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# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SUMMER 2017

## STRAP YOURSELF IN FOR BFR

What's the deal with blood flow restriction training? **10**

**PLUS**

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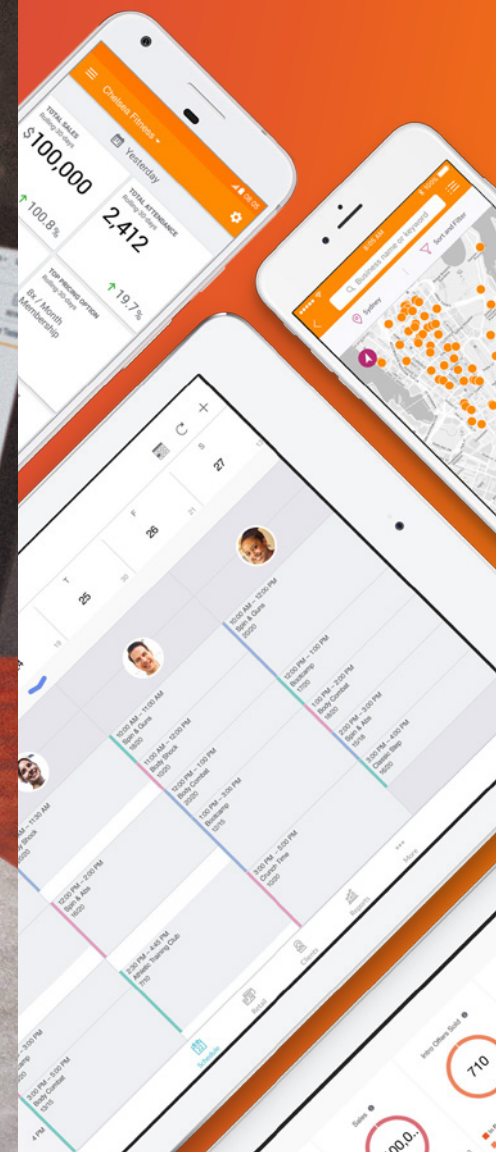
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# Finding the missing piece of the puzzle in 2018



It's a fact of the fitness industry that a lot of good people don't make it past their first couple of years. Note I use the term 'good'. These are people overflowing with the know-how to help clients and members achieve their goals. Where they often fall down is on the business side of things. The admin, the marketing, the sales.

Jamie Hayes, a man who knows a thing or two about carving out a long and rewarding career in this industry, writes on page 9 'to have a great career in fitness, you need to learn how to sell fitness. ...I've seen too many talented, educated fitness professionals leaving the industry because they had not developed selling skills.'

This sentiment is echoed by Ingrid Thompson in her page 33 article on establishing your own Pilates business (though her advice is equally applicable to any fitness business), 'It's a shame when these skilled individuals are unable to turn their passion into a successful business, which is why I am such a strong advocate for investing time in learning the business skills to compliment those you have as an instructor. There's no point in being the best Pilates instructor in your suburb if you can't pay the rent and instruct anyone.'

In his feature on page 59, Justin Tamsett doesn't mince his words; 'It doesn't matter how well you train clients or how flash your facility is, if no-one knows about you, or it, then you won't be successful.'

As the year draws to a close it's natural to take stock of the various achievements we enjoyed and challenges we faced. For a great many of us, the ability to effectively sell our amazing services falls into the latter category. To help push it into the former in the year ahead, let's make 2018 the year of filling in those knowledge gaps. Sales and admin may not be sexy for most fitness professionals, but being successful and positively impacting more lives most definitely is.

Here's to a very Merry Christmas, and a Healthy and Prosperous 2018!

**Oliver Kitchingman, Editor**  
editor@fitnessnetwork.com.au



## NETWORK'S CORE PURPOSE

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

### NETWORK MAGAZINE

Editor, Oliver Kitchingman

*Network* magazine is the official quarterly publication of Australian Fitness Network. It is distributed in March, June, September and December. While every effort is made to ensure accuracy, Australian Fitness Network accepts no responsibility for the correctness of any facts or opinions. All information including prices (quoted in AUD) is correct at time of publishing, but may be subject to change. Where CECs are stated, they may only be applicable within Australia. We welcome articles from all industry professionals on the understanding that the author ensures the work they submit is their own. No material in *Network* magazine may be reproduced in any form without the written consent of the publisher. © 2017 All material copyright to Australian Fitness Network. All rights reserved.

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 15 December 2017 and conclude on 28 January 2018. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor and will be notified by email no later than 17 February 2018. Click [HERE](#) for full Terms and Conditions.

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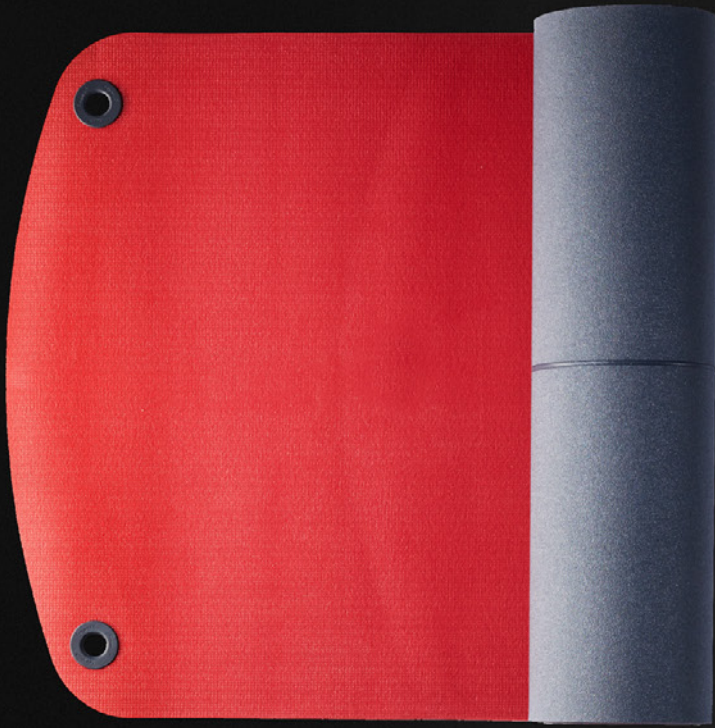
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# BETTER TODAY THAN YOU WERE YESTERDAY

Raising the bar for fitness professionals is about more than disseminating knowledge – it's about getting involved in, and with, and for, your industry, says Network's Learning & Development Manager, *Alisha Smith*.

**W**earing ripped jeans and a crop top, she flew across the step, all long legs and effortless calm. The dark room was packed and heaving, sweaty bodies whooping and hollering, their elation so thick you could almost clutch it.

Standing in the back of Parkside Ballroom, a too-big Event Crew t-shirt dwarfing my miniature frame, I watched presenter Rebecca Small deliver a step session that almost blew the roof off the Sydney Convention Centre. As clichéd as it may sound, I knew in that moment that I just had to be an even bigger part of whatever this FILEX thing was.

Eleven years on and I'm writing this Perspective piece from my desk in the Network office, surrounded by some of the very same people I've been privileged enough to stand shoulder-to-shoulder with at FILEX events for the past decade. We've laughed through heavy lifting, human hands turning into human chains the moment a call for help went out; we've cross-checked and fact-checked and reference-checked together, in an effort to make sure that even the smallest of details and possibilities have been accounted for; and we've collectively exhaled, exhausted, slumping into chairs and kicking shoes off of blistered feet as the doors closed behind the last delegates, presenters and suppliers for another year.

I've witnessed the seeds of countless friendships, business opportunities and career direction changes being planted in the hallways and hangout spots of the Sydney and Melbourne convention centres. I've seen nervous, uncertain, first-time presenters rise to become confident, accomplished authorities in their fields. I've watched thousands of delegates burst out of sessions, fizzing with new ideas, new perspectives and new energy. And I have no doubt that all these things will continue under new direction because, at its heart, *that's* what FILEX is, and has always been, about.

It's the end of an era for Network as we pass the torch to a joint venture group led by Fitness Australia and move onto narrowing our focus, to do even better work on what sits at the very core of our business – helping you and every other fitness professional

we serve to be the absolute best you can be. We believe that we can achieve this through our information, membership and education, and we're excited about continuing to generate new and interesting ways to do that. Watch this space for the new programs and offerings we'll be unveiling throughout 2018.

But educating our wider industry is about more than simply disseminating knowledge. It's about getting involved in, and with, and for, your industry. It's about continuing to be better today than you were yesterday. It's about being open-minded, and welcoming, and making this industry grow in innumerable ways. It's about sharing what you know and what you've experienced.

So many of you have been shining examples of all of these qualities and more, and for that, you have our heartfelt gratitude. Whether you're a presenter who has spent countless hours crafting the perfect presentation; an Event Crew member who has tirelessly moved Fitballs for the umpteenth time in one day; a supplier, sponsor or supporter, without whom we honestly could not have made FILEX happen; or a delegate who truly understands that the investment of time and money to attend the event is about so much more than just the hard facts you walk away with – thank you. You have all helped stoke the fire that is FILEX, and in doing so, kept our industry ablaze. **N**

---

**Alisha Smith** has 14 years of industry experience across a range of hands-on training, development and management roles. As Network's Learning and Development Manager, she has been responsible for curriculum development and delivery, and conference programming. Alisha is also a Master Instructor for Animal Flow, and the Co-Director of Integral – The Aerial Arts Group, a ground-breaking movement studio on Sydney's Northern Beaches.





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- ▶ The power of telling your club's compelling story by Derek Barton

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# INDUSTRY INSIGHT

News, views and  
lessons learnt



## NETWORK SELLS FILEX FITNESS INDUSTRY CONVENTION

**O**n 8 November, Australian Fitness Network announced the sale of FILEX, the fitness industry convention, to a joint venture group led by peak industry body, Fitness Australia.

After almost three decades of delivering the event, Network's Directors, Nigel Champion and Greg Hurst, felt the time was right to hand over the reins of what has unquestionably become a highlight of the global fitness industry calendar. As a long-time supporter of the event, and the industry's peak registration body, Fitness Australia was the natural choice to take FILEX into the next exciting chapter of its story.

Nigel, Executive Director of Australian Fitness Network, said, 'Over the past 30 years it has been our privilege to establish one of the premier fitness events in the world. I have no doubt that Fitness Australia will continue the FILEX legacy by delivering a convention that will inspire and educate fitness instructors, personal trainers and business operators in our dynamic industry.'

The success of FILEX over the past three decades has been due to the support of Network's members as well as its organisers, sponsors and supporters, and remarkable





faculty of presenters, both Australian and international. From humble beginnings with a handful of presenters teaching group exercise workshops, to hundreds of leading names delivering numerous sessions across multiple strands, FILEX has come a long way.

Greg, Network's Managing Director, reflected 'What a ride. Our first convention, which attracted around 80 enthusiastic instructors, was in September 1987 at NSW University, held in conjunction with the National Aerobic Championships. Since then we have we have changed gears on our conventions several times and we see the transition of FILEX to the new owners, led by Fitness Australia, as another positive step forward. We thank everyone who has contributed to the past success of FILEX and wish good fortune to all involved in its future.'

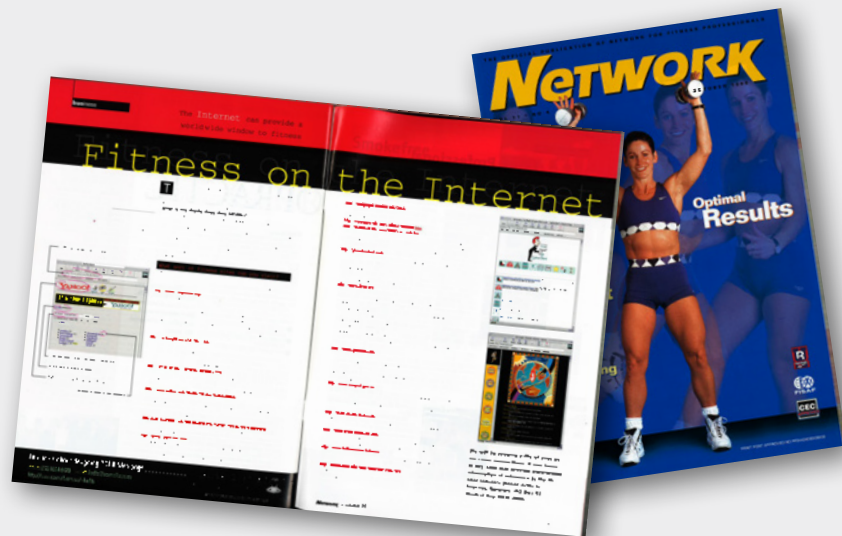
Network Members who attend FILEX in 2018 and beyond still enjoy special rates when registering to attend the event. Save \$100 on regular non-Fitness Australia member registration rates by using the code NETWORK at checkout.

FILEX 2018 will take place between 20-22 April at the International Convention Centre Sydney. Click [HERE](#) to view the full program and register. **N**



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## The way we were...

In October 1996, Network magazine ran a feature on the novel concept of 'fitness on the internet'. Before sharing a list of websites featuring fitness information, however, it was necessary to explain exactly what the internet and World Wide Web were:

*"The Internet is a worldwide collection of computer networks that act like a telephone system, allowing people to connect from almost anywhere in the world..."*

*The World Wide Web is one of the most popular applications of the Internet and is a system for displaying pages containing text and graphics. To use the WWW you will need a browser program, like Netscape or MicroSoft's Internet Explorer. You can access pages on the WWW by typing in the page's unique address called a Uniform Resource Locator (URL), or if you wish to search on a particular topic you can use a Search Engine such as Yahoo, Alta Vista, Lycos or Infoseek"*

A few months later, Network would dip a tentative toe into the waters of the World Wide Web when it collaborated in a joint website venture 'Global Fit Net', and three years later in 2000 it launched the first incarnation of [fitnessnetwork.com.au](#). Great Scott, how things have changed. What would 1996 us have thought about YouTube fitness celebrities, training apps, Instagram fitspiration and wearable tech?

## 1 thing I've learnt

**Jamie Hayes, Managing Director, Healthy Inspirations, [healthyinspirations.com.au](#)**



*"If you're keen to have a great career in fitness, you need to learn how to sell fitness. That includes personal training and memberships."*

*Over the years I've seen too many talented, educated fitness professionals leaving the industry because they had not developed selling skills. It's even worse when they open their own centre or studio and fail, because they lack both marketing skills (lead generation) and sales skills (lead conversion).*

*One thing I've noticed with successful fitness entrepreneurs is that many served their apprenticeship under a good sales manager in membership sales and a good PT manager who taught them to sell personal training. This accelerated their careers.*

*Selling isn't about being a 'natural salesperson'. It's about learning a unique set of skills that have been proven to maximise your chances of helping people commit to their fitness journey."*

Jamie is presenting at FILEX 2018 – click [HERE](#) to check out his session.



INJURY & REHAB

# BLOOD FLOW RESTRICTION TRAINING

Why would you choose to restrict blood flow and lift lighter weights when training – and how does it relate to rehabilitation from injury? *Tony Boutagy* investigates.

**S**everal years ago I was being given a guided tour through the sports science and training facility of a top international Olympic training centre. After seeing the muscle testing labs and heat chambers, we made our way down to the bottom floor, where the gym was located. We passed a sprinter doing multiple box jumps and a weightlifter performing front squats before arriving at a woman lifting what appeared to be a light load (by Olympic standards) on a trap bar deadlift. I was wondering why she had not just one but three spotters. I didn't need to wait long. After the last repetition she just stood there holding the bar, clearly in discomfort and then her legs started to shake uncontrollably. Within seconds, she sat down 'forcefully' and two of the spotters removed occlusion straps that were wrapped around her upper thighs. The other spotter was there to ensure she didn't fall over!

This was my introduction to blood flow restriction (BFR) training, used in a range of settings, from athletic conditioning and muscle building to rehabilitation. But where did the idea of tying a strap around a limb to reduce blood flow to an exercising muscle originate?

## The origins of blood flow restriction training

As a training concept, blood flow restriction can be traced to 1966 Japan, when 18-year-old Yoshiaki Sato noticed that the numbness in his legs caused by sitting in an awkward posture during a prolonged Buddhist ceremony was not dissimilar to the sensation he experienced when he lifted weights. This muscular ache, he realised, was due to the occlusion of blood circulation.

Over the next several years, Sato experimented on himself using bicycle tubes, ropes and straps, and developed the



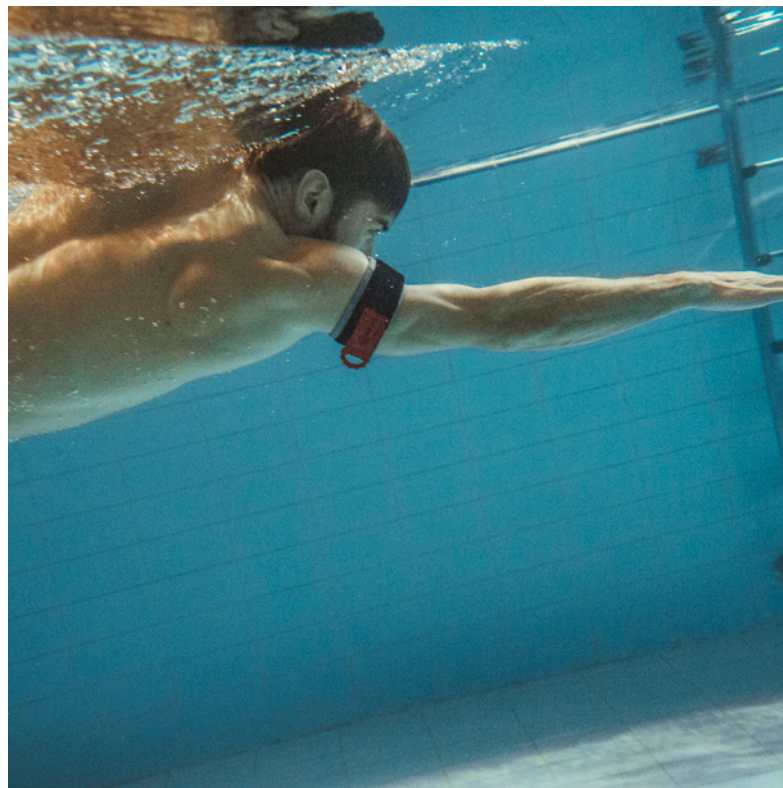
system from which blood flow restriction training would evolve, which he termed 'Kaatsu' (Ka meaning 'additional' and atsu meaning 'pressure'). Sato's idea was to apply pressure around the top of the arms or legs while lifting a light load, in order to impede the flow of blood to exercising muscles.

In some early studies of this type of training, when pressures as high as >180mmHg were applied in order to completely occlude blood flow, researchers referred to it as 'vascular occlusion training'. The move towards maintaining arterial inflow while occluding venous return, however, makes the term blood flow 'restriction' more appropriate.

### What is it and how does it work?

BFR training involves attaching pneumatic belts, straps or occlusion bands around the upper portion of the thighs or arms and performing traditional strength exercises. The pressure is set in such a way that blood is able to enter the muscle, but venous return is reduced. As such, the selected training load is often around 30% of the individual's 1RM.

Despite several decades of research investigating BFR, the precise explanation for its effectiveness in improving strength and muscle mass is not fully known. The prevailing theory is that the reduction of



venous flow causes blood to pool in the limbs, resulting in increased and sustained metabolic acidosis. Receptors in the muscles send stronger signals to the brain and large quantities of human growth hormone are produced<sup>1</sup>, fast-twitch muscles are recruited<sup>2</sup> and muscle growth pathways are activated<sup>3</sup>.

