underestimate the tug of war her attention is undergoing as she attempts to listen to and understand your instructions and conversation, alongside trying to listen out for any discourse from her children that may indicate that tyranny is about to break forth. Understand that she will be feeling guilty for being unable to give any of you all of her attention.

And if they’re not with her? Where are they? What strategies has she had to implement, who has she had to rely upon, just to get these 30 minutes to herself? Has she had to leave a sick child with the

grandparents? Or is she missing her child receiving a school award at assembly to be with you? Understand that the welfare of her children will be at the forefront of her mind for the time she is with you, and that she will be feeling guilty about leaving them with someone else – even if it is someone who loves her kids just as she does.

Mum of three Kate* says, ‘My kids are resilient and are fine with me leaving them to go and exercise. In fact, they expect it and are used to it. But while they’re little I need to rely on other people to help me out and I hate that!’ So, even when her kids are fine with it,



Images: James Stapledon staplesmedia.com.au



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mum guilt may still strike in another form.

It is a strange conundrum, and one that modern society has exacerbated. The modern mother can feel as though she is expected to have it all and do it all, to lead an Instagram-perfect life. Becoming a mother causes you to question every single decision you make. It is no longer just yourself that you have to think of, in any given situation. You have the life and the feelings of your child to consider in everything you do! Sarah* says, in regards to her PT session, 'I think my mum guilt comes from the debate of whether I take an hour for me or an hour for my son.'



THE QUICK READ

- Mum guilt makes many women feel guilty for taking time for themselves, and prevents others from looking after their own health and wellbeing
- Acknowledge that mums often have to give something else up in order to train with you, and reassure them of the physical and mental benefits of doing so
- Be understanding of a mum client's inability to strictly adhere to training and nutrition programs
- Create programs that are more realistic for a person whose responsibilities extend far beyond her own needs and wants.

How you can help

There are a number of steps you can take to support clients that are experiencing feelings of mum guilt.

1 Acknowledge that she has sacrificed something to be with you.

'If it was easy to exercise,' says single mum Eleanor*, 'I'd do it. I love it. But being a mum takes priority'. And it's not even just the fact of spending time away from her children. It's that she feels wholly and completely responsible for their emotional wellbeing at all times.

2 Check in with her.

When your client comes to you after a sleepless night with her little one, understand that she physically will not be up for an intense program. That the sleepless night has likely involved carrying a child around the house, or sitting in an awkward position on the nursery floor, or 'sleeping' on the futon in the spare room. That she still chose to spend her time with you, because she'd feel guilty if she didn't.

3 Understand that her attention will not be 100% with you.

That you need to be vigilant in your duty of care to her form. Because she won't be. And she knows this, and it upsets her.

4 Understand that her compliance to healthy eating won't be 100%.

Because there will be days when she is operating on four hours of broken sleep, and preparing a complicated meal will feel

like climbing Mt. Everest. She will feel bad for deviating from her nutritionally balanced meal plan, but when her toddler has had a Stage Five meltdown for the fifth time that hour, eating the crusts of toast is probably all she can handle. And she'll be disappointed with herself for doing that.

5 Understand that she is likely to be the one with the family calendar in her head.

That she is PA to four or five other people. That asking her to change her whole routine to suit your complicated training program is not going to suit. Know that she will feel guilty about this – she was the one who came to you for help, after all.

The truth is, we can't have it all and be it all. If we are killing it in our gym programs, it's likely something has gone by the wayside at home. If we are at our child's assembly presentation, we've cut short or completely missed a workout. If we're preparing perfectly weighed and calorie-controlled meals for ourselves, our kids are eating plain pasta again just to keep the peace (or, we're hiding the measuring and weighing from our ten-year-old daughters, because we don't want them growing up with the same issues we have).

If you really want to help your mums, see them, hear them and work with them – from session to session – without any pressure or expectation. She'll do enough of that for herself! **N**

**names have been changed*



Theresa Prior

Theresa is a personal trainer with a specialised qualification in post-natal assessment and functional exercise prescription. She is

also a qualified outdoor education teacher. Theresa is passionate about helping mums rebuild their strength, function and confidence.



MORE?

Theresa recently featured in the ABC Radio podcast 'Babytalk' with Penny Johnstone. [Click here to listen to her share more insights on training mums.](#)



WOMEN AREN'T JUST 'LITTLE MEN'.

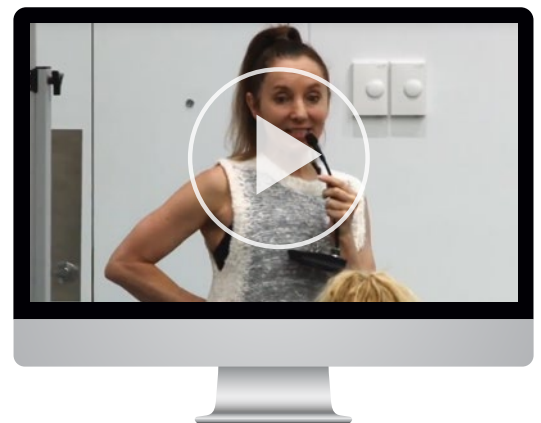
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YOUR PREGNANT CLIENT'S NUTRITION

A healthy, varied diet can help your clients avoid pregnancy-related problems. Nutritionist and exercise scientist *Brooke Turner* looks at changing nutrient needs, what to include and what to avoid during pregnancy.

Pregnancy is the one time in a woman's life where what she eats directly impacts the health of another. During pregnancy the overall health of the mother transfers to and promotes proper development and growth of the baby. In fact, studies have shown a link between not only maternal health and the influence on the health and development of the mother's children, but also her grandchildren.

Consuming a healthy, varied diet can help your clients avoid pregnancy-related problems, such as uncontrolled hypertension and gestational diabetes; assist in healthy weight gain; promote sleep; improve energy levels; enhance mental state and overall wellbeing; and assist in post-birth recovery.

So, how can this be achieved?

Pregnant clients can eat for two, right?

Wrong. While a pregnant woman's daily energy requirements do increase, they do not need to 'eat for two', as the old saying suggests. It is more important that your client focuses on quality rather than quantity and fuels their body with what it needs to support them and their developing baby.

During pregnancy there is an increased recommended daily intake (RDI) for many nutrients, but it is important to note that one

size does not fit all, and that these energy requirements vary from one expectant mother to the next due to a range of factors such as:

- activity levels
- current diet
- age
- underlying injury/illness
- food preferences, i.e. vegetarian, vegan, celiac.

The initial stages and first trimester of pregnancy require very little change in daily energy intake. Generally, the basal metabolic rate (BMR) increases by the fourth month of pregnancy (second trimester) and can reach a 15-20% increase from its baseline towards the end of pregnancy. These increases are mainly due to the increase in oxygen demands by the growing baby and the increased cardiac output; you may notice your client's rate of perceived exertion (RPE) is higher for any given exercise or activity compared to their pre-pregnancy levels. As women reach the second trimester, energy needs increase to approximately an additional 300 calories (1255kJ) per day, further increasing to 450 calories (1880kJ) per day by the third trimester. These increased energy requirements can be easily met by adding in a piece of fruit with a serve of Greek yoghurt and oats, a small sandwich or larger serving sizes.

Daily energy requirement changes per trimester

First trimester	No dramatic change
Second trimester	+ ~300 calories/1255kJ
Third trimester	+ ~450 calories/1880kJ





“ ***With regards the unsaturated and polyunsaturated varieties, encourage your clients to embrace the motto ‘fats are fun!’*** ”



THE QUICK READ

- Sound nutrition during pregnancy can assist in avoiding/reducing pregnancy-related problems such as uncontrolled hypertension and gestational diabetes, assist in healthy weight gain, promote sleep, improve energy levels, enhance mental state and overall wellbeing as well as assist in post-birth recovery
- Pregnant clients have increased micronutrient and energy requirements, but they do not need to ‘eat for two’
- Protein, fats and carbohydrates play an important role throughout pregnancy with the health of your pregnant client transferring directly to their developing baby
- Pregnant women should avoid alcohol, smoking, unpasteurised dairy, raw eggs, high mercury fish, raw sprouts and unwashed fruit and vegetables to reduce the risk of illnesses such as listeria and salmonella
- Pregnancy is not the time for clients to diet, unless advised to or in consultation with their obstetrician.

The role of macronutrients during pregnancy

Macronutrients are the main nutrients that make up the food we eat, namely protein, fats and carbohydrates.

Protein

Protein positively affects the growth of foetal tissues, including the brain, and assists in the growth of the mother’s uterine tissues and breasts: the need for protein is therefore elevated during pregnancy. Protein is particularly important in the second and third trimesters, which are associated with periods of rapid growth of the baby and to assist in increasing the blood supply. Protein should account for 20-30% of daily intake. The recommended daily intake (RDI) is 1.0-1.5g/kg/day, so a pregnant client weighing, for example, 70kg, might consume between 70 and 105g of protein each day. Good sources of protein are lean meats, dairy products, seafood, nuts and legumes.

Fats

Fats should account for 20-30% of a pregnant woman’s daily food intake. They play a vital role in proper brain growth and eye development, and are particularly important during the third trimester. Pregnant women should aim to increase their intake of unsaturated and polyunsaturated fats. With regards these varieties, encourage your clients to embrace the motto ‘fats are fun!’ Good sources include those rich in omega 3 and 6 fats, including avocado, nuts, salmon, flaxseed, oil (olive, coconut, flax), butter and eggs.

Carbohydrates

Carbs make up the remainder of the diet and can amount to 40% of daily intake. Food choices should aim to be low GI, complex and from non-refined sources. Adequate carbohydrate intake is important to help ensure a high fibre diet in your pregnant client. This is particularly pertinent because constipation can be a common concern due to the hormone progesterone which relaxes the smooth muscle of the body, including the digestive tract – which makes food pass through the intestine more slowly. Iron supplements can also increase the likelihood of constipation. Adequate hydration (2.5-3L+ per day), as well as a diet high in fibre, fruits, vegetables and minimally processed food sources, assist in both meeting daily fibre intake (~28g/day) and helping to reduce the risk and occurrence of constipation.

The role of micronutrients during pregnancy

Micronutrients are the vitamins and minerals your body needs in order to function well. The following micronutrient needs increase during pregnancy.

B vitamin

B vitamin intake (RDI 1.9mg/day) is increased during pregnancy with most good pre-natal supplements containing both folate and B vitamins. The increased requirement for B vitamins can easily be met if the diet includes some animal products. If your clients are vegetarian or vegan, it may be necessary to supplement with vitamin B12 (which can be checked by their doctor). Vitamin B6 can also help to keep morning sickness at bay by reducing nausea and vomiting in pregnant women. Sources include animal products such as fish, poultry, meat, eggs, or dairy, fortified breakfast cereals and enriched soy or rice milk.

Folate

Folate (RDI 600 micrograms (mcg) per day) is a B vitamin found naturally in green leafy vegetables, fruit (citrus, berries, bananas) and legumes. When this vitamin is added to food or used in dietary supplements it is known as folic acid. Women need an extra 400mcg of folic acid a day for at least one month before conception and for at least the first three months of pregnancy, which can be achieved by taking a supplement. Folic acid plays a key role in reducing the risk of neural tube defects, including spina bifida. By incorporating the likes of asparagus, broccoli, brussel sprouts, chickpeas, dried beans, lentils and spinach into their diets, your pregnant client can boost their folate intake.

Iron

Iron (RDI 27mg/day) needs increase significantly during pregnancy, particularly during the second and third trimesters when the amount of blood in the body increases to meet the needs of the placenta and the growing baby. In combination with sodium, potassium and water, iron helps increase a woman's blood volume and prevent anaemia. Low iron levels are very common during pregnancy and even more so in subsequent pregnancies due to nutrient stores not being at optimal levels. To avoid iron deficiency, it is important to eat plenty of iron-rich foods.



Low iron levels are very common during pregnancy and even more so in subsequent pregnancies due to nutrient stores not being at optimal levels.



Doctors should test iron levels regularly and a supplement may be required to boost levels if required. Red meat is one of the richest sources and most readily absorbed form of iron, and chicken, pork and fish contain moderate levels. Smaller amounts of iron can also be found in legumes, green leafy vegetables, whole grains, oats, and iron-fortified cereals. Vitamin C can help to increase the absorption of iron, whereas calcium and tannins found in caffeine, such as tea and coffee, can reduce absorption.

Iodine and zinc

Iodine and zinc are essential for the development of the baby's brain and nervous system. Iodine requirements increase by just under 50% during pregnancy, and then by 80% if breastfeeding, to around 200mcg/day. Iodine can be found in dairy, seafood and fortified cereals. Generally, zinc requirements (11mg/day) can be met through diet alone. The most easily absorbed are animal sources such as red meat, fish and dairy, and to a lesser extent plant sources, such as nuts and legumes.

