



NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SUMMER 2020

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Let's chalk this one up to experience



Well, that was 2020, and for most of us it won't be a year we'll be too sad to bid farewell.

If something good can be said about it, though, it's that many of us have been compelled to tap into our creativity, flexibility and willingness to try new things.

Apparently, the move to virtual service delivery and assorted social distancing behaviour changes have forced many businesses to fast-track developments in their operations that they'd otherwise have taken another five years to implement.

Of course, this is a silver lining around what was a dark cloud for many, and unfortunately some of our friends and colleagues that started the year in the fitness industry will not have finished the year in the same way, often due to reasons that were beyond their control. Hopefully, as clubs and studios re-open and restrictions ease to allow greater numbers, many of these trainers and instructors will return to the industry, bringing their wealth of skills and experience with them.

Those that have survived have learnt lessons about their own resilience that should bolster their

confidence to weather future storms. If you can get through 2020, you can get through anything, right? On this note, Andrew May shares some tips on small business resilience on page 19 of this issue.

Elsewhere, you'll find features on boosting membership leads, the magic ingredient for effective virtual classes, and managing the effects of stress on the core. Plus, as the temperature rises, Dr Mike Climstein takes a timely look at research into staying UV-safe during outdoor physical activity, especially when spending time in the pool or ocean.

I wish you a Merry Christmas and a Normal New Year,

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'

ABN 36 624 043 367

NETWORK MAGAZINE

Editor, Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 15 December 2020 and conclude on 1 February 2021. 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 8 February 2021. Click [HERE](#) for full Terms and Conditions.

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Your Network Membership provides you with access to 8 CECs or 1 PDP annually at no extra cost.

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ANYBODY ON INSTAGRAM CAN SAY
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This has been the year in which training clients online has become standard practice for personal trainers, who find themselves forced into delivering virtual sessions. However, many trainers have essentially been 'winging it', trying their best to transition their face-to-face skills to the new medium.

Compiled painstakingly over 7 years with input from 40 leading online coaches, the Online Trainer Academy (OTA) is the most thorough and comprehensive course teaching fitness professionals the skills needed to train their own clients safely and effectively online. The course is accredited for 15 CECs through Fitness Australia.

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If there's one vital lesson that trainers are learning in 2020, it's that they must be flexible and able to deliver their services virtually as well as in-person. This is your key to joining an elite group of Certified Online Trainers.

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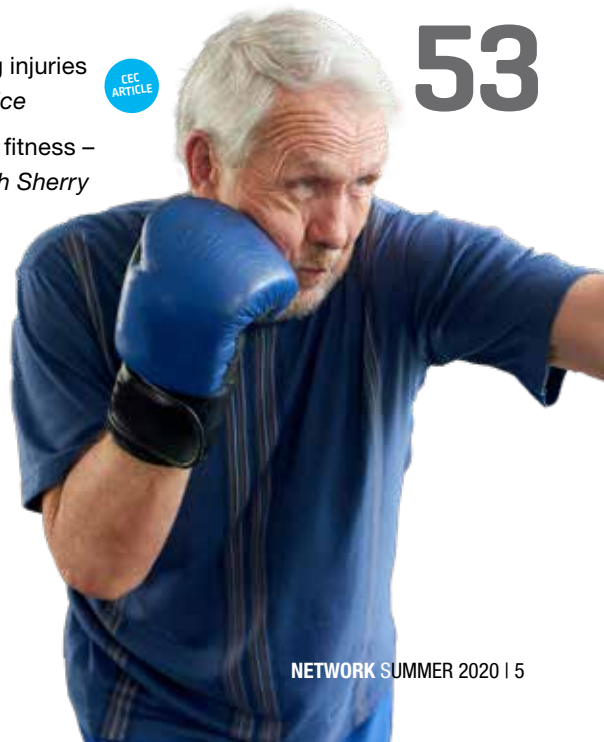


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AFTER REFOCUSING AND ADAPTING

LET'S PREPARE FOR GROWTH

The seismic changes forced upon us in 2020 have provided an opportunity to reflect on how we operate our businesses – and to evolve them to meet future needs, writes *Steve Pettit*, CEO of Australian Institute of Fitness (AIF) and Australian Fitness Network.



Without doubt, this has been a year of tremendous upheaval for every area of the fitness industry, from personal trainers and group fitness instructors, to club operators and industry suppliers. As the largest and longest established supplier of qualified fitness professionals to the industry, the AIF falls firmly into the latter of these camps – and as a business traditionally focused on face-to-face education, 2020 has certainly presented us with many challenges. But the changed circumstances in which we found ourselves also served as a catalyst for some necessary changes.

We took the opportunity in 2020 to make significant changes to a number of areas of our business, from the way we deliver our courses, to the content of those courses and, perhaps most noticeably, to the way we look.

We have recently transformed our branding and honed our focus to create a contemporary fitness education business that's positioned for the future. For 15 years our recognisable green and blue look was part of the AIF, and during this time we cemented our position as the leading provider of fitness industry training and qualifications. The world has changed significantly during those years, and now, so have we. Our bold, clean new branding is representative of our energy, our positivity for the future and our ongoing commitment to excellence in education. You can see for yourself at fitness.edu.au.

We have also taken the opportunity to reposition our business and add greater value to our students, our graduates, and to the wider fitness and wellness industries. Historically we have functioned, primarily, as a Registered Training Organisation (RTO). But limiting ourselves to delivering qualifications allowed us to flex only part of our educational muscle. When we consider ourselves as experts in education that also has RTO capabilities, we open up a new world of opportunity.

This shift in thinking means that we can now offer micro credentials, certificates, qualifications and ongoing education, as well as industry onboarding, training and support. If someone wants to enter the industry as a Fitness Coach or Group Exercise Instructor, we can help them do that. If they want to take the next step and become a Personal Trainer or Massage Therapist, we can help them do that. If they want to carve out a long and successful career in fitness, enabled by our ongoing professional development courses through Network, we can help them do that.

In terms of the course content we are providing, this year we have substantially upgraded our Certificate III course – which is now called Fitness

Coach. Developed in consultation with industry, Fitness Coach now trains the essential skills needed to launch a fitness career, with new specialisations in Group Exercise and Gym Instruction. As it also constitutes part of our flagship Master Trainer Program (which incorporates both Certificate III and Certificate IV in Fitness qualifications), this enhancement of Fitness Coach has therefore also further elevated Master Trainer.

And how are we delivering these courses? In 2020, the world shifted online and when we had to halt face-to-face teaching we launched our Master Trainer Online Plus+Program. We have long offered a self-paced online study mode, but the pausing of in-person teaching created a need for a model that closely replicated the face-to-face experience and course duration. So, we met that need and now offer more course delivery options than we would have ever considered a year ago. Now, students have a choice of on-campus, online self-paced, virtual live-streamed and flexible study modes. However you want to learn, we've got you covered.

With all these developments, one thing hasn't changed – our determination to provide the fitness industry with the best, career-ready fitness professionals. So, is the industry ready to take them on? The fitness landscape may not look the same as it did pre-COVID, but it is my firm belief that more people than ever will be willing to invest in personal training, whether through in-person or virtual sessions. With the virus overwhelmingly affecting those with compromised health, 2020 has highlighted the importance of focusing on our wellbeing, and for this reason I believe that we, as an industry, are poised to go from strength to strength.

Steve Pettit

Steve is the CEO of Australian Institute of Fitness (AIF) and Australian Fitness Network. Throughout his career he has worked with some of the world's leading fitness providers, including Les Mills Asia Pacific, Zest Health Clubs and Les Mills International.



INDUSTRY INSIGHT

| Developments in the world of fitness.

FITNESS INDUSTRY HAS ITS SAY ON THE VALUE OF REGULATION

Registration provider Fitness Australia recently invited businesses and professionals to express their support, or otherwise, for regulation of the fitness industry.

Fitness Australia CEO, Barrie Elvish, said the independent Regulation Survey conducted by Latrobe University was an opportunity for everyone to have their say, share their point of view and be part of the discussion into possible future regulation of Australia's \$3 billion a year fitness industry.

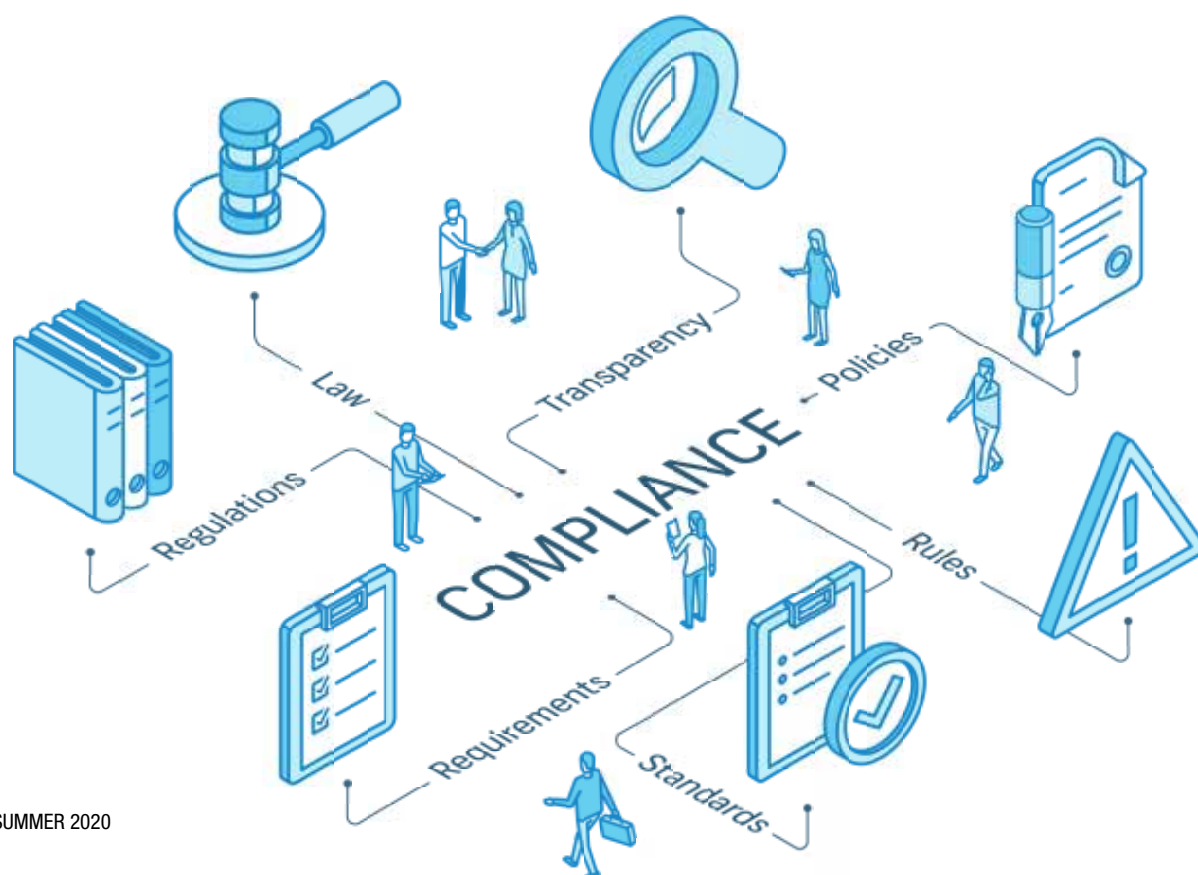
"The Regulation Survey commissioned by Fitness Australia is designed to ascertain the sector's appetite for the possible implementation of some form of Regulation Framework" Elvish said; "It is very early stages and there are many steps that will need to be taken should the survey findings show there is industry appetite for a Regulation Framework."

Elvish said Fitness Australia has been working with the industry, government and other stakeholders to have gyms and fitness facilities classified as an essential service and be more closely aligned with allied health, with the goal of building greater consumer confidence.

"Exercise and access to a range of fitness options is vital for our mental and physical health and overall wellbeing. We've worked extensively during COVID-19 to have our industry recognised as essential, and we know that in the minds of many decision makers and policy writers there are outdated perceptions of what the fitness industry represents" Elvish said.

"Options that hold the industry and it's exercise professionals accountable to a set of high standards and requirements will be a significant step forward in achieving this future potential."

Source: Fitness Australia



The way we were...

Back in 1992 leotards were still very much the order of the day in terms of gym wear, as evidenced by the cover of the June-July issue of *Network* magazine.

Inside, a feature on standing leg work looked at expanding the options for aerobics instructors, while other articles included sports aerobics championship rundowns, a look at rehabilitating knee injuries and an exploration of delayed onset muscle soreness.



NEW FITNESS INDUSTRY TRADE SHOW CONFIRMED

Following on from the recent announcement by Reed Exhibitions that it would no longer be staging the long running Fitness Show, the director of that event, Shaun Krenz, has now taken the reigns of a new show to be hosted by exhibition organiser National Media.

Billed as a 'new, independent trade show' for the fitness, health and wellness industry, FITNESS + WELLNESS AUSTRALIA will run alongside the Business of Fitness Conference from 11-13 November 2021 in Sydney.

Krenz said "Following several months of industry consultation involving hundreds of key stakeholders, I am super excited to announce FITNESS + WELLNESS AUSTRALIA, and that we have been able to secure dates at the ICC Sydney Exhibition Centre. We stand by the promise to bring an entirely new standard of B2B event to the commercial side of the fitness, health and wellness industry".

National Media reported that industry consultation and development of the event has been backed by some of the most respected and innovative players in the sector. Krenz said "We are off to a great start with many of the major suppliers already committing to the show. The exhibition floor plan is now live and with the interest we've had to date, we are confident the inaugural event will sell out quickly."

Source: National Media Pty Ltd



AUSSIE RESEARCH FINDING COULD TRANSFORM INJURY REHAB

Researchers from Edith Cowan University (ECU) have found a simple way to analyse the effectiveness of exercise training that could one day be conducted easily in gyms and physio clinics.

By looking at the forces produced on the ground while study subjects jumped as high as possible, the researchers were able to accurately describe the person's jump technique, determine how the muscles were controlled to perform the jump, and compare the data to that of others who used different strategies. This information was checked against recorded movement technique and muscle activation patterns during the jumps.

Professor Tony Blazeovich from ECU's School of Medical and Health Sciences said the new concept could transform injury diagnosis and treatment.

"Most human movements, whether high-speed sporting skills or daily activities in and around the home or workplace, are incredibly complex" he said; "Determining your technique and how your nervous system controls your muscles during those tasks requires a lot of complex data collection. This means your local doctor, physio, or gym or sports coach can't easily do it. We aimed to develop a simple method to describe how you move using a technique that you can use in the home or gym to assess whether your training, or rehabilitation from an injury, illness or disease, is on track."

Source: Edith Cowan University

NEW NETWORK COURSE



ONLINE COURSE

NEGOTIATE

COMMUNICATION AND CONFLICT RESOLUTION

To be successful in your fitness business you will, at times, need to negotiate. Whether with employers, employees, colleagues or landlords, different points of view will arise. The aim of negotiation is to mutually benefit both parties by compromising on matters of conflict.

This new course from fitness businesswoman and nationally accredited mediator Edwina Griffin teaches you how to manage the negotiation process in order to achieve the best possible result for you and your business.

LEARN HOW TO:

- Understand how effective negotiation can help reach agreement during conflict.
- Develop effective communication skills to aid in the conflict resolution process
- Understand personality styles to build better rapport and improve communication
- Conflict and dispute resolution processes for the workplace
- Better manage difficult conversations
- How to manage emotional states and positively influence the emotional states of others

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ABOUT THE COURSE CREATOR



EDWINA GRIFFIN

Edwina has worked in the fitness and wellness industries for over 25 years. After winning several business and fitness industry awards, she worked in training and operations roles for national franchises where she became passionate about improving workplace culture. A nationally accredited mediator, her company offers workplace health and wellness programs on leadership, emotional intelligence, mindfulness and negotiation.

CREATING EXTRA MEMBERSHIP SALES OPPORTUNITIES

With smart marketing processes you can reverse some of the losses incurred due to COVID-related membership attrition and get the new year off to a positive start, writes industry supplier *Jamie Hayes*.

Responsible *Managers Get Results* is the name of a book written by Fitness Roundtable Coach Will Phillips. But how do you get results in turbulent times like these?

The four key functions

The challenge for fitness operators is ensuring that the four key functions of the business are performing, regardless of the circumstances. These are the functions necessary to achieve the profit target – the key responsibility of the business's manager.