### Contraindications

Safety concerns with BFR training appear to be few. In a study that surveyed 12,642 individuals who had undergone BFR training, including both the young (<20 years old) and the elderly (>80 years old), athletic and healthy population groups and those with various kinds of physical conditions, such as cerebrovascular diseases, orthopaedic diseases, obesity, cardiac diseases, neuromuscular diseases, diabetes, hypertension and respiratory diseases, BFR training resulted in a very small number of complications. The incidence of side effects was as follows: venous thrombus (blood clot in a vein), 0.055%; pulmonary embolism (blood clot in artery of the lung), 0.008%; and rhabdomyolysis (breakdown of muscle tissue), 0.008%. These results indicate that BFR training is a safe and promising method for training athletes and healthy people, and can also be applied to those with various physical conditions<sup>4</sup>.

### Applications

So we know what BFR training is and what it does, but why would you choose it over regular training methods? That is, why not just lift what you can lift?

#### Athletic development and body composition training

Australian blood flow restriction expert Dr Brendan Scott has suggested one of the key benefits of BFR training in the athletic conditioning setting is in the reduction of high training loads that may result in injury over time or excessive soreness, which has a negative impact on the quality of the training week. 'Implementing BFR during various phases of an athlete's periodised training plan could help counter the potential negative effects of high mechanical training loads. Indeed, while BFR training seems to provide a physiological stimulus for muscular adaptations, the low loads used do not cause measurable muscle damage<sup>5</sup>. This low-load/recovery concept becomes more attractive to ageing athletes and those who have a reduced ability to recuperate between training sessions.



### The 30-second article

- Blood flow restriction (BFR) training involves attaching pneumatic belts, straps or occlusion bands around the upper portion of the thighs or arms and performing traditional strength exercises
- Blood is able to enter the muscle, but venous return is reduced, and the individual trains with a load of around 30% of their 1RM
- BFR training has been shown to effectively increase muscle mass, strength, muscular endurance and sporting performance
- Research has indicated that BFR training's lower loads may help to reduce risk of injury or excessive soreness in athletes, and enable injured and elderly individuals to safely reap the benefits of strength training.



## The most impressive application of BFR training is in rehabilitation after injury, surgery, disuse and muscle wasting conditions

BFR training has repeatedly been shown to be an effective method for increasing muscle mass<sup>6</sup>, strength<sup>7</sup>, muscular endurance<sup>8</sup> and sporting performance<sup>9</sup> in both males and females<sup>10</sup>. Research has not demonstrated a superior training effect of BFR when compared to traditional, high-load resistance training, therefore the key benefit is that a comparable<sup>11</sup> training response can be achieved with considerably lower loads, which has the potential to minimise load-induced injuries and reduce recovery duration between training sessions. It is also useful when the trainee does not feel sufficiently motivated to perform a high-load strength training session (that is, they are mentally fatigued and just 'not feeling up to it').

### Rehabilitation

The most impressive application of BFR training is in rehabilitation after injury, surgery, disuse and muscle wasting conditions, such as paralysis injuries, cancer cachexia and sarcopenia, and for astronauts<sup>12</sup>. Muscle wasting is an inevitable consequence post-surgery or during recovery after an injury where a limb

or muscle requires rest or immobilisation in order to reduce pain. Research has demonstrated that BFR is a highly effective training method to preserve or even build muscle mass in these conditions<sup>13</sup>, which is especially important when high-load training protocols might not be indicated due to potential aggravation to the surgery site, compromised joints or weakened connective tissue. A similar argument can be made for the effective application of BFR in the ageing population, where high loading may not be appropriate. BFR training has been shown to promote similar gains in strength and muscle mass compared to high-load training in the elderly<sup>14</sup>.

World BFR expert professor Jeremy Loennecke has proposed a four sequential phase rehabilitation protocol for those recovering from injury<sup>15</sup>: 1) BFR alone during periods of bed rest or immobilisation; 2) BFR during low-work rate walking; 3) BFR during low-load resistance exercise and; 4) low-load BFR training combined with normal high-load training. Progression through these different phases should follow a continuum, with gradually

increasing exercise intensities within each stage, to limit risk of further injury resulting from a return to training too early<sup>16</sup>.

### Protocols

The most common protocol is to inflate the cuff around the upper thighs or upper arms and perform 30 repetitions of a movement, rest for 30 seconds, perform 15 reps, rest a further 30 seconds and perform a final set of 10 to 15 reps. The cuff would stay on for the entire three-set duration and only be removed after the final set has been completed. The 30/15/15 and 30/20/10 repetition schemes are the most commonly used BFR training methods, using approximately 30% or less of the individual's 1RM.

BFR devices can be purchased from Go B Strong and Kaatsu Training. **N**

*The author has no affiliation with any BFR products. Images courtesy of gobstrong.com*

**Tony Boutagy, PhD, AEP, ESSAM** is a strength coach, exercise physiologist and the director of the Boutagy Fitness Institute in Sydney, where he both trains clients and delivers courses and mentoring programs for personal trainers. [tonyboutagy.com](http://tonyboutagy.com)





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Performance enhancer Perry Nickelston on re-thinking movement, why medicine is disempowering, why we need to be truly proud to be fitness professionals, and walking the crazy sh\*t path...



**An insider's tips for a joyful 35-year fitness career [42mins]**

Senior VP of CanFitPro, Mo Hagan, on the importance of tenacity, the magnificence of mentoring, the need to find the joy in what you do every day, and why you must be the product of your product.



**The return to traditional training [21mins]**

Mick Cunico, Fitness First Australia's National Fitness Manager, on training trends, the return to 'traditional' free weights workouts, and building a base of strength.



**The common habits of the best leaders in fitness [30mins]**

Fitness podcaster Chantal Brodrick on the key habits of industry leaders, focusing on the common traits of educating, supporting and empowering team members in order to enjoy shared success.



**The training that older clients REALLY want [34mins]**

Coach, educator and fitness industry 'elder' Ian O'Dwyer talks quality of life, the true motivators for older adults, and preventing the unnecessary tragedy of health decline.



**Turn exercise from a chore to a gift [20mins]**

Behaviour scientist Michelle Segar talks unearthing motivations, reframing fitness as a fun mood enhancer, and why we should treat exercise more like sex...



**Whatever moves you – and makes you move [28mins]**

'The Movement Guy' Andrew 'Chaddy' Chadwick on overcoming personal pain, individualising functional training, and what happens to your career when you keep saying 'yes'.

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POWERED BY AUSTRALIAN FITNESS NETWORK

UPSKILL: SUMMER 2017

# UP YOUR STRENGTH!

| This quarter we focus on training the upper body. Read the overviews and click to watch.



Summer's here and for many participants and clients, that means hitting the beach or pool (and showing off their physiques!). For this release I brainstormed with our presenting team to bring you some clever sequences and training methods to shape and tone the upper body while also building the fundamental strength required for correct and safe technique.

BodyART program creator Robert Steinbacher delivers a brilliant sequence designed to get your arms looking better than ever, while TRX Master Trainer Alexis Craig teaches us how to use this apparatus, as well as our own body weight, to re-shape the torso. Australia's Freestyle Goddess Kirsty Neild has a brilliant 3D shoulder sequence, and Wendi Carroll shines in this Pilates reformer video as she pushes and pulls her way to better definition. Our man in the pool, Dominic Gili, showcases a new

piece of equipment that will revolutionise your aqua class, and, finally, Dan Henderson inspires us with his incredible skill with the kettlebell.

A big thank you to our friends at Elixir Health Club Bondi, TRX Training Sydney and Primal NRG Fitness in Sydney for their support in filming.

Your feedback is crucial for helping us develop even better resources, so please do email me to let me know what you'd like to see more of.

See you next quarter,

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



**FREESTYLE**  
with **Kirsty Neild**

This sequence is excellent for building shoulder strength and stability through 3D and lateral movements, and adding leg balance also makes it functional. Because the exercises are unilateral, the sequence has to be taught twice, which is great because you can use the first round to set up good technique and educate about the benefits of the exercise, and the second round to connect with the class and motivate them to work harder. The focus on single arm and leg work shifts the centre of gravity and destabilises the body, which promotes core strength and balance.



**AQUA**  
with **Dominic Gili**

Educating clients on why and how to perform movements is an important part of our role as fitness instructors. It helps motivate clients and keeps them focused and engaged when performing exercises. Watch the light bulb moments when you explain the double concentric muscle action of the upper body when working in the water. Detail the postural benefits of working the upper back, external rotators, posterior deltoid, triceps and stretching the chest, anterior deltoid and other internal rotators. This information will not only contribute to a better workout experience, but also positively impact their daily lives.

Click [HERE](#) to access these – and the whole library of Upskill videos – in your Member Portal!



**KETTLEBELLS**  
with Dan Henderson

An effective upper body strength program must have well-executed moves, a good balance of movement patterns, and a clear rationale for load, sets, reps, rest and time under tension. Kettlebells are fantastic for strengthening the upper body. Kettlebell exercises are defined as either 'grinds' or 'ballistics'. Categorized by lots of time under tension, and featuring particular emphasis on the lifting speed and the eccentric component, grind-based motions should be used in a strength-based program. Double kettlebell movements are terrific because you can add significant load, as well as push and pull from multiple angles, which optimises muscle symmetry.



**bodyART**  
with Robert Steinbacher

In this quarter's bodyART release, two complimentary strength moves unite to create a balanced routine that works upper and lower body. For the upper body, the 'Spank and Plank' adds a playful and effective rotational element to the regular plank. For the lower body, the 'Jump Front' builds energy and heat. Length and strength unite, as each move works through a different plane of movement, thus elongating different myofascial lines. Both exercises provide lengthening through the midline, and by opposing each other, they create balance and an energy level that builds the heat necessary for the fire element of the bodyART workout.



**PILATES**  
with Wendi Carroll

When building strength, we usually think of lifting heavy things. But to be able to do so, you need a solid base to build on. Here, we use the Pilates Reformer to do back and shoulder organisation, which will lead to correct form and alignment out on the weights floor. Members using traditional weights equipment often want to lift as many plates as possible: the Reformer gives them a reason to work with much less load and focus instead on technique. By mastering shoulder organisation, clients will achieve the stability needed to safely lift heavier weights and get beach-ready!



**TRX**  
with Alexis Craig & Brendan Tuck

Increasing strength and work capacity enables you to lift more load and perform more work in a set time period. The goal of fitness is progressive overload in just about anything we do. In order to accomplish this we have to do one or more of the following: increase volume (reps and sets); increase load; decrease rest period. If the work interval is short, the intensity needs to be very hard. As the duration of the intervals gets longer, there will be a natural decrease in intensity. In this video we explore these in relation to two TRX upper body conditioning complexes.



## PRESENTER PROFILE: **BRENDAN TUCK**

A strength and conditioning coach, over the past 14 years Brendan has helped countless individuals, from professional athletes to weekend warriors and people with disabilities, reach their goals through sound scientific training.

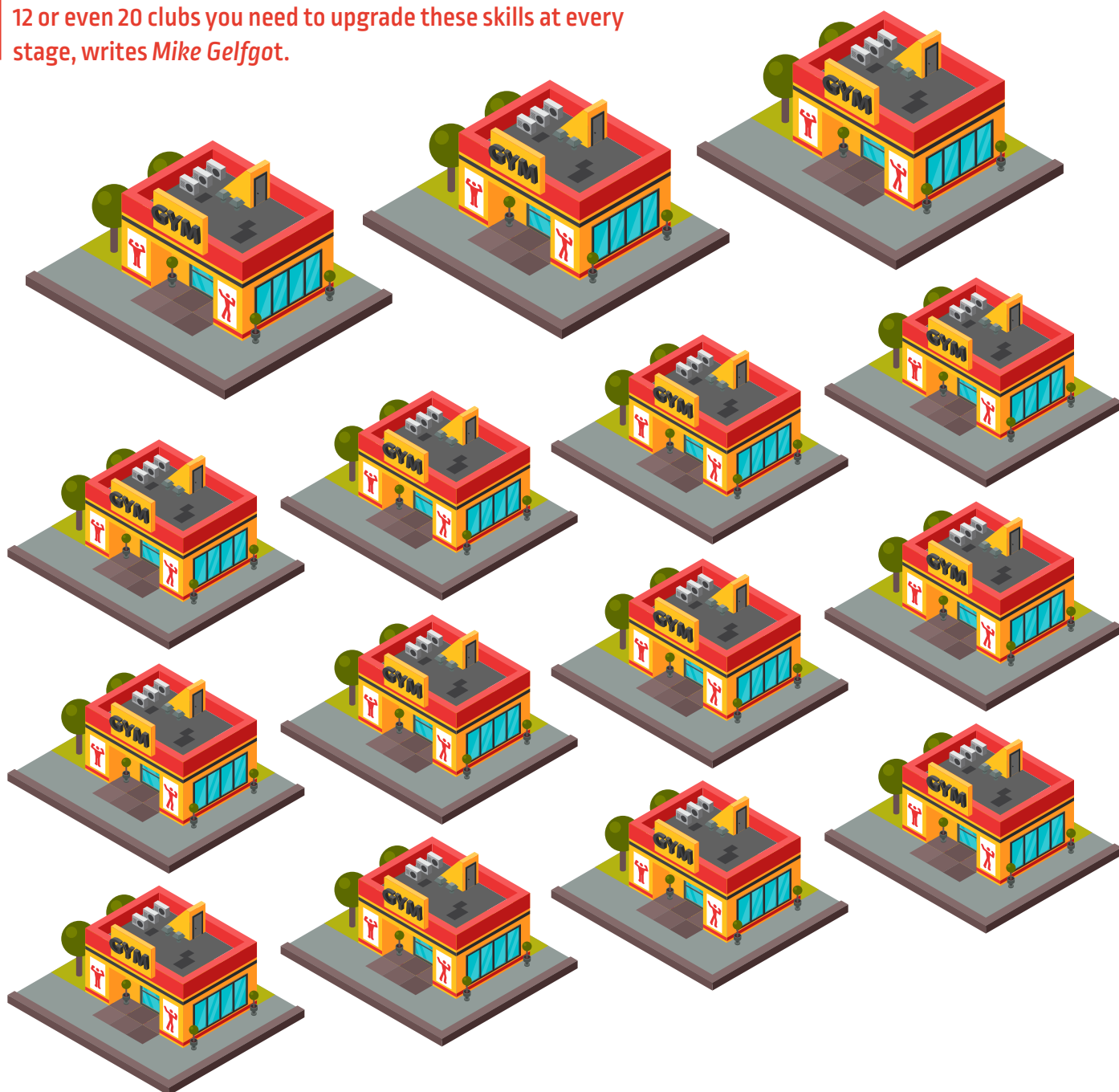
As a Master Trainer for TRX Training and TriggerPoint, he instructs education courses to fitness professionals across Australia and Asia.

Brendan doesn't just talk the talk though, he walks it, having spent eight years competing in Kyokushin Karate, fighting in bare knuckle tournaments and winning state and national titles.

He has also competed in triathlons, strongman, and road and track cycling events – and when he's not doing any of those, training clients or teaching the industry, he can be found hitting the surf off his local beaches in the NSW city of Wollongong, south of Sydney. [coachtuck.com](http://coachtuck.com)

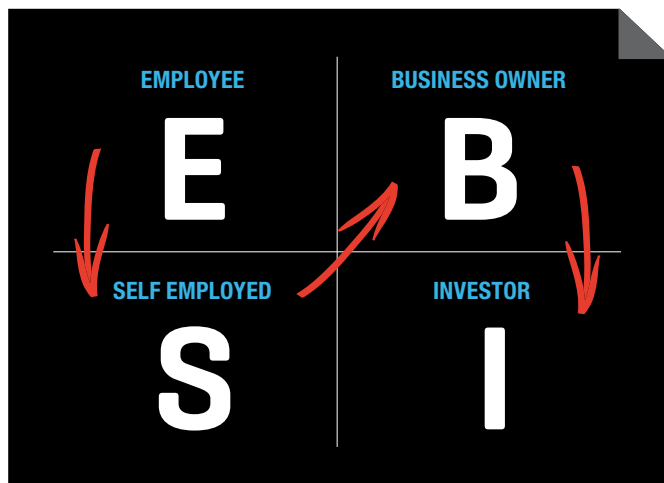
# SO YOU WANT TO OPERATE MULTIPLE CLUBS?

To successfully take your fitness operation from one to three, 12 or even 20 clubs you need to upgrade these skills at every stage, writes *Mike Gelfgot*.

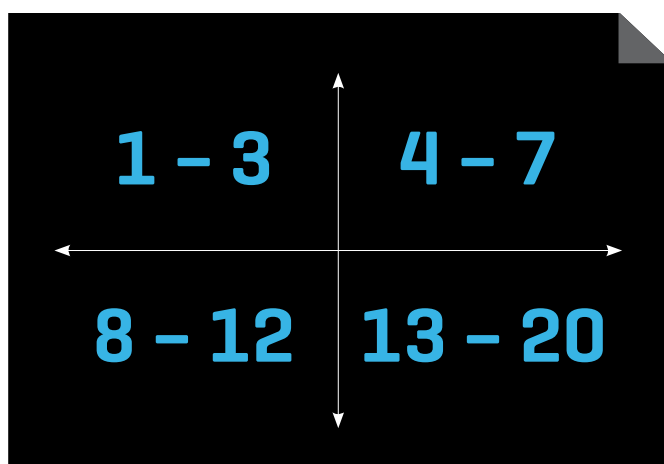




**I**n his book *Cash Flow Quadrant*, Robert Kiyosaki talks about four quadrants. He says that in order for someone to move from an 'E' (employee) quadrant to an 'S' (self-employed) quadrant, a different set of skills is required. In fact, Kiyosaki makes the point that in order to move up from any of the quadrants to the next, you need to upgrade your skills. It typically requires some form of stretching yourself and growing, reading and learning to gain new skills and hone others that are of greater importance in the new quadrant.



If you currently own and run one fitness facility and are contemplating whether or not to take the next step and expand the scale of your operations, this quadrant provides some food for thought. When scaling your fitness operation, your 'Club Flow Quadrant' would look very similar, and require different key areas of growth for each quadrant. Let's take a look.



### 1 – 3 clubs

This is essentially a one-person show. You open up your first facility and hire two or three people, depending on your business structure. In this quadrant, the key area of skills growth will be in sales and marketing, of both memberships and personal training. At this scale, you will be responsible for conducting most of the sales and marketing yourself. You will also be responsible for organising all community and promotional events, as well as for training, hiring, and firing. You are the CECM – the chief executive culture maker. The

**“** *As your company grows, you need to focus on being a really good cheerleader... acknowledge your team and publicly recognise their hard work* **”**

entire operation operates based on you and your abilities. You have a few people you can count on, but for the most part it's all on you as the club owner. You are the district manager.

### 4 – 7 clubs

As a club owner, expanding to this number of venues puts you in the position of manager and developer for your organisation. This is the phase in which all your systems and processes must be written down and, importantly, inspected on a weekly basis to ensure they are actually getting done. In this phase you will most likely have at least one DM (District Manager) that helps you oversee two or three clubs. Your time is spent on managing and developing your current DM while overseeing the other clubs and the rest of the company. The biggest areas for skills growth in this quadrant will be time management, delegation and people management (with a focus on practicing patience with staff).

### 8 – 12 clubs

This is the most critical phase for your organisation. Again, all systems and processes must be outlined, detailed, and tested repeatedly to ensure they are still effective and the most efficient way of doing things now that you are operating on a larger scale. Depending on the type of business structure you have, you will probably have between 34 and 50 people working for your business, the logistics of which may make you feel less like a health club operator and more like a recruitment agency. You should be employing between three and five DMs who report directly to you. You are the regional manager for your organisation, and as such will be spending more time working on the business than in it.

