



# NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

WINTER 2019

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Five minutes to member  
retention **24**

The fast on  
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# Giving your lifeblood a reason to be loyal will pay dividends



Catching up with industry legend and longtime friend of Network, Paul Brown, at this year's FILEX convention reinforced to me the growing importance of member retention in today's market.

In 2019 more and more clubs and niche facilities, studios and trainers are competing for their slice of, essentially, a similarly-sized pie as a decade ago. Consumers have a plethora of choice, so if an interesting-looking new studio or PT appears in your neighbourhood, what's to stop your members or clients ditching you for the new kid on the block?

And that's just the ones that are engaged enough with the fitness process to even consider checking out their other options. If they haven't had their head turned by a new young thing, then their fidelity to you is still by no means assured: if they're paying their dues but aren't attending, or committing to their goals, then the likelihood of their continued custom is low.

In his article on page 24, Jon Nasta writes that members that attend their club less than once a week are twice as likely to discontinue their membership. Oh well, attrition can be offset with some sales, right? This

was perhaps once the case, but with figures showing that acquiring new members costs up to seven times more than retaining current ones – and that the cost of getting new members has doubled over the past 10 years – it really makes a compelling argument for investing in the success and engagement of current members.

We cannot take our lifeblood for granted. They will be loyal only for as long as we provide them reason to be. It's perhaps never been clearer that an investment in their happiness and success is also an investment in our own.

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



## NETWORK'S CORE PURPOSE

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

ABN 36 624 043 367

## NETWORK MAGAZINE

Editor, Oliver Kitchingman

Network magazine is the official quarterly publication of Australian Fitness Network. It is distributed in March, June, September and December. While every effort is made to ensure accuracy, Australian Fitness Network accepts no responsibility for the correctness of any facts or opinions. All information including prices (quoted in AUD) is correct at time of publishing, but may be subject to change. Where CECs are stated, they may only be applicable within Australia. We welcome articles from all industry professionals on the understanding that the author ensures the work they submit is their own. No material in Network magazine may be reproduced in any form without the written consent of the publisher. © 2019 All material copyright to Australian Fitness Network. All rights reserved.

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 11 June 2019 and conclude on 31 July 2019. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor and will be notified by email no later than 6 August 2019. Click [HERE](#) for full Terms and Conditions.

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

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# ViPR TRAINING COURSES NOW AVAILABLE THROUGH NETWORK

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## Loaded Movement Training 1 & 2

This online course provides PTs with an introduction to the fundamental principles of Loaded Movement Training [LMT] and exercises that make up the foundational drills of all ViPR programs, AND explores ViPR methodology, program design and implementation, and skills progression.

**\$299**

for Network Members

**5**

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*Prices shown are Network Member rates and include GST. Non-member rates are available.*



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# WHAT WOULD I DO

## DIFFERENTLY NOW?

A simple question prompts business coach Justin Tamsett to identify the key areas that fitness business operators must focus on in order to survive and thrive in the years ahead.

**T**hirty years ago when I started in the fitness industry, things were very different' is a statement that I never thought I would say. It never occurred to me, back in the late 1980's, that my job as a gym instructor would lead to a 30-year career, and I didn't consider the possibility that the industry could change so much.

The reality is that innovation is inevitable in business. If you don't innovate then you will fall like a ripened apple from the tree and then begin to rot.

I was recently asked what I would do differently if I were opening a gym or studio today, knowing what I do now about the industry and the evolution of our product. After some consideration, I identified three things that I believe fitness businesses absolutely must do to survive and thrive:

### Stay ahead of the industry

The key to the success of any business is to stay ahead of the industry curve. Once something becomes a trend, everyone is catching that wave and you are too late to be different. To be unique, you need to see that trend coming, assess its relevance to your business model and then either run with it or let it pass you by.

You need to be continually looking to get better. You can do this through researching, reading, listening to podcasts, attending educational events and speaking with others. You will get the greatest benefit to your business by stepping out of the business to learn from others. This simple strategy will help you remove road blocks in your mindset and your business, and lead to growth. A business leader with a vision for the future will attract the best in the industry to work with them.

### Embrace technology

As an industry, many currently believe the definition of technology is Facebook advertising. While this is certainly a component of embracing technology, it is not the full gambit. There are so many facets to 'technology' - and they needn't be scary.

Technology will make running your business easier, more efficient and more effective. Without technology, you are simply challenging yourself in areas you do not need to. Seriously, there is an app for this and that, and your data can help you make the right strategic business moves. The days of making decisions based on gut instincts are gone. Your members have embraced technology and so must you. Personalisation from segmentation based on the data you have will be the key to your business success.

### Spend more time with your people

The greatest asset in any business is its people. It doesn't matter if they are face-to-face with the customer, or replying to emails from disgruntled members, your people will influence the relationship members have with your business. If your people are happy, respected and know they are having an impact, they will benefit your business, whereas if they aren't, they will sabotage your business, even subconsciously. I believe that no matter how many staff you have in your team, something as simple as having a one-on-one cup of coffee with each of them every four to six months will go a long way to cementing a caring and trusting relationship.

As business owners, we face choices every day. However, the biggest choice you have to make as a leader is whether you will



be an apple on that tree continuing to grow, or a fallen fruit in gradual decay.

Justin has created *The Fitness Industry Technology Summit*, which will take place at Sydney's Darling Harbour on 25-26 July. Focusing on the role of technology in enhancing both member acquisition and retention, Network Members can SAVE \$100 on attending the Summit by simply entering the discount code 'network' when registering at [fitnessindustrytechsummit.com.au](http://fitnessindustrytechsummit.com.au) **N**

#### Justin Tamsett

The Managing Director and business coach at Active Management, JT's three decades in the fitness industry have encompassed roles from personal trainer and salesperson, to facility manager and multi-club owner. An international presenter, Justin specialises in making non-industry content highly applicable to the fitness industry. [activemgmt.com.au](http://activemgmt.com.au) / [facebook.com/ActiveManagement](https://www.facebook.com/ActiveManagement) / [twitter.com/JTActiveMgmt](https://twitter.com/JTActiveMgmt)



# INDUSTRY INSIGHT

| News, views and lessons learnt

## FILEX ANNOUNCES 1-DAY IMMERSIVE EVENT IN BRISBANE

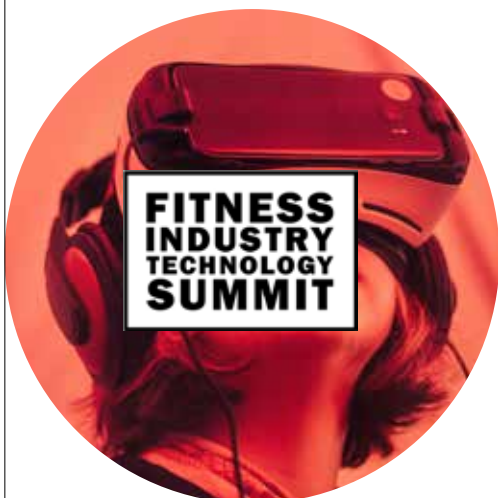
The team at fitness industry event FILEX have announced the inaugural 1-day FILEX Immersive in Brisbane, being held on 13 July at the Brisbane Convention and Exhibition Centre.

With its Immersive Series, FILEX is expanding its reach by taking its education offering to cities across the country, other than the main event's hometown of Sydney. With the theme 'The Ultimate Game Plan for Growth', the Brisbane event will focus on how fitness professionals and business owners can build and maintain a thriving operation.

The presenter lineup includes Nardia Norman, Dan Henderson, Jason Urbanowicz and Richard Toutounji, who will explore the central topic from all angles, from filling the sales funnel and on-boarding members for longevity, to brand loyalty and a roundtable event.

Early bird registration is available until 22 June 2019 at [filex.com.au/brisbane-immersive](http://filex.com.au/brisbane-immersive)

Source: FILEX



## NETWORK MEMBERS SAVE AT UPCOMING TECH SUMMIT

As reported in the autumn issue of *Network* magazine, The Fitness Industry Technology Summit is taking place at Sydney's Darling Harbour on 25 and 26 July.

Focusing on the role of technology in enhancing both member acquisition and retention, Network Members can SAVE \$100 on attending the Summit by entering the discount code 'network' when registering at [fitnessindustrytechsummit.com.au](http://fitnessindustrytechsummit.com.au)

Source: *The Fitness Industry Technology Summit*



## NEW EVENT SET TO FUEL FEMALE FITNESS BUSINESS OPERATORS

Women are more likely to work more hours, find it harder to get funding, and be over 35 when they take the plunge into starting a business. They are also less likely to ask for what they want, to put their hand up for help, or to put themselves forward as leaders. A new fitness business event for women has been created in order to address these issues, and more. The creators of the FUEL Women's Fitness Business Summit have put together a program of some of the brightest, most influential and ambitious female fitness

business leaders over its one or two-day event in Sydney this 25 and 26 July.

The presenter faculty will share the latest insights from the fields of PR, networking, leadership, entrepreneurship, digital marketing and more, while enabling delegates to connect with like-minded women, and learn strategies for brand-building and revenue growth.

For information and to register go to [events.morfus.fit](http://events.morfus.fit)

Source: FUEL Women's Fitness Business Summit

## SCREENING TOOL OVERHAULED TO INCREASE CLIENT SAFETY

In collaboration with Sports Medicine Australia (SMA) and Exercise & Sports Science Australia (ESSA), Fitness Australia has launched the newly developed Adult Pre-Exercise Screening System (APSS) which includes an updated Screening Tool and User Guide.

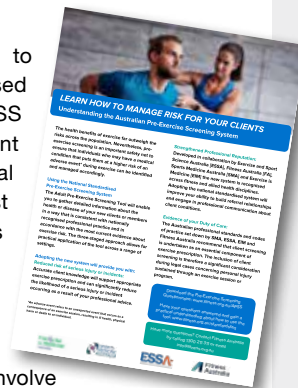
Barrie Elvish, CEO of Fitness Australia, said that the tool gives consumers and professionals confidence in measuring needs and risks on entry or re-entry to physical activity.

'As Fitness Australia shifts its purpose to getting more Australians, more active, more often, the importance of a newly developed APSS and associated screening tool cannot be underestimated. Minimising risk will give new participants increased confidence to start their active journey' said Elvish.

'Modifications to the newly released version of the APSS include alignment to international benchmarks whilst keeping the tool's customisation to the health needs of people in Australia, generally. Other adjustments also involve a closer look at peoples' current physical activity levels and then provide better guidance on how to progress from there.'

The Adult Pre-Exercise Screening System can be accessed at [fitness.org.au/APSS](http://fitness.org.au/APSS)

Source: Fitness Australia



## The way we were...

Twenty years ago in the pages of Network magazine, Swedish aerobic champion Jesper Magnusson was imparting his tips on how to add some pep to group exercise classes:

"Looking for a quick easy combination to add some spice to your routines? This Jazzy Low Impact combination is one of my favourites and I often incorporate it into my classes. It has a groovy Jazz style, yet is low impact and very easy to teach. Moving the arms in an up, down motion creates a great contrast, and is good fun when the whole class does it together. The second part of the combination is simply the hips moving in a single, single, double action. By adding direction, you can create variation in the routine."



## 1 thing I've learnt



Alisha Smith,  
Co-founder FUEL Women's  
Fitness Business Summit,  
[events.morfus.fit](http://events.morfus.fit)

"I'm a reformed perfectionist. I was the kind of child who would sit up until midnight, crying because my English homework wasn't good enough, or re-writing my notes from every class because my handwriting wasn't neat enough. Failure seemed catastrophic.

As an adult, business has taught me that I will fail sometimes, that I will make mistakes sometimes, that I'll handle things poorly at times – but that all of those things are not only human and humanising, they're also a basic tenet of business.

I know that when I drag my heels on doing something, it's usually because the inner perfectionist is saying 'this won't be good enough, you're going to fail', and because I'm scared that in the failure, I'll be letting down my team, my business partners, my clients. But the real lesson is two-fold:

1. If it is perfect, I probably waited too long to release it (and then the demand may no longer exist); and
2. There are very few failures that you can't come back from."

The inaugural FUEL Women's Fitness Business Summit will take place in Sydney on 25 & 26 July. Check out the full program and register at [events.morfus.fit](http://events.morfus.fit)

Where's your next Group Training superstar  
going to come from?

**BASE GX**





Starting position/beginning of first pull

# PULLING POWER

To help your clients reach their strength potential, deliver this step-by-step technique for the power snatch.

## Power snatch (and hang power snatch variation)

This exercise consists of quickly and forcefully pulling the bar from the floor to over the head with the elbows fully extended – all in one movement. Although the ascent consists of multiple phases, the upward movement of the bar occurs in one continuous motion without interruption. The hang power snatch is similar, except that the initial position of the bar is not on the floor, and it does not return to the floor between repetitions.



Grip measurement: fist-to-opposite-shoulder method



Grip measurement: elbow-to-elbow method

## A Starting position (previous page)

- Stand with the feet between hip- and shoulder-width apart, with the toes pointed slightly outward
- Squat down with the hips lower than the shoulders and grasp the bar evenly with a pronated grip (if a stronger grip is needed, use a hook grip)
- The grip width is wider than for other exercises; a way to estimate it is to measure one of these distances for spacing the hands: (1) the distance from the edge of the clenched fist of one hand to the opposite shoulder when the arm is straight out at the side; or (2) the elbow-to-elbow distance when the arms are straight out at the sides
- Extend the elbows fully and point them out to the side
- Place the feet flat on the floor and position the bar approximately 3cm in front of the shins and over the balls of the feet
- Position the body as follows:
  - back neutral or slightly arched
  - scapulae depressed and retracted
  - chest held up and out
  - head in line with the vertebral column or slightly hyperextended
  - feet flat on the floor
  - shoulders over or slightly in front of the bar
  - eyes focused straight ahead
- All repetitions begin from this position

## B Upward movement phase: first pull

- Lift the bar off the floor by forcefully extending the hips and knees
- Keep the torso-to-floor angle constant; do not let the hips rise before the shoulders
- Maintain the neutral spine position
- Keep the elbows fully extended, pointing out to the side, and the shoulders over or slightly ahead of the bar
- As the bar is raised, keep it as close to the shins as possible

## C Upward movement phase: transition

- As the bar rises just above the knees, thrust the hips forward and slightly flex the knees to move the thighs against, and the knees under, the bar
- Keep the back neutral or slightly arched, and the elbows fully extended and pointing out to the sides

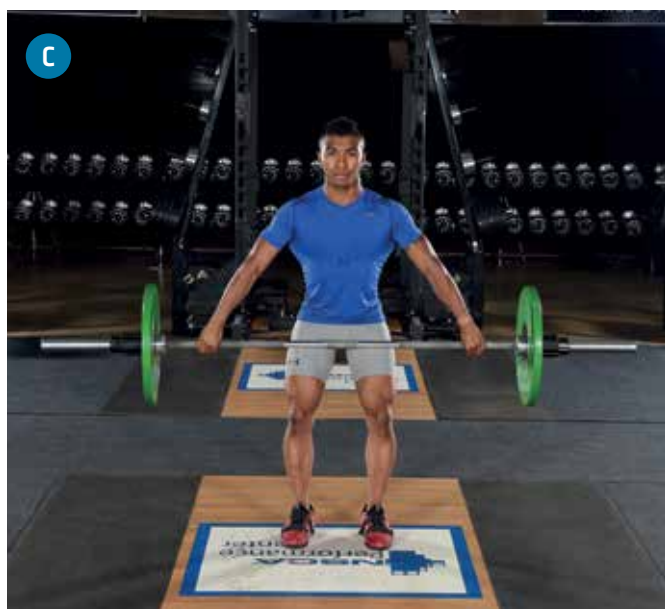
**Note:** The transition phase is similar to the Romanian deadlift; in fact, weightlifters use the Romanian deadlift to strengthen this movement pattern.



**The upward movement of the bar occurs in one continuous motion**



End of first pull/beginning of transition



End of transition/beginning of second pull



End of second pull

## D Upward movement phase: second pull

- Rapidly extend the hips, knees and ankles (it is important that the heels stay in contact with the floor for as long as possible in order to maximise force transference to the barbell)
- Keep the bar as close to the body as possible
- Keep the back neutral and the elbows pointing out to the sides
- Keep the shoulders over the bar and the elbows extended as long as possible
- When the lower-body joints reach full extension, rapidly shrug the shoulders upward with the elbows still fully extended and out to the sides
- As the shoulders reach their highest elevation, flex the elbows to begin pulling the body under the bar
- Due to the explosive nature of this phase, the torso is erect or slightly hyperextended, the head is tilted slightly back, and the feet may lose contact with the floor

## E Upward movement phase: catch

- After the lower body has fully extended, pull the body under the bar and rotate the hands around and under the bar
- Simultaneously, flex the hips and knees to a quarter-squat position
- Once the body is under the bar, catch the bar over and slightly behind the ears, ensuring:
  - fully extended elbows
  - an erect and stable torso
  - a neutral head position
  - flat feet
  - bodyweight is over the middle of the feet
- After gaining control and balance, stand up by extending the hips and knees to a fully erect position
- Stabilise the bar overhead

## F Downward movement phase

- Lower the bar from the overhead position by gradually reducing the muscular tension of the shoulders to allow a controlled descent of the bar to the thighs
- Simultaneously flex the hips and knees to cushion the impact of the bar on the thighs
- Squat down with the elbows fully extended until the bar touches the floor, or drop the bar to the platform if rubber bumper plates are being used **N**

### Major muscles involved

Gluteus maximus, semimembranosus, semitendinosus, biceps femoris, vastus lateralis, vastus intermedius, vastus medialis, rectus femoris, soleus, gastrocnemius, deltoids, trapezius.

