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# NETWORK

AUTUMN 2015

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



## THE NEW BODYWEIGHT

A grounded approach to strength, endurance and agility 12

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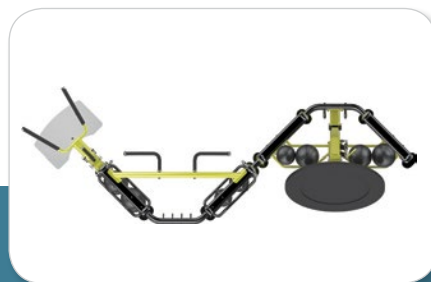
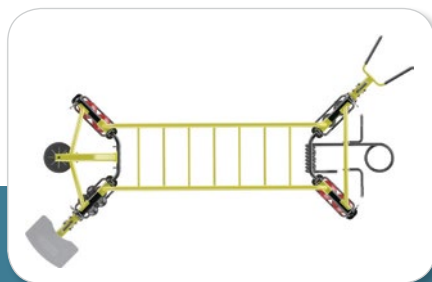
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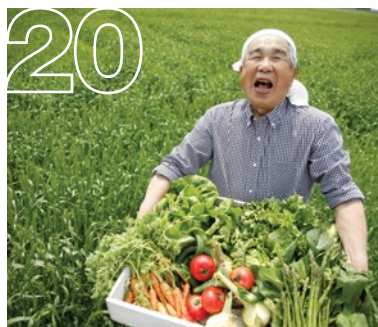
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# What's so great about inspiration?



The Network team was recently asked what 'inspiring greatness' meant to us, personally. On the surface it seems like a relatively simple question, but when you recollect times that you've heard people share their amazing feats of strength and endeavour in the face of adversity, have you proceeded to emulate those achievements?

Quite possibly not. Inspirational people may be daunting – how are we mere mortals supposed to achieve what they have achieved? Maybe that's looking at things the wrong way. It's not necessarily about replicating the same scale of achievements, it's about being inspired to be greater versions of ourselves – be it in big ways or small.

If listening to a busy mum recalling the tremendous physical and mental hurdles she had to overcome in order to scale Mount Kinabalu can ignite a spark in us to face our own personal challenges head on, then we are on the path to achieving our own 'greatness', whether that be running a half marathon or taking the leap and starting our own PT business. And perhaps, in turn, friends and family, clients and colleagues, will take

inspiration from our actions and strive to achieve their own great things.

This issue features content from a selection of presenters at this year's FILEX convention, the annual fitness industry event powered by Australian Fitness Network which takes place between 10 and 12 April, at the Melbourne Convention and Exhibition Centre. Packed with practical skills development and inspirational thinking, FILEX is an incredible catalyst for achieving great things. It's not too late to save your place, so if you haven't already registered at the special Network Member rates, check out [filex.com.au](http://filex.com.au) today.

I look forward to seeing many of you there.

**Oliver Kitchingman, Editor**  
[editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)



## NETWORK'S CORE PURPOSE

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



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### EDITOR

Oliver Kitchingman

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# PERSPECTIVE

## REFLECTIONS OF INDUSTRY LEADERS

A respected figure in the world of fitness reflects on recent industry developments.

**WORDS: REECE ZONDAG**



**A**fter a lifetime working on the operational side of fitness businesses, I have spent the past year consulting with clubs and, essentially, becoming a student of the industry. I'm talking with people, helping my clients, watching what's going on, and forming some opinions along the way – some of which I'll share now, if you'll indulge me.

Firstly, virtual group exercise classes have caught my eye. I think there's definitely a future for this service. The two keys are the delivery method (how enticing the physical space is) and the content. The best I have seen is the Les Mills material – their experience shines through. My view is that you should only do it if you can do it well – and perhaps wait until the technological costs come down.

Next up, functional training. In mainstream gyms personal trainers are largely driving this growth. While it's popular with PT's and their clients, it requires a lot of instruction to get great results and I'm not convinced the consumer is ready to see

large empty spaces in commercial gyms. They still expect to see a row of treadmills and some pin-loaded gear – rightly or wrongly. In my opinion, you should offer functional training in your commercial club, but only allocate resources commensurate with the demand from consumers. In other words, don't overdo it!

Of course, you're going to need to sell the benefits of these services to prospective members. No doubt your sales staff are an expensive resource, and it may be tempting to think you can do without them and rely on online sales. For consumers well down the decision-making process, or regular gym goers looking for a new club, I think buying online is absolutely fine. I also believe, however, that a great membership consultant will convince many more prospects to get started today. By all means offer an online joining option – but don't rely on it as the sole method of selling memberships. By doing so, you may simply be grabbing the low hanging fruit.

Budget clubs often come under fire from operators of full service models, but I think they are doing a fantastic job for our industry. In general, for many people they are removing barriers to exercising in a gym. I say, if you're a budget operator, pick your site carefully and go for it. If you're not, don't compete with them on price unless you can adjust your expense model accordingly.

Similarly, some may view technology, such as fitness apps, as a threat to club-based exercise. When companies with the reach of Apple and Nike get into the personal fitness motivation space, you know there's something big brewing. These guys

have finally recognised something we often hear: that going to the gym has become the biggest participation 'sport' in the world. I think these apps are amazing and may actually lead people to your club. Your challenge is to integrate them into the way you operate your business.

Finally, the issue of discounting memberships raises its head. The New Zealand market has recently seen a large national chain offer heavily discounted 'all-you-can-eat' cardio and weight training memberships. At just a few hundred dollars for a year's access it may not be long until someone offers a discount for pre-paying, knocking off another \$100... and so on. Before long, we're back to the 1980s in terms of pricing – but with today's overheads. Maybe it's simply market forces that dictate who survives and who doesn't. I'm all for healthy competition, but I also believe that you shouldn't sell your club, or the services you provide, short.

We work in a fantastic industry doing fantastic things – and there is room for all manner of different fitness experiences. Whichever offering you choose to provide, be absolutely clear about who you are as a business, why you exist, how you will behave in the market place and who you want to have working out in your club. By doing so, you'll deliver authentic experiences and be rewarded with happy, loyal members. **N**

**Reece Zondag** is a consultant to the fitness industry, working with clients in New Zealand, Australia and China. Prior to his current role he spent 12 years as the CEO of Les Mills New Zealand, a 10-gym chain with an impressive 70 per cent retention rate. [gymconsultants.co.nz](http://gymconsultants.co.nz)



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# INDUSTRY INSIGHT

## News, views and lessons learnt

### A thousand exercises in your pocket!

Actually, it's closer to 3,500. Australian Fitness Network's online fitness training tool, Network Interactive, has launched a new design that improves both the usability and mobility of the platform. The new responsive design allows for anytime, anywhere access that provides full functionality for the user regardless of the device. Benefits also include a cleaner design, focusing on clear and intuitive navigation within the platform.

More and more trainers are using their smartphones to demonstrate exercises and manage their clients' workouts, so the updated Network Interactive is the perfect pocket-sized training companion – and as a Network Member you have FREE access to it! Check out [networkinteractive.com.au](http://networkinteractive.com.au) today. Email [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au) if you need assistance logging on.



### Network acquires Queensland Fitness Conference

Australian Fitness Network recently acquired the Queensland Fitness Conference (QFIT), previously owned by Major League Marketing. In 2015 QFIT will be held on 24 and 25 October at the Brisbane Convention and Exhibition Centre.

With three decades of fitness events and education to its name, Network is well placed to build on the foundations of the event which have been established over the past couple of years. QFIT, powered by Network, will provide fitness professionals in Queensland and beyond with the opportunity to further their education and develop new skills courtesy of industry-leading experts, while networking with like-minded fitness professionals.

QFIT will be held in conjunction with the Brisbane Fitness & Health Expo, organised by Diversified Communications, the driving force behind the highly successful Fitness & Health Expos.



### Can't beet it

Drinking a daily cup (250ml) of beetroot juice has been shown by scientists to significantly lower blood pressure among patients with high blood pressure. The effect is attributed to the high levels of the substance 'inorganic nitrate' found in beetroot, as well as other leafy green vegetables.

*via Queen Mary University of London*



### Technology steps up accuracy

Ever wondered how accurate your smartphone or wearable device is when it comes to counting your steps? The testing of 10 smartphone applications and wearable devices found that most were accurate in tracking step counts, with smartphones demonstrating the higher level of accuracy.

*via Journal of the American Medical Association*







## The way we were...

In April 1998 the front cover of *Network* magazine featured the then-current Australian Sport Aerobic Champion – and Ms Australasia – Patsy Tierney.

Inside the magazine, Patsy, who was also a sport aerobic coach and Channel 7 sports presenter, shared her story:

*"They said I was crazy when I gave up my law degree. They thought I was even crazier when I told them why. I was a fourth year law student, aerobic instructor and part-time waitress, and I decided I wanted to be the World Aerobic Champion. It was 1995 and it seemed like the craziest and riskiest thing I could possibly do. So I did it."*

## 1 thing I've learnt...

**Amelia Phillips,**  
Co-founder of the Michelle Bridges 12WBT,  
[ameliaphillips.com.au](http://ameliaphillips.com.au)

*"One thing I've learnt in this industry is to keep an open mind – which can be really hard! Keep an open mind about people, fitness trends, research and new products hitting the market. When I started in this industry 18 years ago, I knew it all (at least I thought I did!). If it wasn't my method, it wouldn't work. I remember the sinking feeling at university when I realised how much I didn't know! Sometimes I see examples of trainers or instructors disregarding perfectly valid training methods. I remember people telling me that you can't effectively train someone online. One expert tells us that weight training is the key to weight loss, while another provides evidence that cardio is the way to go. I now make a point of keeping an open mind before passing judgement – and I've learnt far more from this amazing industry as a result."*



## Let's deliver truly memorable experiences



As an industry we need to offer more than great customer service – we need to deliver memorable experiences so our members and clients become loyal and committed advocates of the services we offer.