What NOT to eat

Your pregnant client should limit or completely avoid certain foodstuffs and behaviours, including:

- Alcohol – there is no safe limit.
- Smoking – this can affect the birth weight and growth of the baby.
- Undercooked, raw and processed meat – this may contain harmful bacteria: as a rule, meat should be cooked all the way through.
- Raw sprouts – may be contaminated with bacteria inside the seeds, so pregnant women should only eat cooked sprouts.
- Unwashed produce – fruits and vegetables may be contaminated with



harmful bacteria including toxoplasma (parasite), so it's important to thoroughly rinse all fruits and vegetables, including the skin of citrus, melon and other fruits which, although it may not be consumed, can carry bacteria that can transfer during cutting and food preparation.

- Unpasteurised food and dairy – pregnant women should not consume unpasteurised milk, cheese, soft serve ice cream or fruit juice, as these foods increase the risk of bacterial infections: they should avoid soft, semi-soft and surface ripened cheeses (e.g. brie, camembert, ricotta, feta and blue cheese) unless they are cooked above 65 °C and served hot, such as ricotta and spinach cannelloni, and cheese-topped pizza.
- Raw eggs – including lightly scrambled eggs, poached eggs, hollandaise sauce, homemade mayonnaise and salad dressings: uncooked eggs may carry a risk of contamination with salmonella, which can lead to sickness and an increased risk of premature birth or stillbirth.
- High mercury fish and shellfish – pregnant women are advised to limit their consumption of high mercury fish to no more than 1–2 servings per month, i.e. tuna (especially albacore tuna), shark (i.e. flake, commonly used in Aussie fish'n'chips), swordfish and king mackerel. Shellfish, undercooked or raw fish, i.e. sashimi, can be contaminated with bacteria and parasites so should be avoided altogether.

- Caffeine – pregnant women should limit their caffeine intake to 200 mg per day, which is about 2–3 cups of coffee. High caffeine intake during pregnancy can limit foetal growth and cause low birth weight.
- Foods high in saturated fat, sugar and salt – intake should be limited.

In addition to observing these dietary recommendations, pregnant clients should also ensure that, if they aren't already, they become fastidious in their practice of food hygiene, in order to avoid listeria and salmonella.

Empower your client

Pregnancy can be both an exciting and a daunting time for women. Empower your client during this stage of her life by assisting her with the above nutritional information and working with suitably qualified allied health and fitness professionals if required.

Promote the benefits of meal preparation – even if it is as simple as pre-cutting some vegetables or fruit or hard-boiling some eggs – in helping to eat more healthily and avoid impulse snacking on less nutritious fare. Remind her that the right fats are fun, that her energy requirements will increase, and that she needs to stay hydrated. Above all, remember that pregnancy is not the time for her to be dieting (unless advised to or in consultation with her obstetrician) – but that it is never too late to start eating well. **N**



Brooke Turner

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

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





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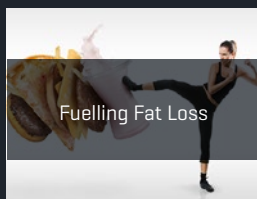
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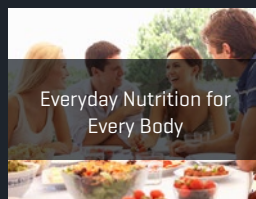
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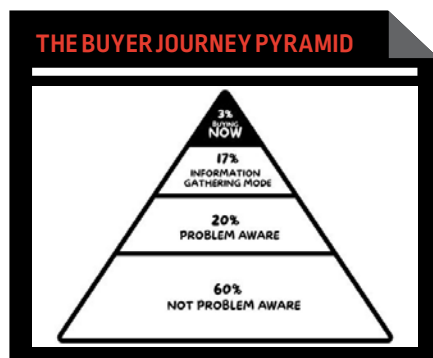
3 MARKETING MISTAKES WHEN COURTING PROSPECTS

In this edited extract from his new book, marketer *Sabri Suby* shares the solutions to three common mistakes that businesses make when prospecting for new clients.

Marketing that urges respondents to 'buy now' is a little like asking someone to marry you on your first date. At any time, only 3% of the market is looking for what you're selling, so the chances of your date randomly being 'The One' are pretty slim.

So why does it seem like we're still in the era where merchants yell out what they're selling and jump straight into the sales pitch? Where does marketing fit into the bigger end of the larger market formula, courting prospective customers until they're ready for a more serious relationship?

For your marketing to reach its full potential you need to go beyond the 3% who are actively looking for what you're selling. The tip of the buyer journey pyramid (pictured) is not only competitive, but those customers are also likely to choose a business they already know. And to develop a relationship like that, you need to start earlier in the process, further down the pyramid.



Mistake 1: Wrong first impression

Around 60% of your customers are strangers. The Stranger is just browsing, and possibly not even aware they have a problem that you can resolve. They might find your company through related marketing material, online ad campaigns, social media, and Google searches, and start to recognise your name.

They know little-to-nothing about you, so it's unlikely there will be a first date unless you can display something that interests them. If you introduce yourself by saying 'I'm the best' or 'marry me', then you're likely to turn them off immediately.

Solution: Turn strangers into friends

A more effective way to introduce yourself would be with an exchange: find out what the potential customer is interested in and, in return, serve them something you think might fit the bill. This 'something' doesn't have to be one of your products – in fact, it's better if it isn't, as you want to avoid launching into an unwanted sales pitch. Offer something small and easy for them to progress with, such as a quiz, a free guide or a competition.

Match the temperature of the prospect's interest. If they're cool at first, play it cool yourself to put them at ease. You might want to introduce them to friends who can vouch for you, such as media coverage you've gained through PR which can leverage a power similar to word-of-mouth, or testimonials online. You get to know them, they get to know you and you'll want to see each other again.



THE QUICK READ

- Only 3% of the market is looking for what you're selling, so to position yourself as their go-to choice you need to build a relationship prior to selling them your services
- Find out what they are interested in and give them something of interest, without trying to sell anything
- Invite questions and create content that addresses the most commonly raised issues
- Build trust by providing testimonials or examples of media coverage
- As they get further along the buyer journey, keep adding more value by providing them with relevant information and then an irresistible offer, such as a guarantee or free trial.

Mistake 2: Ignoring their curiosity

The Curious are the 20% of clients who have recognised they have a problem they need to resolve and have realised that you might be able to help them. This audience knows your brand and is willing to click links of interest, so your marketing should ensure you stay top of mind. Without understanding the source of their curiosity, however, it is easy to lose them. Before you start thinking

about a sales funnel, creating offers, or setting up Google Ads, Facebook Ads, SEO, or any other system, you need to do this one thing, as nothing matters if you can't nail this: you must know your customer intimately! And that goes far beyond rudimentary data such as their gender, age, and perhaps even their location.

Solution: Find out what they want to know

The better you understand their problem, the better you can find the marketing triggers for your product. What are the hair-on-fire questions that they'll appreciate you answering? Collate popular questions from forums (for example, Quora, Reddit and Whirlpool), and find out what they're asking on Google. One tool to help you discover these questions is AnswerThePublic.com. This tool gives you invaluable insight into what your customers are thinking, the kind of questions they're asking, and the hot-button issues they're struggling with.

What are the most common questions your front-line staff are asked? Encourage The Curious to share with you what they want to know. And once you know their questions and issues, you can provide the solution. Develop content such as FAQs, webinars, blog posts, videos and ebooks addressing their collective queries to show how responsive you are to their needs.

Mistake 3: You sell yourself rather than the relationship

A Gatherer, around 17% of the market, has moved up the pyramid and is now actively looking for someone who can help them solve their problem. However, if you hit them too hard with a sales pitch now, they'll feel like you're only there for their money. It's time the relationship matured.

Solution: Nurture the relationship

It is vital to keep nurturing the relationship by building value. The Gatherer has made some level of commitment by demonstrating their interest and raising their hand. So now you need to make the next move, and the next one and the next one, to woo them. For example, sending emails containing interesting content or helpful advice, webinars, videos – anything that is a value-building asset. The icing on the cake to this is making an irresistible offer, such as a guarantee, which infers a relationship that will continue into the future. You can also try a freemium model, such as giving them a free 30-day trial of your product, offering a consultation, or inviting them to an event



The icing on the cake is making an irresistible offer, such as a guarantee, which infers a relationship that will continue into the future



that will demonstrate your brand's values – a little like meeting the parents.

Put a ring on it!

Once a prospect is at the buying stage (3% of the market), you want them to convert into a customer. They understand your brand and what you offer, trust you to deliver the product or service you promise, and are invested in their relationship with your company.

It's time for a proposal! The ring is an offer and an invitation: for example, as a service-based fitness business, you could offer additional value and an incentive for them to sign on the dotted line.

Make sure your marketing corresponds to their level of maturity in the buying journey. For example, when you reach the top of the pyramid, your landing page needs to take them straight to products, such as bundles of sessions or a 12-week training package, and all

your communications, from eDMs to Facebooks ads, must give them a call to action to buy.

The art of marketing goes beyond simplistic promotion of products to make a sale. It has evolved to encompass the relationship between brand and customer that starts well before the sale takes place. Truly understanding what stage a prospective customer is at in their buying lifecycle can mean the difference between marketing success and sales failure. **N**



Sabri Suby

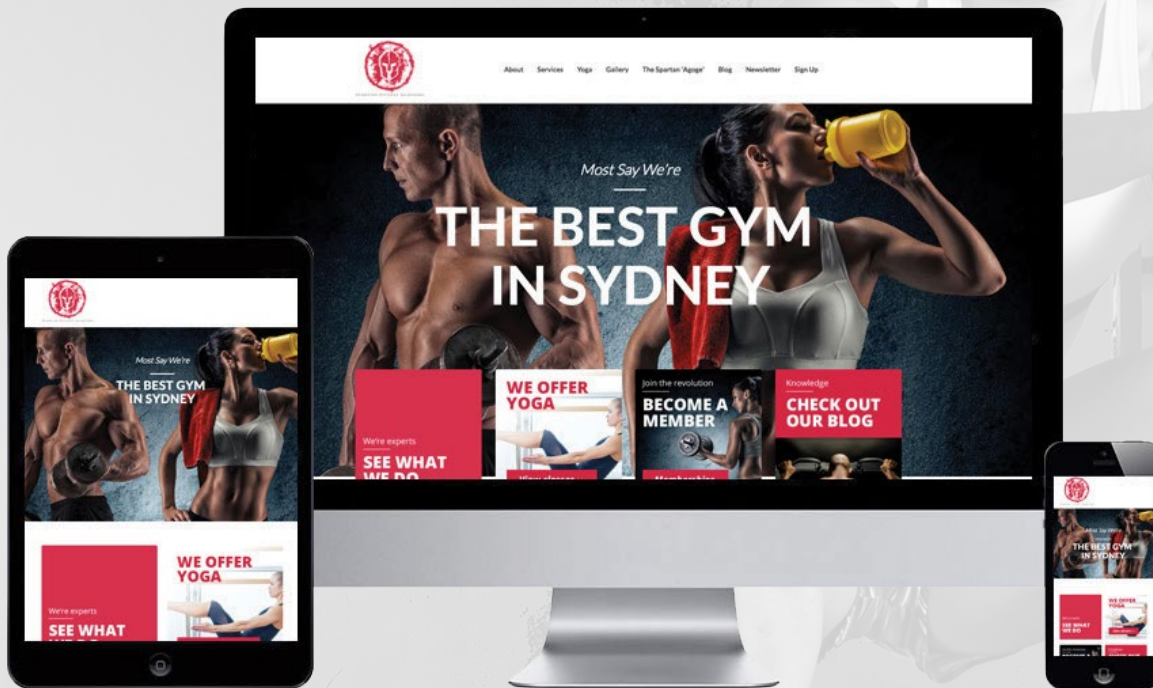
Sabri is the founder of Australia's fastest growing digital marketing agency, King Kong. His book *Sell Like Crazy* covers all facets of digital

marketing and illustrates the path to success with real-life case studies. The book is available at good bookstores and at the King Kong website.



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INJURY & REHAB

IS YOUR CLIENT'S PAIN AN INJURY

OR JUST MUSCLE SORENESS?

By helping clients differentiate between the pain of injury and the soreness caused by post-exercise muscle adaptation, you can better manage their recovery and training, writes physiotherapist *Tim Keeley*.

For a lot of us, pain in the body will come and go, like a headache. You may have pain for an hour or maybe even a day, but often it will simply go away and you'll forget about it.

There are many factors and mechanisms that cause pain in the body, and sometimes you may feel it's not bad enough to actually go and see someone about it. Your clients will feel likewise, and although they may mention pain to you, it doesn't mean that they have sought any further specific treatment or advice. The best tip I can give is that we should do something about our pain before it becomes severe or long lasting. But

how do you know when?

The following information about pain, injury, and when to seek professional advice and treatment will help answer this question.

Delayed onset muscle soreness (D.O.M.S)

As you will know, after training, you can develop delayed onset muscle soreness (D.O.M.S). This pain and stiffness can be felt in the muscle for between 24 to 72 hours, days after strenuous or unaccustomed exercise. It is caused by damage to the muscle during the eccentric (lengthening) part of the contraction and the soreness comes when the muscle is adapting afterwards. It is a common and normal muscle response if you have pushed yourself hard, worked muscles in the outer limits of their flexibility, lifted heavier weights than you usually do, or not exercised for a while.