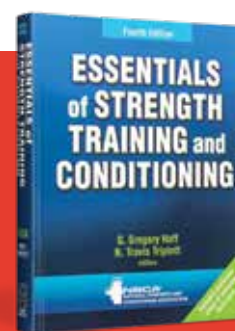


Catch



End position

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**BUY NOW**

Feature republished courtesy of fitpro.com



# A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

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

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

## LEARN:

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

**\$109**

for Network Members

**3**

CECS

**ENROL HERE!**



## ABOUT THE COURSE CREATOR



### Farkas Pungur

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

## WHAT IS...?

# MASALA BHANGRA

A group workout new to Australia promises to bring not only sweat and smiles, but also a little spice...

**E**very group fitness instructor aims to see their class participants working hard, but also enjoying themselves. The latest international group workout to arrive on our shores, Masala Bhangra, makes it pretty hard to keep a straight face or a low heart rate!

Masala Bhangra originated in the US in 1999. The program was created by Sarina Jain, a fitness instructor motivated by the premature death of her father from a heart attack to devise a new way for people to improve their cardio fitness. Paying homage to her Indian heritage, Sarina created Masala Bhangra. Masala is the Hindi word meaning 'spicy' and Bhangra is a folk dance from northern India, so the program name literally means 'spicy dance'! It was the first Indian dance program to be introduced to the fitness industry and Sarina was soon being described in fitness circles as the 'Indian Jane Fonda'.

Masala Bhangra takes inspiration from the Bollywood film industry and from traditional Bhangra, resulting in a combination of cheeky, flirty, feminine moves with stronger, more masculine and energetic ones. Fusing these two inspirations together, Masala Bhangra delivers a considerable cardio punch. Catering to all levels of fitness, the moves can be modified to make the workout suitable for all ages and abilities.

The program follows a 32-count format, and participants learn and add move onto move until a complete routine is created. At the end of each class, participants are given the opportunity to 'perform' the routine in the 'Masala Bhangra jam'. The easy-to-follow format, together with a selection of melodic and rhythmic music

and regular opportunities for participants to express their enthusiasm vocally, ensures that everyone works up a sweat, but keeps on smiling.

Since its launch 20 years ago, Masala Bhangra has been offered at gyms, dance studios and other venues in the US, and has gradually been gaining popularity in places such as Scandinavia, Canada, the United Kingdom, the Middle East, India, Japan, Singapore, Malaysia and, more recently, Australia.

Regular Masala Bhangra classes have been running in the south eastern suburbs of Melbourne for close to three years and their popularity is growing. Instructors are known as 'ambassadors' of the program. In addition to offering classes, the current Melbourne Masala Bhangra ambassadors, together with enthusiastic class participants, regularly present demonstrations of the program at events and multicultural festivals to raise awareness of the fun and fitness that it delivers.

Australian Masala Bhangra Master Trainer, Naki Khan, says: 'There's no doubt that dance is one of the best things that people can do to work out both body and mind. Masala Bhangra is a fantastic cardio workout, but also requires people to exercise their brains as they focus on and remember the choreography.'

With awareness and popularity of the program increasing, there is plenty of scope for new Masala Bhangra ambassadors to take the program to other locations. Ambassador training will be held in Melbourne soon, with Sydney and Brisbane to follow. New Zealand is also on the radar if the demand for training exists. **N**



## MORE?

Check out [masalabhangraworkout.com](http://masalabhangraworkout.com) for training details or email [naki@masaladance.com](mailto:naki@masaladance.com) for more information.



# REAL WORLD PT

**MATT GRANT**

**PT STUDIO OWNER**

**NSW**



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

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

MG Fitness, [mgfitness.com.au](http://mgfitness.com.au)  
[facebook.com/mgfitnesssydney](https://www.facebook.com/mgfitnesssydney)  
[instagram.com/mg\\_fitnesssydney](https://www.instagram.com/mg_fitnesssydney)

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

12 years.

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

Full time.

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

My love for sport and my passion for helping, teaching and inspiring people to live their best lives. Sounds a bit cheesy, but very true.

**? Do you specialise?**

Along with personal training I run big group strength and conditioning classes both in the gym and outdoors. We also run events including health retreats, special guest training sessions, Palm Beach sand dunes, social events and corporate wellness days. I love and thrive on the energy that's created when groups of likeminded people come together.

**? Do you have anyone else working for you?**

I have six contractors who work for me. They are a bunch of super humans and I'm so fortunate to have them on board. I place very high importance on surrounding myself with good people. These guys are very good people!

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

I have a personal spin on group strength and conditioning.

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

20 hours (including groups). The other PTs who work with us train varying hours of classes and one-on-one clients.

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

10-15 hours per week.

**? What hours do you work?**

Like most trainers, I work in blocks. From 5:30 to 8:30am I train groups and clients, after which I spend a couple of hours until 11am on admin, in meetings or socialising. At lunchtimes, between 12 and 1pm you'll find me playing basketball





or touch footy. From 1:30 to 2:30 I train a corporate session, and after that I go for a walk or have a little downtime until 4pm, then it's three hours of training clients and groups until 7pm.

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

I get outdoors. Whether it be playing sport, socialising, going for a bushwalk or hitting the beach, I aim to get my mind away from work when I get the chance. I'm a firm believer in having downtime to avoid burning out. I'm a family man and my kids come first, so they will always play a part in my day in some way, shape or form.

**? How much do you charge?**

\$100 for 45mins of private training, and \$250/month for our unlimited group training membership which entitles members to 20+ weekly training sessions, both indoor and outdoor, as well as access to all of our events.

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

I work with mentors and take part in events and workshops, and I'm always listening to podcasts and audio books.

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

100+ (including group members).

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

I'm still training some of the first clients I picked up around 12 years ago. If clients aren't going to be the right fit, it's a transition that happens immediately. Otherwise, people only usually leave if they're moving away.

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

As I mentioned, we are big on events, which bring the community together and are a great way to network. Outside of our events,

we have ongoing promotions in the gym and run Facebook/Instagram ads, however word of mouth has always been our number one source of new business.

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

100%. I make sure I, or other staff, sit down and go over the client's background and what they're after, specifically. This clarifies whether they're suited to the program or not, and which trainer is most suitable for each client.

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

Yes. Every trainer and training model is different. If a client is more suitable to someone else, I'll send them their way. We want people to find a program they not only get results from, but that they can stick to. If other trainers are more knowledgeable or suited to a specific client, they should be training that client.

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

The personal connection I have with my members and clients. I genuinely care about everyone I see. If there's no connection it simply doesn't work out and we'll know this immediately. I also have a different outlook to most. I eat burgers and drink beer with my clients. I am a strong believer in living a balanced lifestyle. Life is too short to live off kale.

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

Watching people's lives change outside of the gym. It's all well and good to see clients lose a few kg's or add size to their biceps, but the ultimate reward is watching people become happier. The happier a person becomes, the better their life becomes.

**? And the hardest?**

Work-life balance. PT hours are extremely long and if business is not systemised correctly it's easy to burn out – which I have done previously – and it's not pretty.

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

That it's easy money. From the outside looking in, people work out that if you're charging \$100/hr, you only need to work 20 hours/week and you're making over \$100K a year. They don't see the cancellations, the tax bills, the rent, the fitness registration, the insurance, what happens when winter hits, the early mornings and late nights, and the hard work that's put into picking up (and keeping) those clients.

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

I simply want to reach more people. I currently run a training facility, outdoor boot camps, events and health retreats. I want my voice and message to be heard by as many people as possible. My aim is simply to expand upon what I'm currently doing. Whether that be in the form of more facilities or bigger events, I'm still working it out.

**? What is your fitness philosophy?**

Be real, don't believe everything you see on social media and surround yourself with good people.

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

Firstly, experience as much of the fitness industry as you can. Secondly, find your niche. Thirdly, find a mentor that compliments that niche. **N**

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## GROUP FITNESS MANAGEMENT

# INSTRUCTOR ASSESSMENT

GFM's may not relish the process, but with the right approach, instructor assessments can ensure the consistent delivery of high quality group fitness experiences that meet members' needs, says GFM Kirsty Nield.

**O**ne of the most important – and difficult – tasks of the GFM is instructor assessment. Assessment ensures the group fitness team is teaching classes to a consistent standard and addressing the most recent industry trends and research. This will be reflected in class numbers and member satisfaction.

Instructor assessments should be scheduled into the GFM's yearly planner, and may also be done if a problem has been identified with a particular instructor. Lots of great things can come out of the assessment process, which can benefit the instructors, the GFM, the members and the club as a whole.

This article will look at the benefits associated with the assessment process and help GFM's develop an approach the undertaking assessment that can be implemented immediately.

### Identifying gaps in skillset

One of the outcomes of the assessment process is to identify gaps in the skillset of the team of instructors, and also the individual. Assessments may also result in the discovery of skills possessed by instructors that the GFM wasn't previously aware of. This could be used to enhance the group fitness timetable, or allocate instructors additional classes, after some specific training.

When conducting an instructor skills assessment, the GFM should consider the skills across the timetable, rather than just look at individual instructors. Future requirements for the timetable should be considered, with particular attention being paid to the skills which are the most important to meet the needs of the gym members. For example, if the gym has a healthy senior's population, the GFM should use assessments to identify instructors who may be well suited to teach classes for the over 50s. The assessment process can be used to encourage the development of the skills needed to fill gaps in the timetable, and to make the most of the existing skillset of the team.

When undertaking an assessment, a form should be used to ensure consistency with each assessment. The instructor should see the form prior to the assessment so they know exactly what they are being assessed on.



***The GFM should be open and honest with the instructor, and let them know that it will help them develop and get better as an instructor***



### Creating an assessment form

When designing an assessment for instructors, the GFM needs to ask, what traits, skills and teaching approaches make a great instructor? What is expected of each instructor on the team? What do the members at the gym expect? And, is the latest industry research being used in the class? Using these questions, an assessment form should be developed. This should be easy to understand, not too complicated, and give the instructor a very clear understanding of what is expected of them.

When preparing for instructor assessment, it's important to be clear about what aspects are being evaluated and what conclusions will be drawn. Assessments are an opportunity to identify the weak points of each instructor and to find new ways to improve their skills.

Here are some items which should be included on an assessment form:

### Essential requirements

At every class, every instructor should:

- arrive on time, organised with equipment and music
- greet members as they arrive, identify new people
- collect tickets, screen members for injuries, pregnancy, newcomers
- introduce self and class type and format
- thank members after class, and invite feedback and questions.

### Class connection and care

The key to filling classes with happy participants is a good relationship between the instructor and class members. The assessment should identify instructors that are not connecting with participants. The assessor should check that the instructor:

- is open and approachable
- makes eye contact
- gives praise and encouragement and great motivation
- has great cues and visual techniques to correct and adjust technique.

### Class format/structure

It is important that there is consistency across the class timetable. If one instructor teaches a Sculpt class completely differently to another instructor, it can cause confusion and uncertainty for participants. The assessment should look at whether the class:

- follows the class format and description as advertised on the timetable
- follows the prescribed Les Mill format, if applicable
- runs smoothly from warm up through to cool down
- offers options.

### Teaching technique and use of equipment

Instructors should role model great technique and fitness. The GFM should be looking for any issues in relation to how the instructor moves, and also how they are cueing technique for the class. The assessment should assess if the exercises included in each class are safe and whether options are offered.

The instructor should demonstrate that they understand the requirements of the participants standing in front of them. In addition to cueing great technique, they should be informing the class of why it is



beneficial and the importance of the exercise they are doing. Items assessed could include whether the instructor:

- is natural and shows confidence in their skills and stage persona
- thoroughly explains how to use equipment to members
- uses clear, easy-to-understand vocab
- uses appropriate voice tone and contrast to match music and activity
- selects appropriate music and mic volume
- demonstrates knowledge of subject
- looks fit and capable to demonstrate good technique
- displays an appealing persona and personality appropriate to the class and participant type.

At the end of an assessment, the instructor should be marked as 'competent' or 'not yet competent' for each item.

## Identifying need for assessment

Assessment should be undertaken every six to twelve months. However, there may be times when a one-off assessment is required. This may be necessary when:

- bad feedback has been received about an instructor from a number of different members
- an instructor is frequently late or badly organised
- the instructor is not teaching the correct class format
- the instructor has some issues with bad technique
- the GFM believes some things being taught are unsafe.

When assessing an instructor in these instances, the GFM should be open and honest with the instructor. They should let them know why the assessment is being done, and that it will help them develop and get better as an instructor.

If the outcome of the assessment is not great, this feedback should be given to the instructor. In principle, negative feedback has the potential to help people. In the case of group fitness, it's vitally important, as it can prevent participants from getting injured and help them get the fitness results they seek.

Unfortunately, delivering negative feedback is very difficult, and can cause more harm than good. Like the delivery of any bad news, timing and the way in which the delivery is structured is important. The GFM shouldn't just rush in and give the instructor the bad news. If starting with the bad news, the instructor will react with anger, be closed to any further discussion and be unreceptive to advice.

The following tactics will help with delivering bad news in a productive and sensitive way.

### 1. Build positive relationships over time

Start with a question: How did you think you went? Are you enjoying teaching at this gym? If the GFM has done the ground work with instructors and built trust with them, it makes it a lot easier to deliver feedback. The GFM needs to put themself in the instructor's shoes and ask whether they would be more receptive to receiving negative feedback from a close friend they trust, or a manager they only interact with once a month. You're more likely to accept negative feedback from someone you trust.

### 2. Don't bury it

When delivering bad feedback, there is always the temptation to screen or hide the bad comment with a compliment in an effort to soften the blow. However, this sometimes can create confusion and

often all they will hear is the compliment. Therefore, it is better to give some encouragement and discuss some of their successes, but make it clear that there are areas which need work and improvement. If the GFM has spent time building a positive relationship with the individual, it won't be necessary to concoct a raft of compliments just to soften the blow. Rather, give them suggestions of how to improve their instructing, and things to work on before their next assessment.

### 3. Seize the moment

Because giving negative feedback is an uncomfortable task, many people will put it off. The problem with this is that they may end up psyching themselves out and making a bigger deal of the endeavor than it is. The best feedback surfaces when you're in the moment. The more timely and relevant the feedback, the more it will resonate. If the GFM waits for too long, the instructor might have trouble remembering what the issue was.

### 4. Never make it personal

There's a big difference between negative feedback and a personal attack. You should never confuse the two. When delivering negative feedback, try to remove the person from the matter as much as possible. Address the actual problem and how it can be fixed, rather than what the instructor is doing wrong. The GFM should let the instructor know that they believe he or she is fully capable of fixing the problem, but that it must be addressed immediately. If the delivery of the feedback is personal, the individual will get defensive. This diverts attention from the actual problem and creates a 'me versus you' dynamic, which defeats the purpose and creates an entirely new problem. Avoid terms like 'you did it like this...' 'it was wrong because you...'. Rather, use terms like 'the best way to do it is...' and 'an effective approach is...'

### 5. Offer positive reinforcement

Don't only give negative feedback. You should also be giving instructors regular encouragement when they do things right. This helps build good relations and means you are not always the 'bad guy'.

### 6. Only give out what you can take yourself

If the GFM is going to dish out negative feedback, they must be willing to also take on feedback from their instructors. Employees are much more engaged when their managers ask for feedback on their own performance. This makes sense, but it's easy to forget. If the GFM shows their instructors that they are willing to accept feedback from them, it makes it easier to deliver negative feedback.

### 7. Put it in writing

Face-to-face communication is the best way to provide feedback to your instructors. However, if the outcome of this discussion has not



**Negative feedback is vitally important, as it can prevent participants from getting injured**





## THE QUICK READ

- Instructor assessment ensures the group fitness team is teaching classes to a consistent standard and meeting the requirements of members
- Assessment should be undertaken every six to twelve months, and in instances where a problem has been identified with a particular instructor
- Assessments should use forms that address a number of areas, including essential requirements; class connection and care; class format and structure; and teaching technique and use of equipment
- A number of techniques can be used to help deliver bad news in a sensitive and productive way.

been productive or became heated, the GFM should consider following it up with an email. By writing down the feedback and emailing it to the employee, time is given to gather thoughts. In addition, the instructor should be asked to make face-to-face contact to follow up on the issues identified.

### The assessment process

The following steps in the assessment process will assist in a quick and effective assessment process:

#### 1. Be prepared

In order to ensure the instructors know exactly what they are being assessed on, and what criteria will be used, the assessment form should be sent to the instructors prior to the assessment taking place. This will send the message to the instructors that they are all being assessed equally and will all go through the same process.

#### 2. Specificity and transparency

When preparing the assessment forms and criteria, the GFM should be as clear as possible about what they are expecting; abstract and general criteria don't help to accurately assess each of the instructor's

competencies. It's also appropriate to be transparent about the motives and objectives of the assessment; if the instructors are uncertain about why the assessment is being done, they will feel overwhelmed and nervous, and the class they teach will not be indicative of how they usually perform.

#### 3. Self-assessment

Delivering the results of assessments to the instructor is a delicate and sometimes difficult task. It takes practice. It is useful for the GFM to video themselves when providing feedback to the instructor. This way they can judge the success of the feedback provided and the way it is received by the instructor, and can adjust their approach if things don't work out as expected.

#### 4. Look for feedback

In addition to assessing the skills of the instructor, it's also important to seek feedback about the instructor's views of the gym and the gym culture. The instructor can also be asked for proposals or ideas they might have for the development of the timetable. In this way, the GFM can have a more accurate impression of the mood and general attitude of the team. After obtaining this feedback, the GFM may be able to make improvement to the timetable and also the gym culture.

#### 5. Videos

Often, people do not realise they are doing certain things incorrectly, particularly in the case of technique issues once bad habits have set in. The GFM should always be prepared to video sections of the class which can then be used to explain what the instructor is doing wrong and how they can correct it. This video should only be used by you and the instructor, unless the instructor has given permission for you to show others. The feedback from the assessment should be provided face-to-face as soon as possible after the class, while it is fresh in both GFM and instructor's minds.