In order to assume this role, you will need to learn to let go of the hands-on aspects of much of the work you previously did, by delegating to your team and accepting that as long as they do 80% of how you would like for things to get done, that's pretty good going. By the time you are running an operation of this size, you simply can't do everything you once did, so you must entrust your team with the day-to-day.

In this phase the area of growth you need to focus on is that of culture, much like the one you had when you had only 1 to 3 clubs. This means leading your organisation, training your staff, providing vision for future growth, and creating opportunities for your team to get together outside of work.

People want to work for an organisation in which they feel like they have a best friend at work and that what they do matters. You want your best people to stay with your business, firstly because they grow your success, and secondly because replacing them due to attrition

is a time-consuming headache. Having company social events, contests where the entire company can earn a trip if they hit 100% of goal, and fun team activities, such as a Mud Run, can give your team members the opportunity to get to know each other outside of work. Clear expectations based on your vision, BHAG, core values, core purpose, and your mission statement will help your team feel like their work matters, make them much more likely to stay with you and push the company forward.

## 13 – 20 clubs

In this phase your biggest area of growth will be in managing your emotions, being honest and transparent with your team, and not being fearful of making hard decisions. Your challenge will be to keep everyone in your team on an emotional edge. Let's discuss this further.

At times you will feel inadequate, you will feel like you are making all the wrong decisions, and you will be attacked from many different angles, whether it be staff leaving, staff stealing, competitors moving into one or two or five of your markets, or



### The 30-second article

- When increasing your number of clubs, you need to learn new skills that are relevant to the unique demands and challenges of a larger operation
- When running up to 3 clubs, the key area of skills growth will be in sales and marketing, of both memberships and personal training
- When running up to 7 clubs, the key area of skills growth will be in time management, delegation and people management
- When running up to 12 clubs, the key area of skills growth will be in developing a strong culture for the business, focusing on staff training, providing vision and strengthening bonds between team members
- When running up to 20 clubs, the key areas of skills growth will be managing your emotions, being transparent with your team, and not being fearful of making hard decisions.

people calling you every single day and asking you to make financial decisions. Everyone wants to get paid more money and everyone wants new equipment.

At the beginning of the hour you might feel like you are on top of the world because finally the team is coming together, and by the end of the hour you find out that one of your trainers has been sleeping with a client and her husband is at the club right now demanding to speak to the owner – all while getting a voicemail from one of your district managers letting you know that you have a low budget competitor moving into one of your best markets.

As these challenges occur, you cannot carry this burden by yourself. In his book *The Hard Thing About Hard Things*, Ben Horowitz talks about being open and vulnerable with your executive team, your district managers. He says that trust within the team is what will pull the company out of hard times. It might seem during periods of difficulty that, as a leader, you should be upbeat and lead with positivity, but this couldn't be further from the truth. Horowitz suggests being real with your team, talking about the current challenges, and collectively putting together a plan to solve the problem. This, he says, is precisely the kind of an activity that unites a team and strengthens the bond between them.

Although you will definitely have challenges as the business grows, you will also experience really good times. At this point, your company's expenses and liabilities will be the highest they've ever been, but so should its profits. However, here lies the biggest problem you will ever face as a successful business owner – you are winning.

Life coach Tony Robbins frequently alludes to this, saying that 'The problem with success is success', meaning that, as people become more successful they lose their hunger, their emotional edge, and their hustle because there's no pain driving them anymore. They forget where they came from and stop appreciating the level of success they've achieved. They start taking things for granted, like a team member staying late one evening to get a member started, or a new sales guy closing his first deal. In the past, they would celebrate all the small victories, but now it just doesn't seem to matter as much. Isn't that the responsibility of the district managers...?

As your company grows to 13 and more locations, you need to focus on being a really good cheerleader. Look for reasons to acknowledge your team and publicly

recognise their hard work and successes. Your objective as a leader is to push your team and challenge them to grow. Set goals with your organisation, inspect those goals on a regular basis, provide feedback, and move forward. Make it a point to align your vision and goals with those of your team. Every team member must have a direction they are heading in within your business. They must have something they are working on or developing in order to stay hungry, in order to stay alive. Again, Tony Robbins puts it best when he says 'If you aren't growing, you're dying'.

## TOP TIPS WHEN SCALING YOUR FITNESS OPERATION

1. Always have someone in the pipeline. Tony Hsieh, CEO of Zappos, is a huge proponent of having a pipeline. In his book *Delivering Happiness* he talks about how someone should always be getting trained for the next position.
2. Develop a habit of continually reading and/or listening to books. To grow, gaining new/different perspectives is not an option, it's mandatory.
3. Adopt the attitude that you could be wrong. Always be aware that you don't automatically know both sides of the story, and endeavour to establish the facts before taking action.
4. Never have more than six people reporting directly to you.
5. Be financially savvy. Personal and professional financial discipline is a *must*, especially if you have business partners. All parties must be on the same page in terms of saving money, spending money, and investing money.

To successfully transition from one club quadrant to the next, you must learn new skills and adopt new habits. Change is the only thing that's constant when growing and scaling your operation. **N**

**Mike Gelfgot** and his two business partners operate 21 Anytime Fitness locations in the US. With a number of accomplishments under their belt, including Club Operators of the Year, Success Story of the Year and Community Outreach Award, Mike credits all of his own success back to his team and business partners.



# COULD THIS GREAT VENUE BE YOUR **NEW** SYDNEY CLUB?

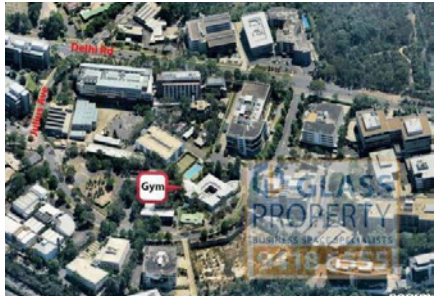
## Purpose-designed facility For Lease at North Ryde, Sydney

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Tenancy H01 at The Village, North Ryde, offers a purpose designed gym/recreation facility including gym floor with natural light from all sides, office area, male and female change rooms, swimming pool, tennis court and secure parking spots for staff. There is also abundant free visitor parking available. Leasing the gym area without the tennis court and pool is also an option.

With the potential for 24-hour access, the facility is located in a small retail shopping centre within a business park at North Ryde and is surrounded by office buildings and a number of new residential towers, offering a large potential membership market. Other businesses in the shopping centre include physio, chiropractor, general store, cafes and financial institutions. It is a short walk to the railway station and there are many buses on nearby Delhi Road.

If you're looking for your next club venue, this is a rare opportunity not to be missed.



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# GETTING SHORT-TERM WINS FROM LONG-TERM GOALS

Our brains are wired to embrace immediate reward rather than strive for long term gain, so, asks *Susy Natal*, how can we work with this tendency to help clients achieve bigger picture goals?

**O**ne of the primary roles of a personal trainer is to motivate and direct clients down a path that will allow them to achieve their health and fitness goals. There are many people who, even when provided with sufficient knowledge about how to train, will still struggle to remain focused on their health and fitness for long periods of time when left to their own devices. This stems largely from how the human brain organises and perceives the importance of goals and rewards based on time-frames.

The body can undergo impressive changes in a short period of time if a person is relatively deconditioned or has been eating and exercising in one specific way for a while, and then makes drastic changes to training and nutrition. This is where the selling point of the challenge comes in: an individual commits to making dramatic lifestyle changes within a set period of time, and this will generally translate to significant changes in the body.

Although extreme training and eating behaviours are neither sustainable nor healthy when maintained for longer periods of time, they can be safe in short, discrete bursts, such as in a challenge. Challenges can be useful, therefore, for kick-starting someone, getting them back into the gym or refocusing

their training if they are lacking direction. However, it is important to avoid having your clients get into the habit of expecting all changes to take place so quickly, because this simply will not be the case most of the time, and if it is expected then the more common, slower changes associated with regular training will become tiresome and adherence will become a problem.

## A study in time and distance

The human brain, like the rest of the body, functions to keep us safe. Objects that are far away are not as salient to us as objects that are near to us, since the closer ones can present more immediate risk and therefore demand our attention. Something similar occurs with rewards and time – a reward that we will receive sooner, if all else is the same, is perceived as greater than one that will happen further on down the track. This makes sense when the rewards are identical, because not having to wait for something is more satisfying than having to wait for the same thing. The issue, however, is that this is also the case when the more distant reward is greater than the one that occurs sooner. That is, our brains struggle to embrace the bigger picture.

There have been many studies in which participants have opted to collect significantly

smaller amounts of money immediately, rather than wait to be rewarded with much larger sums, and we make the same error of attributing too much value to the immediate when it comes to decisions about health and fitness. Having a burger and fries now, even though it does not align with our current nutrition goals, is more immediately rewarding than dropping a dress size over the next two months. Staying in bed and sleeping in is more immediately rewarding than getting up earlier, particularly in the colder months, and working out in a bid to attain results that we won't see for many months. The salience of the immediate can be overpowering, and cause many of your clients to run into trouble with their exercise adherence.

## Micro-goals and celebrating small wins

This demonstrates a few pointers for personal trainers: your clients will be more likely to succeed if there is a tangible reward to be obtained from their work, and even more if this reward is available in the short-term. The issue then arises, as mentioned above, that the body will initially make rapid changes and then progress will gradually slow down, so truly large and sustainable health and fitness goals actually operate in the long-term. This is where micro-goals





## The 30-second article

- Although challenges are great to help a client commence training or return to training after a break, they can also create unrealistic expectations about how quickly changes in the body are supposed to occur
- The brain prioritises and values short-term goals and rewards over more distant, longer-term ones, meaning that a burger or a sleep-in can take precedence for your clients over adhering to their goals
- Because most health and fitness goals are larger and long-term, breaking them down into micro-goals that are rewarded will enable your client to feel as though they are progressing, thereby encouraging maintained interest and adherence.

and regular check-ins come into play to keep your clients focused and committed to their larger goals.

This means, for example, that if your client's goal is to drop three dress sizes, but they are new to training and food choices are an issue for them, then the long-term goal of the three-size drop needs to be broken down. This can be done in several different ways. Obviously, each size dropped, or decrease in body measurements, is one way to do this, but even so, your client might stagnate for a while at one size and start to lose interest if no progress is seen for some time.

This is where goals such as not missing any training sessions, sticking to a healthy and balanced diet for a whole fortnight and other smaller goals that they can constantly



## *Your clients will be more likely to succeed if there is a tangible reward...and even more if this reward is available in the short-term*

work towards will help keep them focused. These smaller goals can be regularly achieved, which allows for consistent celebrations of the little wins. This will help increase the feeling that they have what it takes to be able to achieve their longer term goal, which will in turn increase their adherence and motivation to stay on track.

The more experienced your client is with setting long-term goals, particularly within the context of health and fitness, the less you will need to break this down. Conversely, beginners will need very small and regular micro-goals to keep making progress without feeling overwhelmed by the perceived enormity of the goals at hand. Generally, when setting micro-goals with a client, start small and take on their feedback – if the micro-goal seems too easy then break it down less, and if it seems intimidating or unachievable, then break it down further.

### **Plan the next goal to avoid regression**

Finally, as a trainer you always need to think ahead. When your client is approaching the completion of a goal then this is the time to start setting the next one. Take the time to celebrate the completion of the goal, as this is a huge achievement for your client, but ensure you have

the next goal in sight. The absence of a next step can send many people tumbling off the wagon, as no direction can prompt a regression to old habits. Don't wait for the completion of the previous goal – get in ahead so that there is already something to keep the client focused during the celebration period.

Goals should drive your work with every single one of your clients, and these need to be personalised to their needs, including how you structure the goals for them. Based on the client's individual personality, determine the amount and frequency of micro-goals to keep them interested, challenged and invested in their training. **N**

**Susy Natal** is a Sydney-based performance coach, wellness writer and personal trainer with a background in psychology. She works with a varied clientele, from beginners through to competing athletes across multiple sports. [susynatal.com](http://susynatal.com)





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

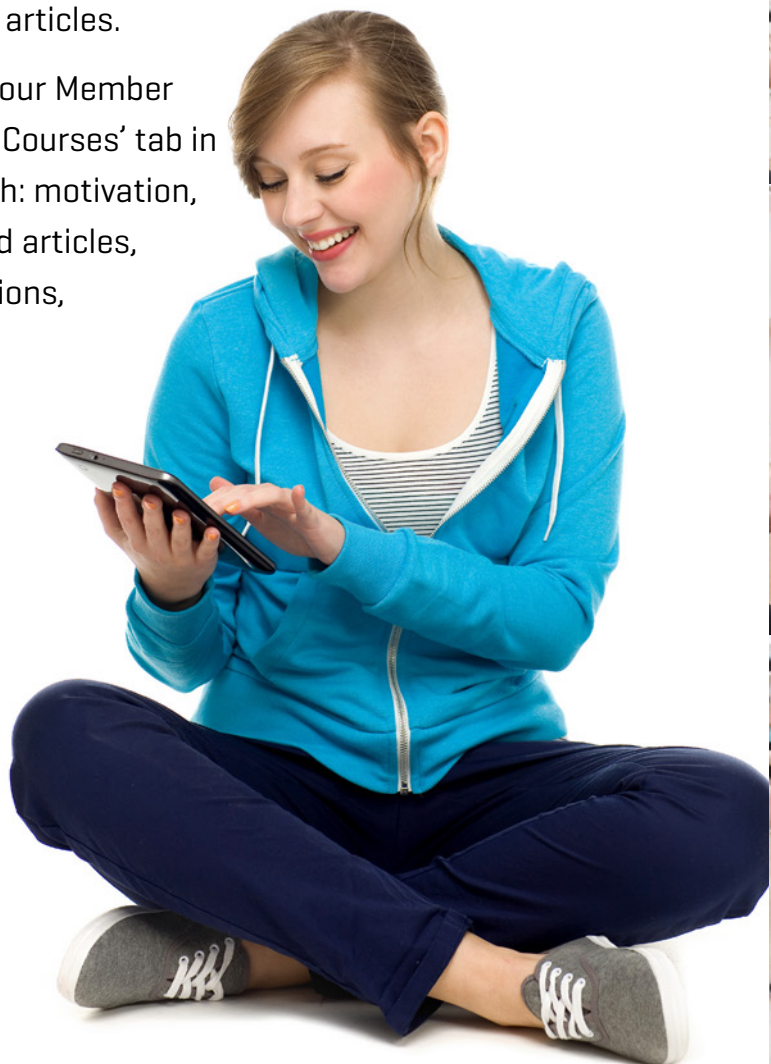
Every issue of *Network* magazine includes an article linked to a 1-CEC or CPD [NZ] course that is FREE to Network Members.

This quarter, the course is based on '**Getting short-term wins from long-term goals**' by Susy Natal, and two other articles.

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

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WHAT IS...?

# SWINGTRAIN

Named by Red Bull as one of the Top Ten fitness things to do in the UK, this swing-inspired dance fitness experience has arrived in Australia.



**I**nspired by the global swing dance group Swing Patrol, SwingTrain combines the legendary energetic dance moves of the Charleston, swing, gospel and hot jazz to inspire participants to reach their fitness goals while having fun.

Already making waves in the UK, SwingTrain recently launched on these shores. SwingTrain founder Scott Cupit, himself an expat Aussie, set out to combine swing dancing with vigorous, high intensity and dance cardio exercise. SwingTrain classes allow moves of varying complexity, meaning that a range of fitness levels can be catered to within the one class.

'Some people love the gym and some people really don't and those that don't are the people that are going to fall in love with SwingTrain sessions. All sessions provide a total body workout with emphasis on legs, arms and core' says Cupit.

'Dance is probably some of the most physically exerting exercise we could ever do, so why not utilise these fantastic swing moves to get people fit? SwingTrain is just about having a fun time whilst exercising. Many participants have no idea quite how much exercise they are doing until we explain that you can burn up to 500 calories in just one session.'

SwingTrain is offering the opportunity for anyone interested in dance and fitness to become an Accredited SwingTrainer. SwingTrainers will effectively run their own businesses as franchisees delivering SwingTrain classes in their local areas.

'We are already getting plenty of global attention. With Red Bull voting us one of the top ten fitness things to do in the UK, it would be great to see SwingTrain achieve the same rating for the fitness industry in Australia' says Cupit. **N**

## MORE?

To see where you can experience a SwingTrain class in Australia, click [HERE](#), and to find out more about future instructor trainings, enquire [HERE](#).





# RAW VS COOKED

## PALATABILITY, DIGESTIBILITY AND SUSTAINABILITY

The idea of eating a diet of pure, unprocessed, uncooked foods holds allure for many, so how does it weigh up nutrition-wise, asks dietitian *Amy Giannotti* – and is it sustainable?

**M**ore and more of us are now very aware that the food we eat plays a significant role in our health, performance, mood and body composition. Many are less conscious, though, of how our behaviours and attitudes around food also impact these outcomes.

We are continually bombarded with information on how we should and shouldn't eat, so it's not surprising that many of us – and especially our clients – are confused, stressed and anxious about food.

Here are some very sobering facts about dieting:

- 90% of females and 68% of males aged 12 to 17 years old have been on a diet of some kind (Eating Disorders Victoria, 2016)
- Dieting is the number one risk factor for eating disorders, a serious mental illness with the highest mortality rate of any psychiatric illness (Eating Disorders Victoria, 2016)
- Weight loss following lifestyle intervention is maximal at 6-12 months. Regardless of the degree of initial weight loss, most weight is regained within a 2-year period and by 5 years the majority of people are back at their pre-intervention body weight (National Health and Medical Research Council, 2013).
- Those that yoyo diet, resulting in 'weight cycling', have poorer health biomarkers (hypertension, insulin resistance and dyslipidemia), increased morbidity and greater mortality risk than those that have never dieted (Bacon & Aphramor, 2011).
- Adults with eating disorders experience significantly higher levels of anxiety disorders, cardiovascular disease, chronic fatigue, depressive disorders, neurological symptoms and suicide attempts (Eating Disorders Victoria, 2016).

### So what is a 'healthy' diet?

As a dietitian I have worked with countless individuals, and have arrived at my own definition of what constitutes a healthy diet – both in terms of physical and social wellbeing:

#### 1 You are intuitive to your hunger and fullness cues.

You can recognise when you are getting hungry and you feel free to eat. No food rules dictate when you should and should not eat, you listen to your body. You can also recognise when you are satisfied and can stop if you choose to. You may find yourself 'starving', 'hangry' or 'overfull', but this is only occasional and not problematic because you can recognise these symptoms and how they came about. Being attuned to your hunger and





fullness cues, and acting upon them, will help you arrive at your most healthy weight.

**2 Your eating behaviours are flexible.**

You are able to travel the world, try new foods and cuisines and eat out with friends and family. Your diet or food rules do not dictate your social life and social health.

**3 Your food intake provides your body with all of its essential nutrients.**

You eat from all five food groups (fruit, vegetables, grains/pseudo grains and cereals, lean meat/alternatives and dairy/alternatives). Gender, body size, age and activity levels are all factors that affect the amount of energy and certain nutrients we need. The Australian Guide to Healthy Eating and the Recommended Food Groups is a great 'guide' to help tick these boxes.

We don't need to look far to find a diet promising weight loss and a better life. Before jumping on the next diet, however, it is wise to consider my definition of a healthy diet and ask yourself whether it will support your health and your core values – and whether it's sustainable. If not, you're most likely setting yourself up for feelings of failure, regret, frustration and poor health outcomes.