For example, if you have done a lot of heavy squats, and the next day your thigh and buttocks are sore, this is D.O.M.S. The pain is over a large area throughout the muscles, and usually on both sides. The best thing to do is rest, gently stretch and avoid training the sore body parts at that intensity for 48-72 hours.

Doing muscle building and strength training programs means you will most likely get D.O.M.S. Although many people refer to this as a 'good pain', it is a commonly held misconception that unless they are experiencing D.O.M.S they have not worked out hard enough. You need to make sure you are on the correct graded training program for your level of fitness, strength and conditioning.

Severe D.O.M.S

D.O.M.S is one thing, but severe D.O.M.S, whereby you have muscle pain that prevents you from walking properly or standing up from a seated position, means you have pushed it too far. If your client has severe D.O.M.S, they are likely to change their patterns of movement in order to avoid the pain in the muscles. This will make them compensate during exercise with other muscle groups and overload biomechanically, thereby causing an actual injury.



THE QUICK READ

- Clients may struggle to differentiate D.O.M.S from injury
- Over-training that results in severe D.O.M.S should be avoided because it can lead to compensatory movement patterns that result in an actual injury occurring
- A muscle injury is usually a muscle tear, and features a severe and localised pain in one small area in the muscle
- Pain that comes on during exercise, eases afterwards and then returns during exercise, is usually caused by inflammation or irritation of tendons and joints.

Again, the treatment for severe D.O.M.S is simply rest, then gentle stretching. The client should also adjust their training in order to avoid the problem reoccurring. If the client has experienced severe D.O.M.S as a result of following a training program that you have prescribed for them, then you will need to reassess the program and correct its level and intensity.

Does your client have severe D.O.M.S or an actual muscle injury?

Determining whether it's just severe D.O.M.S, or whether your client has actually suffered an injury, is all down to the nature of the pain, the surface area and when it happens. With a muscle injury, the pain is localised to one small area in the muscle, is more severe and has an ache with it. There is sharp pain on flexing the muscle and there is a loss of power. With injury the pain comes on either during or immediately after training (not the next day or so like with D.O.M.S). The pain can last for many days, and sometimes weeks or even longer. If your client has pain like this, they most likely have suffered a muscle 'tear'.

As soon as they feel this type of pain, your client needs to get the injury assessed in order to ascertain the extent of the damage and determine what to do about it. This is not a time to just wait and hope it goes away. Seeing a physiotherapist for rehabilitation will increase the client's chances of returning to exercise more quickly by helping their recovery, improving their strength and preventing the breakdown in their training regime. The physio will also be able to work out why your client is getting injured in the first place, and help prevent it happening again.

When pain comes and goes, is it an injury?

If your client is experiencing pain that comes on during exercise but eases afterwards and then returns when they exercise again, they need to take notice. This type of pain is usually from inflammation or irritation of tendons and joints, and sometimes other serious structures (like discs in the back).

The pain can occur with certain movements, such as in the shoulder when raising the arm, on the outside of the knee-cap during a run, or in the lower back after bending. As soon as the exercise or movement ceases, the pain subsides, but it





always comes back. If the pain increases during exercise, doesn't ease afterwards and is worse at night, then the problem requires further attention.

Inflammation in a tendon is called tendonitis, and if not seen early, can develop into a 'tendinopathy', where the tendon weakens significantly. Rest relieves the pain only temporarily and over time actually makes the injury worse, because the client is getting weaker. It is essential that the pain is addressed before it gets to this stage and becomes a chronic recurring condition. Inflammatory pain is usually tackled with anti-inflammatory medication, but sometimes that's it. The reason for the inflammation occurring during exercise also needs to be established, and remedied.

When it really is an injury, what next?

Most people know when they have suffered a significant training or sports injury. It's immediate and it hurts a lot. If the injury pain is severe, your client cannot move an arm or leg, and they immediately have a large amount of swelling, they should seek professional advice straight away as they may also need medications and X-rays or scans.

Unless they happen to be a professional athlete, your client will not happen to have a physio or doctor there by their side when they need them the most! Many people roll their ankle, have it swell up and think it's just a sprain, only to find out it's a fracture after hobbling around on it for four days. For acute sprains and strains, the best treatment is still the RICE principle (Rest, Ice, Compression, Elevation) for the first 24-48 hours. The ice element of this should be done for around 30 minutes every two to three hours, and the best compression is a double layer tubular bandage.

Your clients should enjoy their workouts and, while being conscious to train safely, shouldn't be paranoid about injuring themselves. If they do experience any pain during and after exercise,



It is essential that the pain is addressed before it gets to this stage and becomes a chronic recurring condition



however, they should take note of when and where it occurs in the body and be aware of its duration, as well as potential triggers or recurrence. As their trainer, you must ensure that their training program is both safe and appropriate for their level, and in the incidence of suspected injury, refer them to an allied health professional to seek advice as needed. **N**

Tim Keeley, B.Phty, Cred.MDT, APAM



With over 20 years' experience in physiotherapy and the fitness industry, Tim is Principal Physiotherapist and Director of Physio Fitness, a clinic based in Sydney's Bondi Junction. An

internationally credentialed McKenzie Credentialed Spinal Physiotherapist, he specialises in sports, fitness and training injuries.



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with *Turia Pitt*

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The Network Learning & Development team has been working for some time with highly regarded Pilates instructor trainer Stephanie Glickman to overhaul Network's popular online Pilates courses. Following the recent release of the rejuvenated Matwork and Intermediate courses, the team is pleased to unveil the updated and upgraded Pilates for Pregnancy and Pilates with Props courses, both accredited for 2 CECs/CPDs and priced at \$260 for Network Members (\$379 non-members).



Designed for personal trainers and group fitness instructors who want to incorporate pregnancy-related matwork exercises into their client's training, Pilates for Pregnancy covers how to program and modify 31 different Pilates exercises for clients in each trimester of their pregnancy.



In Pilates with Props, you can learn about the different props used in Pilates sessions, explore 39 exercises and variations using a band, ball and foam roller, and discover how these props can be used to progress and regress Pilates exercises.

Discussing the new releases, Network Leader, Katrina Cochrane, said 'Network's Pilates courses have been a popular part of our education library since they were first introduced, but as with all fitness education, information changes, and the time came to update the courses. After working with Stephanie to bring the content bang up-to-date, we're excited to make the courses available to the fitness industry.'

Click here for more information on Network's range of Pilates courses.

THE SOCIAL NETWORK

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

We'd see 16 teaspoons of sugar on the label of 600ml Coca-Cola bottles if expert advice is followed.



Athletes told to assume any supplements could be tainted with performance enhancers.



A recent review concluded that exercise can help to both prevent depression and treat its symptoms.



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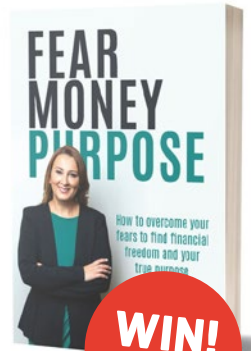


Business fears be gone!

In her new book *Fear. Money. Purpose* (RRP \$29.95), award-winning finance broker, Nancy Youssef draws upon decades of experience helping small business owners take control of their financial destiny to help entrepreneurs move beyond the fear of money and toward greater financial freedom and purpose.

From thinking outside of the bank and understanding all of the finance options available, to simple daily actions that will help keep your financial goals on track, Youssef provides an insider's guide to eliminating the fear that holds us back and shares how she has found purpose in Australia and overseas mentoring new business start-ups, many of them women.

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Go the distance with Jaybird's wireless sport headphones

With industry-leading battery life of 14 hours, and rugged, waterproof construction, Jaybird's latest Tarah Pro wireless headphones are designed for long distance runners and marathoners. And when the battery does run low, a quick five-minute charge will add a couple of hours extra music playtime.

The waterproof and sweatproof construction enables reliable performance in the worst weather and workout conditions, and the innovative pivoting earbuds can run over or under your ears for seamless comfort.

The Tarah Pro are compatible with Siri and Google Assistant for on-the-move music and call management, and the Jaybird mobile app lets you customise settings, access your Spotify account, and listen to community-recommended playlists and podcasts. They even feature a magnetic connection that holds the earbuds together around your neck for security and automatically pauses music for battery conservation.

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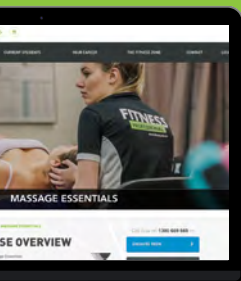
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SEVEN COMPELLING MOTIVATORS FOR YOUR CLIENTS

We need to help clients see exercise as the magic elixir it is, capable of doing so much more than simply making them look better, writes performance and productivity coach *Andrew May*.

Despite what a million fitspo influencers may suggest, physical fitness has nothing to do with the way you look. Fitness professionals and fitness consumers alike know that regular physical activity improves our body shape and helps us get back into the little black dresses or budgie smugglers we bought before life ‘caught up’ with us. But focusing solely, or at least predominantly, on the aesthetic side effects of exercise is to do a disservice to the multiple other life-enhancing benefits it facilitates.

Instead of thinking about having chiselled pecs or slender legs, why don’t we advertise how fitness makes you smarter, improves memory, helps increase energy levels and reduces the risk of brain deterioration and dementia?

We need to help the population see exercise as the magic elixir it is, capable of transforming the way our brains function, and of keeping us healthier and happier throughout our (longer) lives.

We can’t deny that the reason that many people come to us for our services is to look better: we’re visual creatures, and the desire to look a way that we deem to be physically appealing is undeniable. Once these individuals have become training clients with us, however, we have the opportunity to take their relationship with movement to another, deeper level. By educating them about the following seven key benefits of working out – and continually, subtly reinforcing them as they train – you can help your clients develop a holistic view of exercise and its positive effects on every aspect of their wellbeing.



THE QUICK READ

- Many clients work with PTs and attend gyms in order to make themselves look better, but putting all their focus on this one aspect is not healthy
- As a fitness professional you can educate clients about the numerous other benefits of physical activity and help them develop a holistic view of exercise and wellbeing
- Benefits include improved mental performance, energy, happiness, social lives, personal relationships, and inspiring children to live active lives.



Evidence suggests that changing parents' behaviours is more effective than solely trying to change children's behaviour



1. Physical activity makes you smarter

Fact: regular exercise helps you grow more brain cells. Recent research shows that exercise helps prevent age-related decrease in brain matter, enhances cognitive flexibility and reduces the risk of developing dementia. But simply having more brain cells isn't enough. They need to be connected and in communication with other parts of the brain in order to be useful. A good way to pull these new neurons into the brain's superhighway is to learn something new – maybe a language, or a musical instrument.

Once you have those extra neurons firing, you need to make them nimble. This is where exercise helps again, improving the connection of the neurons by increasing levels of brain-derived neurotropic factor (BDNF). Most brain changes occur from cardiovascular exercise, like walking or running, but all forms of physical activity provide benefits. So, whether you're training for a marathon or walking to the shops, the message is clear: getting moving will improve your brainpower.

2. Physical activity boosts your energy levels

Fact: exercise builds more mitochondria, which are responsible for producing energy in the body. When you feel foggy

and fatigued at work, the last thing you feel like doing is exercise. However, even a small burst of activity, as little as 20 minutes, will dramatically boost your energy levels. A University of Georgia study reported that sedentary people who normally complained of chronic lethargy increased their energy by 20% and decreased fatigue by as much as 65% by participating in regular, low-intensity exercise.

3. Physical activity helps you retire

Fact: exercise improves the quality of your life post-retirement. Way too many people neglect their health for years and then retire and are unable to do simple things like play a round of golf, play with their grandkids or go on a cruise.

Sedentary living speeds up age-related declines in muscle mass, lung function, strength and aerobic endurance. Exercise can attenuate this decline, resulting in reduced risk of cardiovascular and other diseases. Keeping yourself fit as you age also helps you complete the activities of daily life with ease, keeping you truly independent for longer.

4. Physical activity inspires your children

Fact: overweight parents have a much higher likelihood of having overweight children. I received a fair bit of blowback on social media for having the audacity to talk about this on ABC News Breakfast.

Although there are many causes of obesity, parental weight and lifestyle habits influence the weight of their children. Obesity in fathers is associated with up to a fourfold increase in risk of obesity at the age of 18 years in both sons and daughters. With mothers, up to an eight-fold increased risk of obesity has been observed in daughters. So, not only is getting active good for you – it's also an investment in the future of your children. In fact, evidence suggests that changing parents' behaviours is more effective than solely trying to change children's behaviour.

5. Physical activity improves your mood

Fact: physical activity has been proven to be as successful as some antidepressants in treating mild forms of depression. According to Beyond Blue, in any one year, around a million Australian adults have depression, and over 2 million have anxiety.