We are often our own harshest critics, so encouraging instructors to undertake self-assessment of them teaching from time to time is a quick way of identifying problems and fixing them without any input from the GFM. The GFM should also always be available to offer advice and provide feedback if the instructor requests it.

#### 6. Delegation

If the GFM finds it difficult to see all of the instructors teaching, one of the senior instructors could be used to undertake assessments. If doing this, the GFM should ensure the assessor understands what they are looking for and how the assessment should be done. The GFM should be made aware of the outcome of the assessment before any feedback is given.

Assessment is one of the most important parts of the GFM's role. These tips can help all GFMs get through this difficult task and achieve great results from their team of instructors. **N**

#### Kirsty Nield

*Over the past 20 years Kirsty has established herself as one of Australia's leading group fitness instructors and educators. A GFM for the past decade and a fitness presenter since 2012, she is passionate about mentoring and educating fellow fitness profession*





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## ABOUT THE COURSE CREATOR



### KIRSTY NIELD

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

# FIVE MINUTES TO RETAIN A MEMBER RIGHT?

Retaining members is far cheaper than acquiring new ones. By using member data to highlight low and non-users, operators can focus on integrating, motivating and retaining these individuals, writes retention specialist *Jon Nasta*.







Great club operators tell us they take time each week to walk the gym floor and see how their staff interact with their members. The warm smile and friendly ‘hello, how are you?’ from reception, the encouraging comments from the fitness staff as members go through their workouts, the duty manager that holds the door open as a member walks in are all part of the complete package consistently offered by successful clubs.

So how do we guarantee these extra touch points are experienced by our members?

We know all too well that members value personal service as an extremely important factor in their overall satisfaction of your club. We also know that the level of personal service received in the early weeks of their membership is directly related to the length of time that person will remain as a member.

What can we do to make sure that personal service is delivered, thereby increasing customer satisfaction?

### The 5-minute mission

Recently, a club owner I have known for many years told me about how they had raised the issue of interacting with members at a meeting with their fitness staff. They run a busy facility in a large town with just over 1,500 members and five fitness staff. Personal service is how they differentiate from the large multi-site operator that opened down the road and a new boutique that opened recently.

They set themselves the mission of holding a five-minute conversation with each member, every two weeks. They felt that five-minute conversations were the least they should deliver for their monthly membership dues. Divided between the five staff, this was 300 members each.

Next, they worked out how this would impact their already busy days:

300 members x 5 minutes = 1,500 minutes or 25 hours every two weeks for each of the fitness staff.

So, 12 hours – or almost a third of each of the fitness teams’ time out of a 38-hour week – would be used up, in order to deliver just one aspect of what was felt to be an important element of the experience in the club. Still, they knew this was a valuable and honorable thing to do, so set about the task with their usual enthusiasm and commitment, agreeing to review their progress in three months’ time.

### You can’t chat with people who aren’t there

Pretty soon, the team members discovered that they were each experiencing the same issues. Many five-minute conversations were being held with members, but it became clear that the same members were being seen over and over. These were committed exercisers who used the gym many times a week and had no issues with the facility. A couple even expressed a wish to be left alone to get on with their training.

Something was clearly wrong with the 5-minute plan. The staff were committing a third of their time to interacting personally with members, yet they were still seeing the same rate of cancellations as prior to the change of strategy.



### THE QUICK READ

- Research has shown it can cost up to seven times more to get a new member than to keep an existing one
- Gym-floor interactions with members are great, but can be more useful when specific members can be targeted for attention
- Research shows that if an individual’s club usage pattern drops by over 50% from their usual pattern, they are at risk of cancelling their membership
- Member retention software that highlights at-risk members can help clubs to focus staff efforts on integrating, motivating and retaining those members.

At the next staff meeting, they went through all the members that had left in the previous several weeks, and it became apparent that they hadn’t been chatted with before cancelling their memberships. Why? The answer was clear, over 90% of the leavers had not been seen in the last six weeks and thus had not experienced the club’s personal interactions. After a little more digging, the data revealed that most leavers were those not experiencing the club’s high level of service for the simple reason that they had stopped visiting in the previous two to four months, and no one had noticed.

### The cost of retention versus acquisition

We know interacting in a positive and constructive manner with members in our clubs is a prerequisite for a successful and profitable operation. We invest many dollars and copious amounts of time in staff training and systems to ensure these interactions are delivered to a high standard. We congratulate ourselves on our sales efforts that ensure we have adequate members contributing to our ongoing revenue streams. Yet, as we become more sophisticated as an industry, we are learning more facts about the efficacy



## “ **The cost of acquiring a new member had doubled over the last ten years** ”

of our old and maybe outdated strategies.

IHRSA published figures showing it can cost up to seven times more to get a new member than to keep an existing one, and that the cost of acquiring a new member had doubled over the last ten years. If the health club industry today agrees on just one thing, it's that the market is becoming more and more competitive. As this continues, it is harder and harder to keep the cost of winning new members from rising. This places an added premium on the 'risk versus reward' conundrum of retaining members. If it was possible ten years ago to outrun attrition by topping up with great sales figures, the prospect of doing so in today's competitive market and challenging economy certainly make this a far more daunting task.

### **Use it or lose... them**

We agree that every five minutes we spend with members is time well spent. We only question which members should be receiving the focus of our efforts. Look at the evidence: new members that are encouraged to achieve a visit frequency of once a week or more during their first four to eight weeks of membership are 100% less likely to cancel in the next year. Members that use your club less than once a week are at twice the risk of leaving, compared with those that do visit weekly.

An IHRSA retention report highlighted a study by Richard Blacklock that concluded if an individual's club usage pattern drops by over 50% from their usual pattern (over an eight-week period) they are at risk of cancelling their membership. For example, a member that previously visited twice a week for the last six months who now only visits once a week should thus be highlighted as a potential cancellation risk.

### **Better use of your time**

Every year, as an industry, we sell hundreds of thousands of memberships to those people who, although they sincerely want to, have not yet been able to develop the discipline to make exercise a regular habit. Behavioral scientists will confirm that to develop such habits and discipline is not easy to do on your own.

As the amount of data relating to the exercise habits of our members increases and becomes easier to translate, we are learning that there are many ways for us to spend our five minutes other than just with the members we are already doing a great job for. For example, clubs that use AI software services like Keepme to improve systems, pinpoint at-risk members and tailor their service to individual members, are likely to find opportunities to spend those five minutes more productively.

Using these tools, fitness businesses can use the data to automatically shine a spotlight on areas in which differences can be achieved with specific members. By highlighting low or non-users, they are able to spend their 'five minutes' (and multiples thereof) far more productively, focusing on more comprehensive new member integration programs and motivating at-risk members to make exercise a habit.

So, when you next spend five minutes with a member you already know well due to their frequent attendance, while certainly congratulating yourself, ask yourself 'did we just spend one-third of our working week growing our membership or standing still?'

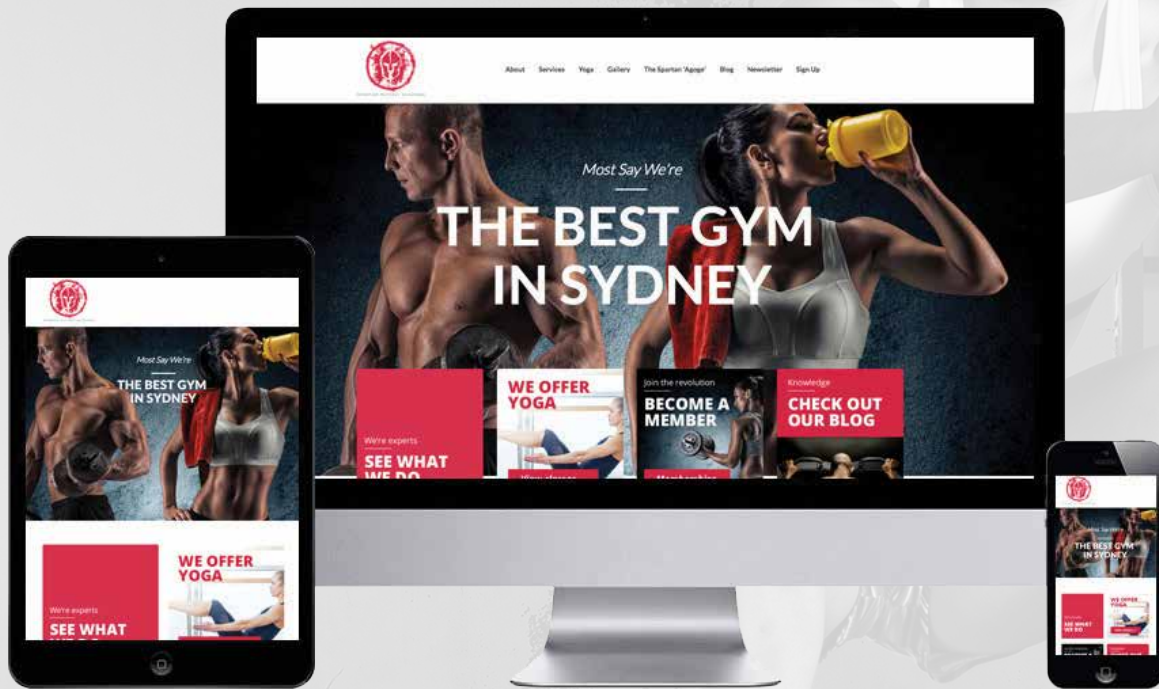
While expending time and effort to better service your customers is never a wasted endeavor when your goal is to reduce attrition, you also need to ensure you don't neglect those members who need your five minutes the most – the ones who are not regularly walking through your door or attending the classes they would enjoy the most. As the ever-growing body of evidence and research suggests, expanding your focus to include this segment of your membership base is where the true retention battle is won or lost. **N**

### **Jon Nasta**

*Jon has a wealth of experience in the health and fitness industry from both a supplier and operator's perspective. Noted for his expertise in member engagement and retention Jon has held positions such as COO of Retention Management, Sales Director of Matrix Fitness and Marketing Director for Xercise4Less. Jon has recently joined Keepme as its new Consulting Partner. [keepme.ai](http://keepme.ai) / [twitter.com/keepme\\_ai](https://twitter.com/keepme_ai)*

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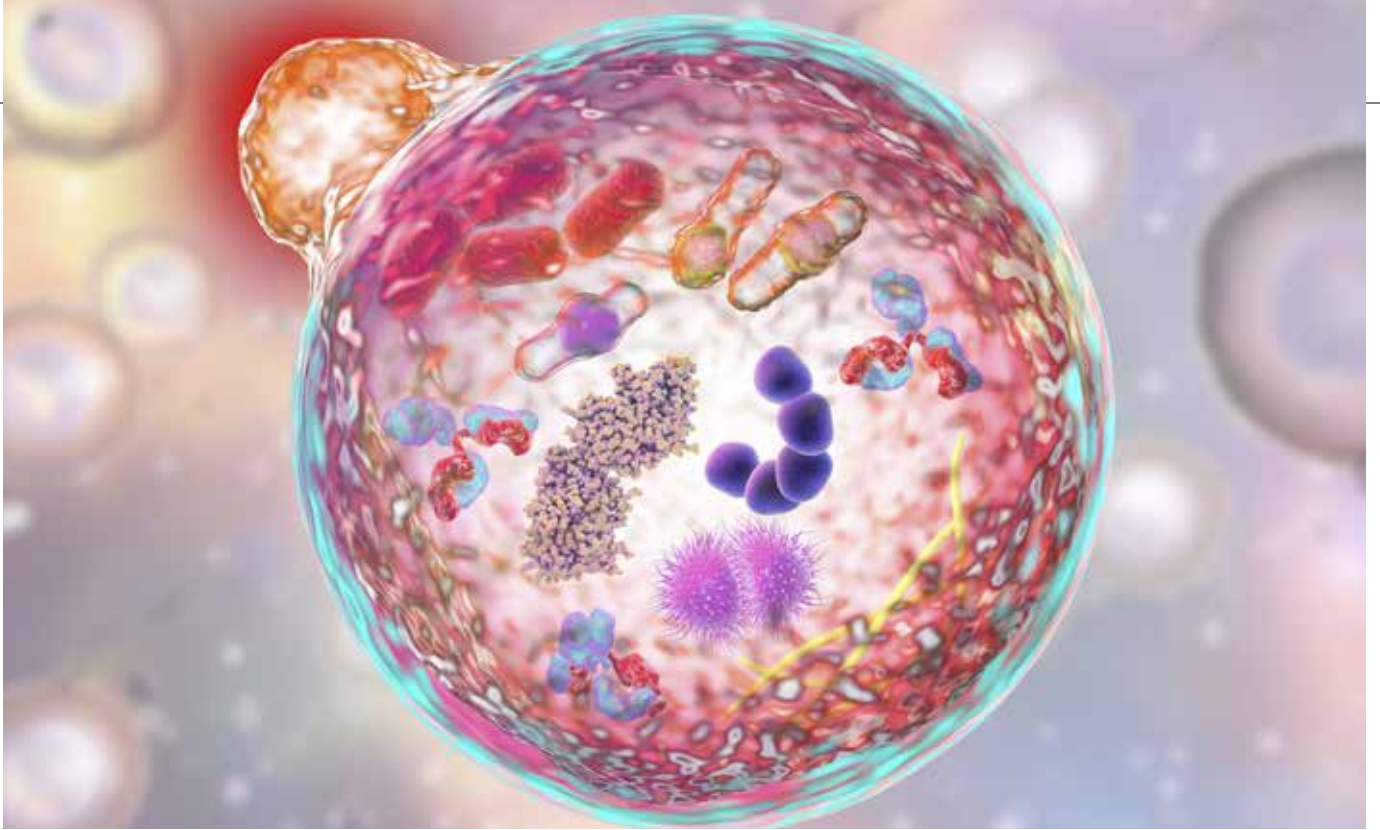
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# THE FAST ON

# FASTING

Fasting, particularly the intermittent variety, is more than a passing fad. There is plenty of scientific evidence that periods without food can be very good for us, writes *Professor Grant Schofield*.



*Autophagy is the process whereby pathogens and old, damaged structures are broken down inside a cell and the parts reused.*

**N**ot eating for a while – fasting – hardly seems like a massive health and nutrition breakthrough, does it? Of course, fasting is not new, but along with keto it's the 'big thing' in nutrition right now.

Fasting has been a common practice throughout the ages. In fact, it's only since agriculture emerged around 10,000 years ago, that going without food became considered as 'not normal'. Before we tamed nature for our own nutrition purposes, eating would have been a pretty sporadic activity.

Planned fasting is a common practice in almost every religion. From short fasting in Judaism's 24-hour Yom Kippur, and Buddhism's daily post-midday fast, to the prolonged 30-day dawn-to-dusk fasting for Muslims in Ramadan, fasting has long been an integral part of life from a spiritual perspective. Now it's back in vogue for anybody who's interested in striving for optimal health and longevity.

## The science

There really is no scientific evidence that backs up the need for humans to eat three square meals a day, plus multiple snacks, for optimal health. There is plenty of scientific evidence that periods without food can be very good for us.

Research has shown that just restricting calories may indeed lengthen lifespan in animals, with the amount varying depending on the size of creature. The effect may increase lifespan by 20-30% for bigger animals, and up to double it for small creatures.

The animal research is easy to do, because the experimental animals are caged and have no behavioural input into when they eat or what they eat. Unfortunately, the poor animal ends up with side effects – low body temperature (cold through reduced metabolic rate), reduced sex drive, hunger, emotional issues... So, you might live longer, but your quality of life sucks.

Fasting, especially intermittent fasting, allows the same biology to happen, but without the metabolic and emotional side effects associated with severe calorie restriction.

How does this happen? Until now, modern nutrition science has missed or ignored some very important facts about cell repair and regeneration. Fasting taps into these repair and regeneration mechanisms.



**Every single cell in our body has the ability to spring-clean and repair itself – we simply need to stop feeding these cells from time to time**



The science tells us that every single cell in our body has the ability to spring-clean and repair itself – we simply need to stop feeding these cells from time to time. Nature certainly has it sussed – as does the 2016 Nobel prize winner who figured it out, Yoshinori Ohsumi. This self-repair of immune cells, skin cells, brain cells – and more – is known as autophagy.

## Autophagy: your natural recycling machinery

Like all mammals, we humans have a recycling plant in every cell in our bodies. The process is called autophagy (pronounced 'or-toffa-gee') – when pathogens (infectious agents), cell 'junk' or old and damaged structures are broken down inside a cell and the parts reused.<sup>1</sup>

Okay, so autophagy is a big word for a really simple and useful process. It is, in fact, the way that the human body is able to keep itself in optimal condition by getting rid of the old, fixing the used, and growing the new. This is just like what any decent business

would do. Imagine a supermarket that never closed for cleaning or stocktaking: eventually the aisles would be cluttered, stock would get past its use-by dates, some essential items would run out, and customers would get sick.

Our ancestors often had to either go without food, or exercise very hard to get more food. Exploiting these periods for the purpose of spring-cleaning is hardwired into our DNA.

The key is that what we eat, and when, affects this process. Sometimes what we eat pushes cells to keep multiplying and not recycle, called an anabolic state. Sometimes our body moves into a different state – one where we tidy up cells, kill off and recycle old ones. This is called the catabolic state, and it happens when we don't eat. For optimal human health, the balance between anabolic and catabolic processes is crucial. But a problem caused by our modern lifestyle is that many of us are in an anabolic (growth) phase most of the time.<sup>2</sup> This is largely caused by the '3 meals a day plus snacks' regimen.

The body is so finely tuned around this balance that if we go on eating all the time, we miss cleaning up – and this happens at our peril. Thank goodness Mother Nature has our backs and has made sleep non-negotiable; but still, with our modern busy lifestyles, we need more non-eating time to optimise our health.