**In the raw**

The raw food diet is on trend, likely recently assisted by celebrities such as Demi Moore and Venus Williams claiming to have followed the 'raw movement' at some point. Weight loss, improved health, enhanced energy and sporting performance have all been claimed effects of adhering to this approach to nutrition.

**What we know about dieting and weight loss**

At this juncture it is prescient to consider a few certain truths about dieting and weight loss, and how these might relate to a raw food diet.

- An energy deficit is an absolute requirement for weight loss.
- An energy deficit can be created in many ways.
- A healthy weight loss occurs when the dieter is still able to meet their nutrition requirements of over 35 essential nutrients (the body's key tools).
- When someone loses weight they need to consume fewer calories to maintain their weight loss.
- A *healthy and sustainable* weight loss is when someone loses weight gradually over a period of time (e.g. 0.5-1.0kg per week), is still able to meet their nutrition requirements (not malnourished) and changes their lifestyle habits to maintain weight loss.

**TABLE 1: Raw food diet rules**

✓ Allowed	✗ Banned
All raw fruit, vegetables, nuts and seeds	All cooked foods
Fermented foods (e.g. kimchi)	Grains, legumes, potatoes and most starchy root vegetables, as these require cooking to be palatable. (e.g. brown rice, quinoa, lentils, sweet potato)
Wine (fermented)	Spirits and beer (technically cooked because they are distilled)
Raw milk products and raw meats are also acceptable, if you're not practicing a vegan raw food diet	Meat and dairy products (if practicing a raw vegan diet)

**Where did the raw food diet come from?**

The raw food movement probably began way back in 1850 with Sylvester Graham, a Presbyterian minister who started the American Vegetarian Society. A later significant player in the raw food movement was Chicago medical doctor, Edward Howell, who wrote a book called *The Status of Food Enzymes in Digestion and Metabolism*. Howell claimed that the food we eat contains natural enzymes to digest our food and that the heat of cooking destroyed these enzymes, therefore making the food harder for the body to digest.

Raw food enthusiasts also claim that cooking strips fruit and vegetables of their vital nutrients, and makes them harder for our bodies to metabolise, so that cooked foods are supposedly less healthy than raw foods.

Recent food and nutrition science tells a different story. We now know that the *body* contains these enzymes, although digestive ability varies between individuals.

**Will eating raw make you feel better?**

Simple question, not quite so simple answer. Eating raw might make you feel better, but not necessarily because you're eating raw – rather because the restrictive nature of the raw food diet may have reduced or eliminated a food that your body was struggling to digest – regardless of whether or not it's cooked.

Irritable bowel syndrome (IBS), with symptoms including bloating, pain, gas, diarrhoea and constipation, is common in Australia, with 1 in 5 suffering. These symptoms are commonly blamed on gluten or lactose, but many people who think they are intolerant actually aren't. The culprit in many cases might actually be FODMAPs (Fermentable Oligo-, Di- and Mono-saccharides and Polyols), a group of carbohydrates. They are food for the bacteria in our gut, so when they are fermented in the intestines they increase the volume of liquids and gas in the intestines causing cramping, gas, bloating, diarrhoea or constipation.

Most people don't have any trouble digesting the level of FODMAPs



## The 30-second article

- The increasingly popular raw food diet allows raw and fermented foods to be consumed
- Consumption of extreme amounts of charred and browned foods has been linked to diseases including cancer, heart disease and stroke
- Some losses in nutrients caused by cooking foods can be offset by the improvements in digestibility and palatability that enable greater quantities to be consumed
- When considering a raw food, or any other, diet you should ask whether it will support your health and whether it is sustainable – if not, you may be setting yourself up for feelings of failure, regret, frustration and poor health outcomes.

found in a standard diet, but others can struggle to absorb FODMAPs. FODMAP foods also have a cumulative effect, meaning you might not get symptoms every time you eat a particular food because it can depend on the types and accumulation of foods. This is where self-diagnosis often goes wrong, eliminating unnecessary food groups.

It is true that some people have food intolerances that may cause them to have trouble metabolising certain foods, but whether they are cooked or not makes little difference.

### Impact of cooking on nutrient composition, digestibility, taste, safety and health

Nutrients are the body's key tools, and they can be broken down into macro and micronutrients. Macro are our energy yielding nutrients (carbohydrate, protein and fat) and our micronutrients include all our vitamins (e.g. vitamin C) and minerals (e.g. iron and calcium).

Vitamins are further broken down into fat soluble (Vitamin A, D, E and K) and water soluble vitamins (the rest, e.g. Vitamin C).

So what does cooking do to these nutrients?

High intake of char-grilled, burnt and barbecued food has been linked to an increased risk of cancer, due to the formation of carcinogenic substances called polycyclic aromatic hydrocarbons (PAHs) (Phillips, 1999).

Evidence exists that eating extreme amounts of browned or roasted food, which

contain high levels of compounds called advanced glycation end-products (AGEs), could contribute to an increased risk of developing age-related diseases such as cataracts, Alzheimer's disease, heart disease and stroke (Uribarri, et al., 2010). But, to reiterate, these correlations relate to cases of very high consumption, so your mum's Sunday roast isn't off the menu.



Vitamins have the greatest instability in food. The losses vary widely according to cooking method and type of food. Vitamin degradation depends on specific parameters during the culinary process, e.g. temperature, oxygen, light, moisture, pH, and, obviously, length of exposure. The most unstable vitamins during cooking processes are retinol (vegetable boiling, 33% retention), vitamin C (the most damaging factors are cooking and oxidation), folate (leaching into the cooking water, 40% retention), and thiamin (cooking, retention 20-80%). Niacin, biotin, and pantothenic acid are quite stable (Lešková, et al., 2009).

Vitamin C is abundant in fruit, especially citrus fruit, and vegetables, and, of course, fruit is most often eaten raw. Retinol (vitamin A) is found in some fish, milk, cheese and liver. Folate is found in asparagus, cooked spinach, romaine lettuce, Brussels sprouts, beets, broccoli, corn, green peas, oranges, bread, enriched pasta, wheat germ, liver, dried beans, soybeans, chickpeas, lentils, sunflower seeds and flaxseeds. Thiamin (Vitamin B1) is found in whole grains, enriched grains, liver, pork, dried beans, nuts and seeds.

Heating most foods improves their digestibility. Heat breaks down the physical barriers in the food, for example, husk and thick skins, and bursts open the cells so that the contents are more accessible while also breaking down toxins or chemicals.

Although some losses are found in cooking, these nutrients are often easy to attain when eating a 'balanced diet' that includes the recommended amounts of food from each of the five food groups (National Health and Medical Research Council, 2015).

And despite nutrient losses through cooking, most vegetables still retain substantial concentrations of their vitamins and minerals, particularly if you use cooking techniques that don't require extreme temperatures and long cooking times.

Steaming, blanching, simmering and stir frying are preferable to boiling them in big pots of water (Nutrient Data Laboratory et al. 2007). Aim to retain the vegetables' vibrant colours rather than overcooking them until they are brown!



Another aspect, of course, is how appealing the food is to eat. The more tempting something is, the more of it we are likely to consume. Palatability is often improved with cooking, making meeting our recommended serves from the food groups, and hence all of our essential nutrients, more achievable. The latest Australian Health Survey showed that only 6.8% of adults meet their recommended daily five serves of vegetables!

Food safety and hygiene is also a consideration, as cooking kills most of the bacteria responsible for food poisoning.

Eating from each of the five food groups can be difficult when following a raw diet, increasing your risk of nutrient deficiencies. A raw food diet will struggle to provide adequate calcium, iron, zinc and omega 3, impacting immunity, cardiovascular health and bones, as well as the health of skin, hair and nails.

### Considerations

When thinking about a change of diet, it's important to consider your core values, health and goals. There is no one-size-fits-all way to eat. We all have different lifestyles, goals, likes/dislikes, access to food, cooking skills, financial situations and circumstances. While the idea of eating in a 'clean and natural' manner may be appealing, a raw food diet may not cure what ails you.

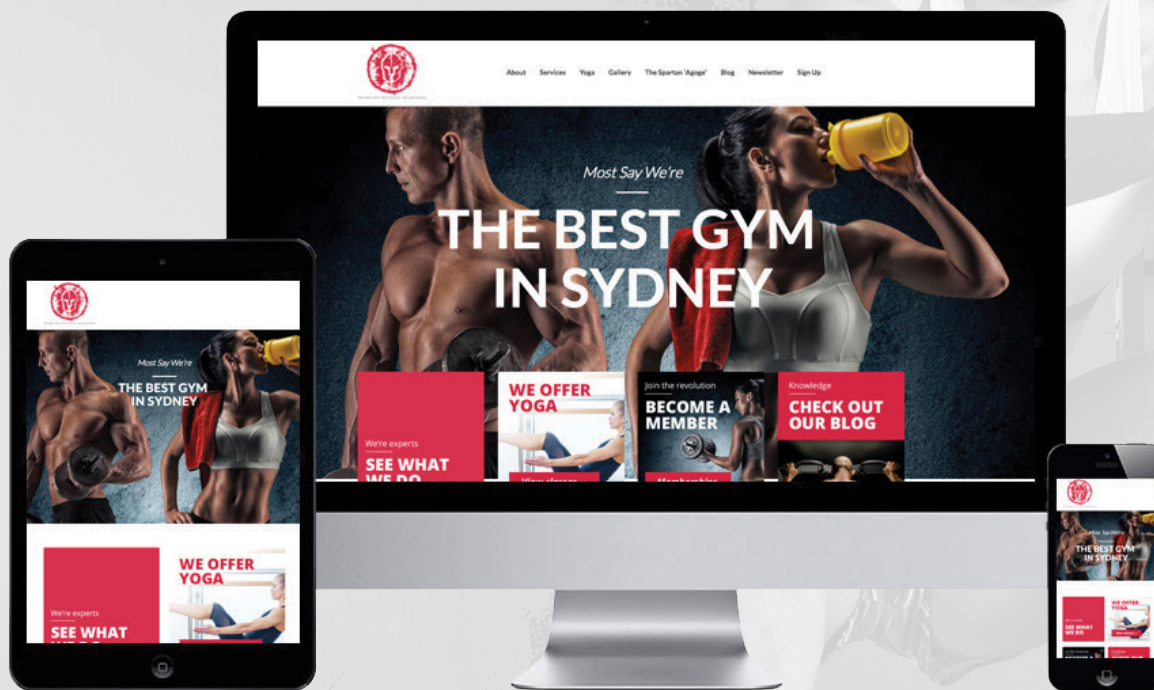
If you have, or suspect you may have, any diagnosed medical conditions, allergies or intolerances, have a specific training or body composition goal, or feel you are suffering from an unhealthy relationship with food, talk to an expert. Click [HERE](#) for a list of Accredited Practising Dietitians. **N**

[CLICK HERE TO SEE REFERENCES](#)

**Amy Giannotti** is a dietitian, sports dietitian, strength coach, running coach and yoga instructor. The owner of Eating Fit, she is available for individual and group face-to-face and online nutrition consultations and education workshops. [eatingfit.com.au](http://eatingfit.com.au)

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# REAL WORLD PT

**DUNCAN MCDAIDE**  
**SELF-EMPLOYED PT**  
**& COACH**  
**VIC**



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

**? Business name:**

The FUNctional Project,  
thefunctionalproject.com.au

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

10 years

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

Full-time, all the time ;)

**? What made you decide to become a trainer?**

A combination of wanting to become a fireman and thinking that this would be a good stop-gap, and wanting to help people that, like me, had health issues to feel as good as I do when I take care of my wellness. I just loved it so much that I never became a fire!

**? Do you specialise?**

I don't. I always felt strongly that I wanted to affect as many people as possible and that by specialising I would limit my reach to other populations.

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

Not really, I love all movement. I have been a strength and conditioning coach with the Melbourne Rebels rugby union team and loved it, and I've worked with older populations to get them moving better and feeling better, and loved that too. I'm currently partial to a bit of Animal Flow though, I have to say!

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

Having just opened the studio this has gone down from between 40-50 to between 20-30, as I spend more time running the business. I'd never want to give up training clients entirely though, as it's what I have the passion for.

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

This varies and to be honest it is all encompassing now I'm managing the studio. Even as a personal trainer, though, running my own business was 24/7, as I followed up with clients on homework and wrote programs or came up with strategies to improve client experience or lead generation.

**? What hours do you work?**

All of them! No, I start most days at 6am, train and have a few hours of admin mid-

morning to early lunch, go and see the family for a couple of hours, then head back in for the evening.

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

I love to walk the dog and see my son when I get the chance. I do prioritise my training and food prep as it's what gets me through the week, but I have learnt to auto-regulate much better so I don't burn out.

**? How much do you charge?**

My PT sessions are \$100 per hour. Our Small Group and semi-private training sessions are available in packages.

**? How many clients do you have?**

Personally around 20, though the studio has between 80-100.

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

I've always found retention to be pretty good. I came to Australia from the UK six years ago and have been training some of my clients since then. People's circumstances can change but generally I get a year or two out of people.

**? How do you get new clients?**

Word of mouth is the most common method, although we do a lot of social media, including paid adverts, and we do face-to-face outreach into the local community weekly. We have a strong community belief, and regularly hold events for the local community.

**? Do you vet/question clients before you agree to train them?**

I have a questionnaire for them to fill out before they come along and then an initial fact finding assessment when they first come in.

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

Thankfully the only time I've referred clients on was when I have been too busy, there has never been anyone I've thought I couldn't work with – I'd be very surprised if I came across anyone like that. I hope I can add value to anyone's program, and unless they had a very skewed moral compass that was negatively impacting me, I think we could find common ground.

**? What differentiates you from other trainers?**

That's a really tough question. At TFP we



are driving experience-based training where clients value the moment over the results. Not that results aren't important, but they will come with the consistency you get from enjoying what you do. We also have different fundraising events set up to raise awareness and get the wider community active. I think this sets us apart from the norm.

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

I try to be as current as possible and find that constantly educating myself stimulates me in the job and in my family life. I have been a regular in the Paul Chek program for the last few years and I can't recommend it enough. I did a lot of movement systems when I first started and have just started dabbling in Animal Flow which, as I said before, I'm a bit obsessed with! We also practice the kaizen theory in the studio, whereby we aim to get 1% better each day. To action this, we catch up once a week and set personal development tasks, whether its reading, listening to podcasts or researching anatomy, it keeps the brain ticking.

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

The variety of people I get to work with and the platform it has given me to create all the different events and programs I can think of.

**? And the hardest?**

Being self-employed and taking a holiday is pretty tough!

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

That it's easy and you get paid loads! It's running your own business so you can't treat it like a job and just come in to do sessions and go home. It takes continual work and investment.

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

I'd love to see the TFP tribe grow and our events get traction so we can raise money and awareness for our greater community. To impact as many people positively would be huge for me.

**? What is your fitness philosophy?**

Move, breath, eat, sleep and meditate like you are a diabetic cancer sufferer with a heart problem so you never have to deal with these horrible afflictions.

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

Follow your passions and grow your mind, body and soul and watch your client base follow your journey. **N**

*Follow Duncan on Facebook @thefunctionalproj, and Instagram the\_functional\_project and Duncan\_pt*

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

# HOW PILATES CAN HELP YOUR CLIENTS REHAB FROM INJURY

If you've never considered the role Pilates can play in rehabilitating clients with injuries, think again.

**T**o the uninitiated, Pilates can sometimes be dismissed as a gentle mind body workout that takes place behind closed doors. Something a bit like yoga, perhaps. The fact is, however, that this method of conditioning was born out of a need to achieve functional strength necessitated by a weakened physical state.

## Origins of Pilates-based work in rehabilitation

As a child, German-born Joseph Pilates suffered from a multitude of illnesses that resulted in muscular atrophy and weakness. This inspired him to become physically stronger and, ultimately, dedicate his life to the pursuit of functional strength. His pursuit of physical and mental strength led him to study yoga, martial arts, Zen Meditation, and Greek and Roman exercises. He worked with medical professionals, physicians and his wife Clara, who was a nurse. It was the integration of these various modalities that led Pilates to develop his own unique method of physical and mental conditioning, then termed 'Contrology'.

Introducing his method of whole-body conditioning to the US in 1923, over the next couple of decades Pilates saw it embraced by popular dance instructors and choreographers, including Martha Graham, George Balanchine and Jerome Robbins.

As elite performers, dancers often suffered injuries that demanded long recovery periods. Unique at the time, Pilates' method encouraged movement early in the rehabilitation process. He found that by introducing movement without impact early in the

rehab process, the pace of healing increased and time off training decreased.

It wasn't long before the wider dance community caught on and adopted Pilates' methods for both conditioning and rehabilitation. Seventy years later, his techniques began to permeate and gain popularity in rehab circles. By the 1990's, an ever-increasing number of rehabilitation practitioners were using the Pilates Method in multiple fields of rehabilitation, including general orthopaedic, geriatric, chronic pain, neurologic rehabilitation, and more. Within the rehabilitation setting, most Pilates exercises are performed on several types of apparatus, the best known of these being the spring-based Reformer.

The apparatus work evolved from Pilates' original mat work (which was difficult due to the effects of gravity on the body). On the apparatus, springs reduce the effects of gravity and help control movements, which aid a safe recovery. By altering the tension on the springs or gradually increasing gravitational forces, someone recovering from injury can be progressed towards full functional movement.

Today, more and more healthcare practitioners are using the Pilates-based approach in rehabilitation.

## Motor learning, core control and the Pilates-based environment

Core control is the most common desired outcome for functional movement. Research led by Richardson and Hodges in 1990's Australia looked at the importance of trunk control. Their research focused on defining the activity of core musculature among healthy adults experiencing chronic low back pain during upper extremity movement. The results support the importance of core stiffening in preparation for movement of the extremities: core stiffening is not thought to restrict movement, rather to facilitate controlled





## Working to overcome faulty compensatory movement patterns is a fundamental goal in the Pilates-evolved method.



movement. This phenomenon is at the root of all Pilates-based work.

Joseph Pilates believed that core control is the essence of controlling human movement. Richardson and Hodges also identified the transversus abdominus muscle as being a primary postural control muscle. It is hypothesised that the transversus abdominus is activated to provide core stability during dynamic movement. This approach to core control supports the theory of movement advocated by Pilates-evolved practitioners, more so than traditional methods.

The Pilates-based environment is great for designing task-oriented interventions. Within this environment, a faulty movement can be broken down into components by using the spring-based apparatus, and changing the body's orientation to gravity. When you evaluate a client's needs and the desired movement outcome (e.g. jumping, sitting, reaching, rotating, or walking) you can design a similar movement with the appropriate level of load to support it while it heals.

The goal of achieving efficient movement and returning to functional movement and enhanced performance is the foundation of Pilates-evolved work. Pilates-evolved exercises can facilitate such movement behaviour by allowing your client to be in a position that minimises unwanted muscle activity, often responsible for inefficient movement patterns and early fatigue, which can lead to injury.

When a desired movement is challenged by a decrease in proprioception, individuals often over-recruit muscles in an attempt to stabilise. Although it has not been proved, it remains plausible that over-stabilisation or faulty stabilisation inhibits efficiency and acts as a hindrance to efficient movement.

For example, your client may be able to demonstrate a 90-degree straight leg passively, but when asked to lay on his or her side, with a decreased base of support, the available range of motion on the hip drastically decreases. When you challenge the base of support, and therefore balance, the degree of efficiency and range of a movement often suffer.

The Pilates environment allows you to decrease the proprioceptive challenge by increasing the base of support and providing adequate assistance and feedback for optimal motor learning. You can progress the movement sequence by decreasing the amount of support, ensuring that the quality of the movement does not suffer. You could continue the progression toward a more functional task and familiar orientation with gravity. Additional motor learning theory would teach that a cognitive level of learning take place first with internal and external feedback. Once association takes place and your client continues the practice, the new movement sequence may become automatic. It is this automatic execution of new movements that reduces the risk of re-injury and increases efficiency.