The good news is that depression can be treated in many ways, including by psychological counselling, medication and exercise. One study tested exercise against the antidepressant Zoloft in treating depression, and found that either, or a combination of both, were equally effective in reducing symptoms – and the benefits continued for those who kept up their physical activity after the study finished. The major advantage of exercise over medication is that there are no



LEARN MORE IN ANDREW'S NEW BOOK

Andrew's new book, *MatchFit*, is the culmination of his twenty years' experience as an elite athlete and fitness trainer for some of the world's best athletes, his study of exercise physiology and coaching psychology, and his work as a high-performance coach.

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5 TIPS FOR AN IDEAL EXERCISE WEEK

nasty side effects. Being physically active also helps regulate the systems affected by depression, improving sleep, boosting your mood and increasing your energy levels. (As with all mental health issues, though, it is important to consult a medical professional before changing treatment.)

6. Physical activity improves relationships

Fact: research has demonstrated a relationship between exercise and social cohesion. Over the years I've developed friendships through my fitness activities. I have an eclectic mix of 'fitness mates' with whom I do weights, swim, yoga, run, play tennis, paddle, kick the footy, cycle, and go dragon-boat racing and skiing. Through all these fitness activities, I have sustained old friendships and grown new bonds.

7. Physical activity improves your sex life

Fact: pumping in the gym improves the quality of 'pumping in the bedroom'. Come on. If the first six reasons haven't fired your client up, this might do the trick! Staying in shape improves circulation and boosts testosterone. Exercise also improves your self-esteem.

These seven compelling reasons for making physical activity part of everyday life have nothing to do with the way your clients look. If you could sell your clients a potion that achieved all of these benefits, they'd pay you thousands of dollars. But there is no potion – just putting one foot in front of the other and moving whenever they can. And the bonus? Regular fitness training will change their body shape and make them look better. But they should consider that an added benefit, not the main reason why they should make training a lifelong habit. **N**

This is an edited extract from Andrew's book MatchFit (\$35.00), now available from good book stores and at andrewmay.com/books

FOR REFERENCES CLICK HERE



Andrew May

Andrew is recognised as one of the world's leading strategists on workplace performance and wellbeing. He presents inspiring keynotes around the globe and is the author of MatchFit. Andrew is coach and confidante to a number of Australia's leading CEO's and executives, elite athletes and performing artists.



LISTEN UP!

In his chat with The Fitness Industry Podcast, Andrew May discusses resilience, daily pause points, scar tissue and why we need to unplug in order to reconnect with ourselves.

Click here to listen to 'Resilience, rubber backsides and the importance of disconnecting from tech'.

THE FITNESS INDUSTRY PODCAST

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1. Move lots

Walk at least 10,000 steps every day and include relaxed cycling, swimming and other steady-state cardio activities. Once a week walk barefoot on grass or sand.



2. Bend your bits

Incorporate five to 10 minutes of stretching most days. Or substitute one yoga or Pilates class each week. Every day, reset your postural cues.



3. Lift heavy stuff

Two to three times a week do resistance training and add key primal movements like deadlifts, squats, bench press, chin-ups, lunges and twists. Add balance exercises too.



4. High-intensity bursts

Two to three times a week include HIIT. Ideally do this mixed into a cardio or resistance training session including short, sharp sprints.



5. Add variety and play

Engage in regular fitness play and have fun. Add 'seasonal fitness' adapting activities throughout the year. Make fitness social and fun.



MORE THAN ONE WAY TO HIIT YOUR GOAL

High-Intensity Interval Training comes in many forms, writes exercise physiologist *Tony Boutagy*. By understanding your client's objectives you can program the most effective type for their needs.



THE QUICK READ

- HIIT can be a time-effective way to improve health, body composition and performance
- There are three main subtypes of HIIT: sprint intervals, short intervals and long intervals
- The ratios of work-to-rest vary greatly both across the three main types of HIIT, and within each subtype
- HIIT often involves stationary cycling, rowing, running or similarly simple movements that do not distract the exerciser from the intensity of effort required
- Workouts should typically be performed twice a week on a mode that can handle high work outputs without compromising good form.

Interval training refers to an intermittent style of exercise in which bouts of more intense effort are separated by periods of recovery within a single training session. The High-Intensity component of interval training can be operationally defined as training sessions where bouts of exercise are performed at an intensity higher than one could sustain for a prolonged period, of say, more than 8 minutes, interspersed with recovery periods.

One of the primary goals of interval training is the use of intermittent exercise efforts to expose the body to an accumulated intensity greater than one could sustain in a continuous bout. For example, if your best time for a 5K run was 20 minutes (4-min per km pace), then an interval training session option might involve five, 1km intervals at 3:30-min/km with 2 minutes rest, thereby accumulating 5km at a faster time than your best continuous 5km pace.

Application of this method for general fitness and sports conditioning has been recognized for around 100 years, but the last decade has seen an explosion of research into the physiological adaptations to interval training in both sports settings and in populations with cardiometabolic diseases.

Origins and history

Elite athletes seeking to improve their sports performance have used interval training, in a variety of forms, for almost a century.

Originally used by German cardiologists as part of the rehabilitation process, interval training was quickly adopted by their country's coaches in the 1930s. At a similar time in Sweden, Fartlek training was invented by the coach Gösta Holmér, which saw running training sessions punctuated with different distances varying in speed. By the mid 1930s, the Germans had formalised a structured system of interval training for track and field athletes. Within two decades, interval training was popularised by the Czech runner Emil Zátopek, who won gold medals in the 5,000m and 10,000m races, as well as the marathon, at the Helsinki Olympic games in 1952.

Thus, interval training itself is not new, being used for many decades and extensively scientifically investigated since the 1970s, initially from a performance setting and more recently for its effects on cardiometabolic health and body composition.

High-Intensity session types

As a working definition, HIIT can be broadly divided into three distinct types: Sprint Interval Training (SIT), Short Intervals; and Long Intervals.

Sprint Interval Training (SIT)

Sprint intervals are essentially repeated bouts of 'all-out' efforts with almost full recovery. Typically, work durations are between 20 seconds and up to a minute. The rest between intervals should allow for

almost complete recovery, so it is normally over 5 times longer than the actual interval duration, typically between 2 and 5 minutes. The most well-known type of SIT are Wingates, named after the Israeli institute where they were developed. A Wingate session starts at four bouts of 30 seconds with four and a half minutes active recovery between each bout. Like all work efforts in SIT sessions, the 30 seconds is performed at best possible speed, with no pacing. Although the total work performed in the session is only 2 minutes, the perception of effort is enormous, due mostly to the extremely high acidosis that is generated during the repeated all-out 30-second bouts.

Here are three examples of SIT workouts, remembering that although the duration of the interval is short, the effort required should be maximal!

Option one: 30-second bouts

Wingates: 4 x 30 seconds with 4:30 minutes rest between each bout. Add one more interval every two workouts, so that sessions 1 and 2 would be 4 x 30-second intervals; sessions 3 and 4 would have 5 intervals and sessions 5 and 6 would have 6 intervals. For the first timer performing this method, undertake the session as written. For the seasoned interval devotee, start with 6 bouts and increase to 8 over the 6 sessions.

Option two: 20-second bouts

6 x 20 seconds with 2:10 minutes recovery between each bout. Each 20-second interval commences every two and a half minutes (i.e. train for 20, recover for 2:10). For the beginner, perform as written and for the veteran, after the 6 bouts, actively recover for 4-6 minutes and perform the entire 6 bouts again.

Option three: 60-second bouts

4 x 60 seconds with 4 minutes recovery between bouts. Like the Wingates in option one, add an interval every 2 sessions, so that you will perform 6 bouts on session 5 and 6. Again, like the Wingates for the advanced trainee, start with 6 bouts and progress to 8 over the same time period.

Short Intervals

Short Intervals are sessions where interval durations between 10-40 seconds are performed in blocks of 4-10 minutes, alternating the recovery duration in one of three ways: equal work-to-rest, double work-to-rest or half work-to-rest. Although similar to the work durations used in SIT sessions, the goal here is not 'all-out' but rather best sustained pace for the duration of the block. Normally, a power or speed for the interval would correspond to just below, equal to or above the power or speed you could sustain

“ The goal here is not ‘all-out’ but rather best sustained pace for the duration of the block ”

for your best 3-4 minutes once off (the so-called p/vVO2max). If one used a 20-second work period, then the three possible short intervals would be:

- 20-second effort, 40-second recovery (half work-to-rest)
- 20-second effort, 20-second recovery (equal work-to-rest)
- 20-second effort, 10 second recovery (double work-to-rest).

The session would be conducted as a block of 4-10 minutes, where you would perform, say, option 1 above (20 effort/40 recovery) for 6 minutes, with the goal of keeping the 20-second effort at a similar pace. After the 6 minutes was completed, you would actively rest for 2-4 minutes and repeat the 6-minute block another two times.

Using the three work-to-rest ratios above, short intervals gives us many options for program design, with the most common effort durations being intervals of 15-seconds, 20-seconds, 30-seconds and 40-seconds.

To summarise, if programming short intervals for a client, you would choose one of the 12 options above and perform repeatedly for a block of 4-10 minutes at the best sustained pace, actively recover for several minutes after the block, and repeat the block three or four more times.

Tabata short intervals

Most people have been introduced to short intervals through a more intense version known as the Tabata Method. Popular in sports like speed skating to develop the so-called 'W' (formally called 'anaerobic work capacity'), Izumi Tabata published a study in 1996 using a typical short interval method used by athletes for decades. In his work, Tabata had speed skaters perform 4 minutes of 20-second all-out sprints on a stationary bike interspersed with 10 seconds of rest, performing 7-8 lots of 20-second intervals in total. This session was performed five days a week for six weeks. At the end of the study, the speed skaters increased their VO2max (maximal oxygen uptake) by 15% and their anaerobic work capacity by 28%. It did not take long before this method became popular in the fitness industry.

The Tabata session should take approximately 20 minutes. The first ten minutes are spent warming up (see section on page 43 on structuring an ideal warm up). The next 4 minutes are spent performing the Tabata Interval: 8 bouts of 20-seconds work interspersed with 10 seconds of rest. The pace at which the 20

Short Interval work-to-rest durations

Interval Length	One-to-One (equal work-to-rest)	Two-to-One (double work-to-rest)	One-to-Two (half work-to-rest)
15-seconds	15s/15s	15s/5s (for ease)	15s/30s
20-seconds	20s/20s	20s/10s	20s/40s
30-seconds	30s/30s	30s/15s	30s/60s
40-seconds	40s/40s	40s/20s	40s/80s



seconds should be performed corresponds to your best 50-second interval pace, which can, in theory, be tested in the warm-up for each session. The final six minutes would be spent cooling down from the 4-minute bout. As this is a single 4-minute block, Tabata Intervals are performed much more intensely than traditional short intervals: Tabata uses 170% of vVO_{2max} (the minimum velocity at which VO_{2max} occurs), whereas most short interval sessions are performed around 95-120% vVO_{2max} , due to the longer duration of the blocks and sessions.

Long Intervals

Long Interval protocols are the bread and butter quality sessions of the endurance world. They involve work duration bouts of 3-8 minutes at intensities just under one's best aerobic maximum (p/vVO_{2max}), corresponding to an intensity of between 90-95% of HR_{max} , with short recovery periods of 1-2 minutes. This type of training allows one to accumulate an impressive amount of time at, or close to, VO_{2max} in the session. For this reason, Long Intervals are the primary interval of choice for endurance athletes.

Four commonly performed long interval sessions are:

- 6 x 3 minutes with 2 minutes recovery
- 5 x 4 minutes with 60 seconds recovery
- 4 x 6 minutes with 2-minutes recovery
- 10 x 1 minute with 60 seconds recovery.

Although this session has an interval work bout of less than the defined duration for long intervals, the accumulated session load is similar, so most people categorise this session type as a long interval workout.

Targets of interval training

Paul Laursen and Martin Bucheit, in their marvellous and definitive textbook on interval training, *Science and Application of High-Intensity Interval Training*, recommend that interval training should be categorised into the three primary physiological targets

of each session, namely, the anaerobic, aerobic or neuromuscular systems. Based on this, Laursen and Bucheit further break these down into six subtypes of interval training:

- Type 1 targets the aerobic system only
- Type 2 elicits both an aerobic response and demands an input from the neuromuscular system
- Type 3 challenges the aerobic and anaerobic system
- Type 4 hits all three physiological targets (aerobic, anaerobic and neuromuscular)
- Type 5 turns off the oxidative system and exclusively targets the anaerobic and neuromuscular systems
- Type 6 is a neuromuscular only type of training response.

Knowing the types of each interval method allows the trainer or coach to design more specific training programs for their athletes to improve performance in a specific situation. For example, training for a marathon or Ironman triathlon would see intervals largely targeting a Type 1 response, whereas a 6-minute Strava KOM (cycle challenge) would be best trained using intervals targeting a Type 3 or 4 response.

The health benefits of HIIT

Several decades of research has shown that interval training is at least equivalent to, and in some instances more effective than, moderate intensity continuous aerobic exercise at improving markers of cardiometabolic health. HIIT has been shown to improve mitochondrial function, insulin sensitivity, glucose control, lipid metabolism and blood pressure.

