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# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

WINTER 2018

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# Painting a bigger picture



Sometimes, when you're intently focused on the day-to-day of training clients, delivering classes or running your business, you can lose sight of the big picture and forget just how impactful our 'line of work' is. The recent news that oncologists are calling for exercise to be prescribed as a standard part of treatment for cancer patients – not just a 'good to do', but an essential component – really brings it home. Physical activity doesn't just make people feel and look better, it actually transforms, and saves, lives.

In this issue's Real World PT feature (pg22), Mhairi 'Vee' Mcshane shares her story of how exercise not only put her life back on track, but also inspired her to *make it* her life; 'I made some very poor choices in my past, including smoking and drinking heavily, to the point where in 2014 I checked myself into a detox program. ...High Intensity Interval Training (HIIT) turned my life around, and I knew quickly that I wanted to share with others exactly how good exercise made me feel.'

It's not an uncommon sentiment among fitness professionals and makes you wonder if the same is true in every industry. I suspect that not many tax agents get into that game because of their personal passion for filing their end of financial year rebate claims... but I may be wrong! On that note, though, do check out our

feature on what *you* can claim this tax year as a fitness professional (pg34).

Elsewhere you'll find some great content from some of the leading lights of our industry, from Susy Natal's cover story on training female clients in great feats of strength and technique (pg10) and Steve Pettit's Perspective on learning to lead (pg7), to Marietta Mehanni's tweaking of traditional group fitness moves (pg18) and Krista Scott-Dixon's tips for changing how you work with those clients that just don't seem to get results (hint: it's probably as much to do with you as with them).

As you read through this issue of *Network*, take a moment to reflect on the bigger picture of what you do and it should give you a toasty warm glow to ward off that winter chill.

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



## NETWORK'S CORE PURPOSE

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

### NETWORK MAGAZINE

Editor, Oliver Kitchingman

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# THE LEADER WHO LEARNS

By asking yourself some simple questions you'll find the direction you need to grow your leadership skills and empower others to do the same, says industry leader *Steve Pettit*.



**O**n any given day it can be difficult to prioritise the really important things in life. We get 'busy' and use that as a force field that can blind us to other opportunities. After a long day or a full-on week, the last thing we might feel like doing is learning. However, I haven't met many people that regret having made the time to grow themselves and their leadership skills.

Learning can come from many different sources, such as the books we read, the courses we do, the experiences we reflect on and the conversations we have. Irrespective of a lesson's origin, though, its foundation has to come from a desire to grow.

## The right questions

'Leadership and learning are indispensable to each other' – *John F Kennedy*

Think of the great leaders you've encountered and then consider their common traits. Towards the top of the list you'll likely note that they were great at listening and invested in the development of others and of themselves. As you progress along your leadership journey, reflect on your own growth so that you can assist the growth of others.

Stephen Covey's second habit of highly effective people is to 'begin with the end in mind'. When considering any form of learning I'd recommend asking yourself the following four questions:

- 1 Will this learning assist me to reach my goals? (if you're not sure what your goals are, figure those out first!)
- 2 Does it interest me?
- 3 Am I learning for myself (and not somebody else)?

- 4 Do I have the necessary support to complete what it is I set out to do?

As you consider your next course, certificate or qualification, these questions will help direct your decision. If you've identified a great learning opportunity and the answer to the above four questions is yes, then you're onto a good thing!

## Find the lesson

'When the going gets tough, the tough get going' – *Joseph P Kennedy*

The time of greatest learning is when the going gets tough – the time that requires the greatest level of discipline, tenacity, honesty and professionalism. Think back to a time in your career when you've been the most stressed, anxious, overworked or out of your depth, and consider what you learnt from that experience.

If you're a glass half empty kind of person you'll only see the pain of the moment and you'll look for excuses to explain why things aren't going your way. If you're a glass half full kind of person, you'll recognise that you're going through a difficult time and you'll reflect on the experience to learn the lessons that will put you in a stronger position when you face a similar situation. In tough times ahead, make sure you ask yourself the question 'How has this experience helped me to grow?'. As soon as you begin to answer this question you'll be a glass half full kind of person.

## The power of a mentor

'When the student is ready the teacher will appear' – *attributed to Buddah and others*

The thing about opinions is that everyone has one: you need to surround yourself with

people that have your best interests at heart and in whose opinion you trust.

Look for mentors that have in some way achieved what you would like to achieve, as they will be more likely to offer you pertinent advice and have your growth – not their own ego – as their number one priority. Always be open to a mentor disagreeing with you or challenging you, because it will motivate you to look at an issue from a different perspective. A great mentor won't necessarily give you the answer, they'll be an expert at asking questions to assist you to make the right decision. As you consider your next learning opportunity, chat with a trusted mentor to confirm that it's in your best interests.

Ask yourself the question 'What's the next step in my learning journey?', and when you've figured out the answer, make it a priority and get on with it! **N**

**Steve Pettit BPhEd, BCom, MBA, GAICD** enjoys disrupting the traditional view of leadership and paving the way for both emerging and established leaders to think differently about their success and the success of those they lead. He has worked with some of the world's leading fitness providers, including Les Mills Asia Pacific, and is now the Group Managing Director of Australian Fitness Network and Australian Institute of Fitness.

# INDUSTRY INSIGHT

| News, views and lessons learnt



## FILEX SPIRIT AS STRONG AS EVER

FILEX 2018 and The Fitness Show Sydney proved once again that there's only one place to be for fitness professionals in April! As Australian Fitness Network officially passed the baton to the event's new operators, it was clear that the spirit of FILEX, fostered over many years, was as strong as ever. Network congratulates and thanks Fitness Australia, the convention programming committee and the new owners for delivering such a thought-provoking, motivating and professionally run event. We are only too aware that events of this scale and nature are fraught with logistical challenges, so making it seem easy is no small achievement!

FILEX returns to Sydney between 12 and 14 April 2019, and the programming process is well under way. If you've got an important educational message to share and think you have what it takes to present to your industry peers, now's the time to apply to present at FILEX 2019. Applications are open until Monday 9 July – [CLICK HERE](#) for everything you need to know.



## FITNESS INDUSTRY COUNCIL ANNOUNCED

Fitness Australia, the recently brand-refreshed registration provider, has taken a step to action its new mission statement to 'professionalise exercise' by confirming the appointment of a new Industry Council.

Comprising professionals with a range of backgrounds and skills, from an outdoor fitness business owner and a course provider, to a facility director and a corporate lawyer, the council will serve as an advisory group to provide Fitness Australia with strategic advice and a forum for consultation on issues relating to the diverse range of businesses operating in the fitness industry.

'It's essential that we're relentless in understanding the needs of the Australian fitness industry in order to best serve our members' explained Bill Moore, CEO of Fitness Australia; 'I'm confident that the diversity of experience, knowledge and the level of credibility of the newly appointed council members will assist in our ongoing planning, enabling us to continue to grow the reach and influence of the industry.'







## STATE AND TERRITORY GOVERNMENTS RECOGNISE FITREC

In other fitness registration news, NSW and ACT governments recently acknowledged FITREC as a fitness registration provider.

The ACT is currently the only State/Territory in Australia that specifies fitness registration as a requirement to be considered 'qualified'. FITREC managing director, Dennis Hosking, recently confirmed the ACT Commissioner for Fair Trading had signed off on FITREC as being an Approved Registration Body under the ACT's Fair Trading (Fitness Industry) Code of Practice 2009.

'This gives fitness professionals and employers in the ACT unprecedented flexibility, autonomy and choice with regards to fitness registration' Hosking said.

**FITREC**<sup>TM</sup>



## The way we were...

21 years ago, back in 1997, Network was going Elastic Fantastic! Industry educator Trude Langdon urged readers to take a fresh look at resistance band training and to revitalise their New Body classes by using Fit Strips;

*"Despite being one of the simplest and most effective ways to ensure a total body workout in a New Body class, resistance bands (Fit Strips) suffer from an image problem. They have a false reputation as being either 'too boring' for New Body programs or too hard for the average New Body participant.*

*The truth is that Fit Strips are an extremely effective muscle conditioning tool that can be incorporated into your New Body classes in an exciting and achievable format, that ensures not only a balanced workout, but also better results in terms of muscle toning.*

*Unfortunately, Fit Strips have traditionally been employed in stationary, muscle sculpting classes, which has tended to limit their application and do nothing for their reputation!"*

### 1 thing I've learnt

**John Polley,**  
**Movement coach and presenter**  
**[befreemlw.com.au](http://befreemlw.com.au)**



*"The thing I've learnt above all else in my career is simple: be authentically you in everything you do. Our industry is human relationships. Many believe more knowledge somehow translates to success; or more marketing; or jumping on the latest fad; or worst of all, copying others.*

*Success will always come if you offer what no one else can – you. You might have the same knowledge and skills as everyone in your facility, and yet you have the edge. No one else on earth can be you. And that 'you-ness' is your biggest asset. It will attract all those people that are meant to work with you, connect with you and help you succeed. Like attracts like - if you let it. Be fiercely and unapologetically you and let success happen. It will. The most successful people I know are proof of this – they radiate their unique self, always."*

# WOMEN CHASING CHIN UPS AND PULL UPS

## TRAINING CLIENTS FOR BENCHMARK STRENGTH

**PT and performance coach Susy Natal outlines the exercises and factors to consider when training your female client to achieve the ultimate upper body strength goal.**

**C**hin ups and pull ups are common strength goals that many female clients will present to their trainers. Because they involve so much of the body and are not something that can be achieved overnight, they are often viewed as benchmarks of upper body strength. Unlike many other movements which are more concerned with how much weight can be added to the movement or how many repetitions can be completed, even being able to perform the first chin up or pull up is a challenge in itself. Therefore, the ability to do chin ups/pull ups at all may be seen as a great feat of strength requiring persistence and dedication, which can add to the appeal as a goal for your clients.

There's probably a lame joke about the bar being set high for entry level in there somewhere, but I wouldn't dream of subjecting you to that...

While there are a number of subtle differences between chin ups and pull ups with regards grip, movement and muscles used, both exercises also share many features (which is why they often get mixed up). The following information applies equally to both exercises, but for the sake of keeping things readable, I'll just use the term chin ups for the remainder of the article.



### The 30-second article

- Chin ups and pull ups are often seen as benchmarks in upper body training, making them a common goal for female clients who want to get strong
- Several muscle groups are involved in chin ups and pull ups, and as such need strengthening before the ultimate goal can be achieved
- The latissimus dorsi are the primary driver with the assistance of the biceps
- Grip is responsible for not dropping off the bar and the lower trapezius, rear deltoids and rhomboids are responsible for correct scapular positioning throughout the movement
- Strengthening these individually, performing drills to improve awareness of scapular positioning, and regressions such as jumping chin ups, are central to helping your clients achieve their first chin up or pull up.



Images courtesy James Joel Photography @jamesjoel

## Factors affecting skill level

Strength and control over the target and assisting muscles is vital for achieving chin ups and for keeping the number of reps going up steadily as strength increases. It is also important to learn how to use strength and control to prevent other muscles from overworking in the movement (because of strength imbalances and compensatory muscle recruitment), so that the vast majority of the work remains on the target muscle groups throughout the exercise.

Body weight is also an important consideration when first trying to achieve a chin up, as the heavier a client is, the heavier the weight they are trying to lift. So, if a client is overweight, it isn't ideal to set chin ups as the primary goal at that point in time. Rather, it should be set as a second stage goal, with fat loss as the initial target. Interestingly, fat is not all that can affect chin ups, in terms of body weight: if a client also has a goal of getting stronger or bigger legs, hypertrophy of lower body muscle groups will count as 'dead weight' as far as a chin up is concerned. Again, this can be managed through goal prioritisation or simply understanding that if both goals are to run concurrently, the chin ups may take longer to achieve.

## Muscles, grip and positioning

There are several components to a chin up, so to maximise the success your clients achieve, you must have exercises in place to address all of these. It is common knowledge that the lats are the primary driving muscle in chin ups, and that the biceps assist in the pulling, so exercises that strengthen these muscles should unquestionably feature in the program. Unfortunately, it is much less common to see grip work and scapular positioning mentioned in articles on chin ups and pull ups, which may be why you have not always been successful in helping your clients achieve their chin up goals. So let's remedy that.

### Grip strength

Grip is particularly important for women, given that generally female clients are smaller than males and, in most cases, less likely to be involved in both professional and domestic work that requires greater grip strength. Unless they work in a profession that involves manual labour, or have a sporting background, they will have had limited opportunity to work on grip, and so you may find that some of your female clients are initially unable to hold onto a bar with their full body weight suspended. This is problematic, as a full chin up cannot even begin until a client is able to hang from, and hold their entire bodyweight on, a bar for at least a few seconds.

### Scapular positioning

Scapular positioning is vital for preventing rotator cuff issues that can emerge over time through dysfunctional movement patterns. Correct scapular positioning also helps maximise strength in the movement, as it allows the target muscles to work optimally. Therefore, you need to help your clients learn how to use the lower traps, rhomboids and rear delts to depress and retract their scapulae prior to commencing a chin up, and to hold this scapular position throughout the entire repetition. This helps avoid shrugging, and therefore overusing the upper traps and consequently struggling to adequately activate the lats. Because many people who do not yet have a strong training background struggle to feel what their back is doing, this will involve body positioning and movement awareness drills, as well as strengthening exercises.

## Exercises and regressions towards chin ups

Numerous exercises can be used as stepping stones on the path towards achieving chin ups: the most important thing is that the exercises train your client to achieve strength and control through all of the muscle groups mentioned above. This focus, in combination with a preparedness to work on chin up regressions, will help them to reach their goal.

### Holds, hangs and walks for grip strength

Some of my favourite grip work exercises include plate or dumbbell holds for time. These can progressively have more weight added to them over time as your client gets stronger. Eventually, once your client is strong enough to hold and hang from a bar, this can be upgraded to bar hangs for time, progressively increasing the minimum required time as your client gets stronger. If you want to incorporate a conditioning component into grip work, farmers' walks are also an excellent exercise to include into your client's programming. A client who needs to improve her grip should also be encouraged to implement as much incidental grip work into her sessions as possible – helping to put the weights away, avoiding dropping weights and not rushing a set just to put the weights down sooner.

### Curls, pull downs and rows

The lats and biceps need to be strong, so training them more than once a week using a variety of movements is optimal. Choose different bicep curls, ensuring full range of motion and controlled movement and avoid using momentum. Have your client complete pull downs and rowing movements using different grip positions to ensure a more balanced strengthening of the back, again being careful that she does not allow swinging of the body for momentum or shrugging, which overuses the upper traps. Also employ single arm, as well as bilateral movements, to work on any left to right imbalances that might be present.

### Scapular pulls

My favourite movement to teach and improve the strength in scapular depression is scapular pulls. For this movement, the client hangs from a bar and then squeezes the lower traps to pull down the shoulders, like the reverse of a shrug. As a client increases in strength, they will be able to complete more repetitions in a row. Note that a full scapular pull also includes scapular retraction and is the initial movement of the scapulae to get into position at the start of a chin up.

### Scapular push ups

My favourite movement to teach and improve the strength in scapular retraction is scapular push ups. For this movement, position your client on their hands and



Images courtesy James Joel Photography @jamesjoel

Bar hangs for increasing durations are effective at developing grip strength

knees on the floor, and coach them to work through the full range of motion, pushing the scapulae forward and back with strong arms, without allowing the hands to leave the ground. As a client improves in strength, the shoulder-blades will be able to squeeze together then pull apart harder, repetitions will increase, and, in some cases, the client will be able to go up to their feet to load up the movement further.

### Single arm pull down

My favourite movement that allows a client to practice scapular retraction and depression, unilateral work, and scapular positioning throughout the entire range of motion that the arm (and therefore shoulder joint) would move through when completing chin ups, is the single arm pull down. This can be completed using a cable or a band attached to a high anchoring point. The client kneels and completes a repetition by first simultaneously retracting and depressing the scapula, then holding that position while performing a pulldown through the lat, continuing to hold the scapula in position as the lat allows the arm to return to the top position, and finally letting the shoulder pull forward and up. Repetitions of this with increasing weight will not only teach a client where her shoulders are meant to be throughout the entire movement, but also make her strong throughout the entire range.

### Assisted and jumping chin ups

Pull down variations are also an early regression of actual chin ups, and once your client is adept at these you should introduce assisted chin ups into her programming. Typically, band-assisted is more beneficial than using the assistive machine, as bands offer little assistance at the top of the

movement and so force the client to work more for the repetitions. Once your client is adept at these, she is ready to try jumping chin ups, whereby she jumps – typically from a box – while already holding onto a bar. At the top of the jump she should be hanging in the top position of a chin up, before completing the eccentric component of the exercise, which is why this movement is also sometimes called the eccentric chin up. As she improves in strength she will be able to complete more repetitions, but also develop the control necessary to descend more slowly throughout each repetition.

### Ready!

Once your client is strong in all of these movement patterns and muscle groups, she is ready to attempt her ultimate upper body goal! I have found that once a client can complete high repetitions of pull downs with clean form with about half her body weight, and can complete jumping chin ups for medium-to-high repetitions, she will typically also be able to perform at least one chin up. This does not apply to every client, but generally speaking, once your client is adept at all of the regressions then she is ready for the final step – her first chin up! **N**

Images courtesy James Joel Photography @jamesjoel

**Susy Natal** is a Sydney-based performance coach, widely published wellness writer, convention presenter and personal trainer. With a background in psychology, her integrated approach to training helps clients achieve strength of body and mind. With a major focus on strength training for females and on mindset coaching, Susy works with clients ranging from beginners through to athletes. Visit [susynatal.com](http://susynatal.com) and follow her on **Instagram HERE**.

# WOMEN AREN'T JUST 'LITTLE MEN'.

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UPSKILL: WINTER 2018

# INTENSE INTERVALS: PART 2

| This quarter we continue our focus on interval training in its many guises.



Following on from last season's intervals, here is part 2 in which our incredible presenters have created training ideas to help you deliver an interval workout that is time or rep accurate but that also enables you to pay attention to coaching good form and delivering appropriate motivational cues.

PT Presenter Dan Henderson shares a brilliant interval training workout using the trusty Kettlebells, but don't call this one HIIT! As Dan says, much interval training is actually high in volume, not intensity. Highlighting a common problem of this type of training, he then proffers the remedy.