Fasting, and to an extent keto diets (also sometimes called 'fasting mimicking diets') allow the body to cease anabolic signalling and engage autophagic mechanisms through the lysosome in every cell. It is now recognised that this 'nutrient stress' (lack of food) is critical in health and longevity.

## 12 questions about fasting

As a fitness professional, you are likely to be asked some of the following questions about fasting by clients and members. Unless you're also a nutritionist or dietitian, you can't prescribe any eating behaviours or write meal plans, but you can provide general information.

### 1. How long should I fast for?

Getting glucose and insulin down to baseline is critical – 14 or so hours without eating will most likely get you into the right physiology. This has been the basis of 'intermittent fasting' and the 'restricted eating window'. You can do 16:8 (16 hours fasting, eat in an 8-hour window), 20:4 (4-hour eating window), or even 24 hours (dinner to dinner). You might do that a few days a week or more.

### 2. What do I eat when I'm not fasted?

Nutrient dense whole food. Food low in human interference (low HI). Lower carb is better because it makes the transition to fasting easier, because you will be a better fat burner (see below).



## THE QUICK READ

- There is scientific evidence that periods without food can be good for us and even extend lifespan
- In order for the cells in our bodies to spring-clean and repair themselves they need periods during which they are not fed
- Highly regular meal and snack consumption means that many of us are in an anabolic (growth) phase most of the time, rather than the catabolic phase necessary for cell repair (autophagy)
- Sleep provides a large enforced rest period during which cell repair can occur, but additional periods of non-eating can help to optimise health
- Intermittent fasting time-periods can vary, but around 14 hours or more without eating will usually result in the baseline glucose and insulin levels necessary for cell repair.

### 3. What do I need to do to prepare for fasting?

Get 'fat-adapted' before you start fasting by going lower-carb and eating more healthy fats, so that you are burning fat as your main fuel. Too many carbohydrates turns off fat-burning and makes you hungry. Going LCHF will make fasting easier and more rewarding.

### 4. Can I drink tea and coffee while fasting?

You can drink these provided you use only very little or no milk.

### 5. What about alcohol?

That's out during a fast.

### 6. What about electrolytes?

Extra salt, especially when getting used to fasting, may be needed.



*Mealtimes were irregular for Ugg and his family*



The modern '3 meals a day plus snacks' lifestyle means that many of us are in an anabolic, or growth, phase most of the time

### 7. What about bone broth?

This is potentially useful during longer fasts, but it has enough nutrients in it to push up insulin, reducing autophagy.

### 8. What about longer fasts?

In our experience, 2 to 5-day fasts are challenging and should probably be restricted to being a once or twice a year activity. They are stressful on the body, can undermine metabolic rate if you are not careful, and affect quality of sleep. They can be useful for immune system regeneration and you will learn something about yourself if you do one.

### 9. Won't I just overeat in the eating window?

You will certainly eat more than you normally would have during that time, but typically not as much as you would have overall if you hadn't fasted at all. In other words, the science shows us that this is an effective way to decrease overall intake. It is possible to overeat in the refeeding period, but being mindful and maintaining some rules around avoiding processed junk food will help prevent this.

### 10. Is it better to fast in the morning or evening?

Research shows a marginally better effect of eating during the morning and fasting through the afternoon and overnight. However, be aware that this is behaviourally very hard. You are always hungrier at night because of the circadian rhythms. I think a more sustainable behavioural method is to skip breakfast, get busy, miss lunch, and eat good food when you get home. Be aware that the 'Steve Jobs rule' applies here. Jobs wore the same clothes – no matter what – in order to reduce expending

time and effort on the things that didn't matter to him and spend more on those that did. You can apply similar thinking to fasting, although in this scenario it's more about making it easier to stay on track and avoid sabotaging your good intentions through impulsive food choices. Having 'go-to' meals and establishing a pattern around what and when you eat (or don't eat) will help you stick to the fast.

### 11. What happens when I eat junk food?

What happens is that you will have eaten junk food. At least enjoy it if you do! Then you'll need a behavioural technique to make sure you don't keep doing it from then on. I like the 3-meal rule for this. Things aren't always going to go to plan. It's what you do 90% of the time that counts, and enjoying celebrations without guilt is important. So, up to three treat meals a week is fine for good health, and one a week – or less frequently – for fat loss.

### 12. What do I tell people about my not eating?

You could tell them that you are experimenting with fasting and you've found this and that out. But what is more important is what you tell yourself. We all have different reasons for changing our diets. What's yours really? Knowing that is critical, because sticking to nutrition rules and patterns is quite hard and requires effort, at least some of the time. Ask yourself the hard questions about what you want out of life, and how much effort you are prepared to put in. This isn't about judgement: it's about knowing whether you really want to achieve your health and/or fat loss goals or not. Find your truth, otherwise, what's the point of putting in the effort? **N**

#### **Grant Schofield**

*Grant is Professor of Public Health at Auckland University of Technology in New Zealand.*

*Well-known for his work around low carb and ketogenic eating, he is the author of several books including *What the Fat?* and *What the Fast?* and has a reputation for challenging conventional health wisdom. [profgant.com](http://profgant.com) / [twitter.com/grantsnz](https://twitter.com/grantsnz) / [facebook.com/Prof.Grant](https://facebook.com/Prof.Grant)*



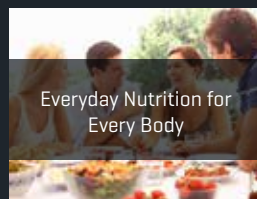
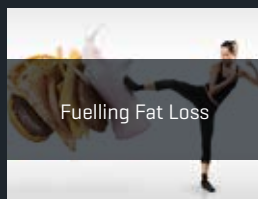
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# EXERCISE FOR PEOPLE WITH INTELLECTUAL DISABILITIES

Everyone has the right to enjoy exercise and experience the feeling of belonging that comes from being part of a team or class, write *Carol Syer* and *Caitlin Syer*.



## THE QUICK READ

- Many people with a disability have never experienced running, riding a bike, working out at a gym, taking part in group fitness or playing sport
- People with intellectual disabilities face barriers to education, social isolation, and a constant fight for inclusion
- Fitness facilities can offer classes and programs that provide a fun, safe environment in which those with an intellectual disability can be active and experience the sense of belonging that comes from being part of a team or class
- Employing someone with an intellectual disability can change your life as well as theirs, and will also make your facility better reflect society, making it more appealing to others with disabilities.

**I** love that feeling at the end of a really hard run or cycle, when you look down at your watch and you've done a great personal time, or the satisfying ache in your legs after you've climbed a high mountain. For me, nothing compares – that awesome buzz is one of my drugs of choice. The other is the equally high feeling I get as an instructor when I've just finished teaching a group exercise class and know by the participants' faces and the energy in the room that I nailed it. You'll have experienced the same thing. How rewarding is it to see the positive changes in your clients and know you were instrumental in creating positive experiences?

### Picture your life with different abilities

But what about someone that isn't able to do these things. Have you ever thought about what it must be like to never have experienced running, riding a bike, going to a gym, taking part in group fitness or playing

any sport? For many people with a disability this is a reality.

Imagine how different your life would be if you were born with a disability.

I actually don't have to imagine too hard because, although I have not been born with a disability myself, throughout my life I have experienced the challenges that such a condition has posed for those closest to me: my older sister, who has an intellectual disability (ID), and my daughter, Caitlin, who has both an ID and dyspraxia (a disorder of movement and coordination that can affect motor, verbal and oral skills).

### How inclusive is our industry?

With over 4.3 million Australians living with a disability, and ID being the most common primary disability, our industry should be doing a lot more to cater for this group of people.

So, what would that even look like? Take a moment to reflect on the fitness facility you manage or work at, and ask the following questions:

- Is it accessible and equipped for people with disabilities?
- Does it have many patrons with a disability?
- Are the needs of people with a disability factored in when designing programs?
- Are the needs of this population considered when advertising or promoting the facility or programs, both internally and externally?
- Have you ever considered who might not be using the facility?

### Walking a path unchosen

For a person with an ID, not long after you are born, you embark on a journey over which you have little control. Society has already started to dictate your place and how you will be treated.

The start of school, when Facebook feeds fill with proud parental snaps of kids dressed for their first day, is not such a positive time for everyone.

If you're lucky, you may attend a mainstream kindergarten, but even if this is the case, your experience is unlikely to resemble that of the other children and their parents. If you live with an ID, your school life will involve not being invited on playdates and being excluded from the birthday parties that all the other children attend, something that breaks a parent's heart, week after week, year after year.

For many children with ID though, regular schools aren't their destination: this is the age at which they will start to be segregated from the rest of society as they are sent to a special school. By this stage, the battle for funding is well and truly under way for the families, who find themselves in a continual round of special meetings and fights for funding, as well as for their child's right to be educated, included in activities, and treated with respect.

By the end of primary school, either mainstream or special, the whole family has learnt to fight. When you have a child with a disability, you spend your whole life in a constant battle for your child's rights. It's exhausting, but there really is no other option.

If primary education is a challenge, secondary school poses a truly terrifying prospect. What options are available for a child with an ID? Will they fit in? Will they be teased and bullied? And will the school provide the support the need? The high school years can be difficult enough as it is, but for those with disabilities, it's a whole other level. The fact is, many mainstream schools lack the skills and resources needed to accommodate people with intellectual disabilities, and are often not an option. Choice is very limited, and we, like many parents in our situation, chose a special education setting.

Leaving school without year 12 means university, college and many courses are not open to you. This makes the prospect of employment very unlikely. Decades ago, very few people went to university, and many jobs didn't require a higher education. As uni attendance has become more commonplace, so have qualification requirements for many roles. As such, the low level of education attained by people with an ID is even more notable – and employment even harder to come by. Without a job, people with an ID are also without money, and as such are much more likely to live in poverty. In fact, Australia has a very poor record and is ranked last of all OECD countries when it comes to relative poverty risk for people with a disability. As an Australian, I find this embarrassing.

Both my daughter Caitlin and my sister work in mainstream jobs, but this really is, sadly, quite unusual for a person with an ID. In fact, Caitlin has two jobs, working at the

Department of Premier and Cabinet and at YMCA, Dandenong – proof that, with persistence, the barriers can be broken down.

### The role of physical activity

You may be wondering what all this has to do with fitness, with gyms, with you. In order to understand how to be more inclusive, and why it's important, you need to understand the barriers to education and employment, the social isolation, and the constant fight to be included that someone with a disability encounters.

Throughout their schooling, a child with an ID will find it very hard to find a sport or physical activity in which they are able to fully participate. Many sports are competitive and age-based, which disadvantages or excludes them.

Watching Caitlin's struggles, and bearing witness to the lack of inclusion in sporting areas, led me to create inclusive fitness programs for the fitness facilities I oversee. Our classes offer a fun, safe environment in which those with an ID can enjoy being active and have the opportunity to move without competition or judgement. I believe everyone has the right to enjoy exercise and experience the feeling of belonging that comes from being part of a team or class.

### Progress, but further to go

Life for a person with an ID is a fight, but it's certainly not all negative: there are huge achievements, happy times and, in many respects, an ordinary life. They certainly won't be feeling sorry for themselves and they are used to barriers, so much so that they expect to encounter them.

In the 1950s and 60s, people with IDs were locked away in institutions. We now live in more enlightened times, and things have dramatically improved – but are we doing enough?

Is it acceptable to isolate people with an ID into special education settings, away from mainstream students who don't get to grow up with, and learn acceptance for, them? If all kids went to kinder and school together, and played sport together, even if it meant dividing up for lessons, wouldn't we all learn from each other? There would be less being afraid of what to say or do, as it would become the new normal to have a society of mixed abilities studying, working and playing together. If 1 in 5 people in Australia have a disability, then shouldn't 20% of our friends, 20% of our members and 20% of our staff have disabilities?

“  
***Our classes offer a fun, safe environment in which those with an intellectual disability can enjoy being active and have the opportunity to move without competition or judgement.***  
 ”

## Your challenge

I challenge you to look around your workplace, your fitness space, and note what – or rather who – you see. If it's only people that look like you, why?

Befriend someone with a disability, and if appropriate, offer your training services to them. You will be amazed by what you've been missing out on. This is a chance to slow down, have some fun, enjoy conversations, share the excitement of a participant mastering a new skill, and witness the smiles on the faces of people feeling huge joy at simply being included. Learning to include everyone in your workouts will improve your communication skills, make you a sought-after trainer, open up new pathways and give you a new appreciation of what it means to be fit and healthy.

If you are in a position to do so, employ someone with a disability. This will not only change their life, but yours too. Additionally, your workplace will more accurately reflect society, and when people with a disability are reflected in the workplace, they will be more likely to patronise your business. Team up with a local TAFE that runs courses for students with disabilities and establish your fitness business as a potential first step into employment, either through a paid role or via work experience. You can contact your local and state government to enquire about grants to assist your business in funding positions for people with an ID, and Disability Sport and Recreation may also be able to offer assistance in the form of information and connections.

With regards the NDIS (National Disability Insurance Scheme), it is worth noting that it is specifically for people with significant disabilities. Of the over 4 million Australians living with disabilities, the scheme will be able to fund only around 10% of these. Despite this limited reach, the NDIS has had the positive effect of making business operators more aware of people with disabilities, and prompting them to start looking at what they can do to provide access and change services to suit.

By making your fitness facility accessible, creating appropriate programs, and educating your staff, colleagues, friends and family on how to be more inclusive of those with an ID, you will enrich the lives of everybody concerned and position yourselves to welcome the 20% of the population that you may have inadvertently been excluding until this point. **N**



## Enabling exercise for those with intellectual disabilities

In collaboration with group fitness legend Marietta Mehanni, Carol Syer and Caitlin Syer have created an instructor training workshop called Enable. Enable has been designed to empower instructors to have the confidence and knowledge to teach group classes for both adults and children with an intellectual disability.

Presented by Carol and Caitlin, the one-day course covers the definition of disability, different types of disability, the social and economic impact of living with a disability, the language around disability, legalities and the opportunities for the fitness industry to change lives. Two practical sessions feature ideas for both adult and child classes and cover how to include physical literacy patterns to deliver effective, fun workouts.

Having Caitlin co-present brings an authentic voice and experience to the workshop, a unique quality that the course creators hope will lead to a more comprehensive understanding of the challenges that people with disability face on a daily basis.

The next course takes place on 28 July in VIC. Click here for more information.



### Carol Syer

With 31 years' industry experience, Carol is a passionate group exercise instructor as well as the Program Coordinator for Active Monash, a role in which she oversees programs for older adults, children, teens, those with chronic conditions, and people with a disability. [monash.vic.gov.au/Leisure](http://monash.vic.gov.au/Leisure)

### Caitlin Syer

Caitlin is 24 years old and lives with an intellectual disability and dyspraxia. Currently employed as an assistant at Department of Premier and Cabinet and at YMCA Dandenong Oasis, she also sits on the Disability Advisory Committee for Knox Council and is active in advocacy.



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## YOGA FOCUS

# WHY YOGA IS SO GOOD FOR YOUR CLIENTS AND THEIR FAMILIES

In a fast-paced world of competing demands and distractions, yoga provides an opportunity for families to slow down and connect with each other while res-setting the body and mind, writes yoga teacher *Leah Chandler*.

**T**o me, yoga is all about the connection. The connection with your breath, your mind and your body. Considering the busy world we live in, and the multiple demands and distractions we encounter, this is a connection that we can all benefit from strengthening. This is why I always recommend that clients introduce it into their own life and the lives of their family members. Yoga enables them to learn some valuable lessons and adopt some useful tools to help them be fit and well enough to better manage the everyday demands of family life.

Yoga teaches us how to pace ourselves: it is a chance to learn to slow down and for families to connect with each other and explore the benefits of mindful movement, both together and individually. For most of us, children included, our world is very fast paced and full of competing and conflicting demands. This is a chance to reset the mind and body while focusing on moving and breathing.

### It teaches us to 'switch off' and helps us focus

Research overwhelmingly confirms that ever-increasing numbers of the population suffer from depression and anxiety and are obese or overweight. Children and young

people, in particular, are feeling the pressure of life due to being 'online' or 'on' constantly. Use of antidepressants and suicide rates in young people are of great concern. Yoga teaches us to leave the world of stress and pressure behind and create a calmer, more relaxed state.

### It can be tailored to suit your client's needs

Yoga has many poses, sequences and styles that can be tailored to suit a person or a family's needs. It can help people of all ages and improve a variety of health issues.

### It is amazing for people with special needs

People of all ages that have special needs find yoga very helpful, especially those with a diagnosis of ADHD, ADD, Asperger's and autism. This is because yoga can provide tools to help self-regulate and cope with sensory issues, poor coordination, balance and shallow breathing.

### Yoga has amazing benefits for everyone, at every age

Families come in all shapes and sizes, and, of course, in all ages. The nature of

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yoga makes it something of a rarity among physical disciplines in that it is able to accommodate, and benefit, people of all ages, even when practised as a group.

Yoga:

- is non-competitive – it's all about your own journey
- develops body awareness and builds concentration
- teaches how to manage stress through healthy movement, meditation and relaxation
- develops muscle strength, balance, posture and flexibility, and is low impact
- helps to develop a positive self and confidence
- can help to decelerate the ageing process and increase energy and vitality
- helps to connect families through movement and play.

### Yoga can complement any fitness program

I have worked with many clients who focus on training for specific sports, as well as those who do so in order to simply stay healthy and well. Whatever their reason for exercising, I always encourage clients to add yoga to their workout regimes.

### It's not hard to recommend

Introducing yoga to your clients can be as simple as recommending a good yoga teacher and style that you know will be right for them, or, finding a suitable yoga tutorial video online that you think will resonate with them. There are a number of family-specific yoga classes available that help family members connect with each other through yoga and play therapy. Just search online for 'family yoga' and you may be surprised by the choice in your local vicinity, particularly if you live in a metropolitan area. Of course, if you are a yoga teacher as well as a fitness professional, you can teach clients and members simple sequences that they can take home to their families.