Leading researcher in this field, Martin Gibala, has recently stated that there is now a considerable body of evidence suggesting that high-intensity interval training can elicit cardiometabolic health benefits comparable or superior to traditional endurance training, despite reduced time commitment. This is evidenced by a recent systematic review and meta-analyses based on 65 intervention studies that concluded, 'HIIT may serve as a time-efficient substitute or as a compliment to commonly recommended moderate intensity continuous exercise in improving cardiometabolic health'.

Gibala's team found that a single session of interval training involving 10 x 1-minute cycling bouts at 90% maximal heart rate elicited larger and longer-lasting reductions in 24-hour postprandial glycemia in obese adults, than a 30-minute bout of moderate exercise at 65% HR_{max} that was matched for total external work. Other studies have



12 weeks of sprint interval training improved indices of cardiometabolic health similar to traditional endurance training despite a five-fold lower exercise volume and time commitment



shown that six weeks of Wingate-based SIT induced greater reductions in whole-body fat mass and superior improvements in cardiorespiratory fitness as compared with energy-matched moderate-intensity exercise in overweight and obese women.

More recently, Gibala's team compared moderate-intensity continuous exercise with a short, time-saving interval workout. The study showed that 12 weeks of sprint interval training improved indices of cardiometabolic health similar to traditional endurance training despite a five-fold lower exercise volume and time commitment. The sprint protocol involved a total of 1 minute of 'all out' intermittent exercise set within a 10-minute time commitment (3 x 20-seconds with ~2.5 minutes rest), whereas moderate training consisted of 50 minutes of continuous exercise, and both groups trained three times per week. VO₂max increased similarly by 19% in both groups, and there were comparable improvements in insulin sensitivity as determined by intravenous glucose tolerance tests.

Modes of exercise

One of the most important considerations for HIIT is the mode of exercise being performed during the session. Given that work output is so high during the interval, a mentally challenging or technically demanding exercise mode is not recommended. Outside of specificity for sports, coaches typically recommend the use of stationary cycling, rowing, running or one of the cross-country skiing machine variations. These machines allow for true session maximal efforts with a lessened chance of sustaining an injury due to poor mechanics or technique.

Measuring the work output and training zones

There are two primary ways in which you can measure your work output for each interval session: internal or external monitoring. Internal monitoring could use a heart rate monitor or rate of perceived exertion, and external monitoring could use speed or power.

If gauging heart rate, you need to know what your maximal heart rate is and for long or short intervals you would aim to conduct the bulk of the work bouts between 90-95% of maximal heart rate. The goal of these sessions is to accumulate 10 or more minutes above 90% of HR_{max}. The heart rate monitor is less useful for sprint interval training, as these are conducted at best all-out pace, for which a heart rate response is not particularly accurate. Perceived exertion



would be a far better tool for this session type, as each bout should feel as hard as possible.

An external monitoring approach to interval training would be a percentage of peak aerobic speed, velocity or power. An easy field test for this would be measuring your best speed, velocity or power over 4 minutes. This corresponds quite nicely to one's aerobic maximum, when measured with an incremental test to exhaustion. From here, one can set an appropriate speed, velocity or power based on a percentage below, on or above VO₂max. For example, as an avid cyclist, my power over 4 minutes is ~500W. If performing long intervals, I would aim to conduct my 6 x 3-minute intervals at ~88% of 500W (440W). For short intervals, I would go above this by around ~20%, and a session of 6 x 20-seconds with 40 seconds rest would be held at ~600W. For sprint interval training I would aim to hit in excess of 800W (~170%).

Interval training for sporting performance vs. health

Research has shown that the time commitment for improving cardiometabolic health using interval training is relatively small, ranging from 10-30 minutes per workout. However, in well-trained individuals, as one might expect, the volume/duration of interval sessions appear to be greater. The majority of studies show that for short or long interval sessions, the greatest improvements in VO₂max are seen with the sessions that accumulate more than 10 minutes of work above 90% HR_{max}. This normally equates to interval session duration of 40-60 minutes, including the warm ups and cool downs.

Warm ups for intervals

Warming up for an interval workout is a special art. You have to consider taking yourself from a state of rest, up to the power, speed or heart rate demands that the first interval will impose on you. If you fail to do this, the consequences for the session will be severe! Therefore 5-10 minutes is required to warm up the aerobic, anaerobic and neuromuscular systems. As a general rule, spend the first 5 minutes incrementally increasing the heart rate until you spend a minute, at minute six of the warm up, at around 90% of maximum. Over the next few minutes, perform several sprints between 6-10 seconds to recruit the anaerobic and neuromuscular pathways. Recover for a minute, and then perform your first interval.



How many interval workouts per week and per program?

For the goals of health and body composition, HIIT sessions are recommended to be performed twice per week. For performance, a twice-a-week approach might be used initially, however, recent data suggest that a block periodised organisation of training might be more beneficial. Here, interval sessions would be performed each day of the week to overload the fitness capacity of the individual. This 'hell week' would then be followed by three lighter weeks, where one HIIT session would be performed each week. Due to the intensive nature of this 4-week block method, it is only recommended for serious endurance athletes.

Training-nutrition interaction and the train low philosophy

Since the recent advent of techniques able to measure the molecular response to exercise, scientists have discovered that performing HIIT with differing amounts of carbohydrate stored in the muscle can alter the physiological response to the session.

These discoveries have led to a paradigm of training and nutrition called Train Low in which sessions are either deliberately conducted with low carbohydrate stores in the muscle; with normal carbohydrate levels but with carbohydrate-deficient meals consumed afterwards; or in the afternoon followed by a low carbohydrate dinner and going to bed with low muscle glycogen (recover low and sleep low respectively).

This change in thinking around fuelling for training is based on numerous studies showing greater muscle adaptation to sessions performed when the working muscles are deprived of carbohydrate during or after training. This makes sense, as training is stress and training without a major muscle fuel is even greater stress. Of course, these recommendations are for training blocks and not for performance, as it is beyond dispute that performance is enhanced with adequate glycogen stores.

Wrapping up HIIT

HIIT can improve your health, body composition and performance. In some instances, it is more time effective than traditional endurance exercise, while still imparting the benefits of longer duration, higher volume sessions. HIIT can be broadly categorised into three subtypes:

sprint intervals, in which the sprints are performed at your best 'all-out' pace with almost full recovery; short intervals; and long intervals, both of which are performed around your best sustained aerobic pace or power. Workouts are typically performed twice a week using a mode of exercise that can handle high work outputs without fear of technical failure.

With the majority of the population having enormous demands on their time, finding the opportunity to exercise can be difficult. For those that can manage the intense nature of the bouts, HIIT has become an extremely attractive option, as the time commitment is low and the benefits are huge. **N**

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Tony Boutagy

Tony has been a trainer for 25 years, specialising in the development of strength and endurance, and training for body composition. He holds a

PhD in Exercise Science and is an Accredited Exercise Physiologist (ESSA). Tony runs educational courses for personal trainers in his Sydney-based facility.





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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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OVERCOME FEAR TO GROW YOUR FITNESS BUSINESS

Fear stands in the way of growth for many business owners. Here, finance mentor *Nancy Youssef* looks at how to move past this roadblock to help your business reach its true potential.

If there's one thing that all business owners can relate to, it's the nagging feeling that starting and running a business breeds responsibility. Whether you employ staff or you're a sole operator, the bottom line is that when it comes to your business, the buck stops with you – which can create the perfect breeding ground for unnecessary fears.

It wasn't very long ago that I was operating from a place that was completely, unequivocally, 100% governed by fear. Every decision I made, every option I looked at, every goal I set, every thought I had... it was all driven by fear.

If I cast my mind back to the year 2003, when I had recently decided to set up my first business, a mortgage broking firm based in Sydney, I can see how much all of my decisions at the time were rooted in fear. On the surface, that didn't seem to be the case; I chose to launch my own business and leave the safety and security of my corporate role for a number of bold reasons, including becoming my own boss, having the flexibility to travel, and challenging myself in a completely new way.

The one thing most people don't think about before they embark on this type

of adventure, however, is how well prepared they are to be a self-employed business owner. I was quite out of my depth in those early days, for one reason and one reason only: I let my fears stand in my way.

This is a common problem for small business owners, especially those who are just starting out. So, what did I do in order to move past my fears and create a sustainable business that doesn't just survive, but truly thrives?

1. Outsource and hire help... even when the thought terrifies you

It took me far, far too long to realise that I couldn't do it all on my own. I was so fearful about hiring any staff, because I labored on in the belief that 'if I want it done right, I have to do it myself'. Eventually, my paths crossed with Belinda; she was looking for a flexible career, she was good at budgeting and financial management, and she had helped several friends to get their finances in order, so she thought the mortgage world could be a natural fit. As it turned out, she was right, and she has become a key part of my team.

Since hiring Belinda, I've realised the value and importance of building a support team so that you can do more of the work that truly makes you tick. Even if you don't have the capacity, or workload, for a full-time staff member to manage your accounts, administration, marketing or other aspects of your business that really don't play to your strengths, technology and the 'gig economy' mean that it has never been easier to outsource just a few hours a month or week to specialists in their fields. Yes, it will cost money, but it will free you up to add even more value to your business.



2. Turn to facts, figures and data for the real story

I can still remember the sleepless nights as my business grew – nights where I would toss and turn, worrying about the costs of moving into a bigger office, of paying for a new fit-out, of covering wages each and every month, of anxiously pondering what would happen if we entered a downturn again...

When stress and uncertainty kicks in, it can be hard to reign in your fears. To kick these anxieties to the curb, I've learnt how important it is to run my business based on data, rather than feelings. I hired a consultant Chief Financial Officer to help me with forecasting, budgeting, auditing and accountability, and this important action turned out to be the catalyst for transitioning from what was (for nearly a decade) a lifestyle enterprise, into a legitimate business.

3. Don't let your fears step into the 'drivers' seat

I have faced plenty of fears when building my business, including the fear of loss of credibility; loss of reputation; letting someone down; or not fulfilling my promise. What I've discovered, however, is that with enough grit, drive and determination, these fears are almost always unfounded. I've had enough

experience to remind me that where there's a will there's a way, even though the way can at times be very painful!

4. Adopt a growth mindset

Fear of collaboration, or of giving away too many 'trade secrets' to competitors, is a big fear for entrepreneurs. Another hidden fear that is often lurking beneath the surface is the fear of growth. Why would anyone have a fear of becoming successful – it doesn't make sense, does it? Perhaps it doesn't at face value, but when your business grows, everything becomes bigger; decisions become more meaningful, and there are more vested interests in that decision-making process. To combat this fear, I suggest you go back to the basics. What

are you trying to achieve? For who? And why? When you're clear on your purpose and what your core aspirations are, it allows you to really focus on what needs to be done – without getting distracted or overwhelmed along the way. **N**



Nancy Youssef

Nancy is an award-winning finance broker, mentor, philanthropist, and founder of Classic Finance and Classic Mentoring. Nancy is the author

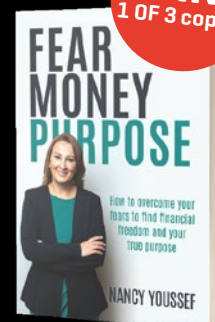
of Fear. Money. Purpose, which is designed to inspire others – women especially – to step out of their comfort zone and be inspired to achieve more.



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- Learn how to put together a creative program that empowers the client based on initial consultation

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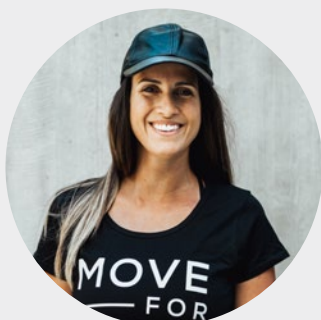
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ABOUT THE COURSE CREATOR



KYLIANNE TURTON

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

YOGA FOCUS

YOGA POSES TO CALM ANXIETY

If you or your clients are experiencing anxiety, practicing yoga can help to manage the symptoms of this common mental health condition, writes YogaFit founder *Beth Shaw*.

Anxiety is the most common mental health condition in Australia. According to Beyond Blue, on average, one in four people – one in three women and one in five men – will experience anxiety at some stage in their life. Each year, over two million Australians experience anxiety.

Among other debilitating side effects, anxiety keeps individuals from being in the present moment and makes them fearful about the future. Other common symptoms of anxiety include:

- Excessive worry
- Restlessness
- Being easily fatigued
- Trouble concentrating
- Irritability
- Sleep disturbance
- Muscle tension.

The good news is that there are a number of behaviours that can be employed to manage anxiety, and yoga actually encompasses several of these – from slower breathing to self-kindness – in one practice. Yoga helps keep people grounded in the now. If you, or your clients, are feeling tense, worried, down or restless, or have trouble concentrating, then you can benefit from starting and

maintaining a yoga practice. After all, yoga is a 6,000-year-old practice of body-mind health.