Queen of the group fitness studio, the truly fantastic Kirsty Neild, teaches us a very high intensity workout for your freestyle classes and suggests some good alternatives to clock watching. When it comes to measuring intervals in a manner that doesn't compromise form by distracting you from your participants' movements, Kirsty suggests using an audio-based app that can be placed non-intrusively to the side; asking the class to count reps as an interval rather than using time; or using the phrase in

the music as the timer (a 32-count phrase of music at 155bpm is 10 seconds long, so 3 phrases is around 30 seconds). All great ideas, and if they can help you stay focused on participants' technique, then surely worth experimenting with.

BodyART's Janni Giannikakis joins the program's creator Robert Steinbacher to introduce us to BAX, an extension of bodyART that combines athletic deep connective tissue strengthening with myofascial release.

I would like to thank our friends at Elixr Health Club Bondi, TRX Training Sydney and Primal NRG Fitness in Sydney for their support in our filming.

As always, I invite and welcome feedback, so please get in touch to let me know what you'd like to see in future instalments of Upskill.

Until next time!

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



## KETTLEBELLS with Dan Henderson

There's a misconception among many in the fitness industry that all interval training is HIIT – it isn't! HIIT is focused upon higher intensities and movement quality, with no change in intensity between bouts. What most people label as HIIT is actually HVIT (high volume interval training), which usually incorporates a greater volume of exercises. The problem is, these workouts often have inappropriate rest periods for the anaerobic energy systems to sustain quality of work, so technique can be compromised. It needn't be like this. Our HVIT workout challenges the whole body with a series of upper and lower body exercises that use lower loads and ample rest to facilitate correct execution.



## FREESTYLE with Kirsty Neild

When instructors obsess about clock-watching their interval classes get boring and their attention to technique gets diluted. My advice? Use an app, count 3 x 32-count phrases in the music, or get participants to count reps as an interval rather than using time. In this sequence I use pyramid training and an add-on teaching method to build intensity. Participants need to perform 10 repetitions. Because I'm adding a new move to the sequence each time, the intervals get progressively longer, making them both physically and mentally challenging. The ideas and combinations possible for this style of interval training are limitless. Be creative with your intervals, challenge your classes and, most of all, make interval training interactive and fun!



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



## bodyART with Janni Giannikakis

Janni introduces BAX, the energetic extension of bodyART training that combines athletic deep connective tissue strengthening with myofascial release. The two exercises work to both strengthen and open the frontal fascial line, and strengthen and extend the back fascial line. The sequences are built layering levels of intensity and complexity, allowing a gradual build-up of heat and release. Each can be extended to 2 minutes to increase training and endurance. Sequence one is dynamic, combining plank position, chest opener and alternate leg jumps, while sequence two involves strength, control and sustained balance. Pay attention to breath, alignment and positioning to enhance the lengthening and release of the fascia. Follow bodyARTAustralia on Facebook or email [mrcsirwin@gmail.com](mailto:mrcsirwin@gmail.com)



## PRESENTER PROFILE: JANNI GIANNIKAKIS

Janni is a bodyART Global Master Trainer based predominantly in Germany and Greece. He has been active in competitive sports for over 21 years and has worked in the fitness business for more than 15 years.

Janni's background in soccer and competitive sports developed his awareness of the advantages of functional strength training and of a positive attitude. He brought these attributes, along with the conscious and goal oriented control of the body that he developed during this time, to his role as a personal trainer working with individual soccer

players, athletes and professional sporting teams.

Through his practice of bodyART, Janni learnt to appreciate the impact that a combination of strength and flexibility could have on physical training. Whether in competitive sports, health or fitness practices, his approach is a holistic one.

In addition to his work as a PT, bodyART educator and program developer and co-creator of BAX, Janni is a movement therapist, massage therapist, yoga teacher, STABY® educator, Ballooning Ball® educator and creator of several fitness programs including Powerboxing and CrossTRAIN.



## NEED SOME HOT PLAYLISTS TO WARM UP YOUR CLASSES THIS WINTER?

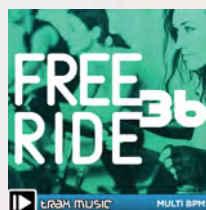
Check out these latest PPCA-free releases from PowerMusic and TRAX – the perfect tunes to bring the heat!

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### FreeStep 13

Participants want fresh and fun tunes? The latest instalment of FreeStep is a fun, upbeat and energetic mix! Featuring songs from some of the biggest artists of the moment, like Drake, The Weeknd, Shawn Mendes, Katy Perry and more, FreeStep 13 is the perfect soundtrack to any step or sculpt class.



### FreeRide 36

FreeRide 36 will drive your classes to put power to the pedal! From warm up to climb home, your ride will be packed with hits from artists like Taylor Swift and Shawn Mendes and classic divas like Gloria Gaynor. Participants will ride the rhythm and sing along all the way to the finish line!



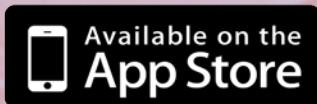
### FreeBox 15

From hooks to jabs and everything in between, your classes will 'Never Be the Same' after they stick and move to these powerful beats. Smash hits like 'Pray for Me', 'All the Lights' and 'Beautiful Trauma' sped up to 140 BPM bring the fierceness! Perfect for boxing, boot camp, and circuit training.



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# SETTING YOURSELF UP FOR SNACKING SUCCESS

Some conscious shopping decisions and eating habits will help you to snack more mindfully and healthily, writes Accredited Practising Dietitian *Amanda Clark*.



**I**f you've ever eaten Tim Tams from the packet and seen them disappear before your eyes, you'll know that controlling portion size can sometimes be hard.

Spacing energy out evenly over the day determines that the ideal snack size for weight loss is approximately 100 Cals/420kJ. Table 1 below shows recommended energy content for other weight-related goals.

**TABLE 1: ENERGY CONTENT OF SNACKS TO SUIT WEIGHT RELATED GOALS**

| Goal               | Energy            |
|--------------------|-------------------|
| Weight loss        | 100 Cals / 420kJ  |
| Weight maintenance | 200 Cals / 840kJ  |
| Weight gain        | 300 Cals / 1260kJ |

## 100-Calorie snack ideas

So what constitutes a 100-calorie snack? This list has some convenient snacks for both home and workplace grazing, or to eat on the go. If your goal is weight maintenance or weight gain, then double or triple the snack size accordingly.

### Everyday choices (nutritious and delicious)

- 1 large piece of fruit, such as a large apple or medium banana
- 2 smaller pieces of fruit, around the size of a kiwi fruit or plum
- 1 slice of cheese
- 100g yoghurt
- 14 almonds or cashews
- 1 glass of milk or cup of milk-based coffee
- 60g chicken wrapped in lettuce
- 1 boiled egg
- 1 slice of wholegrain bread
- 2 grainy crackers spread with hommus
- 6 carrot sticks with 1 tablespoon of an oily dip

### Occasional choices (for entertainment, not sustenance)

- 1 Tim Tam
- 20g mini packets of chips

## 8 tips to avoid problem snacking

- 1 Serve out your portion.** Don't eat from the packet – measure out your snack and put the pack away.
- 2 Pre-plan.** If you intend to eat that banana for morning tea, there is a good chance that you will, but if there's no plan in your mind, who knows what other ideas may arise!
- 3 Stay satisfied.** Eat regularly through the day for optimal blood sugar, hunger and mood control – choose morning tea, afternoon tea and supper.
- 4 Eat slowly and mindfully.** Pay attention to the flavours, textures, aromas and appearance of your intended snack, consume it slowly and you will feel more satisfied.
- 5 Check the label.** Look for your ideal energy intake and nutritional make up. Think less than 1 teaspoon (4g) sugar per 100 Cal/420kJ.
- 6 Think about the drink.** Avoid calorie-containing drinks if you're eating, or skip the food and count the drink. For example, a cup of tea with an occasional Tim Tam or a milk-based coffee on its own for 100 Cal/420kJ.
- 7 Set the example.** Influence your friends and family. We're all strongly influenced by what the people around us are doing, so choose to be a leader rather than a follower.
- 8 Stock up with healthy choices.** Clear the cupboards of less healthy options and stock up on the nutritious and delicious everyday options from the list above to make your snacking decisions easier and healthier.

**Amanda Clark** is an Advanced Accredited Practising Dietitian from the Gold Coast and author of *The 2018 Australian Healthy Snack Bible* which identifies everyday and occasional portion controlled snacks among natural and processed foods. Available in print, or digitally as an eBook, from \$4.95, at [greatideas.net.au](http://greatideas.net.au).

# TWEAK THE TRADITIONAL

By using progressions to add intensity, rotation and complimentary exercises, you can bring traditional moves kicking and screaming into today's classes, says group fitness guru, *Marietta Mehanni*.

**A**s a fitness concept, group exercise is here to stay – but that doesn't mean that formats and programs don't change over the years, responding to shifts in science and trends (an opinion I've expressed previously in this magazine). The same applies to the exercises we instruct in those classes: by looking at them from a fresh angle we can both rejuvenate them and enhance their efficacy.

## What's wrong with traditional?

The first question that begs to be asked is what is traditional? In a group exercise setting, traditional muscle conditioning was squats and lunges in standing, and then floor exercises that would target specific muscle groups, which in the past were referred to as 'problem areas'. These would include various leg raises, abdominal curls and push up

type exercises, and a high number of repetitions were performed. Women enjoyed doing these exercises and often claimed that they were beneficial. It could be debated as to whether or not this was actually the case, but we can't underestimate what an individual believes to be effective... These exercises required no equipment other than body weight and a mat. They were simple to perform and required minimal coordination, so most people could do them and they did create muscle overload.

## A little tweaking...

Over the past 30 years there have been considerable changes in the fitness industry and some of them can be applied to these traditional exercises. Understanding that our lifestyle has changed our biomechanics considerably, we can tweak these exercises to ensure that we are also targeting muscle imbalances and weaknesses, as well as incorporating vestibular stimulation and more joint actions so that each exercise can progress to involve a full body action rather than a single joint movement.

It's important to note that the key to successfully tweaking exercises is progressive overload. Your class participants have a range of abilities, and not all of them will be able to do the final





progression. That's OK though, because they are given permission to choose – but more about that later.

### Extension exercises

Back extension, hip extension and shoulder extension combat the constant flexion that the body is in due to our lifestyle movement patterns. The traditional exercises that have been used in the past are back extensions off the floor, bridges and standing deadlift actions. To tweak these to provide a fresh focus, so it doesn't feel like more of the same, play around with how these can be combined with other exercises to provide more of an overall body workout. A back extension can be combined with a tricep push up and a plank since they are all in the prone position. A combination could be:

- 1 Lying prone, lift the head and shoulders off the floor with hands positioned under the shoulder
- 2 Lift head and shoulders and then perform a tricep push up to lift the torso off the floor
- 3 Lift head and shoulders, tricep push up and then lift knees off the floor for a hand plank for a few seconds before dropping the knees to the floor and then lowering the upper body.

In this exercise, the back extension is a constant action at the start of each sequence but then combined with other movements that require the extension to be maintained. The overall effect after performing several repetitions of each step is that the whole body is involved rather than it being a simple chest lift off the floor.

### Rotation

Our bodies are designed to rotate. We have joints designed to rotate, for example, the ball and socket of the hip and shoulder, and we have muscles that pull the body into



### The 30-second article

- By adding progressions to traditional exercises we can target muscle imbalances and weaknesses
- Back extension, hip extension and shoulder extension exercises can be combined with other exercises to provide an overall body workout
- Moves like the side-lying leg adductor can have a rotation element added to them
- The starting point of each exercise should be something everyone can do, before progressive intensity is added in the form of reduced points of support, changed lever length, or an added balance component
- Always be able to justify why you are instructing any given exercise you deliver.

rotation, like the abdominal obliques and glutes.

Adding rotation to tweak traditional exercises can add an element of interest, especially when it is unexpected. The good old side-lying leg adductor (Jane Fonda would love this) can have rotation added.

- 1 Lying on the right side of the body with both legs stacked on top, lift the top leg up and down approximately 30cm
- 2 While performing this action, bring the top arm (left) from above the head to the thigh with each lift
- 3 Now using the right arm that you are lying on, lift and lower the torso with each repetition to do a side plank movement
- 3 Here is where we can add rotation:

“  
**Understanding that our lifestyle has changed our biomechanics considerably, we can tweak these exercises to ensure that we are also targeting muscle imbalances and weaknesses**  
”

circle the left arm back behind the body and over the head with each repetition

- 5 Then swing the left leg forward into a circle action in the opposite direction.

In addition to rotation being added to the hip and shoulder, there is a side lifting action off the floor – an everyday movement – so it also ticks the functional box. The brain is also processing what and how to do this (just like patting your head while rubbing your tummy!) so it's getting a workout too!

### Intensity

Surprise, not everyone wants to feel 'smashed' by their workout, either on the day or afterwards. Fitness professionals and enthusiasts may love it, but for most people with jobs, families and other commitments, being unable to lift their arms or move their legs the next day is something they would prefer to avoid. So the challenge, should you choose to accept it, is to find ways to create intensity that is substantial enough to stimulate change, yet also tolerable enough to allow life to go on.

Building in options to ensure that participants have choice is very important. These are the progressions, and the key is to make sure that the starting exercise is something everyone can do, and then add elements of intensity like reducing points of support, changing lever length, or adding a balance component. Giving permission to your participants to choose what they want to do puts the responsibility of the outcome squarely back onto their shoulders. These are four options I offer my participants:

- 1 You can choose to come with me for all the progressions
- 2 You can come on the journey with me but if you see an exercise and think 'hell no' then you can stay where you feel comfortable
- 3 You can opt to drop down at any point to an exercise option that you can do comfortably (this is if they have progressed but are now fatiguing)

- 4 You can stop and stretch at any point and join in where you want to.

Group exercise is not personal training. It is an option that a lot of people, predominantly women, prefer, and not feeling singled out is very important. That is why they like a group format. Offering progressions and options to choose is vital to ensure that people keep exercising. After all, that is the overall important goal – that people are moving.

### Putting purpose to the practice

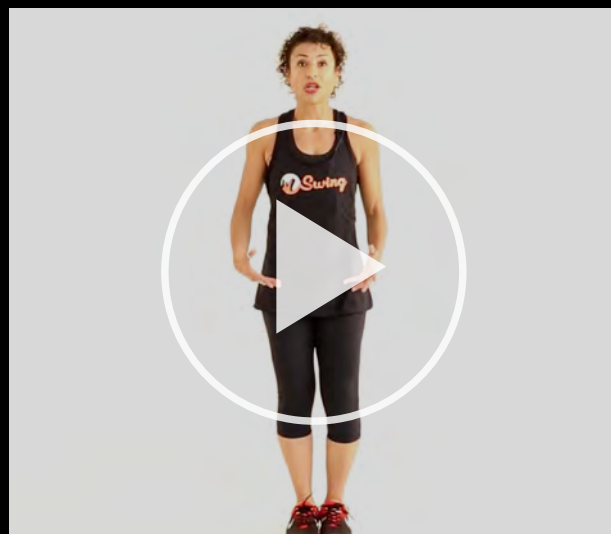
The fitness world is bombarded with research, information and opinions from many opposing standpoints. My recommendation to the group exercise instructor is to always be able to justify what you deliver. If your only justification is that you saw someone else do it, then it's not a strong enough reason to teach the exercise. Have the reasoning and understanding of the implications on the participant. If the only reason you have is to smash your class so hard that they can't move the next day and are painfully aware of every muscle they possess, this will not inspire most people – particularly newcomers to exercise – to keep coming back.

As the level of incidental activity in daily life decreases, scheduled exercise is becoming increasingly necessary. If we want more people to regularly participate in physical activity, we need to ensure both that they are enjoying it and getting results. By considering what we are delivering, we can ensure that they are getting the best of the traditional and up-to-date information. **N**

**Marietta Mehanni** is a multi-award winning presenter with over 30 years' teaching experience in both land and water-based group fitness. She is also an instructor mentor, World Master Trainer and education coordinator for Gymstick International, co-creator of mSwing and Pelvic Floor Ambassador for Continence Foundation Australia. [mariettamehanni.com](http://mariettamehanni.com)

### WATCH THE TWEAKING!

Watch Marietta demonstrating a range of traditional exercises that she's tweaked to bring them bang up-to-date for your classes!





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with Thomas Myers [40mins]

**Conflicts in nutrition**

with Dr Joanna McMillan [36mins]



**Core, floor and more!**

with Merrin Martin [25mins]

**Is it really possible to sell with authenticity?**

with China Richardson [19mins]



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# REAL WORLD PT

**MHAIRI 'VEE' MCSHANE**

**PT & FRANCHISEE**

**VIC**



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

**? What's your business called?**

The HIIT Factory Bairnsdale.

[thehiitfactory.com.au/bairnsdale](http://thehiitfactory.com.au/bairnsdale)

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

I have been training groups of clients for almost 3 years.

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

I am full time (and more, lol!) as I own the business and run sessions. I am involved in all elements from marketing and business development, to admin and coaching.

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

The HIIT Factory came about some three years ago when my hobby of holding outdoor group fitness sessions in local parks started to rapidly grow. The opportunity to purchase a franchise from the already successful HIIT Factory business in Melbourne arose, and the result was the establishment of the brand's first-ever Australian franchise – in Bairnsdale in regional Victoria.

I'm from an extremely sporty family (father Frank is a competitive triathlete and coach, sister Charlotte is a Commonwealth Games triathlete and world champion, and another sister Colette is the founder of The HIIT Factory Franchise, PT in my Pocket app and is known as The HIIT MUM.)

I made some very poor choices in my past, including smoking and drinking heavily, to the point where in 2014 I checked myself into a detox program. I'm so glad I did, because it was a turning point for me, and I've never looked back.

**? Do you specialise?**

In 2015, I began my own shred. High Intensity Interval Training (HIIT) turned my life around, and I knew quickly that I wanted to share with others exactly how good exercise made me feel. I wanted everyone else to start doing HIIT, so they too could discover how amazing it is for improving self-esteem, increasing motivation, and for helping to make more positive decisions. The HIIT Factory is specifically designed to help busy people exercise regularly, by providing short, sharp and effective workouts. Its unique family-focus welcomes kids to all sessions, which eliminates the barrier for many people who feel they can't exercise because they're looking after their kids (I was one of these people when my kids were growing up). The result is that you'll get fit and they'll have fun – it's a win-win for everybody!