Delivering a memorable experience is not just a fancy term for customer service. As Joseph Pine says in *The Experience Economy*; 'economists have

typically lumped experiences in with services, but experiences are a distinct economic offering, as different from services as services are from goods'. Walt Disney theme parks were one of the first entertainment businesses to recognise that delivering an experience had a distinct economic benefit. But today the concept of selling experiences stretches far further than theme parks and theatres. A couple of good examples are Apple Stores and Niketown, which stage experiences for their customers with the prime objective of driving sales in their core business.

So, what's the impact of this on our industry? It's significant: we are operating in a very competitive environment in which the consumer is spoilt for choice. Added to this is the competition from outside the industry, with the likes of Nike and Apple developing wearable technologies that provide home-based programming with immediate digital feedback. If, as an industry, we can provide our members and clients with memorable experiences then, through word of mouth, we will increase the consumer base from which we can draw on new members. Furthermore, we will feel less threatened by the proliferation of digital wearable technologies and by fitness offerings that provide minimal face-to-face service.

How do we go about delivering memorable experiences? We already do a pretty good job at it as we are in the business of changing lives through great programming, advice, support and motivation. However, if we really want to get our heads around the concept of facilitating memorable experiences then maybe we should consider how we might do things differently if we charged admission fees to our clubs instead of membership fees. I'm not saying we *should* do this, but I am saying that if the only way we could be profitable was to ensure that every visit to our facilities was so memorable that people would gladly pay well for it several times a week, we would undoubtedly come up with ways to elevate the experiences we deliver.

I'll finish by suggesting that you should think of your club as a stage where your staff are the actors and their role is to entertain, energise and motivate your paying members.

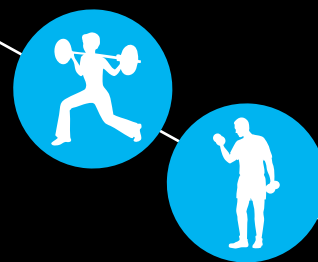
*Nigel Champion*

**Nigel Champion, Executive Director**  
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Benefit from Nigel's industry insights in his FILEX session 'Grow your membership with your inspirational fitness story: a social media marketing strategy (A2A)'. Head to [filex.com.au](http://filex.com.au) to check out the session details, full program info and to register.

# TRAINING FOCUS:



## BARBELL EXERCISES

Chris Dounis, trainer and assessor for fitnessU, highlights three barbell exercises suitable for use with more advanced training clients.

**B**arbells can be used with clients of varying skill and strength levels, but the exercises highlighted here are suited to more experienced individuals. It is not recommended that you prescribe these exercises to a client with a history of back pain or injury unless you have been training them for long enough to improve their core strength to a level that allows them to perform the moves safely.

### Barbell rollout

**Target:** core, shoulders  
**Equip:** barbell  
**Level:** advanced

**Start:** adopt a plank position with feet on the floor, hands grasping a barbell in over-grip directly below the shoulders and elbows extended.

**Action:** keeping the core tight, the hips as straight as possible, and the elbows extended, roll the barbell forward and lower the body towards the floor by raising the arms above shoulder height.

**End:** maintaining tension through the core, roll the bar back in to the start position, the body away from the floor, and the hands underneath the shoulders, by lowering the arms.



### Barbell overhead squat

**Target:** full body  
**Equip:** barbell  
**Level:** beginner, intermediate, advanced

**Start:** stand upright with feet parallel, with arms extended overhead and holding a barbell with palms facing down.

**Action:** keeping the torso upright and the arms raised overhead, squat down, lowering the body towards the ground by pushing the hips back, and bending the knees 90 degrees.

**End:** push through the heels, extend the knees and hips and return to the upright position.

### Barbell clean and press

**Target:** full body combo  
**Equip:** barbell  
**Level:** advanced

**Start:** stand upright with feet parallel and shoulder-width apart, holding a barbell in front of the body at the hips.

**Action:** lower the barbell to the shins by pushing the hips back and bending the knees. Rapidly stand upright by extending the hips and knees. Using the upward momentum, shrug the shoulders and pull the barbell upward by bending the elbows out to the sides, keeping the hands close to the body. Pull the body under the barbell by bending the knees and pushing the hips back slightly, rotating the elbows forward and catching the barbell above the shoulders/below the neck with the arms bent. Immediately, stand upright by extending the knees and hips, and press the barbell explosively overhead by extending the elbows.

**End:** lower the barbell back down in front of the body in preparation for the next clean and press. **N**



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# THE NEW BODYWEIGHT

Bodyweight training may be as old as time, but a new ground-based approach rejuvenates the genre to develop strength, endurance and agility in a truly fluid system of movement.



## The 30-second article

- Animal Flow is a ground-based, bodyweight workout that develops strength, power, endurance, balance and agility while encouraging total body communication and fluidity
- It takes its influence from a range of established bodyweight practices such as martial arts, capoeira, gymnastics and parkour
- Animal Flow comprises six components: wrist mobilisations, activations, form-specific stretches, travelling forms, switches and transitions, and flow
- Bodyweight training forces the body to 'communicate with itself', linking all the stabilisation systems and synergising the muscles of the entire body.



When a new program takes its influence from a wide range of established and much-loved bodyweight practices such as martial arts, capoeira, gymnastics and parkour, people from all corners of the alternative fitness world take notice. And when the juggernaut of the US fitness industry, Equinox, buys the exclusive rights to the program for its first year, the wider fitness world starts to pay serious attention, too.

This is the case with Animal Flow – an incredible ground-based, bodyweight workout that develops strength, power, endurance, balance and agility while encouraging total body communication and fluidity.

Animal Flow creator, Mike Fitch, was inspired to create the program by his own personal journey into bodyweight disciplines. After more than 12 years of working as a strength coach, personal trainer and post-rehabilitation specialist, Fitch started feeling unchallenged in his own training and, frustrated by niggling joint pain, felt the need to head in a different direction. Enter bodyweight training. After experimenting with various disciplines Fitch discovered that the more he did, the more he wanted to do: 'It's a constant learning and progression process' says Fitch, 'and one

with infinite possibilities once you start to combine them.'

'Bodyweight training is 100 per cent progressive and skill-based, so with every workout you are attempting to advance your personal progress. It's a pass/fail scenario, you can either perform the exercise or you can't, there's no middle ground.

I believe that translates into a greater sense of accomplishment when you reach your goal – for example, it might be great to add a few kilograms to your bench press, but you'll never forget the day you get your first muscle-up, or nail your first human flag.'

## The bodyweight difference

Fitch continues: 'The way you achieve results is different with bodyweight training. Since you're not adding external loads, you have to challenge yourself by adding complexity or figuring out a way to take a higher percentage of your own weight. For example, just changing the angle of your body can make an exercise much more difficult.

You can also improve any specific ability like strength, endurance or power by manipulating your tempo, volume, reps or complexity. If you just want to focus on mass, you can choose a bodyweight variation that will keep you in a certain rep



range to elicit that response. It's an incredibly versatile method of training.

But I think the real advantage of bodyweight training is the neuromuscular challenge. You're forcing the body to communicate with itself, 'linking' all of your stabilisation systems and truly synergising the muscles of the entire body.'


Pretty compelling stuff, but of course, bodyweight training is hardly new. Fitch is quick to acknowledge this: 'I never take credit for inventing an exercise. There are only so many movements that the body is capable of, so I'm sure that everything has been done before' he humbly offers up. Yet while the Animal Flow movements themselves may not be unique, Fitch's approach to compartmentalising the practice most definitely is.

Animal Flow comprises six components:

1. Wrist mobilisations to increase the flexibility and strength of your wrists
2. Activations – static holds to connect the body before the commencement of the practice
3. Form-specific stretches that increase the mobility and flexibility of the entire body through wide ranges of motion
4. Travelling forms that mimic the movements of animals (such as Ape, Beast and Crab)
5. Switches and transitions (such as Scorpions and underswitches) that dynamically link the movements together
6. Flow – the ultimate goal of Animal Flow is the fluid linking of moves to create choreographed or freestyle sequences.

A key to the program's growing popularity is its versatility, with individual components able to be integrated into existing fitness programs or delivered as stand-alone workouts. Personal trainers can use the various moves for active recovery, activation or conditioning, or it can be offered as an engaging, fun and challenging group fitness class.

With the instructor training program successfully launched in Sydney and Brisbane this February, Fitch is excited to see Animal Flow receiving such an overwhelming response and is positive about its future in Australia.

'Animal Flow's goal is to make someone a better mover. And if we can do that, those abilities will transfer over to the person's other athletic goals, whether that would be to get bigger, get smaller, improve in a specific sport, excel as a weekend warrior or, importantly, just avoid injury,' he explains; 'And, with more instructors sharing the practice, we've got a real opportunity to help more people move better, feel better and live better lives.' 

*Animal Flow Level 1 Workshops are held nationally. For more information or to book, visit [animalflow.com.au](http://animalflow.com.au)*

## 5 MINUTES WITH ANIMAL FLOW CREATOR MIKE FITCH

### What's your favourite Animal Flow move and why?

I've been known to claim every move to be my favourite at one time or another but if I had to pick one, I'd say the Alternating Full Scorpions. It's an excellent rotary movement for all of your joints, and it really opens up your shoulders, hips and spine. It's also a very hypnotic, circular pattern that feels incredibly intuitive to the way our bodies move. It almost feels like active meditation – you can just get lost in it.