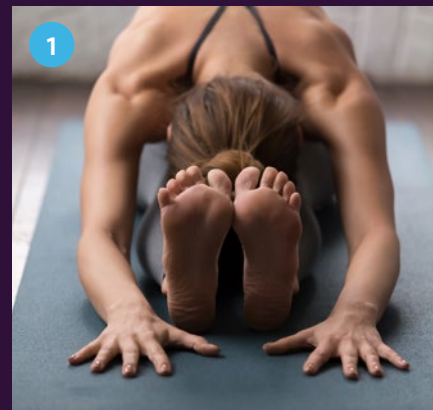
Yoga poses (asanas) help release tension and stress from the body by regulating hormones and increasing endorphins. While a general yoga practice can help ease anxiety symptoms, you can also pick specific poses that address the challenge. If experiencing anxiety, however, it is advised to consult your doctor or a mental health professional.

5 yoga poses for anxiety

People with anxiety tend to be more keyed up, as they struggle to manage their racing thoughts. After 20 minutes of warm up poses (like sun salutation variations), anxiety is eased with cooling, meditative poses, such as the following asanas.

1 Seated forward fold [Paschimottanasana]

THE MOVEMENT: From a seated position, extend your legs. Pull your toes back toward your body. Reach forward, placing your hands on your legs, ankles or feet. Using your abs, draw forward through the top of your head.



Seated forward fold (Paschimottanasana)

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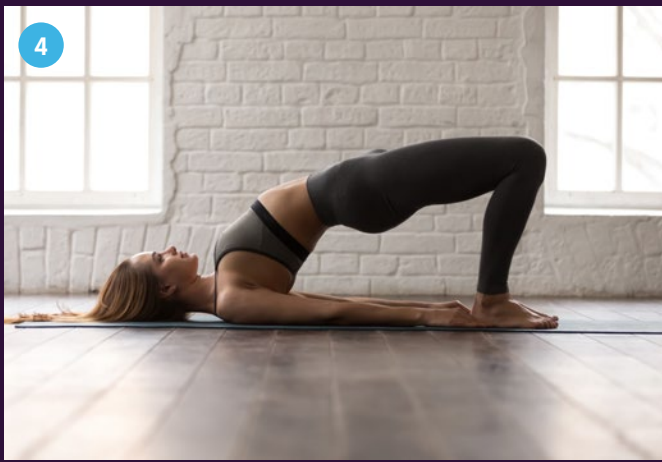
If you're interested in learning how to apply yoga techniques in the fitness environment, check out the range of courses from YogaFit. Network Members save 10% on YogaFit Instructor Training courses across Australia by using the code TTR-network at yogafitaustralia.com



Cat/Cow pose (Marjaryasana/Bitilasana)



Knees to chest pose (Apanasana)



Bridge pose (Setu Bandha Sarvangasana)



Shoulderstand (Sarvangasana)

Firm your quads, relax your shoulders back and down, and enjoy the stretch. If you have tight hamstrings, you can sit on a folded blanket or a rolled-up yoga mat, use a strap or towel around your feet, or bend your knees.

2 Cat/Cow pose (Marjaryasana/Bitilasana)

These two poses are excellent energy builders, as they move energy stuck in the lower back and midsection. Flow this pose with the breath to warm up the torso and spine. Benefits include strengthening of abdominal, upper back, lower back and chest muscles.

THE MOVEMENT: From hands and knees, assume the Cat pose: create a C shape with your spine, bringing the heart centre toward the tailbone and rounding your middle back toward the sky. Moving into Cow, create a C shape with your spine, but in the other direction. Now, pull the heart centre away from the tailbone, and lift the crown of your head to the sky. Stack the shoulders over your wrists, and hips over your knees. Continue moving through the poses for five deep breaths in each direction.

3 Knees to chest pose (Apanasana)

THE MOVEMENT: Lie back on your mat and gently draw both knees into your chest, pressing hands under the knees lightly to deepen your stretch. Rock slowly from one side of the back to the other, massaging the organs and spine for 10 long, deep breaths.

4 Bridge pose (Setu Bandha Sarvangasana)

THE MOVEMENT: Lie down on your back, palms down. Slide

your shoulders away from your ears. Bring the soles of your feet to the floor, hip-width apart. Press through your feet to lift your hips. Keep your head still to protect your neck. Breathe deeply into your open chest and navel centre.

To modify, turn the palms up for more chest opening and core focus. You can take it to the next level by interlacing your fingers under your body. Walk the shoulders toward each other so that your body is resting on the outside edges of your shoulders. Look toward your chest or the sky, focusing on your breath.

5 Shoulderstand (Sarvangasana)

THE MOVEMENT: From the knees to chest position (pose 3 above), support your low back with both hands, then engage the belly to draw legs up and overhead. Keep your abs, back and hips engaged as you fully extend both legs toward the sky, keeping feet flexed and leg muscles firm.

Keep your neck stationary at all times and hold for 10 breaths. Release slowly by bringing your legs overhead and rolling down one vertebra at a time. Return to knees to chest position to stabilise the back muscles, regulate your breath and realign the spine. **N**



Beth Shaw

Beth is CEO and founder of YogaFit Training Systems Worldwide Inc, which has trained more than 200,000 fitness professionals across six continents.



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GX SKILLS

BACK TO SCHOOL HOW TO THRIVE IN YOUR CLASSES FOR TEENS

Strategies that result in better student behaviour will facilitate a far more positive experience for everyone involved, writes instructor *Mel Morony*.

The instructor looks around the room in exasperation. One of their participants is moving with no attention to technique, another is playing with their phone and, if it is a cycle class, yet another has adjusted their handlebars to a comical height. Oh, did I mention that the participants are teenagers who have come with a school group?

The instructor feels caught between a rock and a hard place. They know the statistics concerning obesity in Australia – especially among young people. They also know that one of the reasons why they are on that stage, bike or gym floor is to try and reverse the trajectory of those statistics. They want to provide a positive experience for the participants so that they will want to continue with exercise. But getting the students on board with this scheme is proving to be a challenge...

In a previous article, I wrote about the tips and techniques to help deliver fun and effective aqua classes for kids. In this article, we'll focus on the high school-age school groups that come through our clubs and facilities, usually to participate in land-based fitness programs.

Many industry colleagues struggle with teaching school groups. A couple of years ago at FILEX, I attended a workshop on this subject by the wonderful Mindy Mylrea. I proceeded to implement her principles in my classes with teens, while also adding a few of my own techniques, and have found it to make a big difference. We'll use cycle and Pilates for some of the examples, but a number of the principles are also applicable to a wide range of other programs.

Class management starts outside the studio

Setting boundaries with the students needs to start outside of the studio.

Setting expectations

When I take a school group I stand in the foyer outside of where the class is going to take place and wait for everyone to arrive, including those who are still taking their time in the changerooms. I have had teachers suggest that I just start without them, but the time outside the room is the crux of setting boundaries and expectations, so I hold my ground.



THE QUICK READ

- Many instructors find it difficult to engage groups of high school-age students in their group exercise classes
- Setting expectations prior to class, as well as speaking respectfully and giving clear instructions can help to establish the tone you require for a successful class
- Using screens and other tools can help to engage participants
- You may need to adjust the language you use to make it more audience-appropriate and avoid giggling fits that anatomical references can provoke
- Strategically-timed amendments to regular class formats can help to maintain the interest when attention spans start to fade.
- With these strategies in place, you should expect better student behaviour and little need to resort to using discipline.



Non-commanded respect

When all of the students are present, I will greet them in exactly the same way that I greet my adult participants: ‘Good morning ladies and gentlemen.’ This may surprise them, but it sets a tone of respect. While the classroom teacher can command respect from the students because there are consequences back at school for disrespect, this is not the case for Group Fitness Instructors. Non-commanded respect is something that has to be given in order for reciprocation to occur. The result is that generally the students will choose to respect the instructor, resulting in better behaviour.

Clear instructions

I will then tell them exactly what I want them to do when we get into the studio space. This includes where I want them to put their bags, including their phones. If we are on bikes, I will specify that they are to stand next to the bike that they choose. I will also tell them where in the studio I want them to set up and what gear they should get – if any.

Establish a focused environment

Most studios have some kind of equipment around their perimeter, while others may be shared spaces with creche facilities and have toys up the back. Specifying step-by-step what I want them to do when we get into the room means that they are less likely to ‘play’ with the equipment or the toys. Keeping them in a space that is easy to define (for example, the first two rows of bikes) will also make it easier to maintain eye contact with each student – which reduces the likelihood of them getting up to mischief.

Make changes to meet your market

They may be almost the same size as adults, but their brains work a little differently, and instructing them in the exact same way you would your regular classes can prove problematic. With some small adjustments, however, you can deliver a class that connects with your young participants.

The tools of engagement

While the content of some classes or workouts cannot be changed much, or at all, you may be able to adjust your delivery in order to engage with teenagers. For example, some facilities have video programs that can be displayed in their cycle room, and guess what? Teens love screens. Whether the video matches the workout is of low importance in this setting: what is important is maintaining the students’ attention. So, make use of what visual resources are at hand, and interact with what’s happening on screen if appropriate. If the video program is based in another country, for example, and you happen to know a few words of

that language, maybe throw in a couple of phrases – a ‘bonjour’ for a MyRide journey through France, for example.

Get linguistically creative

If you are teaching a freestyle program then, aside from safety guidelines, you are afforded a decent amount of flexibility. Don’t be afraid to make use of it. When I first started instructing to school groups, I found the hardest class to teach was Pilates, because I was trying to teach it to the ‘pattern’ that I would do with adults, and this would result in behavioural problems.

One of the school’s goals for fitness facility excursions will be student exposure to regular versions of exercise formats, but this isn’t always entirely possible – at least not if you want the class to be effective. With some slight tweaks, however, you can make your instruction more audience-appropriate without losing the essence of the class.

I restructured my Teen Pilates classes and now teach the first 15 minutes as an almost-standard Pilates class. I do, however, modify a couple of things during that time – the most important being how I teach lateral thoracic breathing. In a class of adults, I usually incorporate references to the pelvic floor. However, doing this in a teen class will result in giggles, especially from the girls, which makes it a lot harder to keep control of the group. So, instead of referring to the pelvic floor, I describe how I want them to activate the transverse abdominus.



While the content of some classes cannot be changed much, you may be able to adjust your delivery in order to engage with teenagers.





Since the two muscles are neurologically linked, engagement of one should result in engagement of the other.

Keep their attention!

Around the 15-minute mark the students' attention span will be waning, so, from there I go outside the box. If I have props, I will set up stations and do a circuit of moves with them, otherwise I will pick three to four bi-lateral moves that we covered in the first 15 minutes and tell them I want them to see how many times they can get through them in five minutes. At other times I will set up partner or relay games, in which one partner might move across the room and back (crab walking with a Theraband for example) while the other partner performs another movement, swapping when the travelling partner returns. I may be committing sacrilege, but my priority is engaging the students so that they have a positive fitness experience and look forward to returning.

When discipline is necessary

While the teacher has the legal duty of care for the students, setting the boundaries and engaging with the class in these ways results in my very rarely having to discipline the kids or call upon the teacher for assistance. The exception is where bullying, harassment or discrimination is taking place among the students, in which instance I would get the teacher involved as it must be sorted out at the school. In the event of the teacher

brushing off the incident, I would have a very serious discussion with my manager, complete an incident report and follow the guidelines set out for the safety and protection of young people. To not do so could be a breach of my duty of care in that context.

A positive experience for all

Employing strategies that result in better behaviour on the part of the students is a win win win, as it makes for a far more positive experience for everyone involved – the students, teachers and instructor. If the students have positive experiences, they are more likely to continue exercising. Who knows? Down the track they may even join the facility and participate in our regular classes! **N**



Mel Morony

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

LISTEN UP!

In her chat with The Fitness Industry Podcast, fitness force and wellness crusader Mindy Mylrea talks about taking inspiration from children's movement patterns and the joy of training kids.

[Click here to listen to 'The joy of movement at every age'](#)

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ABOUT THE COURSE CREATOR



KIRSTY NIELD

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



THE FUTURE OF PT IN A TECH-CENTRIC WORLD

Personal trainers who work with new technology rather than viewing it as a threat to their existence will benefit both their clients and their businesses, writes personal trainer *Todd Brodie*.

From the increase in fitness wearables such as Garmins, Fitbits and Apple Watches, to remote diet and exercise consultations, there are now numerous ways that people can use technology to help them achieve their fitness goals that don't necessitate seeing a personal trainer face-to-face or even attending a gym. This doesn't mean, however, that they need to train alone.

With this evolution comes a change in the way people seek assistance from fitness professionals. In a technology-heavy world, we're seeing a shift away from traditional forms of consultation and an embracing of new, more flexible options.

It is important to adapt to the changing pace, embrace what is now available and be aware of where it's headed in the near future, without losing connection in this highly connected world.

Here are my reflections on how things are changing, and how fitness professionals fit into this changing landscape.

1. The demand for small group training (SGT) will continue to grow

Travelling Australia and internationally through my work with Technogym in recent years, I have seen a global shift towards small group, functional and bootcamp-style training.