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

On average our 100+ clients each train 4 times per week. Myself and our three other

instructors deliver over 25 group sessions weekly, mainly HIIT but also yoga and our own signature conditioning classes 'Booty Burn' and 'Ab Lab'.

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

An hour or so a day on admin and marketing and nine hours on training and managing.

**? What hours do you work?**

My day begins at 4:30am when I spend 30 minutes on admin, writing in my journal and prepping for the day. First class is at 6am, so I always send a motivational post out to my closed members Early Bird group, which is a real community. After class I head home for breakfast, check my inbox and spend some time on marketing activities and liaising with graphic/web designers. We have more classes at 9:15am, 5:30pm and 6:15pm, and I'm also involved in many community events such as parkrun, so the concept of 'early doors' is unknown in my world!

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

In the evenings I aim to have at least 20 minutes 'education time'. This can be from mindset, marketing, fitness you name it. I am always learning, I have travelled overseas to the UK and US a few times in the past couple of years and brought back new formats for the Australian market, and I also strive to educate myself at some of the world's biggest fitness conventions.

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

My main source of clients is word of mouth. Over the last two years I have focused my marketing on developing community events and have established other fitness activities and events for residents to enjoy, including Parkrun Bairnsdale and the Colour Run. I am also involved in other local events and have participated in regional living campaigns, newspaper features and radio talks. I am also very active on social media.

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

We have over 110 members, and a number of casuals also attend sessions.

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

Many of my clients have been with me since inception. Apart from the results we achieve, we have a real community feel and get involved in other activities together, such as Spartan. We are continually evolving as a business, always adding new concepts.

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

Not every person who enquires will be the



right fit. I have a trial pass and my exact words are: 'It's an opportunity for you to gauge if we are the right fit for you, your lifestyle, and your needs'. I like to operate with 100% transparency.

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

I am not the fittest, fastest, or most knowledgeable trainer out there, but what I offer to my client base is unique. My passion, inner strength and my 'why' are what make me stand out. I also have a huge energy. I want others to be able to live the life of their dreams by harnessing the transformative power of exercise.

**? What is the best thing about being a PT?**

The results achieved, and lives changed, in our community. Because of this, The HIIT Factory Bairnsdale was named by Fitness Australia as the 2017 Victorian Winner of the #Active Communities Award. This accolade recognises the outstanding work of gyms, personal training businesses and clubs, in creating active, healthier, and happier communities. The HIIT Factory was already a multi-award-winning business, but to receive national recognition from the fitness industry's leading association is an extraordinary achievement for a regionally-based business such as this. For me personally, it's a real sense of achievement and more evidence of how life changing physical activity can be. Three years ago I would *never* have imagined this.

**? And the hardest?**

It is hard when you know clients are on the right path and they just can't see it themselves yet, feel defeated or are too focused on the scales. My team and I spend a lot of time educating clients around the

other positive benefits of working out and not just a physical 'look' or number on the scales. Some are ready to hear this and some aren't yet... but they do come back!

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

I don't even think of it as a job or career – I just love what I do and it grows with me. I am a master trainer for Fatburn Extreme, a 20-minute max interval workout, and will be focusing on growing the brand in Australia.

Personally, my aim is to workout with my fitness inspiration, Shaun T from Insanity, in one of his videos. I have met him and worked out with him, so Shaun if you read this get in touch, ha ha! I am also very passionate about mental health and youth as my own son has been affected and I know what an incredible tool exercise is. I would love to get involved as an ambassador or assist with developing programs for young people affected by substance abuse and mental health concerns. I also want to instil into other young single mums that they have what it takes to aim high and achieve.

**? What is your fitness philosophy?**

My philosophy is to never stop learning and to always be open.

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

If someone offers you advice or knowledge take it. Be prepared to work hard if you want to go next level with your business. Educate continually and evolve. Ensure you also have time for you and don't burn out. Be in it for the why. **N**

Check out Vee and the HIIT Factory Bairnsdale on Instagram [HERE](#) and Facebook [HERE](#).

Want to be a future featured Real World PT? For details, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)





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.

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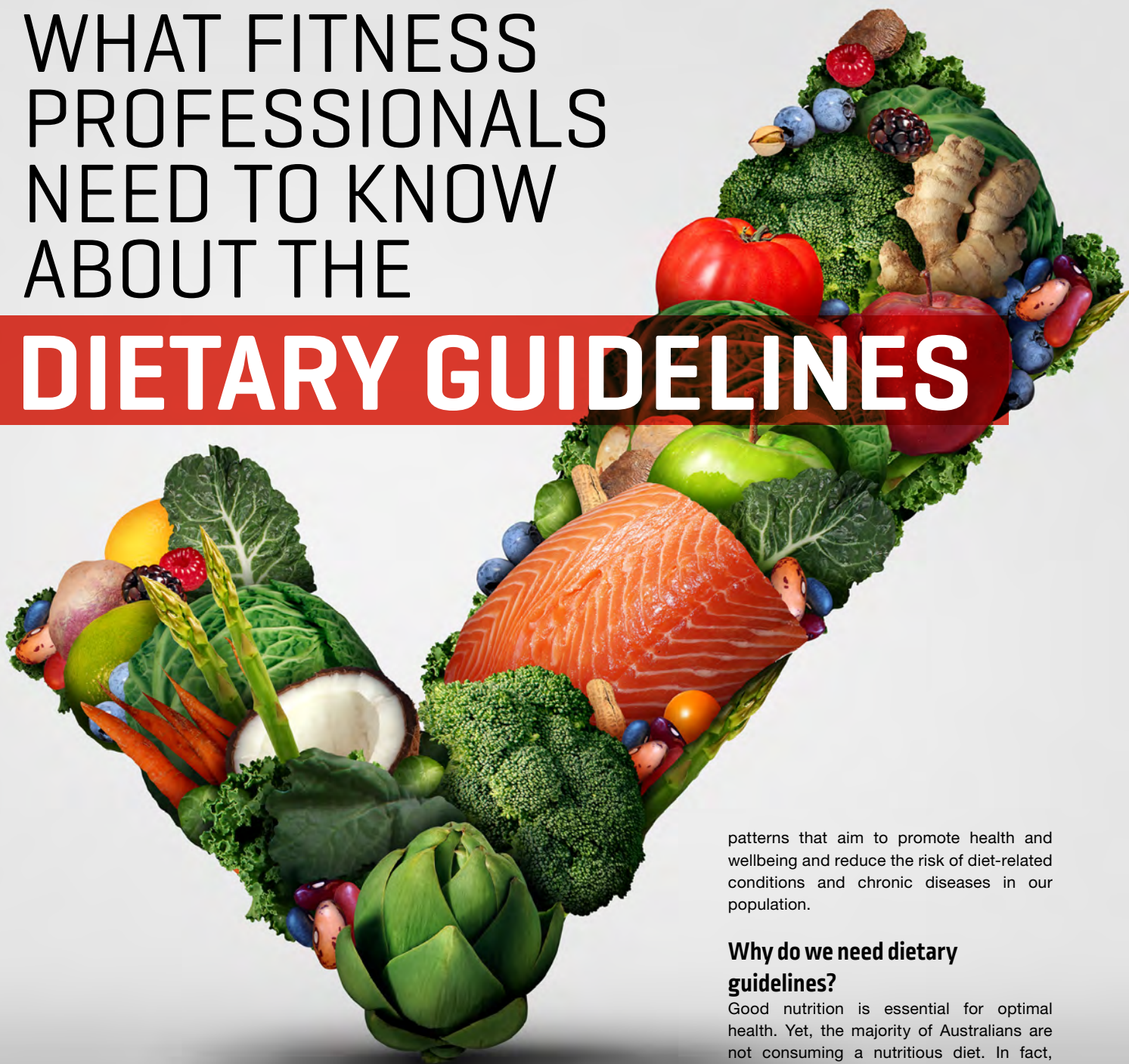


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# WHAT FITNESS PROFESSIONALS NEED TO KNOW ABOUT THE

# DIETARY GUIDELINES



Clients and participants want to discuss nutrition with you, so by equipping yourself with the know-how to answer their questions, you can help them without going beyond your scope of practice, writes *Dr Kate Marsh*.

**T**hey may not be as exciting as the latest nutrition fad, but the Australian Dietary Guidelines (ADGs) provide evidence-based nutrition recommendations that fitness professionals can use when advising clients about food and nutrition.

## What are the ADGs?

The Australian Dietary Guidelines (ADGs) provide information about the types and amounts of foods, food groups and dietary

patterns that aim to promote health and wellbeing and reduce the risk of diet-related conditions and chronic diseases in our population.

## Why do we need dietary guidelines?

Good nutrition is essential for optimal health. Yet, the majority of Australians are not consuming a nutritious diet. In fact, our most recent national health survey found that most Australians were not eating the recommended minimum daily serves for any of the Five Food Groups, but are instead consuming more than one third (35%) of their energy from discretionary foods and drinks (those which are energy dense and contain low levels of essential nutrients). These eating patterns are a major contributor to our increasing rates of obesity and diet-related chronic disease.

## How were the ADGs developed?

The current Australian Dietary Guidelines were released in February 2013. Funded



by the Australian Government Department of Health and Ageing, the guidelines were revised and updated by the National Health & Medical Research Council (NHMRC) with advice from a group of experts in nutrition, medicine and public health, who formed the Dietary Guidelines Working Committee. This Committee spent three years reviewing more than 55,000 scientific journal articles published since the previous edition of the guidelines, to ensure that the Dietary Guidelines are based on the most current (at the time of review) scientific evidence regarding nutrition, health and disease.

### What do the ADGs recommend?

There are five dietary guidelines:

- **Guideline 1:** To achieve and maintain a healthy weight, be physically active and choose amounts of nutritious food and drinks to meet your energy needs



#### The 30-second article

- They may not be as 'sexy' as paleo, keto or the 80-20 diets, but fitness professionals need to know about the Australian Dietary Guidelines
- The ADGs provide information about types and amounts of foods, food groups and dietary patterns necessary for good health
- Most Australians don't eat enough food from the Five Food Groups – and too much discretionary (aka junk) food
- Fitness professionals are generally not nutritionists or dietitians, and therefore should not work beyond their scope of practice in the area of nutrition
- The ADGs help fitness professionals discuss nutrition with clients while remaining within scope of practice.

- **Guideline 2:** Enjoy a wide variety of nutritious foods daily from these five food groups (Vegetables and legumes/beans; Fruit; Grain (cereal) foods; Lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans; Milk, yoghurt cheese and/or alternatives, mostly reduced fat)
- **Guideline 3:** Limit intake of foods containing saturated fats, added salt, added sugar, and alcohol
- **Guideline 4:** Encourage, support and promote breastfeeding
- **Guideline 5:** Care for your food; prepare and store it safely.

Accompanying the guidelines is a food selection guide, The Australian Guide to Healthy Eating. This resource provides a visual representation of the proportion of the five food groups which are recommended to be eaten each day, as outlined in Dietary Guideline 2.



**Most Australians are not eating the recommended minimum daily serves for any of the Five Food Groups**



### Why do Australian fitness professionals need to be familiar with the ADGs?

If you are an Australian registered exercise professional (AusREP) it is important that you are familiar with the ADGs as the Fitness Australia Position Paper: Scope of Practice for Registered Exercise Professionals stipulates that you are limited to providing nutrition advice which is consistent with these nationally endorsed nutrition guidelines.


Being familiar with the guidelines will ensure you are able to answer any nutrition-related questions from your clients without working outside of your scope of practice, and will know when to refer on to an appropriately qualified nutrition professional such as an Accredited Practising Dietitian (APD) or Accredited Sports Dietitian (AccSD).

Nutrition is a huge part of health and wellbeing, so it's only natural that your clients and participants will want to talk about it with you. By equipping yourself with the know-how to answer their questions, you can be confident in helping them, without overstepping the mark and verging beyond your area of expertise.

### Want to know more?

Network has launched a new CEC course for fitness professionals, which covers everything you need to know about the Australian Dietary Guidelines, from how and why they were developed to what they recommend, and how you can use them in your work to provide evidence-based nutrition recommendations and ensure you are working within your scope of practice. You can find out more about the course **HERE. N**

**Dr Kate Marsh** is an Advanced Accredited Practising Dietitian (Adv APD), Credentialed Diabetes Educator (CDE) and health and medical writer. She divides her time between working in her private clinical practice in Sydney and writing health and medical content. Kate has presented at FILEX and developed a number of CEC courses for Australian Fitness Network on the topics of nutrition, diabetes and polycystic ovary syndrome (PCOS).



# SAFELY ANSWER YOUR CLIENTS' NUTRITION QUESTIONS

## THE AUSTRALIAN DIETARY GUIDELINES FOR FITNESS PROFESSIONALS

\$89 for Network Members

3 CECs/CPDs

The Australian Dietary Guidelines (ADGs) provide information about the types and amounts of foods, food groups and dietary patterns that aim to promote health and wellbeing and reduce the risk of diet-related conditions and chronic diseases in our population.

If you are an Australian Registered Exercise Professional [AusREP] it's important to be familiar with the ADGs so that you can both answer your clients' nutrition-related questions without working beyond your scope of practice, and know when to refer on to an appropriately qualified nutrition professional.

### THIS COURSE EXPLORES:

- ▶ Why AusREPs need to understand the ADGs
- ▶ Exactly what the ADGs are
- ▶ Why we need dietary guidelines
- ▶ How the ADGs were developed
- ▶ Myths and facts about the ADGs
- ▶ The five ADGs and how AusREPs can use them to provide nutrition education to clients
- ▶ The Australian Guide to Healthy Eating, including discussion of the five food groups and recommended serve sizes



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



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## RESEARCH REVIEW

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# THE SUPER POWER OF X-RAY VISION?

What you can't measure, you can't manage, the saying goes – so measuring body fat can be a useful tool for PTs managing clients' fat loss. But how accurate are the available devices?

*Review by Dr Mike Climstein PhD & Joe Walsh*

**Title:** Comparison of multi-frequency bio-electrical impedance and DXA on body composition

**Authors:** Dr's Wang and colleagues. (School of Public Health, Beijing, China)

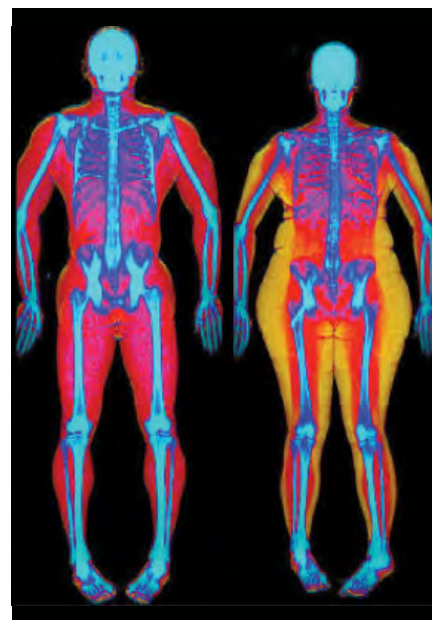
**Source:** *Biomedical and Environmental Sciences* (2018) 31(1): 72-75. Click [HERE](#) to read.

**Introduction:** As an Accredited Exercise Physiologist (AEP), the clear majority of my patients see me for the purpose of undertaking rehabilitative exercise. Unfortunately, there is still not a big interest in preventative exercise prescriptions from AEPs. That being said, as I am located in a medical centre I receive the majority of referrals from general practitioners and specialists, as the patients typically have chronic diseases and conditions. On the bright side, the apparently healthy individuals are being cared for by personal trainers and group fitness instructors.

We recently had an interesting case which we will present as a case study here. Alan (not his real name) is a middle-aged male with a family history that includes type 2 diabetes mellitus (T2dm, mother, father and both brothers), coronary heart disease (father and mother and paternal and maternal grandparents), hypertension (mother, father and brothers) and dyslipidemia (mother, father and brothers). Alan's medical history includes obesity (BMI 34.1kg/m<sup>2</sup>), hypertension (resting blood pressure was 146/88mmHg when we tested), dyslipidemia (total cholesterol 6.1mmol, high density lipoprotein 0.9mmol, low density lipoprotein 3.7mmol) and HbA1c (a test for type 2 diabetes mellitus) reading of 6.3%, which classifies as prediabetes. His prescribed medications include Betaloc (anti-hypertensive) and Lipitor (for cholesterol) to which he is compliant.

Alan's general practitioner referred him to our clinic, citing the reasons for doing so as being to 'reduce his likelihood of developing T2dm, weight management, blood pressure control and improved lipids'. These referrals are usually very short and to the point. Alan is employed as an accountant (full time), presented with no musculoskeletal injuries (or history of musculoskeletal injuries) and his current physical activity consists only of incidental walking, specifically to and from his car and moving around his house. We devised an individualised exercise prescription for Alan and he went off to his local gym to embark upon it. Upon follow-up two weeks later, Alan presented his workouts, which he was tolerating well, along with a body fat test that had been conducted using a bio-electrical impedance analyser (BIA). In brief, the results showed his body fat to be an athletic 18%! No way in h\*ll – so we referred Alan for a DXA scan to see if that would tell a different story... DXA stands for dual-energy X-ray absorptiometry, a process of conducting a full body scan for segmental body composition. This scan found Alan's body fat to be much higher, at 37.1%. This leads us into this Research Review, in which we look at Dr Wang and his colleagues' comparison of the accuracy of a bio-electrical impedance analyser (BIA) to that of a DXA scan.

BIA's have been around since the mid 1980's, and admittedly there is a wide range of units available designed for everything from home use to application in the clinical/medical setting. One would therefore expect differing degrees of accuracy between these units. BIA machines have lower accuracy compared to units using four (one



per hand and foot) or more electrodes, and poorly insulated wires have been shown to be sensitive to room temperature, thereby affecting the results.

DXA, on the other hand, is considered to be the gold standard (i.e. the diagnostic test that is considered to be the most accurate) for determining body composition and is especially beneficial as it provides segmental results for lean mass (muscle) and fat mass (adipose). In DXA scans, two different energy levels of X-ray pass through the body and measure fat, muscle and bone levels. It also provides specific details about where the fat and muscle are situated on the body.

The authors compared a BIA to DXA in determining body composition in a large cohort (749, males and females) of obese adults. All participants were required to have a body mass index (BMI) > 28kg/m<sup>2</sup> and be aged 25-55 years of age. Participants had both BIA and DXA measurements taken following an 8-hour (or more) fast and according to manufacturers' requirements.

