



NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

WINTER 2021

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A question of perception?



In this issue's Perspective feature (page 7) the CEO of Fitness Australia, Barrie Elvish, laments the government's inaction on getting more people moving, despite committing to the Global Action Plan on Physical Activity a few years ago. While welcoming a commitment to funding mental health initiatives, he highlights the continued practice of throwing money at this area after it's become a problem, rather than beforehand in the form of preventative health.

As Elvish points out, throughout the past year, particularly, there has been widespread acknowledgement by the government of the importance of exercise, in terms of both physical and mental wellbeing. Why then, is preventative health not prioritised when it comes to funding and policy initiatives, and health insurance inclusions? Could it be a problem of perception?

Is the fitness industry perceived, perhaps, as being more concerned with aesthetics than with health? Working inside our industry, it's clear that health is a major driver of much of what fitness professionals and facilities do - from individual programs to class timetables. From the outside looking in, however, maybe this isn't so obvious. If we want to become an integral part of a preventative health plan that will get more

people moving, we might need to sell our 'why' better, and highlight the health effects of everything we do to the policy makers.

On the subject of 'why', Marietta Mehanni reveals the process she went through to unearth her true motivations for teaching group exercise, which wasn't what she'd previously assumed it to be (page 25), and Vanessa Leone discusses its role in creating effective periodisation plans for clients that incorporate both PT and classes (page 11). Elsewhere, because it's that time of year again, we run down what fitness professionals can claim on tax (page 16), take a look at the difference between fatigue and overtraining (page 47) and check in with this issue's Real World PT (page 54).

Have a great Winter,

Oliver Kitchingman, Editor
editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

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

ABN 36 624 043 367

NETWORK MAGAZINE

Editor, Oliver Kitchingman

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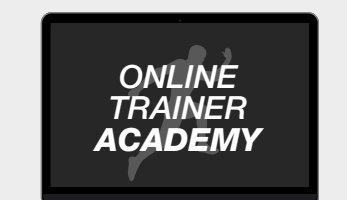
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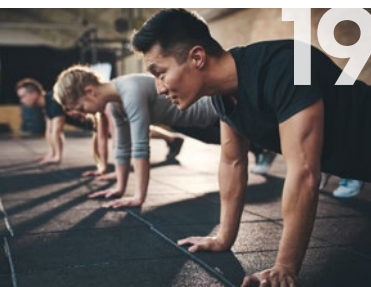
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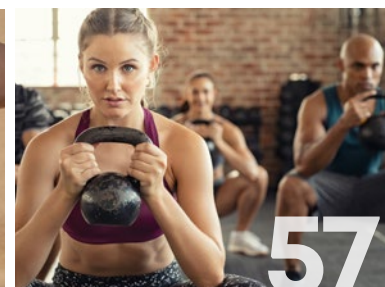
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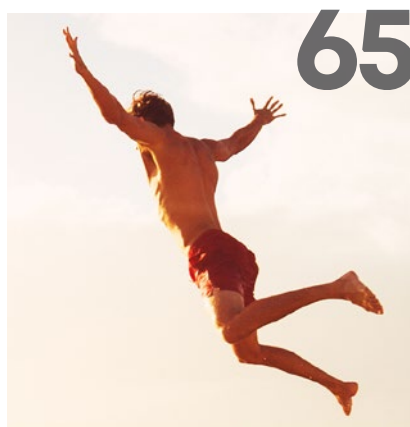
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ONLINE COURSE

IMPLEMENTING **MANUAL RESISTANCE** **STRENGTH TRAINING** FOR PERFORMANCE AND INJURY PREVENTION

This course equips you with the fundamental skills needed to train your clients with a manual resistance training program that uses minimal equipment.

Prior to exploring the manual resistance exercises, the course covers the core principles of strength training and the importance and relevance of client performance and injury prevention.

The key areas of bodyweight and plyometric training are addressed in detail, with a focus on optimising performance technique in order to avoid injury.

THE COURSE INCLUDES:

- Foundation for Structural Kinesiology
- Resistance Training Terminology
- Emphasis and Benefits of Manual Resistance Training
- Other methods of Strength Training
- Flexibility and Mobility

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ABOUT THE COURSE CREATOR



BASSIM YAGHI

Graduating with a Bachelor of Applied Science (Exercise & Sport Science) degree in 2010, Bass has worked as a personal trainer, small group instructor and body composition coach. Gaining a wealth of experience and skills along the way, he pursued his aspiration to become an educator with the Australian Institute of Fitness, a role in which he now helps hundreds of individuals realise their own dreams of becoming qualified and passionate personal trainers.

PREVENTION IS BETTER THAN CURE

With research demonstrating that a dollar spent in preventative health generates a multiple dollar return in terms of physical and mental health improvements, it's time for the government to join the dots, argues CEO of Fitness Australia, *Barrie Elvish*.



You don't need me to remind you how much of a disruption COVID has been to the health and exercise sectors. Although we know the past fifteen months has been 'unprecedented', a time of 'pivots' and stop-start races, it has at least brought the importance of exercise front and centre.

Without fail, every State Premier, Health Minister and Chief Medical Officer has joined the Prime Minister and their Federal counterparts in emphasising the importance of exercise during COVID-induced lockdowns and subsequent recovery periods. These calls reflect the now accepted fact that exercise plays a critical role in improving not just the physical health of Australians, but their mental wellbeing as well - a reality I can attest to from my own personal experiences.

But this is where the positive news stops. Four decades ago a Victorian public health initiative, 'Life. Be in it.', was adopted by the Australian Government and became a high-profile national campaign, supported subsequently by each state and territory. Campaign evaluation found that over 40% of respondents felt that the 'Life. Be in it.' campaign had made them think about being active, and that 20% reported actually taking action to move more.

These figures take on contemporary relevance because in November 2018 Australia signed up to the Global Action Plan on Physical Activity (GAPPA). Our national commitment to this WHO initiative is for 15% more Australians to be more active by 2030 - a seemingly easily achievable target

given the above data. However, although most state governments have, since 2018, introduced voucher programs encouraging physical activity, the Federal government has done nothing to activate the commitment.

In comparison, the Federal Treasurer, when announcing the 2021 Budget in Parliament on Tuesday 11 May, stated that the nation's mental health 'is a clear and national priority'. He then went on to announce significant spending for mental health services; expenditure I fully support, having experienced suicide within my immediate family group. However, as with much public health spending, the dollars committed address the physical and mental health problems after they have become a problem.

So, here in Australia, today, we have government representatives and health spokespersons emphasising the need for exercise during COVID lockdowns; increased mental health issues in the community and acknowledgement that mental health is a national priority; record funding going to health services; a national commitment to get more Australians more active; and proof that public health campaigns work. Yet no public health policy maker, Federal politician or the government collectively, has joined the dots.

Overseas research demonstrates that a dollar spent in preventative health generates a four to seven dollar investment return within a generation. This is through reduced rates of obesity, diabetes, cardiovascular problems, mental health issues and an

increase in overall community wellness, to name but a few positive outcomes.

To reverse this counterintuitive situation, several actions need to occur. Firstly, move the responsibility for GAPPA activation from the Department of Sport and Recreation to where it rightfully belongs, Health. Secondly, from a Health policy perspective, classify exercise as an essential community activity and rethink all related policy and funding decisions. Thirdly, resurrect the spirit of 'Norm' and implement a contemporary 'Life. Be in it.' campaign. Fourthly, enable health insurers to fund bona fide exercise and wellbeing activity for their members. Fifthly, engage with the health and wellbeing sector, industry and community associations and local government to fund and support preventative health programs over a term longer than one election cycle. Finally, leverage community interest in exercise that will evolve with the approach of the, likely, Australian Olympics in 2032.

The end result will be positive and embedded behavioural change, a healthier Australian community, and significant and ongoing savings to the taxpayer. **N**

Barrie Elvish

The CEO of Fitness Australia, the peak national fitness industry association, Barrie has 20 years' experience leading successful organisational change, strategic development and business growth across a range of sectors. Passionate about keeping his mental wellbeing strong through exercise, Barrie can often be heard talking about his experiences training for triathlons and trekking the Kokoda Trail and Machu Picchu.



INDUSTRY INSIGHT

Developments in the world of fitness.

LIFETIME ACHIEVEMENT FOR LES MILLS FOUNDER

Phillip Mills, the Founder and Executive Director of Les Mills International, was named the recipient of the 2021 Lifetime Achievement Award at the recent Fitness & Wellness Awards of Excellence, which were held as part of the World Summit by FIT Summit.

The awards recognise the leading brands and executives from across health, fitness, wellness and hospitality throughout the Asia Pacific region. The award was given based on Mills' achievements in the region over the past 12 months, from March 2020 to March 2021.

The Lifetime Achievement Award acknowledged Mills' work in making a defining difference to APAC's fitness and wellness

industry through pioneering meaningful change, providing strong industry leadership, and his long-term commitment to working with communities and industry stakeholders for continued industry growth.

Les Mills Asia Pacific's Chief Executive Officer Ryan Hogan said, "I honestly can't think of a more worthy recipient for a Lifetime Achievement Award. Phillip has worked so hard for so long. It makes sense that he be acknowledged for the life-changing contribution that he has made on a global scale to the fitness industry. What he has achieved really is unrivalled."

Source: Les Mills Asia Pacific



FITFEST ANNOUNCED AS NEW EVENT ON FITNESS CALENDAR

A new contestant has thrown its hat into the ring as the competition to fill the gap left by the departure of The Fitness Show heats up. The Australian Fitness Festival is scheduled to take place in Melbourne at the MCEC on 6-7 November.

Promising to be 'the next big event in health and fitness', FitFest, as it's also being called, is being produced by the team behind the Arnold Sports Festival Australia.

It's currently unclear whether the show will have any dedicated industry focus or be

entirely pitched at consumers. Promotional materials have so far touted a range of features in addition to the Expo element, including IFBB Pro League Bodybuilding, strongman and strongwoman, powerlifting, street workout, pole fitness and even a Historical Medieval Battle.

The event's organiser is describing it as 'one wild weekend' to celebrate whatever gets you moving, so we'll continue to watch this space with interest.

Source: fitfest.com.au



LEARN, CONNECT - AND SAVE - AT FITNESS TECH SUMMIT THIS JULY



The past year has highlighted how vital technology is to the success of today's fitness businesses. The Fitness & Recreation Industry Technology Summit, taking place in Sydney on 21-22 July, is a great opportunity to learn how to use data to find out exactly what your current and future clients think and do in relation to exercise and, importantly, what they want from their fitness provider. Plus, in a refreshing change to recent norms, it will offer the chance to connect with industry colleagues and leaders in a face-to-face setting.

For peace of mind in these still unpredictable times, the event has a COVID Guarantee, so should you be unable to attend owing to changes to local rules, regulations and travel, you can receive a full refund or transfer your registration to 2022.

As a Summit Partner, Network is pleased to be able to offer Network Members an exclusive \$100 discount to the event, with the code AFN2021. Click here to check out the full program and register.

Source: [Fitness & Recreation Industry Technology Summit](https://www.fitnessandrecreation.com.au/industry-technology-summit)

The way we were...

Back in 1998, Network's *Aerobic Network* newsletter was concerning itself with the then-prevalent challenge of non-standardised group exercise classes, many of which were Step-focused.

"Class formats can vary wildly from one centre to the next and one group exercise leader to the next, making life somewhat confusing for our participants! This simple guide is designed to address this problem by providing standard guidelines for the content, music speed and intensity of a number of common group exercise classes. The following class designs and descriptions can be used at any fitness centre around the world."



ONLINE COURSE

DISCUSSING MOTIVATION AND EXERCISE

This course from fitness professional and educator Christine Kuszniir explores what motivation is, what makes people start an exercise journey and the stages they go through.

Learn about DISC behavioural styles, discover which is your natural style, and uncover how you can improve the way you communicate with, and motivate, individuals of each style.

Equip yourself with practical tips and tools to enhance your communication and supercharge the motivation you inspire in your PT clients or group exercise participants.

THE COURSE INCLUDES:

- Behavioural Styles and DISC
- Precontemplation and contemplation
- Extrinsic and Intrinsic Motivation
- The Drive Theory and 'Inverted-U' Hypothesis of Motivation
- Motivation Vs Emotion
- Exercise Adherence

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Christine is a Fitness Coach with the Australian Institute of Fitness, as well as a fitness professional, high school educator and Reebok Sponsored Athlete. A Les Mills Group Fitness Instructor and National Presenter for RPM, she teaches BODYCOMBAT, BODYPUMP, SPRINT and RPM in clubs around Adelaide. Christine's wealth of experience in the fitness and education industries have equipped her with the skills to deliver highly effective, tailored learning experiences to a diverse range of clients, participants and students.



CEC
ARTICLE
1 OF 5 ARTICLES

WRITING CLASS + PT PERIODISATION PLANS

MAKING SESSIONS COMPLEMENTARY

Coach and movement therapist *Vanessa Leone* explores how to create periodised training plans that incorporate PT and class workouts.

Periodisation has never been the sexiest word in the fitness industry. I typed it into dictionary.com to see the literal meaning, and well let's just say there's a reason the boring definition didn't make it into this article. Why, then, do I deem it important enough to investigate the purpose of periodisation in the industry? Stay with me to find out.

I am a hybrid coach. I have molded my fitness business to encompass my dual abilities of being both an excellent coach with 1:1 clients, and an entertaining and empowering group fitness instructor. Having this combination has meant that I have never been without an engaged audience that returns weekly for PT sessions, classes, or both. If a space ever arises in my coaching schedule, I can mention it in my classes and within a week or two be back to full capacity.

In my mind, being a group ex instructor means that not only do I have this excellent lead generation source, but that I can also reach more people and help to influence their lives. Then, when those people need more specific, individualised help, I can seamlessly offer 1:1 sessions. It's a perfect symbiotic circle.

The need for periodising my 1:1 clients and my classes became apparent when I noticed how much my classes affected my clients' performance and vice versa. Here, we look at a simplified three step checklist to create periodisation, whether you coach 1:1 or groups.

1. Why Vs Goal

Everybody you encounter at a gym or training facility has an underlying emotional reason for wanting to achieve their goals. On top of that underlying emotional reason, most people have a range of other challenges they are dealing with. A good coach knows their client's goals. A great coach knows and understands their client's 'why' (underlying reason). A leading coach knows both of those and understands how additional social, physical, emotional, spiritual, and mental challenges will inevitably affect their client's training regime.

A leading coach will have excellent personal connections with their clients and be able to translate their challenges into meaningful exercise selections. We would all love for our clients to continually progress in a linear fashion, but we know this doesn't happen. Periodisation allows you to plan for



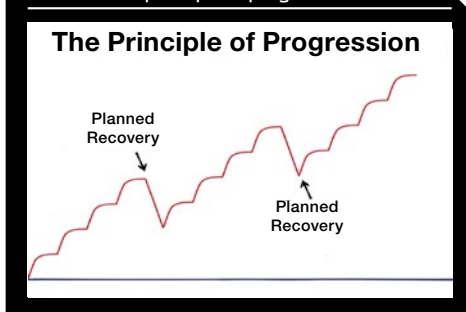
THE QUICK READ

- Periodisation allows you to plan for your client's specific ups and downs
- The first step is to get clear on the individual's goal and why, and to then continually check in with yourself and your client to ensure you are on track
- Asking members and clients, instead of telling them, allows them to listen to their bodies and assess what they can give at that time, on that day
- With the use of simplified language, you can work with your client to assign a unit of measurement to their various physical activities, ranging from lowest to highest intensity
- By considering all of these elements, you can create a periodised training plan for clients that combines a smart balance of PT and class workouts.

your client's specific ups and downs, depending on what challenge they're currently facing.

If you're a group ex instructor, you may be wondering why this is important to you. The answer is, participants will not keep returning to your class unless they personally connect with how and what you are teaching. The what you are teaching relates to the specific physiological

TABLE 1: The principle of progression



outcomes people can expect to achieve by attending your class week in, week out. The how is how they feel about you personally. More than likely, they will not be repeating your class if they do not connect with you in some shape or form.