Secondary to this growth has been the explosion of single discipline workouts where entertainment is just as important as the exercise content. These cleverly use technology to gamify exercise and engage users throughout the entire session. Think running or rowing classes combined with strength training, under lights and music, with real-time feedback on screens and devices.

Personal trainers can continue to thrive in this climate as long as they expand their skill sets to engage and entertain these small groups, as opposed to sticking to one-on-one sessions.

Hybrid training models are becoming increasingly popular because they offer the best of both worlds. By delivering a mix of

semi-private, one-on-one and SGT options, you can diversify your PT business, making it more interesting for you, and increasing your reach.

2. Clients will drive the demand for flexibility, increasing the amount of online classes

Personal training apps and streamed classes have made it possible to exercise from home or work spaces while retaining elements of the connection and guidance previously only available in face-to-face situations. Users that haven't attended fitness facilities in recent times, or who haven't found a connection within those places, can now choose their own journey (one-on-one or group), at a time, and in a place, that suits them. Training with a PT face-to-face is no longer the only option.

The fitness industry is in a position to replicate the convenience and instant gratification currently offered by food delivery and streaming entertainment services. Trainers now have the ability to coach and engage clients online, and can reach way beyond their local geographic confines. They can also create and deliver shorter, convenient workouts tailored to fill the gaps in users' training regimes, rather than being restricted to standard training session durations.



The fitness industry is in a position to replicate the convenience and instant gratification currently offered by food delivery and streaming entertainment services



3. The way to track your clients' fitness progress will go far beyond traditional methods

Accurately tracking progress brings accountability to both trainer and client, and facilitates a sense of satisfaction as the client progresses through their health and fitness journey.

Technology is replacing traditional methods of tracking progress. 3D body scanners, such as mPort, surpass the capabilities of body composition scanners, let alone weighing scales. Whereas some composition scanners analyse body weight to produce an approximate split for fat percentage and muscle mass, with 3D scanners, users receive a comprehensive health report after their scan, which enables a more thorough analysis of body fat percentage, body type and what can be tweaked on their program in order to achieve optimal results.

4. Clients will seek out one-stop shops to help with both their nutrition and exercise regimes

While it's easy to find personal trainers who are experts in their field, there will be a surge of health and fitness apps and platforms that provide advice for people looking to improve every aspect of their lifestyle.

Apps with ultra-personalised information for users can help personal trainers and health professionals optimise their clients' experiences. For example, I work off the detailed health report that mPort users receive, which includes information pertaining to their body type, nutrition and exercise tips specifically tailored for them, suggested forms of post-workout recovery, the target heart rate zones that they should aim for when exercising, and more. The personal trainer's skills can be fully utilised in helping the client to adhere to these programs and behavioural changes.

5. People will seek out more support through online communities

With humans being naturally sociable creatures, it's normal for us to seek motivation and advice from others going through the same challenges. Wearables with accompanying phone apps, such as Fitbit or Garmin, also have community sections where users can jump on, share their progress, connect with like-minded people and motivate each other.

Facebook, Instagram, other social media platforms and fitness streaming channels will enable users who work out in the comfort of their own homes to feel a sense of community, even if they never meet their fellow training buddies face-to-face.

As technology becomes ever more intuitive, the way in which people exercise and interact with fitness is changing. Rather than viewing these advances as a threat, personal trainers can recruit them as companions in the services they provide. **N**



Todd Brodie

Since 2004 Todd Brodie has been making waves in the Australian fitness and health industry. Following retirement as a professional soccer

player, he began working as a personal trainer within leading hotel chains and has never looked back. Brodie is Director of the industrie pt, founder of The Wellness Concierge and creator of the AFT-app for trainers, and is also the National Master Trainer at Technogym.



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- ▶ Social media and marketing campaigns
- ▶ Marketing to specific populations and demographics
- ▶ Dealing with phone enquiries
- ▶ Building rapport with potential new clients
- ▶ Setting up a sales and lead management system
- ▶ Dealing with prospective clients face-to-face
- ▶ Setting up a successful referral program.



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WHAT IS...?

WELCOME FIT

A new platform purpose built for live, online personal training offers changeable views and the tools required to build an online fitness business – including clients.

Time-poor and tech-savvy individuals are turning to smart watches, on-demand videos and fitness apps to help them get moving, but a recent study from the University of Queensland found that a lack of accountability means that old habits typically return within two weeks.

Unfortunately for fitness professionals and business owners, time-poor also means that as more people look to their devices for an answer, the competition for acquiring and retaining clients now includes apps, influencers, Instagram and Netflix. Distraction equals competition, so fitness professionals are fighting harder than ever to grow and sustain a client base.

Welcome Fit acts as a solution for trainers and participants, by connecting time-poor or remote people with real fitness professionals for live, on-demand 1-on-1 or group workouts, and giving trainers everything they need to quickly set up an online fitness business.

Today, online trainers use Zoom, Skype or Facebook to run live workouts, however these platforms are built for conversations, not for movement. Welcome Fit's patented technology enables trainers to provide consistently high-quality workouts from anywhere, because they can demonstrate with pre-recorded exercise clips instead of having to do everything in front of a camera – enabling the trainer and clients to see and hear each other throughout.

Trainers can also switch views so that the client can see themselves full screen, just like exercising in front of a mirror at a gym, which is proven to activate more areas of the brain and create more effective movement and muscle recruitment. Other options include side-by-side and trainer view, which can be toggled and changed as required during a workout.

Melbourne United's High-Performance Director, Eric Hollingsworth, stated that 'Welcome Fit is the next best thing to a face-to-face workout'.

The other hassles of trying to set-up an online training business, like having to connect a payments platform, build landing pages and connect an email responder are all taken care of, plus trainers using Welcome Fit can set their own pricing, receive payments directly and share their profile page, which includes their availability so clients and prospects can confirm a session with one click from anywhere in the world.

By building a profile and listing availability, Welcome Fit's upcoming marketplace can promote trainers to prospective clients searching for a trainer with the relevant experience, who is available at the time requested.

Fitness business owners can use the platform to train their own clients or add staff. It's even possible to add your own logo, so there's no need to build a new website or app. **N**

MORE?

For more information on Welcome Fit and to get involved with the platform, go to welcomefit.com/trainers

 WELCOME FIT





EARN YOUR **FREE** CEC OR CPD!

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

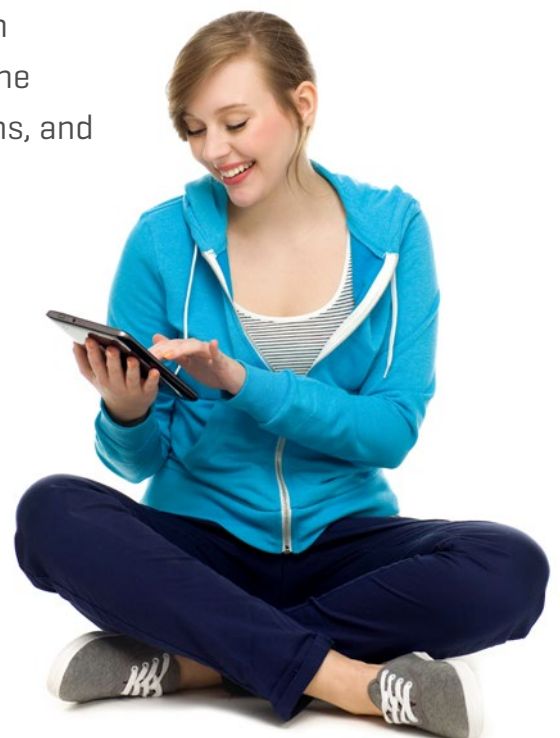
This quarter, the course is based on the following features:

- ▶ Research Review: Don't just sit there, do something! [p13]
- ▶ Understanding mum guilt in your clients [p18]
- ▶ Injury & Rehab: Is your client's pain an injury or just muscle soreness? [p29]
- ▶ More than one way to HIIT your goal [p40]
- ▶ GX Skills: How to thrive in your classes for teens [p53]

To earn yourself 1 CEC or CPD, simply login to your [Member Portal HERE](#), click on the 'My CEC Courses [Purchased and FREE]' tab in the Quick Menu and select '**Network Spring 2019**'. Read the articles, successfully answer the multiple-choice questions, and you're done!

For help logging in to your Member Portal, call our friendly team on 1300 493 832, or email info@fitnessnetwork.com.au.

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DELIVERING A COMPLETE LIFESTYLE SERVICE TO PT CLIENTS

By looking beyond the hour or two your client spends training with you to other factors that support their health and fitness goals, you can provide them with 360-degree lifestyle benefits, writes Vision Personal Training's *Gavin Aquilina*.

Good personal trainers are in high demand. We've heard it countless times, but it's true. Australians are more interested and invested than ever in battling obesity, overweight, fatigue, depression and disease.

As an industry we need to help people achieve 360-degree lifestyle transformations – rather than just lose some weight or get shredded for a few weeks before slipping back into the old habits that brought them to us in the first place.

A holistic approach

We've always had a holistic and scientific approach to personal training at Vision Personal Training. Andrew Simmons founded Vision 20 years ago, armed with a Bachelor's Degree in Sports Science and a passion to deliver sustainable results for clients by empowering them with a true understanding of the entire ecosystem of health and fitness.

This is why we've invested \$1.3 million this year in a technology overhaul that is helping us provide a more holistic approach to clients' wellbeing. In so doing, we are

also benefiting our personal trainers, studio owners and managers in almost 60 Vision venues across Australia and New Zealand. The overhaul encompasses three main elements.



Making better nutrition choices

At Vision we believe a healthy body composition is achieved by following a 70:30 ratio of nutrition to exercise. So much of the nutrition part of our success equation depends on people's time and capacity, as well as the choices they make when they're at home, in the supermarket, or close to convenient food options.

To bridge the gap between good intention and good practice, we've launched Vision

Ready Meals in partnership with ChefGood. The service delivers a range of chef-prepared, macronutrient-balanced meals and snacks to a person's home or office. It's intended primarily for Vision clients, but anyone can use the service.

The aim is to provide clients with delicious, quick and healthy meals to help eliminate distractions and keep them on track to reach their goals. Busy lives need not be an excuse for poor nutrition choices, because in 2019 fast food doesn't need to mean junk food. Every meal uses fresh, local and seasonal products with no fillers, thickeners, hidden sugars or artificial ingredients. It's only been available since July this year, and it's already going like wholemeal quinoa hotcakes!

“
The aim is to help eliminate distractions and keep them on track to reach their goals
 ”



Getting better results through tracking technology

It's a simple fact that the best weight loss and fitness results are achieved by clients who are intentional and conscious about tracking their food. For this reason, we invested in creating a new 'MyVision' app for clients that allows them to easily enter the food they eat each day and track those choices against their Vision macronutrient goals, set in collaboration with their PT.

The app provides personalised fitness plans, daily meal tracking and access to details of 75% of supermarket products in Australia and New Zealand, as well as advanced meal planning, group training schedules, upcoming studio and community events, and macronutrient-balanced recipes.

Building better PTs with enhanced professional development

At Vision Personal Training we have just over 400 personal trainers across 58 studios in Australia and New Zealand. We've been going hard for 20 years, and as the largest personal training franchise network we have made it our mission to not only inspire and support our clients, but to do the same with our PTs.

The path from PT to running a successful franchise is a clear and well-trodden one for us. In an industry struggling to retain its workers, we have made it an intentional part of our strategy to grow and contribute to the health and fitness industry as a whole – and it's working. Vision has four times the



We invest in our trainers to help prepare them to work independently, safely and productively



industry average for PT staff retention, and employment site Seek rates our career development 4.6 out of 5 stars. We're always looking for more we can do to enhance opportunities for trainers, not just within our Vision network, but more broadly.

The new professional development program includes a Vision 'Rookie' entry-level qualification run over 12 weeks, available to applicants who already hold a cert IV in fitness. It's another layer in a philosophy embedded in Vision's culture that we invest in our trainers to help prepare them to work independently, safely and productively with a client to achieve their goals.

Listening to our clients and trainers to better serve our shared mission

For the past 20 years Vision has been striving for continual improvement in every part of the business, as well as in clients' results. We've been able to do this by constantly listening to and observing our clients and PTs, and addressing any gaps that are identified. It is this that has shaped our latest developments in the service we deliver.

The truth is that almost anyone can be a personal trainer and start a fitness business, but it's how you embrace, care for, observe and listen to your clients, and then respond to them, that makes a great PT. **N**

For more information about Vision Personal Training, visit visionpt.com.au



Gavin Aquilina

Gavin is Personal Training Operations Manager at Vision Personal Training. Starting his career as a personal trainer in 1990, he has also been a gym owner, speaker, coach and global Master Trainer. In his industry educator roles, Gavin has trained thousands of PTs in over 40 countries around the world.



A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

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

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

LEARN:

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

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ABOUT THE COURSE CREATOR



Farkas Pungur

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

IS YOUR FITNESS BUSINESS HEART SAFE?