### Recommend places to make it more fun for a family

Yoga can be practiced in the home, in the backyard, down at the beach or at the park. Kids love it when it's all about the fun – and so do adults!

### How long should you recommend?

Any yoga is good yoga! If a client or their family hasn't done much yoga before,



### THE QUICK READ

- Practising yoga as a group allows families to slow down and connect with each other
- The nature of yoga enables it to accommodate, and benefit, people of all ages when practised in a group setting
- People with special needs, especially those with a diagnosis of ADHD, ADD, Asperger's and autism, often find that yoga helps them self-regulate and cope with sensory issues, poor coordination, balance and shallow breathing
- Families can benefit from even short yoga practices of a few minutes, as long as the activity is fun!

recommend that they do it for even 5 to 10 minutes by themselves. Initially, this could just focus on learning to breathe well. Remember, in order for it to become a regular family activity, the practice should be kept simple and fun for all family members!

Yoga really does provide some amazing tools for our clients to feel more connected to body and mind, and if they learn to share these tools with their families, they will have a more connected and calmer household. **N**

#### Leah Chandler

*Leah is a yoga teacher and fitness professional and the founder of Kids-Fit Australia. She loves teaching kids and families – including her own family of five – how to keep fit for everyday life.*

*Leah is the founder of Family-Fit Online which helps families connect, laugh and play together through learning the basics of fitness, food, relaxation and fun.*

*kidsfitaustralia.com / facebook.com/kidsfitaust / instagram.com/kidsfitaust*

### Take care of yourself with yoga

I also recommend that fitness professionals learn yoga and mindfulness techniques for themselves. The physical techniques can help us move better, and learning mindfulness and relaxation techniques can help us 'switch off' after another long and busy day training clients and working on our businesses. We are always striving to improve the lives of others, but it is vital to our own wellbeing – and career longevity – to also work on improving our own.



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# WINTER COMFORTS

As the nights draw in and the mercury falls, it's time to settle in with some seasonal meals that nourish body and soul, courtesy of *The Healthy Chef, Teresa Cutter.*

## Sweet potato hash

Sweet potatoes are a healthy low GI carb source that's high in beta-carotene, the precursor to vitamin A, which is important for eye health. They are also rich in potassium, necessary for muscle contraction, nerve transmission and normal blood pressure. This is healthy comfort food at its best.

Serves 4

### Ingredients

2 sweet potatoes, cut into chunks, skin on  
2 cobs of corn, husked with kernels removed  
2 handfuls baby spinach leaves  
1 bunch of cavolo nero (Tuscan kale), washed and shredded

1 small onion, finely diced  
small bunch of parsley, chopped  
3 tablespoons olive oil  
6 sprigs fresh thyme  
3 bay leaves  
1 small sprig rosemary  
pepper and sea salt

### Method

1. Boil the sweet potatoes in a pot of water seasoned with 1 teaspoon of salt.
2. Simmer for about 10 to 15 minutes or until the sweet potatoes are just tender – don't overcook.
3. Drain the sweet potato and set aside.
4. Heat the olive oil in a large cast-iron pan over medium heat.
5. Add the diced onion, thyme leaves, bay leaves and rosemary and cook for 1 minute.
6. Add the sweet potatoes and cook without stirring for 3 minutes or until they begin to brown underneath.
7. Stir occasionally to brown sweet potato all over, so it's lovely and crisp.
8. Add the kale and sweet corn kernels and cook for another 5 minutes until hot.
9. Fold in the baby spinach leaves, salt, pepper and parsley.
10. Serve in the pan and enjoy on its own or with poached organic eggs.





## Green Goodness soup with pesto

Nutritious, delicious and power packed with goodness! I love to make this yummy green soup when I need healthy, warming comfort food to nurture my body.

Serves 2

### Ingredients

#### SOUP

2 tablespoons olive oil  
2 leeks, sliced  
6 sprigs thyme  
4 bay leaves  
½ cup French green lentils  
1 bunch cavolo nero (Tuscan kale), washed and finely sliced  
100g baby spinach leaves  
4 cups water  
Generous pinch of sea salt and pepper

#### PESTO

1 bunch basil, washed and roughly chopped  
1 bunch parsley, washed and roughly chopped  
1 clove garlic, smashed  
60ml cold pressed olive oil  
1 tablespoon pumpkin seeds  
Juice from ½ lemon  
Sea salt and pepper to taste

### Method

#### PESTO

1. Add basil, parsley, garlic, olive oil, pumpkin seeds, 2 tablespoons lemon juice, salt and pepper to a high-performance blender.
2. Blend to desired consistency.
3. Taste pesto and add extra lemon juice if needed.
4. Store in a glass jar in the fridge for up to three weeks and use as needed.

#### SOUP

1. Saute leek, bay leaves and thyme in the olive oil until softened.
2. Add the lentils and 4 cups of water, then bring to the boil.
3. Reduce the heat and add the kale.
4. Simmer for 25 to 30 minutes or until the lentils are tender.
5. Add baby spinach and stir through until wilted.
6. Before serving, stir 2 to 3 tablespoons of the pesto through the soup.
7. Taste and adjust the seasoning to taste.
8. Serve and enjoy.

**Notes and inspiration:** This soup is delicious served the next day as the wholesome flavours infuse into the broth. Pesto can be made in advance, kept refrigerated (or frozen) for a few weeks and used as needed.

### **Teresa Cutter, aka The Healthy Chef**

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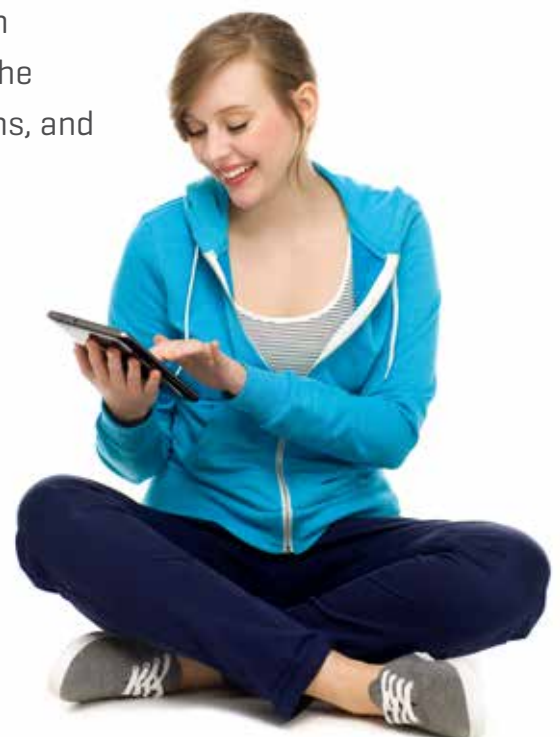
This quarter, the course is based on the following features:

- ▶ GFM: Instructor assessment [p19]
- ▶ The fast on fasting [p28]
- ▶ Exercise for people with intellectual disabilities [p33]
- ▶ Frisbee Fitness H2O [p56]
- ▶ Research Review [p60]

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# A BIG THANK YOU FROM – AND TO – OUR COMMUNITY!

Network Member Lisa Mitchell was full of praise for Network recently – and we love hearing from the Network Community so much that we’re sharing her kind words here:

“Congratulations to you and your team on keeping your subscribers updated with the latest information that relates to the fitness industry. I emailed a fitness guru who wrote an article for Australian Fitness Network re: my injury and she kindly replied with very sound advice.”

Thank you Lisa, and thanks to the author in question, Susy Natal, and the rest of our network of industry leaders who go above and beyond in sharing their experience and expertise with the Network Community.



Thank you to Susy Natal and all of our writers

## CLAIM YOUR FREE 2019/20 NATIONAL GUIDE TO FITNESS & HEALTH



Pro-Visual Publishing has released its 2019/20 edition of the National Guide to Fitness & Health. The guide is distributed free of charge nationwide to gyms, health and fitness clubs and dance and yoga studios.

This year, the topics on the 1m2 wall-mounted guide include the benefits of exercising, sleep, a healthy diet and hydration and a section about the benefits of walking, with a contribution from the Heart Foundation Walking.

The guide’s Augmented Reality (AR) features allow trainers and gymgoers who download the free Pro-Vis AR app to scan the chart to access additional videos, weblinks and additional information.

To order a copy of the guide for your club or studio, [click here](#).

## THE SOCIAL NETWORK

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

Health and wellness marketing phrases that are more likely to be fact-free than fat-free.



A recent study has shown how certain whole grains help regulate gut health.



Need more reasons to eat your greens? Cruciferous veggies may suppress tumors.



One year after a beverage tax was introduced, sales of sugary and sweetened drinks dropped by 38%



Can this virtual fitness giant really disrupt face-to-face fitness?



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# YOUR CHANCE

## TO WIN!

### New fitness gear rings a bell

Introducing YBell, the innovative new Australian-designed 4-in-1 fitness equipment that integrates the dumbbell, kettlebell, double grip medicine ball and push up stand into one simple design. This versatility makes it well suited to outdoor training, gym sessions, sporting teams and rehabilitation.

YBell has been a labour of love for creator and personal trainer Aaron Laurence who has trained thousands of people on Bondi Beach; 'I've carefully designed the YBell with one thing in mind – to simplify fitness. I wanted to create something that still helped to isolate all the core muscles and targeted strength and cardio training without having to constantly stop and start my sessions to switch out equipment.'

For your chance to win a set of 4 YBells, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in no more than 50 words why you are ready to introduce your clients to these innovative new resistance training tools. [ybellfitness.com.au](http://ybellfitness.com.au)



**WIN!**  
A set of 4



**WIN!**  
A \$250 voucher

### I feel the need, the need for Speedo

Speedo recently revealed the high-tech swimwear that Aussie Olympic swimmers will take to Tokyo next year in an effort to win back Australia's reputation in the pool.

The new fastsuits were designed and made at Speedo's AquaLab by a group of leading global swimmers including Australian Olympic Gold Medalists Mack Horton and Emma McKeon. The suits have a number of unique features, including flexible zoned compression, which makes it more comfortable and allows a wider range of motion in the legs, and new fabrics which directly target flexibility, compression and drag reduction.

You might not be headed for Tokyo, but we're sure that you'd still like to enhance your rep in the pool. For your chance to win a voucher for \$250 to spend on Speedo swimwear, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in no more than 50 words why you're ready to make a splash in some new togs from Speedo! [speedo.com.au](http://speedo.com.au)

### Take a stand against sitting!

We know that many fitness professionals also put in the hard yards behind their desks, so here's a chance to make that time a little less sedentary! The ProPlus36 sit standing desk from Varidesk (RRP \$550) can help avoid the lethargy and other side effects of sitting for hours by allowing you to smoothly switch between a seated and standing workspace.

Taking you from sitting to standing in just 3 seconds, the two-tiered design allows the separation of your laptop and monitors from your keyboard, mouse and other accessories. Available in black, butcher block darkwood and white, the ProPlus36 uses a spring-loaded boost and 11 different height settings, and requires no assembly or installation, as it sits on top of your current desktop.

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**WIN!**



**WIN!**  
1 OF 3 mats

### The art of eco yoga

Last year, Bali-based Yoga Design Lab (YDL), launched a collection of eye-catching luxury yoga mats made from natural tree rubber and recycled plastic bottle microfibres - described by Harper's Bazaar and Vogue as 'stunning works of art'. Now the same eco-conscious team has brought this earth-friendly technology to their yoga mat towels and hand towels.

Chad Turner, YDL's founder and designer, says 'The goal was to create a beautiful, highly-functional product with the smallest eco footprint possible. Countless yoga mats

end up in landfills because they're made from non-recyclable, hazardous materials. While our overall goal is to limit plastics usage, at least we can start repurposing what's already out there and keep it from our oceans.'

YDL's Combo Mats feature a soft microfibre yoga towel bonded onto a natural rubber yoga mat, making them ideal for hot yoga practices. For your chance to win 1 of 3 Optical Gold Combo Mats from YDL, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and tell us in no more than 50 words why you should be saluting the sun on this eco-friendly mat. [yogadesignlab.com](http://yogadesignlab.com)

# MEMBER PROFILE

## BILL STEVENS, AQUA INSTRUCTOR, VIC

At 91 years young, this former wine marketer and Network Member of over 25 years is still delivering more than a dozen classes a week and has no plans to retire. Cheers to that!



### What fitness qualifications do you hold?

I am an Aqua Aerobics Instructor, but hold also qualifications for Gym, Older Clients and Group Exercise (Freestyle).

### Where do you live and work?

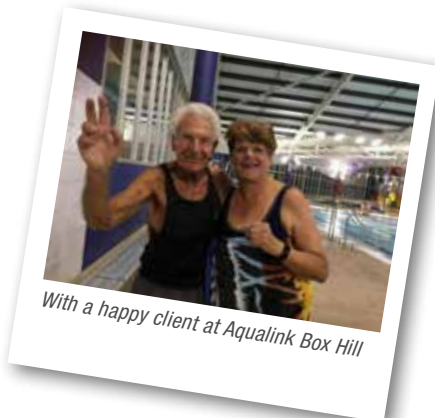
I live in Melbourne in the leafy suburb of Balwyn.

### What is your main role in the fitness industry?

For the last 15 years, I have specialised in aqua, from gentle warm water classes to very active high intensity workouts.



Bill with his latest great grandchild



With a happy client at Aqualink Box Hill

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

I started rather late in life after a 40-year career in the Australian wine industry. Before I retired in 1996, I enrolled in aerobics and gym courses at Box Hill TAFE – initially to become more skillful in my own fitness regime. It led to conducting a few classes in my free retirement time and blossomed from there. At my peak I had 20-25 classes per week, since scaled down to 12-15.

### Describe your typical day

I get up around 6am and without fail do a 10-15 minute Fitball and stretching routine. Once a week I participate in BODYPUMP and BODYBALANCE classes to keep fit (I was also a Les Mills Instructor). I used to go for a daily 5km run, but at present have a knee problem. After over 50 years of running, including 4 marathons, this is something that I have had to reluctantly accept.

### What skills are needed in your role?

Apart from obvious teaching skills, I firmly believe that 'people skills' are an important



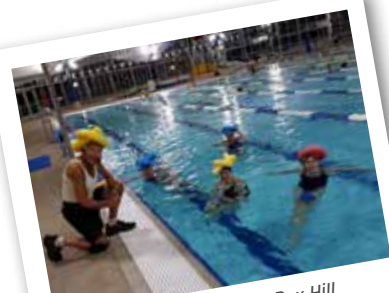
Bill Stevens - Add Life to Your Years

part of the role of an instructor. I try to at least make eye contact with everybody in my classes, and if possible have a chat before and after class. A bit of praise, and acknowledgement of a birthday or event, are always welcomed. Everyone likes to be appreciated as a person, not just as a paying client.

### What are the best and worst aspects of your job?

A wonderful aspect is seeing people smile and be happy with their workout, and the absolute best is when somebody comes up to you and tells you their result from participating in your classes – whether that be an improvement in health, mobility or just feeling better. I used to feel embarrassed when clients gave me a present at the end of the year, but now I appreciate that it is an expression of genuine, heartfelt gratitude for the experience they've had. I also particularly enjoy working with disabled people – it is a privilege and a very rewarding experience.

On the flipside of this, the worst aspect is when I can see and feel that somebody is not happy in a class, in spite of my best efforts.



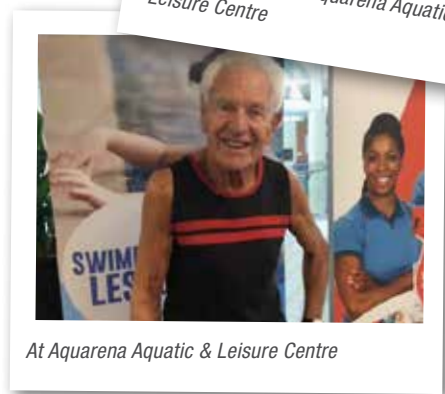
Easter Parade at Aqualink Box Hill



Celebrating Chinese New Year



With colleagues at Aquarena Aquatic & Leisure Centre



At Aquarena Aquatic & Leisure Centre

**What has been your greatest career challenge to date?**

Staying on top of the profession. I never stop learning new skills and keeping abreast of health and fitness developments.

**And your greatest highlight?**

Being accepted as an instructor at the ripe old age of 91 by clients and peers! It is an honour to be referred to as a role model for the benefits of physical exercise.

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

Sue Stanley, the great Australian Aerobics champion who became my mentor in her Maidstone Gym when I started my career in aerobics. Later on, in aqua, there was and still is, JSP (Jenny Schembri-Portelli) – a constant source of inspiration, and two men who are true leaders in aqua: Dominic Gili of AquaFitnessOnline here in Australia, and Mark Grevelding from Fitmotivation in the US. And there is one more remarkable, inspiring woman in our industry, Marietta Mehanni, who just has unbelievable energy.

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

When I decided to get into the fitness industry in 1996, I registered the business name ‘Staying Alive – Fit Forever’. I still believe in it.

**What’s your main focus now and what are your goals for the future?**

Living life to the full. Enjoying a balance of work and leisure activities. Travelling overseas once a year to explore different cultures, art and wine.