### What recovery methods do you use?

Since so much of my day is spent working out and playing with movement, I am careful to spend equal amounts of time on repair and rejuvenation. I am a huge fan of rejuvenative bodywork. I see both a chiropractor and bodywork specialist (i.e. massage therapist) once a week. Every evening, at around sundown, I begin a full bodywork routine that includes self myo-fascial release, stretching, trigger point therapy and breath work. I perform these modalities throughout the evening, alternating them with whatever else I'm doing until it is time for me to go to bed. For example, if I'm watching a television show, I'll be stretching while I watch. If I'm working on an article, I take regular breaks from writing to perform some of this work.

### What does a typical week of training look like for you?

I approach my 'workouts' as 'practice'. I practice six days a week, incorporating skill work and pattern training. 'Skill work' means that I'll be working on the more advanced bodyweight training moves including static skills (such as handstands, human flags and planche work) or dynamic skills (such as handstand push ups, muscle-ups, pistol squats and single-arm push ups). I mix this in with more traditional resistance training such as push up and pull up variations, plyometrics and trunk work. I also incorporate some type of flow training into every day as well. I don't try to squeeze all my training for the day into one or two hours – I'm an advocate of continuously moving throughout the day, so I tend to break it up into segments all day long.

### What is your personal nutrition philosophy?

I don't adhere to one strict 'diet' but I eat real, unprocessed food. I eat all types of animal proteins, root vegetables and rice, and tons of veggies and fruit. I also eat good fats like coconut oil, avocados and nuts. I try to eat a lot of nutrient-rich food, which takes extra preparation on my part, particularly when I'm travelling, but it is well worth it. When I land in a new city, I usually try to stop at a Whole Foods-type store on the way to the hotel so I'll have a supply of healthy options.

### Other than Animal Flow and the many bodyweight disciplines that influence it, what other activities do you enjoy?

Skateboarding! I have a couple different kinds of skateboards and try to get some skating in every day. I also love stand up paddleboarding, and have lots of options for that since I live so close to the water in Miami. And I take a lot of long, leisurely walks where I engage in reflection, think through new ideas and just let my mind wander.



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# MAKE YOUR TUMMY, HIP AND THIGH CLASS TRULY EFFECTIVE

By incorporating functional and multi-planar movements into your tummy, hip and thigh class you can rejuvenate the format and enhance its effectiveness.

**WORDS: MARIETTA MEHANNI**

**T**ummy, hip and thigh classes are the second-to-longest running group exercise modality, after 'aerobics', which was conceived by Dr Kenneth Cooper in the late 1960s. This group exercise format has outlived most other programs due to its popularity with female members of the general public, many of whom believe that it will burn fat in 'those problem areas'. It is well known within the fitness industry that this is not a possibility, yet the classes maintain a strong attendance and frequently make a 'comeback' to timetables that may have previously discarded them in favour of more challenging and current programming.

## Effective or not?

The humble tummy, hip and thigh class has had to defend itself against several issues other than perceived ineffectiveness. Lack of variety, lower heart rates and minimal upper body conditioning are the main concerns. Traditionally, the class format started with a low impact warm up, followed by stationary standing exercises, before progressing,

eventually, to exercises on the floor that culminated with a stretch. It would also include exercises that would require several repetitions before the specific muscle group would feel fatigue. This obviously held little appeal to those who wanted to get 'sweaty' during a class.

It is interesting to note that a lot of 'traditional' tummy, hip and thigh exercises appear in Pilates classes. Did they originate in Pilates or is it a blending of exercise styles which is now becoming more and more popular? The answer will depend on the focus of the instructor, and how the exercises are taught and 'sold' to the participants.



So, how is it possible to elevate heart rate, include core exercises and upper body movement and effectively work the tummy, hip and thigh areas with the current educated methodology of the importance of muscle fatigue within an appropriate repetition range?

## Move!

The key factor is movement. The more the body moves, the more muscle groups are involved and thus heart rate and core temperature will also increase. Movement in more than one plane – sagittal, frontal and transverse – will increase the functionality of the exercises. Combining upper body movement with conventional tummy, hip and thigh exercises will challenge the core muscles. Rotational (transverse) movement has increased in popularity, reflecting a greater appreciation of the importance of this range of movement in everyday life. Tasks such as picking up a bag, moving shopping out of a car, and even the apparently simple act of walking, require a degree of rotation in order to be carried out efficiently. Lunges to the front and side can incorporate rotation to increase intensity, and also reflect the functionality required for daily activities.

## Balance it out

The tummy, hip and thigh class can also provide an opportunity to include balance and stability training to participants. This is most effectively performed when the body is in an upright position and the feet are either close together or one foot is off the floor. A good example of this is the lunge. It is usually recommended to position the feet so that they are shoulder-width apart in order to assist with maintaining balance and the body's upright position. A simple, safe and effective way to challenge balance is to bring the feet closer

together, for example by placing one foot directly in front of the other, as if balancing on a beam. This will encourage the muscles of the feet and ankle to work much harder to keep the body in this position. Often these muscles are neglected, but they are the foundation support for the rest of the body and thus play a very important role in maintaining balance in the upright position.

## Add a little weight...

Have you ever wondered if there are any exercises that can use a light weight effectively? When performing exercises that use multi-



### The 30-second article

- Tummy, hip and thigh classes have been around for decades, but often get criticised for perceived ineffectiveness, low heart rate, lack of variety and lack of upper body conditioning
- Bring this format up-to-date by incorporating multi-planar, functional and upper body movements
- Incorporate balance and stability training into the class through exercises such as lunges
- Adding a light weight to multi-planar exercises can challenge the upper body and add a level of momentum to encourage core muscle activation
- Don't get stuck in a rut – re-energise your class and keep changing the format and the exercises.

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JP's Blog: <http://blog.fitnessaudio.com.au>



planar movement, a light weight can add an appropriate amount of resistance to challenge the upper body while adding a controlled level of momentum to encourage core muscle activation. This is, of course, dependent on the number of repetitions and on which muscle groups are required to move the weight.

Upper body exercises, such as figure 8's, are excellent for exploring a range of movement that is more functional than conventional single plane movements, as they incorporate the rotator cuff and intrinsic muscles that assist with joint stability and mobility. This will also assist in developing awareness of proprioception and coordination, two aspects that are often forgotten when performing resistance-based exercises.

### ...and a little bit of brain

Predictable exercise leads to predictable movement patterns. An instructor has a window of opportunity to make a point, clarify a technique, and inspire mindful movement when teaching an exercise that is new or unfamiliar. At such times, participants are more focused on what we are saying and showing them, and are also more responsive to correction. Put another way, their brains are more active.

If you teach 'classic' classes like tummy, hip and thigh, it can be easy to get stuck in a rut, teaching the same format and the same exercises under the misguided belief that the comfort of familiar routines is more important to participants than the benefits they could achieve by experiencing greater variety. While this may be the case for some, it becomes evident in their performance that it is not a rational justification for most. The old adage that the definition of insanity is doing the same thing over and over again and expecting different results is true. As instructors, not only should we preach this to our participants and clients, but also to ourselves. **M**

For an extensive range of tummy, hip and thigh exercise suggestions, read this article at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library)

**Marietta Mehanni** is an award-winning presenter, a highly respected instructor mentor and an Australian Fitness Network Ambassador with over 20 years' experience teaching and presenting group exercise. [mariettamehanni.com](http://mariettamehanni.com)



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# WHAT IS...? TRIBE

A new small group training program offers a ready-made option to facilities looking to tap into this hot industry trend.

**S**mall Group Training (SGT) has been one of the biggest fitness developments of recent years. SGT consists of groups of up to around 10 participants working together in pre-formatted sessions to achieve similar goals. CrossFit and outdoor boot camp-style programs work on this principle, and now more clubs and PT studios are looking to tap into this industry development in order to increase their appeal to both new and existing clients and members.

For those looking to add SGT to their offerings without creating their own program from scratch, TRIBE Team Training provides a ready-made option. A global leader in the development of pre-formatted small group training programs for fitness facilities, TRIBE provides a choice of six different programs to help attract and retain members of different demographics and training objectives.

The first of these programs, TribeFIT<sup>3</sup>, delivers full body high intensity training, enabling clubs to compete, safely, with HIIT programs like CrossFit. TribeFIT<sup>2</sup> is a twice-weekly variation on this program. Next up, TribeLIFE offers low impact functional exercise, while TribeCORE focuses on core strength, stability and mobility. TribePUNCH offers a boxing/kickboxing program without the member-on-member risks, and TribeKIDS provides an athletic program for young people.

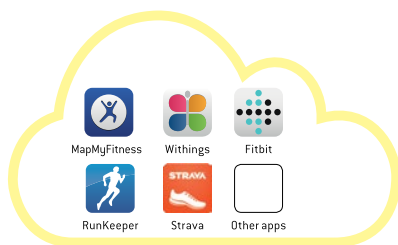
The TRIBE promise to participants is that they'll never do the same workout twice. Every session in each of the programs builds upon the previous session to add variety and progression – as well as accountability and camaraderie. Participants pay for, and sign up to, a 'Team' for a 'Season' of their choice of program. Each Season involves two to three sessions per week for six weeks, followed by a Trial Week that gives the club the opportunity to build its TRIBE Teams and attract new members.