As an instructor, it is unlikely that you will

know all the differing goals and whys of your participants, and I am not suggesting that you should. What you must ensure, however, is that you are clear on exactly what your class offers people. If you were recommending your class to someone, could you clearly explain in a sentence what they should expect to achieve, and how they should expect to feel upon leaving the class?

If either 1:1 coach or group exercise instructor is unclear about the goal and the why, it's possible that the training being delivered is unspecific and off-target. How can we, as 1:1 coaches, expect to guide our clients to amazing results if we don't understand their life and environment? How can we, as group ex instructors, expect people to return if our deliverable product is untargeted or misleading? The first step in our periodisation plan is to get clear on the goal and why, and to then continually check in with ourselves and our clients to ensure we are on track.

2. Training Vs Coaching

Periodising our classes and our sessions increases our value in the eyes of our clients and members. It's what takes us from being a trainer to being a coach. As a group ex instructor, instead of people attending our classes, it becomes an unmissable experience. The key for both is listening and asking.

Instructors, let's start with you. 'Listening' in your classes means you are able to interpret body language and absorb small pieces of information participants give you. It means being able to feel the energy of the room and influence it in the direction of the class goals. 'Asking' means we give our members options in exercise selection and intensity. It means we let them choose their level for that day, for that given exercise. It means we use our cues and coaching points with pin-point precision so they can achieve the movements we instruct, while feeling safe.

Asking your members, instead of telling them, allows them to listen to their bodies and assess what they can give at that time, on that day. This level of autonomy in your classes makes them feel safe, connected to you and more likely to achieve the long-term goals of the class. Filming your class, getting a colleague or mentor to evaluate your class for feedback, and asking for member feedback are all excellent tools for facilitating this process of autonomy.

As coaches, we must learn to ask the right questions, consistently. We must be able to listen to the answer and interpret it to inform the quantity, frequency and intensity of exercises we prescribe. This is the hardest task as a coach, as our clients usually have completely different needs, wants and challenges in their lives. This leads us nicely into our third and final checklist point. However, if you don't ask and listen first, the third step cannot and will not work.

3. Language and Metrics

We have established the why and goals, and understood how we continually evaluate ourselves and our clients; now it's time to look at integration. The fitness industry has a language that we, as coaches and instructors, use all the time. Occasionally we will have clients

and members who understand this lingo. Most of our clients and members, however, will not. In my experience this is where creating a simplified language with clear metrics breaks down the barriers.

The language you use should describe the goals or requirements of a 1:1 session or class in clear layman's terms. If the client or participants are required to work at high intensity, what does that feel like in their muscles, in their lungs? What does it look like? The best language you can use for a client/participant will feature words and descriptions that most people know and understand already. For example, 'By the end of today's cycle class you can expect to feel extremely out of breath, and as though your legs are as heavy as lead'. No part of that language indicates how heavy they need to go, or what HR they are working at; instead, it relates it to something people may have experienced before, or something they can easily imagine.

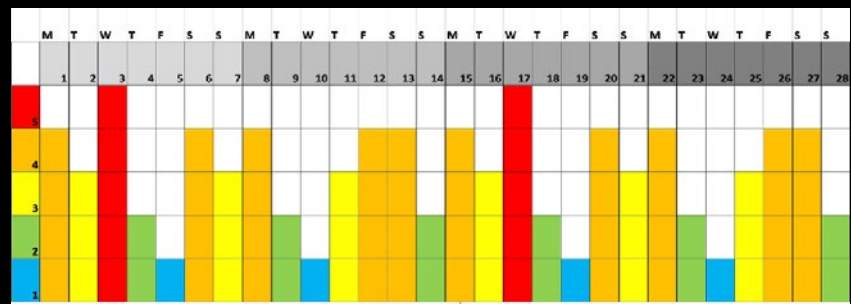
From that simplified language we can then easily assign a unit of measurement to that feeling, ranging, for example, from 1 (lowest intensity) to 5 (highest intensity). These units of measurement are something you can include in your 1:1 sessions or in your classes. For example, 'PT sessions are variably rated for overall intensity because we can manipulate them on the day, whereas your classes can't be. You have rated the classes as follows: yin yoga is rated 1, cycle is 5, Pilates reformer 3 and Zumba is rated 3.'

Level 1	Level 2	Level 3	Level 4	Level 5
Level 1	Level 2	Level 3	Level 4	Level 5

Colour coding classes by intensity can aid in the creation of periodised training plans

Now you have an overview of the client's training schedule, both PT sessions and class workouts, you can start to build meaningful conversations around long term programming and planning. The social, physical, emotional, spiritual, and mental challenges your clients face during the week can now be factored in, and you can help guide the level of intensity or load because of the metrics you have established.

TABLE 2: Example of periodisation plan



When you understand the physiological outcomes of a class, you can recommend other classes or exercise modalities that will complement a client or member's training regime. You may also use this system to make navigating classes and training sessions less daunting for all members at your facility. This might involve a simple colour coded intensity indicator for each timetabled class, and some easy-to-understand messaging around including a good balance of intensities in their weekly or monthly training plans. The key part of language and metrics is making it relevant for your members, clients and facility.

How do I start to periodise?

With the integration of your three checklist steps, you are now ready to use the metrics to map out a meaningful plan. I say meaningful because the meaning will change depending who it's for!

If you're a coach trying this system out with a client, the following key questions will drive your periodisation plan:

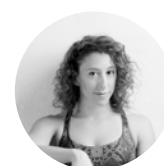
- What is the time limit/barrier/end point?
- How do I measure the start and end point of my client's goal?
- Does my client want to know this plan in detail, or do they want me to do this for them without knowing the details?

Once you have this information, you can put the metric system in place. In the example used above, the level 1 days may be days my client can't get to the gym or has an event on. For the level 5 days, you may need to give your client notice so they can prepare for a higher intensity session. We use the periodisation plan alongside what we know about progressive overload and people's need for recovery, and work it into the client's programming.

For instructors who want to periodise, a long-term challenge can be set within the class and regular members can be encouraged to strive for those goals with you. For example, 'For the next eight weeks we are going to be working on leg strength'. Each week you would make mention of the timeframe and goal you have set for any new members and try to draw them into the experience. Alternatively, you could educate a participant to take a week off or take a lighter class for a week, when you know they have been attending your higher intensity class repeatedly for a while.

When programming periodisation you can involve people in the process, or you can keep it as part of your behind-the-scenes magic. Either way, by sticking to tried and tested progressive overload principles you will help to reduce risk of injury and burnout, and create highly rewarding experiences for clients and participants. **N**

“ The need for periodising my 1:1 clients and my classes became apparent when I noticed how much my classes affected my clients' performance and vice versa ”



Vanessa Leone

A movement therapist and industry consultant, Vanessa's purpose is to help people find betterment in their lives. She works with clients to achieve

this through education, movement analysis, injury rehabilitation, fitness and strength gains, skill acquisition and behaviour coaching.



ONLINE COURSE

AN INTRODUCTION TO STRENGTH TRAINING FOR THE YOUTH ATHLETE

In this course, fitness professional and educator Jonathon Ray explores the unique considerations to be taken into account when strength training younger people.

Gain insights into the prevalence of injury in Australian sport, and develop an understanding of how to reduce injury incidence and enhance performance by designing effective programs for this demographic. From pre-screening to progressive overload, equip yourself with the skills to become the go-to trainer for youth athletes seeking strength training.

THE COURSE INCLUDES:

- Effects of strength training on youth
- Growth and development
- Impact and overload
- Annual planning/periodisation
- Training splits
- Training frequency

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ABOUT THE COURSE CREATOR



JONATHON RAY

An educator with the Australian Institute of Fitness (AIF), Jono holds a bachelor's degree in Sport & Exercise Science. During his career, he has worked in the arenas of competitive gymnastics, personal training, powerlifting and education. During his time in gymnastics he ran a Men's Artistic Gymnastics Levels squad and worked with the Royal Deaf & Blind Institute and the Minimbah Care Unit to deliver gymnastics programs to special needs populations.



EARN YOUR **FREE** CEC OR CPD!

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

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

- ▶ Writing Class + PT periodisation plans [p11]
- ▶ Research Review: Can exercise really save your life from COVID? [p19]
- ▶ Why do you really teach group fitness? [p25]
- ▶ Injury & Rehab: Rotator cuff impingement [p37]
- ▶ Base moves breakdown [p51]

To earn yourself 1 CEC or CPD, simply **click here** to find the **'Network Winter 2021'** in your Member Portal.

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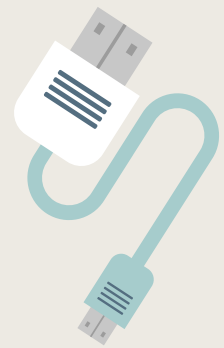
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WHAT CAN YOU CLAIM ON TAX THIS YEAR?

WITH 2020/21 UPDATES



The 2020/21 tax year will likely look a little different for many of us. Taking into consideration COVID-19-related changes, small business tax specialist *Mark Chapman* gives us the lowdown for the fitness industry.

With the end of the financial year rapidly approaching, it won't be long before its time to lodge your income tax return for 2020/21. To get the best possible tax outcome, it's essential that you understand what you can – and what you can't – claim against your taxes, so here's a checklist of the deductions all workers in the fitness industry should be considering claiming this tax year.

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

Travel and meals

It's unlikely that you flew this year, though some will have undertaken tax deductible interstate travel. You can't usually claim the cost of the daily commute to and from work. The only exception to that rule is if you have to carry bulky equipment (such as inflatable exercise balls, or other exercise equipment) to and from work because there is no secure



place of storage for them at your workplace. You can claim the cost of travelling between two workplaces, such as between two gyms or two personal training appointments. This includes public transport and taxi costs.

If you plan to use your own car for work purposes, you can either claim a set rate of 72 cents per kilometre for all work journeys, or you can claim the actual expenses incurred. If you choose the latter, you'll need to keep receipts for all costs (including road tolls and parking fees) and also keep a logbook of all your journeys for a 12-week period.

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

Open. If, however, you're coaching one of the players in the Open, you can claim the costs of attending.

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



Work-related clothing

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

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

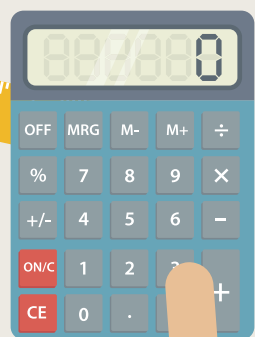
There's good news, though, if you deliver outdoor training sessions, because you can claim the cost of sun protection gear such as sunglasses, hats and sunscreen. Slip, slop, slap, claim.

Buying fitness equipment

There are slightly different tax considerations for smaller and larger purchases.

Smaller purchases

You can claim an immediate deduction for any work equipment that costs less





than \$300. This could include weight sets, TRX, kettlebells and other personal training equipment.

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

Instant asset write-off/temporary full expensing

If you own your own fitness business (rather than being employed by somebody else), you can write off items of equipment costing up to \$150,000 each immediately (rather than writing off the cost over the expected life of the asset) if the equipment was purchased between 1 July 2020 and 6 October 2020.

If you acquired the asset after 6 October 2020, there is no limit to what you can claim, although you might struggle to spend more than \$150,000 on an item of fitness equipment!

As well as fitness equipment, you can use the same tax break to write-off any other capital assets used in your business, including:

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

Work-related training

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

As a fitness professional, you need to undertake ongoing professional development to keep up to date with the latest practices in fitness and health, such as completing CEC courses or attending events like FILEX – even if they have been online virtual events this

year – so it's good to note that these costs will also be deductible to the extent they are linked to your current job.

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



Other deductions

They may not be as significant in dollar terms as some of the items listed above, but make sure you claim the following:

- Any work-related subscriptions or membership fees (including your subscription with Australian Fitness Network)
- Magazines, journals, books, apps or websites which are related to your work
- The cost of using your personal mobile phone for work-related purposes
- Equipment hire.



Working from home

As a result of COVID-19, you may have had to relocate your working activity from business premises to your home for at least some part of the last financial year. If so, you can claim a rate of 80 cents per work hour, so you will need to keep a record of the number of hours you have worked from home as a result of COVID-19. This will apply from 1 July 2020 until at least 30 June 2021.

If you use the 80 cents per hour method, you can make no other claims in relation to working from home, so items like mobile phone and internet usage are included in the 80-cent rate.

The alternative rate of 52 cents per hour may be more appropriate. This doesn't include phone costs, home internet or the cost of writing off home IT equipment, so when you make separate claims for those expenses, you may find that your total claim is higher. Your tax agent will be able to advise on which method produces the best results.

Gym memberships

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



Remember to keep records!

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

If you have questions about lodging your tax return, talk to an experienced tax consultant, such as those at H&R Block. **N**



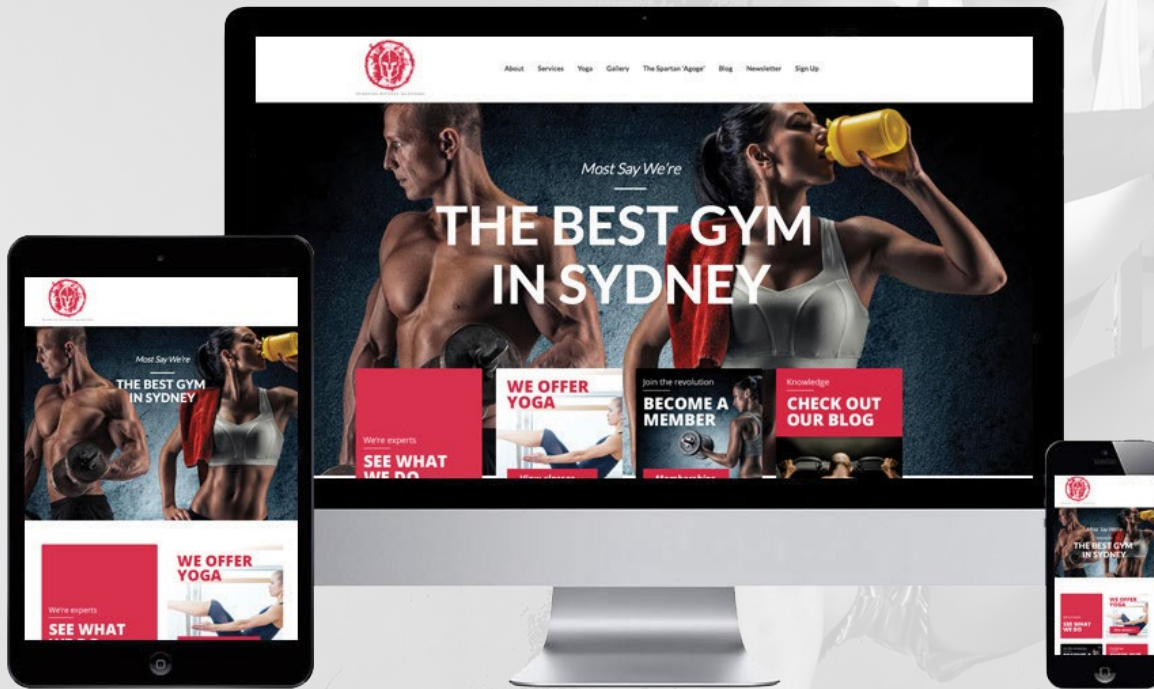
Mark Chapman

Mark is the Director of Tax Communications at H&R Block. A Chartered Accountant, CPA and Chartered Tax Adviser, he

holds a Masters of Tax Law from the University of NSW. Mark also spent seven years as a Senior Director with the Australian Taxation Office.

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RESEARCH REVIEW

CAN EXERCISE REALLY SAVE YOUR LIFE FROM COVID?

A large-scale study explores the relationship between exercise habits and severity of health impacts in COVID-19 patients. Review by Assoc Prof Mike Climstein PhD & Dr Joe Walsh PhD.