Another important factor for attaining automatic functional movement is neurologic feedback from the deep muscles of the trunk, or the multifidus. The multifidi muscles have six times more muscle spindles than any other muscle in the trunk. This great source of kinetic feedback plays a large role in trunk

awareness (Richardson et al).

Theoretically, if the multifidi and other deep paraspinal muscles are inhibited secondary to pain and pain inhibition, we can hypothesise that the same process would inhibit the proprioceptive feedback mechanism of that muscle (i.e. muscle spindle fibre). The loss of proprioceptive feedback leads to a decrease in trunk awareness and control. Inhibition of core proprioception may be responsible for faulty compensatory patterns that can result in destructive forces that prolong the healing process. Working to overcome faulty compensatory movement patterns is a fundamental goal in the Pilates-evolved method.

When your client has shown successful movement without pain, you can progress the exercise by decreasing the assistance and challenging the base of support. The ability to challenge proprioception through a movement phase in the Pilates-evolved environment is endless. The three variables; base of support, length of levers, and degree of assistance, can be manipulated independent of each other.

In comprehending current motor learning theories, biomechanical principles, neuro-musculoskeletal physiology, and anthropometry, Pilates-evolved work can be a viable and effective method of movement re-education. **N**

*Adapted from the research paper, Introduction to Pilates-Based Rehabilitation by Dr Brent D. Anderson, PT, OCS and Aaron Spector, MSPT*



### The 30-second article

- Joseph Pilates developed his method of physical and mental conditioning in the 1920's as a way to achieve functional strength necessitated by a weakened physical state
- Pilates found that introducing movement without impact early in the rehab process increased the pace of healing
- Pilates believed that core control is the essence of controlling human movement
- Pilates-evolved exercises can allow clients to minimise unwanted muscle activity that can be responsible for inefficient movement patterns, early fatigue, and injury.

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Pilates Reformer – Starts April, 2018

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# STARTING YOUR OWN PILATES BUSINESS

Qualifying as a Pilates instructor is the first step to living the life you want. So, asks *Ingrid Thompson*, what might the next steps look like?



**K**arly's dreaming about starting her own Pilates studio. Now that she's fully qualified as a Pilates instructor, the idea of her own facility is an exciting one. Her vision is to bring Pilates to as many people as possible, while also making enough money to live her desired lifestyle. How can she do this? She feels like she has so many options.

## Freelancing

Many of the graduates from earlier courses work in other studios. Her friend Mandy has an ABN and teaches Pilates in three different studios as well as at a gym. She says she loves the flexibility and variety of working across a few different studios and with all the different clients. Getting an ABN was easy, she just had to follow the prompts on the ATO website, [ato.gov.au](http://ato.gov.au)

An extension of the freelancer option is to teach in people's

homes. A group of friends can get together and arrange regular Pilates sessions in one place, or individuals can have private sessions in their own homes.

Being a freelancer takes a bit of organising to get your days and times lined up and establish a base of regular clients, and once it's in place it's always liable to change at the whim of facility owners or private clients. Freelancers are responsible for their own taxes and superannuation. Those who do it and enjoy it wouldn't choose anything else. Karly's definitely considering starting out as a freelancer and seeing how it goes before potentially taking the plunge and running her own studio.

## Studio owner

It would be great to one day have her own studio, and if she does, there are essentially two options: buying an existing studio, or starting her own.



## ***There's no point in being the best Pilates instructor in your suburb if you can't pay the rent and instruct anyone.***



### **1. Buying an existing Pilates studio**

From time to time people sell their Pilates studios, for whatever reason. Buying an existing studio can be a great option for getting into a Pilates studio business.

Karly could buy a studio that has been operating for a while. That way, as long as she did her due diligence on the books of the business, there should be existing clients, regular timetables established, cash flow, marketing collateral and everything else that it takes to run a successful business.

One of the issues Karly is aware of is rent: it can be one of the most expensive parts of having a bricks and mortar studio, and signing a lease is a long term commitment. Someone once told her; 'it's easier to get out of a marriage than it is to get out of a commercial lease.'

### **2. Starting from scratch**

Some people just love the challenge of doing

it all themselves. Karly wonders if she is the sort of person who could start her own business completely from scratch.

Part of her Pilates instructor training involved observing qualified instructors working with their clients in a Pilates studio. Two things Karly paid particular attention to during the observations were:

- The instructor's style of teaching. Karly wants to emulate the people she most admires, so she's paying particular attention to their style of teaching, cueing and working with their clients.
- How the studio operates. While Karly doesn't know much about running a business, she knows that there is more to it than just showing up and teaching Pilates.

After freelancing for a while, Karly has come to the realisation that, yes, she truly wants to create her own, unique Pilates studio. She knows she is a good Pilates instructor and her clients tell her that her instruction is making a real difference to them. But she doesn't feel quite ready to go it alone yet.

To prepare, Karly works as a receptionist in a busy chiropractic clinic and then in a physiotherapy clinic that also offers acupuncture, while continuing her freelance Pilates instructing. She earns money and is learning as much as she can about the operations and admin side of things.

However, despite observing at the other studios and gleaned some insights from her receptionist work, Karly is aware that:

- She doesn't really know how to make money and doesn't fully understand finances – she'd rather be helping her clients.
- She doesn't have a plan or a roadmap, and doesn't know how to make one.
- She isn't sure of the best way to sell herself and find new clients. Yes, there's advertising, marketing and SEO, and, of course, everyone says you have to be on Instagram, Facebook and Twitter, and have a website – but what's the best way to invest her time and resources?
- She's frightened of failing. What happens if it doesn't work? Will she look silly? Will people say, 'I told you so...'? Could she potentially lose a lot of money?



### **The 30-second article**

- Once qualified as a Pilates instructor, you have the option to freelance teach in studios and private homes, or to run your own studio
- Setting up your own business isn't for everyone, so it's important to consider whether you know what you're getting yourself into and whether you are truly capable of it
- Consider your ideal clientele, and what specific niche market you might want to cater to
- A passion for instructing Pilates doesn't always correlate with business savvy, so before jumping headlong into running your own Pilates business, it's critical to develop an understanding of the basics of business structure, finances and marketing.



- Although she has plenty of contacts to ask for Pilates advice, her network of potential business advisors isn't so evident.

I work every day with people like Karly. People who are extremely good at what they do and want to do it with, and for, as many clients as possible; Pilates instructors, yoga teachers, PTs, physiotherapists, chiropractors and other health professionals. It's a shame when these skilled individuals are unable to turn their passion into a successful business, which is why I am such a strong advocate for investing time in learning the business skills to compliment those you have as an instructor. There's no point in being the best Pilates instructor in your suburb if you can't pay the rent and instruct anyone.

## Starting your own Pilates business: seven essential elements

Having the right foundations in place is critical. These seven essentials are the basis for creating a successful Pilates business.

### 1. You

Your business starts with you. Who are you to start a business? Some people are more suited to starting a business than others. There are two key questions to ask yourself: firstly, do you know what you're getting yourself into? And secondly, are you truly capable of it?

Specifically, you also need to consider:

- Are your personal finances in order?
- What is your big 'why?' – the real reason you want to start your own business, besides making money?
- Are you action-oriented? Are you resilient? Tenacious? Consistent? These are just a few of the key characteristics of successful business owners.

Who you are as a person will directly correlate with the success of your business.

### 2. Your idea

Your idea is Pilates. But what sort of Pilates? There are many options and your Pilates studio can stand out from all the others by having a specialty or a niche. This might be mat, reformer, post-injury, pre- and post-natal or another specialist group.

Carving a niche to serve a particular need in the market can be one way to really improve your chances of success in business, and can help position you as the 'expert' in that particular field.

### 3. Your clients

Who is your ideal client? What do you know

about them, and what do you need to know about them?

Every business needs to create their ideal client avatar. There are four aspects of an ideal client profile to consider:

1. Geographic
2. Demographic
3. Psychographic
4. Behaviour profile.

Once you identify your ideal client, you'll be in a position to consider how and where you will find them.

### 4. Your brand

It can be easy to think that branding is only for big businesses, but in fact defining your brand is just as important for small businesses. Your brand is your story. Your clients are looking to you to stand for something and tell your story.

This is one of the strengths of a small business: you get to say what is important to you personally, and your clients can connect with that on a more intimate level than is possible with a big enterprise.

### 5. Your structure

When you start a business, there are compliance matters and legalities to adhere to. It's critical to stay on the right side of the law and to set solid foundations for your business. It's also important to understand the pros and cons of the different structures available and the impact they can have on your business. This Network article on choosing the right structure for your fitness business is well worth a read. Also important to consider are insurance, risk management, and systems and processes.

### 6. Your finances

Over time, I've found that many of the people who wish to start their own business are not really numbers people. How much will it cost to get started? Where will the money come from?

When you are running a business, it is important to understand some of the

financial basics: the difference between revenue and profit; how to calculate whether you are making a profit or a loss; and how to manage cash flow, among other things. Even something as seemingly simple as deciding how much to charge for your service offerings can take considerable time and research.

## 7. Your marketing

Marketing is all about attracting and retaining clients. A few essentials in marketing:

- Create a client journey map that will help you identify the various points of contact where your clients interact with your studio. I like to think of them as 'moments of truth'.
- Advertising and social media are important elements for communicating with your clients, and the available technology is constantly changing.
- Your underpinning philosophy is driven by your values – both personal and business.
- No matter what medium you are using, there are fundamentals that bring clients to your business and then keep them coming back.

Taking the time to develop your marketing plan will enhance your chances of success.

## The choice is yours

Pilates is a wonderful idea for a business because it enables so many different options.

Regardless of which route you take with your venture, ensure you give yourself the best chance of success by having the right foundations in place. **N**

**Ingrid Thompson** is the Founder of Healthy Numbers Pty Ltd. The author of *So You Want to Start a Business*, she has combined her business savvy with her love of Pilates to create the online program 'So You Want to Start a Pilates Business'. Ingrid can be contacted on 0405 212 882 and [Ingrid@healthynumbers.com.au](mailto:Ingrid@healthynumbers.com.au)



**Your idea is Pilates. But what sort of Pilates? There are many options and your Pilates studio can stand out from all the others by having a specialty or a niche.**





# BOOT CAMP RAISES FITNESS AND FUNDS!

We recently heard from Sarah Quigley of Fit n Well Personal Training in VIC who's been a Network Member for several years. Sarah told us about her plans to run occasional boot camps for the benefit of local charities and good causes.

'I think as fitness professionals we have an amazing opportunity to affect local change. I'm running not for profit boot camps in my area, with all money raised donated to local causes. I see this as a great way to raise money and bring the community together with fitness.'

'I kicked off this project with the first boot camp in October to raise funds for a little boy at my son's school who was diagnosed with autism at the age of two and an intellectual

disability at the age of four, and is in need of an assistance dog. By charging a very affordable \$10 the boot camp is accessible to all, and kids are welcome to attend as well.'

'I aim to hold at least four more boot camps this financial year to support other local causes, with plans to expand the program next year. Aside from the community and personal benefits, of which there are many, I'm hoping that by introducing fun exercise to people who may not be regular exercisers it may encourage them to find a local trainer and continue exercising. I wanted to share my story and plans to encourage other fitness professionals to consider holding boot camps in their areas for local charities.'

We applaud Sarah's community spirit and



love the way she's using fitness to both raise funds for those in need, and to introduce more people to the benefits of moving their bodies.

## THE SOCIAL NETWORK

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

Long-time friend of Network, Lisa Westlake, is inducted into the Fitness Industry Roll of Honour



**Lisa Westlake:** Thank you so much to Nigel Champion and everyone at Australian Fitness Network for SOOO much support and opportunity to learn, develop, explore and share my passion that exercise is for everyone and the more we can all work together the better. Super grateful for AFN always.

Begs the question, if an event isn't activewear-friendly, is it even worth attending?

If I can't show up in my "activewear" I'm not interested.

- Kylie:** Hahaha I actually feel frumpy in normal clothes 😂
- Anne-Marie:** Real clothes suck, it's either activewear or nudity
- Wendy:** My God! That is so me... 😂

Network proudly supports marriage equality. Australia has voted and the answer is YES!

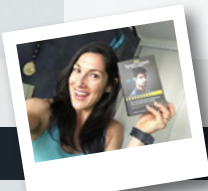


**John:** Celebrate your support with an Aeromic Rainbow Sparkle Pouchbelt from HERE!

Network's own Alisha Smith shares her insights on strength training for older female clients



**Mary:** So true I'm 57 and I love my dead lifts. I'm up to 45k and working my way up. 😊



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Reduce your consumer footprint with Yoga Design Lab's luxurious eye-catching yoga mats, made from natural tree rubber and recycled plastic bottle microfibres. Described by *Harper's Bazaar* and *Vogue* as 'stunning works of art', Yoga Design Lab is a young Bali based yoga brand that is shaking up the industry with sophisticated technology and uber-colourful designs.

As founder/designer Chad Turner says 'The goal was to create a beautiful, highly-functional product with the smallest eco footprint possible. Countless yoga mats end up in landfill because they're made from non-recyclable, hazardous materials. We wanted to help change that.'

For your chance to win 1 of 3 of these fantastic mats, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in 50 words or less why you should be saluting the sun on this beautiful piece of eco artwork. [yogadesignlab.com](http://yogadesignlab.com)

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## YOGA FOCUS

# CONNECT WITH EVERY YOGA STUDENT

When the fundamental purpose of yoga is connection, you need to make sure you're teaching in a way that clicks with every participant says *Lisa Greenbaum*.



**T**he fundamental reason for practicing yoga is connection: connecting with ourselves and, in so doing, helping us find a deeper connection with others. For many people, this lack of connection is the source of many afflictions, from anxiety and depression to addiction, PTSD or other stress-related illnesses. In teaching any fitness modality we have an amazing opportunity to connect with our clients, and in teaching them alignment principles they find the road back to their physical bodies and ultimately their physical health. The unique opportunity to increase this feeling of connection in yoga is through the breath and meditative mind, by reminding our students of the power behind the breath and to keep the breath full and even. Taking time for meditation through stillness at the beginning and end of class in effect resets the nervous system. This gives participants the chance to spend more time in parasympathetic nervous system, also known as 'rest and digest', which conserves energy.

An important aspect to consider when connecting with our students is their particular learning style. Many of us in the fitness industry are kinaesthetic and visual learners by nature. We love to learn through

the physical sensations in our body and we need to see what to do, whether through photos, videos or in person. Whatever our preferred learning style is will also be where we primarily want to teach from. In order to get your message across to your many and varied participants, you should cater to all three learning styles: visual, auditory and kinaesthetic (VAK).

### Visual

Make sure students can see you demonstrating new poses (though you don't need to demo the entire class, as this would prevent you from taking the opportunity to walk around and make personal connections as well.) Also, consider what cues you can use to evoke imagery. Phrases such as 'visualising ourselves strong and tall like a tree' or even 'looking down to ensure alignment of our knee over our ankle' work well for visual learners.

### Auditory

Auditory learners need clear and concise cues. Make sure that your students can hear you and your directions in order to move

correctly and safely. Stay away from too much fluffy language and feeling the need to fill every space with your voice. Action-oriented words help here, such as 'stepping back into Warrior 1, aligning our hips towards the front of the room.'

### Kinaesthetic

These are your feeling cues. Kinaesthetic learners will most often have their eyes closed, focusing on the sensations each pose brings. Cues such as 'squeezing the muscles of our legs in dynamic tension' or 'feeling our breath deep in our bellies' will help our kinaesthetic learners feel their way into each pose.

If you remember to employ cues from each learning style in every class, you will quickly notice the engagement of your class increase. The more they experience the joy of yoga or fitness, the more opportunities they will have to connect both with you, the other participants in the class and, most importantly, themselves.

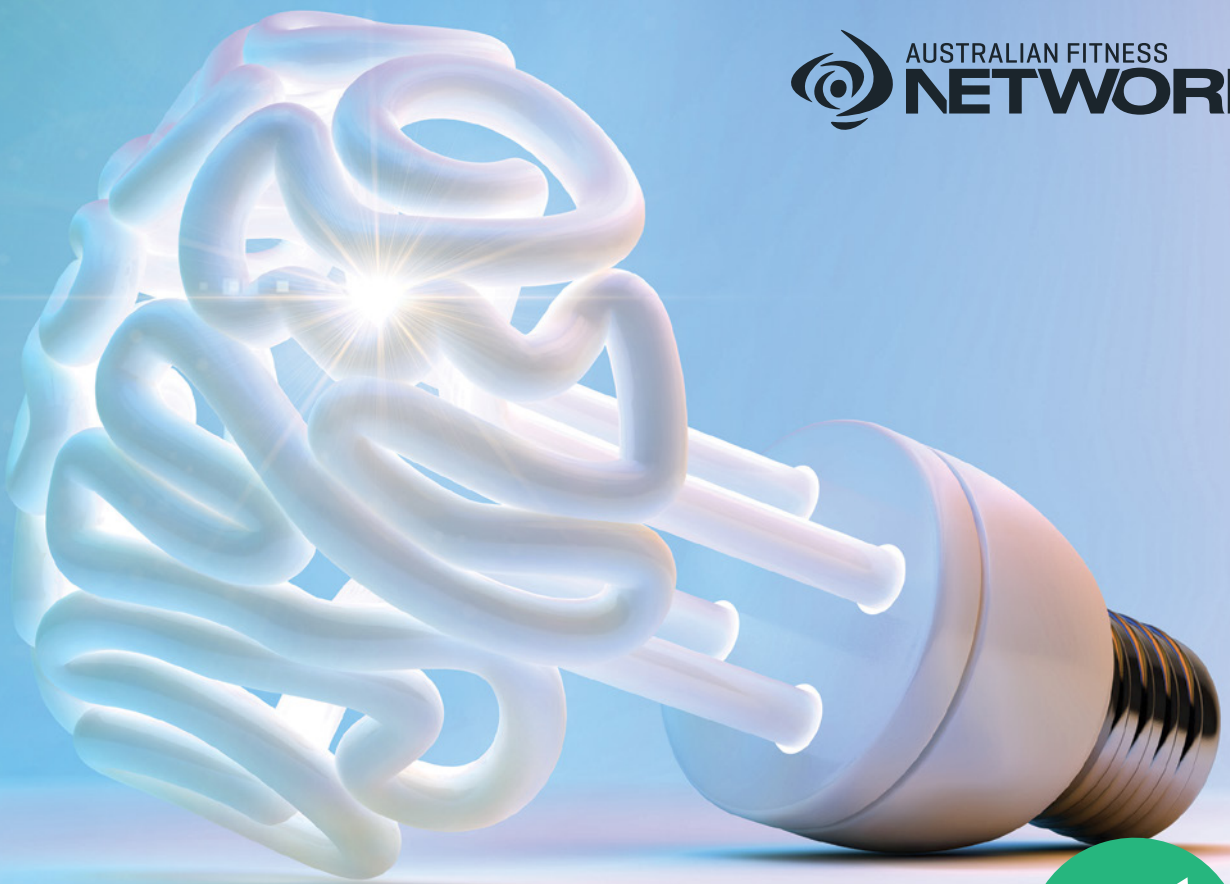
**Lisa Greenbaum** holds her E-RYT 500 in yoga and is the Program Development Manager for YogaFit Australia and Director of YogaFit Canada.