Facilities launching TRIBE receive a marketing plan that includes all the equipment and fixtures needed, music playlists, marketing materials, and advice on rolling out the programs. Training staff to deliver TRIBE is taken care of via the TRIBE Team Training Coach Training Module, which is delivered onsite to the club's qualified PTs or group exercise instructors by a TRIBE Master Trainer. Written and video session plans for each program are provided prior to each season launch.

The scheduling of TRIBE sessions depends upon existing class timetables, space availability (minimum 60m<sup>2</sup>), and demographic. Some facilities use the group exercise room while others create space in other shared functional areas. Weekly sessions for each program are scheduled between two and four days apart, allowing enough time for any DOMS to reduce, but not often to negatively impact consistency, routine or contact between participants. **N**



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# USE DIET AND LIFESTYLE TO LIVE LONGER AND BETTER

**| The way you live today can help add not only quantity, but also quality, to your future.**

**WORDS: SHIVAUN CONN**

**T**he capacity of the human life span is, on average, 90 years, and a small proportion of people have genes that help them to live longer. In Australia our current life expectancy is approximately 82.10 years; 80.1 years for males and 84.3 years for females. So why aren't we living longer? Is it luck? Or can we roll the dice in our favour?

Media and advertising tell us we can take anti-ageing pills, vitamins, hormones, or have surgical procedures to reverse or stop the

ageing process. Unfortunately there is no evidence for these claims and the reality is there is no known way to stop or reverse ageing.

There is good news, however. There may be ways we can slow the ageing process to enable us to live to our full capacity. In fact scientific studies suggest that only about 25 per cent of how long we live is dictated by our genes. The other 75 per cent is determined by our diet and lifestyle. If we optimise our diet and lifestyle choices, therefore, we may gain back an extra 10 years of *good quality* life we may otherwise have missed out on.

Costa Rica, and the Seventh-day Adventist community in Loma Linda, California.

Buettner's research started with Barbagia, where demographer Gianni Pes had first reported the presence of seven centenarians in one village of 2,500 people, which equates to one in 360 people reaching 100 years of age. To put this into perspective, approximately one in 5,750 people in Australia – that's 16 times fewer – are centenarians. In addition, Barbagia is one of the only places in the world where men live as long as women.



## The 30-second article

- Studies have shown that about 25 per cent of how long we live is dictated by our genes, with the other 75 per cent is determined by our diet and lifestyle
- Researchers have identified a number of communities around the world – known as Blue Zones – in which people live significantly longer healthier lives
- These zones include Okinawa in Japan, Barbagia in Sardinia, the Greek island Ikara, the Nicoya Peninsula in Costa Rica, and the Seventh Day Adventist community in Loma Linda, California.
- Common factors among each community are an unprocessed plant-based diet eaten in moderation, a strong sense of purpose and community and gentle, incidental physical activity.

## The Blue Zones – clues to living longer

Longevity scientists and demographers have uncovered locations where people are living longer disability-free lives than anywhere else in the world. These unique places have been called 'blue zones'.

The phrase was first coined by Belgian demographer, Michel Poulain when referring to the Barbagia region of Sardinia. Journalist, explorer, and author of *The Blue Zones*, Dan Buettner, extended the term to include other demographically confirmed geographical areas where people live measurably longer lives. These are areas that have the highest centenarian rate (people living over 100), the highest life expectancy or the lowest rate of middle age mortality.

To date, Buettner and his research team (in conjunction with the National Institute of Ageing and National Geographic Expeditions Council), have reported on five blue zones: Okinawa in Japan, Barbagia in Sardinia, the Greek island Ikara, the Nicoya Peninsula in

## So what's the secret? – Barbagia, Sardinia

Partially it's in their genes as Sardinians carry the M26 marker, linked to exceptional longevity, at much higher rates than other populations. However, while genes may explain some of their longevity, their lifestyle has been found to play an even bigger role.

The majority of Sardinian men in this region are shepherds, an occupation that involves several hours of low intensity physical activity per day. Their diet is lean and largely plant-based, consisting of unleavened whole wheat bread, beans, garden vegetables and fruit, with meat consumed no more than once a week. Sardinians eat pecorino cheese from grass-fed sheep, high in omega-3 fats, and in some parts of the island, mastic oil with its antibacterial and antimutagenic properties. They regularly drink goat's milk that contains anti-inflammatory components and enjoy one or two glasses of Cannonau wine daily, which is rich in flavonoids. Flavonoids have



significant anti-inflammatory activity and this local wine has two to three times more of them than other wines.

The Sardinian lifestyle includes a positive attitude towards elders, close ties to friends and family, and plenty of time devoted to laughter. Evidence shows people who have strong social networks and enjoy a regular laugh experience lower rates of depression, suicide and stress. The people in blue zones live not only longer lives, but happier, healthier ones.

## The longest healthiest years in the world – Okinawa, Japan

If you are going to live a long life you want to be able to enjoy those years and that's exactly the case in Okinawa. Okinawans have the longest disability-free life expectancy and the oldest living female population in the world.

The majority of the Okinawan elders still live a traditional way of life – they eat a plant-based diet, engage in regular low intensity physical activity (gardening and walking), spend a lot of time with friends and family, and maintain a strong sense of meaning in life.

Almost all Okinawan centenarians grow a garden and harvest vegetables, herbs and spices with antioxidant, anti-inflammatory, anti-microbial properties such as mugwort, ginger and turmeric.

Their modest plant-based diet includes foods rich in soy, like tofu and miso soup. Flavonoids in tofu have cardio-protective properties and fermented soy foods contribute to a healthy intestinal microbiome (good bacteria in your gut).

Okinawans are also one of the only human populations that purposefully restrict their energy intake by keeping to a principle of 'Hara hachi bu' – eat until you are 80 per cent full.

## Does faith equal a longer life? – Seventh-day Adventist community, Loma Linda, California

The average Seventh-day Adventist lives four to ten years longer than the average Californian. Loma Linda University Medical Center has been studying the Adventists for approximately 50 years, and the evidence is that diet and lifestyle play significant roles in their exceptional longevity. Loma Linda is home to 9,000 Seventh-day Adventists, who practice a healthy diet and lifestyle as part of their faith.

The Adventists that live the longest and have a significantly reduced risk of lifestyle diseases eat a light, early dinner and follow a vegetarian diet with two or more servings of fruit per day, legumes three times a week, and nuts at least five times a week.

The Adventist health study research also suggests that drinking at least five or six glasses of water a day could reduce the risk of fatal heart attack in men by 60 to 70 per cent.

## The lowest rates of middle-age mortality – Nicoya Peninsula, Costa Rica

Costa Ricans have the lowest rates of middle-age mortality in the world and the second-highest convergence of males aged 100 or above. Out of the total population in Costa Rica, the majority of centenarians are located in the Nicoya Peninsula. In Nicoya, people not only live a longer life, but die of cancer at a rate 23 per cent lower than the rest of the country.

Similarly to other blue zones, Nicoyans are family and faith-oriented, with strong social networks. They have a 'plan de vida' (reason to live) driving their positive outlook and active lifestyle. Nicoyans eat a plant-based diet, comprising corn, rice, garden vegetables and vitamin C-rich fruit. They supplement this with eggs and a small amount of pork. Most of their food is consumed in the day, with only a light meal in the evening.

A unique attribute of this blue zone is the calcium- and magnesium-rich water. The consumption of hard water may be a protective factor against heart disease and bone fractures.

## A population almost free of dementia and chronic disease – Ikaria, Greece

In Ikaria, Greece, people live on average 10 years longer than those in the rest of Europe and America – around one in three Ikarians lives into their 90s. This population is almost entirely free of dementia and chronic disease.

Similarly to other Blue Zones, Ikarians walk and garden throughout the day, place high value on fostering social connections with family and friends, avoid smoking and make


time for rest. They eat a Mediterranean-style diet with lots of fruit and vegetables, whole grains, beans, potatoes, olive oil and moderate amounts of wine. In addition, they drink goat's milk and herbal teas – oregano, rosemary, sage and thyme – with anti-inflammatory properties. As Greek Orthodox Christians they fast for almost half the year, reducing calorie consumption by about 30 per cent.

## A Blue Zone recipe for longevity?

Observing the blue zone communities it is clear that no single thing can explain longevity. The centenarians owe their long lives to a combination of genes, geography, culture, diet, lifestyle and outlook. There is even variation in each group's lifestyles and diets.

There are, however, practices that are consistent across all of the Blue Zone communities that may provide insight into living a longer healthier life.

People in the Blue Zones nurture strong social networks, belong to faith-based communities, and have a strong sense of purpose. They take time out to unwind, and incorporate daily, natural physical activity into their lives. Their diet is mostly plant-based, with plenty of seasonal vegetables and fruit, and a variety of beans, nuts, and grains. They eat in moderation and consume most of their food early in the day.

These people who live well into their 90s and 100s haven't cut out carbohydrates, adopted the paleo diet, banned dairy and grains or taken supplements. They eat an unprocessed plant-based diet in moderate portions without strict dietary rules. They live in a supportive community with a sense of purpose and take time out to relax. They move naturally and are happy positive people. They love life and life loves them back. 