These functions track the new member journey. They are:

- **Attract** (marketing) – how the prospect finds out about the club
- **Convert** (sales) – how the prospect becomes a member
- **Delight** (fulfilment) – what the member experiences versus their expectations (in terms of the facilities, programs, classes and interactions), plus actual member results: are they achieving the specific results they joined for? Are you facilitating connections with other members and staff?
- **Collect** (receivables) – collecting direct debits.

At your centre, can all team members write down the first name of the person responsible for each of the four key functions? Is it the same person? Is it you? Who is driving marketing (lead generation)?

These four key functions are not silos: they are interconnected and impact each other.

While marketing and receivables can essentially be conducted from anywhere, sales and fulfilment are typically delivered inside the club or studio's four walls. The exception to this has previously been for those businesses that are also delivering their fitness service online. Since COVID shutdowns, many operators have been selling and delivering programming in this way – though bricks and mortar businesses will have struggled to sell new memberships in this period.

Measuring performance

Does your business, or the one you work for, have well-established Key Performance Indicators (KPI's), not just for sales, but for each function?

While the KPI's for receivables should be fairly clear and largely automated, those for the other three key functions might look something like:

Marketing:

- The required number of new leads/enquiries from all marketing campaigns
- The 'cost per lead' per source, whether they joined or not
- With good sales reporting it's also important to report on 'cost per sale' per source.

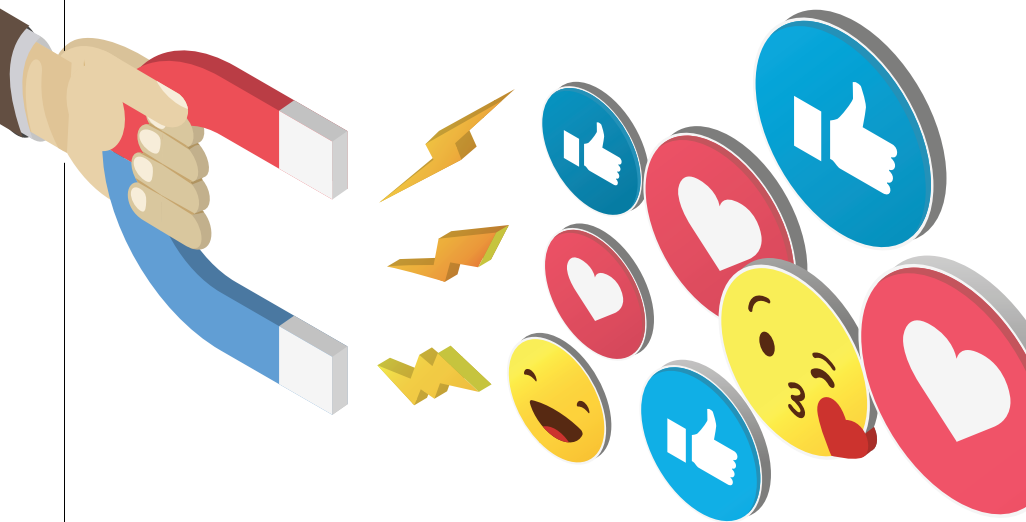
Sales targets:

- Appointments booked each day, each week
- Presentations delivered
- Minimum contract value



Unpaid posts on social media are the equivalent of placing fliers on the windscreens of existing members' cars in the centre carpark – it's very unlikely any prospective members will see them





- Amount paid upon enrolment
- Sales per day, per week
- Conversion rate (per sales person)

Fulfilment:

- Attendance
- Retention
- Secondary spend (programs and products)
- Member referrals. Although referrals are highly desirable, any business that relies heavily on referrals as their main source of new members is probably not optimising their marketing, and therefore missing out on potential new members.

Marketing for leads

The volume of new membership sales for a fitness business is totally dependent on the daily volume of sales conversations, which, in turn, is totally dependent on new lead generation. In other words, it all begins with marketing. Does the person responsible for marketing have a monthly budget – and are they authorised to spend it?

In some fitness businesses, lead generation is the responsibility of sales people, through community outreach and constant follow-up of old prospects and ex-members. Although this can be effective, this activity risks irritating people and there's a risk of sales person burnout and churn.

Then there are clubs with a completely opposite culture when it comes to marketing and sales. Let's call it 'Build it and they will come.' Marketing and sales are low key, and

the business is heavily reliant on enquiries from walk-ins, inbound calls and emails.

Whatever the model, it's possible to use 'paid traffic' (advertising) to increase leads and sales. It's also possible for the media costs of paid traffic to be self-funding.

Organic and paid social media marketing

While some fitness businesses may still do a little advertising in local print newspapers, paid traffic is now overwhelmingly online.

It's important to clearly distinguish between organic online activities and paid traffic. There may be a team member who posts on social media, referring to free organic activities, but this is entirely separate to paid traffic on social media, which requires not only a different skill set, but also a budget.

In their earlier years, the two leading social media platforms, Facebook and Instagram (owned by Facebook), would make your posts visible in the newsfeeds of all your followers, for free. If you had 2,000 followers you wanted to promote a new offer to, you could reach their newsfeeds at no cost, and no risk. Sadly, it was too good to last. Those days disappeared when the social networks revealed themselves to actually be advertising platforms, restricting the visibility of organic posts to less than 10% of a business page's followers unless the page paid to extend the reach.

Of course, you get to see your posts (making you feel good), and a small percentage of your existing community of followers do too, but hardly any potential prospects will. Organic, unpaid posts on social media are the equivalent of placing fliers on the windscreens of existing members' cars in the club carpark. It's very unlikely any prospective members will see them, and that it will lead to extra sales. But hey, they're free!

How to cover your paid social traffic costs

It's simple maths. Let's say you set up a Facebook ad campaign spending \$50 a day and run it four days every week, that's \$200 per week. If your joining fee is, for example, \$99, then the campaign need only generate two extra members a week to be, essentially, self-funding. The additional direct debit revenue that follows for the life of these extra memberships is the big payoff.

Look at it like this: imagine a large employer near your club rang and said 'We're approaching all gyms in the area to recommend just one gym to our 300+ staff. They'll pay full rates. The only catch is that we'd want you to pay us all joining fees received from our employees, which we'll put towards the annual staff party.' Would you say yes?

10 steps to effective paid traffic lead-gen

Use the following steps to develop an effective paid traffic lead generation campaign on social media.

1. Define your target audience.

The narrower the focus, the better. Think 'women over 40 who want to lose weight', 'golfers who want to add 5 metres to their drive' or 'men over 50 with back pain'. It's possible to have multiple target markets (also known as avatars), but if you do so, you will need to create lead generation campaigns for each group.

2. Use existing solutions

If you don't have a specific program to solve the audience problem, license a suitable one from a program provider. If you like developing

your own programs, don't at this stage! Doing so may take a long time, and right now you just want to see if there's a market that you can sell memberships to. They may not be looking for a gym membership, but are looking for a solution to their problem. Promote solutions, not membership specials, to your target markets.

3. Create an ad with impact

Create an ad (image, text and headline) that grabs the attention of your target market and has a clear call to action (CTA) like 'Click to LEARN MORE'. Nobody looks at their social media feed looking for your ad. It must be a thumb stopper.

4. Set up a landing page

Set up a landing page on your site that gives enough information to encourage the lead to register. The goal of a Facebook or Instagram ad is to take them away from those platforms and onto your web page (although there are also lead ads that operate differently.) Some providers will set up the landing page for you.

5. Use opt-in forms

Your landing page will have an opt-in form where the lead can put in their details, which will then be sent to you or your sales people.

6. Respond immediately

Your sales people or coaches must respond fast – within minutes. They must have a well-rehearsed script that leads to a booked appointment, either in your club or via Zoom. The skill to make this call requires scripting, training and practice.

7. Remind leads about their appointments

Ideally, use an automated system to send follow-up reminders to leads about their appointments. Alternately, use a manual system to do so. Reminders reduce the frustration and wasted time of no-shows.

8. Polish the sales process

The in-centre or Zoom-based sales process must be carefully mapped out and practiced. It will typically include four steps:

- a) Qualification using a needs analysis
- b) Program demonstration, which can be done by Powerpoint or Slides
- c) Big picture price presentation with just two (maximum of three) joining options
- d) Link to direct debit.

9. Measure to manage

Continually measure every one of the above steps and look for opportunities to improve each of them.

10. Increase your ad spend

Consider scaling up your Facebook ads to grow your membership even faster.

For fitness businesses, particularly those unable to transition to online operations, 2020 was the most challenging year ever experienced. With smart marketing processes we can reverse some of the losses incurred due to COVID-related membership attrition and get the new year off to a positive start.



Jamie Hayes

Jamie's companies, Healthy Inspirations, Dietflex and Keto Fitness, provide low-cost weight loss programming and weight loss marketing to the fitness industry. Jamie is a previous recipient of the Network National Fitness Leader of The Year.



THE QUICK READ

- To achieve profit targets, fitness business managers have to ensure that the four key functions of the business are performing
- The key areas of sales, fulfilment and receivables can only perform optimally if the marketing is generating qualified leads
- Organic social media marketing has a very limited reach, so businesses can accelerate sales by creating an avatar for their ideal market and use paid social media lead generation to reach it
- To maximise the effectiveness of paid social lead campaigns, you must also ensure a number of other supporting marketing, website and sales processes have been implemented.



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HOME WORKOUTS THE RISKS FOR PERSONAL TRAINERS

If you train clients remotely, you must be vigilant about safety in order to minimise risk of injury and potential claims of negligence.

In these very different times where 'work from home' and 'complying with social distancing' have become familiar terms, many fitness providers have turned to virtual classes and sessions.

These services have often been developed in quick responses to the ever-changing environment, while trying to maintain a strong level of customer focus.

While delivering exercise routines online for people to do in their own homes can help to maintain contact with customers, there are consequences to consider.

Injury prevention is key

A risk management strategy is an important factor, and could begin with an evaluation to identify the potential risks, whether they be physical, financial or legal, and then developing strategies to mitigate those risks. Educating your customers is an important consideration and can help decrease the risk of injury.

As a trainer, open the class with a statement for users to practice health and safety while they are participating in workouts in their homes.

Some of the following suggestions are precautions that you should already be familiar with from delivering in-person

training, while others are more specific to virtual delivery.

- Advise clients or participants to go at their own pace
- Tell them that if they are experiencing pain, they should stop the activity
- Request that they wear comfortable clothing
- Tell them to make sure they have enough room around them and that there are no dangerous obstacles
- If equipment is needed for the session, advise what is required before getting started, e.g., chair, cushion
- Tell them to have water and a towel close by
- Always provide an alternative option to the exercise, e.g., easier, more challenging, so they can choose a level suited to them
- Provide instructions throughout the class, and count repetitions to avoid over-working one area
- If delivering classes or small group training, think about how you can structure sessions to offer different levels, e.g., beginner, intermediate, advanced, to cover all fitness abilities.

Disclaimers

It is recommended you provide a disclaimer at the beginning of each virtual class, potentially in the form of an online registration form that includes a standard fitness waiver. If you have a website through which clients access online programs, it is recommended to have a written disclaimer on the site.

It should be remembered that many people's physical activity over the past

few months has changed. They may just be starting regular activity or resuming after a hiatus. Unfortunately, many people try to do too much too soon, and the result can be catastrophic.

Insurance

It is a good idea to make sure you have the right insurance. Personal trainers should consider Professional Indemnity Insurance and Public Liability Insurance.

Professional Indemnity Insurance is for alleged breaches of a professional duty, such as a claim of professional negligent advice or misconduct, as part of providing professional services. For example, a fitness professional whose personal training services result in injury and loss to a client, resulting in the client alleging negligence.

Public Liability Insurance is for impacts to a third party (member of the public) that may result from negligence by you or your staff, such as failing to demonstrate reasonable care for others, resulting in injury to a member of the public.

At the end of the day, it is important to balance the amount of risk with the amount of reward. In the current environment, it is important to keep customers' needs in mind.

However careful and cautious you are, incidents can occur. Should an issue arise, it is important to promptly contact your insurance broker for assistance. **N**

This feature was written with Gallagher, an international insurance brokerage, risk management and consulting firm. You can discuss your fitness professional insurance needs with the Gallagher team by emailing sbcbeenleigh@ajg.com.au or calling 1800 222 012

REAL WORLD PT

CORINNE BLIGHT

PT, GFI & NUTRITION COACH

NSW



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



? What's your business called?

Limitless Fitness & Nutrition. You can check us out at limitlessfitnessnutrition.com.au and Instagram @ [limitless_fitnessandnutrition](https://www.instagram.com/limitless_fitnessandnutrition) and Facebook Limitless Fitness & Nutrition

? How long have you been a PT?

Just over seven years. I've also been a Group Fitness Instructor, as well as a Nutrition and Health Coach, for nearly three years.

? What made you decide to become a trainer?

Because I love fitness, I love people and I love being on stage (as an instructor!). I started in the fitness industry because I just loved being at the gym and training myself. My real 'why' emerged when I realised I could use my passion for fitness to help others find a love for it and lead happier, healthier and limitless lives!

? Do you specialise?

My specialty is training women of all ages, fitness levels and stages of their fitness journey in a genuinely fun way. From my experience, for a fitness program to stick (and for you to actually want to do it) it has to be fun!

? Do you have a signature style of training?

Oh yes I do! My high-energy, high-vibe group fitness classes are my signature. The classes range from HIIT-style training to 80's-style Retro-robics and Pilates. The one thing they all have in common is that I make them fun, energetic, uplifting and non-intimidating. I want all my clients to leave with a huge smile on their faces and know how awesome they are to have made time for their fitness.

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

Depending on the week, it can range between 6-10 hours each week.

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

I spend about 13 hours each week on admin, marketing, social media, creating content and doing courses. To be honest, though, I feel like I'm working on it every second of the day! Even if I'm not doing something directly related to it, I'm always thinking about what challenge I can run next, what cool move I can add into that week's choreography, or how I can best serve my community.

? What hours do you work?

I start most days with a live-steamed group fitness class at around 6:15am. After this I do some class prep until about 8:30am. From then until 4:30pm I work in my full-time job, then afterwards from 5pm I train PT clients, teach classes or do admin.

? How much do you charge?

At the moment, I'm conducting all my classes, PT sessions, challenges and master classes online. For unlimited group fitness classes for a whole month (seven classes per week) I charge \$30 per month. Small Group Online Pilates classes cost \$10 per session, or \$75 for eight weeks of classes. PT sessions vary depending on the duration of the session.

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

I'm a big believer that in order to best serve my clients, I need to keep evolving and learning. I do a few different courses every year. This year I've done a GFI 'eXercise to eXperience' course, trained to teach small group Pilates and completed multi-week Small Business Mentoring Programs through Small Business Women Australia. I also attend Les Mills quarterly workshops, participate in as many webinars as possible and listen to countless fitness podcasts (including, of course, The Fitness Industry Podcast!)

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

My clients are very loyal and most of those who started out with me when I launched Limitless in early March have stayed with me. I believe this is due, in part, to our strong, supportive and uplifting community.

? How do you get new clients?

I have a background in marketing, so this is something that's close to my heart. Some of the best marketing that I do is the referrals

from clients! There's something really special about getting a recommendation from someone you trust. I'm also quite active on social media which draws people in to see what goes on at LFN. It can be a lot of work, but it's worth it. Receiving the Western Sydney Women 'Start Up of the Year' Award in 2020 has helped get Limitless Fitness & Nutrition's name out there!

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

Always. New group fitness participants must fill out a Pre-Exercise screening form and provide details of their exercise history and any past injuries. For PT clients I also go through more extensive questions and often do a one-on-one Zoom call with them to nut out where they currently are in their fitness journey, what they want to achieve and how I can best help them do that.

? What differentiates you from other trainers?

From what people tell me, it's my energy and passion for what I'm doing! I feel so alive when I'm teaching a group fitness class, I can't wipe the smile off my face! I bring the energy and fun and I always let every single participant and client know how awesome I think they are for being in my class or session.

? What is the best thing about being a PT?

Being able to help people find a passion for fitness and use it to make their lives better! I also love being the reason someone smiles, or even being the highlight of their day. As fitness professionals we have so much power to inspire people, to motivate them and to give them a reason to feel good. It's not something you can say in a lot of jobs!

? And the hardest?

Trying to find a work/life balance. Often, as a trainer, you start early and finish late as



you need to be around when your clients are available. Luckily, I enjoy the challenge of maintaining the balancing act!

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

That it's all about aesthetics and how you look as a trainer. Far from it! People come to you because of how you make them feel and how much awesome energy you bring to them and their life! Remember, they're there for you and who you are.

? Where would you like your career to take you?