**Results:** The per cent body fat estimated by the BIA was significantly lower (-4.33%) as compared to the DXA scanner in the males and significantly higher (+0.5%) in the females, which was a real problem. Given these findings, the researchers then created correction equations to improve the accuracy of the BIA device.

The authors concluded that body composition is widely used in clinics, weight



**The results showed his body fat to be an athletic 18%! No way in h\*ll – so we referred Alan for a DXA scan to see if that would tell a different story**



### The 30-second article

- Researchers compared the accuracy of a bio-electrical impedance analyser (BIA) to that of a DXA scan
- BIA is a less expensive option and uses electrodes placed on the body to measure total body water and estimate body composition
- In DXA scans, two different energy levels of X-ray pass through the body and measure fat, muscle and bone levels
- The per cent body fat estimated by the BIA was significantly lower in males and significantly higher in females, compared with the data provided by the more accurate DXA scans
- DXA involves very low doses of radiation, the perceived 'downside' of which may be offset by the potential benefits gained from correct assessment.

loss programs and other health related fields to assess the risk factor of obesity. DXA, as the gold standard, is generally more expensive than BIA assessment and typically not available in most health and fitness facilities.

**Pros:** This is a good practical study, between BIA and DXA: what was problematic in the findings was that the differences seen were gender specific. Congratulations to the authors for then developing correction equations to improve the accuracy of the BIA equations. For example, the correction equations for per cent body fat (specific to the BIA device used in this study only) for males was  $14.098 + 0.694 \times \% \text{ fat (BIA)}$  and females was  $-3.263 + 1.019 \times \% \text{ fat (BIA)}$ .

There is no doubt the technology of the BIAs continues to improve and it is useful to help individuals who are attempting to monitor their adiposity or lean mass (muscle) levels.

It should be noted that when using DXA the subject is irradiated. In the case of those suffering from serious health concerns due to excess weight, suspected poor bone mineral density or other conditions (such as use of medications that might impact bone mineral density), then the use of DXA measurements is supported. This is similar to getting an X-ray to check for a broken bone, the potential benefits gained from correct assessment can greatly outweigh any negatives from a small dose of radiation. While the dose of radiation from DXA is about the same as the level you'd be exposed to by taking a short flight, it still exists. With respect to radiation, there is no threshold dose: any radiation can have some negative effect. It therefore should be cautioned against unnecessary or repeated DXA use when there is not an apparent health benefit. This benefit can arguably be as simple as gaining extra motivation to exercise, however outside of clinical conditions measurement via BIA may be sufficient. As subjects using BIAs are not subjected to the same radiation level as that involved in DXA, improving the accuracy of BIA (as per the authors' work) is to be commended.

**Cons:** Unfortunately, BIAs are based on predictive modelling using sample population averages and are sensitive to the different individual characteristics of people. Factors as diverse as hydration levels (body fat overestimated due to dehydration, by as much as 5kg in some research), skin roughness, and whether the subject has recently eaten or exercised can dramatically affect the results. Although the participants in this study were asked to fast for a minimum of 8 hours, there was no mention of avoiding strenuous exercise prior to the testing to ensure they had a normal state of body water content ('euhydration' for those of you looking to expand your medical vocabulary!). In fact, due to reduced electrical resistance in the body after exercise, other studies (Khaled, 1988) have shown fat mass as being underestimated by up to 12kg when BIAs have been used after exercise. This finding is particularly noteworthy for those PTs using BIA in the gym, after a client's training session. Additionally, as females were included as participants there was no mention of whether they were tested during their menses, which could also dramatically affect the accuracy of the results.

If ongoing DXA scans are not a financially viable option for clients and you want to choose the 'next best thing' in terms of a BIA, the best thing that you can do is to get yourself a DXA scan, and to then experiment with a number of BIA units to see which one's results come closest those you got with the DXA. Then, one hour later (having consumed nothing, expelled nothing and not exercised) reassess and see which unit gives the (near) exact same reading as the first time on the BIA monitor.

In fact, I was once asked by a fitness facility I worked with to advise them on their potential purchase of a BIA unit. I recommended that they ask the sales rep to loan the unit to them for 4 hours so that they could carry out the exact same process outlined in the paragraph above with a number of club members of varying body types, from lean to overweight. The rep became defensive at this request and questioned the motives behind it, before refusing to loan the device. This, I assured the facility management, was not the behaviour of someone that was confident in the reliability of his wares. They took my advice on board and did not purchase that particular unit. **N**

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**Joe Walsh, MSc** is a sport and exercise scientist. As well as working for Charles Darwin and Bond Universities, he is a director of Fitness Clinic in Five Dock, Sydney. [fitnessclinic.com.au](http://fitnessclinic.com.au)



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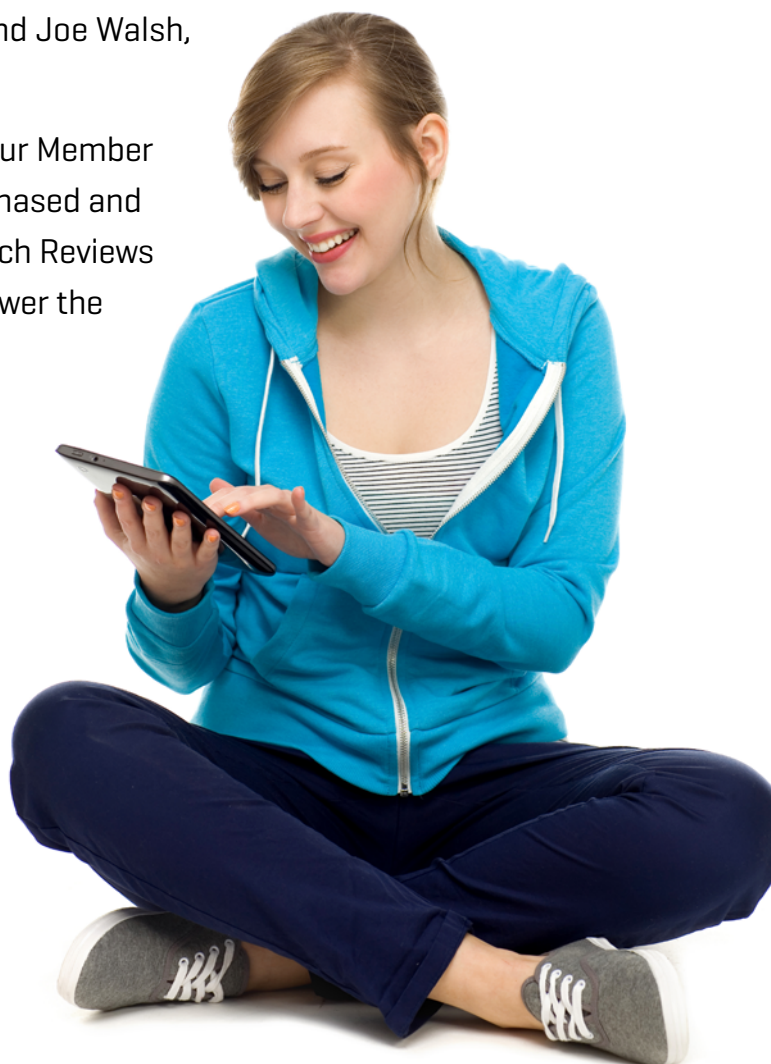
Every issue of *Network* magazine includes an article linked to a 1-CEC or CPD (NZ) course that is FREE to Network Members.

This quarter, the course is based on **'Research Review: The Super Power of X-ray vision?'** by Dr Mike Climstein and Joe Walsh, and two other articles.

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## YOGA FOCUS

# STRESS: THE GOOD AND THE BAD...

By practicing some simple habits we can change the way we respond to stressful situations and retain control of our day, writes yoga educator *Lisa Greenbaum*.



**E**lements of stress are good for us. The fight or flight mechanism hard-wired into our nervous system can save our life. The knee-jerk response to jumping out of the way of a moving vehicle, the sharp intake of breath, our hearts racing, the rush of adrenaline. This is the rush many who love rollercoasters, bungee jumping or other such intense activities chase. This is good stress. Our bodies have a chance to process the increased cortisol released into our systems, and we will often feel a bit of a high afterwards. This same stress can be a great motivator to try new things, to push our boundaries. The butterflies we feel when we are about to step in front of a class for the first time and the rush we feel when we know we have taught an amazing session.

When this same chemical reaction in our bodies turns against us, it is almost simultaneous to when we turn against it. When our fight or flight mechanism kicks in to situations we have no outlet for. Cancelled appointments, traffic jams, unexpected work projects and looming deadlines. We feel ourselves seething. Our blood is boiling or we turn inwards and feel helpless. Living in modern society, it's almost impossible to avoid these events. However, controlling our immediate response to stressful situations will make the difference between our day

being ruined and simply encountering a small bump in the road of life.

Regular exercise, including yoga, eating well and getting enough sleep are the first modes of defence against bad stress. As fitness professionals, let's make sure we are practicing and teaching other good habits to help in this defense:

### 1 Breathe

Between 3-5 minutes of deep, full belly breathing before and after our workouts to bring a deeper mind/body connection to any workout. **New research** is providing the science to back up the power of this process.

### 2 Listen to your body

It doesn't always have to be no pain no gain. Going easier on yourself every now and then may teach you to be easier on yourself outside of the gym as well.

### 3 Stretch!

Take time at the end of any workout to stretch out your hard working muscles, especially through the upper back and neck area where most of our stress sits in our bodies. Try putting on slower music, closing your eyes and relaxing into your stretch

rather than pushing or pulling.

### 4 Participate in mind-body workouts

Incorporate yoga and meditation into your routine one or twice a week to give yourself a complete mind-body workout. The essence of YogaFit teaches us to breathe, feel, listen to our bodies, let go of judgment, competition and expectation and stay present. These are all important elements to help us reduce stress and become happier in our own bodies.

Avoiding stress is probably impossible – not to mention incredibly boring. Good stress can create the richness in our lives, promote growth and keep us trying new things. Bad stress will make us sick – literally. It will age us and make us feel incompetent. Being aware of how our stress is affecting us and where our stress is coming from is where our attention should be placed. The next time you find yourself in a stress-inducing situation, take a moment to become aware of your response and ask yourself, is it helping or harming? **N**

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

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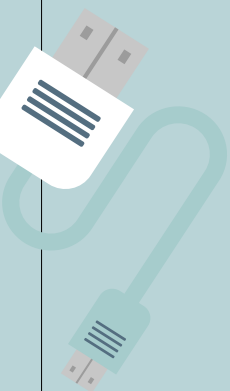
# WHAT CAN YOU CLAIM THIS TAX YEAR?

You'll be able to claim some things you may not expect this end of financial year – and unable to claim others you thought you could. Small business tax specialist *Mark Chapman* gives us the lowdown for the fitness industry.

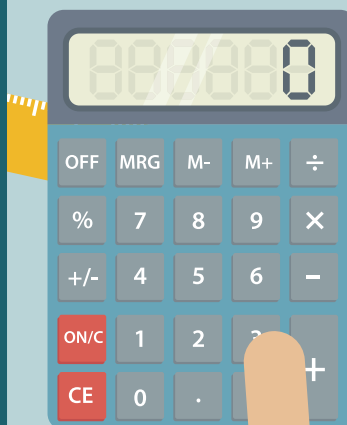
**W**ith the end of the financial year rapidly approaching, it won't be long before its time to lodge your income tax return for 2017/18. To get the best possible tax outcome, it's essential that you understand what you can – and what you can't – claim against your taxes, so here's a checklist of the deductions all workers in the fitness

industry should be considering claiming this tax year.

Remember this list isn't exhaustive and not all the deductions will apply to everyone. Similarly, you may be entitled to some deductions that aren't listed here. Make sure you get professional help from a tax agent like H&R Block to ensure that you're getting your return right!



| TAX |   |   |
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## Travel and meals

You can't normally claim the cost of the daily commute to and from work. The only exception to that rule is if you have to carry bulky equipment (such as inflatable exercise balls, or other exercise equipment) to and from work because there is no secure place of storage for them at your workplace.

You can claim the cost of travelling between two workplaces, such as between two gyms or two personal training appointments. This includes public transport and taxi costs.

If you plan to use your own car for work purposes, you can either claim a set rate of 66 cents per kilometre for all work journeys, or you can claim the actual expenses incurred. If you choose

the latter, you'll need to keep receipts for all costs (including road tolls and parking fees) and also keep a logbook of all your journeys for a 12 week period.

Just because you're in the fitness or sporting industry, doesn't mean you can claim for the cost of attending sporting events. So, if you're a tennis coach, you can't claim for the cost of tickets to the Australian Open. If, however, you're coaching one of the players in the Open, you can claim the costs of attending.

When it comes to claiming meals, you can only do so if the expense is incurred due to your being away for work. The same applies to accommodation and incidental expenses.

## Work-related clothing

You can claim a deduction for clothing that you're required to wear as a uniform to work that has the logo of the gym, facility or sporting club where you work on it.

Unfortunately, you can't claim a deduction for the cost of purchasing or cleaning a plain uniform or conventional clothing you wear to work, even if your employer tells you to wear them. So, general exercise clothing like tracksuits, shorts, tank tops, running shoes, socks, t-shirts and so on, can't be claimed.

There's good news, though, if you deliver outdoor training sessions, because you can claim the cost of sun protection gear such as sunglasses, hats and sunscreen. Slip, slop, claim.



## Buying fitness equipment

You can claim an immediate deduction for any work equipment that costs less than \$300. If the item costs more than \$300, then you can write off the cost over the expected life of the assets. That could include weight sets, TRX, kettlebells, treadmills, exercise bikes, and other personal training equipment.

Remember, if you also use the equipment for personal use, you'll need to apportion the cost between work use and personal use. You can only claim the work-related element.

If you own your own fitness business (rather than being employed by somebody else), you can write off items of equipment costing up to \$20,000 each immediately (rather than writing off the cost over the expected life of the asset). As well as fitness equipment, you can use the same tax break



to write-off any other capital assets used in your business, including:

- TV sets and other equipment to build the ambience in your fitness area
- Furniture for break-out or rest areas
- Office furniture and equipment, like desks, chairs and cabinets
- Technology such as laptops, desktop computers, phones and tablets
- Motor vehicles.



***You can't normally claim the cost of the daily commute, but you can claim the cost of travelling between two workplaces, such as between two gyms or PT appointments***





## Work-related training

You can claim expenses for university or TAFE fees to the extent that the course relates to your current employment and you're not being reimbursed. For example, a personal trainer could claim for the cost of doing a Bachelor of Exercise Science. You can also claim associated costs such as text books, travel to the educational institution and stationary.

As a fitness professional, you need to undertake ongoing professional development to keep up to date with the latest trends and practices in fitness and health, such as completing CEC courses or attending events like FILEX, so it's good to note that these costs will also be deductible to the extent they are linked to your current job.

You cannot, however, claim for a pre-vocational course, such as a Certificate III in Fitness.

## Other deductions

- They may not be as significant in dollar terms as some of the items listed above, but make sure you claim the following:
- Any work-related subscriptions or membership fees (including your membership of Australian Fitness Network)
- Magazines, journals, books, apps or websites which are related to your work
- The cost of using your personal mobile phone for work-related purposes
- Equipment hire.

## Gym memberships

Your job is to help everybody else improve their physical fitness so surely it makes sense that you can claim the cost of boosting your own fitness? Sadly not. The ATO takes a hard line on gym memberships, saying that they are only claimable where the person claiming them needs to have a level of fitness well above normal. Professional sportspeople are quoted by the ATO as an example of who can make a claim, while personal trainers and fitness instructors are specifically ruled out.



## Remember to keep records!

Even if you've incurred any of the above expenses, the golden rule is that you can't make a claim unless you can prove you spent the money (and also that you weren't reimbursed by your employer). So, make sure you keep all relevant receipts, invoices, bank statements and credit card statements. If you're not sure if you can make a claim, keep the receipt anyway and discuss it with your tax agent. **N**

**Mark Chapman** is the Director of Tax Communications at H&R Block. A Chartered Accountant, CPA and Chartered Tax Adviser, he holds a Masters of Tax Law from the University of NSW. Mark also spent seven years as a Senior Director with the Australian Taxation Office.



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## WHAT IS...?

# BODY FIT TRAINING



A new training concept blends athlete-inspired programming with technology to deliver progressive group workouts with a one-on-one focus.



**B**ody Fit Training (BFT) is Australia's newest group training program, delivered within a growing network of BFT clubs. It incorporates scientifically proven training techniques into 10 core programs that are progressive and results driven.

BFT was founded by elite strength and conditioning coach Cameron Falloon, who spent many years training elite team sports. The foundation of the 10 programs stems from Falloon's years of education and experience programming for these athletes. In BFT it has been transformed into a methodology for mainstream fitness.

Each of the programs is progressed over 4 to 6 weeks, allowing participants to truly learn the skills and progress their fitness and conditioning incrementally. All programs are scalable, so no matter what level of fitness a participant is, they are able to step straight in and get to work at the level that suits them. Each week's programming is designed to give members a 'complete' fitness workout, by training every energy system, targeting each muscle fibre type and training every fascial plane. The programs are clear and do what they say, with simple names like Strength, Cardio HIIT, Power and Balanced.

Workouts last for 50 minutes and are delivered via cutting edge technology to screens around the studio, providing a visual reference point for participants. Freed up from repeatedly demonstrating exercises, instructors are able to focus on coaching and motivating participants while the screens direct the traffic. Providing feedback to members on posture and technique is vital, and this blend of technology and instructors enables participants to work out in a group environment, but feel as though they have a personal trainer.

Along with the progressive nature of the programs, the methodology is different to any mainstream group training in this space. 90% of group training programs use time only as a moderator for each program, which limits a participant's ability to develop overall fitness. The Body Fit System utilises time (work and rest), sets, reps and tempo.