For references read this article at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library)

**Shivaun Conn** is an accredited practising dietitian and director of Discovery Health Coaching. [discoveryhealthcoaching.com](http://discoveryhealthcoaching.com)



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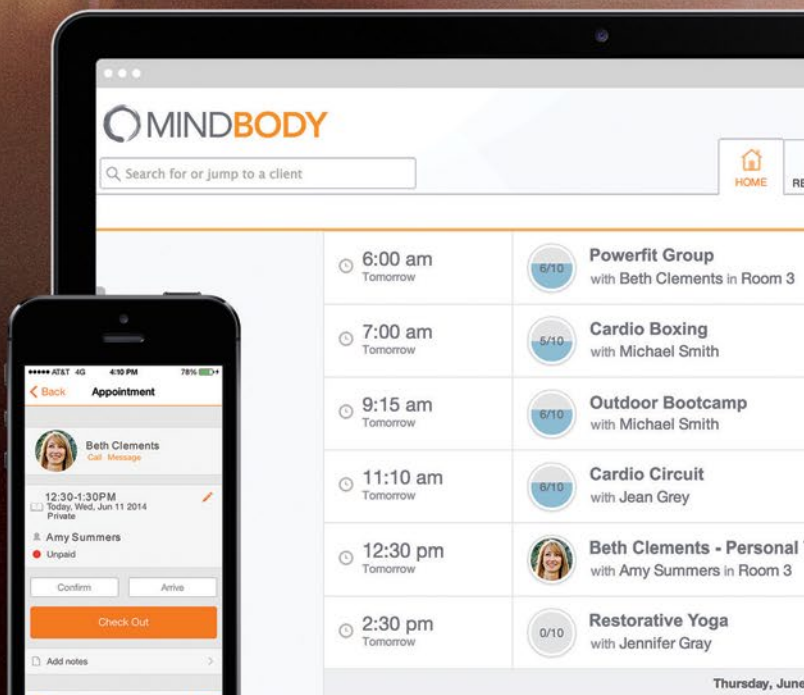
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# INJURY & REHAB

## WHEN KNEE PAIN IS NOT JUST KNEE PAIN!

Knee pain can be caused by a number of factors – and it doesn't always 'just go away' with rest.

WORDS: THUY BRIDGES



Gracilis



Sartorius



Semitendinosus

**T**here are many causes of medial knee pain and an incorrect diagnosis may inadvertently lead to poor management of symptoms and a delayed recovery. In this issue we look at pes anserine bursitis: the 'other' knee pain.

### Pes anserine

Pes anserine is the anatomic term used to identify where the tendons of gracilis, sartorius, and semitendinosus muscles attach to the tibia, just below the knee. The word literally means 'goosefoot' as it describes the appearance of these three tendons at the attachment point. The pes anserine bursa provides a lubricant/buffer between the ligament and the tendons.

### How does it occur?

The three muscles mentioned above are primarily flexors of the knee, and also induce internal tibial rotation, protecting the knee against rotary and valgus stress. Bursitis arises due to undue stress being placed on the area at which these muscles attach.

Overuse of the hamstrings in runners with particularly tight hamstrings is common in cases of pes anserine bursitis. In addition to trauma, sudden changes in training, improper training, 'cutting' training (exercise performed in a sideways motion that places a high lateral strain on the knee) and running up hills can contribute to the condition. The bursa becomes irritable and inflamed



## ***Pes anserine bursitis arises due to undue stress being placed on the area at which the tendons of gracilis, sartorius, and semitendinosus muscles attach to the tibia***



with the inappropriate load and becomes a source of medial (inner) knee symptoms.

The incidence of pes anserine bursitis increases with obesity, older individuals with arthritis, and women more so than men because of the increased angulation at the hip and knees due to the broader pelvis. Genu valgum (knock-knees) and pes planus (fallen arches or 'flat feet') may predispose the individual to medial knee problems and degeneration of the knee is frequently associated with pes anserine bursitis.

### **Examination**

Local pain is usually reported at the location of the bursa itself (where the muscles attach to the tibia) and palpation of the joint line above the bursa should reveal no pain (unless there is another active condition). The bursa itself is usually not palpable unless effusion and thickening are present, however the attachment site of the muscle can be easily found by palpating the tendon of the semitendinosus muscle and following it to its insertion onto the tibia.

Usually, no pain is reproduced with flexion and extension alone; however, resisted internal rotation and resisted flexion of the knee may provoke symptoms.

Valgus stress (outward movement of the lower leg with the knee stabilised) may reproduce pain and mimic medial collateral ligament injuries. However, if the pain is actually MCL-related then this is usually posterior and superior (behind and higher) to the pes anserine.

Proximal swelling in the pes anserine tendons may indicate active tendonitis and a snapping of the tendons may occur.

### **Rehabilitation**

Initial management aims to reduce symptoms. Once the three primary muscles (gracilis, sartorius, and semitendinosus) are tested for length and strength, the appropriate taping (lengthening or strengthening), soft tissue work, or other modality is provided relative to these muscles. By being specific with regards to the muscles that are most

significantly contributing to the problem, it is possible to provide maximal relief in the shortest time.

Once symptoms are reduced to a manageable level, the next step is to assess the primary cause as to why the muscles and the bursa may be symptomatic, i.e. what is happening to cause the dysfunction in the first place. Training intensity, training type, footwear, weight gain, joint deterioration, antagonist muscle activity and body alignment may need to be considered for more comprehensive management.



*Examples of strength testing for gracilis, sartorius and semitendinosus muscles*

*Photos from upcoming Elsevier book Length, Strength and Kinesio Taping by Thuy Bridges*





## The 30-second article

- Pes anserine bursitis arises due to undue stress being placed on the area at which the tendons of gracilis, sartorius, and semitendinosus muscles attach to the tibia
- Trauma, sudden changes in training, improper training, 'cutting' training and running up hills can contribute to the condition
- After initial management to reduce symptoms, the three primary muscles are tested for length and strength before appropriate taping, soft tissue work, or other modality is provided
- Once symptoms are reduced to a manageable level, the next step is to assess what is causing the dysfunction in the first place.

### Case study

The client is complaining of medial knee pain and swelling is noticed under the knee joint line on the inner leg, which is also tender to touch.

Strength testing of the hamstrings reproduces the most pain (and also identifies the muscle to be weak) but length testing indicates that it is also tight. Management can start with taping to manage the swelling using lymphatic taping and additional Kinesio taping to lengthen the semitendinosus. This can be complemented with soft tissue work to allow for the sliding of adjacent muscles above the knee. Strength work is *not* necessary at this point, as the weakness identified by the testing is likely to be secondary to the length deficit and symptoms. It is also unnecessary to deep tissue massage an irritable bursa.

Training can start to involve fascial stretching techniques and load may need to be modified to reduce cutting (sideways motion exercises), hills and other activities that load the hamstrings excessively.



Example of Kinesio Taping applications for gracilis, sartorius and semitendinosus muscles. Also showing a knee lift application and lymphatic tape underneath.

At subsequent sessions, the question of why the hamstrings may be overloaded should be considered, and the gluteus maximus and calf muscles, which are involved as a functional chain with the hamstring, should be assessed.

Additionally, the antagonist quadriceps can be assessed. If the quadriceps are dysfunctional, the hamstrings may be working against this tension. If dysfunction is discovered then it is appropriate to target these muscles in training.

Kinesio strength taping is applied to the hamstrings once the length of the muscle has been restored and if the muscle is still found to be weak when tested. At this point, with the muscle supported by the tape, it is appropriate to commence a program based on strengthening with load. Ultimately, the client is transitioned back to normal training loads. **N**

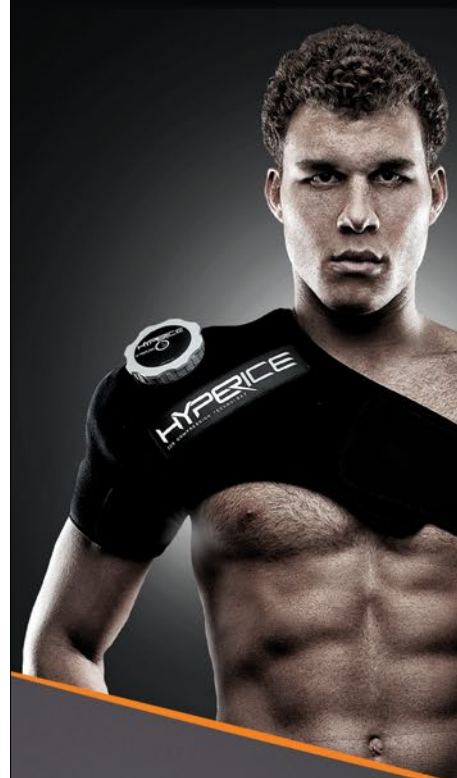
**Thuy (Twee) Bridges** is the Director of PhysioWISE physiotherapy and Pilates clinics in Sydney. A certified Kinesio Taping Instructor and an Anatomy Trains Associate Teacher, she incorporates her thorough understanding of the theoretical models of the human body into practical, effective treatments. [physiowise.com.au](http://physiowise.com.au)

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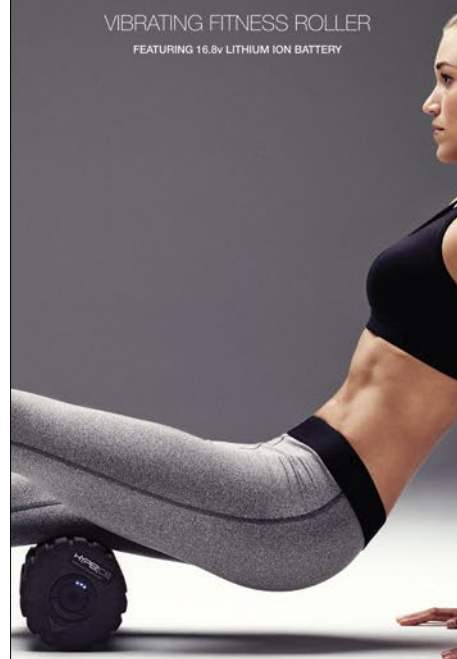
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- Pelvic girdle pain – pre and post partum management made simple (B4S)

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# SCANALYSE THIS!