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ARTICLE
1 OF 5 ARTICLES

Title: Physical inactivity is associated with a higher risk for severe COVID-19 Outcomes

Authors: Dr. Sallis and colleagues (Dept of Family and Sports Medicine, California USA)

Source: *British Journal of Sports Medicine*. Available free online at <https://bjsm.bmj.com/content/early/2021/04/07/bjsports-2021-104080#F1>

Preamble: We would like to thank our Research Review readers who provided feedback on our Autumn 2021 Research Review on exercising while wearing a facemask. It was quite interesting to hear from so many of you that had experienced similar feelings of restricted breathing while wearing a mask, particularly during high intensity aerobic exercise. Most importantly, you kept yourselves safe, protected other exercise enthusiasts and were completing exercise for both fitness and mental health benefits. And this takes us into this issue's Research Review, which involves those that were not exercising and their increased risk of severe COVID-19.



THE QUICK READ

- The Centers for Disease Control and Prevention in the US has documented that advanced age, gender (males) and certain chronic diseases are recognised risk factors for severe COVID-19
- Researchers set out to identify whether there was a relationship between levels of physical activity and risk of severe COVID-19 complications or death
- The study involved over 48,000 participants aged 18 years and older with a positive COVID-19 diagnosis
- Inactive individuals were over three times as likely to be hospitalised from COVID-19, almost three times as likely to be admitted to an intensive care unit, and six times more likely to die from COVID-19.

Introduction: There is a large cohort of us ageing fitness fanatics who continually attempt to defy the steady march of time and maintain our once youthful strength and fitness through continual, high-intensity, scientific, evidence-based training regimes. During the pandemic closures of gyms and fitness facilities in NSW and QLD, I was fortunate to have access, albeit somewhat restricted, to strength and cardio training equipment. Many friends and colleagues, however, were not so fortunate and went to the dark side of being sedentary for months due to COVID restrictions and a lack of access to alternative training means.

But what about the Homer Simpsons and other individuals who avoid any form of exercise or physical activity? Well, it turns out this group of couch potatoes is associated with a much higher risk of severe COVID-19 compared



Given COVID-19 will continue to affect life around the world, this study has significant and wide implications for regularly participating in physical activity



to fitness enthusiasts - at least according to Professor Sallis and his colleagues' recent publication, the focus of this Research Review. Sallis and his team studied data from the Kaiser Permanente Medical Center in the US, a healthcare system which serves approximately five million residents in Southern California.

The Centers for Disease Control and Prevention, generally just referred to as the CDC, is the United States national health protection agency, whose mission it is to protect public health, and save lives by tracking health and disease trends, such as COVID-19. The CDC has documented that advanced age, gender (males) and the presence of certain chronic diseases such as diabetes, obesity and cardiovascular disease, are well recognised risk factors for severe COVID-19. However, Clinical Professor Sallis (an eminent sports medicine doctor) and colleagues set out to identify whether there was a relationship between levels of physical activity and risk of developing severe COVID-19 complications or death.

Method: The researchers conducted a study involving over 48,000 participants who were aged 18 years and older with a positive COVID-19 diagnosis between January 2020 and October 2020.

Exercise vital signs (EVS), is used with every outpatient at Kaiser Permanente Medical Center. EVS involves asking and recording the answers to two questions about the patient's typical exercise habits over the previous two months. For example, on average, how many days per week do you engage in moderate to strenuous exercise (0 to 7 days per week). And if they do complete moderate to strenuous exercise, how many minutes at that level

TABLE 1

	Consistently inactive (~ 7,000 participants)	Some activity (~ 38,000 participants)	Meeting current physical activity guidelines (~3,100)
Hospitalisation	10.5%	8.9%	3.2%
Admitted to ICU	2.8%	2.5%	1.0%
Deceased	2.4%	1.5%	0.4%



(0, 10, 20, 30, 40, 50, 60, 90, 120 and 150 minutes or greater). From the participants' responses, they were separated into the following categories; EVS > 150 minutes per week (which meets current physical activity/exercise guidelines); EVS 11 to 149 minutes per week; and those deemed inactive with EVS 0 to 10 minutes per week.

Results: Data from a total of 103,337 individuals was used in this study. Of this number, 48,440 participants, which is approximately 47%, were either hospitalised, admitted to an intensive care unit, or deceased due to COVID-19. Staggering numbers for sure.

Of those participants, only 6.4% were meeting the physical activity guidelines (i.e., EVS > 150 minutes per week) and 14.4% were inactive (i.e., EVS 0 to 10 minutes per week). However, it is quite interesting to observe the differences in the EVS categories with regard to COVID-19 hospitalisations and death (Table 1).

As you can see, compared to those who met current physical activity guidelines, individuals who were inactive were over three times as likely to be hospitalised from COVID-19, almost three times as likely to be admitted to an intensive care unit, and six times more likely to die from COVID-19!

The authors concluded that if individuals with COVID-19 were meeting the recommended physical activity guidelines of > 150 minutes per week, there was a

reduced risk for hospitalisation, admission to an intensive care unit or death.

Pros: This is a large-scale study which demonstrates the profound benefits associated with previous exercise history in terms of improved outcomes from COVID-19 patients. Additionally, those that did 'some physical activity' still had some associated benefit with regard to hospitalisation, intensive care admission and death. Given COVID-19 will continue to affect life around the world, this study has significant and wide implications for regularly participating in physical activity.

Cons: As flagged by the authors themselves, it would have been good if the EVS data collected was not self-reported data, which tends to be unreliable. It would also have been beneficial for the collected EVS data to include more information, such as details about the types of exercise completed, i.e. resistance or aerobic training. It may then have been possible to identify whether a certain type of training provided greater benefits to those who go on to contract COVID-19. **N**

REFERENCES

Sallis, R., Young D., Tartof, S., Sallis, J., Sall, J., Li, Q., Smith, G., & Cohen, D. (2021). *Physical inactivity is associated with a higher risk for severe COVID-19 outcomes: a study in 48 440 adult patients.*




Assoc. Prof Mike Climstein, PhD FASMF FACSM FAAEES AEP

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



Dr Joe Walsh, PhD

Joe has worked in a number of large international research teams with study findings presented around the world. In addition to working in the university sector, he is a director of Sport Science Institute. 

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Should you run a franchised fitness business?

with Ben Fletcher

Ben is a PT and founder of Listen To Your Body, a Group PT business that he has franchised across Australia. Here he discusses what makes a fitness business suitable for franchising, the type of person that franchising suits, and exactly what PTs need to look out for when investing in a franchise.

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Reconnecting with true hunger to combat overeating

with Susie Burrell

Leading dietitian Susie chats about the impact of the pandemic on dietary behaviours, offsetting weekend eating habits, ensuring dietary approaches are always tailored to the individual, and why we can all benefit from 'going light on Sunday night'.

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Refocusing to lead the fitness industry into the future

with Steve Pettit

Steve, AIF & Network CEO, talks about brand refreshes, the surge in demand for trainers, the opportunity for clubs and trainers to double down on social connection, and why PTs should view online training services as tools to complement, rather than compete with, their services.

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How corrective exercise can help PTs grow business and revenue

with Justin Price

Justin is the creator of The BioMechanics Method Corrective Exercise Specialist Certification. Here, the former personal trainer and fitness instructor discusses preventing clients from falling off the fitness wagon, increasing your professionalism and revenue, and the importance of simplicity.

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Coaching with care, connection and inclusion

with Ian O'Dwyer

Ian is a movement practitioner and educator who aspires to lead and innovate the wellbeing field. Here he discusses self-osteomyofascial applications, giving clients what they need physically, mentally and emotionally, and the importance of self-care for trainers.

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The 7 practical habits of mental vitality

with Professor Paul Taylor

Paul is one of Australia's leading exercise physiologists, nutritionists, and neuroscientists. Here, he chats about practical strategies to instantly improve thinking; cold showers, stress response and immunity; positive avatars and digital sunsets; and honouring our circadian cycles.

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WHY

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DO YOU REALLY TEACH GROUP FITNESS?

When you use a 5-step approach to dig deeper and unearth your true 'why', you will be empowered to make confident decisions that positively progress your career, writes group fitness guru *Marietta Mehanni*.

Have you ever really asked yourself why you teach group fitness? Why did you decide that this would be the career (or part-time pursuit) that you would follow over so many other options?

Often people will express platitudes like, 'to improve the wellbeing and health of my community' or 'to make a change in other people's lives'. I would like to suggest that the reason you chose this path was much more personal, and finding your real 'why' will make a huge difference in how you progress in your career. It will provide you with the drive and answers to motivate you when you are tired, frustrated, or overwhelmed. You know, those times that you are asking yourself 'why do I do this?'

In the 1800's, German philosopher Friedrich Nietzsche wrote "If we have our own 'why' of life we shall get along with almost any 'how'". This was also famously quoted 100 years later by Austrian psychiatrist Viktor Frankl in his iconic book *Man's Search for Meaning* (1946). Finding the reason for existence is one of those deep conversations that often we only peek at when we are

trying to understand the world around us. More recently, Simon Sinek has written several books and delivered countless talks and courses about this topic. He believes that 'whether you are an entrepreneur, an employee, a leader of a team, or are looking to find clarity on your next move, your WHY is the one constant that will guide you toward fulfillment in your work and life.'

2020 was a year in which a lot of us had time to reflect on our lives and what was important to us. For many fitness professionals, it was a barricade that stopped the runaway train of our daily commitments. It was like the universe yelled STOP and we slammed on the brakes. This sudden interruption to our lives may have been uninvited and unwelcome, but it provided an opportunity to apply to ourselves the advice that we so often give our communities, to stop and breathe. In that breath, some of us were taken by surprise. The surprise was the realisation that maybe we had lost track of what was important to us - our why. Why were we teaching classes? Why were we delivering workouts that, perhaps, were not

“

I would like to suggest that the reason you chose this path was much more personal

”

good for our bodies? Why were we scrambling constantly to create new workouts and feeling like we were not delivering at our best? Why were we comparing ourselves to other instructors, other class numbers, other... We basically 'whyed' everything.

The 5 Whys

So how do you discover your why? Well let me introduce to you the 5 Whys concept developed by Sakichi Toyoda, a Japanese inventor and industrialist who founded the Toyota motor company. The approach requires that 'why' be asked five times whenever a problem is encountered. Essentially, the answer to each 'why' forms the basis of the question that follows it. Explaining the system, engineer and 'Father of the Toyota Production System' Taiichi Ohno, said 'By repeating why five times, the nature of the problem as well as its solution becomes clear.'

What? A car manufacturer came up with a concept that you can use for self discovery? In fact, it is the same method that children use when trying to understand the world. Somehow, most of us have forgotten this skill. I have used this process for various aspects of my business: why I teach classes, why I mentor, why I present and create programs. I have also used it more recently in my Aqua Mentoring group, and with amazing results. Permit me to share my 'whys' with you so that you can see how to implement the system.

1 Why do I teach?

Let this question sink in for a couple of minutes. My response is 'to encourage other people to move in ways that they enjoy'. Yes, nice and very politically correct. A lovely answer. But is it the real one?

2 Why do I want to encourage people to move in ways that they enjoy?

Now it gets a little deeper. My response is 'because I know that if people enjoy the exercise that they do, they will be more likely to continue it as a lifelong practice'.

3 Why is it important to make it a lifelong practice?

Because it was important for me to find something that I knew I could stick to and, crucially, enjoy.

4 Why is it important for me to enjoy exercise?

Because growing up, exercise was not fun. I didn't fit in at school, I wasn't athletic and I was overweight. PE was a horrible experience for me, and growing up in a small country town that celebrated individual sporting achievements, I didn't feel like I fit in.

5 Why is it important that I fit in?

Because it felt like I belonged. When a small gym opened in our town, my dad got me a membership. For the first time I felt like I belonged somewhere, and I was encouraged and supported regardless of my ability. It was about my personal best, rather than competing against others.

So, after delving deeper, what is my real why? To create communities for people who don't fit in. For those who are outside the athletic box and are looking for exercise options that they can do successfully, without comparison or judgement. When I look at all the programs and education that I have delivered or developed, they are not mainstream. They are outside the box. That is my why.

Discovering this was a truly enlightening experience for me. When you dig deep enough, you will also discover *your* personal why, and it will empower you when it comes to the decisions you make moving forward. When you have this clarity, your decisions won't get muddled by things that don't align with your why. Like a needle always pointing North on a compass, your why will be your guide. Try it out with a colleague and also have them ask you the 5 Whys: it is so much more potent when you are both witnesses to each other's why. **N**



Marietta Mehanni

Monash 'Outstanding Contribution to the Industry' 2019 award winner and Australian Fitness Presenter 2018, throughout COVID Marietta provided hundreds of free online live workouts. She is

the international Master Trainer and Education Coordinator for Gymstick International Oy, co-founder of My Group Move and co-creator of mSwing, a fascia-based group fitness program.



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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.



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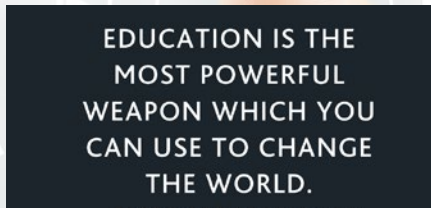
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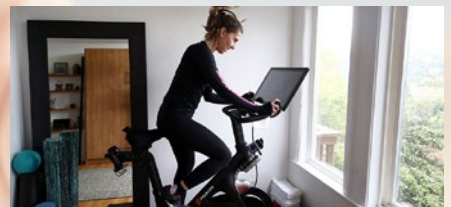
Placebo effect? A carb-free pink drink elicited similar training benefits to one with carbs



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Peloton has its sights set on Australia - but the starting price doesn't come cheap.



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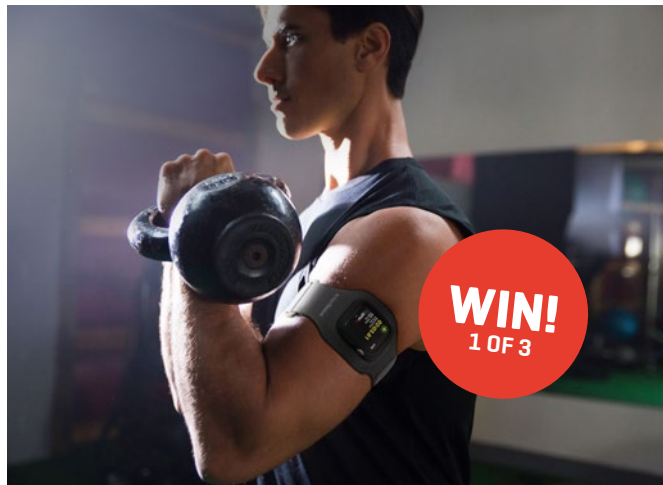
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managing body resources and real-time access to heart rate feedback. The watch also comes in-built with turn-by-turn navigation from komoot, with alerts to ensure users don't miss a turn.

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Watch out for budget friendly smarts

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Thinking beyond the wrist for workouts

Depending on what exercise you're undertaking, the wrist may not always be the perfect place to wear your smart watch. Physical activities like kickboxing, weightlifting and crossfit training often require protective sports gear and full wrist mobility that can rule out the effectiveness of the AppleWatch. Enter ActionSleeve, a nifty new gym accessory to strap your AppleWatch to your upper arm or bicep, away from the wrist but still fully viewable and controllable. The outer frame adds protection from nicks and dings and with tighter, more consistent skin contact, it can even improve heart rate monitoring for a more accurate read. Hand washable and compatible with AppleWatch Series 4, 5 and 6, the ActionSleeve gives you a whole new way to utilise Apple Watch beyond the wrist.

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3 WAYS TO INCREASE YOUR REVENUE WITHOUT EXTRA LEADS

Got lots of leads but not enough sales? If you're unsure of how to increase your fitness business revenue, business coach *Suzanne Laidlaw* has three top tips for you.

If your fitness business isn't adequately providing for your needs, it's not too late to get clarity over your numbers and adjust your business model to make it work for you.

A common mistake I see when people are looking for more money is that they go straight to trying to increase their number of client leads. By default, and lack of business education, lead generation is where most business owners consider they can make the biggest difference in their business profits. They think that if they have more customers, they will surely make more money, right? Not necessarily. This is normally the last place I recommend focusing on because it generally costs money to generate more leads and it doesn't guarantee a higher profit in the business.