The possibilities are endless! Over the next few years, I want to open my own group fitness studio that incorporates a hybrid of both in-person and virtual classes. I love teaching live-streamed classes, but face-to-face teaching is very special to me too. I'd also like to consult to other businesses about their marketing and member communications.

? What is your fitness philosophy?

'Do what you love'. If you love group fitness classes, do them! If you love lifting heavy weights, do that! If you love riding your bike in the great outdoors, do that! My own experience has taught me that in order to be successful at anything in life, particularly your fitness goals, you must enjoy doing it, because that's what makes you stick with it.

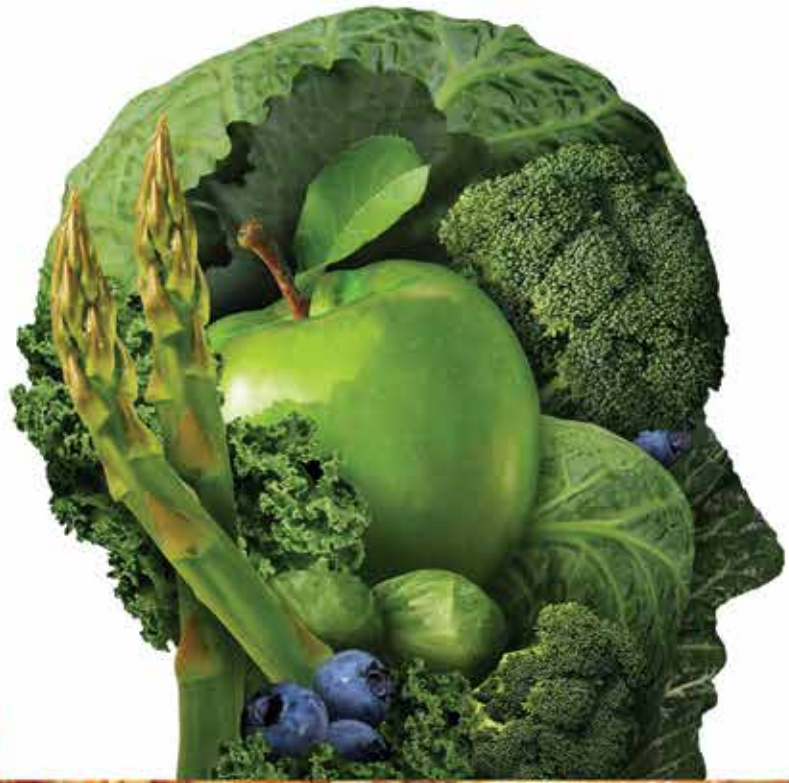
? What advice would you give to someone starting out as a PT?

Always remember, people come to you because they love what you offer, your personality and your style of training. Always be authentic and true to your unique characteristics. If you do that, you'll be truly successful! **N**

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WHY YOU NEED TO BE RESILIENT TO RUN A SMALL BUSINESS

Fitness business operators can strengthen their personal and commercial resilience by following a number of strategies writes workplace performance and wellbeing specialist *Andrew May*.

Small businesses are the lifeblood of Australian industry. Accounting for nearly 98% of businesses in the country, they fuel our economy and, spanning every sector and demographic, they employ about five million Australians.

Small businesses are typically more innovative, more agile and more creative than large corporations and are finely woven into the fabric of our community, not only servicing locals, but adding to the heart and soul of neighbourhoods around Australia.

Running a small business is challenging at the best of times. Owners often experience cashflow issues, personal debt from bankrolling their business, and the stress of carrying all the risk and working long hours with sometimes little reward.

Adding to these challenges are unexpected hits to business, which the past twelve months delivered relentlessly. Before the COVID-19 shutdown and corresponding economic downturn, many Australian businesses had already been impacted by bushfires, floods and drought.

To survive and overcome such devastating setbacks requires resilience; that is the ability to bounce back from setbacks and emotionally cope with crises and challenging situations.

According to a recent study of small businesses in Australia, 27% of leaders feel very stressed and 78% are feeling additional pressure as a result of COVID-19. Interestingly, the report found highly resilient

small business owners tend to fare better, both personally and professionally, than their counterparts and are more likely to be financially successful, experience job satisfaction and feel happier overall.

The positive news is that resilience is like a muscle that can be developed in a variety of ways. According to the Department of Health, you can build your resilience by:

- knowing your strengths and keeping them in mind
- building your self-esteem by having confidence in your abilities and focusing on the positive things in life
- building healthy relationships
- knowing when to put your hand up to ask for help
- managing stress and anxiety levels
- working on problem solving skills and coping strategies.

More specifically, small business owners can strengthen their resilience and that of their businesses by following a number of strategies.

10 steps to build resilience

- 1. Draw on your ability to endure.** Tough times begets mental toughness. Getting through hard times and discovering we can come out the other side in itself helps to build resilience and gives us an internal reserve of mental strength to draw from the next time we face a challenge. If you've done it tough before and come out the other side, know that you can do so again.
- 2. Know the red flags.** Recognising the signs that you are not coping allows you to take action before they overwhelm you. Red flags include consistently not sleeping, having a short fuse, withdrawing from friends or family, experiencing muscle tightness or tension headaches, avoiding physical activity, drinking to excess and not looking after yourself physically or mentally.
- 3. Prioritise self-care.** Ample sleep, regular exercise, hydration and good nutrition are the basic building blocks that support our body and mind, helping us to maintain health and cope during times of stress.
- 4. Find healthy coping strategies.** These include practicing mindfulness or meditation; keeping a thought journal; getting out in nature regularly; breaking down challenges into small, bite-sized tasks; celebrating small wins and achieving goals; incorporating fun, laughter and play into your life; exercise, gardening and cooking.
- 5. Spend time with loved ones.** Time spent with family and friends, as well as on self-care, can be one of the first things to fall by the wayside when the going gets tough, but is the very same thing that helps to relieve stress and provide us with support so we can stay the course. I ask my clients to put these important activities in their diary each week for accountability.
- 6. Utilise available resources.** Whether it's accessing government stimulus packages or grants, engaging the expertise of business and financial professionals, or using mental health resources, drawing on help is a necessary step for successfully navigating hard times.



The positive news is that resilience is like a muscle that can be developed in a variety of ways.



- 7. Communicate.** If you have staff, give them information about your plans, check in with how they are feeling. Remember that good team morale will help you all as individuals, and as a business, to bounce back in the short and long-term. Communicate with your clients or customers, letting them know how your business has been affected and how this may affect your service.
- 8. Connect with peers.** Connecting with other small businesses in your community, as well as industry associations, provides a unique source of support, the opportunity to share and receive advice, and an important sense of connection.
- 9. Learn, adapt and grow.** Consider the various options available, whether it's changing the way you operate, moving your business online, upskilling yourself by enrolling in a new course, streamlining services or considering how you can rebuild your business so it's more resilient.
- 10. Reflect.** Take the time to reflect on what can be learnt from the challenges you have faced and how you might make changes to minimise the impact of future ones.

Small business owners are some of the most resilient people I've ever met. But please don't think you become resilient just by going through challenging situations. You really can build your resilience muscle by employing all of the above strategies and, above everything, keeping perspective. **N**



Andrew May

Andrew is a human performance strategist, CEO of StriveStronger and host of the NAB Business Fit Podcast, which is part of a free program to help SMEs and their staff become more resilient, transition to new ways of working and sustain physical and psychological wellbeing. Sign up at NAB Business Fit



LISTEN UP!

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

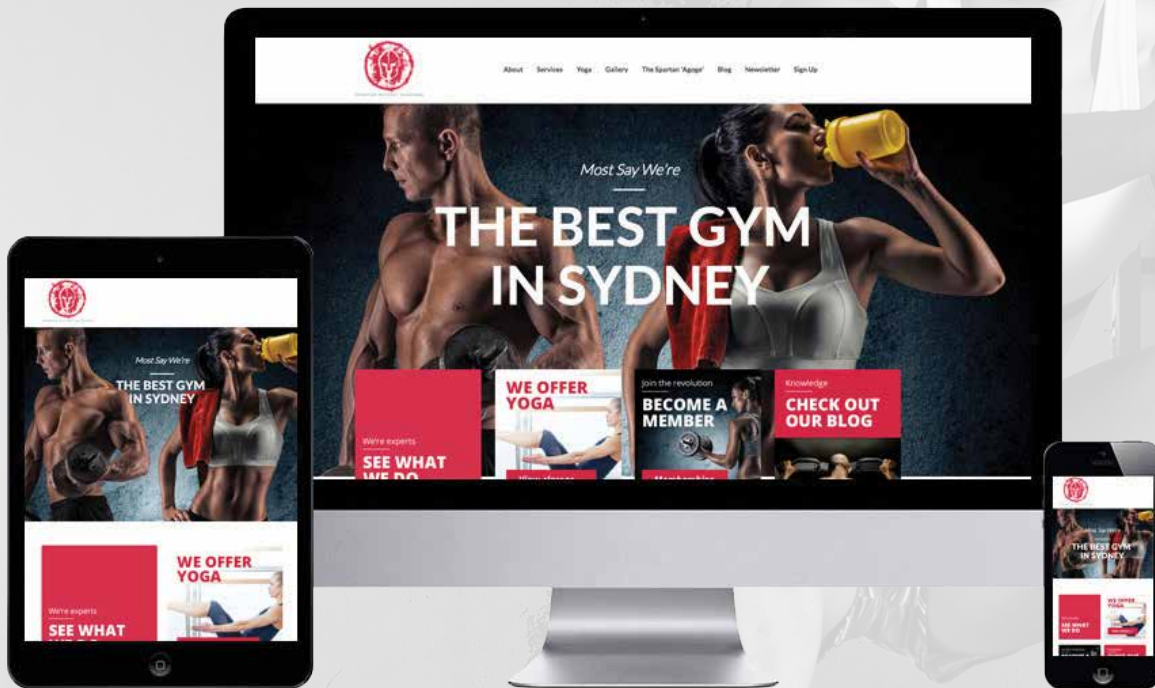
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GROUP FITNESS

BUT ARE YOU STILL TEACHING VIRTUAL GX?

The instructors that are still delivering successful classes online are those who can really make a virtual class feel like a live class, writes group fitness guru *Marietta Mehanni*.

Did you move to delivering online classes in 2020? As the pandemic exploded around the world, so did online group fitness. Thousands of group exercise instructors launched their budding new businesses online in search of opportunities to connect and provide fun virtual classes that members could participate in.

Zoom, Google Hangouts and Facebook Live have been the most popular options and for the first few months, instructors were sharing their strategies on social media about music, sound systems and how to provide the best quality experience that would most closely replicate the live group exercise class.

It has been several months since the first frenzied activity of finding resources and methods to teach online, and now only the people who have established an effective online presence are still active. These instructors have been able to develop skills that really do make a virtual class feel like a live class.

So, what is the main requirement for keeping your clients engaged and energised in an online class? The ability to teach to camera, as if a full class was in front of you.

This is a unique skill. Many instructors rely heavily on absorbing energy from their participants and responding to their encouragement. Yes, this sounds like a contradiction. Isn't it supposed to be the other way around?

The reality is that most instructors feel odd teaching with no one in front of them. They feel that they need people to smile

back, to show their enthusiasm and their energy. In a virtual environment, this is not possible. Sure, Zoom or Google Hangouts will provide some engagement, but this is limited, as the instructor can't hear vocal whoops during the muted workout.

If you can teach your virtual classes with the same excitement you have during face-to-face workouts, participants will return. If your energy is flat and you deliver cues in a monotone voice, very few will be motivated to join in again. With so many people requiring something positive in their lives, group exercise instructors are perfectly positioned to create upbeat, happy vibes in lounge rooms across the world.

How well do you score when teaching to a camera? Do a test video and use the following checklist to see how well you score out of 10.

- 1. Energy levels.** Does the teaching capture your attention or would you be distracted and start doing something else in a few minutes?
- 2. Vocal energy and enthusiasm.** Would you fall asleep listening to yourself or does it captivate your attention?
- 3. Eye contact.** This is really challenging as you have to focus on the camera rather than the image of you at least 80% of the time
- 4. Demonstration clarity.** Are your demonstrations clear enough for people to understand what you are doing? Moving around and showing different angles makes a more dynamic experience.
- 5. Are you scripted or natural?** Does your verbal communication sound like it's being

read from a board, or like you're having a real conversation with your class?

- 6. Break down movements.** When teaching in a one-way stream like Facebook Live, you need to assume that some people don't know every exercise name or move. Do you break down your movements and choreography in a way that most people would be able to do in their homes?
- 7. Are you doing your own workout?** A lot of instructors come up to the camera and yell encouraging words, but are not actually doing anything. Some people stop moving the second their instructor does, so keep moving. Yes, teaching to camera is physical.

Learning to teach effectively to camera will not only improve your teaching skills for online workouts, but also help you become a better instructor in your live classes. Use this opportunity to sharpen your teaching skills, stay fit and keep your community moving effectively and safely. **N**



Marietta Mehanni

Monash 'Outstanding Contribution to the Industry' 2019 award winner and Australian Fitness Presenter 2018, throughout COVID

Marietta provided hundreds of free online live workouts. She is the international Master Trainer and Education Coordinator for Gymstick International Oy, co-founder of My Group Move and co-creator of mSwing, a fascia-based group fitness program.



NEW NETWORK COURSE



ONLINE COURSE

THE KEY QUESTIONS

YOU NEED TO BE ASKING

POSTNATAL CLIENTS, AND WHY

Personal training female clients that have recently given birth is an incredibly rewarding experience, but it requires a unique set of considerations.

When it comes to screening, programming and training postnatal clients, it isn't sufficient for them to simply complete standard pre-exercise questionnaires.

As a trainer, you need to unearth vital information in order to be able to adequately assess, and then effectively and safely program for, your postnatal client.

Upon completion of this short video-based course from exercise scientist, PT and mother of two, Brooke Turner, you will understand the specific questions that need to be asked, why they need to be asked and what it means for your programming.

THE COURSE INCLUDES:

- Defining what the postpartum period is
- Adequate screening and evaluation
- The questions that need to be asked to postnatal women
- Why these questions need to be asked
- Ongoing screening and assessment for postnatal clients
- How to adapt your screening process
- Example questionnaire

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ABOUT THE COURSE CREATOR



BROOKE TURNER

Brooke Turner is an international health and fitness presenter, writer and educator with over a decade's experience in the health and fitness industry. The founder of Balance Fitness and Nutrition, she is a nutritionist, exercise scientist and personal trainer. She specialises in educating and empowering women – and fitness professionals that work with women – throughout pregnancy and post-partum.



STRESS AND THE CORE THE HIDDEN EFFECTS ON THE PELVIC FLOOR

A dramatic rise in pelvic pain and organ prolapse during the global pandemic highlights the link between chronic stress and dysfunction in this area of the body, writes women's health expert *Dianne Edmonds*.

In the first few months of the global pandemic, Melbourne-based Specialist Pelvic Health Physiotherapist, and director of Women's & Men's Health Physiotherapy, Shan Morrison noticed a dramatic increase in the number of clients presenting with pelvic pain and pelvic organ prolapse.

Pelvic organ prolapse is when one or more of the pelvic organs (the bladder, uterus or bowel) drops, and occurs in one in two women who have had children. It is likely, therefore, that some of your female clients will have a prolapse, which can impact how much and what type of training is suitable for them.

The effects of the pandemic, including the changes to exercise patterns, the closure of gyms and training options plus increased time at home with children, have been some of the factors that may have led to the increase in women being bothered by prolapse.

Pelvic pain is a condition experienced by many Australian women and men, but is rarely spoken about. Pelvic pain is pain felt in the pelvic area, including the genitals, and often involves changes in bladder, bowel and sexual function. Pelvic pain is unique to pain in other areas of the body, due to the pelvis containing our crucial organs for living – the bladder, bowel and reproductive organs. Problems in the pelvis are therefore highly distressing for many people.

The stress associated with the pandemic has led to worsening pelvic pain for many people, according to Morrison; "Humans are not built to cope with constant stress. Chronic stress can lead to hypervigilance in

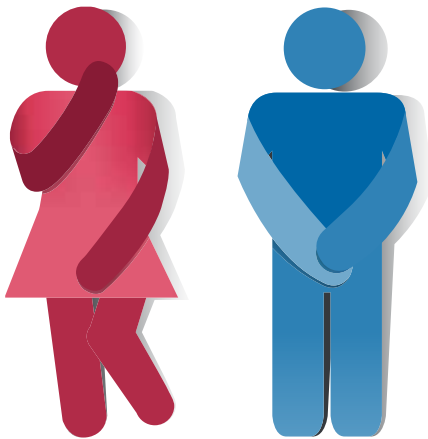
the central nervous system (CNS) which has a negative effect on pain. Pain is felt when the brain decides that the perceived threat or danger of a current situation is greater than the perceived safety. When the brain is in a hypervigilant state, this threshold is lower, meaning pain is more easily experienced" she explains.