## HOW DEXA CAN HELP YOU SMASH CLIENT GOALS

By accurately measuring muscle, fat and bone status, the new generation of affordable DEXA scanning technology can help you train clients more efficiently.

**WORDS: DR BILL SUKALA**

**Y**ou can't always eye someone up and tell how much fat and muscle they have. There are some people who look 'fat' but actually carry little fat and a lot of muscle. Others look average or 'normal' but, in fact, carry little muscle and a lot of fat – what is sometimes termed 'skinny fat'.

As a fitness professional, you're paid by your clients to maximise fat loss and muscle gain. You therefore need to train your clients scientifically, and a big part of that is making sure you're getting high quality body composition information that allows you to effectively track and monitor their progress. After all, you can't manage what you can't measure. But what is the best method for assessing body composition?

Enter the DEXA scan, the current champion of body composition assessment.

### What is a DEXA scan?

DEXA, short for dual energy x-ray absorptiometry, has been used in clinical settings for decades, but newer versions of the technology have made it quick, easy, cost effective, and accessible to the masses.

A DEXA scan eliminates the guesswork and provides you with a comprehensive breakdown of body composition. As the name implies, two different energy levels of x-ray pass through the body and measure how much fat, muscle, and bone you have. It also gives you specific details about where the fat and muscle are situated on your body.

### How can DEXA help you help your clients?

There are a number of benefits to using this technology.

#### 1. Establish a baseline

One of the most important things you can do for a client is recommend they get a DEXA scan before they start on a diet and training regimen. You need to know how much muscle and fat they have at the start so you can accurately compare them to themselves later on into their training.

#### 2. Monitor muscle growth and fat loss

DEXA allows you to track and trend your clients' body composition over time and





answers the all-important question 'are the diet and exercise programs I'm prescribing helping my clients reach their goals as efficiently as possible?'

There are a multitude of ways you can fool the body into shedding fat and building muscle, but some of them can result in the loss of valuable muscle.

For example, I performed a DEXA scan on a client where, upon comparing his recent scan to his previous one, he was shocked to learn that he'd lost four kilograms of muscle mass with no appreciable reduction in fat mass. I discovered that he was doing CrossFit six days per week, eating excessively high levels of protein, and consuming too few calories for his size. In this case, he was both over-training and under-eating – which was starkly evident when comparing scans.

### 3. Estimate basal metabolic rate

There are a number of ways to estimate a client's basal metabolic rate. Since DEXA provides you with an estimate of overall lean muscle mass, you can use formulas that include this parameter.

The Katch-McArdle formula and Cunningham formula both give similar estimates. For example, if you have a male client who is 100 kilograms in total body weight, comprising 80 kilograms of muscle and 20 kilograms of fat, his metabolic rate would be estimated as follows (according to the Katch-McArdle formula):

(BMR) (calories/day):  
 $370 + (21.6 \times \text{lean body mass})$   
 $370 + (21.6 \times 80) = 2098 \text{ calories per day}$

### 4. Monitor visceral fat and health risk

Visceral fat is the deep belly fat that wraps itself around the organs and secretes substances into the bloodstream called adipocytokines, which are known to increase the risk of developing diabetes, hypertension, high cholesterol and triglycerides, as well as heart problems.

DEXA provides an indication of how much fat you have around the trunk, as well as a ratio of upper-to-lower body fat percentage. Taken in conjunction with other biomarkers, lifestyle factors, and family history, this will provide you with a more complete picture of your clients' relative health risk.

### 5. Monitor sarcopenia in your older clients

Muscle loss in older adults can contribute to a decline in their functional capacity, i.e. their ability to perform routine activities of daily living. DEXA provides information not just on whole body muscle mass, but also how much muscle tissue is present on the

arms and legs. This gives an indication of how well the person can use their arms and legs to move their body weight. It answers the questions, 'if grandma falls, can she use her arms to pull herself back to the standing position?' and 'can she stand from the sitting position without assistance?'

### 6. Monitor osteopenia and osteoporosis

A DEXA scan can provide information on bone mineral density. Bone thinning is a concern in older adults and can deteriorate into osteoporosis. This condition contributes to falls when the neck of the femur collapses under the weight of the upper body.

Resistance training and a healthy diet containing adequate calcium and vitamin D work together to help strengthen bones, or at least minimise the decline in bone mineral density.

### DEXA – the picture of health

In the image on the left we can see a very lean and muscular man with a very low percentage of body fat (around 8 per cent). In the image on the right we can see a woman with very low muscle mass and a very high body fat percentage. The woman will have a more difficult time losing fat because she has less metabolically active muscle tissue.



### How long does a scan take?

A DEXA scan is a quick and painless procedure. You simply lie down on the scanning table, and a technician will position your body to ensure you're within the scan zone and remain still for the duration of the scan, which is usually between three



### The 30-second article

- A DEXA scan provides the most accurate data on body composition
- By allowing you to gauge muscle, fat and bone status, you can track clients' training progress
- DEXA is quicker, and more accurate and practical than other body composition techniques
- Scans are generally affordable, safe and suitable for a wide range of individuals.

and five minutes depending on the DEXA machine used.

### DEXA vs other body composition methods

As an exercise physiologist, I have had the opportunity to administer most body composition tests, including hydrostatic weighing, skinfolds, bioimpedance analysis (BIA), and DEXA.

Hydrostatic weighing can be cumbersome, time-consuming, and impractical for most people with a busy schedule.

The skinfold method is a quick field measure for estimating overall body fat from subcutaneous fat (the fat just below the skin), but it does not give an indication of potentially dangerous visceral fat. Moreover, this method is highly susceptible to measurement errors.

Bioimpedance analysis measures total body water and then estimates body composition, so the test results can be affected by an individual's hydration status.

Of all these, DEXA is one of the quickest and most practical methods of body composition, and provides you with the most comprehensive assessment of muscle, fat, and bone status.

### Who should use a DEXA scan?

In my experience, the three largest demographics making use of DEXA scans are active gym-going people, athletes training for an event (i.e. triathlon), and those with a focus on general wellness looking to get a gauge on their visceral fat and bone health.

### Are there any health risks associated with a DEXA scan?

A DEXA scan emits very low-dose x-ray beams, even less than a chest x-ray. It poses

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no significant health risk. You would receive a similar amount of background radiation on a return flight from Sydney to Melbourne.

General precautions are that you should not have a DEXA scan if you're pregnant or potentially pregnant, or if you've had any other more powerful imaging (such as an MRI or CT scan) with contrasts like iodine.

### How often should a DEXA scan be performed?

I would suggest waiting at least three months for your follow-up scan. This will give your body enough time to experience detectable physiological changes in muscle and fat mass which can be picked up by the DEXA scanner.

Once you've met your goal and you're in a maintenance phase, I would say once a year is enough.

### How much body fat should my clients have?

My answer to this is always the same: it depends. Body composition should not be a one-size-fits-all approach. There are so-called 'norm tables' for body fat percentage classification (Table 1), but it's still important to interpret these values in a way that has the client's best interests in mind.

For example, two women may both have 15 per cent body fat, but one may experience a loss of menstrual cycle and feel completely run-down and exhausted, while the other woman may have no ill effects.

Moreover, as health professionals, we need to remember that the emaciated swimsuit models on the covers of 'health' magazines do not necessarily represent what constitutes healthy on the inside.

**TABLE 1: BODY FAT 'NORMS'**

Norms	Male	Female
Athletic	5-10%	8-15%
Healthy	11-14%	16-23%
Acceptable	15-20%	24-30%
Overweight	21-24%	31-36%
Obese	>24%	>37%

*Adapted from: Sport Nutrition, 2nd Ed. Jeukendrup & Gleeson*

### How much does a DEXA scan cost?

Rates will vary from provider to provider but, on average, you can expect to pay around \$80 to \$150 per scan, depending on the level of service and consultation. <sup>N</sup>

For a detailed breakdown of the data provided by DEXA scans, read this article at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library)

**Bill Sukala, PhD, MSc, AEP** is a Sydney-based exercise physiologist and clinic director at Body and Bone in Bondi Junction, which provides DEXA scans and metabolic assessments. For more information call 1300 BODYBONE or visit [bodyandbone.com](http://bodyandbone.com)



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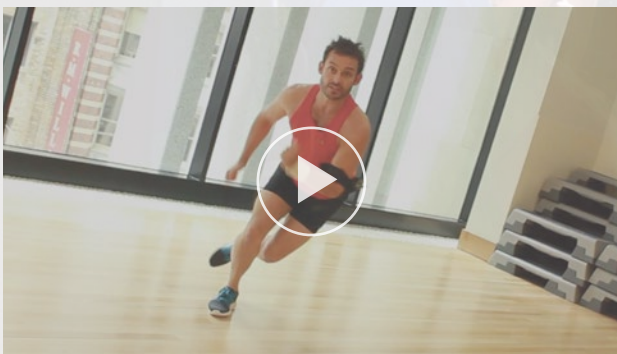


# CHOREO+

## AUTUMN 2015

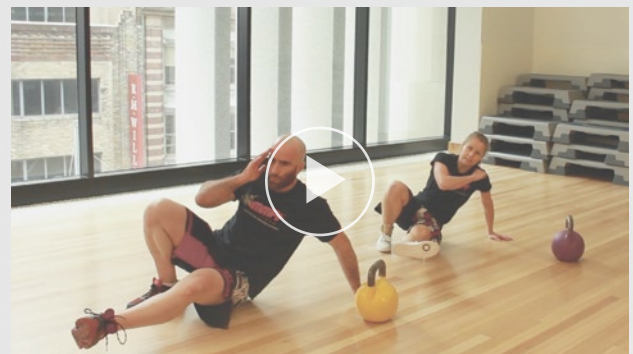
The latest Group Ex, Mind Body and Training inspiration for Network Members.