If you know you need to increase your revenue but are unsure how to do so, here are three top tips:

01 Increase your conversion rate

Do you know how many leads you're getting in – per day, per week, per month? How many of those are successfully converting to clients? The first step to increasing something is knowing where you're currently at, so if you're not tracking and measuring your leads, this is the first step.

Next, look at what you can do to improve your conversion rate. You might want to look at improving your outreach, implementing a better or more appealing pricing system, being more efficient or timely with your sales process or sending better educational material out.

Consistency is key; if you consistently market your services with a consistent message, if you consistently follow your sales process and deliver the same great customer service, and if you are solving your clients needs, you will build a rapport and improve your reputation. A better reputation equals a higher conversion rate.



02 Increase average dollar sale

Of the sales you're currently getting, what strategies do you have in place to increase each customer's average dollar sale? There are many different opportunities to do this; through upselling, educating your clients, and providing something superior to your competitors' service offerings.

Upselling is about offering something else to your existing customers when they purchase from you. What can you sell as an add-on to what your customers are already buying, that will increase the value of the sale? PT 'add ons' can range from massage services (if qualified to do so), to supplementary virtual training sessions and products such as fitness equipment or apparel. As long as the upsells you offer are authentic to who you are as a trainer and add real value to your clients, it's likely that at least some of your client base will be happy to make additional purchases from you.

Upselling to clients who already buy from you (and trust you) is easier than getting new customers. For every sale you make that is higher in value, your average dollar sale will increase and your revenue will grow. A small increase to each sale, compounded over one year, can make a huge difference to your bottom line.



It generally costs money to generate more leads and it doesn't guarantee a higher profit in the business



03 Increase number of transactions

Having a repeat business culture is essential in the fitness industry. With the exception of initial consultations, many PTs offer multi-session packages and recurring direct debits for ongoing training, rather than one-off workouts. If this isn't already part of your business model then you should probably consider making it so. Even then, you need to ensure that the last session in a package doesn't signify the end of the client's time training with you, and that the direct debits don't get cancelled.

So how can you get your clients to come back, over and over again? Ask yourself what your clients want and whether you are doing everything you can to provide it. Are you delivering friendly service to your customers, and treating them like royalty? Building relationships with your existing customers will increase the trust they have in you and make them more likely to keep training with you.

An often neglected business practice is following up with customers to find out if they are happy with their experience. Do you have a follow up system in place? Showing your clients that you care about providing them with the service that they want is a powerful tool for increasing customer loyalty, thereby increasing your number of future transactions.

These three strategies can each dramatically impact your bottom line, but if you don't map out and track your financials, you won't be able to identify the gaps, ascertain the actions required to bring you closer to your targets, or see where your actions are resulting in the desired outcomes. Financial success doesn't happen magically – you have to plan it, strategise it and work for it. **N**



Suzanne Laidlaw

Suzanne is an internationally accredited business coach, global leader in business planning and author of What's Your Plan? Passionate about supporting business owners to achieve their dreams, Suzanne knows what it takes to overcome adversity and function at the top level to achieve extraordinary results.



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ABOUT THE COURSE CREATOR



SHAUN RADFORD

Working in the fitness industry for over a decade, in his role with the Australian Institute of Fitness (AIF), Shaun has helped thousands of personal trainers and clients reach their full potential. Running Group Training sessions for companies including Orangetheory® Fitness and TotalFusion, he has hands-on experience delivering the skills he now also teaches to industry professionals. From clients to fellow PTs, Shaun is passionate about educating whoever is in front of him, helping them to grow team dynamics and apply these skills both to training and to business practices.

DO YOU TRAIN CLIENTS THAT HAVE HAD A C-SECTION?

A caesarean section is far from the 'easy' childbirth option, and trainers need to be aware of the many recovery and training considerations for this cohort of new mothers, writes trainer and educator *Clare Hozack*.

The World Health Organisation (WHO) estimates that life-saving caesarean sections should make up 10-15% of all births¹, but in the Western world the numbers are closer to 25-30% of births². This is despite WHO research showing no evidence that this additional proportion of caesareans improves mortality rates.

Risk awareness

Almost 20 years ago, the International Caesarean Awareness Network (ICAN) created Caesarean Awareness Month³ to ensure that patients and their families would understand the full risks of caesareans and other uterine surgeries before undergoing their first surgery. Many, if not most, do not hear terms such as 'placenta accreta' (a rare but serious pregnancy complication that may be contributed to by previous c-section-related scarring to the uterus) until they are being diagnosed with it, even though data shows the vast majority of people that have a caesarean will opt to do so again with subsequent pregnancies. This means people are not fully informed on the risks of caesareans before they experience one for the first time.

Without judging individual choices, and a woman's right to choose, it is important for women to understand that a C-section is major abdominal surgery, and carries all the usual risks of such procedures. A woman also needs to understand that, physically, it is just as hard on her body as a vaginal birth – she is not going to miraculously 'save' her

pelvic floor by opting for a caesarean.

There are hundreds of other factors for pelvic dysfunctions, which include being pregnant, overweight, an elite athlete, occupational heavy lifting, chronic constipation, smoking and more. A C-section is also a factor for pelvic dysfunctions, just in a different way to a vaginal birth.

Recovery

You have to recover from a caesarean surgery in the same way you would a bowel resection, appendicostomy or other abdominal surgery. It is definitely not the 'easy' option that many women appear to perceive it. The trouble with holding this perception is that some



women may then behave post-surgery as if everything were 'easy' too – and the body doesn't like this.

Over the past couple of decades, I have had the uncommon advantage of training and educating hundreds of pregnant and postnatal women, while also working with personal trainers. The patterns we see over this population, and time period, aren't necessarily things you can study, nor has a study been attempted as far as I can see (if you know of one, please send it to me!) However, I can tell you that if I ask 11 women who have had a C-section whether they find sex after birth to be painful, and whether they have been diagnosed with a hypertonic pelvic floor, 10 of them will say 'yes' and 'yes'. I know this because I have asked them, and continue to do so, with the same responses.

Post C-section, a woman goes straight from a major physical event (pregnancy), to a major abdominal surgery (tissue trauma), to a major physical change in lifestyle (the everyday physical tasks associated with having a new baby), with a major change in mental and emotional load (having to remember and worry about more).



The stress factor

An additional consideration is that the woman may or may not have wanted to have the caesarean, which can complicate things further. In periods of stress and uncertainty like the above, the body will clamp down, or tense up, and develop areas of rigidity to protect itself. In a post-C-section body, the areas this occurs in are most commonly



When training women who have given birth in this way, it is useful to understand the enormity of the procedure



THE QUICK READ

- A caesarean section is major abdominal surgery and is as hard on the woman's body as a vaginal birth
- Most people are not fully informed on the risks of C-sections before they experience one for the first time
- Medically advised C-sections have saved countless lives of both mothers and babies, but if the decision to undergo one is based only on personal preference, the woman should understand what she is entering into
- Recovery from a caesarean surgery is similar to that from a bowel resection, appendicostomy or other abdominal surgery.

the pelvis and back, which can lead to pain and dysfunctions down the track.

Because there can be years between a C-section being performed and the presentation of a chronic pain condition or injury, the two are often not seen as being linked. It is also important to note that the pain is not always where the problem is. Although the pain may be, for example, in the neck, it may be able to be relieved with abdominal wall stretching. The body is intricately connected!

C-section recovery is big and can affect so many areas of life. Click here for some thoughts I have previously shared on 'the posture of pain' and on the challenge of sneezing with an abdominal wound.

Caesareans have saved countless lives, of both mothers and babies, and we are fortunate to have the technology to perform them safely. However, if the decision to undergo this procedure is due to personal choice rather than medical advice, the woman should always make sure she understands what she is entering into, and take appropriate care of her body when returning to activity afterwards.

When training women who have given birth in this way, it is useful to understand the enormity of the procedure, and how the abdominal scar can affect things like posture, continence and pelvic mobility for years - or indeed forever. Knowing that you don't know enough is the perfect place to start. When you're training mothers, keep seeking courses and resources that will help you serve them better. **N**

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Clare Hozack

A former athlete and strength and conditioning coach, Clare applies this experience to her work training and educating pre- and post natal women to help them develop 'next level' fitness for parenting. A trainer with IntoYou studio on Sydney's Northern Beaches, she is also

the Australian and NZ Master Trainer for Burrell Education, which delivers a range of women's health and pregnancy-related courses. You can download Burrell Education's free Pre-Screening tools for pregnant women here and post natal women here.

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INJURY & REHAB

ROTATOR CUFF IMPINGEMENT

A WEIGHT TRAINING DILEMMA

Common weight training exercises can lead to shoulder impingement, and if not addressed early the condition can result in a cycle of pain and restricted movement. Physiotherapist *Tim Keeley* looks at how to identify, treat and prevent reoccurrence of this shoulder injury.

During the past few months at our clinic we have had a greater than usual number of patients presenting with shoulder impingement-type pain and injuries. The ‘impingement’ scenario can be a major dilemma for people who are trying to recover and return to weights and exercise without causing further problems.

Breaking the cycle of pain and injury is the key. Successful recovery involves good advice and treatment, exact instruction on the right rehab exercises and order of progression, coupled with a long term plan of prevention that is simple enough to be adhered to.

Sub-acromial shoulder impingement

The shoulder joint moves with two muscle systems: a postural system and a power system. The postural muscles control the shoulder blade movement and stability (i.e. serratus anterior, trapezius) and the shoulder joint rotation movement and stability (the rotator cuff). The power muscles (deltoid, lats, pecs), meanwhile, move the arm bone around.

Impingement can occur when the rotator cuff tendons or bursae get trapped in the ‘sub-acromial space’ which is the gap between the roof of the shoulder (acromion) and the ball of the humerus (glenoid head) during the arm movement, mostly abduction above 90 degrees (see Figure 1). As the tendons get caught, a number of things can occur; most commonly, the rotator cuff insertion where the supraspinatus attaches is squashed and rubbed on other structures, causing inflammation of the tendon (tendonitis) and pain.

If the tendonitis is not addressed, the tendon becomes weaker over time and the person develops a ‘tendinopathy’ where the tendon structure slowly degenerates and the function of the rotator cuff is compromised, leading to the cycle of impingement and the training dilemma.

The sub-acromial bursae, which sits on top of the tendon, protecting it from the bony roof of the shoulder, can also become inflamed with more severe impingement. This, in turn, reduces the space for the tendon to slide and adds to the compression problem. In the most severe chronic and long term cases, the tendon becomes so weak it tears, usually near the insertion into the top of the humerus.

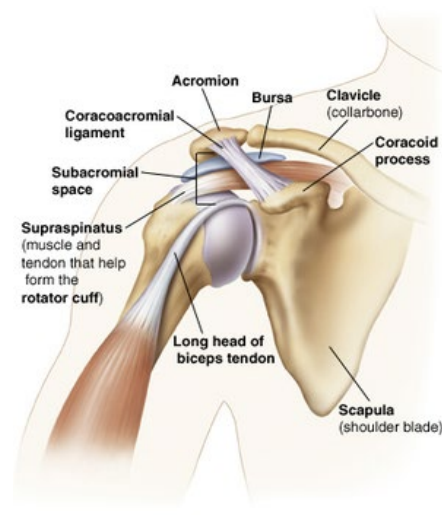
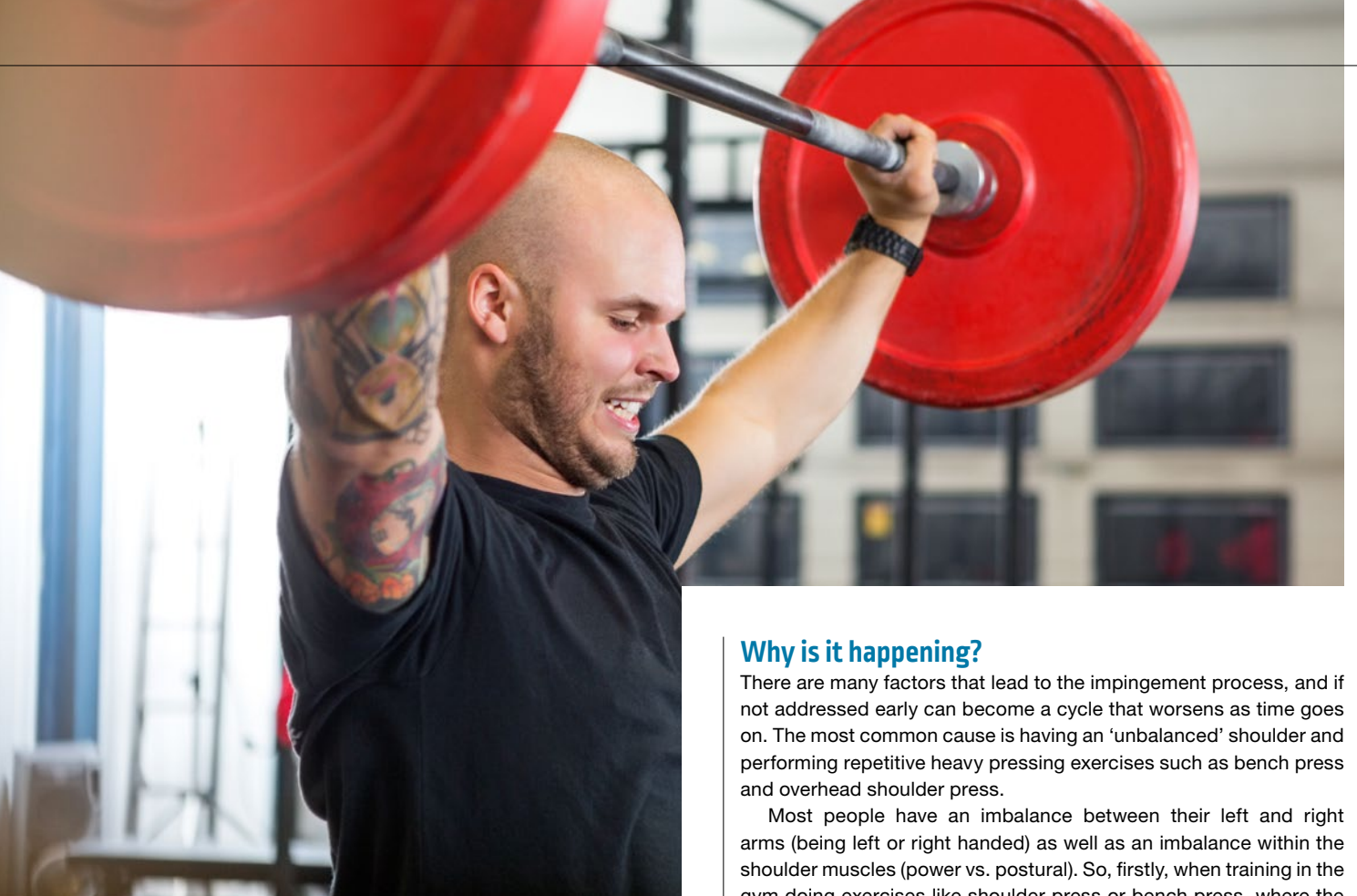


Figure 1



Does your client have impingement?

Localised intense pain usually means the client already has an inflamed tendon or bursae. The pain is most commonly felt on the edge of the shoulder, sometimes radiating down the outside of it. There is a symptom of a 'painful arc' where, when the arm is raised outwards and upwards (abduction), the inflamed part of the tendon or bursae gets caught in the sub-acromial space, producing pain; then, further through abduction, the sore part of the tendon moves away from the structures and the pain usually lessens at the top of the movement. With severe impingement, the pain does not lessen at the top and with a tear in the tendon there is significant power loss into abduction and lateral rotation, and the client is unable to fully raise the arm.