Sleep disruption can also contribute to pain. Many studies have found that sleep disturbances lead to hyperexcitability of the CNS and lowering of the pain threshold. For example, one study found that a single night of sleep deprivation has been found to increase anxiety and pain in healthy people. It is likely that a vicious cycle exists, with poor sleep leading to lower pain thresholds, which contributes to enhanced sensitivity to pain, which in turn worsens sleep quality.

Being aware of hidden pelvic floor issues

The pelvic floor is a group of muscles at the base of the pelvis in both women and men, which provides support to the pelvic organs. It forms the base of the core and its function can be affected by pregnancy and childbirth, constipation and straining, heavy lifting, types of exercise and the effects of physical and emotional stress.

Having an awareness, through screening, of your clients, and being open to discussing pelvic floor issues and the effects of stress on their bodies can enhance your prescription of appropriate training programs for clients who have, or are at risk of having, a prolapse or other pelvic floor issues.



“**Humans are not built to cope with constant stress. Chronic stress can lead to hypervigilance in the central nervous system (CNS) which has a negative effect on pain**”

Stress urinary incontinence

Another pelvic floor issue more common in women than in men, is stress urinary incontinence (SUI), which is when there is involuntary loss of urine with a cough, sneeze, laugh, lift or exercise. Pregnancy, childbirth and menopause are contributing factors, however studies by Bo and colleagues show that that SUI rates are also high among women who exercise, and young female athletes who have not had children, including 80% of elite trampolinists.

Men have a pelvic floor too

The pelvic floor muscles have typically been seen as ‘women’s business’, but men have a pelvic floor too. Morrison regularly sees men with pelvic floor problems in her clinic. “When a man’s pelvic floor is not working properly, it can lead to bladder problems, bowel problems, erectile dysfunction, or pain in the genitals and pelvis. Many of these problems can be improved, and often cured, by seeing a pelvic floor physiotherapist” she explains.

The most common time for men to experience urinary incontinence is following surgery for prostate cancer. Seeing a physio before and after surgery helps speed up recovery of bladder control.

Similarly to women, a man’s pelvic floor muscles can either be weak or tense. “A weak pelvic floor is often caused by years of heavy lifting, constipation and straining when going to the toilet, having a chronic cough, being overweight or inactive, or ageing” says Morrison; “A tense, or ‘overactive’ pelvic floor, is less well known, but something we see very commonly at the practice. A tense pelvic floor can be caused by stress or anxiety, doing too much core exercise, poor core stability, too much sitting or bike riding, or following pain, trauma, or surgery in the pelvic region, such as having a vasectomy.”

How can you help your clients protect their pelvic floor?

You can assist your clients in a number of ways:

- Screening tools exist for pelvic floor issues. One option is to use the male or female form available on the Pelvic Floor First website.
- Pelvic floor protection strategies (see References at end of article) can be considered during many aspects of training, with particular care being taken with clients who are at risk of pelvic floor issues.
- Choose ‘Pelvic floor friendly’ training options for clients with pelvic floor issues or who are in the ‘at risk groups’ of pelvic floor problems. While more prevalent in women, men can also use ‘pelvic floor friendly’ training options if they are at risk.
- Cue for good technique during resistance training – poor technique shows up with fatigue, the accumulation of muscle tension or due to muscle weaknesses
- Encourage clients to exhale with effort during resistance training and bring an awareness to their breathing patterns during training
- Program for gradual increases in strength, especially if they have had a break from training, or are feeling tired or fatigued due to sleep disruption
- Monitor and observe changes in form with increased load or onset of fatigue
- Look out for breath holding and excessive tension in the upper abdominals as this can cause pressure to be exerted down onto the pelvic floor and increase the load on these muscles
- Advise your clients that if they feel any pain, pressure or heaviness in the pelvic area during training, these are warning signals. Modify their training by reducing their load or training duration. Direct them

to seek further advice if they notice any development or worsening of pain or pelvic floor issues.

- Encourage clients to listen to their bodies and to modify any exercises that make them feel vulnerable or that make them more aware of their symptoms.

The physical effects of challenging emotions

Dr Joan Rosenberg, psychologist, TEDx speaker and author of *90 Seconds to a Life You Love*, explains that what we feel emotionally is experienced in the body first as a bodily sensation, for example, embarrassment is felt as a flush in the face. Dr Rosenberg explains that anger as an emotion may be felt as a tightening of the muscles around the jaw.

She identified that there are eight common uncomfortable emotions, and these are normally felt as bodily sensations. Common ways to distract from the experience of these unpleasant emotions can include eating or shopping. Less obvious forms of distraction include holding the breath, tightening of muscles, and swallowing.

Neuroscientists describe how, when these bodily sensations are triggered, a rush of biochemicals is released into the bloodstream, and are then flushed out of the bloodstream within 60 to 90 seconds. Rosenberg and neuroscientists describe this as ‘a wave’ and say that in order to ‘ride the wave’ an awareness of what the emotions are is required. This needs the ability to stay fully present in order to ‘ride the wave’ for an upper point of 90 seconds. There can be more than one ‘emotional wave’ in a row to be ridden.

During this pandemic, the emotional ‘waves’ which clients have experienced have come as a surge for many. Without the awareness and ability to identify and fully process these emotions, for some clients

can it be assumed there has been a build-up of muscle tension in the body?

For those who hold their breath in response to experiencing difficult emotions, what effects does this have on the body?

How can holding the breath affect the core?

Breath holding as a pattern can alter the normal flow of inhalation and exhalation and increase the use of accessory muscles in the neck. Over time, rib expansion may be restricted, particularly if regular exercise patterns have been disrupted due to gym closures and restrictions around group fitness and outdoor exercise programs.

Breath holding can cause tension to be held in the abdominal wall, and this also alters the excursion of the diaphragm (the movement of the thoracic diaphragm during breathing). Holding of excessive tension in the abdominal wall can put pressure downwards on the pelvic floor. If they have a vulnerability in this area, some clients may be more at risk of experiencing the increase or onset of symptoms involving the pelvic floor and pelvis.

Providing clients with opportunities to open up the ribcage, lengthen the upper abdominals and focus on diaphragmatic breathing may assist them in reducing the effects of excessive tension or breath holding. For clients who spend more time sitting, hip flexor stretches can also be an area to focus on.

Exploring 90-second stretches

Rosenberg suggests one strategy to deal with the effects of difficult emotions is to count to 90 seconds, bringing an awareness to the bodily sensations occurring and their reduction as the neurochemicals leave the body.

In considering ways to enhance this skill and awareness, could elongating some stretches for clients to a duration of 90 seconds give them the opportunity to feel the bodily changes that occur during this length of time, while simultaneously releasing muscle tension?

The following stretching exercises may be appropriate for this purpose:

Extension stretch over ball

- Seated on the floor with the ball supported, the client leans back on the ball, opens up the chest and lifts the ribcage.

- To extend the stretch (ensuring that no pressure is felt down on the pelvic floor) the client lifts their buttocks to roll their upper back onto the ball (photo 1).



- A client can be guided to move further back, adding further release through the shoulders, anterior ribcage and the upper abdominal wall (photo 2).



- For clients feeling stable on the ball, lowering the neck can stretch the anterior neck muscles and further open up the chest, also lengthening the abdominal wall (photo 3).





THE QUICK READ

- Hidden pelvic floor issues and pelvic pain affect both men and women
- These are impacted by increased stress and anxiety as well as reduced sleep quality
- Pelvic floor muscles can be either too weak or too tense
- 1 in 2 women who have had children experience a pelvic organ prolapse, 1 in 3 stress urinary incontinence (leakage of urine with a cough, sneeze, laugh, lift or exercise) and 1 in 5 experience pelvic or sexual pain
- Challenging emotions can result in breath holding and muscle tightening
- The emotional 'waves' experienced during the pandemic may contribute to a build-up of muscle tension for some clients
- Holding excess tension in the abdominal wall can put pressure down on the pelvic floor, increasing the risk of issues for some clients
- Stretches, releases and 'pelvic floor friendly' exercises can be built into client programming, following screening for pelvic floor issues.

Prone lying/propping stretch

At each stage of this stretch, a client may choose to stay in that position or to progress to the next position to feel a comfortable stretch with no pain.

- Instruct the client to move into a prone position.
- Prop up on their elbows to feel a gentle stretch in their lower back (photo 4).



- Push up to lift elbows and add an upper abdominal stretch (photo 5).



Extend the stretch to the hip flexors, lengthening the abdominal wall further through extending the elbows to straighten the arms (photo 6). If there is soreness or an uncomfortable restriction, drop back down into the prone lying or elbow propped position

Sitting – rotation

In a seated rotation stretch clients can feel the release through their obliques (photo 7). They can focus on their breathing while holding the stretch and feel where any overpressure (additional manual force application) is needed.



Referring your clients

Clients can be referred to their GP for any mental or physical health issue or you can directly refer to a women's, men's and pelvic health physiotherapist in your area for pelvic floor issues. More information on the location of physiotherapists is available from The Australian Physiotherapy Association.

For further information you can also call the Continence Foundation of Australia Helpline on 1800 33 00 66 or visit pelvicfloorfirst.org.au. **N**

MORE

Dianne has created six pregnancy-related CEC courses available exclusively in Australia through Australian Fitness Network. Ranging from Antenatal Core Training, to Advanced Postnatal Core Programming, all courses are accredited for CECs and other professional development credits, and Network Members, as always, receive special rates. Click here to view Network's complete range of female-focused fitness courses.

6



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Women's & Men's Health Physiotherapy: <http://www.wmhp.com.au/blogs/men-have-pelvic-floor-too> and <http://www.wmhp.com.au/blog/stress-anxiety-pelvic-pain-a-challenging-combination>

Australian Physiotherapy Association <https://choose.physio/find-a-physio>



Dianne Edmonds

A physiotherapist based in an obstetric GP clinic, Dianne is a course creator, Women's Health Ambassador for 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.



ONLINE COURSE

100 STEPS TO PLANK: BUILDING ABDOMINAL STRENGTH

Build your clients core fitness levels systematically, particularly when working with women who have experienced abdominal muscle wall changes following pregnancy and childbirth – all while protecting the pelvic floor, spine and pelvis.



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.

\$129 (NETWORK MEMBERS)
5 CECS/CPDS



MORE INFO
CLICK HERE

BEAUTIFUL BURRATA & FRENCH CREPES

Treat yourself and your guests this summer with a wow-factor salad and melt in the mouth take on a continental classic, courtesy of *Teresa Cutter, The Healthy Chef*.

Burrata with roasted beetroot, blackberry and balsamic dressing

In this delicious salad or side, avocado oil marries perfectly with the delicate sweetness of the roasted beetroot and creaminess of the burrata, a mozzarella cheese with a soft Stracciatella centre. I love that it's so simple to create and uses wonderful ingredients that complement one another perfectly.

Serves 4-6

Ingredients

750g beetroot
4 tablespoons aged balsamic vinegar
4 tablespoons extra virgin olive or avocado oil
2 oranges, peeled and sliced
125g blackberries
2 tablespoons capers
chervil or parsley to garnish
4 burrata

Method

1. Preheat oven to 200°C.
2. Trim the tops off the beetroot, lightly coat with avocado oil and wrap them individually in foil.
3. Roast for 45 minutes or until tender, then remove from the oven and cool.
4. Remove the skins from the beetroot and cut in half, then arrange onto serving plates along with the oranges, blackberries and burrata.
5. Garnish with soft herbs and capers.
6. Drizzle with the aged balsamic and avocado oil just before serving.

Notes and inspiration: Replace blackberries with crimson grapes or roasted fennel. Replace burrata with labneh, Persian feta or thick Greek yoghurt.



French crepes

Made with a few simple ingredients, these crepes are light, delicate and melt in the mouth. Perfect with either sweet or savoury toppings, you might choose to serve with fresh fruit, Greek style yoghurt and a light drizzle of honey, or with creamy scrambled eggs or smashed avocado and a little feta.

Serves 4-6

Ingredients

6 eggs
1L (4 cups) milk
250g wholemeal spelt flour
pinch of sea salt

Method

1. Combine crepe ingredients to form a smooth thin batter.
2. Cook wafer-thin crepes in a non-stick pan over a medium heat.
3. Serve with your choice of sweet or savoury topping.

Crepes can keep for four days in the fridge. Gluten-free flour or buckwheat flour can be used in place of spelt flour.

Recipes from Earth To Table by Teresa Cutter. For more delicious and easy recipes visit thehealthychef.com



Teresa Cutter

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





EARTH *to* TABLE

BY TERESA CUTTER

Plant-based
recipes for health
+ wellbeing



Earth To Table by Teresa Cutter
is available for purchase at thehealthychef.com



CAN YOU EAT A HEALTHY AND SUSTAINABLE DIET ON A BUDGET?

New research has questioned the common assumption that following a diet that is both healthy and sustainable must cost more than the typical Australian way of eating, writes Tara Goulding.

There is often a perception that eating a healthy diet that is also good for the environment is unachievable, partly because it will cost more. Consumers frequently believe that for food to be healthy it will also be expensive – and that’s before sustainability even gets a look in. Choosing food that’s good for your health and good for the environment? Surely you’ll need to get a second job to finance that, right?

Actually, you can just keep your current job, because recently published research has debunked the myth that this type of eating is costly by showing that an average family of four can save over \$1800 a year simply by making more healthy and sustainable food choices at the supermarket.

Changing how and what we eat

But why do we even need to change what we eat? What’s wrong with steak, cheese, white bread and packaged snacks? As an occasional menu item, nothing. The trouble is that in today’s diet, it’s not just occasional.

As a global society, if we continue to consume food the way we are now, by 2030 half of the adult population – and a third of the total population – will be overweight or obese. Add to that the projected population increase to 10 billion people by 2050 and we’re going to end up struggling to provide enough food of quality and quantity to meet each individual’s nutritional needs.

Sustainability

Food systems and climate change are inherently linked in that each directly affects the other – current agriculture and food production accounts for around 25% of greenhouse gas emissions, 70% of freshwater use, and 40% of land use. These all contribute to environmental damage and are linked to climate change – but what many people don’t realise is that, vice-versa, climate change also affects food production. As the atmospheric measure of carbon dioxide increases, the ability of plants to synthesise protein decreases. We really need to get off this merry-go-round.

We all know we should eat healthily, and deep down many of us know we also need to eat sustainably. But what does that actually mean, and how much is it going to cost? Healthy diets are not necessarily sustainable if the food items are water-intensive or create excessive greenhouse gas emissions, and sustainable diets are not necessarily healthy if they are laden with salt or sugar. Put simply, a healthy and sustainable diet is one that has low environmental impact while contributing to food security and meeting the health and nutritional needs of current and future generations.

The Planetary Health Diet

One of the most comprehensive diets that incorporates the principles of both health and sustainability is the Planetary Health Diet (published in early 2019), which was developed by a team of 37 academics with experience in the fields of human health, environmental sustainability, agriculture and political science.

Surely the world has more than enough diets, so why the need for another? Make no mistake, this is no ‘mummy blog’ diet! The Planetary Health Diet comprises minimally processed food produced from sustainable food systems, and the report details exactly how much of each type of food we should aim to eat, e.g. the amount of dark green vegetables, whole grains and fruits.



Choosing food that's good for your health and good for the environment? Surely you'll need to get a second job to finance that, right?



But what about the cost?

What the Planetary Health Diet doesn't do, however, is give any actual shopping lists of what to buy. In fact, cost is not considered at all in the report. This was something myself and my co-authors, Georgie Russell and Rebecca Lindberg, from Deakin University's School of Exercise and Nutrition Science, thought needed to be addressed. We felt that it was all well and good for the Planetary Health Diet to advise us that we need to eat healthily and sustainably, but it didn't look at whether the general population can actually afford to do so.

Putting it to the test

We created a basket of groceries based on the Planetary Health Diet, which includes more fresh produce and less ultra-processed food - included brown rice, oats, wholemeal grain bread, fruit and vegetables, nuts and a small amount of meat (mainly chicken and fish) with beans and legumes also contributing to protein intake.