With heart attacks killing thousands of Australians every year, it's important to ensure you, your team and your fitness business have the apparatus and skills to potentially save a life.

This spring sees the annual 'Restart a Heart Day' taking place on 16 October. This global initiative has the objective of raising awareness of, and increasing education about, a couple of very important acronyms – CPR (cardio-pulmonary resuscitation) and AEDs (Automated External Defibrillators) – within our communities.

Every year in Australia approximately 30,000 people suffer a sudden cardiac arrest away from a hospital, a figure derived from a few studies in a few Australian states, as no nationwide data is collected. This lack of information is in itself a problem when it comes to improving the care and survival of cardiac arrest victims.

Australia can do better at saving lives

A sudden cardiac arrest can happen anywhere, any time: at a sporting event, at the beach, at work, at the airport, at home – and at the gym. In Australia, the overall survival rate from a cardiac arrest is less than 10%, yet there are parts of the world where the rate is dramatically higher.

In Seattle in the US, intensive efforts have pushed the rate of survival after cardiac arrest to 62%.² Seattle is a metropolitan area with similar characteristics to metropolitan Australia. Elsewhere in North America, system-wide programs have pushed survival rates into the region of 20-30%.

Unfortunately, there are some people who cannot be saved, despite best efforts. These are mainly older people who suffer a cardiac arrest when they are at home alone. Yet this does not explain – or excuse – our national record.

It should be feasible to target a survival rate of 50%, which translates into some 12,000 more Australian lives saved every year. This represents 12,000 devastating personal tragedies we can avoid. It also represents significant social and economic savings.

The first five minutes are key

We already know the answer to the problem. The first five minutes holds the key to survival. We need more people, of all ages, who are trained and willing to provide immediate cardio-pulmonary resuscitation (CPR). We need more, and easily accessible, defibrillators and more people prepared to use them. We need a coordinated healthcare system, designed to provide the type of care that increases the chance of surviving a cardiac arrest. Above all we need more citizens to be part of the solution. Increasing survival simply will not occur unless we

empower the community to drive change from within.

When it comes to saving a life, all the stars have to be aligned – and time is critical.

- Someone has to immediately recognise that a person has suffered a cardiac arrest and begin CPR
- Someone has to call the ambulance
- A defibrillator needs to be nearby and someone has to use it quickly
- An ambulance needs to arrive fast and take the patient to the right hospital, where the best post-arrest care is available.



Luck is not enough

There are some cases where all of these critical steps occur, however this is rare. When it does happen, there is often a large dose of luck involved. The critical factor is that 'someone' nearby is trained to recognise cardiac arrest, and to respond the right way, straightaway. The truth is, doctors and paramedics cannot be everywhere, so we need to massively boost the number of citizens who can do the job.

At one level this means a major engagement with the public so we have more trained citizens who understand that they can save a life. It also means overcoming common barriers, such as the fear that CPR may potentially hurt a person in cardiac arrest, and the anxiety of being involved in a life-and-death situation.

Those who do survive are the lucky ones – lucky that a bystander is trained to help. Or lucky that equipment like a defibrillator is at hand. However, in a medically advanced country like Australia, luck is not an acceptable strategy.

The Chain of Survival

The best chance of surviving a cardiac arrest occurs when a victim's care begins immediately. The interventions that have been shown to work are best summarised in the Chain of Survival. This is a useful metaphor for the linked series of actions that, when optimised, give a cardiac arrest victim the greatest chance of surviving without ongoing disability.

The Chain of Survival has five interdependent links:

1. Early recognition and early activation of emergency services
2. Early CPR
3. Early defibrillation
4. Effective advanced life support
5. Integrated post-cardiac arrest care.

Of these interventions, immediate and effective CPR and early defibrillation have been shown to be the most crucial. The highest rates of survival occur in communities where defibrillators are widespread and accessible and citizens are trained and willing to provide CPR.



CPR and the fitness industry

It is currently not a mandatory 'standard' for fitness facilities to have an AED onsite, but it is a strong recommendation from industry body Fitness Australia as well as from the Australian Resuscitation Council, Australian Heart Foundation and every ambulance service in Australia.

The Australian Fitness Industry Risk Management Manual states: 'Ensuring staff are trained in managing cardiac emergencies, with a specified plan and appropriate resuscitation equipment including effective placement and use of Automated External Defibrillators (AEDs)' (p.127)

To adhere to Fitness Industry Risk Management standards, your business should provide a quality life saving device to ensure your business is Heart Safe, for your team, yourself and your clients. The best modern AEDs are very user-friendly, and include features such as video screens that can display colour animations, video instructions and on-screen text prompts.

✓ Heart Safe Environment Checklist for your club or studio

- There is a Defibrillator onsite with the appropriate signage
- The Defibrillator is in a high traffic area where it is highly visible. For locations with multiple floors or large areas there are multiple Defibrillators
- There is a Defibrillator located within 90 seconds brisk walk from anywhere in your Heart Safe location in high traffic and highly visible locations
- There is an Automated External Defibrillator (AED) Policy & Procedure made aware and available to employees/members/tenants/residents
- There is CPR signage highly visible
- For workplaces; at least 50% of employees have had CPR awareness training.

If your fitness business has an AED then you're off to a good start, and if not, then it's important to make acquiring one a priority. The second part of the equation is having team members that are confident enough to use the device. With these two elements in place, your fitness business will be well positioned to save lives in case of cardiac arrest occurring on your premises. **N**

MORE?

Check out these useful links for more information on becoming heart safe.

- Ambulance Victoria 4 steps to Life – plus <http://www.ambulance.vic.gov.au/cpr>
- Queensland Ambulance – CPR Awareness <https://ambulance.qld.gov.au/cprawareness.html>
- NSW Ambulance – CPR Chart <http://www.ambulance.nsw.gov.au/Community-Info/First-Aid/CPR.html>
- Tasmanian Ambulance – Early Access to Defibrillation Program http://www.ambulance.tas.gov.au/community_information/eadp
- St John Ambulance WA – Community First Responder <http://www.stjohnambulance.com.au/st-john/ambulance-and-health-services/first-responder>
- St John Ambulance NT – Workplace First Aid ready <http://www.stjohnnt.org.au>
- SA Ambulance Service <http://www.saambulance.com.au>

Information provided by **MindRay healthcare** and **Ray's Anatomy** For more information on getting involved in Restart a Heart Day this October, visit restartaheart.net

References

1. <http://www.takeheartaustralia.com.au>, accessed April 2015.
2. <http://www.kingcounty.gov/healthservices/health/~media/health/publichealth/documents/ems/2014AnnualReport.ashx>, accessed April 2015.



Supporting the Exercise Industry in New Zealand

REPs

The recognised quality mark for exercise professionals and facilities. REPs is an independent, powerful and promotable quality mark, which includes crucial insurance cover for contractors, and portability to overseas registers.



www.reps.org.nz

ExerciseNZ

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



www.exercisenz.org.nz

PT Council

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



www.ptcouncil.co.nz



NZ NEWS



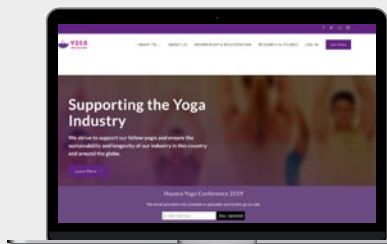
News and views from the **New Zealand fitness industry.**

Crazy season has begun!



ExerciseNZ is very much like many businesses in the exercise sector, in that we have a strong seasonal workflow. For us, September marks the start of the business part of the year, for both ExerciseNZ and the NZ Register of Exercise Professionals (REPs).

Of course, planning and development work happens before this, and in the last two months alone we have put together two conference schedules (including over 150 sessions and 80+ presenters between them), run the first round of the Exercise Industry Awards (which involves sorting through hundreds of fantastic entrants), and started the re-registration process for over 3,500 exercise professionals who are due to renew with REPs on the 1 October annual renewal date.

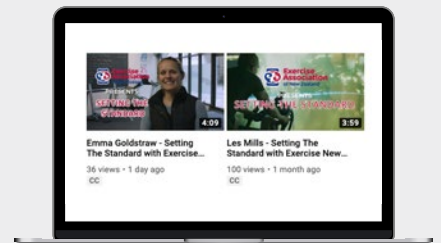


In addition to our events and re-registration, we are really excited to announce the formal re-launch of Yoga New Zealand, and its new website that now allows

for online membership. Not only will this make joining YogaNZ much easier, it has also enabled us to reduce the cost (now under \$120 for most yoga teachers) and add substantial extra benefits, such as access to cost-effective insurance.

Finally, ExerciseNZ has partnered with Com Marketing to develop and deliver a whole range of promotional content for both ExerciseNZ events, and to promote the amazing work that exercise facilities and exercise professionals do every day. Our first two videos feature one of the industry's biggest names, Les Mills, and Emma Goldstraw, an Auckland-based PT who specialises in working with

older clients. If you've yet to see these videos, check out any of our social media pages (Facebook,



YouTube or Instagram) to find more about their stories and the amazing work they do to help get – and keep – more Kiwis physically active.

In addition to this, we will be working with Com Marketing to deliver training content to our members (both facilities and Registered Exercise Professionals) about how to develop and deliver their own content in a professional and cost-effective way.

We've also continued to expand our work to ensure that both the government and government agencies understand the positive role that exercise plays in the social wellbeing of Kiwis and that, as a sector, we are willing and able to contribute and help. This includes working in the cutting edge 'Exercise as Medicine' space, as well as more general initiatives to support more Kiwis getting and staying physically active.

For more details on our upcoming conferences (both FitEx and the Hauora Yoga Conference) visit exercisenz.org.nz/conferences and for YogaNZ visit yoganewzealand.org.nz

As always, we'd love to hear your feedback and suggestions – so feel free to engage with us on social media, or contact us directly via email or phone.

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

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



**3 CECs
CPDs** | **\$590**

FUNDAMENTAL MATWORK PILATES **UPDATED 2019**

Created by Pilates Instructor Trainer, Stephanie Glickman, Fundamental Matwork Pilates has been designed for personal trainers and group fitness instructors who want to learn how to incorporate basic matwork exercises into their current training. This is the brand new, updated version of Network's previous Fundamental Matwork Pilates online course.

[MORE INFO](#)



**2 CECs
CPDs** | **\$290**

INTERMEDIATE MATWORK PILATES **UPDATED 2019**

Building on the content covered in the Fundamental Matwork Pilates course (see above), this course explores how to modify Pilates exercises to accommodate various demographics and abilities, use different types of cueing common to the instruction of these exercises, program exercises for your clients, and integrate exercises into a personal training or small group format.

[MORE INFO](#)



**2 CECs
CPDs** | **\$260**

PILATES FOR PREGNANCY **UPDATED 2019**

This course is for personal trainers and group fitness instructors who want to incorporate pregnancy-related matwork exercises into their client's training. Learn how to program and modify 31 different Pilates exercises for clients in each trimester of their pregnancy. This is the brand new, updated version of Network's previous Pilates for Fitness & Pregnancy course.

[MORE INFO](#)

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

[CLICK HERE TO SEE THE FULL RANGE](#)

Find all these courses, plus loads more on everything from Corrective Exercise and Group Training, to Nutrition and PT Business – and remember to check your Member Portal for your FREE quarterly CEC courses!

Power Music

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

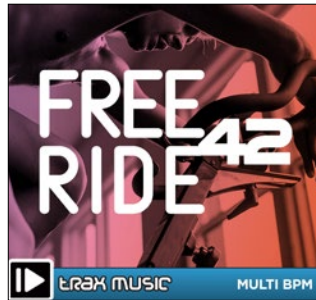
Power Music also features ClickMix, which enables you to create your very own custom mix at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

Click each album below for full playlist and preview listen, and [CLICK HERE](#) to check out the full range of Power Music – remembering to use the code **network2019** to save 10% at checkout!

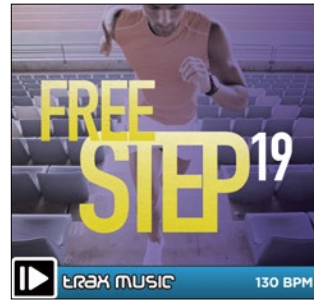
Trax Music (PPCA-free)



FreeBox 20



FreeRide 42



FreeStep 19



H2O Beats 20

Power Music (PPCA-free)



Tabata PowerMix Vol. 10



Bootcamp PowerMix Vol. 12



Songs of Summer 2019



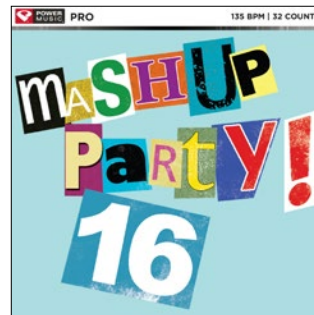
Top 40 Vol. 73



Silver Seniors Vol. 12



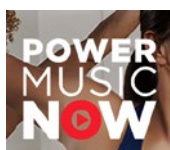
Summertime Summertime!
Vol. 3



Mashup Party! Vol. 16



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