THE QUICK READ

- Impingement can occur when the rotator cuff tendons or bursae get caught or trapped in the 'sub-acromial space' during certain arm movements, causing inflammation of the tendon and pain
- If the tendonitis is not addressed, the tendon becomes weaker and the function of the rotator cuff is compromised, leading to the cycle of impingement
- In severe chronic and long term cases, the tendon becomes so weak it tears
- The most common cause of impingement is having an 'unbalanced' shoulder and performing repetitive heavy pressing exercises that do not adequately recruit the postural (stabiliser) muscles
- Previous injuries, weak supporting muscles and ligaments, and other factors can contribute to shoulder imbalance that is commonly at the root of impingement
- The problem usually recurs through a 'cycle of impingement', making it essential to break this cycle for successful recovery.

Why is it happening?

There are many factors that lead to the impingement process, and if not addressed early can become a cycle that worsens as time goes on. The most common cause is having an 'unbalanced' shoulder and performing repetitive heavy pressing exercises such as bench press and overhead shoulder press.

Most people have an imbalance between their left and right arms (being left or right handed) as well as an imbalance within the shoulder muscles (power vs. postural). So, firstly, when training in the gym doing exercises like shoulder press or bench press, where the hands are fixed to a bar, one arm leads the other and the bar acts as a stabiliser between the two.

The problem with fixed bar exercises in a pressing position, whether it be above the head or outwards, is that there is less requirement for the postural (stabiliser) muscles - the rotator cuff - to act in controlling the shoulder.

As one arm is stabilised through the bar by the other, it's easier to push heavy weights, hence the results of these exercises in muscle growth and strength gains in the aesthetic pecs and deltoids (and why these exercises are so popular!).

Secondly, the force generated by the power muscles (pecs, deltoids) during the heavy press or abduction movement of the arm, outweighs the functional ability of the rotator cuff muscles. This creates an increased movement of the humeral head into the sub-acromial space, as due to the force of the power muscles impingement is created. Basically, the pull of the big muscles is too great and the little muscles simply can't keep up.





The most common cause is having an 'unbalanced' shoulder and performing repetitive heavy pressing exercises



This imbalance is increased with weak scapular stabilisers and tight rotator cuff muscles, mostly because muscles like serratus and lower trapezius are underdeveloped due to a lack of functional and stability exercises and an overuse of power and pressing exercises. If you have had a previous injury to the shoulder (like falling on the shoulder from a bike or when skiing, or a dislocation in sport) then the ligament stability may be compromised, in addition to the weakened rotator cuff. If the position of the ball in the socket is an anterior (forward) position, the movement of the shoulder is not ideal.

Tightness in the back of the shoulder further increases this irregular movement, along with poor technique during exercise. When the weight is too heavy, the lifter generally cannot keep good form and compensates, because they don't have the strength in the postural muscles to hold the body and shoulder in the correct position, nor keep the correct muscle firing pattern during the concentric and eccentric phase.

During a bench press, the scapular movement is restricted, and so the alignment of the shoulder joint socket is compromised. This creates an increased shearing force at the shoulder joint structures and rotator cuff. The tendons are overused and become fatigued and inflamed, fail to stabilise and rotate the shoulder, and create impingement again.



Breaking the cycle

In almost every case we see, the problem recurs through a 'cycle of impingement'. Breaking this cycle is essential for successful recovery. Because the rotator cuff tendons are sore, inflamed and weakened, they don't perform their stabilisation and movement assisting jobs. Once they start becoming weak, the continuation of conventional exercises, like lateral raises, and shoulder and bench presses, will result in the tendons getting increasingly caught. The tendon and rotator cuff complex becomes weaker and more inflamed, it loses its function and the problem gets worse.

Rest alone, which is what most people do, does not fix the issue. They rest until the pain subsides and initially don't seek physio assistance and rehab exercises. What they don't realise, however, is that inside their shoulder the rotator cuff function has significantly reduced. The tendons have become weak, and they stay weak unless rehabilitated.



Waiting for too long before rehabilitation will create too much weakness, and strengthening the shoulder too early will result in reaggravation.

At the same time, returning to normal exercises too early without enough rehabilitation, or progressing the exercises too quickly (through boredom or poor guidance), will return the impingement. If a client has not properly rehabilitated the shoulder to its full function again, they will be a candidate for impingement over time. Even if your serratus anterior, trapezius and rotator cuff muscles are developed, if the pecs and rhomboids are more developed, then you have a relative functional weakness in the stabilisers, and an unbalanced shoulder - which is a very common problem.

The solution

At the client's first episode of injury pain, advise them to consult a physio to test if they have impingement and to diagnose whether they have a significant injury. The physio will provide personalised and structured treatment, education, taping and pain relieving exercises, which will help reduce the pain and inflammation. They will then undergo a rehabilitation program of a progressive course of exercises to increase the mobility, control and strength of the scapular and rotator cuff muscles and improve overall function.

Rehab and stability exercises need to begin at a low level, and in the right sequence, with very slow progression and advancement of difficulty and resistance. For this process, the selection of correct closed kinetic chain exercises will work more quickly and more effectively than open chain exercises. These rehabilitation exercises should be continued as part of the ongoing shoulder training regime.

Ongoing prevention

Once the shoulder is strong enough to return to standard weight training exercise, the client's shoulder training program will need to have a greater focus on stability (as opposed to purely muscle building), be varied often and incorporate multidirectional movements with less load.

When initially resuming training, the client should avoid heavy or repetitive movements above shoulder height, bench press, lateral raises, front raises, and any exercise that places excessive demand on the rotator cuff. Any advanced, new or sport specific exercise programs should always be checked over by the physio before commencement. **N**



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

With over 22 years' experience in physiotherapy and the fitness industry, Tim is Principal Physiotherapist and Director of Physio Fitness, a clinic based in Sydney's Bondi Junction. He is also the Director of physiorehab.com, an online education and rehab program platform.



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

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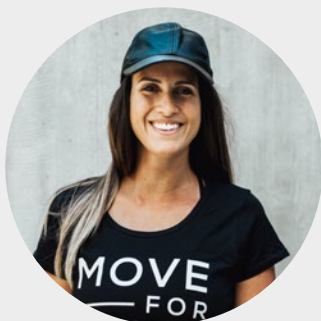
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ABOUT THE COURSE CREATOR



KYLIANNE TURTON

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



BUT WHERE DO I GET MY PROTEIN?

PLANT-BASED FITNESS NUTRITION

If you or any of your clients are among the growing number of people moving towards a more plant-focused diet, how, asks dietitian *Ashleigh Feltham*, can you fulfil the nutritional demands of training?

The plant-based diet trend continues to gain momentum. The ever growing list of variations, from 'standard' vegetarian and pescatarian, to vegan, dairy free and flexitarian, are commonplace enough to no longer raise eyebrows.

Going plant-based does not, however, have to be an all-or-nothing way of eating. For instance, the global Meatless Monday movement encourages people to reduce, but not necessarily eliminate, meat consumption, by cutting it out of their diet for at least one day a week.

Why are we eating less meat?

Overall, more people are eating fewer animal products and consuming more whole plant foods. But why are so many people choosing a vegan or vegetarian dietary approach, or simply reducing their consumption of meat protein?

Environmental sustainability

Ruminant animals, like cows and sheep, are responsible for 18% of greenhouse gas

emissions. These gases damage the ozone layer and are a significant factor in global warming. As environmental concerns have moved from being a fringe to a mainstream topic in recent years, the realisation that eating animals leaves a considerable footprint on the planet has caused more people to reduce their meat intake.

Increased awareness of health benefits

Swapping a couple of meat-based protein meals each week for plant-based protein meals is linked with a healthier body weight, prolonged lifespan, and reduced risk of diseases including certain cancers, diabetes and heart disease. The World Cancer Research Fund and Heart Foundation recommend no more than 350-500g of red and processed meat each week to reduce your risk of cancers, such as colorectal cancer.

Animal welfare concerns

A growing knowledge of the factory farming agricultural practices associated with the mass production of meat for human consumption has elevated animal welfare issues for a lot of people.

Collectively, we are realising that our dietary choices will significantly impact our children's future and the world that they will inherit. Even if we choose to eat meat, simply buying local or Australian produced foodstuffs can have a positive effect, because doing so means that fewer 'food miles' have been travelled in order for your meal to reach your dinner plate.



Meeting training needs with less meat

So, if you or your clients are among the growing number of people moving towards a more plant-focused diet, how can you fulfil the nutritional demands of training?

Variety in all diets, including plant-based ones, is essential for health and vitality. No single food can provide your body with all the nutrition it needs to function optimally. A balanced, plant-based diet consisting predominantly of whole foods can provide the nutrition needed to fuel the body during workouts and rebuild during the recovery phase.

But what type of plant-based whole foods should be included for those following fitness training programs? The diet plan should comprise whole grains, legumes or beans, a variety of vegetables, vegetable-based proteins, fruits and occasional servings of nuts and seeds. Include a combination of cooked and raw foods, and aim to limit the amount of processed foods, in which fibre and nutrients are removed. As with all diets, monitor the amount of processed sugar and salt in foods, with the aim of consuming lower levels of both.

Fill your fuel tank

The bulk of a plant-based nutritional plan should include carbohydrates such as grains, starchy vegetables and legumes to fuel muscles during your workout. These foods will fulfil the majority of your daily calorie requirements and will also provide your muscles with the glucose necessary to endure demanding training programs.

Rebuilding with plant-based proteins

To ensure a rich source of vitamins and minerals are in your diet plan, be sure to include large serves of a wide variety of vegetables, including greens, lettuces and freshly picked seasonal fruits. Those following a vegan diet must ensure they consume a variety of plant-based proteins to meet the nutritional needs often provided by animal proteins (including fish and dairy).

Pea protein, which is rich in iron and fibre and contains all nine of the essential amino acids the body needs to make a protein, is a good source of plant protein to rebuild the body during the recovery phase. Pea protein is made up of 9% leucine, an amino acid known to promote muscle synthesis. Research shows that pea protein acts in the body in a similar way to whey protein isolate in terms of muscle synthesis stimulation.

With a similar nutritional profile to soy protein, another popular animal-free supplement, pea protein contains a higher concentration of amino acids and some studies have indicated that it promotes muscle protein synthesis better than soy protein.

Pea protein does not contain anti-nutrients from the original vegetable source, meaning that it won't prevent any nutrients from being absorbed by the gut. Also, unlike soy protein, it is not a common allergen. If you follow a plant-based diet, including both of these protein sources will provide a greater range of nutrients than relying on one source of plant protein.

Essential fats

Natural sources of fats, including nuts, seeds, avocados and olives, should be included in plant-based diet plans. These foods need to complement the diet rather than make up the bulk of it.

Transitioning to a more plant-based diet has never been easier. According to the 2020 State Of the Industry* report published by food



THE QUICK READ

- More people are eating fewer animal products and consuming more whole plant foods
- Reasons for changing to a more plant-based way of eating include environmental sustainability, health benefits and animal welfare concerns
- A plant-based diet consisting predominantly of whole foods can provide the nutrition needed to fuel the body during workouts and rebuild during the recovery phase
- A plant-based diet for exercisers should comprise whole grains, legumes or beans, a variety of vegetables, vegetable-based proteins, fruits and occasional servings of nuts and seeds
- Plant-based proteins, such as pea and soy, can meet the body's nutritional demands usually met by consuming meat.

futurists Food Frontier, the number of plant-based 'meat' products on supermarket shelves across Australia doubled within a year. The report, supported by statistics from Deloitte Access Economics, states that sales of these products surged 46% in the 2020 financial year, with domestic brands making up 42% of these products in major retailers. **N**

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Ashleigh Feltham

Ashleigh is an Accredited Practising Dietitian and nutritionist. The owner of Feed Your Future Dietetics she has worked

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TODAY

RECIPES: WINTER 2021

WILD & WARMING

Teresa Cutter, The Healthy Chef, shares her nutritious recipes for a mushroom hotpot to defrost the extremities this Winter and a warming custard to make you glow with happiness.



Wild mushroom hotpot

This dish is the perfect wholesome and nourishing comfort food to revitalise the body and promote good health. Serve in generous bowls and instantly feel the healing benefits.

Serves 4

Ingredients

4 cups (1L) filtered water
600g Swiss brown mushrooms, sliced
small knob (10g) finely sliced ginger
3 cloves garlic, smashed
4 shiitake mushrooms, sliced
1-2 tablespoons shiro miso paste
1 tablespoon wheat free tamari soy sauce
2 tablespoons of Healthy Chef Marine Collagen
Nori seaweed to serve
2 spring onions, sliced to serve
240g organic firm silken tofu or steamed white fish to serve (optional)
250g 100% gluten free buckwheat soba noodle (cooked)
3 spring onions, sliced
small bunch of coriander (cilantro) leaves, to garnish

Method

1. Pour the water into a large stainless steel pot, turn on the heat and bring to the boil.
2. Add mushrooms, sliced ginger, garlic and shiitake and simmer partially covered for 15-20 minutes until the aromatics have infused into the stock.
3. Add Healthy Chef Marine Collagen, miso, tamari, spring onion, coriander and seaweed and mix through.
5. Taste and adjust the aromatics if required, fold through spring onions.
6. Divide hot cooked noodles into serving bowls.
7. Ladle the broth over the noodles and serve.
8. Add warm steamed firm silken tofu or white fish if desired, for added protein.

Notes and inspiration: This should be served as a main course meal in large bowls.



Winter-warming almond milk custard with rhubarb

A touch of pure maple syrup enhances this custard without being overly sweet, but the most joyous inclusion is the creamy Mandolé Orchard almond milk, which gives this custard a luxuriously silky texture.

Serves 6

Ingredients

1 bunch rhubarb, leaves discarded, stems washed and chopped

juice from 1 orange

2 teaspoons vanilla bean extract

2 tablespoons organic maple syrup

ALMOND MILK CUSTARD

500ml Mandolé Orchard almond milk

1 teaspoon vanilla extract

pinch of nutmeg

1 tablespoon pure maple syrup or honey

2 organic eggs, lightly beaten (see notes)

1 tablespoon cornflour or rice flour

Method

1. Preheat your oven to 180°C fan-forced.
2. Combine rhubarb, vanilla, orange juice and maple syrup into a baking dish.
3. Cook for 20 minutes until soft, then remove from the oven.
4. Meanwhile, combine almond milk for the custard in a saucepan with vanilla, nutmeg and maple syrup over a gentle heat until almost boiling, then remove from the heat.
5. Beat the eggs and cornflour in a mixing bowl until creamy.
6. Pour in the hot milk mixture and whisk in well, then transfer the mixture back into a saucepan over gentle heat.
7. Stir with a wooden spoon until it thickens and coats the back of the spoon, then remove from the heat.
8. Serve rhubarb topped with the delicious custard and enjoy!

Notes and inspiration: for a vegan custard, omit eggs and replace them with 1 more tablespoon of cornflour or rice flour. Add a pinch of turmeric for a hint of colour.

Photography by Paul Cutter. Recipes from the Healthy Chef App. Visit the Apple Store to download and start a free 7-day trial.



Teresa Cutter

Founder of The Healthy Chef, Teresa is an award-winning and classically-trained chef, author, nutritionist and fitness trainer. You can find more recipes, tips and products on her NEW Healthy Chef App, thehealthychef.com, cookbooks, eBooks, Facebook and Instagram.





THE DIFFERENCE BETWEEN **FATIGUE AND OVERTRAINING**

In this edited extract from *Practical Guide to Exercise Physiology 2nd Edition*, *Bob Murray* and *W. Larry Kenney* look at what differentiates 'normal' exercise-induced fatigue from the more serious condition of overtraining.

Fatigue - physical or mental - simply refers to the inability to maintain a task despite trying to continue. That could be the inability to continue to curl a dumbbell; the inability to maintain a desired pace on the track, in the pool, or on the bike; or the inability to react quickly to a stimulus.

No one likes to become fatigued, even though it's a natural consequence of hard exercise. Fatigue saps physical capacity, drains mental focus, and exhausts the desire to maintain the intensity of exercise. Fatigue is often equated with failure, especially when fatigue occurs during competition. After all, one of the most important benefits of training is to delay the onset of fatigue for as long as possible. Whether you're sprinting 100 metres or pacing yourself through a marathon, fatigue is what slows you down.