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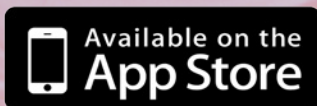


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# STOP TREADING WATER

Too many aqua instructors just aren't delivering the standard of classes participants expect, argues *Rosemary Dugan*. So what can we do to reignite the passion?



*If your aqua classes are a yawn for participants then you need to reignite your own passion*

**I** love leading group fitness classes, and aqua in particular is very dear to my heart. Many aqua fitness instructors have taught countless classes over the years, week in and week out, so it's perhaps not surprising that, at times, a motivational boost is required in order to maintain enthusiasm.

Moving on from 14 years in a full time fitness lecturing role to start my own wellness business has enabled me to get back into teaching some aqua fitness classes. In the time I've been out of the game, however, a lot seems to have changed in the way of standards, from class delivery to program preparation – and not in a good way.

The role of any group fitness instructor whether it be land or aquatics is to:

- provide a safe and fun environment for participants
- promote knowledge of proper group

fitness components, i.e. warm up, aerobic exercise, flexibility and cool down

- be knowledgeable in techniques and dynamics of group fitness
- be knowledgeable in a variety of group fitness class types
- provide good customer service to patrons
- maintain the group fitness equipment and room
- continually upskill through participating in the fitness industry's Continuing Education Credits (CEC's) program.

Don't get me wrong – I've witnessed some superb instructors who are delivering, and over-delivering – on these points, but when, at other venues, I hear clients complain about boredom, repetitiveness, lack of technique-coaching, little or no demonstration of moves, instructor lateness, no or very little time using equipment, and getting the sense that the instructor is making it up as they go along due to lack of flow in phases and exercises, this is a cause for concern.

Many aqua fitness instructors are subjecting participants to low standards of delivery which does little to help with their fitness goals. Some show no respect for class time slots, arriving late but still finishing within the hour, and thereby short-changing participants. Others fail to invest time or thought into preparing their classes, which as well as being unprofessional also demonstrates an indifference



## The 30-second article

- Many aqua fitness instructors are subjecting participants to low standards of delivery which does little to help with their fitness goals
- One major problem is that aqua has never been high on the list of priorities for group fitness managers, so teaching standards are not as closely monitored
- Face-to-face meetings between GFM's and instructors, discussions about ongoing improvement, and instructor evaluations by accredited trainers/assessors can help remedy this problem
- There are multiple ways in which to reignite your enthusiasm for instructing, improve the classes you deliver, and ramp up participant engagement.



***One major problem is that aqua has never been high on the list of priorities for group fitness managers, compared with land classes***



to participants' needs. Some seasoned instructors have remained within their comfort zones, pulling the same moves and routines out of their old bag of tricks, leading to boredom among participants.

The fact that this behaviour has gone under the radar for so long raises the question of quality control.

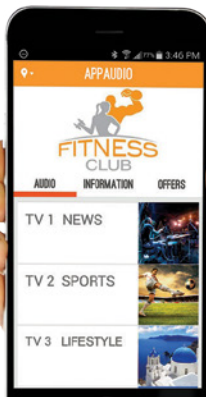
One major problem is that aqua has never been high on the list of priorities for group fitness managers, compared with land classes. Regrettable though this is, it is in part explained by the greater variety of land-based classes and numbers of participants. The GFM's focus will naturally fall on the area that is seen to affect most members of the facility.

The other problem is that most GFM's are not aqua instructors, and as such lack understanding of the aquatic environment and the different challenges faced by those delivering these classes. This can lead to a lack of interest and effectively leave those delivering the aqua programs to their own devices. In addition to this, many



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aqua instructors are not involved in any other fitness areas, so they're pretty much in and out of the facilities they teach in, without any face-to-face contact with other land-based colleagues or even management. It's not surprising then that they often feel somewhat segregated and out of the loop, which can lead to a lack of motivation and enthusiasm. It's true that this disconnect can be experienced by land-based instructors as well, but it seems to be more pronounced in the field of aqua. (This article looks at how all group fitness professionals can pro-actively reduce feelings of isolation).

These problems can be addressed in a number of ways. One of these is to forego the usual emails and messages and get some actual face time (of the variety that doesn't involve looking at a screen). Better communication through sit down meetings between GFM's and instructors can improve camaraderie, as can discussions specifically dealing with ongoing improvement.

Secondly, instructor evaluations by an accredited trainer/assessor (who is, preferably, aqua trained) will keep instructor performance at a high standard and will also provide an opportunity for further training if required. The fitness industry is continually evolving, so it's important to keep up with ongoing trends which can be adapted to the aquatic environment. You probably wouldn't have seen too many HIIT aqua classes a few years ago, but now they're appearing on more timetables.

Apart from adjustments being made from a managerial perspective, aqua instructors have a personal duty to uphold what they signed up for. An intrinsic part of group fitness is setting the intention of a session, focusing on specific elements and formatting

it in a logical and systematic way to produce an effective outcome. Instructors need to be more responsible for their roles, their professional conduct and their ongoing development.

## Let's get engaged

Having excited and enthused participants telling you how much they love your class can be the most motivating and rewarding experience. So how can you engage participants and keep them coming back for more?

## Your motive to motivate

Make sure you're in this industry for the right reasons. Do you truly want to make a difference and help people lead healthier lifestyles? You need to be passionate about this and walk the talk.

## Stay current

Keep your knowledge up to date. Know your anatomy and physiology inside out and link it to your exercise choices. Don't program moves for the sake of it. Staying current can involve doing online or face-to-face courses, and attending events like the FILEX fitness industry convention as often as you are able.

## Open yourself to all ideas

There's a world of fitness inspiration online, and although much of it may be of dubious quality, as a fitness professional you should be able to sort the wheat from the chaff – or at least to take on board interesting ideas and safely translate them to the fitness instructing

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## ***Surprise your participants every week. Whether it's just one new move, a block of moves or a fun activity, think outside the box and be inventive***

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environment. Do your research and find some sites and social media pages that provide educational articles, blogs and videos.

### **Attend other aqua classes**

You can learn so much from other instructors. Every instructor has their own individual style and interpretation of exercises. Get some new ideas from them, but before doing so, introduce yourself and tell them why you're there. Some instructors can be very protective of their ideas, so respect that.

### **Get creative in the water**

Get in the water and have a play! Try different moves and use the equipment in new ways – just have fun while understanding and experiencing how the moves feel. It makes no sense for instructors to create moves without getting into the water. It's like a stunt driver creating daring new moves without getting behind the wheel. You need to know if something is going to work, how difficult it will be to execute and which muscles are targeted – and you can only do this if you get firsthand experience in the water.

### **Surprise participants**

Try to surprise your participants every week. Whether it's just one new move, a block of moves or a fun activity, think outside the box and be inventive.

### **Focus on specific muscles or joints**

Even though many aqua moves are great at targeting the entire body, use each class to focus on moves that are specific to one area of the body, i.e. focus on upper body one week and lower body the next.

### **Don't just demo – teach!**

While participants are performing the moves, coach them on technique, tempo, breathing and posture. Educate them on which muscles are being targeted and the importance of the outcome, be it strength, flexibility or endurance. Clients love to learn, and it can help increase engagement by giving them the mind and body connection so vital to their wellbeing.

### **Pick a theme**

Choose themes for your programs. This can be done through music choice or even dressing up – anyone for 80's or a movie-inspired soundtrack? Make the most of every special event or festival that comes along and adapt your programs to suit.

### **Distinguish your programs**

Make your programs distinct from each other, just as land-based ones are, i.e. a HIIT session, a combat session, an endurance session, a partner session, cardio circuit or step. For example I've developed a program which I called 'Laterally thinking' in which I've linked together lateral moves with travel.

### **Use concepts**

Think of a concept, and then put together moves to suit it. Start with easy blocks of four moves, and then increase the level of intensity, such as from anchored to suspended, or directional changes. Use as many variations of a move as you possibly can.

### **Fully utilise the medium**

Moving the water forcefully equates to lifting weights in the gym. Use the water to its full advantage.

### **Include a challenge**

Irrespective of whether they can execute it or not, participants appreciate being pushed. Get them out of their comfort zone and expose them to many more of their capabilities. They're in a very safe environment where there is no fear of falling, so experiment. This will usually lead to a lot of laughter.

Most importantly, challenge yourself and reignite the passion you had when you first decided to enter this industry. Look at your class with fresh eyes. Immerse yourself in new knowledge and invest in your personal and professional development.

We have the best job in the world – one which not only keeps us healthy and fit, but places us in a privileged position to advise, train and coach others. Be a role model and an example of a true professional. Inspire, educate and lead. Show gratitude for your position, for the people who bring themselves to your classes and for your ability to make a difference. **N**

### **Need some fresh tunes for your Aqua classes?**

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**Rosemary Dugan** is the director of Synchronised Body Solutions in Perth. With over 17 years in the industry, her qualifications include Dip.Fitness, Dip. VET, NLP Master & Trainer, Reiki Master, Health & Wellness Coach, therapist and educator. Rosemary is well known and respected within WA aqua circles, having trained many in the field of aqua instruction.



# clubbercise®

**This 'clean clubbing' fitness class from the UK is going global!**

**Just 3 years after launching there are roughly 100,000 people doing regular classes and it's about to take over Australia.**

Throw out the rulebook, turn off the lights, hand out the glow sticks, then turn up the volume and dance like nobody's watching! That's what happens during a Clubbercise class, the adrenalin pumping dance fitness phenomenon.

If you like the idea of a workout that burns around 600 calories but feels more like a night out on the town you'll LOVE Clubbercise. A mix of dance, aerobics, toning and combat these classes are taught in a darkened room with disco lighting set to a soundtrack of uplifting club anthems.

You'll hear anything from 90's classics to the very latest chart hits. Their trademark flashing LED glow sticks are not only great fun as a bonus they also tone up the arms.

Clubbercise launched in 2014, Founder Claire Burlison Green says "So many people don't go clubbing regularly but still love the music and want to keep fit, so we decided to start our first class. We quickly realised there was huge demand for more so we started running instructor training courses. We've already trained over 2,000 instructors. The response has been overwhelming!"

Clubbercise also has a charitable element, every time a new instructor joins the team they donate to Oxfam in order to provide safe water for around 10 people.

[Learn more & get training offers >>](#)

*"We've been running pop-up classes to gauge interest, the response has been overwhelmingly positive. We're now investing in having more instructors trained... We have no doubt that adding it to our timetable will not only help motivate current members but also be a drawcard for new members"*

Clare Walker, Club Manager at Fernwood Fitness





# BODYATTACK: 100

## A GROUP FITNESS LEGEND HITS A CENTURY!

**In the ever-evolving world of Group Fitness, you know you've got something right when you're hitting milestones in your fourth decade, writes Marie Anagnostis.**

**I**t strikes terror into the hearts of those who have never tried it, and a sense of twisted excitement in those that have – including a band of instructors whose passion would take them to Amsterdam to simply do a class.

We're talking about BODYATTACK® – a class that combines athletic movements like running, lunging and jumping with strength exercises such as push-ups and squats.

For those new to the fitness industry and not yet initiated in the ways of the 'TR1BE' of Les Mills instructors, let me explain: Les Mills is pre-choreographed group fitness to music, and every three months trained instructors purchase quarterly resources featuring a new playlist of music and choreography. These resources are sequentially numbered, and the reason that

people travelled 36-hours to do a BODYATTACK® class in Amsterdam was because it was the milestone filming of BODYATTACK® 100.

The (round) stage was set for filming in Amsterdam and you better believe people travelled a long way to be part of the event – much to the confusion of the young guy working at the venue's café, 'So you came all this way to do a fitness class?' Well. Yes.

The line up outside the historic Amsterdam Gashouder to get the prized front row positions started long before the scheduled time, with the colossal venue filling up quickly with participants ranging from BODYATTACK® tragics to the simply curious.

The spectacular setting took our breath away before BODYATTACK® could, the ornate circular structure of the Gashouder building an unlikely backdrop to the sweaty hot mess that was to be BODYATTACK® 100. The circular stage smack in the centre of the venue, the rig of dazzling lighting, and the sound – *the sound* you could feel in your bones – combined to amplify an already electric atmosphere.

Now you might have got to this point in the article and wondered how much over the kool-aid limit yours-truly really is. Don't drink and write.

The truth is, I've never touched the stuff. And you might understand my excitement if you've ever been to a concert or festival where you are just swept up in the atmosphere and energy of the people around you. I floated through the 55-minutes – when normally I would do anything but float through any kind of cardio. But that's the power of working out in a group.





Before BODYATTACK there was Jazzergetics



There is no stopping Lisa – in action earlier this year

## The history

‘It was the world’s first modern athletic fitness class’ says Phillip Mills, Managing Director of Les Mills International; ‘a group of track and field athletes started it as a sports-based interval training workout...and it’s had a passionate following ever since’. With its roots going back to 1980, BODYATTACK® was then known as Jazzergetics and was in fact choreographed by Mills himself.

The mantle of choreography has long since been passed to the current Program Director (P.D), Lisa Osborne, who has put together no less than 60 releases since 2002. A one-time PE teacher and 3-times world aerobics champion, Osborne humbly says her start as P.D was a case of good fortune, but anyone who has encountered this vibrant woman would know that she was made for the job: ‘The choreographer of BODYATTACK® resigned suddenly...I stepped in and choreographed the BODYATTACK® release for them and never looked back – right place, right time and seized that opportunity!’

## Still going (and going, and going) strong

In a business like fitness where every second day there is a *new this*, a *latest that*, a *research has found*... Osborne has maintained a razor sharp future focus to ensure the program remains relevant and popular

while *somehow* keeping the fun in a high-knee run; ‘in the 2000’s it was all about the music and how energetic and happy you could be – more aerobic [focused] choreography...it was also just go hard or go home – no options!’ Fast forward to 2017 and the evolution of BODYATTACK® has seen the essence move toward a sporty and athletic feel with simplified choreography and challenging participants of all abilities through varying impact and movement patterns.

What has remained a constant are the timeless elements that ultimately make BODYATTACK® irresistible: the signature positivity, powerful tunes and feel-good chemicals (endorphins that is).

## The pressure of 100

It’s a lot of pressure isn’t it? The pressure of creating a release worthy of a milestone. Not so, says Osborne, who has been working on the hundredth release for over a year. In fact, she says, she puts in just as much effort for every release to ensure the program consistently delivers. What she did want to do for 100, however, was to ‘balance the old-school feels with the new’, which, hand-on-heart, she nailed, staying true to the modern direction of BODYATTACK® with a nod to BODYATTACK® past.

## Right in the feels

It’s Osborne’s positivity and go-get-’em attitude that is incredibly contagious and has endeared her to a legion of fans across the globe. I think we’ve established that I’m not overly excitable, but when Osborne stepped onto the round stage in Amsterdam to present BODYATTACK® 100 there was no resisting her aura of energy and joy at presenting not just a ‘class’ but a movement bigger than the next 55-minutes. Her impromptu speech at the end describing her drive to get more people passionate about fitness (and not just BODYATTACK®) was straight from the heart and a real tear jerker. Not for me though, I just had dust in my eye...

## What’s next?

Where does one go from BODYATTACK® 100? ‘Next for me is BODYATTACK® 101, 102, 103, 104...there’s no stopping and only looking forward!’ Osborne says.

The ultimate goal is world domination. OK, I made that up, but if it comes down to survival of the fittest, BODYATTACK® 100 is a good place to start.

#fitterthanever: BODYATTACK® 100 will be launching in a club near you in March 2018. **N**

Marie Anagnostis is Marketing & Communications Manager at Les Mills Asia Pacific. She travelled 36-hours to do a class, and it was worth every minute. [lesmills.com.au](http://lesmills.com.au)



***So you came all this way to do a fitness class?***



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# STRENGTH GAINS? CHECK THE MANUAL

How do strength and endurance gains achieved with traditional weight training compare to those obtained when clients work against manual resistance provided by a PT?

Review by Associate Professor Mike Climstein PhD & Dr Joe Walsh



**Title:** Manual Resistance Versus Conventional Resistance Training: Impact on Strength and Muscular Endurance in Recreationally Trained Men

**Authors:** Dr's Chulvi-Medrano and colleagues (Benestar Wellness Center, Spain)

**Source:** *Journal of Sports Science and Medicine* (2017). 16: 343-349. Available to read free [HERE](#).

**Introduction:** When it comes to strength and conditioning training, whether it's for athletes or individuals with chronic diseases/conditions, we always look for empirical evidence as to its benefits.

This is called evidence-based practice and lends credibility to the exercise program you are prescribing. As researchers, we believe there is (some) responsibility to be cynical (or perhaps we just have a non-trusting nature!)

While I was driving past Manly beach the other morning looking at the waves for a surf, I saw a personal trainer leading a group of clients through an exercise program on the grassy area near the beach. I could see the trainer was using stations which included

kettlebells, boxing pads and elastic resistance training bands. This reminded me of one of our students who had recently asked if there was any benefit to using manual therapy or resistance training bands in mature-aged patients (I believe the exact wording was old/somewhat frail), and I said that when patients are debilitated (i.e. poor muscular strength), providing a progressive resistance, either manually or via the resistance training bands, would improve the person's strength and, ideally, muscular function.

This leads us to the subject of this Research Review, in which Dr Chulvi-Medrano and his colleagues compared traditional weight training to manual resistance training. Manual resistance training effectively involves a training partner (spotter or PT) simulating the action and resistance usually provided by a free weight or machine. Previously, we have not investigated the effects of manual resistance training on maximal muscular strength and muscular endurance in the literature, however there are a number of studies showing its benefits in untrained or special populations and, in fact, the best example is with astronauts. Astronauts need to train at least two hours a day as there is dramatic muscle and bone loss due to the low gravity environments on space stations. The effect is so similar to that of ageing that some insights into the process of growing older may be gained from studying astronauts in space. One study showed a 30% loss of bone mass due to exposure to microgravity for space station residents. This is similar to effects of osteoporosis that we witness down here on earth. It is believed that resistance training is more important



## “ Studies show the benefits of manual resistance training in untrained or special populations ...the best example is with astronauts. ”

than aerobic training for these astronauts in minimising loss of both muscle and bone. It is interesting to consider this article in terms of manually applied resistances.

**Methods:** Healthy, young and experienced (>1 year, recreationally trained) males were recruited to participate in this study. The subjects (n = 21) were randomly split into two groups, which trained twice per week over 8 weeks using either conventional resistance training or manual resistance.

**Conventional resistance training:** Following a standardised warm up (5 minutes of light jogging and dynamic stretching exercises) participants performed bench press and lat pull-downs for 3 sets of 8 repetitions at an intensity of 8 out of 10 perceived exertion scale (rated 'hard').

**Manual resistance training:** Following a standardised warm up identical to the conventional resistance training group, participants performed the same exercises, but via manual resistance provided by a certified personal trainer (simulated bench press and lat pull downs for 3 sets of 8 repetitions, again at an intensity of 8 out of 10).

Maximal muscular strength (i.e. 1RM for bench press and lat pull down) was assessed using guidelines from the National Strength and Conditioning Association. Maximal muscular endurance (pull ups and push ups) was assessed according to guidelines from the American College of Sports Medicine. Perceived exertion was assessed using a visual pictogram in which 0 equalled 'no effort' and 10 was 'maximal effort'.

**Results:** The following table illustrates the approximate percentage improvements for manual resistance training compared to traditional resistance training. Although the authors did not report any statistically significant differences between groups (meaning that no method was clearly superior to the other) on any of the outcome variables (either 1RM or muscular endurance) they did report increases ranging from +6.9% to +26.3% for manual resistance training and +3.2% to +29.2% for conventional resistance training, which we believe is a good result, especially for the manual resistance training group.