We then compared the cost of this healthy and sustainable food basket with a basket of groceries based on the typical Australian diet (from previous research surveys). The baskets were costed at Coles supermarkets in metropolitan areas in each state, in a range of different socio-economic areas to allow affordability comparisons. We wanted to see if everyone, not just the wealthy, could afford to eat healthily and sustainably.

The results

When we crunched the numbers, we were pleased to find that the Planetary Health Diet basket cost less than the typical Australian diet basket in all states and all metropolitan areas, with an average saving of \$35 per week.

To assess affordability for different socio-economic groups, we compared the cost of groceries to the median income in low, medium, and high socio-economic areas in each state, and it was found that the Planetary Health Diet basket was also more affordable than the typical Australian diet, regardless of socio-economic area. Our research shows that low socio-economic households need to spend 17% of their

income, on average, to eat a healthy and sustainable diet but 21% of their income to eat a typical Australian diet. Households in the higher socio-economic category only need to spend, on average, 11% of their income to eat a healthy diet and 13% to eat a typical Australian diet.

Tips for eating healthily, sustainably and on-budget

The bottom line is, if you follow a healthy and sustainable eating pattern, you could improve not only your own health, but also that of the planet and your bank account. So how do you make your diet a healthy and sustainable one? It's actually not as difficult as it might sound. Here are a few tips:

- Eat more fruits and vegetables and, if possible, select produce that is in season. Not only will the produce be cheaper, it also won't have required artificial heating for growing, which increases the environmental impact.
- Eat more legumes and beans – it's cheaper than meat and produces much less greenhouse gas emissions (especially compared to ruminant meat like beef and lamb). Invest in a pressure cooker to cook beans and legumes super-fast.
- Eat less ultra-processed and packaged foods – not only are these products less healthy for you, the extra processing uses more energy and the packaging is often not recyclable.
- For meal ideas, check out the Weekly Planetary Health Menu or simply search online.
- Before making any major dietary changes, it's a good idea to consult a qualified nutritionist or dietitian, especially if you have any pre-existing health conditions.

Chances are, you already knew all of those tips, so if you haven't been following them so far, work out what's held you back, and try to make it happen.

It does take some time to get into the groove, because it's a different way of eating



THE QUICK READ

- A healthy and sustainable diet is one that has low environmental impact while contributing to food security and meeting the health and nutritional needs of current and future generations
- The Planetary Health Diet incorporates the principles of both health and sustainability
- Researchers compared the financial cost of eating according to the principles of the Planetary Health Diet compared to the cost of following a typical Australian diet
- They also compared the cost of both eating approaches to the median income in low, medium, and high socio-economic areas in each state.
- The healthy and sustainable shopping basket cost less than the typical Australian diet basket in all states and all metropolitan areas.

for many people, including your clients. The focus on fresh produce means that you may need to shop more often, and reducing reliance on processed foods will generally require more time to be spent in the kitchen preparing and cooking. If these are skills that have eluded you until now, why not make them goals for the new year? There's no excuse not to learn these days – if you have internet access, you have access to free online cooking classes!

This study shows Australians that it is more affordable to eat a healthy diet that supports the planet than it is to follow a typical, highly-processed way of eating.

For more information and detail, you can access the full research study here. **N**



Tara Goulding,
BHS*ci*(FoodNutrit),
GD*ip*HumNutr

Tara holds undergraduate and postgraduate degrees in nutrition, which started as personal interest and finished as wanting to change the world. She lives in the Hunter Valley NSW with her husband, bunny and dog, and is currently reaping the rewards of starting a veggie garden in iso-days.



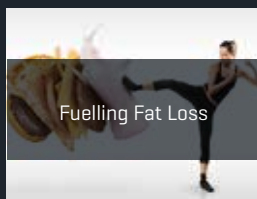
COACH CLIENTS TOWARDS POSITIVE DIETARY CHANGE



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ABOUT THE COURSE

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[CLICK HERE FOR DETAILS AND TO GET STARTED](#)





NETWORK RELEASES ADDITIONAL **FREE COURSE** **FOR MEMBERS**

The profiles of personalised health and epigenetics have been increasing in the fitness industry in recent years, with many viewing the insights they provide as the basis of truly bespoke personal training that caters to an individual's unique body and health type.

In collaboration with Dr Cam McDonald, a leading voice in this field, Australian Fitness Network has released a new 1-CEC course **FREE** to Network Members (\$49 to non-members).

Titled 'Personalisation through Epigenetics, Embryology, Somatotypes and Health Types', the video-based course delves into these areas to explore how our bodies grow to become the different sizes and shapes they are.

To discover how this information has the potential to help you work more effectively with your personal training clients, click here to add the course to your Member Portal (make sure you're signed in to the Network site).



THE SOCIAL NETWORK

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

Who should HIIT? Researchers look at whether interval-based exercise should feature in public health strategies.



Cold temperatures increase vitamin A levels helping to stimulate fat burning and heat generation.



New Aussie research shows that training one arm can improve strength and decrease muscle loss in the OTHER arm – without even moving it.



For some people lockdown has been the circuit breaker they needed to reset and transform their health.



Ultra-processed foods don't just impact health, they also leave a big eco footprint.





YOUR CHANCE TO WIN!

Listening never looked so good with new Swedish-designed earbuds

Move freely with Jays' ergonomic and lightweight earbuds. The m-Seven True Wireless earbuds offer all day listening, with 9.5 hours of premium sound quality play time on one charge. When fully charged, the case can recharge the earbuds three times for added convenience.

Complete with Touch Controls and Voice Control directly to a smartphone with Siri or Google Assistant, the m-Seven True Wireless

earbuds come with three different sized pairs of eartips, so it's easy to find a comfortable fit.

As part of the Jays motion (m) Series, the m-Seven buds have features that make them a perfect companion when in motion. Sweatproof and IPx5 rated, they're well suited to outdoor workouts on rainy days.

For your chance to win 1 of 3 pairs of Jays m-Seven True Wireless earbuds (RRP \$249), email editor@fitnessnetwork.com.au and tell us in 50 words or less why you're ready to elevate your listening while you're on the move. ambertech.com.au



Paint your studio or reception with innovative lighting installations

Smart lighting industry leader Nanoleaf has released a new range of triangular modular panels that can be configured however you choose, to create unique lighting features that double as wall art.

Engineered with a snap-on mounting system that offers easy installation and redesign options, the Shapes Triangles and Mini Triangles feature Nanoleaf's LayoutDetect Technology. With the ability to select from over 16 million colours, you can paint your studio or reception area to match the mood or décor.

The Shapes Triangles and Mini Triangles have all of Nanoleaf's classic features, including Screen Mirror, Rhythm Music Sync, and touch-enabled experiences that allow you to transform your space with one single touch. The panels are WiFi-controlled through the Nanoleaf App, manually with the physical controller, and are also compatible with Google Assistant, Amazon Alexa, Apple HomeKit and Samsung SmartThings.

For your chance to win a set of Shapes Triangle lights (RRP \$350), email editor@fitnessnetwork.com.au and tell us in 50 words or less why you need to light up your life in 2021. nanoleaf.me

Start your year right with a next level food prep kit

We know that busy PTs looking to eat healthily on the go spend much of their kitchen time food prepping. Wiltshire's glass storage containers are perfect for this, and are a great solution for those trying to reduce food waste and reliance on disposable plastics.

Ideal for packing snacks, sides or bento-style lunches, three of the Wiltshire containers have dividers, so you can keep your food separated. To make meal prep easier, the containers can also be complemented with the Wiltshire range of Staysharp knives and scissors. Able to be sharpened with every use, this clever feature removes the frustration of blunt knives that make food prep harder than it needs to be.

For your chance to win 1 of 2 Wiltshire Meal Prep Kits that include three glass food containers, two Staysharp knives and a set of digital scales (RRP \$103), email editor@fitnessnetwork.com.au and tell us in 50 words or less your top three meals to prep ahead for your busy week. wiltshire.com.au



NEW NETWORK COURSE



ONLINE COURSE

PERSONALISATION THROUGH

EPIGENETICS, EMBRYOLOGY, SOMATOTYPES, HEALTH TYPES

There are many different body types, with many different strengths, weaknesses and abilities.

In this video course, Dr Cam McDonald delves into the world of epigenetics, embryology, somatotypes and health types to explore how our bodies grow to become the sizes and shapes they are.

Click here to access this course – FREE to Network Members – and discover how to use this information to work more effectively with your personal training clients.

LEARN:

- Why you are the way you are
- What influences gene expression
- How epigenetic profiles work
- How the body develops
- How somatotypes relate to patterns of growth, body size and shape
- The relationships between the mesoderm, anthropometric measures and more

\$99

for Network Members

1

CEC/CPD

ENROL HERE!



ABOUT THE COURSE CREATOR



DR CAM MCDONALD

Cam blends his background as a dietitian and exercise physiologist with his passion for understanding the latest research in genetics and environmental influences on health. Since 2014 he has been an internationally leading practitioner in the application of epigenetics and personalised health. In conjunction with the team from ph360, he has created the world's leading personalised health education program for health professionals.



THE BENEFIT OF EXERCISE FOR BREAST CANCER PATIENTS

Evidence is increasingly pointing to the importance of exercise for those receiving a cancer diagnosis, writes exercise scientist and behavioural epidemiologist *Professor Erica James*.

More than 40% of new cancer cases are linked to lifestyle factors, and about one third of all cancers are preventable through following a healthy diet, being physically active and maintaining a healthy weight. The link between good health and exercise is well established and more cancer specialists are prescribing exercise as part of treatment plans for their patients.

The side effects of treatment

With treatment for cancer comes many different side effects and physical changes that can make the idea of going for a run or joining a group exercise class very unappealing.

However, even small lifestyle changes during and after treatment can reduce the side effects, improve quality of life, and reduce the risk of breast cancer returning. It's important at this time, therefore, to engage in healthy behaviours that will aid in recovery.

The side effects of treatment can be, at times, debilitating for patients. I have had patients tell me they thought they knew what it felt like to be really tired – they have had small children, done shift work, had interrupted sleep – but cancer-related fatigue is a whole new world.

It can feel counter-intuitive to move rather than rest at this time, but incorporating movement into the day will help to improve quality of life and increase energy levels.

Being active and having good sleep hygiene - or health habits around sleep - is important. This means avoiding naps during the day, avoiding caffeine after lunchtime, and having a regular bedtime routine.

How much should cancer patients exercise?

The exercise and movement recommendations for those who have received a breast cancer diagnosis are similar to that of the general population. 150 minutes of moderate-to-vigorous activity a week, or at least 30 minutes of movement on at least five days of the week, is recommended, as well as two or three strength-based activities.

However, each individual will be different. Whenever there's been a major medical issue like a cancer diagnosis, it's really important that exercise prescription be tailored to the person's individual circumstances. This is where expert advice from an exercise physiologist comes into play.

The exercise physiologist's role

In Australia, ESSA (Exercise & Sports Science Australia), the organisation that looks after exercise prescription, accredits exercise physiologists and ensures they can safely prescribe a personalised exercise plan for those who have chronic diseases like cancer.

People with cancer or other chronic diseases can use the ESSA website to find an accredited exercise professional in their local area to help them get moving safely.

Financial assistance

Training with an exercise physiologist can be another expense during an already tough financial time of a person's life, so those exploring this option should approach their GP about getting Medicare-subsidised assistance. In Australia, we are fortunate to have a Medicare-funded scheme called a Chronic Disease Management plan. Individuals with cancer or other chronic diseases can visit their GP and tell them that they want to see an exercise physiologist. The GP can then write plan that can include up to five Medicare-subsidised visits with an exercise physiologist in a 12-month period.

In these subsidised visits individuals can get an assessment,

get taught how to perform the exercises safely and have a tailored, personalised plan written for them – in much the same way that regular training clients would do with their personal trainer.

The supporting role of PTs and GX instructors

While it is strongly recommended that those with a cancer diagnosis visit an accredited exercise physiologist to ensure they are moving appropriately for their situation, other exercise professionals can also have a role to play.

Some patients may prefer to see a personal trainer or participate in group fitness (particularly if these are activities they have previously engaged in) or to do so in addition to using the services of the exercise physiologist. In such instances, the patient should ask the fitness professional if they have experience training someone with a cancer diagnosis, if they have undergone any additional training in this area, and if they are able to provide modifications to exercises that are appropriate to the individual's situation.

Getting started with exercise

Starting small is the best first step. Any movement is better than no movement at all – and it's certainly not about jumping straight into a seven-day-a-week high intensity exercise program.

Start by reframing what exercise is, and weaving more movement into daily life. For example, instead of trying to get the closest possible car parking spot, park a little further away from the destination and make the most of the walk. We also know that people who own dogs are more active, because they are motivated to get out and walk even if the weather is bad or they are feeling tired.

As with everyone who exercises, it's

important that people with cancer enjoy the exercise they undertake. If starting a walking program, for example, it could be combined with listening to a favourite podcast.

It's also a good time for the patient to reflect on where they have had success previously in terms of movement and exercise and to ask 'What can I integrate into my lifestyle that I'm likely to maintain?'

Setting goals, making a plan, and getting friends and family on board are important strategies for ensuring activity can be adhered to in the long term.

What questions should be asked before exercising?

Before beginning an exercise treatment plan, cancer patients should discuss their physical capabilities with their doctor and treatment team.

Is there an increased risk of bone fracture?

If a patient has low bone mineral density, is postmenopausal, is older, or if the cancer has spread to their bones, they might be at an increased risk of breaking a bone if they were to have a fall.

In these cases, it is recommended that any training feature lower impact exercises like walking, swimming or yoga, and that modifications such as chair-based exercises be made if balance is an issue.

Is there increased risk of infection?

If the patient is undergoing active treatment, such as chemotherapy, and they've got a reduced white cell count, but they want to go swimming in the local pool, it would be helpful to clarify their current risk and make a plan around that.

Can these changes reduce risk of cancer returning?

These lifestyle changes can be incredibly helpful in maintaining a good quality of life throughout and post-treatment, as well as helping to maintain good mental health and reduce the side effects of treatment.

Exercise also has a significant impact on helping to reduce the risk of breast cancer returning and the risk of death from breast cancer. A review of the effect of lifestyle factors on breast cancer mortality found that physical activity is consistently linked to a lower risk of breast cancer recurrence. A study published in 2020 by Cannioto et al

reinforced these findings.

A large study showed that women who exercised moderately (the equivalent of walking three to five hours a week at an average pace) following a breast cancer diagnosis had between 40-50% lower risks of breast cancer recurrence and death from breast cancer or any cause, compared with women who exercised less. The benefit of exercise was particularly apparent in women with hormone-responsive breast tumours.

Although it may seem like the very last thing that many people would want to do while undergoing treatment, the evidence is clear; it is very important to exercise, eat healthily and get good sleep after receiving a cancer diagnosis. **N**



Professor Erica James

Erica is an exercise scientist and behavioural epidemiologist at the University of Newcastle and the Hunter Medical Research Institute (HMRI). She leads a program of research in multiple health behaviour change in relation to cancer control and prevention.

MORE

To find out more about the latest in breast cancer research, or to become a member of Breast Cancer Trials visit breastcancertrials.org.au

Breast Cancer Trials is launching a campaign called Breastolution to support the launch of its new BRCA-P trial. The campaign aims to create awareness and encourage recruitment to the BRCA-P trial which is essentially reducing the chances of women diagnosed with the BRCA1 gene mutation from getting breast cancer.

The trial is a global first and is being led by Australia. One in 400 women have the BRCA gene mutation (1 in 40 women of Ashkenazi Jewish descent) and these women then have a 72% lifetime risk of developing breast cancer. To date, the only option for someone diagnosed with the gene mutation was to have drastic surgery (mastectomy). [Click here to find out more.](#)



WOMEN AREN'T JUST 'LITTLE MEN'.

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- ▶ Explores specific progressive overload techniques for developing female-centric training programs
- ▶ Explains the physical and psychological changes experienced by women in their 40's, 50's and beyond, and reveals how this impacts their training approach.

...and more.

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RESEARCH REVIEW

SKIN CANCER AND OUTDOOR PHYSICAL ACTIVITY

When it comes to prolonged bouts of outdoor sports and exercise, some physical activities carry greater risk than others. *Review by Dr Mike Climstein PhD & Dr Joe Walsh PhD*

Title: Solar Ultraviolet Exposure in Individuals Who Perform Outdoor Sport Activities

Authors: Dr Snyder and colleagues (Medical University of South Carolina, USA)

Source: *Sports medicine - Open* (2020). 6 (42): 1 – 12. [Click here to read review in full.](#)

Introduction: I am a water and beach baby through and through. I spent all my younger years in South Florida, only three kilometres north of the equator. From playing in the sand and ocean as a toddler, to beach sports, paddle ball and surfing as a teenager, all under the full strength of the hot Florida sun. Jump forward in time, and I was a Research Fellow in the Department of Cardiology at Lidcombe Hospital in NSW and living the life. My position included accommodation in the doctors' quarters, a 10m² room... The cosy, communal living wasn't exactly grand, but life was pretty good.