A hallmark of fatigue is that it is temporary. Within a few minutes or a few hours, depending on the exercise task, the ability to perform the task returns. In that regard, fatigue is reversible, and that rapid reversibility makes fatigue very different from overtraining.

What is overtraining?

Overtraining refers to physiological maladaptations and performance decrements that can last for days or weeks. Figure 4.9 shows how the normal progression for improved fitness can plateau and then either continue to improve or take a precipitous decline (overtraining). Simply put, overtraining occurs when the training stress exceeds the capacity of the athlete's body to recover and adapt.

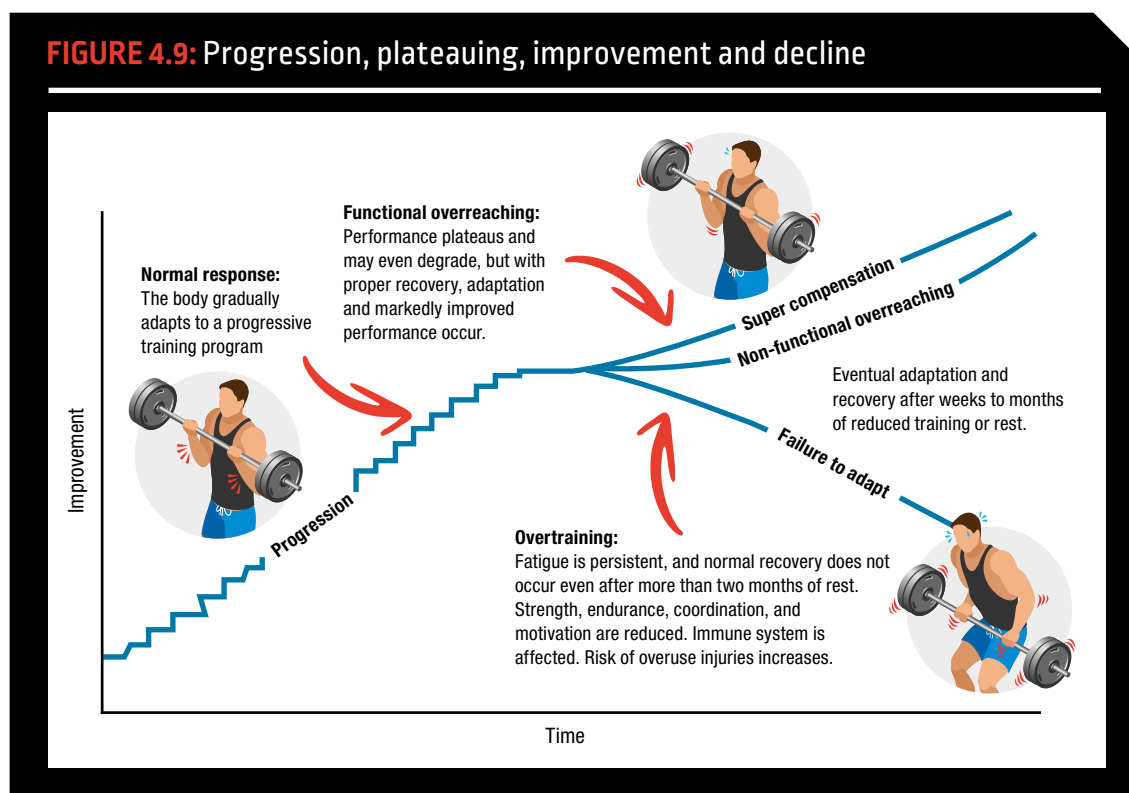
Motivated athletes and clients are often at risk of overtraining

because they tend to ignore symptoms of overtraining in their quest for greater fitness and better performance. Overtraining is a risk not just for endurance athletes. Many sports and types of fitness training, martial arts, strength training, and other physical endeavours require rigorous workouts, often more than once each day, making anyone who trains on a regular basis susceptible to nonfunctional overreaching and overtraining. In contrast, periodic functional overreaching during a training season appears to be important in maximising the adaptations to training.

What role does fatigue play in adaptations to training?

Legendary football coach Vince Lombardi was quoted as saying, "Fatigue makes cowards of us all." That may be true in some cases, but it is also true that fatigue can make better athletes of us all. It is obvious that the human body is well equipped to adapt to the stress of physical training. It should also be obvious that the extent of those adaptations is directly related to the

FIGURE 4.9: Progression, plateauing, improvement and decline



Overtraining is characterised by physiological maladaptations and performance decrements that occur when the body fails to adapt to the training stimulus

Common symptoms of nonfunctional overreaching and overtraining

- Exercise not enjoyable
- Reduced capacity for training (early fatigue)
- Loss of motivation and vigour
- Feelings of depression
- Muscle weakness
- Reduced coordination
- Achy muscles
- Loss of appetite
- Weight loss
- Sleep disturbances
- Irritability
- Inability to focus
- Resting heart rate increased or decreased
- Low heart rate variability
- Blood pressure increased or decreased
- Low energy
- Frequent colds
- Chronic muscle soreness
- Irregular menstrual cycles
- Frequent overuse injuries
- Training feels more difficult
- Performance worsens



THE QUICK READ

- Fatigue - physical or mental - is the inability to maintain a task despite trying to continue
- Fatigue is temporary and reversible, with the ability to perform the task returning within a few minutes or a few hours
- Overtraining refers to physiological maladaptations and performance decrements that can last for days or weeks
- Motivated athletes and clients are often at risk of overtraining because they tend to ignore symptoms of overtraining in their quest for greater fitness and better performance.



Simply put, overtraining occurs when the training stress exceeds the capacity of the athlete's body to recover and adapt



extent of the physical stress. For example, if someone new to exercise begins a strength training program, the total extent of strength gains will depend on the total extent of the training stress. In other words, if the person trains three days each week for six months and lifts progressively heavier weights over that time, that person's strength gains will be greater than that of someone who trains just once each week and does not have much of an increase in training resistance. The overall stress of training is vastly different, so it is no surprise that the overall extent of adaptations will be different.

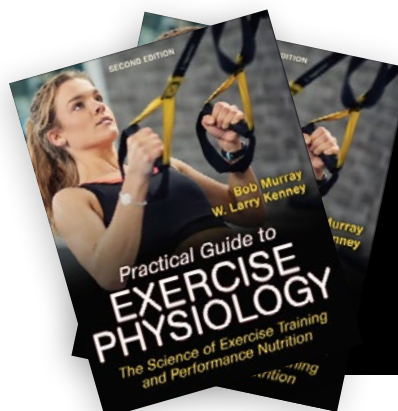
An obvious indicator of overall stress is the presence or absence of fatigue as a training stimulus. Not the kind of all-day, persistent fatigue that is associated with overtraining, but the periodic fatigue that occurs within training sessions. And not within every training session, but perhaps two times each week for someone training six days per week. Each time you fatigue - whether it's an individual muscle group during strength training or the entire body during endurance training - muscle cells are exposed to hundreds of intracellular signals that result in increased protein production over the next days. Those proteins can be the contractile proteins required for increasing strength and mass, the mitochondrial proteins needed for

greater endurance, or the structural proteins used to make muscles and connective tissues more resistant to injury.

Fatigue during exercise maximises adaptive responses because periodic fatigue maximises the intracellular signals required to promote those responses. However, fatigue that occurs too often sets the stage for overtraining. Adaptations take time, which is why successful coaches understand that they cannot push their athletes hard every day; reducing training stress for a day or two after a particularly intense workout allows time for adaptations (and repair) to occur, enabling athletes to gradually and progressively increase the training stress. Ample rest, sleep, hydration, and nutrition are also required for optimal adaptations. **N**

Dr Bob Murray & Dr W Larry Kenney

Dr Murray is a prolific author and the former director of the Gatorade Sports Science Institute. He has contributed an enormous amount of research and education to the world of sports and exercise science. Dr Kenney is the primary author of one of the most read and highly regarded textbooks on exercise physiology, Physiology of Sport & Exercise, used by virtually every university student studying this area.



The above edited extract has been taken from *Practical Guide to Exercise Physiology 2nd Edition* by Bob Murray and W. Larry Kenney (Human Kinetics, 2020). Network Members can save an extra 10% off already discounted prices on Human Kinetics books when clicking here and using the code **AFN2020** at booktopia.com.au checkout.

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ONLINE COURSE

NEGOTIATE

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

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

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- How to manage emotional states and positively influence the emotional states of others

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ABOUT THE COURSE CREATOR



EDWINA GRIFFIN

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

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Network's Pilates courses equip you with the knowledge and skills to apply Pilates principles in personal training sessions, with clients of all ages and abilities.

Delivered 100% online, the six courses have been created by international Pilates instructor trainer Stephanie Glickman to meet the specific needs of personal trainers and group fitness instructors.

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Pilates For Strength
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AQUA

BASE MOVES BREAKDOWN

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ARTICLE
1 OF 5 ARTICLES

The difference between a good aqua instructor and an expert one is the ability to share with participants additional insights and tips that will help them get the best out of their workout, writes aqua fitness specialist *Dominic Gili*.

Inspiration comes in many shapes and forms and often going back to basics is the most effective method to simplify class programming and re-engage clients.

Monitoring and correcting aqua fitness movement and technique in the water is vital to ensure instructors get the best possible outcomes for participants and offer safe and effective workouts to prevent injuries and re-injuries.

As aqua fitness instructors, it is important that we:

- understand how movement in water differs from movement on land
- prepare and implement safe and effective water workouts
- analyse client movement and modify when necessary
- correct technique to maximise workout benefits
- be aware of common contraindicated movements
- assess appropriate range of motion (ROM) for injury prevention
- offer suggestions to clients to help them get the best out of each and every water workout.

To achieve all of the above, instructors need to have a good understanding of biomechanics and hydrodynamics. Biomechanics is the science of movement of the body, including how the muscles, bones, tendons and ligaments work together to

produce movement. Hydrodynamics is the branch of science concerned with forces acting on, or exerted by, fluids.

Communicating to participants

In the eyes of our participants, the difference between a good and expert instructor is our ability to share knowledge that will help them clearly understand how to get the best out of each and every water workout.

Many of our clients are either new to the water or new to fitness altogether, and sometimes our greatest challenge is being able to communicate our know-how of water principles (so clients understand the effects of buoyancy and multi-directional resistance) and working within safe and effective intensity levels and range of motion.

It is also important to screen clients and offer alternatives for certain movements in order to avoid contraindicated (risky) exercises that may cause injury, including:

- improper body alignment
- locking of joints
- rapid, jerky and uncontrolled movements
- hyperextension
- overstretching
- excessive compression of structures.

Base move teaching tips

When using aqua fitness base moves, consider elevating your participants' experience with the following teaching tips:



Cross Country Ski (photo 1)

- Working the opposite arms and legs has functional benefits as it engages the same muscles as walking or running
- Check suitable ROM – often clients will focus on their front ROM and not the working back behind the hip with arms or legs. Explain to clients that the hip is halfway for both arms and legs and that their goal is to move their limbs an equal distance from the hip in front and behind (as long as doing so doesn't cause any shoulder or hip pain)
- Monitor clients to ensure they remain upright and tall through their torso. Remind those leaning forward to regain neutral alignment and reinforce the functional benefits of their movement on land.

Plyometric Scissor Kicks

- Starting and landing with feet together, this exercise is both a cardio challenge and a great exercise to engage the glutes and stretch the hip flexor

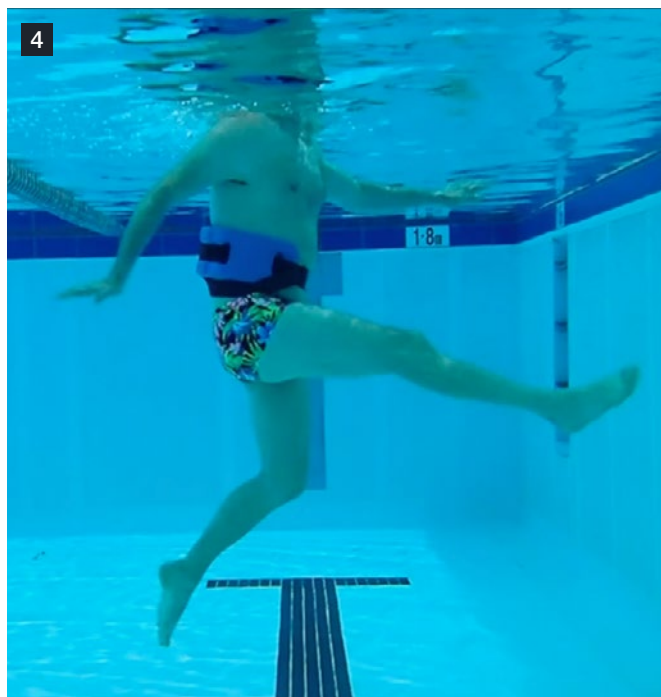
- Encourage clients to focus on the movement of the back leg, as well as abdominal, oblique and lower back muscles, to maintain good vertical alignment throughout
- Advise clients to work the water with sculling hands and bend the knees on landing to reduce impact.

Rocking Horse

- Advise clients to start by coordinating one leg kicking back while arms push forward, then the other leg kicking forward with arms pushing back
- Advise clients to lean forward when kicking back and lean back when kicking forward to work the abdominal and erector spinae muscles and keep the spine in good alignment
- Possible contraindicated movement is working with the arms and leg moving forward and back together, as it may lead to lower back hyperextension
- Consider varying the position of the hands or arm lines to engage different muscle groups.

Kicks: Front + Back (photo 2)

- Offer clients exercise variations by combining long and short lever movements
- Explain the benefits of the efficient 'double concentric' contraction for quads and hamstrings within the one workout, created by the multidirectional resistance of the water
- When working kicks front to back, consider two options for



working the upper body: alternate arms forward and back, and double arms forward and back

- Advise clients of the benefits of each upper body workout option, with the alternate arm extension creating rotation to engage the obliques and help stretch the lower back
- Advise clients of the benefits of extending the leg back to stretch the hip flexor and engage the hamstrings and glutes, as well as directing the foot down towards the floor to avoid hyperextending the lower back.

Jog/Sprint/Tuck Jumps (photo 3)

- Advise clients to focus on the down phase to engage hamstrings and glutes
- Use a noodle to increase awareness of the targeted muscles.

Front Kicks (photo 4)

- Advise clients to focus on the down phase to engage hamstrings and glutes
- Reach back with the hands to engage the muscles in the mid-back, posterior deltoids and triceps
- Keep the legs in a safe ROM by lifting to a height just below the hip line.

Rock'n'Roll (photo 5)

- Advise clients to tuck the knees first and use sculling hands before rolling forward and back, to avoid hyperextending the lower back
- When rolling into the prone position, roll into a push-up or plank pose to also avoid hyperextending the lower back.

Combining Base Moves

Another option to engage clients is to combine base moves to challenge posture, stability, alignment, coordination and focus.

Here are some examples of effective combinations:

Combo 1: One Knee Lift + Tuck

Teaching tips

- The focus on the knee lift is stability through the torso and extension through the long leg
- The focus on the tuck is powerful controlled movement in both directions.

Combo 2: One Hamstring Curl + Jacks

Teaching tips

- Remind clients to start the hamstring curl with an easy controlled movement
- Stress the importance of good abdominal and core strength to ensure the lower back does not hyperextend on the up phase of hamstring curl
- Hands work hard to scull to assist stabilisation.

Combo 3: Cross Country Ski + Jacks

Teaching tips

- Introduce the centre touch with legs to ensure good range of motion (ROM)
- Great for balance, coordination and alignment as the legs need to meet directly under the body in the vertical
- Perfect for body balance as the Cross Country Ski works the anterior/posterior muscles and the Jacks work lateral/medial muscles.

Combo 4: Cross Country Ski + Tuck

Teaching tips

- Introduce the centre touch with legs to ensure good range of motion (ROM)
- Focus on glute strength during the Cross Country Ski phase
- Remind clients of the benefits of stretching the hip flexors.