**TABLE: Increases in strength and endurance after 8-week manual resistance and traditional resistance training programs**

Test	Manual resistance (increase, %)	Traditional resistance (increase, %)
Bench press (1RM, kg)	+6.9	+3.2
Lat pulls (1RM, kg)	+9.5	+5.8
Push ups (number)	+12.3	+6.8
Pull ups (number)	+26.3	+29.2





## The 30-second article

- Researchers compared the effects of traditional weight training on strength and endurance with those of manual resistance training
- Manual resistance training involves a training partner or PT simulating the action and resistance usually provided by a free weight or machine
- After an 8-week program, both protocols demonstrated good strength and endurance gains, with the manual resistance group achieving slightly better results in most categories.



***It is important that the personal trainer exercises caution when applying controlled resistance, both with regards their own posture, and the safety of their, probably, less muscular client.***



**Conclusions:** The authors concluded that they found manual resistance training was equally effective at improving muscular performance as free weights for trunk flexion, back extension, chest press and 1RM squat.

**Pros:** This was a good study that demonstrated the benefits of manual resistance training for improving maximal strength, thereby presenting it as a good alternative to traditional resistance training.

We alluded earlier in this article to the use of rubber resistance bands by astronauts, which is critical for prolonged spaceflights due to a lack of gravity (e.g. microgravity). Research by Behringer and his colleagues (2015) reported a significant loss in bone mineral density and muscle mass in astronauts on six-month excursions. With plans to send astronauts to Mars, which requires approximately 250 days just to reach the planet, it is crucial that researchers develop effective strategies to overcome the deleterious effects of prolonged space travel.

Behringer and his team developed a device that enabled the astronauts to train isometrically (squats, bent-over rows, pec flies, triceps extensions, calf raises and crunches) and they compared this to traditional resistance training over a six-week period. The authors reported significant gains in the 1RM squat (+27.6kg manual resistance vs 28.4kg free weights), thereby illustrating that isometric exercise is also beneficial in gaining strength.

**Cons:** Although this type of training has been shown to be beneficial for improving strength, it would require personal trainers to primarily utilise manual resistance training in one-on-one training sessions. It is important that the personal trainer exercises caution

when applying controlled resistance, both with regards their own posture, and the safety of their, probably, less muscular client. In group training (e.g. partner resistance in a boot camp) it is important that all participants follow these caveats. It is also important to point out that when using isometric strength training, the strength gains are specific to the angle to which it is applied. This would require training four or five different angles on the squat exercise, for example. Also, motivation can be a limiting factor; as you cannot quantify the load (i.e. resistance) you must depend upon the participant to be especially motivated. **N**

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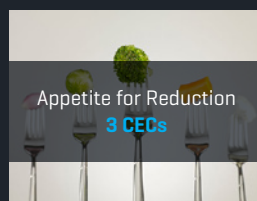
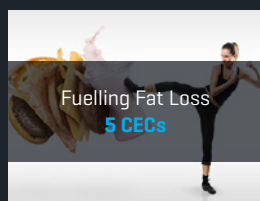
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**RECIPES: SUMMER 2017**

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# A MEAL IN A GLASS!

With some fresh and frozen ingredients blitzed with protein, healthy meals on the go can be smooth sailing, writes *The Healthy Chef, Teresa Cutter*.



As the weather warms up, I'm really enjoying these refreshing and delicious meal replacement smoothies designed to help you get lean, toned and looking fabulous. The addition of protein will aid in workout recovery, support your immune system and keep you satiated.



## Matcha coconut

Matcha has metabolism boosting thermogenic effects in the body, meaning that it gently supports weight loss. Coconut water is a natural isotonic drink that's rich in the electrolytes calcium, magnesium, phosphorus, sodium, and potassium, which are all vital for the proper functioning of the nervous system. Protein is the key nutrient for ageless, beautiful skin. Your skin, hair, and nails are made up of protein, so it's important to include enough of it in your diet. Bananas are an excellent source of potassium, an essential mineral for maintaining normal blood pressure and heart function.

Serves 1

### Ingredients

1½ cups coconut water or the juice and flesh of 1 fresh young coconut  
2 tablespoons Healthy Chef Protein Powder (Organic Pea Protein or Pure Native WPI)  
½ – 1 teaspoon Healthy Chef Matcha Green Tea  
½ cup ice  
1 small frozen ripe banana  
1 teaspoon tahini

Combine all the ingredients in a high-performance blender and blend until smooth and creamy. Serve immediately and enjoy.



## Stress-buster

This smoothie rocks! It provides sustained energy, supports the endocrine and immune systems and contributes to hormonal balance. Blueberries are a great source of potassium that helps to regulate muscle contraction and fluid balance. The rich colour of blueberries comes from anthocyanins which are antioxidants that neutralise free radicals.

Serves 1

### Ingredients

- 1 cup frozen blueberries
- 1 ripe banana
- 1½ cups of milk (almond or coconut milk)
- 2 tablespoons Healthy Chef Protein (Pure Native WPI)
- 1 cup ice

Combine all the ingredients in a high-performance blender and blend until extra smooth and creamy. Drink immediately and enjoy.

## Summer body shaper

This delicious blend of organic fruit and vegetables supports optimum health and nourishes your body from the inside out.

Serves 1

### Ingredients

- ½ cup (75g) frozen raspberries
- ½ (50g) small banana, frozen
- 1 cup (250ml) almond milk or your choice of milk
- 2 tablespoons Healthy Chef Protein Powder (Organic Pea Protein)
- 1 tablespoon Healthy Chef Organic Superfood (optional)
- 1 teaspoon chia seed or ground flaxseed

Combine all the ingredients into a high-performance blender and blend until smooth and creamy. Pour into a glass and enjoy!



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

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## EVIDENCE-BASED PRACTICE

# WEARABLE TECH

It's commonplace now, but still largely lacks the ability to provide accurate training data. So, asks *Dr Mark McKean PhD*, why does the research still find value in wearable fitness tech?

**T**he fitness industry has always loved being ahead of the game, with interactive cardio equipment, new training toys, and multiple forms of electronic engagement. Wearable technologies have quickly grown in both type and complexity. Disruptive technologies are new emerging technologies that unexpectedly displace an established or accepted technology. Disruptive technologies have the capacity to alter our lifestyles, change the way we work and influence both business and the global economy.

There has been a major influx of wearable disruptive technologies in the fitness industry and many of these have been embraced by both clients and fitness professionals. At the most basic level, some of these technologies have poor reliability and accuracy, and some have been shown to be more accurate for specific – but not all – purposes.

### Tracking activity

Assessing and monitoring physical activity has become more common and easier with the help of a range of simple devices that can be worn or via mobile device apps. These devices and phones use a range of technologies from simple pedometers through to complex triaxial accelerometers and grometers.

A range of factors influence the accuracy of these devices, including where they are worn on the body, what variables they are trying to measure, and what information is programmable during set up. Stackpool et al. (2014) compared a range of current and well-known activity trackers that manufacturers claimed could track varied activities like climbing stairs or playing basketball, energy expenditure and sleep behaviour. In most cases these easily-purchased devices generally overestimated energy expenditure during basic activities like walking and running, and underestimated activities like basketball. Generally, they were within 10% of the correct number of steps taken during slower walking-based activities, but less accurate during more varied activities like agility drills and court sports.

Stackpool and colleagues also report that common GPS monitors, which rely on access to satellites (the more the better) via clear skies, have also been found to be inaccurate for slow walking, but slightly more accurate in running. While there has been some research into the use of these devices, there appears to still be little reliability in the measures they produce, and they are still considered to have low validity.

Another systematic review by Gierisch et al. (2015) reported on the







## The 30-second article

- Activity trackers generally provide low quality information about physical activity, and are not yet accurate at monitoring energy expenditure
- There has been a significant increase in research into the benefits of monitoring movement velocity in strength training, and a corresponding increase in interest in tools that perform this monitoring
- Research into the accuracy of a device worn on the arm, a device worn attached to a barbell, and a high speed camera app system found only moderate reliability in predicting 1RM scores
- Despite recording data that is not completely accurate, the feedback provided by wearable technology still appears to be useful for comparison purposes (e.g. rep by rep velocity) and may help bring about behavioural change.

'effectiveness of these devices for physical activity, weight, and patient satisfaction outcomes, and to describe moderating factors that may impact effectiveness (i.e. population characteristics, location where device is worn on body, or device role in overall intervention approach). The authors suggest the small positive effects produced by interventions using such devices may not result in a significant impact on physical activity or weight loss.

Smart phones also have a range of available sensors and apps that provide monitoring options. Many of these rely on a proprietary algorithm built into the app that accounts for where you carry the device, e.g. pocket, backpack or arm. Some of these apps report directly to a database and provide general information on your behaviour, as well as report on your own performance, and as a result hope to influence your behaviour. The systematic review by Bort-Roig et al. (2014) verified that most studies using smart phones failed to

consider the validity of the phone-based assessment of physical activity. Further, the critical review by Hermsen et al. (2016) states that it is still unclear if this feedback does in fact disrupt current behaviour for the long term in the way the manufacturer suggests.

The current opinion on the range of activity tracker devices is that they generally provide low quality information about physical activity, and are not yet accurate at monitoring energy expenditure, but that the information may still promote an awareness of physical activity.

### Tracking velocity-based training (VBT)

There has been a significant increase in research recently that reports on the benefits of monitoring movement velocity in strength training exercises – and a corresponding increase in interest in tools that perform this monitoring. Jovanović and Flannagan (2014) highlight the value of using such devices to provide performance feedback and promote more specific training for an increased adaptive response.

Velocity-based training (VBT) devices have been used to determine 1RMs (González-Badillo et al. 2010), with the authors suggesting that velocity can be used to predict 1RM in instances where it may be a safer option than an actual 1RM test. The value of such linear transducers (energy converters) is that they provide immediate feedback via an app that shows the velocity of each rep, and the velocity loss between reps in a set.

Research has shown training that involves moving a load with the greatest effort creates broad adaptations and has a velocity-specific response (Cormie et al. 2011). On any given day, the neuromuscular system can operate at different levels; if fatigued, the individual may still be able to lift the same load, but the overall velocity of the lift may be slower. Unless velocity is being measured this is hard to see with the naked eye. Pareja-Blanco et al. (2013) showed that performing reps at maximum concentric velocity compared to slower velocities provided greater neuromuscular adaptations and athletic performance.

There is an abundance of new research that currently supports the value of VBT, however the issue has always been the

accuracy of the devices used to assess the movement velocity. There are currently several wearable technologies that provide information on velocity, as well as several types of systems to assess movement velocity. Typically, these come in the form of smart phone-based technology with two measurement options.

The first option involves the user wearing a device (typically a linear accelerometer) attached to the body, and this device reports data back to the app on the phone. The second option involves the app accessing the high-speed camera on your smart phone and recording the movement on video, which the app then assesses with regards movement velocity. Banyard and colleagues (2017) compared the accuracy of a device worn on the arm, a device worn attached to the barbell, and a high speed camera app system in predicting a 1RM for the free weight back squat in trained individuals. Data from each device was plugged into an algorithm and calculated against the actual 1RM achieved on three different testing dates. The results showed that the different tools exhibited only moderate reliability in predicting 1RM scores on different days.

The authors go on to point out that even though its accuracy is within 90% of 1RM, it holds similar validity when comparing the results with a range of other 1RM prediction methods, including formulas.

All current VBT users and experts agree that while they accept the devices and apps are not 100% accurate, the value in such measuring tools is in the practical application and the associated coaching. Users can see a visual representation of the results and compare rep by rep velocity and learn how to have a better and more consistent approach to each rep, making the outcomes more valuable with getting ideal velocities more constantly and knowing where they break down.

In summary, there has been an increase in the use of wearable devices and technologies that can be applied to the training environment. The accuracy of such devices are still questionable in the true sense of reliability and validity, but as tools to effect behavioural change, they appear to be showing good evidence that this is potentially where they may have most value. **N**

**Dr Mark McKean PhD AEP CSCS** is Head of Physical Performance in High Performance Sport at USC, QLD.



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# HOW TO CREATE AN AD THAT GRABS ATTENTION!

It doesn't matter how well you train clients or how flash your facility is, if no-one knows about you, you won't be successful, says *Justin Tamsett*.

**O**n average you, and therefore also your customers, will see or hear over 5,000 marketing and advertising messages per day. This makes it incredibly hard to grab people's attention, hold it long enough for them to read your message and then complete the action you want them to do.

Regardless of the size of your fitness business, be it sole trader or multi-club operation, you can benefit from learning how to write a powerful, effective advertising piece that will pique the interest of your target market.

## Most fitness businesses fail to market

When you fail to market your business, you will fail. It doesn't matter how well you train clients or how flash your facility is, if no-one knows about you, or it, then you won't be successful.

Advertising is a component of any marketing campaign. The copy you use in your advertising piece will be critical to the success of the campaign, so take the time to create the right tone and message to appeal to the market that you want to do business with.

Of course, you may not get it 100% spot-on first time, but that's no reason to panic – even imperfect copy is better than no copy as long as you're getting your key message out there. If you wait for perfect

copy, you'll never start advertising, so put your message out, test the response, and refine it for later iterations if need be. Running ads with completely different focuses may help to determine what works; if a piece featuring testimonials from happy 12-week challenge clients generates significantly more calls and emails than an ad highlighting the plethora of equipment in your facility, then you'll know where to direct your creativity for future campaigns.

Once you decide on the medium, which may range from Facebook advertising to local newspaper ads and letterbox flyers, you'll know how much space you have for copy. It's then time to write the content, which should follow the AIDA model of marketing, namely Attention, Interest, Desire and Action.

AIDA has been around since the beginning of the 20th Century and can provide a useful roadmap to follow when writing the text. Essentially, it directs you to get the prospects' attention, gain their interest, build their desire for your product or service and then get them to take action by buying what you're selling.

## Let's start with the layout

Research using heat sensors to monitor eye movements when looking at printed advertising material indicates that the eye will





## The 30-second article

- Grabbing a prospective customer's attention and holding it long enough for them to read your message and then take action requires some strategic creativity
- The content of your ad should follow the AIDA model of marketing: Attention, Interest, Desire and Action
- The headline is critical for grabbing attention and serving as the gateway through which people can come in and read your offer
- A simple, single call to action will make it easier for prospective clients to take the next step towards becoming a client or member with your fitness business.

generally move in one of two directions:

- 1 **Z direction** – start in the top left hand corner, scan across the headline, skim through the body in a forward slash (/) direction to the bottom left hand corner, then read across the bottom, finishing in the bottom right hand corner.
- 2 **Back slash (\) direction** – start in the top left hand corner and scan or skim through to the bottom right hand corner.

Regardless of the format you choose, therefore, both the headline (which we'll look at in a moment) and the final line are really important. The bottom right hand corner *must* include:

- 1 Your offer
- 2 Your call to action. This is where the eye stops. It is the last thing your prospect will see, so it's critical that the action you want them to take leaps out from the page. If you want them to call you, tell them to in the bottom right hand corner!

## Now your headline

Your headline will be the thing that attracts the attention of your prospects. What makes you decide which articles to read in the weekend papers? What made you decide to read *this* article? The headline!

It could take several attempts to craft a powerful headline. Unfortunately, too often, marketers simply tack on the headline as an



after-thought once they have written their body copy.

Spend more time on your headline than anything else related to your advertising piece to ensure you are appealing directly to your ideal customer. It's the gateway that will either get people to come in and read your offer or turn them away.

## What about the images?

Pictures really can tell a thousand words and will tell the prospect so much about you, your service or your facility. Here are some pointers:

- **Use your own images if possible.** Many gyms, studios and trainers buy and use the same images, which can make them look generic and indistinguishable from each other. Ideally, have a photographer, or at least a camera-savvy acquaintance with a good camera and lens rather than just a phone, take shots of you or your facility that you can use in all marketing and advertising material. Ensure that any internal facility images have people in them – nothing is less inviting than an empty gym or studio!
- **Use hi-resolution images.** If budget and logistics prevent you from using your own images then you can use stock images. Searching for 'images' in Google and downloading one is not the answer though (quite aside from possibly infringing copyright). Pay a few dollars to buy the usage rights to a high quality image from one of the many stock image sites, such as Adobe Stock, StockPhoto Secrets or the more budget-friendly Storyblocks (taking care not to buy images that you've seen used by other fitness facilities).
- **Smiling faces.** Images with people smiling will have a greater impact on your prospect than a bland, unemotional facial expression.

- **Images that match your ideal customer.** When your prospect looks at the image on your advertising piece, you want them to see themselves.

## Your call to action

Many advertising pieces have multiple calls to action, which can send a prospect into a tailspin of confusion and lead to inaction.

The key filter to any advertising is 'Don't make me think.' If the prospect has to read and think, you'll lose them. This means your core call to action must be kept as simple as possible and be a single option: 'Call me on 9484 5501.'

The AIDA principals of an advertising piece are relevant for any form of internal or external advertising, whether you are designing posters, writing emails or putting together a Facebook ad.

**Click HERE** to download your FREE copy of the *How To Write A Winning Advertising Piece* ebook. **N**

**Justin Tamsett, BEd** is an internationally recognised thought leader who challenges the status quo of the fitness industry. He is the director of fitness consulting and marketing company, Active Management. [activemgmt.com.au](http://activemgmt.com.au)



## Listen to Justin on the business of fitness


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# BUILDING AB STRENGTH FOR EVERY FEMALE CLIENT

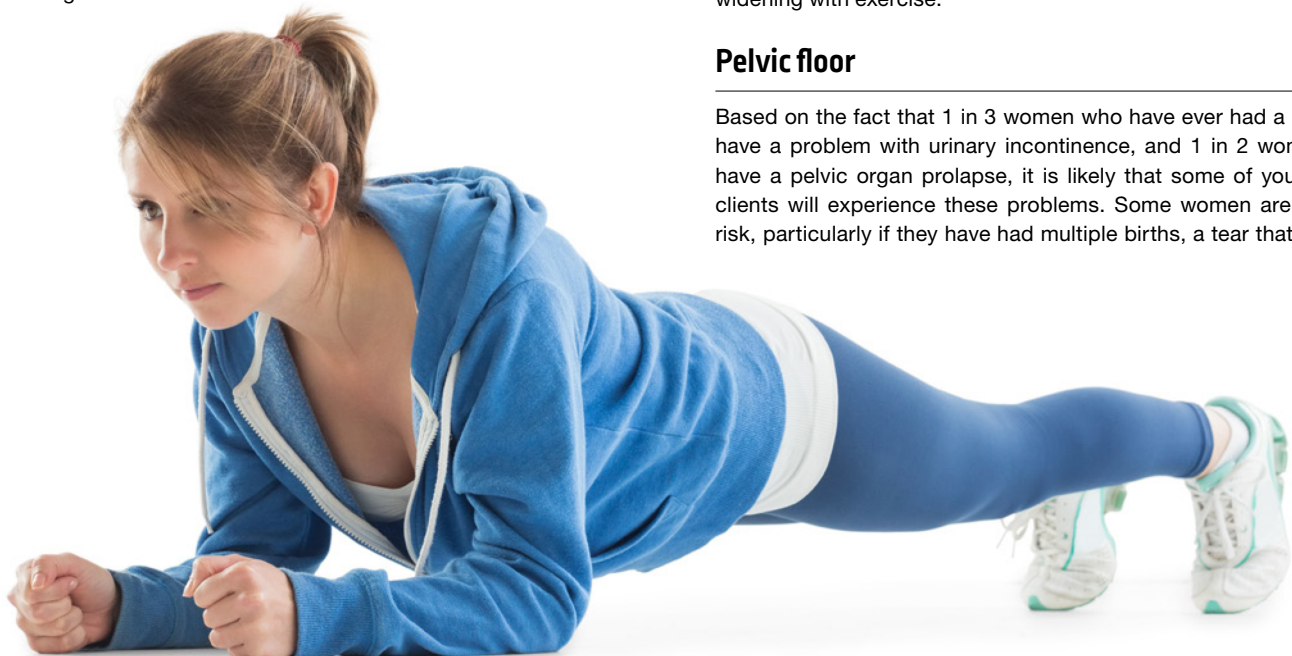
By assessing core control and prescribing exercise accordingly, we can minimise injury and maximise performance for every female client, from postnatal to postmenopausal, says *Dianne Edmonds*.