I was the only PhD 'doctor' living there, all the other residents were 'real' (medical) doctors: this latter bit is important. Lidcombe is not oceanfront by any means, so to get my surf fix I had to travel approximately 35 kilometres, via a train to Sydney's Circular Quay, then a ferry to Manly beach... all with surfboard underarm. Yes, I was dedicated (still am, though I live beachside these days!). Board, baggies and some money for the travel and rehydration, and I'm good to go... or am I? What could I possibly be forgetting?

Work hard, surf plenty I say. So, after a long surf and the arduous trip back to the hospital residence, I ran into Linda, the Dermatologist who lived upstairs. She took one look at me, scolded me all the way from the front door to my room just because I had a bit of a sunburn on my face, shoulders and arms... you get the idea. The lecture she

gave me that day became embedded in my grey matter for life, and she wrapped it up by instructing me to see her the following day for a total body skin check. Uh oh.

The reason for the scolding is that sunburn, especially repeated sunburn, significantly increases a person's risk of melanoma skin cancer. For example, Cancer Research UK states that getting a sunburn just once every two years triples your risk of melanoma. Additionally, exposure to high solar ultraviolet radiation is also a significant risk factor for skin cancer, particularly the development of malignant melanomas.

A melanoma is the most serious form of skin cancer which, if undetected, grows very quickly. Worse, melanoma skin cancers can spread to other parts of your skin, enter your lymphatic system and/or blood stream and then spread to other parts of the body (i.e. malignant melanoma).

This year alone, Cancer Australia estimates there will be approximately 1,400 deaths attributed to melanoma skin cancer (the rate is higher for males than females). Globally, the World Health Organization estimates there will be 132,000 melanoma skin cancers this year, with an additional three million non-melanoma skin cancers. Australia has the highest standardised rate of skin cancer



The risk for developing squamous cell carcinomas was higher in the water sports participants



in the world, but it's clearly not limited to our shores. Remember this when you one day get the opportunity to visit Bali, Fiji or Hawaii.

There are other types of non-melanoma skin cancer. A basal cell carcinoma is the most common form of non-melanoma skin cancer accounting for approximately 70% of skin cancers. The other type is squamous cell carcinoma, which accounts for 30% of non-melanoma skin cancers.

This leads us to the subject of this Research Review, in which Dr Snyder and his colleagues investigated ultraviolet exposure and skin cancer in individuals who participate in outdoor sports activities. They conducted a systematic review of the literature and found a total of 42 studies that involved skin cancer and outdoor activities. As the Southern Hemisphere summer arrives, this information is particularly pertinent for all the Aussie and Kiwi personal trainers that conduct outdoor training sessions in parks and on beaches from coast to coast.

Results: A multicentre study found that aquatic athletes and enthusiasts who participated in intense ultraviolet radiation exposure in water sports such as swimming, surfing, boating and sailing were almost a 2-fold higher risk for 2,600 accumulated hours of exposure across a lifetime, for developing basal cell carcinomas. To put this into perspective, I surf on average eight hours a week. So, in only six years I have doubled my risk of developing a basal cell skin cancer. I don't even want to do the maths for my lifetime exposure!

Individuals that participated in hiking, snow skiing or climbing were at lower risk for developing basal cell carcinomas. The risk for developing squamous cell carcinomas was also higher in the water sports individuals, with a 30% higher risk for squamous cell carcinoma and 20% higher risk of melanoma.

A study conducted by del Boz found that almost 8% of golfers had basal cell



carcinomas, just over 2% had squamous cell carcinomas and almost 2% had melanomas. Noble-Jerks and colleagues conducted a study of cricketers from the Emu Cricket Club in Gunnedah, NSW. They reported that approximately one out of every three cricketers had at least one form of skin cancer. Coincidentally, those with the skin cancers reported to either occasionally or very rarely use recommended skin protection strategies (i.e. wide brimmed hat, long sleeve shirt, sunscreen).

And of course, we cannot forget the surfers. Yours truly – Joe, myself and colleagues – conducted a study on skin cancer in surfers via a national online survey. Of around 1,400 Aussie surfers, we found that approximately 14% had skin cancers diagnosed by their GP or dermatologist. Basal cell carcinoma was the most prevalent at 7%, followed by squamous cell carcinoma at approximately 1% and melanoma at approximately 1.5%. The startling finding was that the melanoma prevalence we found was almost two and a half times higher than in the Australian general population. The most common sites for the skin cancers were the face (24%), back (16%) and arms (12%) and males had more skin cancers than females (15% versus 10%).



THE QUICK READ

- Repeated sunburn significantly increases a person's risk of melanoma skin cancer
- A melanoma is the most serious form of skin cancer which, if undetected, grows very quickly and can spread to other parts of the body
- Researchers reviewed 42 studies investigating ultraviolet exposure and skin cancer in individuals who participated in outdoor activities ranging from surfing, boating and sailing to skiing, golf and cricket
- Melanoma and carcinoma incidence was higher in these activities than in the general population, but aquatic athletes and enthusiasts had the highest incidence
- Surfers and stand-up paddle boarders have greater ultraviolet exposure as they receive direct ultraviolet radiation exposure from the sun and its reflectance from the water.





Pros: With the arrival of summer, it's very timely to discuss skin cancer for outdoor athletes, exercisers and, especially, aquatic enthusiasts. The latter, particularly surfers and stand-up paddle boarders, have greater ultraviolet exposure as they receive direct ultraviolet radiation exposure from the sun and its reflectance from the water. While some sunlight is beneficial as a source of vitamin D, we need to balance these benefits with the risk of skin cancer from sun exposure. However, as Dr Snyder and his colleagues state, the required exposure to sunlight to maintain vitamin D levels is, in fact, minimal.

In our own current study, Dr Nela Rosic, Dr Michael Stapelberg (a skin cancer specialist), Brendan Doyle (Honours student), Joe and I here at Southern Cross University conducted a skin cancer study where Dr Stapelberg screened over 180 surfers, swimmers and stand-up paddle boarders. We found that over 30% had pre-skin cancers, over 12% had basal cell carcinoma skin cancers, 14% had squamous cell skin cancers and 3.8% had melanoma skin cancers. This melanoma rate is alarming, as it is 6-fold higher than the Australian national average for the general population.

Determine your skin's cancer risk

Certain types of skin are more prone to developing skin cancers. Harvard Medical School developed the Fitzpatrick Skin Type, a classification system that includes six skin types. The free, online calculator will tell you your skin type and your degree of risk for skin cancer. If you are interested in determining your Fitzpatrick skin type (and you would be advised to do so), visit phrogz.net/tmp/FitzpatrickSkinTypeQuiz.html and complete the eight questions.

Australia leads the world in the incidence of non-melanoma and melanoma skin cancer and therefore it is highly advisable to always use both chemical (i.e. factor 50+ sunscreen lotion and/or zinc) and physical (i.e. hat, rashie, long-sleeve shirt) prevention strategies. Additionally, undergo a total body skin check at least once per year.

We had an interesting participant in our skin cancer research study involving surfers, swimmers and stand-up paddle boarders. A surfer of Japanese descent, he had always been told that he need not worry about skin cancer, as he was Asian. He is very fortunate that he participated in our study as we discovered that he had a melanoma.

Cons: None. **N**



As the Southern Hemisphere summer arrives, this information is particularly pertinent for all the Aussie and Kiwi outdoor personal trainers



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**Dr Mike Climstein, PhD FASMF
FACSM FAAESS AEP**

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COMMON RUNNING INJURIES AND HOW TO FIX THEM

To help clients run without pain and injury, it is critical that the major areas and muscles that control stress to the body when running are functioning optimally. Corrective exercise specialist *Justin Price* looks at the exercises to help achieve this.

Running is one of the most popular forms of exercise around the world. It is also an activity associated with a high risk of injury, with almost half of all runners reporting an injury at least once a year (Messier et al, 2008). Most running injuries are typically found in the lower body, with up to 80% of all injuries occurring in the lower extremities (Van Gent et al, 2007). The four lower-body injuries runners experience most often are plantar fasciitis, Achilles tendinitis, patellofemoral syndrome (i.e. 'Runner's Knee') and IT band syndrome (Hespanhol et al, 2011). These common injuries occur as a result of muscle and movement imbalances compounded by overuse (Messier et al, 2008).

Understanding common running injuries

Let's take a closer look at the four most commonly diagnosed running injuries.

Plantar fasciitis

This condition is characterised by pain in the heel and bottom of the foot. The word 'plantar' refers to the underside of the foot and 'fascia' is the term for the connective tissue that wraps around muscles, tendons and ligaments (see Figure 1). The suffix '-itis' is medical terminology for inflammation. Therefore, 'plantar fasciitis' refers to inflammation or irritation of the band of connective tissue located on the underside of the foot called the plantar fascia (Price, 2014).

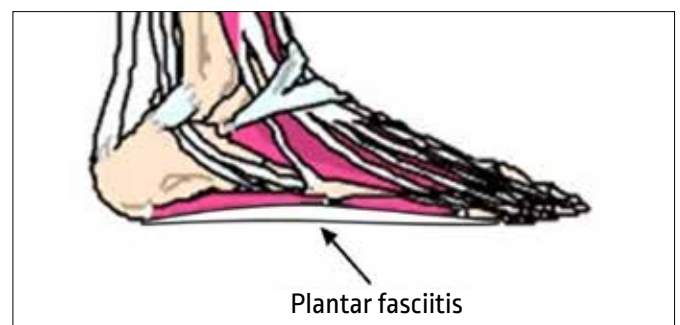


Figure 1. The foot, showing plantar fascia

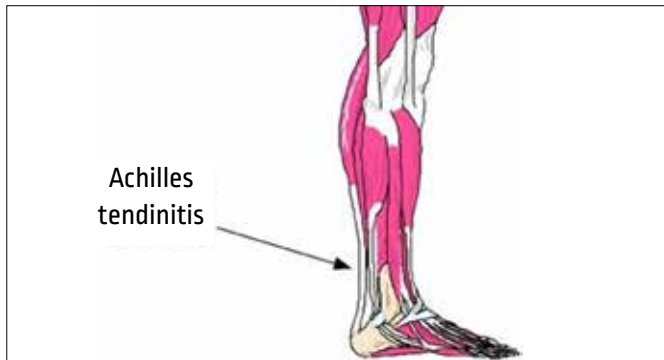


Figure 2. The calf and heel, showing Achilles tendon

Achilles tendinitis

This condition is characterised by pain on the back of the lower leg, near the heel. The Achilles tendon attaches the muscles of the calf (i.e. soleus and gastrocnemius) to the heel bone (i.e. calcaneus) (see Figure 2). Inflammation of this tendon is called 'Achilles tendinitis' (Waldman, 2009).

Patellofemoral pain syndrome

This condition is characterised by pain at the front of the knee, near or under the kneecap. The kneecap is a small bone that glides over the notch at the bottom of the thigh bone (i.e. the femoral groove) as the knee bends and straightens (see Figure 3). The word 'patello' refers to the kneecap (i.e. patella) and 'femoral' refers to the thigh bone (i.e. femur). Therefore, inflammation/irritation and pain associated with most problems in this area at the front of the knee is called 'patellofemoral pain syndrome' (Thomeé, Augustsson and Karlsson, 1999).



Figure 3. The knee joint, showing patella and femoral groove

“ **These common injuries occur as a result of muscle and movement imbalances compounded by overuse** ”

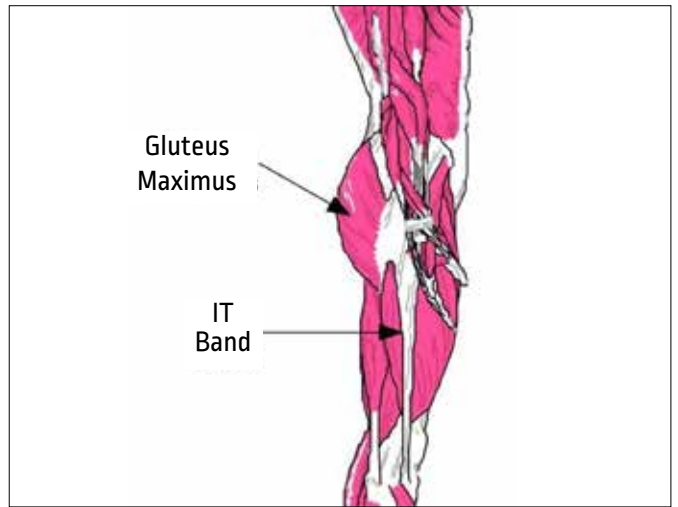


Figure 4. The iliotibial band runs down the side of the leg

Iliotibial band syndrome

This condition is characterised by pain on the outside of the knee (and sometimes the side of the hip). The iliotibial band (i.e. IT band) is a strong connective tissue that runs down the side of the leg from the side of the pelvis to the outside of the shin (see Figure 4). It attaches the gluteus maximus and tensor fascia latae muscles to the lower leg (i.e. the outside of the tibia). 'Iliio' refers to the ilium bone of the pelvis and 'tibial' refers to the tibia (i.e. the large shin bone). Therefore, irritation to this structure is called 'iliotibial band syndrome' (Frontera, Silver and Rizzo, 2015).

Muscle dysfunction is a major cause of most running injuries

If your muscles are not healthy, flexible and strong they become less effective in transferring weight and absorbing shock. As a result, other soft tissues in the body like fascia, tendons, ligaments and joints end up experiencing more stress than they should. Over time, these structures become strained, leading to injury, pain and further dysfunction. That is why common running injuries (i.e. plantar fasciitis, Achilles tendinitis, patellofemoral pain syndrome and IT band syndrome) manifest in connective tissue and joints.

Therefore, if you want to help clients run without pain and with minimized potential for injury, it is critical that the major areas (and associated muscles) that control stress to the body when running (i.e. feet, ankles, hips) are functioning optimally (Price, 2018; Price and Bratcher, 2019).

Corrective exercises for running

As with any corrective exercise program, utilise self-myofascial release techniques first to recondition and rejuvenate those soft tissue structures you plan to address. Progress to gentle, isolated stretching techniques (that help retrain joint mechanics) before advancing to more dynamic, integrated strengthening techniques that help improve movements in the areas being targeted.

Foot and ankle exercises

Use a foam roller, tennis ball or similar self-myofascial release tool to massage these muscles to help improve their capacity to contract, lengthen and relax effectively during running. Then, progress to the following stretching exercise, which is designed to gradually introduce movement to the ankle.



Foot and ankle stretch

Place the toes of one foot up against the base of a wall or half foam roller (photo 1). Gently bend the ankle forward and rotate it toward the midline of the body. Make sure the outside of the foot, ball of the foot or heel do not come off the ground during the movement. Return to the start position. Perform 8 to 10 repetitions each side.

Heel to toe rocking

Once foot and ankle mobility has been improved with the controlled stretch detailed above, introduce dynamic activities that rotate, and strengthen, the foot and ankle.

Stand in a staggered stance with the right foot back and hands placed on a wall in front of you for balance. Keep both feet pointing forward as you transfer your weight forward into the left leg, while raising the right heel up and rolling/rotating the right ankle out (photo 2). Keep the toes of the right foot in contact with the ground throughout the movement. Lower the right heel back to the ground as you let the right ankle roll inward and the foot flatten. Repeat exercise, rotating the ankle 'up and out' and 'down and in', slowly increasing your speed. Perform 10-15 repetitions each side.



Hip exercises

The major muscles that control rotation of the hip are inherently linked to the torso, as they all come together on the pelvis (i.e. gluteus maximus, hip-flexors, hamstrings, adductors, obliques and latissimus dorsi). Therefore, exercises designed to improve movement and strengthen muscles of the hips should be addressed in conjunction with movements of the torso. Use a foam roller to massage the major muscles of the hips and trunk prior to progressing to the stretching techniques outlined below.

Glute stretch (with rotation)

Sit on the floor with one leg straight. Bend the other leg and cross it over the straight leg and place it on the floor at knee height (photo 3). Pull the bent knee towards your chest as you rotate over the bent leg to stretch the glutes and muscles that wrap around the torso. Hold for approximately 30 seconds on each side.