Combo 5: Rock'n'Roll + Flutter

Teaching tips

- When performing Rock'n'Roll, knees always tuck to chest first before rolling in either direction
- Work in safe range in prone position ensuring the heels don't lift too high behind the body to hyperextend lower back
- Encourage clients to move with controlled power and speed while performing Rock'n'Roll to ensure the combination remains challenging (not relaxing)
- Variations in body position for Flutter Kicking can be introduced, including Seated and Prone
- Ensure good alignment and string posture when flutter kicking in both positions
- In prone position, be sure to stay in diagonal - not flat - on the water's surface to ensure lower back does not hyperextend



- Option to add travelling movement when Flutter Kicking – forward when in prone, back when seated.

Combo 6: Rock'n'Roll + Mermaid

Teaching tips

- Remind clients to return to centre point before changing direction to ensure good ROM which engages more muscles
- Encourage clients to move with controlled power and speed while performing Rock'n'Roll to ensure the combination remains challenging (not relaxing)
- When working Mermaid on side, keep the body in diagonal position (not flat on the surface of the water) to ensure neutral alignment of the spine.




Combo 7: Mermaid + Side Jacks

Teaching tips

- Cue engagement of obliques
- When working on side, keep the body in diagonal position (not flat on the surface of the water) to ensure neutral alignment of the spine
- This movement can be worked to the count of 8 or 4 to repeat Side Jacks on one side only, and then change, or work to the count of 2 to alternate sides for Jacks. **N**



Dominic Gili

Dom is an aqua fitness instructor and presenter from Sydney with a reputation for innovative, engaging and challenging water workouts. He is the founder of AquaFitnessOnline.com an online training site that offers aqua fitness training videos and resources. A free 14-day trial provides access to over 50 aqua fitness training videos. For details email dom@aquafitnessonline.com   

REAL WORLD PT

KATE SAYNOR

SELF-EMPLOYED PT

NZ



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

? What's your business called?

My Rehab Fitness. Check us out at myrehabfitness.com, [facebook.com/myrehabfitness](https://www.facebook.com/myrehabfitness), and [instagram.com/kate_saynor_myrehabfitness](https://www.instagram.com/kate_saynor_myrehabfitness)

? How long have you been a PT?

20 years

? Are you full time or part time?

Full time

? What made you decide to become a trainer?

I studied Physical Education at college and got hooked. I couldn't put the school textbook down! I found learning about the human body, what it's capable of, and the science behind making that happen, completely absorbing! Now, by training clients, I get to see that happen time and time again.

? Do you specialise?

I'm an accredited Rehab Trainer also trained in GP exercise referrals, pre/post-natal exercise, orthopaedic conditions, low back pain and behaviour change, so my clients are those with medical conditions, injuries, post-op, or include back pain sufferers and people struggling with behaviour change.

Online though, my clients are women aged 30-55 who want to build strength, lose fat and improve their core strength. I bring to them my experience from three Commonwealth Games as an Olympic weightlifter, and from being a Pilates instructor.

? Do you have a signature style of training?

If you train with me, you can pretty much guarantee that you'll be lifting a weight and doing Pilates at some point! Sessions often include some form of Olympic lifting movement, but in a way that is accessible to the general exerciser. Clients love the feeling and the benefits it brings. We might use barbells, dumbbells, sandbags, weight plates or kettlebells. I love to use complexes, combinations and circuits with my advanced clients, but before then we spend time building a strong foundation through the basic compound movements.

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

20-25 hours a week.

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

10-12 hours a week, unless I have a new project on the go; then I might put in a few more in the evenings or over the weekend.

? What hours do you work?

With two young children, I had to rebuild the business around school hours, so I train clients between 9:30am -2:30pm Monday to Friday. I also host early morning online workouts (before the kids wake!) and three nights a week I head out to teach Pilates classes.

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

I get five hours child-free a day, so I'm careful to use it wisely and on the business! I'll check in with clients online, write programs and social media content, reply to new leads, or attend meetings to help expand the business and my network.

? How much do you charge?

Clients buy packages of 10-12 weeks. I don't offer one-off bookings. Packages are individually tailored, but usually include elements of behaviour change, nutrition and wellness coaching alongside the PT/Pilates session, all programming, assessments, a library of resources and membership of my private support group. Depending on duration, charges range between \$60-\$90NZD per session.

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

A few times a year I'll attend a course or conference. In addition to these, I buy books, attend online workshops, do my own research and book time with other experts for some one-to-one coaching to upskill.

? How many clients do you have?

Through online and face-to-face, I'm training around 145 clients.

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

I've got a host of clients that I'm still training after seven years. Some stick with face-to-face PT and others swap between the private sessions, online and classes, so it's been really helpful for retention to have these different training options available. Most, though, stay between one and two years.

? How do you get new clients?

Word of mouth and referrals from other clients, physios and PTs bring in the bulk of my clients. Others come directly from my website via Google searches, and I'm conscious to keep up regular contact and marketing to my email subscriber list and on social media, which helps fill spots that become available at the last minute.

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

Absolutely, it's for both of us! We use this as an opportunity to check that their needs align with my skill set and to manage expectations (on both our parts!) so we can both be confident moving forward what our roles will be in order to succeed.

? Do you ever turn clients away or refer them to other PTs if you don't feel they are the right fit for you?

Yep. I've referred a few low-risk clients with general health and fitness goals to some of the new PTs, as it meant I could fill my spots with more complex cases, which I enjoy more. That also allows me to get through my waiting list a little quicker!

? What do you believe differentiates you from other trainers?

This year was quite unique in that I won Personal Trainer of the Year 2020 at the NZ Exercise Industry Awards! I'm told it was my level of experience and skill, Olympic lifting background, inclusive approach and focus on behaviour change that made me stand out. I can get most people moving safely and effectively, and then keep them moving and progressing longer term. My clients, though, would say it's my ability to make exercise accessible.

? What is the best thing about being a PT?

Watching clients' growth in self-belief, and confidence from training impact other areas of their lives is powerful stuff. To be a part of that journey, helping clients find and draw on their inner strengths to succeed is hugely rewarding and a real privilege.

? And the hardest?

Switching off from it all! I love it, but to avoid burnout I have to set boundaries for myself to ensure I get some balance, recharge, spend time with my family and get to my own training.



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

That you can start working in a gym and be fully booked straight away. I've seen many PTs leave the industry because they've failed to get enough clients. But if you show up consistently and keep showing up, you'll build your brand and reputation, giving people a chance to get to know and trust you. Then, instead, you'll be worrying about finding systems for dealing with waiting lists!

? Where would you like your career to take you?

I've kind of gone full circle. I started with PT, moved into gym and studio management, set up GP exercise referral schemes and for 10 years lectured and mentored for fitness training providers. Now that I'm back enjoying the client work, I want to scale up my Strong Fit Women Online group fitness program.

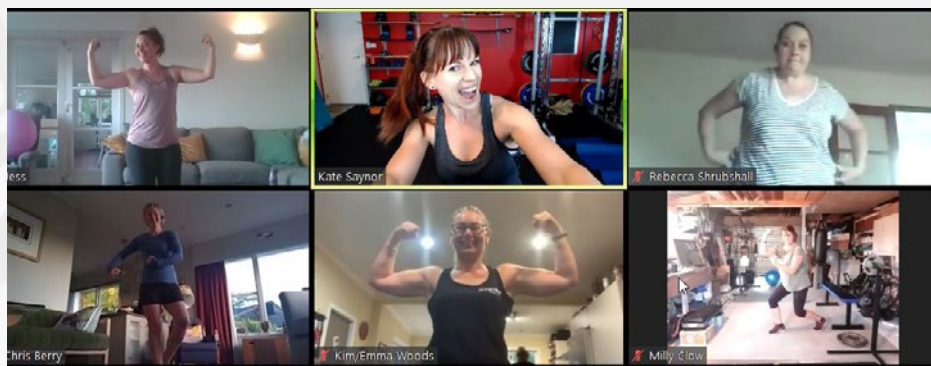
? What is your fitness philosophy?

Do what you can, when you can, with what you've got. There is always something clients can do to keep moving – if they've injured a shoulder, they still have two legs, a torso and another arm you can train, you may just have to get a little inventive to make the workout happen!

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

Find your passion but explore the field. New PTs can feel pressured to find their niche, but until you've explored a range of clients and training styles, you'd be making decisions based on assumptions. Try it all – you might surprise yourself with which niche finds you! **N**

Want to be a future featured Real World PT? For details email



NEW NETWORK COURSE



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AN INTRODUCTION TO

CREATING EFFECTIVE SOCIAL MEDIA CONTENT

Social media changed the world and it also changed how health and fitness is portrayed and promoted among the general population.

It's time to stop winging it and get to grips with the basics of using social media for your fitness business - a very different proposition to using social media for personal purposes.

Content is the lifeblood of social media. What you put out into the world defines how your business is perceived, so it's important to get it right. In this short course, discover what to post, and where and when to post it in order to reach your ideal audience and prospective clients.

THE COURSE INCLUDES:

- Social media's place in the fitness industry
- Different types of content
- Online coaching and programs
- Distribution
- Creating a funnel effect

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ABOUT THE COURSE CREATOR



JONATHON RAY

An educator with the Australian Institute of Fitness (AIF), Jono holds a bachelor's degree in Sport & Exercise Science. During his career, he has worked in the arenas of competitive gymnastics, personal training, powerlifting and education. During his time in gymnastics he ran a Men's Artistic Gymnastics Levels squad and worked with the Royal Deaf & Blind Institute and the Minimbah Care Unit to deliver gymnastics programs to special needs populations. While managing a boutique fitness facility, Jono honed his social media skills to effectively market the business.



TOGETHER EVERYONE ACHIEVES MORE

PLAN FOR AMAZING GROUP TRAINING

By considering every aspect of a group training session, from exercise prescription to instructor placement, you can create powerful team training experiences, writes trainer and educator *Shaun Radford*.

Group exercise has come a long way since the big hair and leg warmer days of freestyle '80s aerobics. That's not to say that those weren't great times, because they were, and they set the foundation on which subsequent group exercise has been built. The fact is, however, that the fitness industry has evolved, and so has the definition of 'group'. From large group freestyle and pre-choreographed classes, to the dynamics of Small Group Personal Training (SGPT), working out in groups offers huge advantages to participants and instructors alike.

The foundation classes of yesteryear established the structures that have informed the development of today's group training. From music, to instructor skills, it is important to understand the basics underpinning any class or group workout that you deliver.

Know the desired outcomes

Knowing your group and knowing its goals, or creating a class to work towards a specific goal, will facilitate a successful experience. By tailoring the workout to your participants'

abilities and desired outcomes, you will be able to not only create a welcoming and safe environment, but also elicit faster results and increase adherence.

Create a team focus

When planning your class you need to consider not just the exercises you program, but the complete experience you wish to create. This will come down to how you organise your group and the way they flow through the exercise selection. Have you set the class up to have an individual focus using, for example, time-based or set-based exercises for participants to work through individually? Or have you programmed elements of teamwork or competition within the group to drive motivation and a community feel?

The human race is a social species and we enjoy being in groups, hence the reason group training is popular. Creating an inclusive environment where members of the group rely on each other to complete sets, reps or the workout itself will enhance the experience for everyone involved.



THE QUICK READ

- Make sure you have clear goals and training outcomes for any class or group training session you design and deliver
- Create an inclusive environment in which participants rely on each other to complete tasks and training challenges
- Use music to inspire and motivate, ensuring the beats per minute (BPM) match the pace and intensity you want participants to work at
- Ensure you can be clearly seen and heard by all participants
- Get to know your group's various behaviours and personalities, and use this knowledge to foster relationships, positively influence group dynamics and foster a strong sense of community.

Let the music share the workload

Don't let the responsibility for providing motivation rest entirely on your own shoulders: strategically use music to inspire and motivate movement.

What type of music have you got planned? Does the beats per minute (BPM) match the pace and intensity you wish to seek from clients? If you're unsure of the right music speed to use, read up on it. If the music is too fast, it can result in poor technique and loss of focus during a strength session. Too slow, and a HIIT session with fast movements may be too laborious on the body.

A general rule of thumb is that basic circuit training can utilise a good track of around 130-140BPM. A pure strength session in which the focus is on time under tension (TUT) for the muscles may be slower, at about 128-130BPM. The beat of the music will be an underlying guide for the clients to move. Without even thinking, they will start moving to the pace, especially when their heads get a bit foggy with fatigue towards the end of the session.

Know your team

Get to know your group - the behaviours and personalities, the experienced and the newbies. By introducing new people to veterans of your classes, you can foster a strong community feel and provide reassurance to newcomers.

Furthermore, if you know which regulars have higher energy, fun-seeking behaviours



(the 'interactive innovators' if using the terminology of DISC behaviours), you know who you can call on to get the energy pumping. Not only does this assist you in ramping up the motivation, but they'll also love sharing the spotlight with you! Plus, it will allow you to focus on delivering a great technical session.

Working the room

Think about your movement through the room. Your placement and how you flow through the room is important. Can you be seen by all participants in the session? Can you be clearly heard? What position is going to give you the best control in terms of flow and safety? The space itself will dictate this to some degree, but by instructing from a place of power and precision you will create a commanding presence within the group.

At what point do you walk up to an individual to create connection and drive motivation for them? You may see a newbie looking a little confused about a particular exercise or technique. This is a great time to connect with them and teach them something, allowing for a feeling of success but also something to give them to work on for their next session.

Creating a group response, getting them to give a shout out, a thumbs up or a massive smile, draws the team back to you and your presence. Remind them that you are there and they are in safe and knowledgeable hands. In addition to positive encouragement, you also have an opportunity to educate the group. Pose questions about what the class is doing

and then provide answers. Why are they doing this? Why are the sets/reps in this range? What is a HIIT session? What are the expected outcomes? Allow nuggets of information to come through, setting up the why and drive for the session. This will serve to create purpose and intention.

Supercharge your reputation, participant experience and business success

Group training comes in all shapes and forms, but one thing's for sure, if delivered with care and good planning, it is a great dynamic experience for everyone involved.

By combining a team focus with thoughtful use of music, lighting and strategic instructor interaction, you can achieve not only a great result at the end of the session, but an enjoyable and memorable experience that inspires participants to lock your sessions into their weekly calendars. This, in turn, will enhance your instructor rapport and drive word-of-mouth referrals. **N**



Shaun Radford

A fitness professional and the Training Team Leader for the Australian Institute of Fitness QLD, Shaun has helped thousands of personal trainers and clients reach

their fitness and career goals. He is the creator of Network's online CEC-accredited short course 'Triumphant Team Training - group training dynamics', available at special rates for Network Members here.



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GENDER EQUALITY IN SPORTS COACHING

The coaching space in the competitive sporting world is overwhelmingly populated by men, prompting *Dr Kotryna Fraser*, an expert in sport and performance psychology, to ask whether coaching really is a man's job.

Who comes to mind when someone says “Hey, coach!”?

I hope you proved me wrong, but the majority of people most likely have an image of a middle-age white man with a whistle in his hands. I certainly still do. More often than not, such an image is true when talking about high performance coaches. Look at the Rio 2016 Olympic Games – only 11% of all accredited coaches were female, and according to Norman (2017), almost half of all countries taking part at the Games had no female coaches on their National Team. Female coaches made up only 9% of our Australian National Team at Rio 2016. It seems that a stereotypical

image of a middle-age white male overseeing athletes’ performance is representative of the actual landscape of elite coaches worldwide.

Sport, gender, and unconscious bias

Rarely do we think about the purpose of sport from a sociocultural perspective. Historically, sport was created by men for men to exercise their aggressiveness, masculinity, and perceived superiority over women, as a response to a new political reality of the 19th century and feminisation (i.e., women becoming more equal at public spaces such as schools and workplaces). Fast-forward to 2020 and women are still perceived to be a weaker and inferior species. Comments such as “boys don’t cry”, “you kick like a girl!” or “coaching is a man’s job” illustrate gendered norms still existing in sport.

Importantly, such comments continue to marginalise women and glorify status quo masculine ideals by ignoring our advanced knowledge about such ‘ideals’ (e.g., prevalence of mental health issues among elite athletes and high achievers).