**W**omen returning to fitness post-pregnancy and childbirth, whether that be at six weeks, six months or six years, can present to you with physical changes that need specific attention when programming. These can include a lengthened abdominal wall, an excessive abdominal muscle diastasis (gap between the two sides of the rectus abdominis) and/or a potentially compromised pelvic floor.

Personal trainers need to consider these issues when prescribing abdominal exercises for female clients, and to assess the level of core control and match it with appropriate levels of exercise. This will assist in minimising injury and maximising performance for clients who are in the postnatal year, and who have previously had children, as well as those who are postmenopausal. Planks and mountain climbers are commonly prescribed for core training, but for some clients these are unsuitable due to their lower level of core control, or an underlying area of weakness in their pelvic floor or abdominal wall. Establishing a client's baseline first will help you to protect their pelvic floor and abdominal wall and retrain their core, rebuilding from the inside out – and setting the foundations for performing a safe and strong plank.

## Assessing a client's core

When assessing a client's core, you should consider the following changes.



## Lengthened abdominal wall

In instances where the abdominal wall is unrehabilitated from previous pregnancies, it may function better when recruitment is started from a lengthened position, such as in 4 point kneeling, rather than in shortened position such as supine. Check and progress each client from the optimal starting positions for them.

## Balance between the layers of the abdominal wall muscles

Clients who have done extensive training involving the upper rectus abdominus and external obliques will often have preferential recruitment of these muscles when activating the core. Checking the client's depth of control of the deeper layer, using the pelvic floor to activate with transversus abdominus and internal oblique activity prior to strong engagement of the outer muscles, can assist in restoring the balance between the layers of the abdominal wall. Look for an 'in-drawing' of the lower abdominal region, with relative relaxation of the upper abdominals under the rib cage.

## Abdominal muscle separation

While a proportion of abdominal muscle diastasis cases resolve spontaneously, some women will have an unresolved diastasis 'gap' of over 2cm and will need specific attention placed on avoiding strain on the linea alba and, ideally, reducing the size of the gap. Start by assessing for a diastasis in supine: if one is present then it is important to check for closure and avoidance of any bulging or widening with exercise.

## Pelvic floor

Based on the fact that 1 in 3 women who have ever had a baby will have a problem with urinary incontinence, and 1 in 2 women may have a pelvic organ prolapse, it is likely that some of your female clients will experience these problems. Some women are more at risk, particularly if they have had multiple births, a tear that extends



***We cannot assume that a client is correctly activating their pelvic floor as a part of their core, even when instructed.***



to the back passage, a long pushing stage (over 1 hour), a forceps or vacuum birth, or a large baby (over 4kg).

#### Determining strength of floor

To provide clients with ways to train the abdominal wall without excessively loading their pelvic floor, we need to teach them to develop an awareness of their current level of pelvic floor fitness, and its response to different loads/exercises.

When a pelvic floor is functioning well, it is:

- responsive to intraabdominal pressure (IAP) and postural changes
- fast to recruit with a strong response when required
- able to relax.

A weakened or poorly functioning pelvic floor is unable to counteract the force generated within the abdominal cavity (IAP), and there is a risk of causing damage to the tissues in the pelvic floor, which can contribute to the development or exacerbation of pelvic organ prolapse or stress urinary incontinence.

A number of researchers have found that the pelvic floor muscles contract synergistically with lower transversus abdominis (TA) (Sapsford 2001, Neumann 2002, Urquhart et al 2006).

This pattern can be disrupted and does not always occur automatically if there is pain or dysfunction, enhancing the need for assessment of the level of load applied with core control work for each female client.

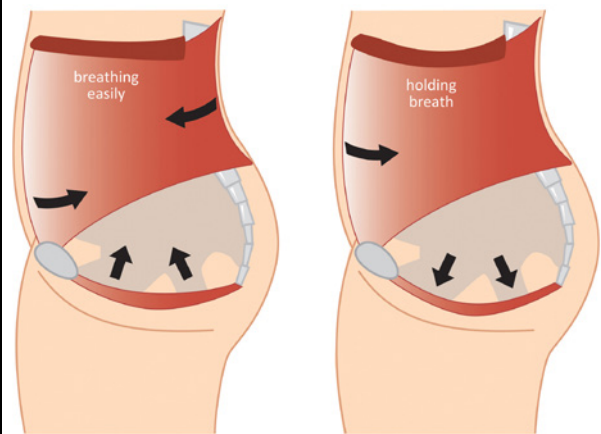
#### Depression instead of elevation of the pelvic floor

Some clients will have an incorrect pattern of recruitment within their core, and despite aiming to activate and lift their pelvic floor, it can descend instead. Using real-time ultrasound, Thompson et al (2003) found that 43% of subjects with incontinence and prolapse depressed their pelvic floor when instructed to lift. They were using a 'bearing down' or straining strategy when attempting to lift the pelvic floor muscles, highlighting the fact that we cannot assume that a client is correctly activating their pelvic floor as a part of their core, even when instructed.

A study by Bo and Sherburn (2003) with physiotherapists who had already demonstrated that they had correct pelvic floor technique, found that 30% of subjects depressed their pelvic floor when asked to perform TA contraction alone. This has since changed the focus of instruction to lifting the pelvic floor first in order to assist with initiating activation of the transversus/IO, rather than focusing on abdominal draw in alone.

### DIAGRAMS: VARIATIONS TO THE DESIRED PATTERN OF PELVIC FLOOR ACTIVATION

#### PELVIC FLOOR CONTRACTION – A

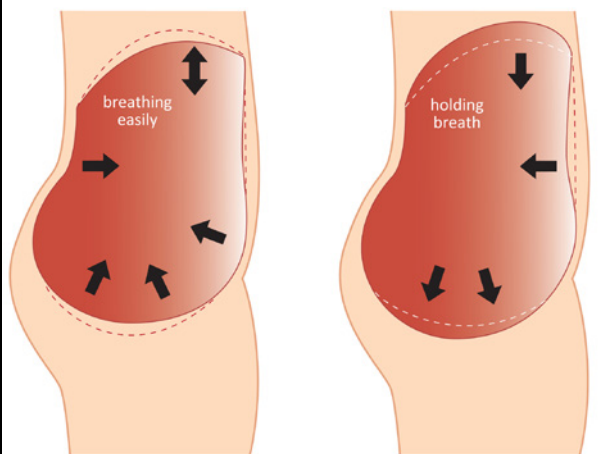


**Correct action**  
The pelvic floor lifts, the deep abdominals draw in and there is no change in breathing

**Incorrect action**  
Pulling the belly button in towards the backbone and holding your breath can cause bearing-down on pelvic floor

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#### PELVIC FLOOR CONTRACTION – B



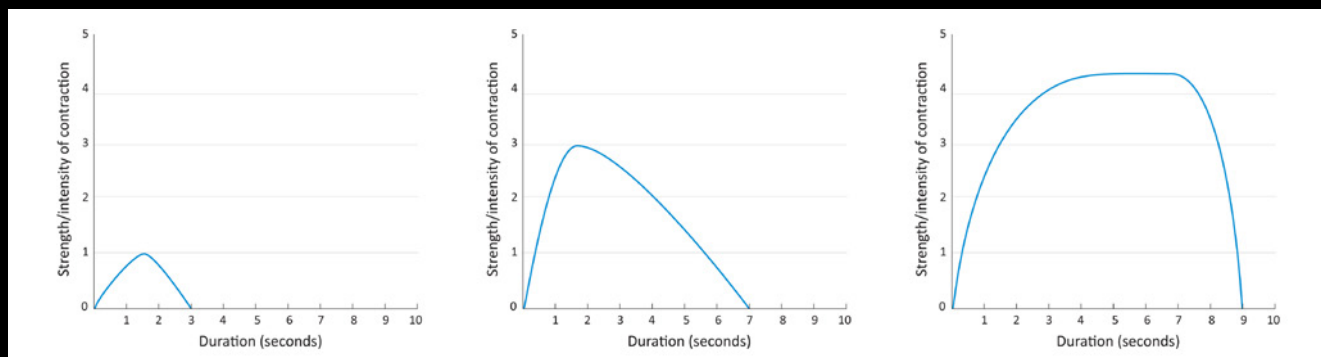
**Correct action**  
The pelvic floor lifts, the deep abdominals draw in and there is no change in breathing

**Incorrect action**  
Bracing the abdominals strongly without focusing on lifting the pelvic floor first, can result in downwards pressure on the pelvic floor

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## GRAPHS: PELVIC FLOOR MUSCLE STRENGTH AND ENDURANCE



### Pelvic floor fitness and core control

Pelvic floor muscles, when assessed by a pelvic health physio, can be graded for strength, endurance, hold times, reps and coordination. Some women are unable to counteract the forces generated within the abdominal cavity with particular core exercises.

The top graphs represent examples of the strength and endurance capacity in the pelvic floor.

To provide the right level of core training for a female client, we must match their functional level of pelvic floor control with the force generated during the training.

For example, a client with a 3-second pelvic floor hold, with a weak contraction, needs controlled positions for training, as illustrated below:



4 point kneeling



Core with clam



Modified side plank

Before progressing to the next steps in core training, clients need to rebuild their level of core control, including:

- pelvic floor fitness and awareness
- breathing and coordination of control during movement
- building endurance hold capacity during training
- matching level of core control with building load and increasing level of resistance.



### The 30-second article

- Female clients, particularly those that have recently, or ever, had babies, often need specific training to strengthen the core and pelvic floor
- Clients may have a lengthened abdominal wall, abdominal muscle separation (diastasis), a weakened pelvic floor resulting in urinary incontinence or pelvic organ prolapse
- PTs need to help clients develop an awareness of their current level of pelvic floor fitness and its response to different loads/exercises
- PTs should be aware of clients' pelvic floor strength and endurance in order to prescribe training that will safely and effectively build both
- Clients with more serious symptoms should be referred to a doctor or a continence professional.

### Checkpoints to assess with a client

- ✓ The quality of movement and maintenance of form with repetitions
- ✓ Onset of fatigue, and when it occurs during training
- ✓ The ability to maintain breathing smoothly, as appropriate to the level of exercise
- ✓ Evenness side to side, e.g. no drop of hip with single leg bridge
- ✓ Nil pressure downwards felt in pelvic floor
- ✓ Maintaining neutral spine position vs sagging or loss of alignment
- ✓ No abdominal wall bulging or bulging of linea alba

**TAKE NOTE!** Clients should not feel any descent, heaviness, pressure or feeling like they are going to leak urine during any training.

A client with a 9-second pelvic floor hold, stronger Grade 4 contraction, still slow to recruit fully, can build to more dynamic movement and more challenging positions, as illustrated below (taking care to ensure no issues occur due to fatigue onset):



Dynamic core control in 4 point



Core with resistance



Progressing to full plank



Full side plank



**Pelvic floor muscles, when assessed by a pelvic health physio, can be graded for strength, endurance, hold times, reps and coordination.**



#### What compensatory mechanisms do clients use?

With the onset of fatigue, or the attempt to perform an exercise that is too high a load, some clients will switch to a bearing down pattern in their abdominal wall, including breath holding, switching to the use of excessive amounts of upper rectus and external oblique activity. This, in turn, can result in downward pressure on the pelvic floor, despite an initial correct pattern of recruitment. These changes in recruitment patterns can also occur towards the end of training if fatigue onset occurs and the client compensates with incorrect patterns.

If a client is unable to sustain a plank position without any of the above, consider modifying the exercise to include:

- shorter hold time
- positioning knee closer to hands and then moving further away
- use of a ball under trunk to assist building scapular stability
- moving back to other core control steps until they are ready to retest the plank position.

#### When to refer

The Continence Foundation of Australia's 1-page Pelvic Floor Screening Tool can be used to help determine the need to refer clients to a doctor or continence professional, with anyone who answers 'yes' to any question in the second section requiring referral.

At the 4th International Consultation on Incontinence, Abrams et al (2009) recommended 'If an existing pelvic floor condition is revealed by your client, then referring for appropriate treatment is the best practice'; and 'Pelvic floor muscle training should be offered as first line therapy to all women with stress, urge or mixed urinary incontinence.'

Pelvic floor muscle training has been shown to be effective in the treatment of stages 1 and 2 of pelvic organ prolapse (Braekken 2010, Hagen 2009), in that it can reduce the stage and bothersome nature of prolapse. To help your client find a women's, men's or pelvic health physiotherapist near to them, go to Find a Physio **N**

#### MORE?

To develop your expertise in building clients' core fitness, [CLICK HERE](#) to find out more about Network's 5-CEC course, 100 Steps to Plank.

#### [CLICK HERE TO SEE REFERENCES](#)

**Dianne Edmonds** is a physiotherapist working in an Obstetric GP clinic, course creator and Women's Health Ambassador at Australian Fitness Network and the Director of The Pregnancy Centre. She has worked in women's health and fitness for 25 years and was integral in the development of the Pelvic Floor First resources.

#### Acknowledgements

Acknowledgement is made to the Continence Foundation of Australia for the permitted use of their diagrams developed through the Pelvic Floor First campaign, and to Simone Kay from Train for Life, Cairns, and Stuart Frost, photographer for the other images used.



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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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# NZ NEWS



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

## NZ's big fitness weekend highlights how far we've come



Exercise New Zealand recently held the FitEx conference, now in its 12th year, at AUT University, and also hosted the 11th annual Exercise Industry Awards at the Grand Millennium Hotel (click [HERE](#) to see award winners and finalists). Collectively, over 1,000 individuals attended the events, making it truly the big weekend for the exercise industry in New Zealand.

Looking back to the first FitEx conference, it's clear a lot has changed. For starters, both events have grown vastly in size, with FitEx almost quadrupling to over 750 attendees, awards entrants tripling and awards attendees doubling to almost 400 individuals. It's not just the numbers that have changed though – the names have too, from GetNZ Active to the FitEx Conference (in 2008), and the Fitness Industry Awards to the Exercise Industry Awards (in 2014), both reflecting the evolving and increasingly diverse industry that we collectively call 'exercise'.

It is also incredibly encouraging to see where the awards finalists and conference attendees are coming from – both in terms of geography (*everywhere* in New Zealand), and industry role (*everything* in New Zealand). This in itself reflects the growing diversity of the industry (just consider how 'mainstream' yoga is now compared to a decade ago), as well as the increasing diversity of

the clients and members we service. In large cities it's not uncommon to have ten different exercise options within a few kilometres, and in smaller towns where 10 years ago no gym existed, you'll often now find a range of options, from traditional gyms, to community-based programs catering for specific populations, and outdoor group training sessions.

Equally encouraging are the stories we hear from industry professionals – both about how they are helping to improve the lives of their clients/members, as well as their personal stories of how and why they started working in fitness, often as career changes inspired by a particularly passionate exercise professional. This, together with the amazing passion that we see in the 'Student of the Year' finalists at the live judging event, tells me that we are fast developing into a workforce that can truly meet the diverse needs of every New Zealander.

**Richard Beddie**  
CEO, ExerciseNZ  
[info@exercisenz.org.nz](mailto:info@exercisenz.org.nz)



### REPs pre-screening tool goes digital

The Register of Exercise Professionals (REPs) pre-screening tool, which was released in 2015, has just gone digital and is currently being beta tested by a number of trainers and clubs around New Zealand. The new platform is entirely client-driven for privacy (they control who sees what), while allowing exercise professionals and exercise facilities to see pre-screening completed, regardless of where the client was when they completed it. Just like a person's health record, their pre-screening can now 'move with them', with clients being able to share their existing information without having to complete a new form each time. The new platform will be free for REPs Registered Exercise Professionals and REPs registered exercise facilities. For more details, contact REPs on [info@reps.org.nz](mailto:info@reps.org.nz)

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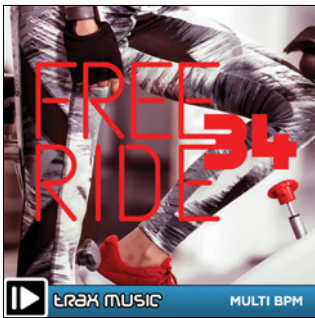
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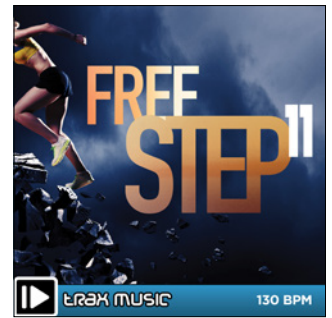
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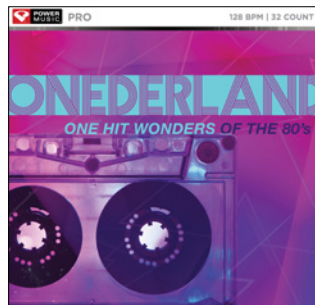


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ONEDerland - One Hit Wonders of the 80's



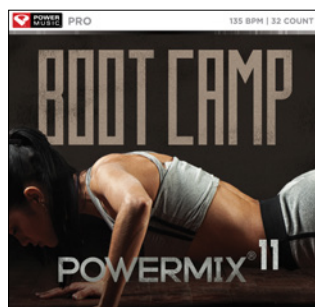
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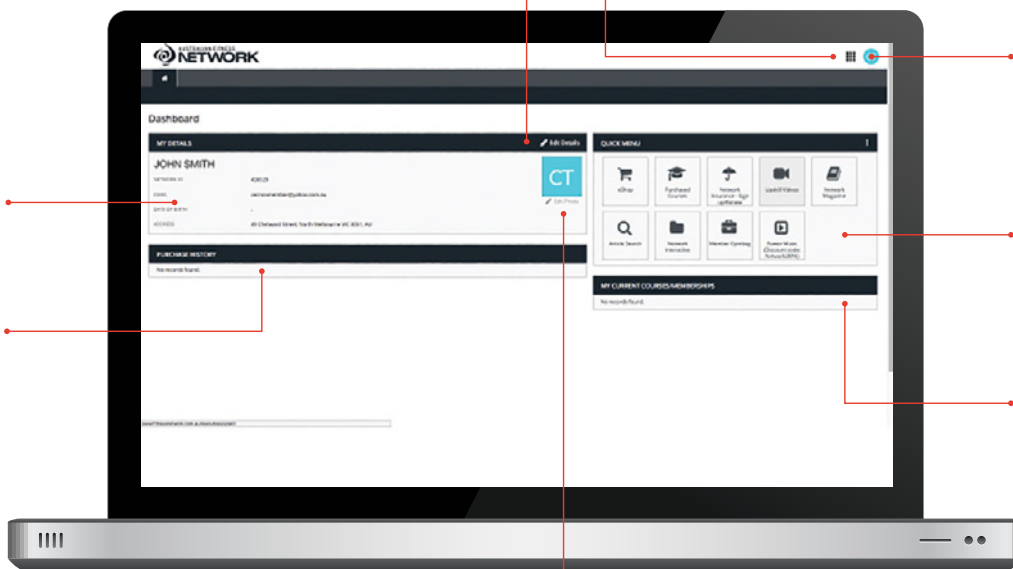
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