Hip-flexor stretch (with rotation)

Kneel on one knee with left foot forward. Tilt pelvis under and align your pelvis from left to right. Rotate your torso over your left leg (photo 4). Do not let the pelvis move as you rotate. Hold stretched position for 2-3 seconds. Return to start and repeat. Perform a total of 6-8 repetitions on each side.

Hamstring stretch (with rotation)

Place your right leg up on a bench or chair. Keep leg straight and both feet aligned facing forward. Align your pelvis left to right and keep your hips 'stacked' evenly over your legs and feet. Rotate your torso over your right leg without bending your spine to the side (photo 5). Hold stretched position for 2-3 seconds. Return to start and repeat. Perform a total of 6-8 repetitions on each leg.



Adductor stretch (with rotation)

Stand with feet about two feet apart. Gently bend your right knee as you transfer your weight into your right leg and rotate your torso over your right hip (photo 6, over page). Keep the left leg and foot straight and in contact with the ground. Hold

6



stretched position for 2-3 seconds. Return to start and repeat. Perform a total of 6-8 repetitions on each leg.

Progress to the following integrated strengthening techniques to improve the ability of the hips and torso to rotate together at real speed (i.e. mimicking running movements).

Hips and torso stretch (with rotation)

Stand in a split step about 45cm away from a wall, with the foot closest to the wall facing forward. Keep your head facing forward and straight, and rotate your torso toward the wall, placing your hands on the wall to help you rotate further (photo 7). As you rotate, ensure your pelvis stays perpendicular to the wall (i.e. do not let your hips move forward, backward or to the side) and that your shoulders stay level (i.e. you do not lean to the side). Once the movement can be performed correctly (without moving the hips or side bending), increase the speed with which you perform

7



the rotation. Perform 10 to 15 repetitions on each side.

Lunge (with rotation)

Lunge forward with your right leg as you swing your arms and rotate your torso to the right (photo 8). Keep your feet facing forward and your torso upright (i.e. do not lean forward or to the side). Return to start position and repeat. Perform for 8-10 repetitions each side.

Become the go-to fitness professional for sports-related injuries

While running with all parts of the body working correctly helps improve health and function, muscle and movement imbalances (if left untreated) can make running a painful and frustrating experience. Addressing your client's weakness and dysfunction can help not only decrease their potential for pain, but increase your reputation as the go-to fitness professional for fixing sports-related injuries. **N**

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Justin Price

Justin is the creator of The BioMechanics Method Corrective Exercise Specialist Certification powered by Australian Fitness Network

(Fitness Australia-approved). The BioMechanics Method is the fitness industry's highest rated specialty certification with trained specialists in over 70 countries. Click the link to find out more about how to become a corrective exercise specialist in The BioMechanics Method so you can help people alleviate their pain, move better and exercise without limitations. 



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ABOUT THE COURSE CREATOR



KYLIANNE TURTON

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



GROUP FITNESS

'YOUR OLDIES ARE SO CUTE'

SMASHING STEREOTYPES OF MATURE FITNESS **PART 1**

In this first of a two-part series *Leigh Sherry and Lianne Tiemens* discuss the need to shake up industry perceptions about fitness delivery to older adults.

Leigh Sherry is an accredited Exercise Physiologist based in Sydney's Northern Beaches, where she runs SmartLife@ Health & Fitness. Leigh is also a group fitness instructor of more than 20 years. Leigh and I share an unstoppable drive and passion for fitness. The kind where we can push our clients and members to go further in life. We also both work closely with mature age participants. We recently sat down to discuss the image of mature fitness in the fitness industry.

It will make you a better trainer

"The thing that frustrates me most is when people say about my senior participants, 'Your oldies are so cute,'" Leigh starts off, "my response is always the same; one day this is you."

Listening to Leigh's comment I have to admit I share her frustration. As an aqua fitness instructor, I too experience this. I cannot even count how many times fellow gym-goers and trainers have said to me, "It is so good to see the old people in your class exercise." We sigh. We agree, unspoken, that these comments only fuel our drive to spread the word about the importance of 'mature fitness', as it is officially referred to.

When I first met Leigh a couple of years ago, I was impressed by her refreshing approach to fitness in general and her take on mature fitness in particular. It was inspiring to finally meet an expert and peer who doesn't look down upon us trainers that work with older adults. As I tell Leigh, typically, the moment I mention to a fellow fitness professional that I teach aqua fitness classes, the standard reply is 'Isn't that for old people?' Immediately, they write me off as a trainer and show absolutely no further interest in my professional skills and experience. It leaves me feeling like I am a B-Rated professional. It baffles me.

"Actually", says Leigh, "the skillset required for teaching mature

age classes will benefit your coaching capacity in other populations. It makes you a better trainer."

Leigh and I have a different educational background and we work in different areas, but between us we have close to 40 years of experience in group fitness and personal training. In all these years of instructing, it has been the work with mature age groups that has taught us most – both as trainers, and as humans.

Challenging expectations and skill sets

Our senior participants challenged our original skill sets from the get-go. As Leigh recalls the time she first started working with a group of war veterans, she highlights the importance of adapting and evolving the scripting and cueing, "When I started working with this group, I realised they were used to a certain way of moving and believed that they were limited to this. I spent a lot of time on how I addressed this group with my scripting and my cues. My aim was to change their mindset and behaviour towards exercise, by explaining why certain movements were important and how they could be transferred to their day-to-day lives. Over time, the group's morale changed and their resolve became stronger than ever before."

For some older adult participants, their enthusiasm took them well beyond the boundaries of dedicated mature fitness classes. Leigh continues, "One of the members that stood out to me was Billy. Billy was 82 at the time, and at one stage was doing 18 classes a week, including my BODYATTACK class. He loved being around the young energy. His zest for life and 'Bring it on!' approach was contagious. So much so that 'Bring it on!' became a catchphrase."

We have both noticed that it can be an insidious approach by some sections of the fitness industry to make seniors feel like they are not capable of being exposed to certain types of exercise.



THE QUICK READ

- Strength, stamina, and flexibility significantly decline after age 55, but with appropriate training these declines can be reversed
- Despite consistently being listed as a leading fitness trend, many fitness professionals and businesses appear reluctant to embrace training programs for older adults
- Fitness training for mature adults also makes sense from a public health standpoint, as it increases health status and reduces government spend on health conditions
- Fitness professionals may be limiting their own business success by failing to cater to a market that has greater discretionary spending power than younger fitness consumers.

“What Billy showed is pure resilience and determination,” says Leigh, “he was more than capable and many seniors are – if they are coached properly. They want to be challenged.”

I could not agree more. Who would want to be constantly reminded of their ageing and be treated like they are frail and incapable?

“How amazing was Dave?” I ask Leigh as we continue to reminisce about some of our remarkable and sometimes flamboyant senior members. Dave used to come to Leigh’s and my classes. I don’t think anyone knew exactly how old Dave was, but he was in his seventies, at least. Sadly, Dave recently passed away. I continue, “It was just remarkable how he travelled all around Sydney to attend ‘his’ classes. Just his presence was so inspiring for the other members in the classes.” We miss Dave.

Why is training mature age participants considered so unsexy?

It may be one of the biggest paradoxes in modern Western life; we all want to live for as long as we can, in good health, but we keep denying the fact that for this to happen we age. Involuntarily. You can’t have one without the other. No matter how hard you try or pretend.

We know that strength, stamina, and flexibility significantly decline after age 55. We also know that many of these functional losses can be reversed with the correct exercise approach. There is a clear, almost desperate, need for mature age fitness training, as we all try to escape our ageing. Yet the image of mature fitness remains an enormous cliché, especially, ironically, among fitness professionals.

Why is training older people embraced by

so few fitness professionals and generally considered so unsexy, when it is so rewarding? Our senior clients and members give our work an enormous amount of purpose and meaning; “The achievements of my mature clients are so gratifying,” says Leigh. “One of my clients came in with a fractured hip, this is in my capacity as an Exercise Physiologist. He is now leg pressing around 90kg. When he started, he had no confidence and was questioning everything. It was affecting his mental state. He doesn’t need his walking stick anymore and goes for 8km walks every day. This is extremely rewarding.”

Leigh also makes another point, “This kind of intervention is a significant contribution to health status and the spend on GDP in terms of health conditions. This is making a real dent.”

I can tell by looking at Leigh’s face how passionate she is about her work and her clients – she is a woman on a mission.

One of the Top 10 Fitness Trends for 2020

‘Fitness Programs for Older Adults’ was named one of the Top 10 Fitness Trends by the ACSM (American College of Sports Medicine) in its Worldwide Survey of Fitness Trends for 2020. It has been ranked in the leading trends since 2017.

Leigh and I are witnessing this growing trend first-hand. We see it every day. Leigh runs seniors’ classes on Sydney’s Northern Beaches. “When I started my classes I had a handful of people. I managed to grow these classes to more than 50 participants, pre-COVID. Now, in a COVIDSafe environment, we have had to add more classes to the timetable to cater for this rising need.”

I see it too. In my aqua fitness world I have observed a significant increase in class numbers over the past five years or so. Also, in our current COVIDSafe aqua fitness domain, classes are being added to timetables to meet the growing demand.

So why don't more trainers and fitness providers jump at this opportunity? Especially when the ACSM report also mentions that 'these individuals in general have more discretionary money than their younger counterparts do, and fitness clubs may be able to capitalise on this growing market. People are living longer, working longer, and remaining healthy and active much longer.'¹ Is the image of mature fitness so poor that it is inadvertently dampening business opportunities for fitness professionals and organisations?

Mature fitness is so much more

Where other areas in the Fitness Industry seem to evolve at the speed of light, mature fitness as a whole appears to have not done so. Although there is a time and a place for a chair and machine-based workouts, mature fitness is so much more.

It is about getting to know your clientele. It's about upgrading your skills as a professional to cater to this market. Your clientele may also need a little extra convincing to venture beyond their comfort zones of gentle, seated workouts if they have started to believe the 'oldie' stereotype themselves.

Positive reassurance, support and motivation are essential for making participants believe that they can do much more than they are currently. Yes, there may be limitations to what they are able to do, but



The skillset required for teaching mature age classes will benefit your coaching capacity in other populations – it makes you a better trainer.



it's highly unlikely they've come anywhere near those limits yet. The opportunities for us as fitness professionals are equally limitless, especially considering that we are also not immune to the ageing process.

Trainer advice from the 'cute oldies'

Leigh asked the members of her seniors' squad what advice they would give trainers working with senior clients. There was a loud and unanimous response of 'don't be patronising or condescending!' One of her members added, "It is very off-putting when you have an instructor who treats you like you're old." I remember a conversation I had with my late dad when he was in his late 50's. I tell Leigh, "My dad told me, 'when I look in the mirror this old man looks back at me and I think who is he?' Inside I still feel like I'm 28." Leigh nods, she continues, "My seniors have also highlighted the importance of how I explain why certain movements are vital. It is one of the key things for them, gaining understanding about movement and how to transfer this to their everyday life." That is the real, practical interpretation of functional fitness.

Take a leaf out of their book

If fitness can be defined as the ability to do your daily tasks without getting out of breath or overexerting yourself, some of our mature age participants are the epitome of fitness. If I'm lucky enough to make it to 80, I can only hope that I am as fit, and able to live my life as fully, as the participants in our classes.

We can learn a thing or two from many of our mature gym goers. They are some of the most disciplined and loyal members you'll find in any gym or pool. Come rain, hail or shine, they're there. They don't overcomplicate things: they simply find a workout they enjoy, and then attend, week-in, week-out. As Leigh and I are privileged to see, it pays off for them, both physically and mentally.

In Part 2 of this article series, we will delve into exercise prescription for mature participants and clients. **N**

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Lianne Tiemens

Lianne is a Group Fitness Leader, PT and Aqua Fitness Presenter based in Adelaide. A passionate and in-demand instructor and mentor at leading gyms and aquatic centres, she specialises in land- and water-based group HIIT workouts.



Leigh Sherry

The founder of SmartLife Health & Fitness based on Sydney's Northern Beaches, Leigh is a wellness advocate, Accredited Exercise Physiologist and Accredited Exercise Scientist.



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WHAT IS...?

GOXPRO

A payment, training and client management platform provides personal trainers, studios and gyms with the PT-specific tools to run their fitness businesses.



GoXpro is an enablement tool for personal trainers built on the core values of helping coaches create individualised coaching experiences for their clients, and improving people's lives by not only helping them move more, but move better.

As many as 85% of Australians are susceptible to injuries due to postural and biomechanical imbalances and dysfunctions, such as rounded shoulders, pelvic position, poor hip and knee stability or a faulty hip extension pattern. Thousands of personal trainers that use goXpro have completed the platform's Posture & Biomechanics CEC course to help their clients move better.

This enhanced training skill also translates to enhanced member retention and prospect conversion. Up to 60% of personal training clients in Australia stay with their trainer for less than six months. With this poor retention rate comes more unpaid downtime and higher advertising costs, as the churn and burn of clients continues. GoXpro's statistics show that coaches providing the assessments available through the platform keep their clients for an average of two and a half years.

Coaches also report converting up to 95% of people that come to them for assessments into paying PT clients. Patrick Koutsoukis, co-owner at Empower Personal Training and Nutrition Bondi, said "Thanks to goXpro we've increased our PT session quality by 10-fold! Using goXpro has also made it easier to mentor staff and keep our clients coming back."

While goXpro is not new to the market, it has undergone considerable ongoing development and now includes digital solutions for fitness businesses through integrations into Ezipay, Stripe and Xero. It also features a digital small group personal training module that provides a HIIT workout builder and the possibility to stream workouts to a big screen. Plus, it now has Zoom, Skype, MS Teams and Google Meet integrations to enable virtual small group or 1-on-1 coaching sessions.

Clients and members have a dedicated client app (iOS & Android) in which they can book and manage their classes as well as do solo sessions with programs designed for them by their coach.

The platform's evolution is set to continue in early 2021 when it launches its Fitness Business Shopfront feature, allowing for the purchase of memberships from the client app (PT sessions, classes or gym memberships). With goXpro managing waivers, acceptance of T&Cs, billing and direct debits, trainers can focus their attention on what they do best, training clients. **N**

MORE?

To find out more about goXpro and how it could benefit your business operations, go to goxpro.com
Check out the goXpro Posture & Biomechanics Course at fitnessnetwork.com.au/courses/posture-biomechanics



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GROUP FITNESS

RAPPORT BUILDING 2020-STYLE

A year of disruption can take its toll on instructor-participant dynamics, writes Group fitness instructor *Mel Morony*. So, when it comes to re-establishing rapport, what can stay the same, what needs to be tweaked and what will need to take a back seat?

It's something of an understatement to say that 2020 has been nothing like what any of us envisaged. On New Year's Eve 2019 I envisaged a year ahead packed with teaching group fitness, travel to the US and Canada for an aqua conference and tour, and some trips to bushfire-affected parts of Australia to 'do my bit' in helping out their struggling economies.

Obviously in March everything stopped. For those of us who live in Melbourne that interruption to our normal lives went on considerably longer than the rest of the country – with the exception of a few weeks in June/July. Now, restrictions around the country are easing to varying degrees, and we're certainly in a better position than most countries. While the possibility that a few front-runner vaccines will start to be administered soon is very encouraging, it isn't a silver bullet for life returning to pre-pandemic normal, since distributing pharmaceuticals, particularly those requiring specific refrigeration conditions and durations, is a major logistical challenge.

An extended time of absence from our classes can result in us having a question of 'how' do we get back to where we were. After so many months, it is going to seem like we are getting to know our participants all over again. This will be particularly so if we have new classes and patrons to connect with. So, what is the way forward from here? When it comes to rapport building, what can stay the same, what needs to be tweaked and what will need to go AWOL for a while?



has been declared as being of little consequence could be taken as viewing the lives of those patrons as expendable. I will let you decide if that is likely to keep people returning to your classes or centre.

Connecting from a distance

We all build rapport in many different ways, but it seems likely that certain methods of connecting with our participants and members will have to be put on pause for the foreseeable future. If you tend to use touch in your greetings, in the form of high fives or a hand on the shoulder, for example, you'll need to rethink, as this is an obvious casualty of the pandemic.

If, like myself, you like to stand at the door of your room at the beginning and end of the class to greet and bid goodbye to your participants, you may also need to consider whether this will be adhering to social distancing requirements.

While these precautions may seem completely out of countenance for some, it is important to remember the reasons for them. Consider the impact if you had unknowingly been exposed to the virus, you gave someone a high five and then a couple of days later you developed symptoms and tested positive. Suppose that after the high five the patron touched their face, caught the virus and then ended up in hospital on a ventilator or, worse, the disease proved fatal. Consider the practical and reputative implications for yourself, the facility and the industry – not to mention the emotional toll such a chain of events would have on you.