Body Fit Training's periodised approach allows for hard days, really hard days and recovery days within each week. Each session is complementary, just as you would expect if you were an elite athlete. **N**

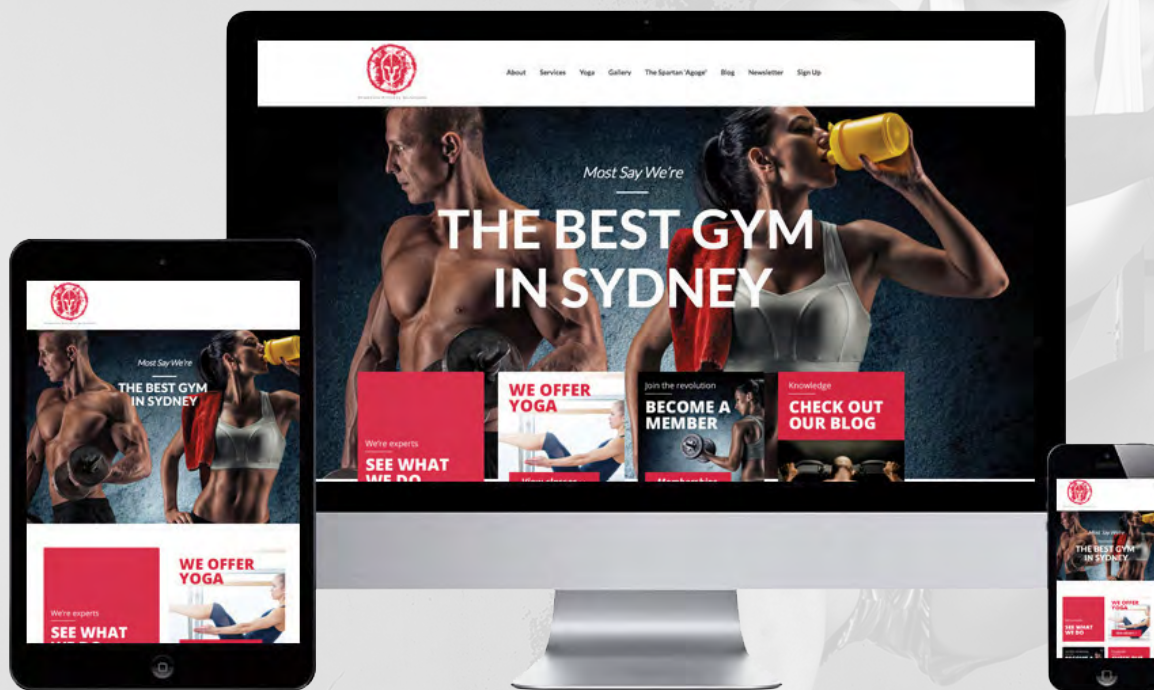


## MORE?

BFT has already sold 20 territories across Australia since launch earlier this year. If you're interested in experiencing BFT or owning a club, go to [bodyfittraining.com](http://bodyfittraining.com)

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# MANAGING DISC INJURIES

A couple of simple questions and some pressure-reducing amendments to exercises can put clients with disc injuries on the path to recovery, writes physio and exercise scientist, Merrin Martin.

**S**itting at work, happily researching this article, I come across so much information about disc injuries. It seems that 'Dr Google' is extremely good at defining what a disc herniation is, how it happens and when to go to a doctor, but not so good at providing helpful information regarding management of the injury. As I look further into what advice is accessible for management of a disc injury, the majority of websites veer towards the recommendations of bed rest, NSAIDs (anti-inflammatory drugs) and cortisone injections, with a visit to your GP if pain persists. In a nutshell, rest and drugs!

There are very few sites that encourage people to seek some hands-on treatment, and even fewer that provide any information about specific exercise programs for disc injuries to help keep clients active and strong.

So, let's remedy that by focusing on some screening questions to ask your clients regarding low back pain, exploring exactly how discs behave when we exercise, and taking a look at how to provide a better program design to those clients at risk of disc injuries. If your client currently has a disc injury, remember to always refer them to a health care professional (such as a physio) for diagnosis and advice prior to starting their exercise program.

## What are discs?

First up, a quick anatomy refresher: the spine is made up of many bones called vertebrae. Between each of these vertebrae lies a circular disc (intervertebral disc), which collectively act as shock absorbers and allow our spine to move. They are made up of a strong fibrous outer surface and a soft

jelly-like middle part.

What happens when the disc fails?

A disc bulge, or herniation, occurs when the softer middle part of the disc bulges out through a weakness in the outer layer and presses on surrounding structures. The area around the bulging disc also becomes inflamed. Any disc in the spine can bulge, but the most common area is in the lumbar spine. Bulges vary in size and location and symptoms can vary.

## What are the symptoms of disc-related lower back pain?

Firstly, perhaps unsurprisingly, back pain. This can be acute or come on over a period of time. However, the pain can also manifest in other ways, such as nerve root pain: when the bulge presses on one of the nerves exiting the vertebrae, you may experience leg pain as well as, or instead of, back pain. The most commonly affected nerve is the sciatic nerve. The pressure on the nerve can also cause numbness, pins and needles or weakness in areas of the leg supplied by the affected nerve (buttock, leg or foot).

## What are the risk factors?

A number of things affect the likelihood of somebody experiencing a bulging disc:

- **Ageing.** The natural process of growing older results in an ongoing loss of water and proteins from the disc, increasing the risk of disc injury.
- **Genetic.** An inherited predisposition can cause accelerated degeneration of disc materials.
- **Obesity.** Excessive body weight places added stress on the spine.



**The highest disc pressure was measured while sitting with 20 degrees of forward leaning and with 20kg of load in arms (such as sitting and picking up children)**



- **Lack of exercise.** Sedentary behaviour results in a loss of trunk muscle/core strength and diminished spine support.
- **Work activities.** Long periods of sitting, lifting or pulling heavy objects, frequent bending or twisting, heavy physical exertion, repetitive motions, or exposure to constant vibration can add stress to the spine.
- **Smoking.** This habit limits the flow of oxygen-rich blood and nutrients needed for disc repairs.
- **History.** A personal history of back injury, previous herniated disc, or prior back surgery increases the risk of experiencing a bulging disc.

### Identifying potential problems

Prior to starting an exercise program, all your clients need to be questioned regarding any physical problems they have experienced, so that you can tailor a program to suit them. Your current pre-activity questionnaire for clients may include the question 'Have you experienced back pain?' If your client ticks 'Yes', I highly recommend asking the following two questions to clarify things further:

1. What activities aggravate your back pain?
2. What activities ease your back pain?

Most personal trainers do not know which postures are more suitable for their client following injury and which postures may be potentially harmful. Each person is different. Remember, you are not diagnosing an injury, you are simply gathering information about your client that will be incredibly beneficial in terms of reducing the risk of further pain and helping them achieve their fitness goals.

### CASE STUDY

*One weekend three months ago, Jack, a 40-year-old male who works at a desk job, moved house. As he was lifting a box from the ground, he experienced intense back pain with some referred pain down the back of his leg. After initial acute injury management for a suspected acute disc injury, Jack has been visiting his physiotherapist regularly to gradually build up function and strength. He is now returning to his gym after this 3-month recovery to re-start his fitness program.*

*Previous to his injury, Jack enjoyed cycling, rowing and performing a circuit-style weights program that included seated row, seated bench press, seated shoulder press, lat pulldowns and leg press. His abdominal strength work included a range of sit ups and he would cool down performing a few stretches. Would you allow him to resume this program?*

*A diligent fitness professional would ask what postures aggravate, and what postures ease, his back pain. Jack tells you that his aggravating factors are: sitting at work for more than 30 minutes, sitting in a soft lounge, and driving to and from work. The postures that make him feel better include lying flat on his back, standing*



### The 30-second article

- The intervertebral discs that sit between the spine's vertebrae act as shock absorbers and allow the spine to move
- A disc bulge occurs when the softer middle part of the disc bulges out through a weakness in the outer layer and presses on surrounding structures
- A disc injury will generally result in lower back pain, but can also cause leg pain, numbness, pins and needles or weakness in areas of the leg supplied by the affected nerve
- Risk factors for a bulging disc include ageing, genetic predisposition, obesity, inactivity, repetitive motions and smoking
- A number of amendments can be made to a client's training regime in order to reduce the pressure exerted by specific exercises on the intervertebral discs.

*upright and walking. Knowing this critical information, there is no way that Jack should return to his pre-injury program.*

### Body positions affecting the spine and discs

So, what exercises would you recommend for a client like Jack that has experienced a disc injury? First, we have to know how different postures can increase pressure on the discs.

- The lowest disc pressures have been recorded in people that are lying in supine position.
- There is approximately 100kg of pressure on the discs in standing upright in good posture.
- There is approximately 150kg of pressure while standing in slight forward leaning posture (brushing the teeth posture).
- There is 220kg of disc pressure when holding a load and leaning forward (such as picking up weights off gym floor).
- The highest disc pressure (275kg) was measured while sitting with 20 degrees of forward leaning and with 20kg of load in arms (such as sitting and picking up children).

It seems the discs are put under a lot of load in sitting postures, even more load when a small amount of spinal flexion is added, and yet more still when hanging onto weights in this seated flexed posture. This body position, therefore, increases the risk of acute injury or aggravating a previous disc injury. This is important information to know, so we can start to think about formulating a new exercise program that can help Jack get back to full strength and function with minimal risk of re-injury.

## Changing an exercise program to reduce risk and aid recovery from acute disc injuries

**Please note:** These are guidelines only. Every person is an individual. Always monitor and communicate with your clients regarding how their bodies respond to each exercise. Stop if they experience any pain and refer to a health professional.

**A note on cardio training:** Choose cardio equipment that helps to reduce impact on the lumbar discs and maintains the client in an upright position, e.g. include walking (no incline), cross trainer/elliptical trainer or swimming freestyle or backstroke. Avoid cardio such as cycling and the rower due to the seated spinal flexion postures.

### Step 1: Correct breathing techniques

After experiencing low back pain, many people change their breathing patterns. Instead of using their diaphragm and performing lateral basal breathing, they tend to hold their breath and breathe apically (shallow breaths) using their accessory muscles of breathing or neck muscles. If you are not using the diaphragm, your core muscles and pelvic floor muscles will not be working functionally, and furthermore it will increase the likelihood of low back pain through increased abdominal pressures.

So, before strength training ensues, encourage your client to practice breathing techniques such as basal breathing in upright standing or supine lying positions to minimise load on the lumbar discs. Once they feel comfortable with this breathing, make sure they do not hold their breath while performing their strength training.

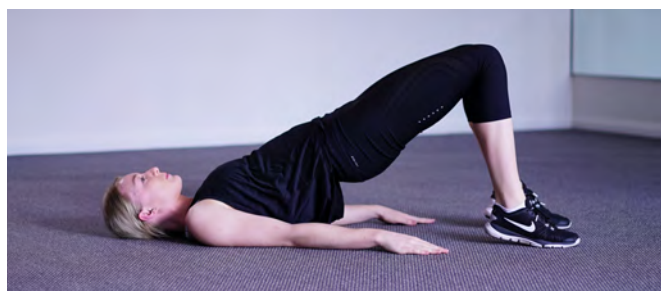
### Step 2: Core and pelvic floor strengthening

Introducing a number of core exercises in a supine or prone position with a focus on keeping spinal neutral position is ideal. Have your client in supine to begin with, and educate them on the importance of being able to move their arms and legs in a number of planes while keeping their spine in neutral alignment. Supine core exercises that avoid spinal flexion (and thereby reduce discal pressure) include supine knee lifts, supine knee drops, leg slides, alternate arm and leg slides and pelvic bridge.

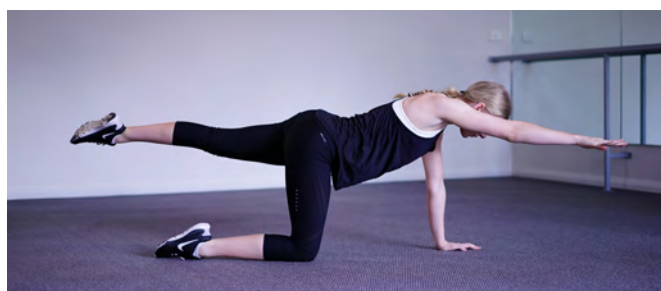
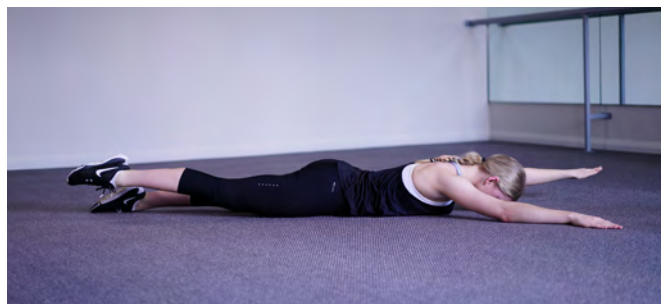
Core exercise in prone should also be included. Prone flutter, 4-point hand and leg extensions, and plank positions with arm and leg movements can all feature. Focus on breathing, core activation and controlling spinal neutral position.

### Step 3: Pelvic stability strengthening

Once awareness of controlling spinal flexion using the core muscles has been established, we can start to introduce more global muscular strengthening. Exercises that strengthen gluteus maximus and latissimus dorsi (the posterior oblique system), gluteus medius and quadratus lumborum (the lateral system), and adductors and oblique muscles (the anterior oblique system) should now be included. Care should be taken to avoid any sitting postures or forward bending weight postures to ensure safe exercise guidelines for those clients



*Supine core exercises such as supine knee lift (top) and pelvic bridge (bottom) avoid spinal flexion and pressure on the discs*



*Prone core exercises such as prone flutter (top) and 4-point hand and leg extensions (below) should also feature in core and pelvic strengthening*

who have experienced an acute disc injury.

Some good alternative examples might be:

- standing lat pull down to replace seated lat pull down
- wall squats/smith machine squats to replace leg press
- planks to replace sit ups
- lunges to replace deadlifts
- standing cable rows to replace seated rows.

In all of the above exercises, the same muscle groups are working, however the posture the client assumes is a spinal neutral, upright standing or prone position.

“

**Before strength training ensues, encourage your client to practice breathing techniques such as basal breathing in upright standing or supine lying positions to minimise load on the lumbar discs**

”

#### Step 4: Mobility and stretches

Care should be taken when trying to stretch out the low back to reduce tightness. The discs seem to become aggravated with end range rotation, such as a lumbar spine rotation stretch, so holding these stretches and pushing into the end range is not recommended. Alternatively, a gentle side-to-side knee rocking motion with feet on the ground will achieve a similar result without the load on the discs.

The worst stretch for acute disc injuries is a seated hamstring stretch. Not only is it pulling the client into sitting and spinal flexion, it also increases traction on the sciatic nerve which may aggravate some clients. Again, replace this stretch with your client in a supine position, knees bent, and use a rope or towel around the foot to perform a bent knee hamstring stretch.

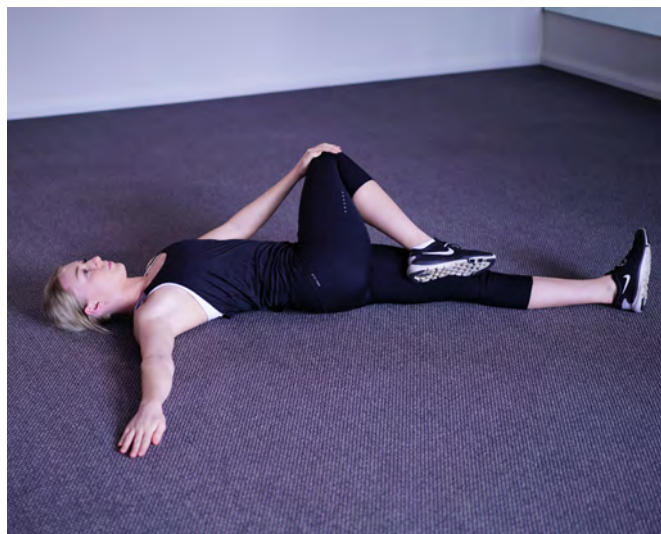
#### Take care

These simple guidelines apply to most clients that have experienced an acute disc injury at some stage in the past. There are other types of disc injuries – some that herniate anteriorly, some that are chronic and degenerative and many that have been injured in conjunction with multiple other structures. The information in this article does not apply to all disc injuries, so take care and refer when necessary.

In addition to screening new clients, you should also screen those that resume their training with you after some time away – remembering to ask which daily activities aggravate their pain and which activities help to ease or reduce it. Don't be afraid to modify the exercises to keep your clients strong and help prevent future disc injuries. **N**

#### Merrin Martin, BAppSc (Physio), BSpSc (Ex.Sc)

is the founder of Active Anatomy Physiotherapy & Health Professional Workshops in Sydney. An experienced physiotherapist, exercise scientist, health educator and clinical Pilates instructor, Merrin is a highly respected expert in exercise rehabilitation. [activeanatomy.com](http://activeanatomy.com)



*The discs become aggravated with end range rotation, such as a lumbar spine rotation stretch, so holding these stretches and pushing into the end range is not recommended*



*The worst stretch for acute disc injuries is a seated hamstring stretch, so replace it with a bent knee hamstring stretch (pictured)*

#### LISTEN UP!



Merrin shares some great insights into core and pelvic floor training in her chat with The Fitness Industry Podcast – click [HERE](#) to listen to 'Core, floor and more!'

#### REFERENCES

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# NETWORK UNITES WITH INSTITUTE TO STRENGTHEN INDUSTRY

In case you missed the recent news, Australian Fitness Network (that's us!) and the Australian Institute of Fitness, have combined forces.

Network and the Institute have a long held association. Some years ago the Institute set about becoming the country's leading RTO for fitness qualifications, while Network's Directors took the strategic decision to focus on the ongoing professional development of industry professionals like you.

The new business structure sees Network continuing to operate independently, but with greater access to the wealth of skills and resources afforded by its closer

alignment to the biggest name in fitness professional qualifications – so there's good things ahead.

Discussing the decision to bring the businesses together, Steve Pettit, CEO of The Institute, said that the Institute's reputation as one of the most respected names in industry qualifications, and Network's renown as a trusted provider of information and professional development meant that the synergy of the two companies was a natural progression.

Reflecting on the development, Network co-founder Greg Hurst said; 'When Nigel Champion and I started Network over thirty years ago, our vision was to elevate

Australian fitness professionals to be the best in the world. The industry has changed a lot over three decades, and so has Network. We've changed our name, and our offerings, but we've always stayed true to our vision, making it the guiding principle of every course we've delivered, every piece of information we've published and every resource we've created. As Network moves into this next stage with the Institute, I have every confidence that the stronger opportunities afforded by the partnership will enable Network to take this to the next level for the benefit of its members, graduates of the Institute, and the wider fitness professional community.'

## THE SOCIAL NETWORK

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

### Pump up the jam, pump it up, while your feet are stompin'!

Because sometimes, because it's FILEX, and because you can, you just have to plug in and recharge your party pumps #FILEX18



### One of the 7 habits of incredibly happy people?

You guessed it... 'there is no getting around it: no matter how much you hate exercise, it will make you feel better if you stick with it.'