**E**very quarter Network creates a new batch of choreography and training videos containing full learning curves and ideas for cueing and coaching, delivered by some of Australia's leading instructors. Check out the latest releases below and log on to [fitnessnetwork.com.au/choreo](http://fitnessnetwork.com.au/choreo) to get fresh ideas for your classes.



### Intensity Intervals with Stephen Parker

Challenging and fun, intensity interval training increases fitness and strength and decreases body fat. In a group fitness class it can be structured using cardio and plyometric exercises to create the peak, and resistance or bodyweight exercises to create a dip. In this video the resistance components of a squat press and tricep overhead extension offer low intensity for 3 minutes, before 2 minutes of high intensity box jumps and plyometric lunges. Complete a total of 4 rounds over 30 minutes with a warm up and cool down.



### MMA Fitness: Kettlebell Circuit Training with Dee and James McNeill

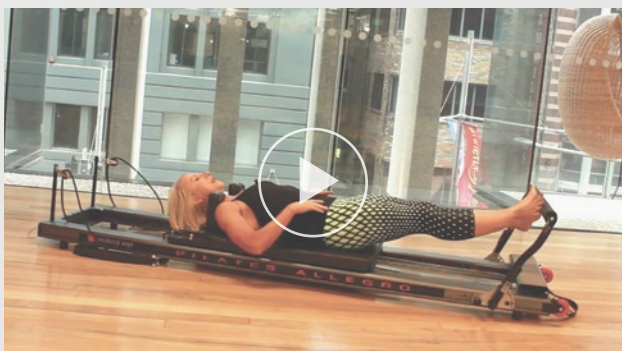
Did you know that kettlebells were originally used by Russian market workers as counterweights for measuring out goods? Their fitness potential was soon realised and adopted by the military as a simple but highly effective tool for conditioning troops. Enjoying renewed popularity, kettlebells are a highly versatile training tool suitable for people of all fitness levels – not just soldiers! In this video Dee and James show you how easy it is to run an MMA-inspired kettlebell circuit for boot camps, basic training, pad sessions or as part of an MMA fitness program.

### Fresh sounds to energise your classes this Autumn

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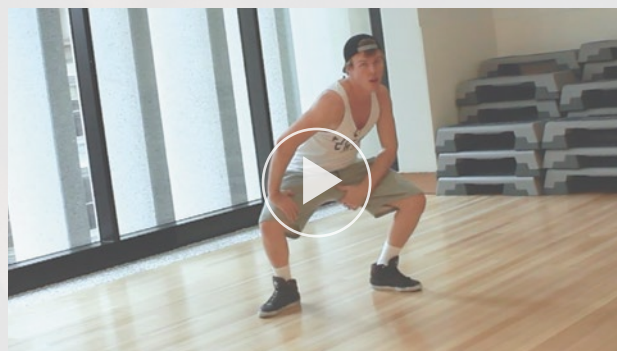






## Pilates Reformer Foot and Ankle Strength And Mobility with Wendi Carroll

Our feet and ankles have a thankless task. We walk and stand on them all day, but how much attention do we pay to their wellbeing? In this video Wendi uses the reformer footwork series to showcase how important the lower limbs are for overall healthy movement. Often this is the first sequence you'll do in a class, so it's the perfect time to focus on Pilates principles of breathing, concentration and core control. It's time to spoil your feet...enjoy!



## Trap Dance with Nathan Short

Put away your steel-capped shoes, there's an 'r' in there. Trap is a cutting edge electronic dance music style that although not currently well known soon will be. You know a track is trap when it features a quirky 'drop' with a lot of hollow space left where vocals and synths would normally be. Choreographing dance to trap music requires a more grounded approach with a focus on isolation and strength, with a few hip rolls thrown in for good measure!

# Join the training revolution

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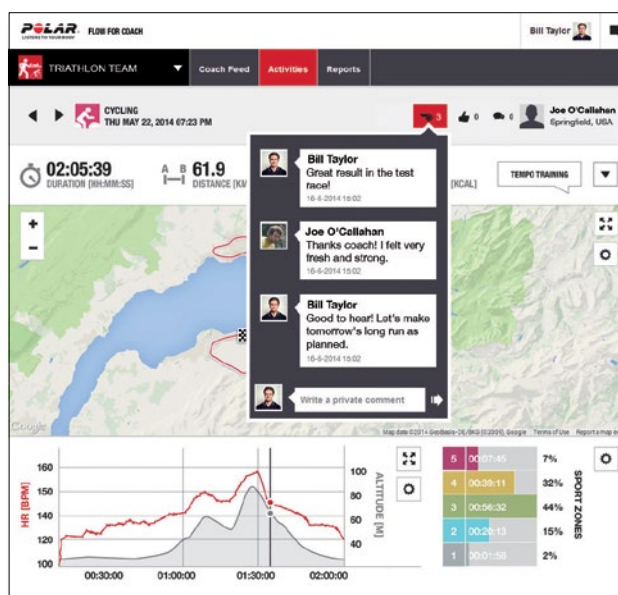
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# THE NEW DESTINATION

## IN WELLNESS TRAVEL

**| If you live and love fitness, why would you want to go without it on your holiday?**

**W**hat should a holiday be? A break from the stresses of daily life, yes, but not from participating in the things you love doing throughout the rest of the year. If anything, it should be a chance to indulge those passions. And for those of us for whom fitness ticks that box, why wouldn't you want to spoil yourself with a holiday based on what makes you feel good?

For more and more of us, the idea of lying on a beach and 'doing nothing' just doesn't appeal anymore. Fitness and wellness travel has been increasing hugely in popularity in recent years. In 2014 chief executive of the Australian Federation of Travel Agents, Jayson Westbury, told the *Sydney Morning Herald* that 'the general health messages are getting through to people and what better way to address that than by using your holiday to put some healthy living together.'

One such example of this trend is


Hotel Komune in Keramas, Bali. Originally established as an exclusive surf resort, it is now evolving into an all-round fitness and wellness destination, drawing on the owners' experience with creating such spaces in Australia, including the renowned Gwinganna Health Retreat in Queensland.

Designed to be the most comprehensive fitness, lifestyle and wellness offering in Bali, the new Hotel Komune Health Hub features three yoga decks, three areas for conventional equipment training, a functional training centre (for CrossFit and F45-style training), outdoor training area, and a 25-metre lap pool. Add to this eight wet and dry spa treatment rooms and a health café and organic gardens, and you have something to suit the whole spectrum of fitness tastes.

The team behind Komune – Tony de Leede, Tony Cannon and pro-surfer Luke Egan – conceived the Health Hub in part to present yoga and fitness providers with an unrivalled

venue at which to conduct their own retreats with groups of clients or students. As such, the facilities go way beyond the usual gym you may find at other resorts.

One of the yoga decks, for example, overlooks the ocean and mountains, while the others cater to 'flying yoga' and instructor training. The functional training area, combined with the location, is like every CrossFitter's nirvana. The pool and gym, meanwhile, meet the high standards that you'd expect in leading Australian fitness facilities.

And, to supplement all of this, the Health Hub offers a range of active experiences, from volcano climbs and shipwreck dives, to mountain biking and, of course, surf lessons. Perhaps after participating in all of those you may want to take some time to lie on the beach and do nothing for a few hours after all... 

Look out for more information on Hotel Komune Health Hub at FILEX – Melbourne Convention & Exhibition Centre, 10-12 April. [komuneresorts.com/keramasbali](http://komuneresorts.com/keramasbali)





# Elixr Education Presents



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Presented by Dr Lee Burton

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FMS courses are designed by Gray Cook, a practicing physical therapist, and Dr. Lee Burton, a professor of Physical Education, Wellness and Sports Science.

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# YOGA FOCUS:

## SOFTENING AND ALIGNING JOINTS



By focusing on the alignment and softening of the knee and elbow joints you can safely cater to participants with widely differing ranges of motion.

**WORDS: LISA GREENBAUM**

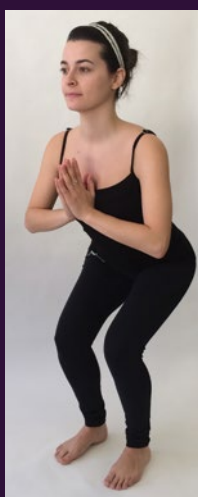
**Y**ogaFit's Seven Principles of Alignment (SPA), which has been discussed in previous instalments of this feature, is a useful tool for explaining the importance of proper anatomical alignment to your yoga fitness participants. One area addressed by these principles is softening and aligning the knees and the elbows.

As hinge joints, our elbows and knees naturally flex and extend. However, range of motion within these joints varies from person to person. In addition, a small degree of lateral flexion is built into both of these joints as a means to support the joint through shock absorption – not to extend flexibility or load from other areas of the body, which is what can happen without due care.

### Aligning the joint

For alignment, a good rule is to align the knee with the ankle or big toe. An example of this would be in chair pose, where we want to sit back away from the toes, taking our weight into our quads and glutes and away from our knees and ankles. Further alignment will bring the knees along the same degree as our first or second toe, thereby keeping the knee joint stable and avoiding either collapsing in or out, which could increase pressure on the ligaments of the knee, the ankle and possibly the hips, pelvis and lower back.