While it may be tempting to downplay the likelihood of such a thing happening, we need to consider that all OHS training and implementation is based on the probability of a hazard posing a risk and the processes of mitigating that risk. While COVID is a new risk to work with, the principles of mitigation are the same.



THE QUICK READ

- When it comes to making a good first impression, the cleanliness of a facility, adherence to social distancing, and personal hygiene will now be the first things that many people notice
- OHS training and implementation is based on the probability of a hazard posing a risk and the processes of mitigating that risk – so even if COVID precautions can seem over the top, adhering to them is best practice for you and the facility
- If you tend to use touch in your greetings, in the form of high fives or a hand on the shoulder, you'll need to put those on pause
- Stand a little further inside the room when you greet and farewell participants, and let your body language and verbal communication do the work
- Some fun remarks throughout the class can go a long way to building rapport
- Some participants may feel self-conscious about weight they have gained during their time away from classes, so be considerate in the language you use.

Clean first impressions

In the months since the pandemic was declared, most of us have become accustomed to a normal that is very different to that pre-COVID. Personally, I have become accustomed to seeing and using hand-sanitiser when I enter a shop, business or waiting room. I've become completely accustomed to avoiding touching high-touch surfaces any more than I need to, and my perception of what is too small an amount to put on card has reduced significantly as more businesses encourage us to tap and go with contactless payments.

In the Winter 2018 edition of Network magazine I wrote this article on rapport building and referred to the way that we welcome our patrons to our classes. While this is still important, in the world of a pandemic that isn't the first thing that people notice. Instead, it is now preceded by some other things that we, as instructors, may contribute to but are unlikely to have the final say on, namely the cleanliness of a facility, adherence to social distancing, and personal hygiene. These will be the first things that many people now notice.

Taking these issues seriously and getting them correct is, therefore, of paramount importance. Even if you don't believe in the threat of COVID-19 and regard it as a 'bad cold', keep in mind that some of our patrons could be immune-compromised to the point where even a 'bad cold' could be fatal. Thus, writing off a disease over which a pandemic



After so many months, it is going to seem like we are getting to know our participants all over again



Yet, there are aspects of rapport building that have not been ruled out. If you like to stand by your door at the beginning and end of class, stand a little further inside the room and let your body language and verbal communication do the work. After all, we can still make eye contact and we can still smile (you can tell by their eyes when someone's smiling, even when they're wearing a mask!). We can also, of course, still greet participants by their name, welcome them to our classes, thank them for coming and bid them goodbye.

In an ever-changing situation, focusing on what we can do, rather than on what we can't, can empower us to move forward. It may feel uncomfortable at first, but change always involves a degree of discomfort. Yet without change, there can be no development and growth.

Laughter is the best medicine

"Last one, I promise – Instructor's honour, why does no one believe me?", "I need a gravity-less capsule to demonstrate this aqua move in!" and "That's easy as pie! Speaking of pie...". These are just a few of the one-liners that I use in my classes, and they get people laughing. The saying goes that 'laughter is the best medicine' and this is particularly true in a time of change.

Given that laughter increases our intake of oxygen to our heart, lungs and muscles and causes our brain to release more endorphins, we could say that used in conjunction with fitness we are giving our body a double dose! Granted, we are not comedians, and you do want work-time in a class to be work-time, but peppering a few fun remarks throughout the class – as long as they aren't at the expense of others – can go a long way to building

rapport and seeing people return for the next session.

The language of consideration

People deal with a crisis, and particularly isolation, in different ways. One of those could involve turning to food or cooking as a coping mechanism – certainly since that was one thing that they could turn to for some variety in their lives. As a result, some returning, and new, participants may feel self-conscious about the kilos that they've put on and their changed body shape.

While it would clearly be considered unprofessional to comment directly to a patron about it, keep in mind that indirect comments may also be construed as offensive. Throwaway lines such as, "They've put on the iso-kilos" or a "He could do with coming to this class" about people who aren't present, such as public figures or people in our lives, could increase the discomfort that a participant has with regards their own body image.

Body image issues can be linked to mental health challenges for some people. Considering that mental health is a benefit of exercise, and something that we now often refer to when promoting the importance of the fitness industry, adding to those mental health issues could call into question

whether we actually believe these claims.

Moreover, there will be people in our classes whose goals don't include weight loss or body change. Insinuating, by our comments about these things, that gym attendance must be indicative of their desire to lose weight or change shape, could create further issues regarding inclusion and 'fitting in' for those people.

Connecting moving forwards

There is no doubt that the pandemic has changed a lot of things – and that the fitness industry has been one of the hardest hit. Some ways of doing things will be lost, others may slowly return, and yet others still will emerge and present themselves as new best practice. By rolling with the punches and adapting the way we do things, we can ensure that our group fitness classes will once again not only survive, but thrive. **N**



Mel Morony

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

participants and instructors. She is currently participating in COVID-19 vaccine trials.



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ABOUT THE COURSE CREATOR



KIRSTY NIELD

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



Debt

5 WAYS TO DOWNSIZE YOUR DEBT

Financial adviser *Helen Baker* shares some tips to reduce debt and make your money work harder for you in the new year.

It's said that only death and taxes are certainties in life, but in the modern world, some form of debt is almost guaranteed too. Here are five ways to downsize your debt and get more control over your finances.

1. Look at your money holistically

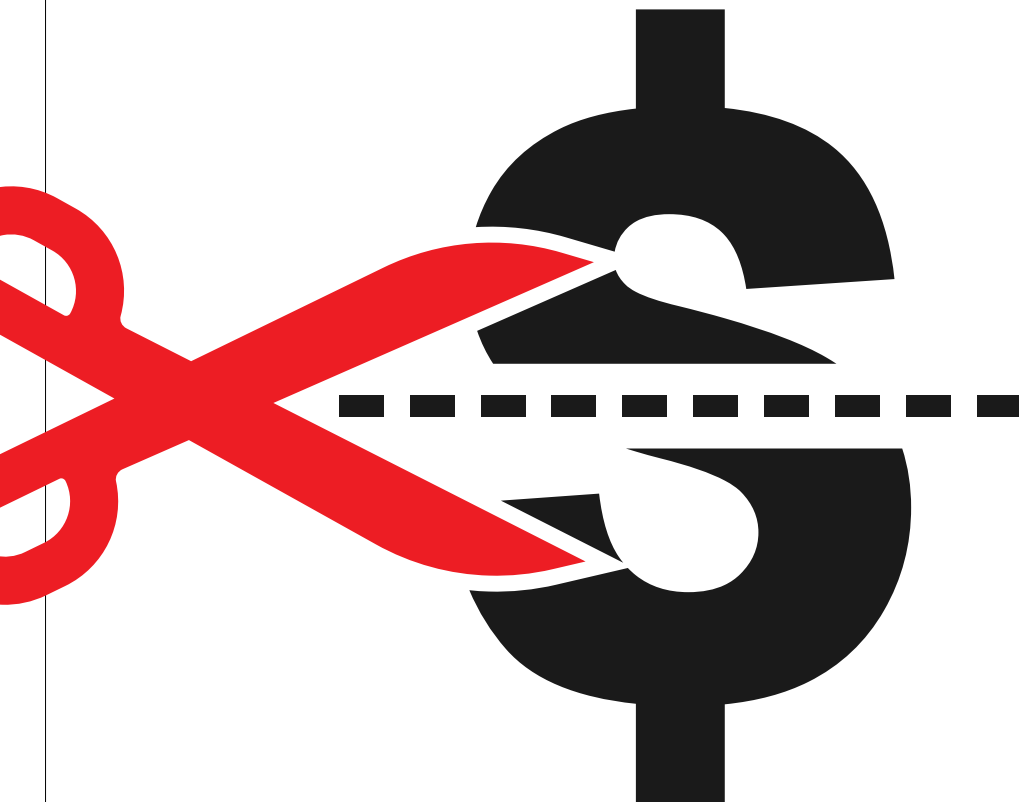
It's all too easy to look at our money in different silos: this is what we owe, this is what we have, and this is what we expect to come in. But you have to consider all your money as a single pool to work out what represents the best overall value for you financially.

For example, tax deductions for extra superannuation contributions may be bigger than the low home loan interest rate you're currently paying, meaning you could be better off by beefing up your retirement earnings than paying down the mortgage a bit faster.

2. Tackle the most expensive debts first

We often think of debt as the mortgage, but it may also be personal loans, car loans, credit cards and store cards/repayment plans. Each will have different interest rates.

You'll downsize your debt much faster by tackling the most expensive – that is, the ones with the highest interest rates – first. That's because debts with high interest rates will grow much quicker, and can even spiral out of control.



Depending on your circumstances, it may even be worthwhile consolidating some or all of your debts into one larger debt, particularly one with a much lower interest rate.

3. Make your mortgage work harder for you

Speaking of mortgages, these can actually be used in your favour, if you know what to do – and do it wisely.

Over time, you'll build more and more equity in your home, as property prices increase over time and as you pay down the loan. That equity can be used to make more money than the interest it would attract by being withdrawn.

As such, look at whether your mortgage has an offset account or redraw facility that you could tap into. If not, it may be time to refinance to one that does.

Consider too whether to go for a fixed, variable rate or a combination of both on your mortgage, and which makes more sense for your current circumstances. Fixed will give you budget certainty, but variable offers more flexibility.

4. Boost your income through investments

We often focus on paying down debt without building other investments. Chances are you've thought to yourself at some point 'When I've paid off my home, then I will invest'.

But you lose precious time doing this, and time is your friend when it comes to investing – the longer your investment timeframes, the more you're likely to earn through compound interest and higher asset values.

So, consider whether you could be doing both simultaneously – investing for the future and paying down existing debt. You may even find the proceeds of one will help you pay down the other much faster too.

“

It may be worthwhile consolidating your debts into one larger debt with a lower interest rate

”

5. Get your kids to pay their way

By the time you're in your 40s and 50s, your kids – if you have any – are likely in their late teens or 20s. A variety of factors, including full-time study, high house prices and more recently the COVID-19 crisis, mean that many young adults are living at home for longer.

You may or may not be happy to still have them in your nest, but they can be a substantial drag on your finances if you let them.

When they're earning money of their own, get them to contribute to household bills, insurances and grocery costs. They would pay more if they were out on their own anyway. If they're not working, then they can still contribute in other ways – cleaning the house and mowing the lawns won't cost them a cent, but will save you from having to hire a cleaner and gardener.

Either way, you're freeing up extra cash to help pay down your debts!

Note : this is general advice only and you should seek advice specific to your circumstances.



Helen Baker

Helen is a licenced Australian financial adviser and author of two books: On Your Own Two Feet – Steady Steps to Women's Financial

Independence and On Your Own Two Feet Divorce – Your Survive and Thrive Financial Guide. Proceeds from the books' sales are donated to charities supporting disadvantaged women. Helen is among the 1% of financial planners who hold a master's degree in the field.





A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

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

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

LEARN:

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

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ABOUT THE COURSE CREATOR



Farkas Pungur

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

LISTEN UP!

A roundup of the recent episodes of The Fitness Industry Podcast, powered by Australian Fitness Network. Click to listen directly, and subscribe at Soundcloud or Apple Podcasts.



Real 'Happy meals' for brighter brains

with *Kristen Beck*

Nutritionist and exercise scientist Kristen Beck has over 20 years' experience in the nutrition, supplement and fitness industries. Here, she chats about nutrition and brain health; adrenal fatigue and severe anxiety; the calming effect of a healthy gut microbiome; and how eating more vegies is the first step to a happier brain!

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Periodised programming for everyday clients

with *Brodie Hicks*

Strength and conditioning coach Brodie Hicks has a wealth of experience in using periodised programming for the general population as well as with elite athletes. Here, he chats about linear and non-linear periodisation; macro-, micro- and meso-cycles; focusing on volume before intensity and simple before complex; and breaking down big goals into manageable phases.

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Respect the nerves

with *Merrin Martin*

Physiotherapist Merrin Martin has been helping clients to rehabilitate fitness, sport and dance-related injuries for two decades. In this episode she talks about the role of the nervous system, holding stretches and neural tension, how injuries interrupt nerve pathways, and the effects of pressure and traction force on the nerves.

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Coaching with care, connection and inclusion

with *Ian O'Dwyer*

Ian O'Dwyer, known simply as 'OD' in the industry, is a movement practitioner and educator who aspires to lead and innovate the wellbeing field. In this episode he discusses self-osteomyofascial applications, giving clients what they need physically, mentally and emotionally, and the importance of self-care for trainers.

LISTEN HERE



Give your business the cultural advantage

with *Kristen Green*

Acclaimed facility manager Kristen Green is the first Australian to receive the coveted IHRSA Women's Leader Award. Here, she talks about the model for cultural success, the false economy of keeping popular team members who don't exhibit your club's values, and helping your team generate raving fans and referrals.

LISTEN HERE



The obstacle course of an incredible life in fitness

with *Sara Kooperman*

Visionary fitness educator Sara Kooperman has greatly impacted countless fitness careers. Here, she discusses growing her network of nine annual fitness conventions from one loss-making workshop; the importance of staying true to your budget as well as your vision; and managing team members to their strengths.

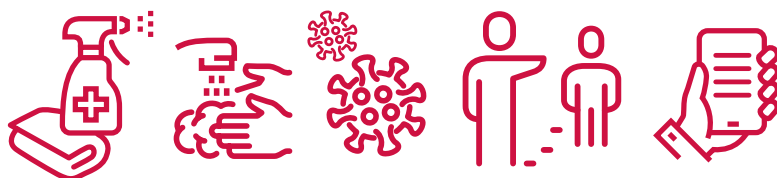
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BASEGX



Supporting the Exercise Industry in New Zealand



ExerciseNZ is supporting the industry by making its COVID-19 resource pages FREE to everyone. These resources are designed to support those who operate a business (either a facility or as an individual) that provides exercise options to the New Zealand public on how to do so safely within a COVID-19 environment.

Support on implementing the advice and the ability to ask questions directly to ExerciseNZ is a member benefit.

For membership information visit www.exercisenz.org.nz/join or email Nikki@exercisenz.org.nz for personal assistance

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NZ NEWS



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

New brand, new look, new engagement



In late November, ExerciseNZ held its major events, the FitEx Conference and Exercise Industry Awards, in Auckland. We believe it was a world first for the fitness industry post COVID-19, and something that we feel very fortunate to have been able to do. Gathering together to network, educate, and celebrate was at no point a certainty in 2020.

While the face-to-face events were, understandably, smaller than previous years, we felt it important to offer in-person options both because we can (and therefore lead by example) and because this is what our industry is based on – meaningful human interaction.

At both events I gave a sneak peek at the new contemporary brand look of both ExerciseNZ and the NZ Register of Exercise Professionals (REPs). While the presentation shared the new logos and related imagery, what this was really about was the journey ExerciseNZ is on the cusp of embarking on, and an invite for others to join.

In 2021, we intend to invite the government to work with the exercise industry to help deliver meaningful, scalable and targeted wellness outcomes for Kiwis. While we all know the multiple and layered benefits of exercise, this is something that governments globally have yet to fully appreciate – and therefore to support on any scale. We intend to change that, and by working together with government, iwi, employers, academia, and the wider community, we will be making exercise, and all its benefits, available to more and more Kiwis.

While it may appear self-evident, ExerciseNZ doesn't operate exercise facilities, nor do we give direct advice to the public about exercise, so to deliver on this intention will require the engagement and support of the exercise industry that we serve. We intend to go on a new journey, and we're inviting you to be part of it!

Given its unique position with COVID-19 community transmission, it's also clear that we can be a beacon of hope for the rest of the globe when it comes to what happens post-pandemic. While it's certainly been tough for many, all the statistics and data tell us that once exercise facilities reopen with



limited or no restrictions, members and clients will come back – and quite quickly too.

New Zealand is also an example of a government working with industry to set and enforce balanced, evidence-based rules on the exercise industry, and as a result we've been fortunate to avoid many of the over the top, non-evidenced based policies that many other countries and regions have had to suffer.

Many people will be looking for a fresh start in 2021, and joining a gym or starting a new exercise regime – already a popular decision as the calendar flips over to January – will potentially be higher up even more people's lists of new year's resolutions. We look forward to supporting the exercise industry through what may prove to be an extra busy new year period.

Until then, we wish everyone a safe and restful Christmas break.

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

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1. PTontheNet access combined with full benefits of Network membership for the value of \$199 per annum

OR

2. Full access to PTontheNet for \$119 per annum



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