### From wasted to weightlifter

A wasted (literally) youth and violent upbringing sent Kane Patterson into a downward spiral. Fitness saved his body and mind, and he's now helping others through his PT business.



### Climb every mountain. Or just one repeatedly.

'The doctors did tests and put it down to ... my exercise routine. I just kept going and my body had two choices: I could either sit down and die, or the body had to get up and use what it had.'



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# YOUR CHANCE TO WIN!

## Happy feet on the gym floor and beyond

Need a new shoe that'll keep your feet happy all day on the gym floor and still be good once you clock off?

YOU by Skechers is a new footwear collection uniting style and versatility with flexibility and support.

Featuring a multi-directional traction outsole and a responsive, high-rebound cushioned insole for increased comfort, the lightweight shoe is constructed with soft woven stretchable 'sock-fit' style mesh fabric, providing breathability and freedom of movement. Available in black, grey, navy and mauve (and with a wide-fit option), the new YOU – Define Grace) sneaker is adaptable enough to be easily paired with activewear, or styled up for a sport-luxe look or post-work socialising.

For your chance to WIN 1 of 2 pairs of YOU – Define Grace (RRP \$99.95), email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in no more than 50 words why you define grace on the gym floor! [skechers.com.au](http://skechers.com.au)



**WIN!**  
1 OF 2  
PAIRS!



**WIN!**  
1 OF 3

## Removing barriers to exercise for new mums

Postnatal women are among the most motivated group to exercise, so clothing that helps them to do so is important. The Mammojo Lactivewear® range provides breastfeeding-friendly and core supportive garments that help facilitate an active lifestyle for new mothers. Made from high quality Italian-manufactured and sustainably sourced fabrics, the range includes nursing-friendly tanks with built-in bras, hoodies, and tights that encourage abdominal muscles to repair after pregnancy and birth.

The range evolved after co-founder Melita Shirley struggled to find stylish breastfeeding-friendly clothing that supported her postnatal body during exercise: 'We know both breastfeeding and exercise can have profound benefits for mothers, so we created a range that removed breastfeeding as a barrier to being active.'

For every purchase made, Mammojo donates a birthing kit to a vulnerable woman in a developing country so she can have a clean and safe birth.

For 1 of 3 chances to win an item of your choice from the Mammojo Lactivewear® range email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in up to 50 words why you or one of your new-mum clients are ready to get **lactive!**

[mammojo.com](http://mammojo.com)

## Hot and bothered? Chill out with the Chilly Towel!

Chilly Towel is an instant cooling towel and the brainchild of cancer survivor Tara Lock. After going through chemotherapy and experiencing hot flushes, night sweats and constant overheating, she tested over 100 materials before perfecting the Chilly Towel, with an aim to bring it to the Australian market and help others experiencing the same symptoms.

Due to its unique hyper-evaporative fibres, the Chilly Towel becomes cooler than ambient air when wet, which enables it to maintain a temperature that feels cool to the skin. The fibres retain water, which provides cooling relief for hours.

To activate the Chilly Towel, all you have to do is wet it, wring it out, and shake it! The towel stays dry to the touch, so it won't dampen your clothes or sheets.

The Chilly Towel is great after a sweaty workout, as well as for alleviating a range of heat-related illnesses, fevers, and sports and heat stress. For your chance to WIN 1 of 3 Chilly towel double-packs (valued at \$50), email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in 50 words or less why you need to chill out! [chillytowel.com.au](http://chillytowel.com.au)



**WIN!**  
1 OF 3  
DOUBLE-PACKS


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- 

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- 

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A monthly Q&A session in which you can ask business coach Justin Tamsett questions that he'll answer for the entire Active Management Member Community
- 

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- 

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Upgrade **HERE** to put your business ahead of the competition.



# TROUBLESHOOTING TOUGH CLIENTS THAT AREN'T GETTING RESULTS



A 'tough' client that makes no progress needn't stay that way, writes coaching program developer *Krista Scott-Dixon*. Some specific techniques can transform the way you interact with them, as well as their success.

**W**e've all had them: the proverbial 'tough clients'. They can be frustrating, annoying, and even anxiety-provoking. They can make you question your coaching skills. You might find yourself avoiding or dreading their calls, emails, and scheduled training sessions.

Don't despair. There is another way – a way that will not only get you feeling better as a coach, but will genuinely get results for those tricky clients.

## What's a tough client?

At first, the answer to this question may seem obvious.

A tough client, you might think, is someone that:

- *Should* follow your advice – but doesn't
- *Should* do things that move them towards their goals – but doesn't
- *Should* get results – but doesn't.

Secretly, you might even ask yourself '*What the #\$\$! is wrong with them?*'

You might compare these clients to other 'easy' clients you've trained – clients that were motivated, diligent, consistent, and laser-focused on reaching their goals.

You might secretly (or not so secretly) fantasise about 'firing' some of the toughest cases.

Yet one thing you'll notice looking at the short list above is that they're a list of 'shoulds'. In other words, they're things that *you* want and expect to happen, but don't.



## Tough clients are rarely tough

In fact, few clients are truly ‘tough’ in the sense that there’s something so fundamentally difficult and dysfunctional about them that nearly any coach might fail.

Most of the time, ‘tough clients’ are not ‘tough’ at all – there’s just a mis-match between expectations, skills, and reality.

In other words, usually one or more of the following is true:

- **You and/or the client are expecting results that don’t match the client’s actual capacity to deliver those results.** For instance, how can a client without strong food prep skills stick to a meal plan? How can a client who can’t stabilise their spine improve their squat?
- **You’re lecturing, telling, advising, suggesting, and directing... rather than listening, understanding, exploring, and collaborating.** The more you push, the more clients will push back, and the less you comprehend what your client truly needs and wants.
- **You and/or the client are starting from 100 and working backwards, rather than starting from 0 and working forwards.** In other words, you and/or your client are looking for ‘perfect performance’ (however you may define that) and then finding all the ways the client doesn’t measure up to that standard, rather than starting from zero and finding (and celebrating) all the client’s small achievements and successes. You might get irritated with a client that ‘only’ works out twice a week, when in reality this is a victory for someone that may have previously never worked out.
- **Your client isn’t ready, willing, and/or able to think, feel, or behave in the ways that they need in order to see progress.** Perhaps they aren’t ready to change, or their mindset needs work,



## The 30-second article

- Most of the time, ‘tough clients’ are not ‘tough’ – there’s just a mis-match between expectations, skills, and reality
- Stop directing, lecturing, telling, suggesting, and anything else that tries to push people in one direction or another – and instead, listen and ask relevant questions
- Many problems happen simply because clients don’t have the skills they need in order to adopt the behaviours that will lead to their goals
- Instead of overly focusing on what they can’t do, highlight successes and try to do more of what’s already working
- For real change to be effected, you need to collaborate with clients to help them generate their own solutions.

or they’re hesitant to give up old habits that are problematic but familiar. There may be very good reasons for this.

- **Your client has other factors in their life that are getting in the way.** Few of us are professional athletes that are paid to eat properly, train, and recover, and for whom performance is a job. People’s lives are complex. They’re juggling a lot, and often just trying to hold it all together.
- **You want this more than your client does.** They care maybe a 5/10, and you care a 10/10 (it’s your job to!) So, naturally, you urge, and push, and coax, and care really hard, and feel disappointed when they only give 50% effort.

## How to start troubleshooting

You can spend your life mastering coaching, and the art of helping people change. But here’s a starter guide.

- 1 **Accept reality, compassionately** Frustration is just arguing with reality. So give up the tug-of-war with facts.

Instead, accept your clients as they are, *right now*. Try to empathise with their situation, and what they might be struggling with.

Paradoxically, compassionate acceptance is more likely to lead to change in the long run than judgement or criticism.

- 2 **Stop talking, start listening** Stop directing, lecturing, telling, suggesting,



***How might you inadvertently be creating the resistance you’re feeling from clients, even (or especially) if you really, really want to help?***



and anything else that tries to push people in one direction or another.

Instead, shut your mouth and open your ears. Ask good, curious questions. Look to understand your client and their story.

### 3 Gather data before trying to solve problems

Hang back, get out your measurement tools, and collect intel.

For instance, if a client is having trouble finding time to work out, don't lecture them on how important it is to exercise. Instead, ask them to try doing a time diary for a few days so you can both better understand how they are using their time.

If a client tells you that a movement is uncomfortable, don't tell them that it should be fine. Instead, get out the camera and record what's happening. Go step by step. Look at the movement together.

### 4 Start with what clients are truly ready, willing, and able to do

Even if you're the greatest trainer in the world, if a client isn't ready, they won't change.

### 5 Look for (and correct) a skills deficit

Many problems happen simply because clients don't have the skills they need in order to adopt the behaviours that will lead to their goals.

- Clients without basic planning skills can't organise their time or anticipate problems, so they end up 'too busy to exercise'.
- Clients without basic emotional management skills can't cope with stress, so they end up calming down with a few drinks or a tub of ice cream.
- Clients without fundamental physical self-awareness can't learn new movements or know when they are moving wrong, so they end up injured or feeling awkward and incompetent in the gym.
- Clients that 'can't cook' will have a hard time eating nutritiously, and will frequently opt for take-away.
- Ask yourself, what skills does my client need in order to a) understand and do a coaching task at the basic level? and; b) do the task well and consistently?
- Clients might need more life, movement, and nutrition skills than you realise. Back up and teach those basic, segmental skills first.

### 6 Recognise that ambivalence is natural and normal

Even if we want to change, we'll have mixed feelings about it. That's OK.

Help clients explore their ambivalence and the forces preventing them from changing, with an attitude of acceptance and curiosity.

Look for what's competing with the commitment your client wants to make. If they 'can't find time' to work out, for instance, what else is competing for that time? What's negotiable, and what's not?

### 7 Recognise how your own coaching behaviour may create resistance

How urgent or anxious do you feel? How frustrated or pushy? How much do you care versus how much your clients care?

How might you inadvertently be *creating* the resistance you're feeling from clients, even (or especially) if you really, *really* want to help?

### 8 Look for strengths and bright spots

As the song goes, 'You've got to accentuate the positive...' Ask your client:

- What strengths or advantages do you already have that could help you?
- What do you enjoy, and how can we build on that?
- What is already going well?
- Where do problems *not* happen?
- What have you noticed leading to a positive outcome? When are you better, even just a little bit?



## Paradoxically, compassionate acceptance is more likely to lead to change in the long run than judgement or criticism



Instead of pointing out a bunch of mistakes, relentlessly chase and highlight successes and possibilities. Then just try to do more of what's already working.

Assume your clients are resilient and resourceful.

### 9 Collaborate with your client on finding solutions

Your job isn't to be a one-stop solution shop. Your job is to help the clients generate their own solutions.

Instead of 'Here's what we'll do' or 'You should \_\_\_\_', try asking questions like:

- 'What's worked in the past, even a little?'
- 'Given this, what might be one small step you'd be willing to take towards your goals?'
- 'Realistically, with all that's on your plate, what seems manageable for you right now?'

If you want to give guidance, try this:

- 'I have some ideas, based on what you've said, but I'd like to hear your ideas first.'

### 10 When in doubt, pause

Take a breath. Ask yourself whether there is more to know, learn, or understand about this client. Have you missed something? What additional data could you gather?

Are you working with a full, rich picture of the client's needs, wants, values, and priorities?

Are you being client-centred (i.e. following the client's agenda) or trainer-centred (i.e. pushing the client to what you want)?

Tough clients are mostly tough because we as coaches push against them. If you stop pushing, and start dancing instead, following the clients' leads, you may find that your clients get a lot 'easier' to work with! **N**

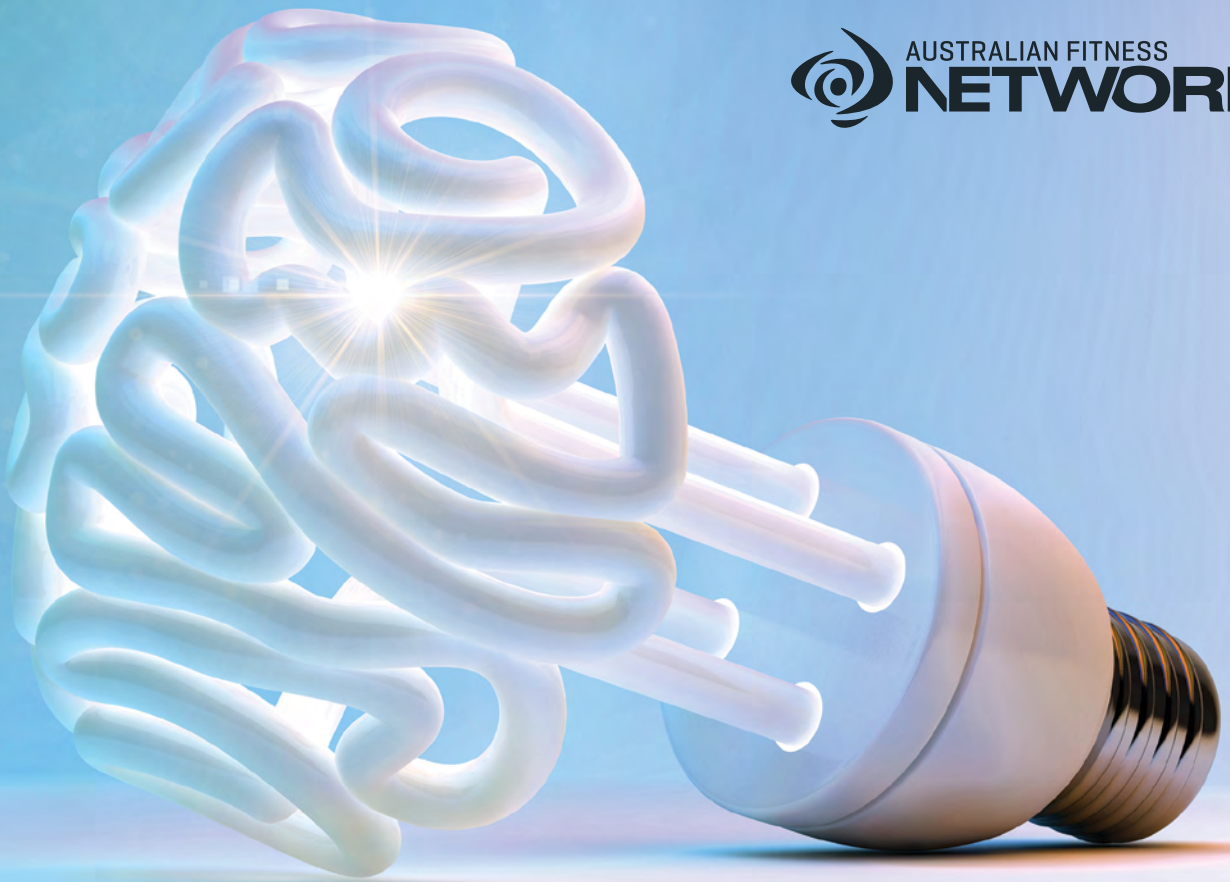
**Krista Scott-Dixon** is the Director of Curriculum for Precision Nutrition.

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

### LISTEN UP!



If you're looking for more advice on mindset coaching, click [HERE](#) to listen to Helping clients (and trainers) escape the fitness fail cycle, with Greg Sellar and for an insightful chat with the author of the article you've just read, click [HERE](#) to listen to Let food (and exercise and rest!) be thy medicine, with Krista Scott-Dixon



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RECIPES: WINTER 2018

# COOKIES'N'PIE

As the temperature dips, warm up with The Healthy Chef  
Teresa Cutter's take on some comfort food classics.

Network congratulates Teresa, whose book *Healthy Baking* recently won a silver medal at the 2018 Independent Book Publisher World Awards in New York! What better way to celebrate than with a couple of treats from those very pages?



LOOK INSIDE

## Power breakfast cookies

A great recipe if you're a busy mover and shaker and need a quick breakfast on the go – a description that applies to most fitness professionals! Full of protein, these cookies will boost your energy and keep you sustained while you train your morning clients.

Makes 6 large or 12 small cookies

### Ingredients

200g (2 cups) organic rolled oats  
50g (½ cup) organic desiccated coconut  
100g raisins  
70g (½ cup) butter  
60g raw honey  
½ teaspoon cinnamon  
1 organic egg  
1 teaspoon vanilla extract  
70g (¼ cup) pumpkin seeds

Preheat your oven to 140°C fan-forced. Combine oats, coconut, raisins, butter, honey, cinnamon, egg and vanilla into the mixing bowl of a stand mixer. Mix with the paddle attachment for 5 minutes until the mixture sticks together. Divide the cookie mixture into portions using an ice-cream scoop or a spoon. Flatten slightly onto a lined baking tray and sprinkle with pumpkin seeds. Bake for 35 minutes or until golden. Cool completely then enjoy.

# Gluten-free apple pie

There is nothing better than a warm slice of apple pie straight from the oven. The pastry is made purely from ground almonds that are high in protein and add a delicious flavour.

Serves 6-8

## Ingredients

### PALEO ALMOND SHORTCRUST

400g (4 cups) almond meal  
2 tablespoons coconut flour  
125g (½ cup) butter or coconut oil  
2 tablespoons raw honey  
1 teaspoon vanilla bean paste  
2 organic eggs

### APPLE FILLING

6-8 golden delicious or sweet red apples, skin on  
125ml (½ cup) fresh apple juice  
2 teaspoons vanilla extract or paste  
½ teaspoon ground cinnamon  
1-2 tablespoons raw honey

To make the shortcrust, combine the almond meal, coconut flour and butter in a food processor or stand mixer until it resembles breadcrumbs. Add honey, vanilla and eggs. Mix again until a soft dough is formed. Transfer dough onto a large piece of baking paper and flatten slightly. Wrap completely in plastic wrap and refrigerate for at least 1 hour before using.

To make the pie, quarter the apples and remove the core. Cut each quarter in half and place into a pot with the apple juice, vanilla and cinnamon. Cook over a medium heat for 20 minutes until the apples start to soften. Remove from the heat and drain any liquid from the apples. Fold through the honey and cool the filling. Roll half of the chilled almond shortcrust between 2 sheets of baking paper to fit a 20cm pie dish. Line the pie dish evenly and fill in any gaps in the pastry as needed. Spoon in the apple filling.