Let’s jump through yet another hurdle...

Researchers have identified numerous barriers experienced by female coaches during their careers:

- marginalising male-dominant culture where female coaches’ skills, competence and hiring is constantly challenged by male counterparts on the basis of sex
- experiences of prejudice, sexism and abusive language during coach education courses
- societal pressure to look after family, forcing them to leave coaching due to time commitments away from home and working unsociable hours.

Combined, these barriers can lead to feelings of fraudulence, internalised experiences of failure and inability to recognise success (i.e. imposter feelings) as the sports environment and culture suggests that female coaches simply don’t belong.

THE QUICK READ

- A very small proportion of professional sports coaches are female
- Researchers have identified numerous barriers experienced by female coaches during their careers
- The negative experiences and chronic emotional toll put on female coaches often lead to lower job and sport satisfaction, burnout and eventual withdrawal
- If females are not being considered for coaching positions, the talent pool from which candidates are selected is undiversified and limited in scope
- A number of changes, from the grassroots level up, can provide experiences that have the ability to change perceptions and behaviours, resulting in greater numbers of female coaches.



At the most recent Olympic Games only 11% of all accredited coaches were female



The negative experiences and chronic emotional toll put on female coaches often lead to lower job and sport satisfaction, burnout and eventual withdrawal. Numerous qualitative studies indicate that female coaches simply feel tired from constantly battling the existing barriers and eventually give up, which results in less role models other women could follow. This also means that female coaches (and, potentially, male coaches working with feminine sports) fail to achieve their potential.

But it is not only the individual who suffers. We, as a sport community and wider society, are also disadvantaged by the existing gender gap and gendered stereotypes still dominating sports culture. Put bluntly, the talent pool from which we are choosing the best candidates is undiversified and limited in scope. We may think we are using objective criteria, but what we really need is neutral and gender-free criteria.

Perhaps we shouldn't be surprised that there are only a handful of elite female coaches, or by the lack of female coaches coaching male teams of any level, let alone professional. Language and behaviours constantly remind female coaches that they don't belong. Stress is placed on the gender of female coaches, but not male; of female sports but not male; of female achievements but not male. Kane (1994) argued that we should move away from a gender segregated understanding and categorisation of sport performance (i.e. male-female binary) towards a continuum based on the skills and competence one demonstrates.

The solution

With support from the Olympic Study Centre, Dr Heather Douglas and I, from the University of Newcastle, set out to explore experiences of male and female elite coaches across a variety of sports worldwide through a lens of perceived stereotypes and imposter feelings influencing job coaches' job satisfaction. While looking at elite coaches will not solve the problem, we hope it will shed more light on how we can do better at the grassroots level to develop a better path to elite coaching for all.

It is, however, a long process requiring all of us to chip in. There are ways we can all play a part in addressing this problem:

- Boys and men need female coaches so that they can see women in leadership positions. This will challenge gendered roles, stereotypes and status quo. Men, women and non-binary people can all be competent leaders, but seeing and experiencing competent female coaches in charge of male teams will help men gain respect for women in leadership roles and change the perceived status quo.
- Girls and women need to have role models that will inspire them to pursue careers in sport. While participation rates among girls and women have been growing rapidly over the last years due to heavy investments in grassroot sport (see Football Federation Australia, 2019), similar investments into grassroot coaching are needed. The

more women engage with coaching positions at local clubs and with lower level athletes, the more women will progress into elite sport.

- Sport and fitness professionals, in general, need to re-examine their predefined beliefs, socialisation, perspectives and unconscious biases to challenge status quo to develop a much-needed self-awareness of how their implicit and explicit behaviours impact others.
- Sport is highly commercialised and driven by revenue. We need to start recognising competence and skills for what they are in all athletes and sport professionals, rather than let our gendered stereotypes and unconscious bias dictate how we talk about female professionals: marginalising language, sexist comments and double-standards should be put aside when reporting performance. Equally, female coaches and professionals should receive the same neutral assessment of their performance as male professionals do. Competence, skill and performance under pressure is part of neutral unbiased assessment, while celebrating these skills in the context of gender reinforces unequal power dynamics and the illusion of equality in sport.
- We, as a sport community and society, need to stop blaming the marginalised groups and recognise the power we hold over them. Paradoxically, it is predominantly men who are in the positions to make hiring and policy decisions that promote women.
- Boys and men need to learn how to be allies to girls and women, especially when they are treated on the basis of sex rather than skills and competence.

The final word



It is unlikely that we will ever close the gender gap among higher level coaches, as it is a deeply ingrained societal problem. But why wouldn't we give it a go so that this and future generations could have a better chance of achieving their full potential? Who knows, maybe this is what we need for new records to be established – more female coaches at elite levels to offer different perspectives and to get the most out of their athletes. It is not about asking the female coaches to fit in, but making much needed change to create an environment suitable for all. After all, why do we keep investing in and learning how to use the newest piece of technology if we fail to do the same with human capital? **N**

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Dr Kotryna Fraser, PhD

Kotryna is an Associate Lecturer in Sport and Performance Psychology at The University of Newcastle. She is also an accredited Sport and Exercise Scientist (psychology support) under the British Association of Sport and Exercise Scientists (BASES).  

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ABOUT THE COURSE CREATOR



DR CAM MCDONALD

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

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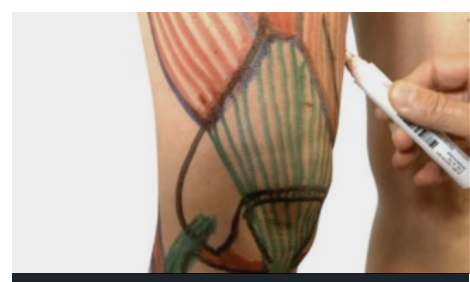
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HOW TO CHANGE YOUR RELATIONSHIP WITH FEAR

AND STOP IT IMPACTING YOUR PROFESSIONAL SUCCESS

It is natural to deny or ignore fear, but doing so can create deeper problems. By learning when to listen to fear, we can use it to our advantage rather than be controlled by it, writes psychologist *Dr Amy Silver*.

We all have fears, many of which keep us safe and well. Fear's job is to warn us of danger and avoid risk. It wants us to avoid anything which would cause physical or social pain. But how much does fear interfere with our good choices?

Fear wants to keep us away from discomfort but if we listen to it all the time, does it steer us away from growth or opportunity? Does our fear of rejection, failure, exclusion, being different, having to change, being vulnerable or showing weakness, limit what we could do or who we could be?

As well as limiting us from gains we could make, fear also leads to distress and feelings of anxiety or worry. We may have a fear of missing out, being overlooked, being seen, speaking up, standing up or of being taken advantage of.

What is fear?

There are biological, evolutionary, and social reasons why our fear is triggered - we are, after all, simple animals. Learning how to override our fear is essential in helping us fulfil our potential. If left unchecked, fear can control everything we do. We become a bystander, commanded by the voice of fear as it triggers biochemical reactions that cause us to fight, flight or play dead.

I think of fear as a guest at our party, and we are the host. We are the ones who should get to decide what to do, not fear. Even if fear is the loudest guest, commanding our choices and movements, we as the host must elevate ourselves into the position of control.

“

If we approach our fear with compassion, however, we can change the relationship with it so that we can turn towards it and hear its messages

”

Is your fear telling you what to do?

To gain control we must first understand more about our current relationship with fear. When does fear get loud for you? When is it difficult to ignore it? Understanding the way in which our body reacts to our fear voice, what our fear voice says, and how it talks to us, is crucial.

It is easy to be self-critical of our fears, anxieties and worries, or critical of ourselves for having these sensations in the first place. If we are ashamed of our fear, a natural response is to deny or ignore it. When we do, we lose touch with some important self-awareness cues and may end up carrying some new hard emotions such as shame and guilt. If we approach our fear with compassion, however, we can change the relationship with it so that we can turn towards it and hear its messages.

Fear has wonderful things to give us: it gives us the gift of working harder and warning us of failure or rejection. But, we want to learn when to listen to it and when not to. We don't want to be blindly controlled by it.

How to get fear under your control

We want to evaluate what to do in relation to our goals, not our fears. We must learn to evaluate the content so we can hear the message that the guest of fear is giving us without having to take on the drama and catastrophising.

For example, we don't need to listen to stories of the past or future that fear often uses to remind us of the dangers. We want to tune into the 'now' so that we can truly evaluate the action that will serve our goals. We may also want to tune into what other important voices have to say, for example, hope, excitement, joy. We can control how we move our attention around these different voices, rather than listening to fear, using strategies such as writing or finding ways of letting fear travel through rather than getting caught up.



Learn when to listen to fear

Professional success relies on learning when to listen to fear and, more importantly, when not to. Becoming more courageous is easy when we've decided to build a closer relationship with fear. Making sure we are in control of fear is one of the most essential skills we can practice driving our professional success (individually and as a collective). We will be able to make deeper connections, influence decisions, act quicker, create more, opt into - not away from - challenges, be calm and have more fun. We are not our fears, we are the host. **N**



Dr Amy Silver

Amy is a psychologist, speaker and author of The Loudest Guest: How to control and change your relationship with fear (Major Street Publishing). She is the founder of The Courage Club, the place to outgrow your fears.



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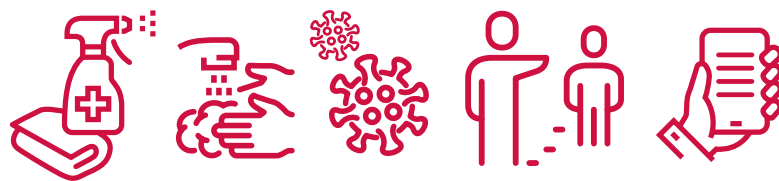
ABOUT THE COURSE CREATOR



MATTHEW BOULOUS

During more than a decade coaching with the Australian Institute of Fitness (AIF), Matthew Boulous has taught almost 4,000 personal trainers. During the COVID-19 period, he led a team of Coaches delivering comprehensive livestreamed training to hundreds of students via virtual platforms. As a strength and conditioning coach, he has almost 20 years' experience working with teams from the NRL, AFL and A-league, and he has also rehabilitated injured clients in his capacity as an exercise physiologist.

Supporting the Exercise Industry in New Zealand



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

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NZ NEWS



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

Positive consumer attitudes likely to drive growth in the exercise industry



As part of its leadership role, ExerciseNZ recently commissioned extensive consumer research into attitudes to structured physical activity, and specifically if individuals were likely to start, stop or change current exercise providers and, if so, why.

While the research has yet to be comprehensively analysed (a full report will be made available in the coming weeks), what is already very clear is that consumers' desire to exercise is very strong. The data shows a greater than 7:1 ratio of people intending to start versus stop a membership in the next 12 months (i.e. for every person that said they were going to cancel their membership, seven intended to start one). This is extremely positive news for the exercise industry, and mirrors our research from 2018, indicating that the Kiwi consumer's attitude to exercise remains positive.

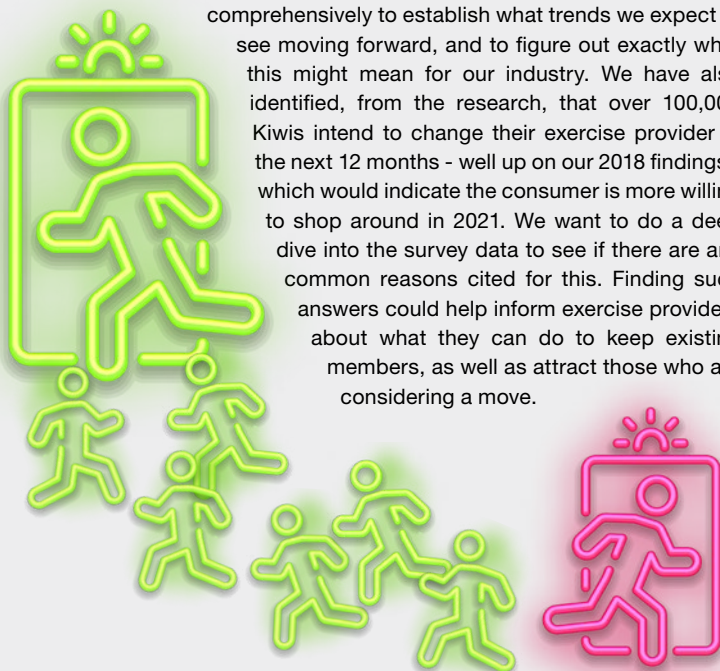
One specific benefit of the last 12 months has been the message of 'get outside and move' during lockdowns, and this would appear to have translated into demand for our product. It's still very early days, however, and we need to analyse the data more comprehensively to establish what trends we expect to see moving forward, and to figure out exactly what this might mean for our industry. We have also identified, from the research, that over 100,000 Kiwis intend to change their exercise provider in the next 12 months - well up on our 2018 findings - which would indicate the consumer is more willing to shop around in 2021. We want to do a deep dive into the survey data to see if there are any common reasons cited for this. Finding such answers could help inform exercise providers about what they can do to keep existing members, as well as attract those who are considering a move.



We are also undertaking an industry survey of facilities in June, which will gather data on membership, revenue and services, as well as pay rates and staff numbers. This will help inform members about both what has changed in the last 12 months, and what new trends are emerging. Both the industry and consumer trends reports will be able to be used by ExerciseNZ members to inform their business decisions, and by ExerciseNZ itself in its government advocacy and media engagement.

Overall, the survey has lots of very positive findings for our industry and we look forward to releasing a comprehensive report shortly. The publication will feature not only analysis of the 2021 data, but also comparisons to our 2018 survey findings, in order to identify trends and significant changes.

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



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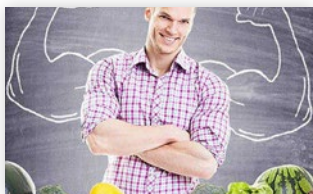
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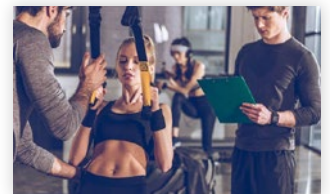
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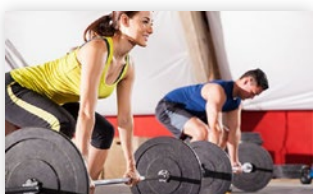
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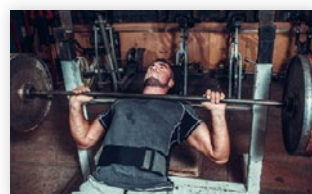
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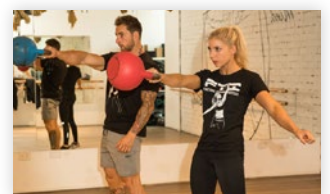
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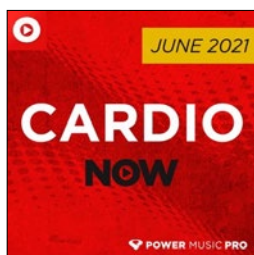
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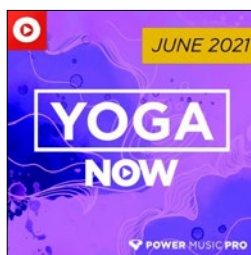
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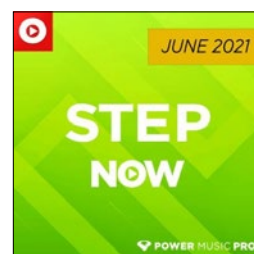
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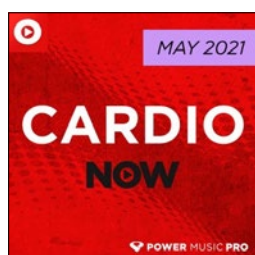
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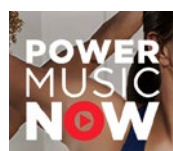
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YOU NEED TO BE ASKING

POSTNATAL CLIENTS, AND WHY

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

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

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

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

THE COURSE INCLUDES:

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

\$79
for Network Members

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ABOUT THE COURSE CREATOR



BROOKE TURNER

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