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

I would invite the aforementioned Sue, Marietta, Jenny, Dom and Mark for their inspiration; The Sun King, Louis XIV, for his vision and extravagant splendor; my wine industry mentor David Wynn of Coonawarra Estate fame, Bailey Carrodus of Yarra Yering, and another Frenchman, Baron Philippe de Rothschild, for their pursuit of excellence in the art of wine. King Louis XIV would love a bottle of Mouton Rothschild Vintage 1945 – he’d raise from his grave for this! **N**

**WATCH BILL'S STORY HERE**



Want to be profiled in a future issue? For details email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)



# MASSAGE ESSENTIALS FOR FITNESS PROFESSIONALS

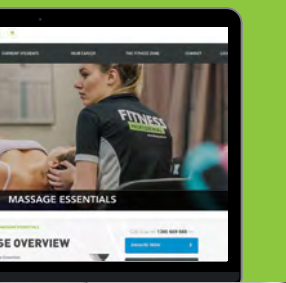
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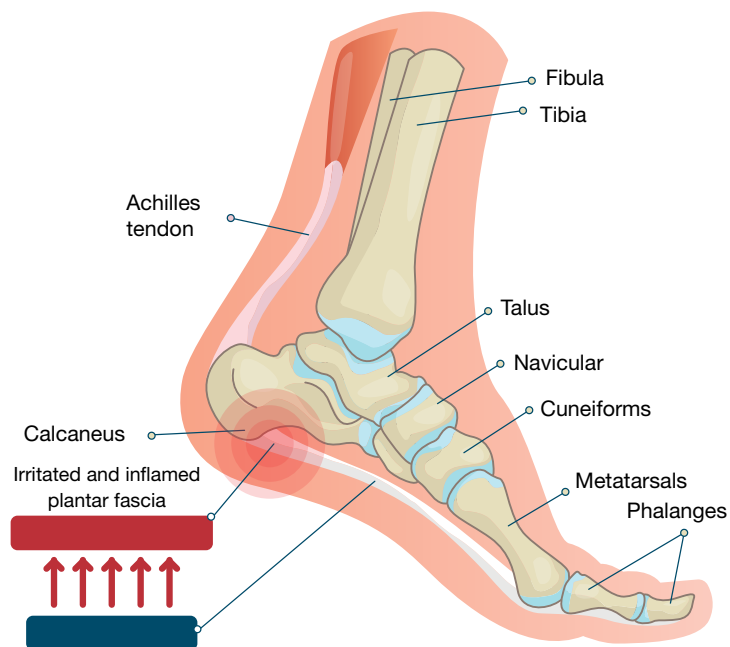
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## INJURY & REHAB

# PLANTAR FASCIITIS

Plantar fasciitis is one of the most common causes of plantar heel pain. Clinical lead podiatrist, *Jai Saxelby*, provides a technical insight into the condition, and details treatment therapies.



**T**he plantar fascia, also known as the plantar aponeurosis, is a visco-elastic structure that spans the underside of the foot (from the heel to the toes) and plays a significant role in the weight-bearing foot, both statically and dynamically. Its design is equipped to resist elongation under tensile load, resulting in the storage of elastic energy. Working synergistically with the Achilles tendon, it absorbs energy during initial weight-bearing, then returns the energy during propulsion, acting like a spring.

Measurement of oxygen consumption during running suggests the storage of elastic energy in muscle and tendons saves about 50% of the metabolic energy that would otherwise be needed. Box 1 explains the foot model known as the 'windlass mechanism', which illustrates the relationship between the foot joints and the plantar fascia, and how to test it yourself.

### Windlass mechanism and test

The anatomy involved is the medial slip of the plantar fascia and the medial (inside of the foot) arch. The plantar fascia originates from the medial tubercle of the heel and inserts into the base of the proximal phalanx of the first metatarsophalangeal joint (MTPJ). The windlass test requires the big toe to be dorsiflexed (upward movement); this tightens the plantar fascia due to it being wound around the first metatarsal head, effectively drawing the first MTPJ and heel together, thereby 'shortening' the arch (see Box 1).

### How to use the windlass test

Stand the client on a step, allowing the toes to overhang. Apply an upward force to the big toe and feel the tension in the plantar fascia;

approximately 65 degrees is regarded as a normal range of movement (Box 1a). The more restricted the movement, the greater the tension in the plantar fascia – in some cases it may even provoke symptoms. There are various causes that result in this restriction, including: bony deformity (hallux rigidus); excessive foot pronation; and restricted ankle joint movement, e.g., tight calves.

### Function of the windlass in the gait cycle

During initial contact, the windlass unwinds, the arch elongates, and the fascia goes taut (Box 1b). Synchronous with this, the foot pronates (heel everts, midfoot pronates and the forefoot inverts).

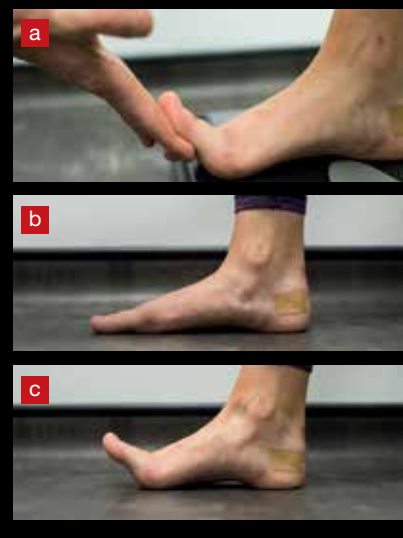
During propulsion, the windlass tightens and the arch shortens. Synchronous with this, the foot supinates (heel inverts, midfoot supinates and the forefoot everts) (Box 1c).

### What is plantar fasciitis?

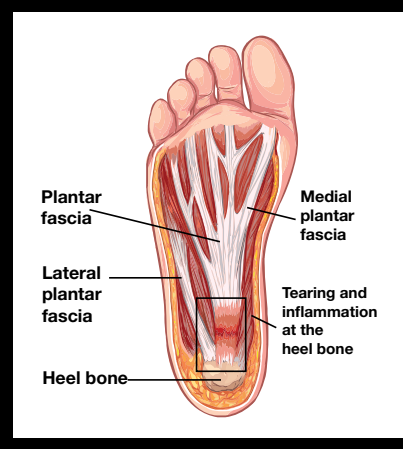
Plantar fasciitis is one of the most common musculoskeletal foot injuries, but is often used as a cover term for all plantar heel pain. The evidence suggests that the condition is a chronic degenerative/reparative process caused by repetitive micro-trauma to the fascia over time. Due to this, the term plantar fasciopathy is now commonly used.

Box 2 details the anatomy, the location of the pain, and the clinical signs and symptoms used to make a clinical diagnosis of plantar fasciitis. Diagnostic imaging, such as an ultrasound or MRI, has been shown to be useful for confirming diagnosis. Plantar fasciitis is prevalent in athletic, military and non-athletic populations and is

#### Box 1. Windlass test and function



#### Box 2: Anatomy of the plantar foot and plantar fascia



not gender specific. It affects all age ranges, but most commonly the over 40s.

## Anatomy of plantar fasciitis and its signs and symptoms

A diagnosis of plantar fasciitis is confirmed when the client presents with the following signs and symptoms:

- Pain at the medial tubercle of the heel and along the plantar fascia
- Pain upon first weight-bearing after a long period of sitting, and the beginning of weight-bearing activities such as walking\*
- As the day progresses, pain can increase and continue after physical activities
- The nature of the pain has been described as burning, aching, and occasionally lancinating

\*This is based on the author's clinical experience only. If the client does not experience pain on first weight-bearing, then I get suspicious that it's not a typical presentation, so would dig a little more diagnostically in order to get a more precise diagnosis. My advice is, if you have a client with this presentation, then get the client to seek specialist assessment, e.g., a podiatrist, physiotherapist, etc.

## Differential diagnosis of plantar heel pain

Other diagnostic considerations for plantar heel pain include: calcaneal stress fracture; rupture of the plantar fascia; and entrapment neuropathy. Some systemic conditions can manifest themselves as plantar heel pain, including seronegative arthropathies, referred lumbar pain, etc.

## Causes of plantar fasciitis

There are several theories as to the development of repetitive trauma, including overuse, over-training, excessive bodyweight, biomechanical changes to the properties of soft tissues, and/or altered biomechanics.

Although there is no evidence showing a correlation between plantar fasciitis and excessive foot pronation, Box 1 has already shown that when the foot is elongated, the plantar fascia is under greater tension. The functional relationship between plantar fascia and the Achilles has already been acknowledged; evidence shows a significant association between a tight calf, i.e., restricted ankle dorsiflexion (foot points upward) and plantar fasciitis. Just before heel lift during the gait cycle, ankle dorsiflexion should be at its maximum. If this is restricted, i.e., tight

calves, then the windlass mechanism is restricted, the foot continues to elongate (rather than shorten), and tension in the plantar fascia increases.

Other factors to consider when looking for potential causes of plantar fasciitis include occupation. Evidence shows that individuals on their feet for prolonged periods, i.e., shifts in excess of eight hours, are more at risk. Also footwear (shoes that are totally flat and/or with minimal arch support), though this is based on expert consensus only.

## Treatment for plantar fasciitis

The treatment options vary greatly, but tend to group into two categories:

1. Mechanical therapies that are focused on directly or indirectly reducing the tensile load applied to the plantar fascia
2. Therapies that are focused on reducing the symptoms, i.e., pain (in a comprehensive review, 28 different therapies were cited, but almost half were mentioned only once, which suggests their use is not widespread)

In the first instance, it is agreed among experts that the first-line treatment is self-care advice, focusing on the following:

- Reassurance – most people with plantar fasciitis will make a complete recovery within one year
- Symptom relief – the application of ice is advised (cover the foot with a towel and apply for 15-20 minutes; this is based on expert opinion only) – the use of analgesia, e.g., paracetamol, codeine, and non-steroidal anti-inflammatory drugs such as Ibuprofen is advised (but although they have plausible mechanisms of action, there are no robust clinical trials to support their use)
- Reduce mechanical loading on the plantar fascia (directly or indirectly):
  1. Rest – avoid standing or walking for long periods where possible, avoid going barefoot or in shoes that offer no support (this is based on expert opinion rather than research studies, with the logic being based on the condition being considered an over-use injury, so resting to allow healing and recovery to take place would be a sensible approach to take)
  2. Orthoses/insoles – there is some good evidence to support their use and they are recommended on the basis that they benefit foot posture and reduce the strain on the plantar fascia (the jury is still out over which is

the most effective type – prefabricated over the counter or customised – but NICE guidelines advise that 'magnetic' insoles should be avoided)

3. Losing weight – if overweight (to prevent future episodes)
4. Stretching – this focuses on specifically stretching the Achilles and plantar fascia (Box 4) but, again, there is a lack of good evidence (although this is a therapy that is perceived by clients as being of the most benefit and is widely advocated by most experts)

## How personal trainers can help

The advice is to rest and reduce the loading but, practically speaking, what does that mean and how do you manage it?

Evidence supports that load management is a key component in the rehabilitation process. The Pain Monitoring Model (PMM) shows that monitoring pain levels during rehabilitation makes it possible to continue training, if the pain scores are kept within certain limits, i.e., below 5 on a 0-10 scale.

Both static and dynamic activities will load the plantar fascia; it is often presumed that dynamic activities are more provocative, but is that really the case? Ask the client: when is their condition most painful? What activities set it off? Another option is for you to evaluate this – monitor their training using the PMM and record their response, then use the information to tailor their training.

## Additional mechanical-focused therapies

### Taping

Evidence supports its use in the short term, assisting in off-loading the plantar fascia. It can also be used as a preventive measure, i.e., use when undertaking activities that will place considerable load on the fascia, e.g., running, heavy weight-lifting. Some clinicians trial taping first and, if they get a positive response, will progress to orthoses. Box 3 illustrates how to self-apply.

### Eccentric exercises

These have been shown to be effective in the treatment of Achilles tendinopathy; there is a modified version that is effective for plantar fasciitis (Box 4), however, the reader should be mindful that this is a considerable amount of load, so need to consider whether it's appropriate for their client. This is where the PMM can assist in making a client-centred evaluation. If it's too much, then consider performing with the upper-body supported, i.e., leaning over a worktop so the loading is reduced, and then evaluate the effect.

### Box 3. Foot taping



Repeat this taping pattern two to five times depending on how much support you want, but two to three times is usually sufficient. For the best results, a rigid type of tape, such as Strappel or Leukoplast, should be used. For more information visit: [sheffieldachesandpains.com/foot-and-ankle/foot-pain](http://sheffieldachesandpains.com/foot-and-ankle/foot-pain)

### Box 4. Stretches and eccentric exercises



Heel raise start and finish position.



From the start position raise the heel as high as possible. Perform three sets of 15 repetitions; the trainer needs to monitor their client. The key part of the exercise is to lower the heel back down to the start position.



Achilles and plantar fascia stretch.

### Intrinsic foot muscles

These play an integral role in supporting the arches of the foot. Recently, a new theory has been proposed to assist our understanding of intrinsic foot muscle function – the foot core system. The intrinsic foot muscle test evaluates the ability to maintain a neutral foot posture during single leg standing. Box 5 illustrates the test.

### Intrinsic foot muscle test

The client's foot is placed into subtalar joint neutral (palpate either side of the head of the talus, just in front of the ankle until it feels equally prominent on both sides). With the heel and forefoot on the ground, the client lowers their toes to the ground and is asked to maintain this position for 30 seconds. Changes in foot position and over-activity in the extrinsic leg muscles are observed. Early studies suggest this can be used to detect improvements in foot core function. The short foot exercise (Box 6) can isolate the contraction of the intrinsic foot muscles and there is increasing evidence suggesting it can improve foot function. However, this is a prolonged standing exercise (30 seconds in duration), so its impact on the client's symptoms need to be evaluated. If it aggravates, then a non-weight-bearing alternative should be considered. Over time, the client may be able to progress to the standing exercise.

### Short foot and non-weight-bearing intrinsic foot exercises

Roll the toes over the ball and try and grip

the ball, holding for one to two seconds, 15 reps, three times.

### Other treatments

If symptoms persist, then it would be wise to refer on for medical advice, where a thorough assessment and diagnosis can be made. Other mechanical therapies include night splints (to stretch the Achilles and plantar fascia) and aircast boot (to off-load and rest the foot). Symptom-focused treatments include: acupuncture (limited evidence); extra corporeal shock wave therapy (safe, with evidence showing short-term benefits; however, the NICE guidelines advise its efficacy is inconsistent); steroid injection (there is evidence to show it is effective in the short term, i.e., one month, but not in the long term, and also there are concerns over repeated use, e.g., risk of rupture); surgery (mixed results and is considered a last option; most surgeons will advocate exhausting conservative measures first).

### Summary

Plantar fasciitis is a common foot injury, with the majority resolving within 12 months. Most effective treatments can be self-applied, but input and monitoring of load could be of use to the client. If persistent, then refer on for further medical input. **N**

### Jai Saxelby

Jai is an enhanced role musculoskeletal podiatrist working for PhysioWorks-Sheffield Teaching Hospitals NHS Foundation Trust. He has 28 years' clinical experience and has published several papers on plantar fasciitis. As 15-20% of his case load relates to this condition, he's dealt with a lot of painful heels.

### Box 5: Muscle test



### Box 6: Foot exercises



Standing short foot exercises.



Non-weight-bearing ball exercises. Perform 3x15 rolls and holds (hold for one to two seconds), twice daily.

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# GOING GLOBAL WITH YOUR PT BRAND

The internet, social media and global distribution systems now allow every personal trainer to be global, provided they can achieve strong brand recognition in their area of health or fitness, writes branding expert *Stella Gianotto*.

**B**randing isn't new, but it's become a critical factor in any business success. With an oversupply of vitamin supplements, active wear and home workout products enabled by the global reach of the internet, achieving a global business as a personal trainer demands more than a pumped-up Instagram account of selfies.

To achieve rapid growth, especially in the fitness sector, demands a viral spread of your personal awareness and a taking up of your individual training offering before a 'me-too' competitor fills your market segment.

While it will take some time, putting effort into creating a consistent personal brand will help propel you towards your business goals more quickly. Success in the fitness marketplace requires three things: an ever increasing and strong brand presence, ongoing client retention and vigorously building your profile – firstly, as a brand and secondly, as a personal trainer.

## So how can a personal trainer achieve a global brand?

In the past, you would have attained your clients through word-of-mouth referrals, some marketing and maybe a little advertising in your neighbourhood, and any success you enjoyed would have been largely local. In today's market you can



***Your brand should represent your clients' values, lifestyle or self-image – who they are.***



reach much further afield, but in order to do so you require a strategically crafted brand identity.

Until recently, branding was only achievable by large national or international companies in any area of business. That's no longer the case. The internet, social media and global distribution systems now allow every personal trainer to be global, provided they can achieve strong brand recognition in their area of health or fitness. If your '10-minute per day gentle workouts for new mums' resonate with Simone in New York, then the mere fact that you're based in Brisbane won't stop her signing up to your programs.

We have a few home-grown examples to prove it. It's highly unlikely that you haven't heard of the most financially successful of these, Kayla Itsines, the personal trainer from South Australia whose e-book the *Bikini Body Guide* and paid fitness app 'Sweat with Kayla' (with over 30 million



## THE QUICK READ

- Success in the fitness marketplace requires three things: an ever increasing and strong brand presence, ongoing client retention and vigorously building your profile
- Technology has enabled every personal trainer to have a global reach, provided they can achieve strong brand recognition in their area of health or fitness
- Your personal brand should be top of mind for your clients when they think about personal training
- Once a brand achieves recognition, the products or services sell themselves, as long as they continue to embody the values that made them famous.

downloads) have helped her become one of the biggest names in consumer fitness, with an estimated joint net worth with her partner of \$486 million.

Plus, of course, there are a plethora of other fitness names – both qualified professionals and unqualified influencers – who have harnessed social media to build their brands and create lucrative businesses.

### Understanding what a brand is

Simply put, a brand – your personal brand – should be a place in the minds of your clients when they think about you as a personal trainer. Think of a fitness tracker and it's likely your mind will conjure up Fitbit. Think of cool running shoes and Nike may well spring to mind. That's what a brand, whether it's a product or an individual, aims to create – 'top of mind recall'.