Roll out the rest of the pastry and gently place over the apple filling. Seal any edges and cut a cross at the top of the pastry with a sharp knife. Bake in a preheated 160°C fan-forced oven for 45 minutes or until golden. Serve warm or at room temperature with custard or your choice of ice cream, Greek-style yoghurt or coconut cream and enjoy.



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

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# DIFFERENTIATE OR DIE

## A CASE STUDY OF AQUA INNOVATION

By sharing the cost and risk of investing in new equipment between clubs, you can diversify your aqua offering and add new revenue streams, says swim school operator *Julie Stevens*.

**A**qua fitness should no longer be seen as the 'poor cousin' to land-based group fitness classes, whether it be in the swim school or fitness facility environment. Increasing numbers of men and women are taking to the water, either in addition to their existing fitness routines, or as the core component of their physical activity.

If you instruct aqua exercise, or you manage a facility that offers aqua classes, you'll be only too aware of the many challenges unique to this branch of fitness. From acoustic issues to water temperature, there's always something to keep us on our toes! Another challenge is that of justifying the expense of buying bigger ticket equipment for classes that make only a small footprint on the facility's group fitness timetable.

We see gyms investing in state-of-the-art

equipment on a regular basis, obviously in an effort to encourage, increase and retain membership. But rarely do we see \$50,000 of aqua fitness equipment rolled out.

In January 2017 at four established indoor swimming schools in Adelaide we did just that. Why? Because I believed that, like any business, we needed to diversify, and that an opportunity existed to offer additional income-generating services that would support the future success of the current business.

I came to this realisation after having purchased 11 Acquapole Boxing sets in late 2016 and seeing this create enough interest to generate a return on investment of 120%. This prompted me to be a little more adventurous and really 'put my money where my mouth was'. I met with a group of excited and motivated aqua fitness instructors employed at our facilities and







revealed my plans. Within a few hours 'The Pool is the New Gym' concept was formed.

After researching the companies that I felt would be best to work with, we purchased 10 Aquabases from Aquaphysical; 11 bikes from Aquaspin and 10 sets of resistance equipment from Aquastrength. I formulated a plan to run pre-paid programs in 8-week blocks and then rotate the equipment from site to site, giving all four of the swim schools a taste of each program. Whereas it wouldn't have been feasible to spend \$50,000 at one site alone, the ability to spread the initial costs made it possible – albeit still a little risky!

The equipment delivered and program planned, it was time to see, now that we'd built it, whether they would come...

So did they? After 12 months the return on investment was 140%. The benefits go well beyond the financial of course. We have seen a new clientele visit our swim schools, boosting our Learn to Swim program and many of the other programs that we offer. We are playing a part in encouraging a healthier community and offering an exercise option for those who don't enjoy going to the gym, going for a run or riding a bike.

Of course, this venture was possible because we were able to spread the cost/risk between four facilities, and their associated budgets and membership bases. This doesn't necessarily put such

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***We see gyms investing in state-of-the-art equipment on a regular basis ...but rarely do we see \$50,000 of aqua fitness equipment rolled out***

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a program beyond your reach if you run an independent swim facility or gym with a pool, however: what's to stop you sharing the purchase with other independent, non-competing facilities in other areas and implementing a program of pre-paid 8-week blocks and then rotating the equipment between your venues?

Will it stand the test of time? The early signs in 2018 suggest that it will, but regardless of whether it does or doesn't, we already know that the risk proved to be worth taking, and this year we will back ourselves by introducing a second set of bikes as well as Gymstick H2O. In the words of Jim Rohn, 'If you are not willing to risk the unusual, you will have to settle for the ordinary.' **N**

**Julie Stevens** is director of State Swim Unley, State Swim Mount Barker and State Swim Seaford. She has been involved in the aqua industry for over 30 years. Julie is also owner and CEO of Active Training, an RTO specialising in training industry professionals in all aspects of swim school operation, First Aid and other health and fitness pursuits. [stateswim.net.au](http://stateswim.net.au)



## GX SKILLS

# BUILDING RAPPORT TO KEEP 'EM COMING BACK!

The community aspect of group fitness is what makes participants return to class – and remain members of their club. Instructor *Mel Morony* looks at how to foster the connections that create this sense of community.

**T**he instructor enters the room, a couple of minutes before the class is due to start. They greet their participants who are already waiting for them while they set up their music. As they start their class, they trot out the requisite 'injuries and medical conditions' spiel and then ask if anyone is there for the first time. A couple of people timidly raise their hands, so the instructor gives a quick nod of welcome and continues with the class, hoping that the newbies will like the class enough to return the following week. Afterwards, while the instructor is packing up, they check in with the new participants to see how they went. The response 'Yeah, good' sounds positive, but could just be politeness. And that is that. Will they be back next week? Maybe, maybe not.

While our group fitness instructor has done all that the gym might have asked them to do as far as delivering a class is concerned, they are running the risk of making their focus all about their product without getting to know the people that the product is being directed at.

As group fitness instructors we are often reminded to build rapport with our people. Seldom, however, is it explained why – and even more seldom taught 'how'. Generally, if any rapport building training is given to team members, it's focused on those that sell memberships, and maybe those working at the front desk, with little attention paid to those in other areas of the club.

### So, why is rapport building so important?

To understand the importance of rapport building in group fitness we need to look at the reason that a fitness club provides group fitness in the first place. The reason is not to be nice. It isn't even to give people a better 'shot' at achieving their results than if they were to do it by themselves. Rather, it's to increase the proportion of people that the club will retain as members. From a marketing perspective, it is a lot more economical to retain an existing member than to sign up a new one. One UK study, for example, found that people who participated



## ***People who participated in group fitness were 26% less likely to cancel their memberships than those who trained alone***



in group fitness were 26% less likely to cancel their memberships than those who trained alone.

Subsequent studies have discovered that the reason for this had little to do with the product of group fitness itself, but was far more due to the community that is created between the instructor and their participants and also among the participants themselves. Hence, if group fitness is a major retention tool, and part of the way that retention is achieved is via the community created between instructors and their patrons, then training in 'how to' create those bonds may well be just as important as being trained in BODYPUMP, cycle, Pilates and aqua!

Let's explore three aspects of how an instructor can create that community between themselves and their participants.

### **1 Put out the 'Welcome' mat**

The first key to creating community is to ensure that our new participant feels welcome. In retail this is a concept known as the 'meet and greet'. That 'hi, how are you?' that we get when we enter a shop is there for a reason – it makes us feel welcome and acknowledged, hopefully enough to buy something from that shop. As group fitness instructors, depending on what and where we are instructing, we may or may not have a door for someone to walk through – so the welcome needs to start from the minute you spot a new participant, whether that is in the studio you are using or out in the waiting area.

Ensure that your body language is open – avoiding crossing your arms and even your legs if you are seated – as these are perceived as barriers. Make sure that you smile, make eye contact and say 'Hello' to the person. If you are already welcoming another new person or helping one of your existing members with something, then it's

understandable that you may not be able to immediately say 'Hello' to the newcomer – but you can probably still wave, smile and make eye-contact.

Consider the atmosphere as well. Imagine going into a shop that was dead silent – where you could hear everything that the other customers were saying, and they were privy to every word you uttered. Would you want to stay for long enough to purchase something? That atmosphere might be OK in a library, but not for somewhere that wants you to feel comfortable enough to hand over money. Having some background music on can certainly go some way to relieving that



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

- By building rapport with group fitness participants we can increase the proportion of people that the club will retain as members
- One study found that people who participated in group fitness were 26% less likely to cancel their memberships than those who trained alone, due to the community aspect of training
- Create a welcoming environment by putting music on prior to the class starting, smiling at each participant, making eye contact and saying 'Hello'
- Using people's names is a sure-fire way to build rapport with them – use the '3-iteration' process to help remember participants' names
- Finding a common talking point will help establish a conversation.





discomfort. Imagine that the pre-class time is a party and that you are the host.

After the class, go back to the party. Have some 'play out music' for after the cool down. In classes where I don't have a quick changeover with another instructor, I will stand by the door and bid 'goodbye' to people as they leave. This also gives me the perfect opportunity to check in with any newcomers and suss out how they found the class.

## 2 Use participants' names

Using your customer's (or in our case participant's) name is usually the 'go to' with rapport building training. There's a reason for that – it works. In today's world we have so many impersonal interactions and communications on a daily basis, that when someone in a professional capacity uses our name spontaneously, it catches us by surprise.

So, how can we learn names? Firstly, we need to give in order to receive. Personally introduce yourself to the person and then ask for their name. Learning names is similar to learning and remembering a language – you have to *use* that language. It's the same with names – you need to *use* the person's name in conversation. Aim for three times within the time that they are in your class that day, the first time being the next sentence you say to them. If you find that you need to ask their name again the following week, don't be embarrassed – they can see that there is one of you and a whole bunch of participants, so they will cut you some slack. If you are teaching in a facility that uses Links, then you will most likely receive a ticket with the person's name on it. So, to learn the name each week is easy – cheat! Over time you will get to know your participants' names and before long you'll be greeting them without needing to check their ticket. It may seem like a simple gesture, but the look on someone's face when their name is used is priceless.

## 3 Find points of commonality

Another aspect of rapport building worth focusing on is establishing common ground. This is because 'people like people like themselves.' Is there anything you notice about the person in the first ten seconds of meeting them? Are they wearing distinctive clothing or jewellery? Do they speak with an accent? Ask about it. This is known as a 'hook'. When they respond, think through any experience you have that relates to what they are talking about. For example, if a patron speaks with an accent, for me it's gold. As well as meeting people from all over the world in my other job as a tour guide in Melbourne, I love to travel, plus I'm fascinated by linguistics and learning languages. So, wherever a participant may say they

are from, it's likely that I've visited the region or learned a little about it from someone I've met previously. From there a conversation will form.

In absence of such an obvious hook, you can create one simply by asking how the person's day has been. Whether they mention work, family, pets, hobbies, gardening or cooking, you should be able to relate to it. Your own experience does not have to be direct: establishing an indirect point of commonality can also work well. For example, if a participant says that they are a nurse, well, I've never been a nurse, but a few of my friends have, so I can refer to them and the experiences they have told me about.

## Keeping it professional

Keep in mind that at all times we are in a professional position. Members are not our friends. Hence, it is important to be appropriate about what we disclose. I have covered classes in which participants seemed to know every detail of their regular instructor's love life, and others in which the front rowers appeared to have intricate knowledge of the working conditions of the facility. Aside from the fact that the latter example may be in breach of a centre's code of conduct, we must remember that rapport building needs to be about our members, not about us. We also need to be mindful about keeping within our scope of practice. Hence, if someone discloses something to us that would require counseling, further medical attention or even law enforcement agencies to get involved, it is important that we refer appropriately.

These three simple but effective strategies should provide a good starting point for building rapport with participants. So, in the words of the Lonely Planet's phrase books, next time you have a new participant, 'Don't just stand there, say something!'

In the second part of this article, we'll build on these foundations and explore further techniques for enhancing rapport with participants to keep 'em coming back to your classes! **N**

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



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# FINDING BALANCE

# IN YOUR MEAL PLANNING

Meal planning serves a purpose but, argues dietitian and chef *Charlotte Miller*, a more balanced approach will serve you better in the long run.

**F**or those of us with busy and active lifestyles, it can be a real challenge to keep the body sufficiently fuelled day after day. Between work, working out and the rest of life, we can end up eating on the run more than we would like to. Cue food preppers – those among us who set aside time every week to carefully plan and prep meals and snacks. For some food preppers, preparing a week of dinners for the freezer might be enough, while others may prepare all their meals and snacks for the week, carefully counting out their kilojoules and balancing their macros. But is this really the best way to eat well?

## Meal prepping isn't for everyone

You've probably heard or read that you increase your chances of eating junk if you

are caught out without food and that meal prepping is absolutely key to good health. For some, perhaps, but not everyone wants to spend their Sunday afternoons chopping onions, weighing out chicken and adding just enough cheese to keep the food calculator happy. For a body-builder working toward competition or an elite athlete trying to make weight for sport, this approach can make sense – as it may for fitness professionals and others who have established a healthy relationship with food but work irregular hours. But for many, especially those clients that have only recently embarked upon their training with you, and with making changes to their overall lifestyle, food prepping can be a cause of stress. It also fails to equip them with the skills to eat on the run – something we must all do from time to



## The 30-second article

- Between work, working out and the rest of life, we can end up eating on the run more than we would like to
- Food prepping for every meal and snack for the week ahead works for some, but is unrealistic for many
- A downside of food prepping is that it fails to equip you with the skills to eat healthily on the run and to build a healthy, easy and comfortable relationship with food
- For many people the optimal balance may be to prep some meals for the week and also have some strategies in place that allow healthy choices to be made on the run, such as having a go-to café with healthy options and some meals in the freezer.

time. More importantly, especially for those aforementioned clients looking to change their lifestyle behaviours, being entirely dependent on food prepping in order to eat well is not a good way to build a healthy, easy and comfortable relationship with food.

Food prepping means you are effectively deciding what you will eat well ahead of time. It doesn't let you listen to your body's needs or allow for changes of plans, and in some instances may lead to obsessive behaviours through calorie counting. If you plan to food prep indefinitely, with a focus on mixing up your ingredients and eating from the five food groups rather than on calorie counting, then it may work for you – but even the most hardcore food preppers would be pushed to admit they will do this forever. Life will get in the way eventually.



***Even the most hardcore food preppers would be pushed to admit they will do this forever. Life will get in the way eventually***



### Finding balance in eating on the run

As I previously alluded, the disadvantage of eating on the run is that we can be forced into food choices we may not make under 'normal' circumstances. Finding balance in our choices is key to good physical, social and mental health. Food is fuel, but it is also so much more, and having a contingency plan that allows flexibility and choices is the place of balance.

The balance might be that you do an element of planning for your week, while also allowing some room for spontaneity. For example, your planning might include one big grocery shop or several smaller ones. Balanced with this, having long life ingredients on hand so you can throw together a dish quickly or having a place nearby where you know you can purchase a nutritious meal or snack when needed may be all you need to still eat well, save money and possibly even save time. Life, as John Lennon sang, is what happens when you're busy making other plans. A childcare crisis, traffic holdups, a last-minute dinner invite, unexpectedly working late – life throws us any number of curveballs: the ability to deal with them and navigate situations as they arise is truly the key to good health.

Here are my top tips for finding balance in eating on the run.

- 1 Understand that you will get hungry and don't allow yourself to skip meals. Skipping might work for an hour or two, but eventually you'll need to find some food somewhere.
- 2 Have a few go-to cafes, grocery shops or takeaway spots that are close to places you might get caught out, such as your regular club or training studio. Know what you can buy from them and stick to your plan when you need to.
- 3 Have a few meals in your freezer that can be taken for lunch or heated quickly for dinner.

- 4 When you do cook, make enough for a couple of nights, or one dinner and two lunches. Use them for home or for work.
- 5 Keep some staples in the pantry and freezer. These can be anything you enjoy and find easy to include in a meal – soba noodles, pasta, rice, canned lentils, tinned tomatoes, herbs and spices, olive oil, chicken breast, tinned or frozen fish and frozen vegetables.
- 6 Don't leave the house without a bottle of water and at least a couple of snacks. Fruit, yoghurts, dips and veggies, nuts and seeds or muesli bars are all easy grab and go items that require no preparation. Keep them in the car or at your desk if that is easy for you. Buy them in bulk so you always have some available.
- 7 Head to your local market and look around for ingredients that interest you. As well as inspiring you to get creative and discover flavours and ingredients you've not used before, this enables you to make food choices based on what you feel like eating.

Life is busy. Stay balanced, embrace flexibility and learn to eat well, whenever and wherever! **N**

### Grab'n'go!

See the Info Handout: Setting yourself up for snacking success on page 17 for some ideas on healthy snacks to eat when you're on the run.

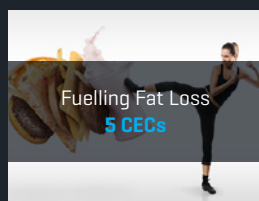
**Charlotte Miller** is a dietitian for the AFL and has been a private chef for 11 years. In 2016 she co-founded We Feed You, one of Australia's fastest growing and most innovative ready-made meal businesses.

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# LEVELS AND LAYERS

## THE KEYS TO OLDER ADULT FITNESS

Exercise and ageing specialist *Sally Castell* looks at the challenges – and the solutions – when it comes to training older adults.

**W**hen we're young we can – and do – challenge our bodies, but over time the body (and mind!) can start challenging us. Ultimately, a fulfilling, quality life is everyone's goal, whatever their age.

So how can fitness professionals help this be achieved? As we know, effective exercise interventions can reduce, and prevent any unnecessary, health problems.

Your community – which includes older adults and the less able – needs your expertise, energy and vision to support, encourage and equip people to both become and remain physically active and independent throughout life.

### The aged population is booming

The fastest growing population is that of the older adult, with the majority living well and independently in their own homes. This population is getting increasingly 'top heavy'. At the last census, 6 million people were aged between 50 and 89 years. Demographic trends over the next three decades project

that the global number of adults aged 65 years and older will double to around two billion by 2050. This will have a huge impact on the health care system. It is imperative, therefore, that we find preventative ways to manage the wellbeing of these older adults in order to slow the escalating costs of managing chronic diseases.

Age need not be a barrier to participation in physical activity. Many older people take part in exercise regimes that are appropriate to their health status and fitness capabilities. Everyone wants to be independent and retain control of their lives – and the ability to remain active is key to this. Older adults need sufficient energy, adequate strength, balance and functional mobility to maintain body control. Physical activity programs combining aerobic, strength and flexibility (and balance) components can protect against the physical and cognitive decline associated with ageing.

As we age, numerous situations can become a challenge and require greater effort, both physically and mentally. Arthritis,

for example, can limit movement and make many general activities painful and harder to perform. It affects a large percentage of the population, with over 3 million adults affected. Australia has some of the highest statistics on a global scale for knee and hip replacements.

A 2016 article in the *Gerontologist* journal<sup>1</sup> describing the processes of healthy ageing reported that involvement in physical activities demonstrated reduced rates of chronic disease, and provided more productive older years with greater cognitive and functional capacities to carry out tasks and to participate in and enjoy social and cultural life<sup>2</sup>.

### The negative consequences of ageing and reduced physical activity

Fitness and health declines with age and may eventually fall below the level required to be able to undertake everyday activities easily and safely. Physical and cognitive dysfunction are the major factors contributing to this. Inactivity is associated with a 400% increased risk of disability in activities of daily living; a 300% increased risk of balance disorders and increased risk of fall-related injuries; and a 200% increased risk of gait abnormalities.