Your name conveys who you are and a logo conveys what you do, but your brand should represent your clients' values, lifestyle or self-image – who they are.

While your marketing efforts and advertising reflect your brand, they do not define it. This is vital to understand.

### Why is a brand so important?

Your brand must be as important to your clients as it is to you. Remember the 'top of mind recall' we just talked about? Another term for it is 'brand recognition'.

While this sounds like a tall order, consider the number of everyday products which now feature the company logo prominently in the design. It is not the logo the wearer is proudly promoting, but the brand behind it. Once the brand achieves recognition, the products or services sell themselves, as long as they

continue to embody the values that made them famous.

Branding should be considered early on when setting up your personal training business. Why invest in a company name, logo development, website and social media account, without reflecting on how they support and enhance your own personal brand?

Investing in identifying your brand before all of these 'marketing' activities will accelerate your business in the start-up phase and save on 'do-overs' later. An effective brand strategy will involve greater initial outlay, but it will allow you to leverage a generous portion of 'free advertising' through social media and public relations.

If your brand has social significance, as well as product appeal, your early clients will become advocates and spokespeople for you and your services – more so than any logo, business name or advertisement ever will. That same brand message attracts attention in both traditional media (PR) and social media, creating viral growth while generating business momentum when you're launching. If you are ready to commit to launching your brand, as opposed to starting your business, it is worth seeking out a branding professional to help you create a strategy for growth.

In today's crowded fitness industry, effective branding can be the key ingredient to cut through the noise and make a name for yourself. **N**

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#### *Stella Gianotto*

*Stella is an award-winning creative director for Brand for Brands Agency. She has developed over 1,000 brands and worked with 3,000 more globally. [brandforbrands.com](http://brandforbrands.com)*





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### About course creator, Dianne Edmonds

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

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**WATER FITNESS**

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# FRISBEE FITNESS H2O

Lightweight, portable and easily available, the frisbee can facilitate a challenging workout when used as an aquatic tool, writes aqua educator *Dominic Gili*.

**M**ost of us will associate the frisbee with our childhood. Growing up, I spent hours in the park or at the beach with friends throwing, chasing, and sometimes even catching, the simple plastic disc. It was all about fun in the sun, with no thought given to any fitness benefits.

Since the late 1950's, frisbee has developed a reputation beyond a recreational activity. The sport formerly known as 'Ultimate frisbee' (and now simply 'Ultimate' for copyright reasons) is now recognised at international competition level, with the rules and tactics similar to those of netball and soccer. Players of Ultimate require speed, agility, endurance, strength and coordination, and replicating this activity in the water is a challenging and engaging training activity for sport teams and school groups.

But the real workout begins when we take the frisbee below the surface of the water. For instructors keen to innovate their aqua fitness classes, the frisbee presents a great option. Lightweight, portable and easily available, the frisbee can be deceptively challenging in the water. It can be adapted into a traditional aqua fitness class while offering clients a very different and positive workout experience.

From a class design and teaching perspective, Frisbee Fitness H2O exercises are easy for clients to follow and make a great addition to a circuit style class. The time you allocate to frisbee-focused workouts within each class will vary depending on the clients in attendance.

The neutral buoyancy of the frisbee



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*The aqua version may not be there yet, but the land-based frisbee game of Ultimate is eligible for inclusion in the 2024 Olympic Games*





## The 30-second article

- The frisbee can be given a whole new range of skills when it is immersed in water and used as an aquatic tool
- The neutral buoyancy of the frisbee replicates the double concentric contraction the body experiences when working in the water
- Held in one or both hands, the large surface area of the frisbee creates increased resistance for upper body workouts
- The core recruitment and stabilisation required to perform movements with a frisbee in the water is intense, making the frisbee an effective tool for enhancing balance and stability.



replicates the double concentric contraction the body experiences when working in the water. The intensity of total body workouts using the frisbee can be adjusted to suit all abilities, and like all resistance equipment the frisbee provides the body with unique biofeedback which builds better awareness and muscle engagement.

### Upper body workouts

Held in one or both hands, the large surface area of the frisbee creates increased resistance. It is similar to kickboard workouts, but far more achievable as clients do not struggle with the lift force of the board's buoyancy.

The intensity of the workout can be altered simply by flipping the disc. This is demonstrated with a simple push/pull motion while holding the frisbee with two hands. With the front of the frisbee facing away from the body, the greater challenge is on the pull phase (bringing the frisbee back towards the body) as the water is temporarily caught and held within the cupped shape of the frisbee. Conversely, when the frisbee is flipped to have the back of the frisbee facing away from the body then the challenge is on the push phase.

As with one or two-hand buoys workouts,

both dynamic and stability training can be achieved using the frisbee. Using the push/pull motion again as an example, this movement with grounded feet offers great stability training, as the abdominal and core muscles work hard to maintain a stable foundation. To make the movement a dynamic exercise, continue the push/pull motion with the frisbee and cue a lower body movement such as jogging, hamstring curls, jumping jacks, tuck jumps, cross country ski or single leg kick.

### Options for other upper body workouts include:

- gliding the frisbee on the water surface, using one or both hands
- slicing the frisbee through the water, holding it with both hands
- gliding the frisbee up and down, side-to-side or in circles on the pool wall, using one or both hands
- dragging the frisbee up and down, forwards and back, side-to-side or in a figure 8 motion, with one or two frisbees.

Teaching tip: when demonstrating one-hand frisbee exercises from the pool deck, use a big rubber band or elastic to attach the frisbee to your hand.



***The real workout begins when we take the frisbee below the surface of the water***



## Lower body workouts

When the frisbee is placed under one foot (or both feet) with top side facing down, it provides a challenging workout. The experience is similar to a deep-water workout as the foot and frisbee simply hover over the pool floor, with only gentle contact with the floor allowing a smooth yet controlled sliding movement. Again, this has been done before with kickboard workouts, but with that tool there is an ever-present danger posed by the buoyancy of the board, which can cause it to escape to the surface and hit clients.

### Options for other lower body workouts include:

- gliding the frisbee across the pool floor with one foot on the frisbee and the other foot grounded on the pool floor
- gliding the frisbee across the pool floor with one foot on the frisbee and the other foot bouncing on the pool floor
- gliding the frisbee across the pool floor with one foot, while the other leg is working suspended off the floor
- holding the frisbee above the surface of the water with one hand (like a drinks tray), while the legs work suspended cross country ski or flutter kicks.

Teaching tip: always start with one leg grounded, to create awareness of the core stabilisation required, before introducing dynamic lower body movements.

## Balance and stability workouts

Using the frisbee to enhance balance and stability might be the most compelling argument to try Frisbee Fitness H2O. The core recruitment and stabilisation required to perform all of these workouts is intense. The workouts can easily be compared to a Reformer Pilates lower body workout, as one foot slides while the other stays grounded. Even better, the water environment offers us more support to not only perform this movement forwards and backwards or side-to-side, but also in any direction, including diagonally, away and across the front and back of the body, or in a circular motion.

### Options for balance and stability workouts include:

- using one foot or both feet on the wall to glide the frisbee up and down, side-to-side and in circles
- holding the frisbee with one hand above the surface of the water (like a drinks tray), while working one leg or travelling through the water
- balancing the frisbee on the head while travelling or isolating the lower body.

### NOW WATCH IT IN ACTION!

Click here to watch Dom demonstrate the wide range of movements using the frisbee in the pool.



## Considerations and planning

As with all new equipment, it is important for instructors to get in the water to experiment with a frisbee before introducing it into aqua fitness classes. Here are some considerations when including water workouts using a frisbee:

- Be aware that not all frisbees are the same. The diameter and thickness of the disc will impact on the intensity of the workout, so offering a selection to clients and explaining the differences can help ensure participants exercise within their limits. The thicker, more rigid the plastic and the larger the diameter, the greater the resistance and stronger the workout.
- Be conscious of the potential for muscle fatigue and the impact on joints, and factor this into the design of routines; fingers, wrists and forearms are prone to fatigue when holding or gripping the frisbee for extended periods of time. Flat palm hand contact should be considered as an alternate to gripping. It's wise to regularly ask participants how they are feeling.
- Do not underestimate the high level of resistance that the surface of the frisbee creates, and always flip the frisbee to ensure a balanced muscle workout.
- Clients with shoulder conditions may prefer to only glide the frisbee on the surface and/or only use their hand (rather than the frisbee) as an alternate to submerged frisbee upper body workouts.
- Working a big range of movement helps recruit the full length of the muscle, from origin to insertion, and improves flexibility.
- Working a faster, smaller range of movement will require greater core muscle engagement to stabilise the torso.
- When using the frisbee under the foot, be sure to work at a suitable depth (with the water surface between the belly button and the chest) in order for the feet to make solid contact with the ground.
- When using both feet on the frisbee, use a limited range of movement to avoid hyperextending the lower back.
- Some clients may prefer to wear aqua trainers in the water to help avoid slipping.

## Game on!

When working with sports teams and school groups, a water-based version of Ultimate could be great training to keep participants engaged with a fun activity that replicates sport-specific skills such as speed, strength, endurance, multi-directional movement and coordination. Depending on the ability of the individuals, the game could be played in the shallow or the deep.

In the US, Skwim is the name given to a game that combines elements of Ultimate with elements of water polo. Goal lines can be created for teams to cross in order to gain points, or teams can simply be awarded points for making 10 continuous passes: either option can be great fun as well as challenging. All activity should promote travelling movement in order to take full advantage of the increased resistance in water.

Teaching tip: use a soft neoprene frisbee for activities that require throwing the frisbee, so as to avoid any injuries, and always assess swim competency of clients before starting any activity in the deep.

Special thanks to Mushi Harush (Israel), Susan Abel Sullivan (US) and Debi Godfrey (Australia) for their inspiration and workout ideas with the frisbee. **N**

### Dominic Gili

*The founder of AquaFitnessOnline.com, Dom has been teaching aqua fitness since 1993. He delivers aqua workshops and new instructor trainings across Australia.*

*A regular contributor to fitness industry publications, in 2012 he was named Australian Fitness Network's 'Author of the Year'.*

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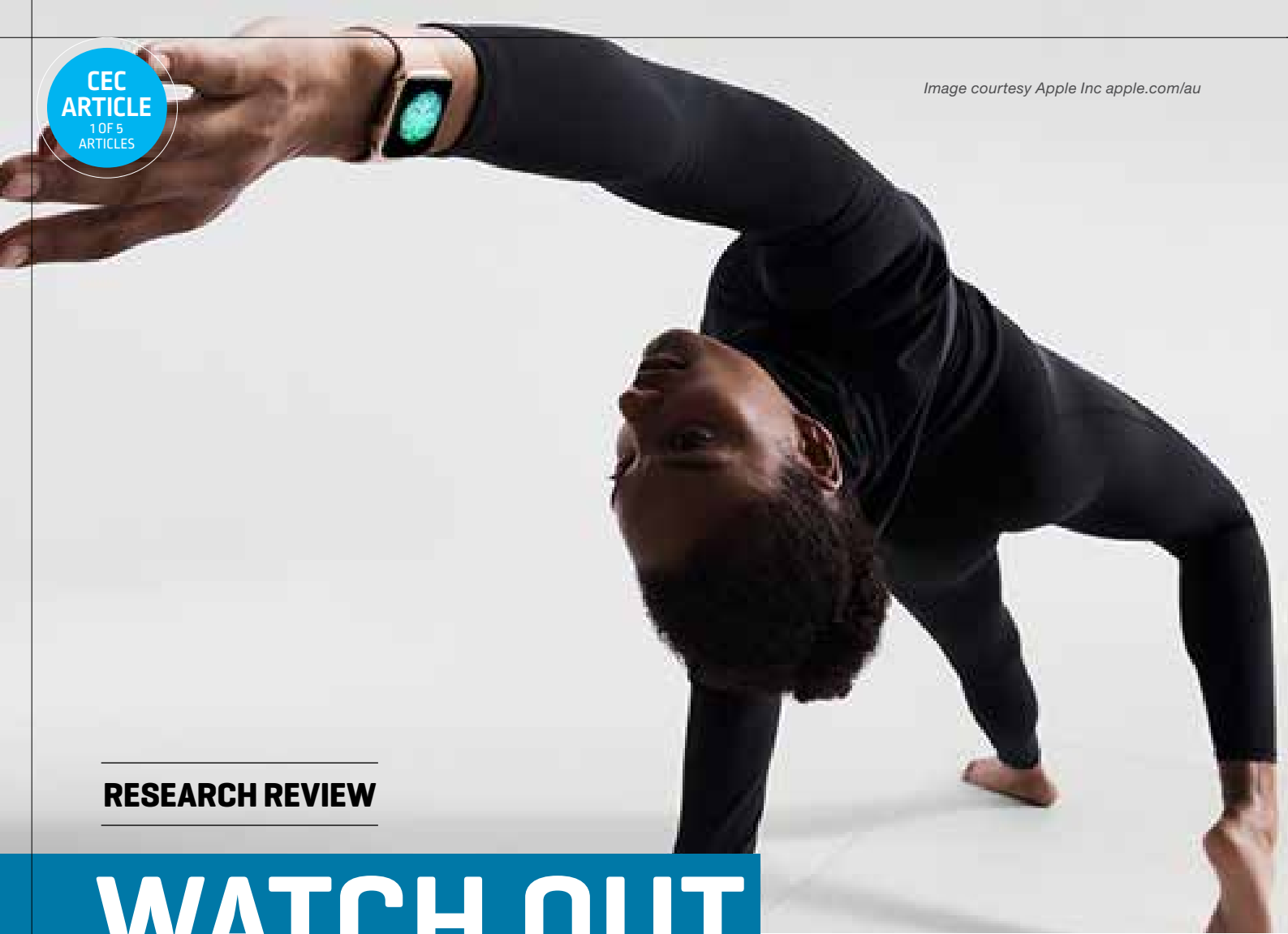
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RESEARCH REVIEW

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# WATCH OUT

## DOES YOUR LIFE DEPEND UPON YOUR ACTIVITY TRACKER?

Researchers set out to determine the accuracy of assessing heart rate during exercise using two of the most popular wearable devices. Here's what they found. Review by Dr Mike Climstein PhD & Dr Joe Walsh PhD

**Title:** Heart rate measures from the Apple Watch, Fitbit Charge HR 2, and electrocardiogram across different exercise intensities

**Authors:** Dr's Thompson and colleagues. (Dept of Health and Exercise Science, Colorado State University, USA)

**Source:** *Journal of Sports Sciences*. 37 (12): 1411-1419.

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**PREFACE:** I would like to congratulate my colleague, friend and co-author of these Research Reviews, Dr Joe Walsh, on completing his PhD. Joe recently attained his qualification at Charles Darwin University in very unique circumstances. His PhD (Physiological and health indices of masters athletes: Incorporating machine learning predictive models based upon psychological motivations) included a very impressive 14 publications, which I'm certain is a record. Congratulations on your great achievement Dr Walsh!



**Introduction:** I'm pretty fortunate in the teaching I do at Southern Cross University, as it's all focused on the Master of Clinical Exercise Physiology. One of the units I teach is 'cardiovascular health', for which students must learn to conduct clinical graded exercise tests – an important component of which is preparation and monitoring of a 12-lead electrocardiogram (ECG).

Now, not only is stress testing and ECG my area of clinical expertise, but I've also got state of the art wireless 12-lead ECGs to teach the students on and use in our student-led clinics. As a fitness professional, you've probably known someone who has undergone a stress test or had a resting ECG.

For our students, it's critically important that they are able to recognise a number of heart arrhythmias, and that they can properly identify these arrhythmias at rest (as this may preclude the patient from even attempting to complete the stress test) and during exercise and recovery (to ensure there are no arrhythmias that develop during exercise or post-exercise, particularly life threatening arrhythmias, and that no changes occur on the ECG which are indicative of cardiovascular disease). The students must also ensure the haemodynamic (heart rate and blood pressure) responses are normal pre, during and post stress test.

We must note that it is an absolute requirement that stress tests (submaximal or maximal) are conducted with ECG monitoring to help ensure the safety of each patient. And hence, ECG monitoring is considered the gold standard. Imagine if you could offer your clients that level of monitoring when they are exercising... if only! And this takes us into this Research Review, where Dr Thompson and her colleagues investigated the accuracy of assessing heart rate during exercise using wearable physical activity monitors.

Now, Dr Walsh and I are once again delving into the holy grail of publications, as our 2016 Research Review (Wrist-worn tech: investment or waste of money?) stimulated a huge response (understandable, as a number of our readers found out that their costly device was inaccurate, ouch!). So please, remember that we are only providing factual findings from a published, peer-reviewed scientific study. Let us reiterate again in this Research Review, our 12-lead wireless ECGs cost in excess of \$14,000 each, whereas consumer-orientated wearable devices are considerably less expensive, i.e. not even 5% of the price! So, to an extent, you do get what you pay for!

Dr Thomas and her colleagues' aim was to determine the validity of exercise heart rate at different intensities for two popular wearable devices; the Fitbit Charge 2 and the Apple Watch. These devices were compared to a simultaneous ECG monitoring. The protocol had participants wearing the Fitbit Charge 2 on their left wrist, the Apple Watch on their right wrist and a standard 12-lead ECG. Heart rate readings were taken each minute from each of the devices and ECG during the entire exercise protocol. The exercise protocol consisted of subjects completing a maximal exercise test using the Bruce Protocol treadmill test (Table 1). Heart rate was assessed in the last 10 seconds of every minute on both devices and the 12-lead ECG.



Image courtesy Apple Inc apple.com/au

**TABLE 1.**  
**Bruce Protocol Treadmill Test**

Stage	Minutes	Speed (km/h)	Grade(%)
1	3	2.7	10
2	6	4.0	12
3	9	5.4	14
4	12	6.7	16
5	15	8.0	18
6	18	8.8	20
7	21	9.6	22
8	24	10.4	24
9	27	11.2	26

**Results:** The resting heart rates were similar between genders: males at approximately 70 beats per minute and females slightly lower at 66 beats per minute. The researchers broke the exercise intensities down relative to each participant's heart rate reserve (HRR: age-predicted heart rate max minus resting heart rate). Intensity was categorised according to the American College of Sports Medicine definitions of very light (<20% HRR), light (20–40% HRR), moderate (40–60% HRR), vigorous (60–85% HRR), and very vigorous (>85% HRR).

As this study had a large number of results, we have chosen here to focus on the 'Group' results for each of the intensities, in which the males' and females' data was combined into one group.

**TABLE 2. Group results**

Intensity	Apple Watch	Fitbit Charge 2	ECG (bpm)
Very light	76.9	75.4	76.6
Light	102.6	100.2	104.2
Moderate	121.8	116.7	127.8
Vigorous	153.1	153.1	157.0
Very vigorous	177.0	157.5	179.9

Specific to each of the wrist-worn devices, the Apple Watch had relative error rates that ranged from 2.4% (overall) to 5.1% (moderate). The Fitbit Charge 2 had relative error rates that ranged from 4.9% (overall) to 13.4% (very vigorous). It should be noted that the overall relative error rate increased in the Fitbit Charge 2 as the intensity of exercise increased (very light 4.9% to very vigorous 13.0%). The authors note that a relative error rate of < 5% defines the acceptable limit.

The authors concluded that the Apple Watch matched the ECG more accurately for all exercise intensities overall, and for each gender. Also, neither the apple Watch or the Fitbit Charge 2 matched the actual HR during the vigorous and very vigorous intensity. The accuracy of the Apple Watch and Fitbit Charge 2 was reduced as the exercise intensity increased. As a clinician, it is encouraging to note that wrist-worn technology has made great improvements

**THE QUICK READ**

- Wearable technology continues to evolve and to grow in popularity, with a global revenue of around \$34 billion
- Researchers determined the validity of exercise heart rate at different intensities for two popular wearable devices
- Using a treadmill test, the data collected by the Fitbit Charge and the Apple Watch were compared to that collected by medical-grade electrocardiogram (ECG) monitoring
- The data collected by the wrist-worn tech was understandably not as accurate as that of the ECG, but accuracy was noticeably improved compared to earlier wearable devices.

in accuracy over just 2 years. However, in instances where a very accurate exercise heart rate is required (i.e. exertional angina) caution must be exercised (excuse the pun) with regard to prescribing exercise, particularly aerobic exercise, in individuals where high exercise heart rates could become life threatening.

**Pros:** We are impressed with this study, it was well designed and conducted. Revenue from wearable technology is predicted to exceed \$247 million dollars here in Australia this year alone, with one in five Australians owning a device. Worldwide, this market is expected to exceed \$34 billion by next year. Clearly this is not a short-term trend and, as we are seeing, the technology is improving dramatically.

These devices are being used for more than exercise heart rates. A friend from Hawaii recently bought the new Apple Watch for his dad, exclusively as it can monitor the heart. Apple claims it captures the heart rhythm (referred to as irregular rhythm notification) when the wearer experiences symptoms (rapid or skipped heart beats), and it can provide this information to the individual's doctor. No doubt we will see further improvements in this area over the coming years.

**Cons:** It would have been an interesting extension of this research if they also investigated the accuracy during resistance training. **N**

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**Dr Joe Walsh, PhD**

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

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# MAKING TECH WORK FOR THE FITNESS INDUSTRY

Technology is disrupting the fitness landscape, but with some planning we can use apps, wearables and VR to our industry's advantage, writes fitness entrepreneur *Meghan Jarvis*.





**W**hether you like it or not, the future is technology-focused. This is the technology era: an age in which we are experiencing immense technological advancements in a short amount of time. The challenge faced by the fitness industry is how to use this to both our advantage and that of our members, rather than be replaced by it.

Health and fitness comes low down on too many people's 'to-do' lists – and for many it is the distractions and conveniences afforded by technology that are facilitating this. Another night bingeing on Netflix while eating another unhealthy meal delivered by Uber helps exercise and good nutrition get pushed to another time... again. Ironically, the technology that is distracting us from our health is the technology that can also help us train faster, smarter and more time efficiently.

A refusal to engage in the latest trends and developments in fitness technology is no longer an option for fitness businesses that need to connect with a generation of new consumers. For today's – and even more so for tomorrow's – members, clients and participants, apps, wearables, streaming workouts and virtual reality are the world that they increasingly inhabit.

Let's look at how technology is impacting our industry.



### THE QUICK READ

- We live in the technology era: an age in which we are experiencing immense technological advancements in a short amount of time
- Apps designed for both consumers and the fitness industry are enabling more flexibility and lead generation
- Wearable technology can assist trainers in helping clients monitor their progress and reach their goals
- Virtual reality fitness experiences may help to introduce more people to home-based exercise, which in turn may lead to their engagement with real fitness facilities and professionals.

## Apps

In pretty much every area of life today, for every challenge you encounter 'there's an app for that'. Naturally, fitness is no different.

Before apps came along, the health and fitness industry was in need of a shake-up, from the consumer's perspective, that would provide a comfortable and easy way to locate and participate in classes and training sessions that suited them.

Technology allowed this need to be filled in the form of apps like Classpass, and my own location-based app, Buzvil, that enable consumers to find and book training sessions and classes in their area without the need for membership of a particular club. These apps work to benefit both consumers and the fitness industry, through convenience on the behalf of the former, and lead generation and increased participation on the part of the latter.

The market for non-industry-focused apps, such as personal training apps that assist consumers in their home-based workouts, has also grown enormously – and the Aussies have made a huge impression, with Kayla Itsines' and Chris Hemsworth's apps going gangbusters.

Of course, these have their limitations: a virtual trainer cannot correct poor technique, or provide the highly personalised connection and encouragement that a real trainer can.

If the fitness business that you operate is delivering an amazing service with human connection at its heart, then these apps need not be seen as a threat to your model – rather as a complementary service that members may use when they aren't working out within your walls, and as a low-cost entry-point to exercise that may lead some to upgrade to a membership of a real facility, with all the benefits, opportunities, motivation and sense of community that that entails.

## Wearables

Secondly, is the impact of wearables – themselves usually also linked to apps. These devices that track various aspects of our workouts may be small, but they have had a massive impact on the way we think about health and physical activity.

Wearables have removed people's reliance on personal trainers or other professionals to monitor their heart rate, energy expenditure, pace, distance run and more. Simple to use and reasonably affordable, these devices enable us to easily track, in real time, our own physical activity, all day, every day, and even all night (read this issue's Research Review on page 60 for more on these).

So, does this threaten the role of the fitness professional? On the contrary. Like the role of apps, wearables can complement the work we do. Data is great, but interpreting it into useful information that can translate into practical behaviours can, understandably, be asking too much of many people.



**Whether you like it or not, the future is technology-focused**





The author presenting on technology in the fitness industry at FILEX 2019

This is where fitness professionals can work in tandem with the tech, tracking clients with minimal effort, and helping them use this data to reach their goals.

Some of the fastest-growing studio chains are now using tracking technology such as MyZone with their clients and members as standard. This enables them to display results to clients, both during and after training sessions, in a clear and easily understandable format. These wearables, which often also use gamification to add an element of competition to group workouts, have played an integral role in the success of studios such as F45, Orange Theory and, in the US, Soul Cycle.

While some may have an aversion to the data-centricity of wearables, citing the distraction and tendency to compulsive performance checking that they may promote, the fact is that data is here to stay, and it's better to work with it than to ignore the opportunities it presents.

## Environment

Thirdly, technology can be used to change the physical environment of the studios and gyms in which we deliver fitness experiences. Using music, live DJ's and smoke machines, as some Les Mills classes have done, or heat rooms, like those used by Fire Burner Yoga, can transform a class.

One of the more recent environmental advances afforded by technology is altitude training rooms within regular fitness facilities. Though not possible for every facility, it is becoming increasingly accessible and affordable.

Altitude training is associated with increased energy expenditure and enhanced results using lower intensity compared to the same workouts at sea level. Specific wearable technology now allows clients using these facilities to monitor blood oxygen, heart rate and kilojoules burnt while training at altitude.

It is remarkable that, thanks to technology, everyday fitness consumers now have access to the sort of training experiences that, until a short time ago, were only available to elite athletes at the Australian Institute of Sport.

## VR

Lastly, virtual reality is going to play an increasingly large role in our industry.

While virtual classes, such as those created by Les Mills, enable members to participate in classes led by the best in their fields, at any time, VR headsets that can be used at home allow people to participate in virtual classes from their own bedrooms.

With the power of a 4D data platform, VR can collect extensive performance data, right down to how users move in 3-dimensions, that can be played back and watched from any angle.

Aside from the potential for motion sickness that some people shy away from, a negative connotation of VR group fitness is the lack of human connection that would otherwise be apparent in group training classes.

However, by allowing users to participate in simulated experiences such as biking the Tour de France or racing Usain Bolt, VR headsets can add a huge element of fun to exercise. This may help to introduce a new market to fitness – some of the 80% of the population that our industry doesn't currently reach. Those who are not confident enough to set foot inside one of our facilities may be both more comfortable with, and more motivated by, by the possibilities of exciting experiences in their own homes. This in turn could be their first step towards a fitness habit that will see them join a real facility down the track.

Like all industries, the health and fitness landscape is changing rapidly. By staying up-to-date with the latest advances in tech, we can work with it to our advantage. **N**

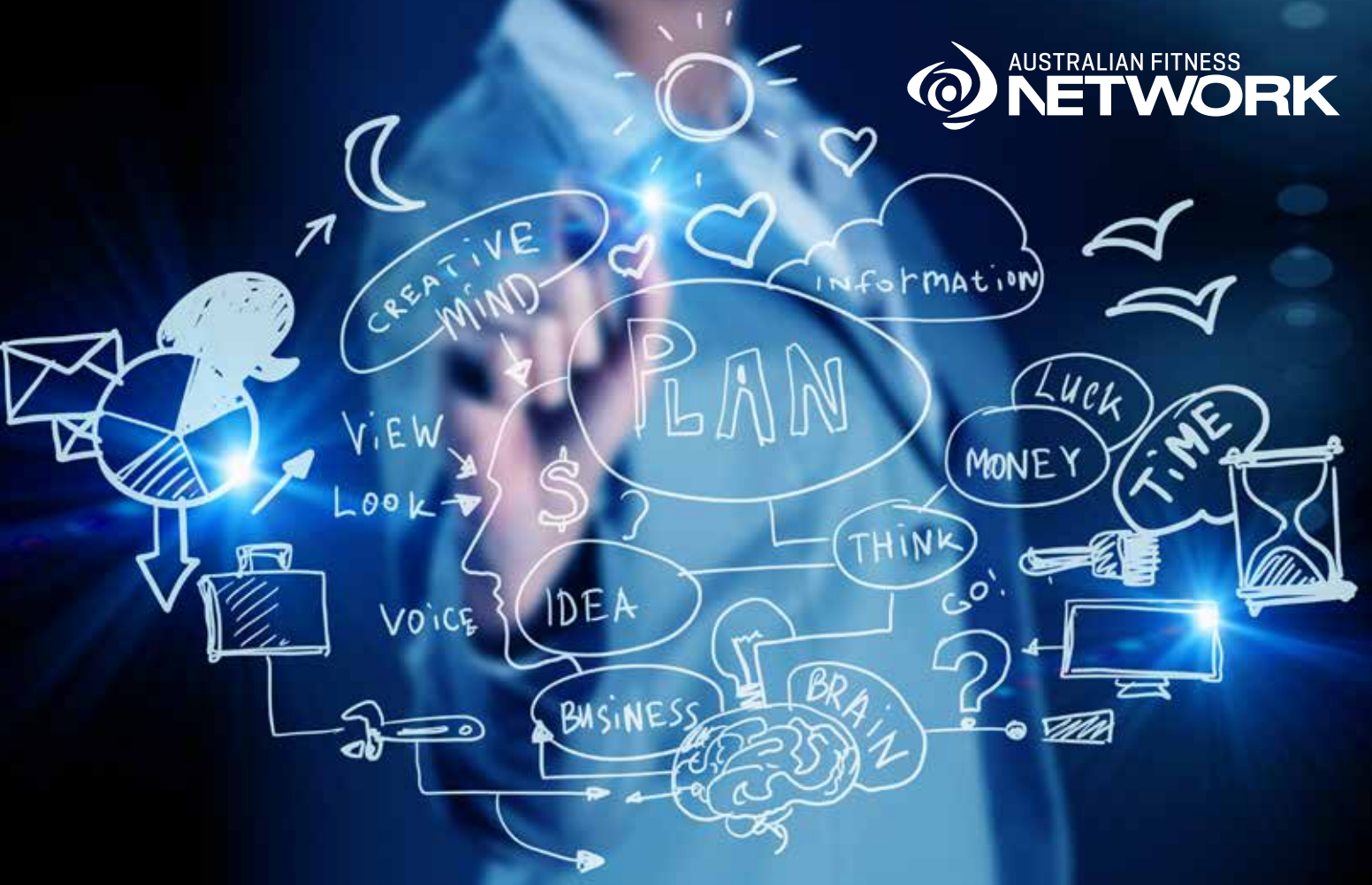
### Meghan Jarvis

A former professional sportsperson, Meghan is the founder of Buzvil, a health and fitness app that connects providers to consumers. Buzvil has the largest group of health and fitness partners in Queensland and has expanded into five different countries. She is also the National Business Development Officer for Total Gym Australia. [buzvil.com](http://buzvil.com) / [facebook.com/Buzvil](https://facebook.com/Buzvil) / [instagram.com/buzvil](https://instagram.com/buzvil)



**A virtual trainer cannot correct poor technique, or provide the highly personalised connection and encouragement that a real trainer can.**





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## Celebrating successes and planning for more



### FitEx-LITE sold out

ExerciseNZ recently held its very first FitEx-LITE in Christchurch – a one day multi-session education event following in the footsteps of its bigger brother, the 3-day FitEx Conference held in Auckland each year in November.

It was a phenomenal success, with the event being sold out, and it hosted over 150 individuals, and eight speakers presenting on topics ranging from business, aqua, and indoor cycling to performance and recovery. Based on the fantastic feedback from attendees, the event planning for next year's FitEx-LITE has already started, with the date likely to be in early April 2020.

### Roadshow

ExerciseNZ and the New Zealand Register of Exercise Professionals (REPs) hit the road in mid-June on the annual roadshow, visiting eight cities around NZ. This year, the featured presenter is the legendary Ian O'Dwyer, and in addition to his sessions, the roadshow will cover important industry updates and have a panel of local exercise providers discussing the hot topics for the region.

For more information and to book go to [exercisenz.org.nz/roadshow](http://exercisenz.org.nz/roadshow)

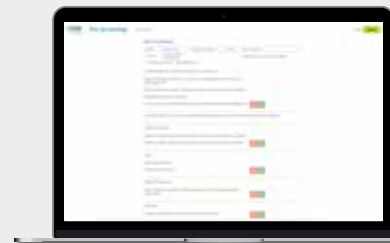


### Digital pre-screen now fully operational

The REPs digital pre-screen is now fully operational. Realised in beta form late last year for exercise professionals, the new version now has full facility management integration, allowing for REPs-registered facilities to see a snapshot of all pre-screens undertaken, and a quick glance traffic-light system for identifying any members that may require medical sign off, or need extra consideration when developing an exercise program.

The digital pre-screen is an extension of the original paper-based pre-screen, which was developed as a best practice evidence-based pre-screen and guide for exercise professionals. The new digital version also includes a 'quick access' screen for casual users, and a 'yoga readiness' questionnaire.

For more information contact REPs at [info@reps.org.nz](mailto:info@reps.org.nz)



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## 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.



**5** CECs  
CPDs

**\$299**

#### ViPR LOADED MOVEMENT TRAINING 1&2

Combining full-body movement with load, ViPR's concept of Loaded Movement Training (LMT) fuses task-oriented movement patterning with resistance training to deliver real functionality and strength. This course provides PTs with an introduction to the fundamental principles of LMT and exercises that make up the foundational drills of all ViPR programs, and explores ViPR methodology, program design and implementation, and skills progression.

[MORE INFO](#)



**3** CECs  
CPDs

**\$590**

#### FUNDAMENTAL MATWORK PILATES **UPDATED 2019**

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

[MORE INFO](#)



**2** CECs  
CPDs

**\$290**

#### INTERMEDIATE MATWORK PILATES **UPDATED 2019**

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

[MORE INFO](#)

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

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

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

## Power Music

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

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### Trax Music (PPCA-free)



H2O Beats 18



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My! Power Music – 90s Dance Workout



Instructors' Choice 2019  
132 BPM



Instructors' Choice 2019  
140-152 BPM



Chart Toppers – Dance



Chart Toppers – Country



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# MOVEMENT

# FOR MENTAL HEALTH

## A GUIDE TO TRAINING CLIENTS WITH MENTAL ILLNESS

Learn how to coach clients that live with depression or anxiety and have been prescribed exercise by a mental health professional to help them on their journey to recovery.

This course has been designed to help fitness professionals confidently coach and guide clients to use exercise as a tool to reduce symptoms, reconnect to self, get to the heart of goal setting and move to feel better.

- Understand the signs, symptoms and different types of depression and anxiety
- Learn how to interpret referrals from, and create strong relationships with, mental health professionals
- Understand the benefits of exercise for clients living with depression and anxiety, to help them in their journey to recovery
- Learn how to identify risks, understand scope of practice and know when to refer a client
- Learn how to put together a creative program that empowers the client based on initial consultation

# \$109

for Network Members

# 3

CECs/ CPDs

[ENROL HERE!](#)



## ABOUT THE COURSE CREATOR



### KYLIANNE TURTON

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