Considering these statistics, it is perhaps unsurprising that a person's capacity to exercise decreases with age, but evidence is growing that appropriate amounts of regular activity throughout life lessens this decline.

### Activity limitations in later life

Causes of the activity limitations common in ageing include:

- physiological changes, such as musculo-skeletal (sarcopenia), neuromuscular, neurological and metabolic issues
- multiple chronic conditions, such as osteoarthritis, osteoporosis (osteopenia), Parkinson's disease, diabetes and heart disease





## The 30-second article

- As we age, numerous situations can become a challenge and require greater effort, both physically and mentally, but this need not stop us from exercising
- Research has highlighted the importance of maintaining muscle mass and strength in order to increase functional independence, reduce injury incidence and decrease age-associated chronic diseases
- Training groups of older adults can be challenging, due to a wide range of abilities, fitness levels and other considerations, but it can also be highly rewarding
- Planned programs for groups of participants need to consist of many levels and layers in order to accommodate the variables in abilities and health states
- Programs should educate participants on the reasons for improving their strength and mobility, teach them the skills to become stronger and more mobile and motivate and support them on this journey.

- decreases in overall fitness and body control, including endurance, strength and flexibility
- changes in balance and gait patterns, which increase the risk of sustaining falls and associated injuries
- changes in fundamental movements due to increased sedentary behavior, often linked with a fear of falling which restricts the desire or will to keep moving
- altered mental states, such as depression and dementia.

### Movement matters

Efficient and effective movement is required to perform daily tasks. To achieve purposeful, good and safe results, the body needs to work at an optimal capacity to undertake many tasks together. Changes in movement can occur with advancing age and low activity levels. Inactivity, chronic disease or obesity can be the major reasons for many people to lose abilities and independence, which is often seen as part of 'normal' ageing. Activities need to involve a combination of muscular strength (power/endurance), muscle and joint flexibility, good balance, co-ordination and cognitive skills.

### Muscles matter

The importance of maintaining muscle mass and strength in order to increase functional independence and decrease age-associated chronic diseases has been recognised in numerous research studies.

With advancing age and low activity levels, reduction in strength is a major cause of increased functional disability. Muscle mass and strength gradually declines from the age of 30 years onwards, with greater declines after the age of 40. The long term implication in reduction of strength and mobility is the increased prevalence of disability and increased risk of falls – and therefore fractures. Age is no barrier to the enhancement of muscle mass and function, with progressive strength training leading to improvements comparable to those observed in the young (greater effects due to original deconditioned state).

It is worth noting that, while the ageing and sedentary populations can make significant gains in muscular strength and walking speed through resistance training, the addition of balance and gait training can further enhance these improvements.

### Joint mobility matters

Like muscle mass and strength, flexibility also gradually declines from the age of 30. The structures around and within joints change with age, causing them to become tighter and stiffen, making movement less easy. A good level of muscular strength is important for joint stability, and good joint ranges are important for joint mobility.

### Energy reserve matters

There is an associated loss of reserve capacity with ageing. Skeletal muscle has an important role in energy metabolism, and with an age-related decline in muscle, it may contribute to other age associated changes, such as insulin sensitivity and aerobic capacity.

### Connectivity matters

Alterations in movement can be a result of changes in the neuromuscular system and/or a specific neurological condition. Unimpaired sensory input and output can change the appropriate timing of muscle activation and movement patterns. The brain and body work well as a team, however if there are changes to either then movement

control can diminish, with activities becoming harder and less safe to perform. Evidence is growing that exercise is one way to assist in keeping the brain stimulated and functioning as well as possible.

These are just some basic factors that contribute to a reduction in physical abilities, fitness, health and function. Many chronic conditions also can alter movement and some consideration to specific components may be needed when working with older clients.

## Practical application and considerations: levels and layers

People aged 50 years and beyond have a huge diversity of backgrounds, experiences, education, cultural differences and financial circumstances that need to be taken into consideration. Older people (and younger ones!) have different needs, expectations and aspirations concerning prospects of achievement. Some are very active, while others, going down through the scale of abilities, are more dependent on services to retain their version of independence.

Planned programs for groups of participants need to consist of many levels and layers. They need to be implemented at the right level to accommodate the variables in abilities and health states. People at the very low level of ability (and those that have specific conditions) may, and will, need very basic moves. Many more will be able to work and progress through multiple levels to reach an advanced stage of fitness. Good planning, communication, knowledge and practical skills are needed to deliver appropriate programs at the right level.

As previously mentioned, flexibility and strengthening – as well as balance – exercises, are particularly important components in an



older adult program. They should account for the physical and mental agility of individuals to negotiate environmental conditions under which they move and any sensory challenges they face. This is particularly pertinent in the case of older adults with conditions such as arthritis osteoporosis, low back pain and issues of reduced balance.

## Program and participant considerations

Any program should aim to:

- educate people on the need, ways and means to remain physically active, healthy and safe
- teach and provide appropriate skills
- motivate and support people to become involved in a lifelong commitment to physical activity.

Participants need to develop the necessary skills to move in a safe and effective manner. In order for this to happen, programs should aim to improve not only the physical, but also the sensory systems and mental agility of individuals so that they can cope with the activities. Any program should try to include activities relevant to daily living to provide realistic outcomes for participants. In fact, the ability to perform fundamental functional movements should be a stated fitness goal. As Patricia Brill writes in her book *Functional Fitness for Older Adults*, 'Through effective, comprehensive functional fitness programs, older adults may be able to avoid, postpone, reduce or even reverse declines in physical performance'<sup>3</sup>.



**Everyone wants to be independent and retain control of their lives – and the ability to remain active is key to this.**



Take some time to remind participants exactly why it is so important for them to be able to move well as they grow older. Explaining the 'why' behind their training can help motivate them to adhere to the program. Body control is needed in order to be able to:

- walk safely and easily – to be able to move at different speeds and in different directions
- respond quickly to any disturbance in balance
- move up or down, in different planes of movement with relative ease
- adapt to different environments and respond to different task demands
- do more than one thing at a time
- prevent avoidable slips, trips and falls.

## Getting people started and keeping them on track

'I'm willing to make changes in my lifestyle as long as I don't have to do anything different!' When you work with groups of older adults you may well hear similar sentiments expressed! Getting people started and then keeping them motivated to exercise on a long term basis will always be a significant challenge, especially if participants have had a health scare or 'event'. Many older adults recognise the need to become or remain active for as long as possible, but may be nervous about getting involved because of valid fears concerning exercise, a major one being the fear of injury or exacerbating an existing condition.

To achieve the best results, a knowledgeable, supportive and empathetic approach is required. In addition to conducting suitable screening and assessments, it is important to ascertain individual capabilities and discover the participants' wants, needs and expectations with regards what they hope to gain from the exercise program. As far as is reasonably possible, your expectations regarding outcomes should match, or at least closely align with, those of the participant.

When working with any older adult you should consider:

- previous experiences and perceptions (both theirs and yours)

- the many barriers, fears, hurdles and health issues that may be present
- the individual's perspective, attitude and personality traits
- background with regards education and literacy, language and culture
- the expectations and perceived outcomes from participation.

## A work in progress

Training older adults will be an ongoing learning process for all concerned. Multiple levels and layers are needed in order to plan programs appropriately. Programs need to be graded and progressed where and when possible. Multiple strategies may be needed to suit different individuals.

One program cannot accommodate all at the same time. There are too many variables to consider and adaptations required to ensure that exercises are appropriate, realistic and safe.

Program success depends on innovation, creativity, persistence and recognition of the individual. The ways, means and applications will require a degree of flexibility as you respond to the ability, safety, interest and progression of participants.

I have many inspiring individuals in my classes between 60 and 90+ years of age who, despite having movement limitations due to a health condition or lower fitness level, are very willing and able to participate in regular exercise (some have been doing so for over 20 years!)

Assisting older adults to become and remain active and maintain their quality of life is very rewarding – but you won't win everyone over, however hard you try. That's OK, just keep working at it, enjoy and believe in what you're doing, and find creative ways to achieve the results you and they are aiming for. **N**

## [CLICK HERE FOR REFERENCES](#)

**Sally Castell** has a physiotherapy, recreational therapy and fitness professional background. She has over 40 years' experience in the health and fitness industries, with vast work experience in rehabilitation centres, hospitals, community settings and retirement centres in the UK and Australia. Her exercise business Movement Matters focuses on exercise for the over 50's.

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- **Employability and Job Opportunities in NZ and Australia (via portability of registration)**
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- **Latest Industry News and Updates**
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REPs New Zealand is a member of the International Confederation of Registers for Exercise Professionals (ICREPs) which represents over 210,000 exercise professionals around the world.

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NETWORK MAGAZINE

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## ARE YOU LOOKING AT ME?

Well so are lots of others. But they could be looking at you instead. To find out more about placing your brand in front of your core market of Australian and New Zealand fitness professionals call **1300 493 832** or email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)

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# NZ NEWS



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

## Keeping watch for our industry interests



Tracking proposed new laws as they move through the parliamentary system may not be exciting, but it's vital for ensuring our industry's needs are considered when new laws are being passed, and existing laws reviewed. It's also a task best undertaken by an industry peak body, so any advocacy is on behalf of the entire industry.

In the past two months we've had three significant laws/proposed laws that ExerciseNZ has either been directly involved in instructing expert legal counsel, or has produced support documentation for exercise businesses on how the law impacts their exercise business. Here I'll outline these laws to illustrate why the advocacy work that ExerciseNZ does in this space is so important.

### Teacher Registration Bill

Firstly, there was a proposed Teachers Registration Bill, which would have made it illegal to use the word 'teacher' anywhere in a job title or marketing for anyone who is not a licenced (education) teacher with a teaching degree. While this law was aimed at teaching in an education setting, if passed it would have had a significant impact on industries such as yoga, dance and swimming and created some major headaches. On behalf of the exercise industry, ExerciseNZ wrote a submission to the select committee strongly objecting to the law change. We also contacted allied industries' peak bodies (for dance and recreation) to fight the Bill all the way through the Parliamentary process. Fortunately, two weeks after our submission, the bill was withdrawn due to widespread opposition. It goes to show that this kind of unified industry action can have a positive impact, and in this case the issue is now resolved.

### Gyms and yoga studios classed as 'money lenders'

Secondly, we recently picked up what we regarded as an anomaly in the rules around lending money that could be interpreted to regard all membership agreements with any payment over time (such as weekly/monthly payments) as 'lending money' and therefore subject to the same rules that banks and building societies follow. This would put large costs on any business



offering membership payments (one small example is having to join a dispute resolution scheme, which would cost a minimum of \$10,000 annually!). When the law came up for review, we made an in-person submission before the select committee. The submission was well received, with MPs from both ends of the political spectrum supporting our proposed solution of exempting consumer contracts from the law. Reviewing laws is a slow process, so we expect to wait several months before this issue is resolved, but we are making progress and will continue to move this one forward.

### GDPR

Further afield is a new European law that you will have likely received several dozen emails about already – the GDPR. While focused on the EU, this law affects any business that does business in the EU, and also any business that holds data of any type on any person that now lives in the EU (including the UK). This means that a gym, studio or PT that has an email address in an address book for an ex-client that now lives in the EU would be covered by this law. To help understand what this means for most exercise businesses in New Zealand, ExerciseNZ has produced a simple guide covering not only what to action, but also linking this to NZ privacy laws and data protection laws, along with a sample email to cover off.

All these are good examples of issues that, when we get it right, no one notices (or at least, the impact is managed), but if allowed to go unchecked could have negative consequences for our industry. As such, they also highlight the importance of having a well-supported and active industry body.

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

*PS – Nominations for the NZ Exercise Industry Awards are open now, so nominate someone or enter yourself **HERE** before entries close on 9 July!*

## NETWORK CATALOGUE

### Online Continuing Education

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

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

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

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



**3** CECs  
CPDs | **\$89**

#### THE AUSTRALIAN DIETARY GUIDELINES FOR FITNESS PROFESSIONALS

If you are an Australian registered exercise professional (AusREP) it is important that you are familiar with the ADGs. Being familiar with the guidelines will ensure you are able to answer any nutrition-related questions from your clients without working outside of your scope of practice, and will know when to refer on to an appropriately qualified nutrition professional such as an Accredited Practising Dietitian (APD) or Accredited Sports Dietitian (AccSD).



**14** CECs  
CPDs | **\$290**

#### CORRECTIVE EXERCISE BUSINESS PROFESSIONAL

Whether you're a new fitness professional who wants to learn the basics, or you're a more experienced trainer who wants to refine your business skills and learn how effectively sell your corrective exercise services to prospective clients, the Corrective Exercise Business Professional CEC course is for you!



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#### PART 2: 100 STEPS TO PLANK: BUILDING ABDOMINAL STRENGTH FOR EVERY FEMALE CLIENT

100 Steps to Plank is targeted towards Fitness Professionals (encompassing Gym Instructors, Personal Trainers and Group Exercise Instructors) who want to progressively build their clients core fitness levels systematically, particularly when working with women who have experienced abdominal muscle wall changes following pregnancy and childbirth, while protecting the pelvic floor, spine and pelvis. Content covered in the course will help Fitness Professionals apply principles to minimise the injury and maximise the performance of their clients who are in the postnatal year, who have previously had children, or who are postmenopausal. This course follows Part 1 Baseline Foundations and builds further steps and progressions from Levels 4 upwards to 10, where a client building from their baseline is ready to progress to doing hovers and planks as an exercise.

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

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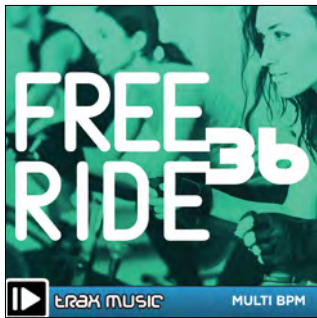
## Power Music

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

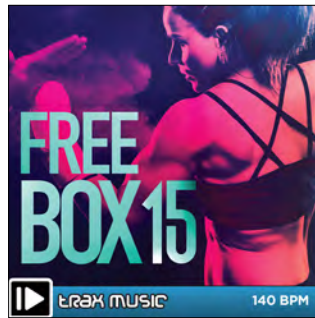
Power Music also features ClickMix, which enables you to create your very own custom mix at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

Click each album below for full playlist and preview listen, and [CLICK HERE](#) to check out the full range of Power Music – remembering to use the code **network2018** to save 10% at checkout!

### Trax Music (PPCA-free)



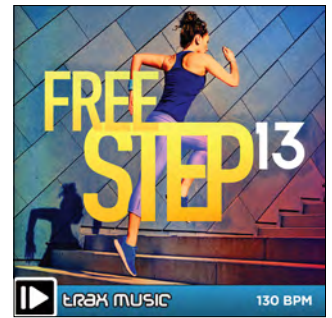
FreeRide 36



FreeBox 15



H2O Beats 15



FreeStep 13

### Power Music (PPCA-free)



TOTAL HITS! Volume 25



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Yacht Rock



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Instructors' Choice 132 BPM



Instructors' Choice 140 - 150 BPM



17 Again Vol. 17



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

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Check out the full range of Power Music as well as the awesome auto-DJ functionality of ClickMix – and remember to enter the code **network2018** at checkout to SAVE 10%





## IT'S ALL HERE IN YOUR NETWORK MEMBER PORTAL



Did you know the Network website features your own personally tailored Member Portal?

Inside the portal you can change your contact details, quickly access all your Membership benefits from a shortcut menu, renew your Membership, sign up for Network Insurance, download invoices and access any CEC courses you've purchased (including the quarterly free ones which will automatically appear in there).

### HOW TO USE YOUR MEMBER PORTAL

#### DETAILS UPDATE

Update your contact details, postal address and log in password.

#### SHORTCUT MENU

Change the Member Portal theme and access to the Quick Menu.

#### LOG OUT

Log out of the Member Portal here

#### QUICK MENU

Quick access to eShop, purchased CEC courses and all the Network Membership benefits such as Network Insurance, Gymbag and Upskill videos etc.

#### MEMBERSHIP

This panel shows when your membership is due to expire and you can renew it here instantly!

#### HEADSHOT

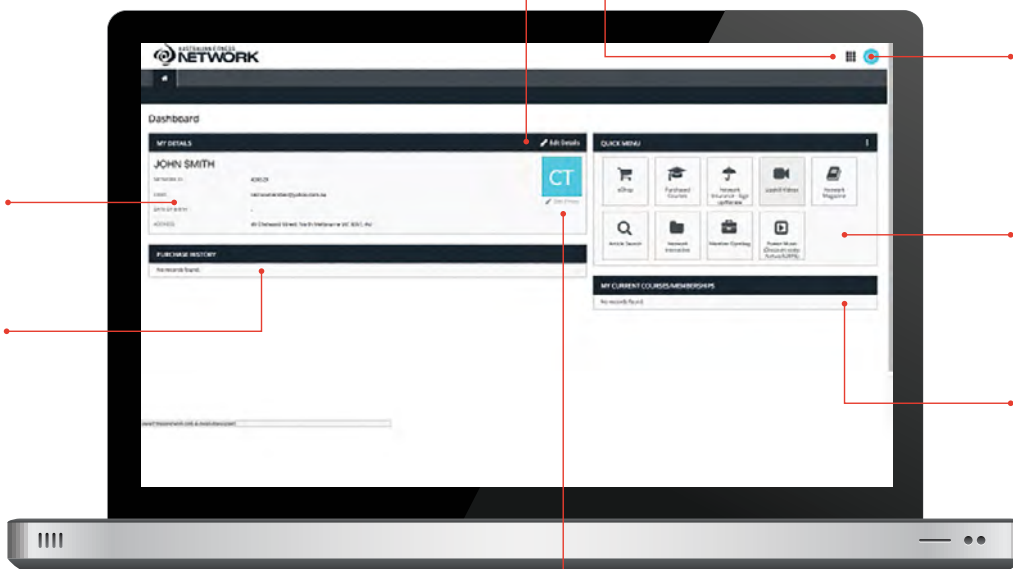
Upload your headshot by clicking the 'edit photo' button.

#### YOUR DETAILS

This panel shows your personal details

#### PURCHASE HISTORY

Download your invoices.



[Click HERE](#) to check out your Member Portal!

If you have any questions, or need assistance logging in, email [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au) or call our friendly team on 1300 493 832