Elbow alignment comes quite naturally to most people during yoga practice, provided that in weight bearing poses, such as plank or crocodile pose (tricep push up), the wrist is aligned to the shoulder joint and the elbows are tucked into the body.

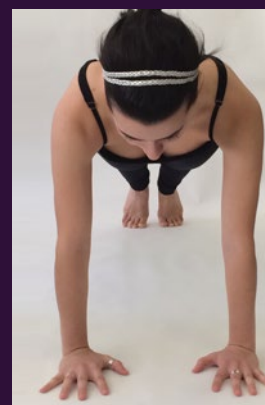


*Chair pose*

### Softening the joint

As mentioned, range of motion within the joint can vary greatly between individuals. Softening the joint – and avoiding locking or hyperextension – is therefore very important. Hyperextension is defined by moving past a 180-degree line of the joint to a point at which the muscles surrounding the joint are no longer supporting it.

In the elbows this is often seen in plank pose, where the insides of the elbow shine forward or in some cases create the look of a bow. To correct this, begin in the shoulder girdle, rolling the shoulder blades back and down. With the arms straight, maintain the activation of both the biceps and triceps and gently turn the insides



*Plank*



*Mountain pose*

of the elbow in towards the centre of the body. Take time to notice the stabilisation felt through the entire upper body with this simple adjustment.

Similarly, we want to avoid locking the knee joint and reducing the muscular support of the knees and overall strength and support of the lower body during exercises such as mountain pose. By softening or adding a micro-bend to the knees, we are better able to engage the muscles of the quads and hamstrings, which carry up to our pelvis and lower back. This reduces the lordotic curve of our spine, or anterior pelvic tilt, and releases tension from the muscles that support our lower back. **N**

*YogaFit courses are running in Sydney, Brisbane and Perth this June – for details visit [fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)*

**Lisa Greenbaum** is the VP of Operations of YogaFit Training Systems, as well as an E-RYT 500, Senior Master Trainer and international presenter.

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# TIPS FROM THE POOL DECK TRAINING SENIORS

The water may offer a safe and supportive workout environment, but there are still a number of safety considerations when training older adults.

**WORDS: JENNIFER SCHEMBRI-PORTELLI**

**T**he water offers a fantastic low-impact exercise environment, making it perfect for older adults. However, aqua exercise for seniors does raise a number of questions.

## Q How much travelling should I program for older participants?

**A** Some blood pressure and angina medications list 'dizziness' as a side effect. Ask any participants on these medications to make the decision whether they want to participate in the activity. While circle work creates turbulence, and therefore greater intensity, it can be viewed as 'boring' and 'troublesome'. You've got more creativity than this surely! If you need a 'fill in' activity, try side steps and forward and backward motions with different arm line patterns rather than circle work for older adult aqua classes.

## Q Is it OK for seniors to participate in deep water classes?

**A** Whether somebody is suited to working out in the deep water is not related to 'age', but to variables such as water familiarity (is the participant confident in the deeper water?), body composition (the leaner the participant the more intense the workout) and medical conditions. People with gastric conditions such as peptic ulcers and chest conditions such as asthma may find the hydrostatic pressure causes discomfort. Suggest that participants do not wear a buoyancy belt for the entire class. It is also recommended that prone and supine activities are included in the deep water class. This will alleviate the hydrostatic pressure effects on the thoracic area.

## Q Is it true that hydrostatic pressure isn't great for seniors?


**A** Hydrostatic pressure (HP) may be an issue for some seniors, the benefits usually outweigh any negative effects. The HP effect compresses fluid from the vascular bed of the legs and forces increased circulation up to the torso. This may provide a therapeutic benefit for swollen limbs. The increased pressure is also responsible for forcing the blood away from the periphery, that results in enhanced venous return and subsequently improved cardiac output. This means there is less strain on the heart when exercising at a higher intensity.

## Q Should I make seniors who hate using equipment use it?

**A** Wisdom certainly comes with age, so, if the senior participant doesn't want to use equipment they don't have to! Sometimes people don't like doing things because the activity is not great for their bodies. People with arthritis may find gripping equipment very painful. The knuckles may be stiff and therefore sore when hands are gripping the dumbbells, noodle or kickboard. It doesn't

mean never include the use of equipment, but rather strategically include a 'release' period into the exercise. A tip is to jog using the dumbbells *without* gripping the handle. Instruct the participant to push the buoyant piece of equipment using an open hand. This is an effective way of increasing resistance while avoiding the gripping action.

## Q My senior participants say they can't keep up with me in the water

**A** You may be moving at 'land' speed. A great instructor will be able to use the appropriate cadence for the majority of participants in their class. Dance routines and exercise sequences can be easily created and modified utilising energetic and realistic combinations for all participants. The best advice I can offer is: learn how to move the water *yourself* and then teach your participants the steps to move water more efficiently. You are a leader, *teach* them how to move the water. 

**Jennifer Schembri-Portelli, aka 'JSP'**, is a skilled fitness and aqua professional with over 25 years experience. She also founded Water Exercise Training Service (WETS), an education provider whose aqua fitness qualifications are now delivered in partnership with AUSTSWIM. [wets.com.au](http://wets.com.au)



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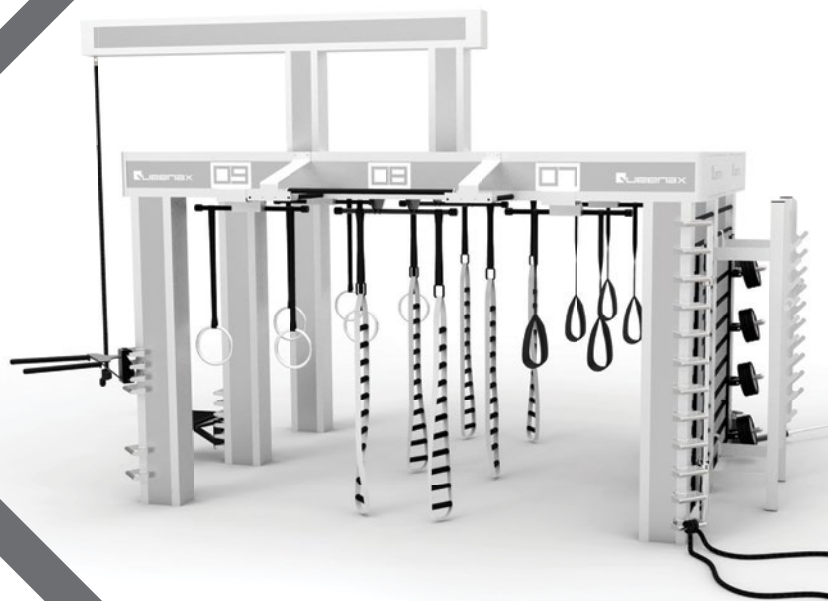
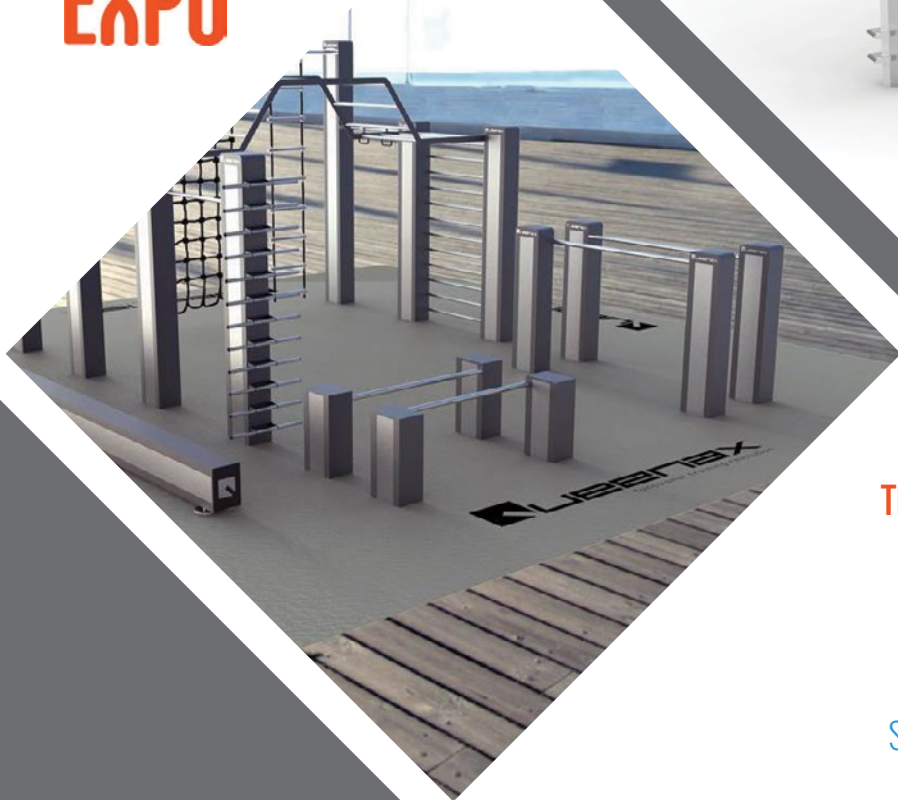
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# OPEN ALL HOURS: SHOULD YOUR CLUB GO 24/7?

An independent club owner reveals how she overcame her trepidation and transformed her facility into a 24-hour operation – and why she hasn't looked back.

**WORDS: MEL TEMPEST**

**I**f you had asked me 12 months ago if I would turn my club into a 24/7 operation I would have replied with an outright 'no'. The thought of people being in a building that my husband and I had put so much work into with nobody overseeing them wasn't even a thought. Why would I want to risk it, wondering if somebody was going to drop a weight on their head, lock themselves in the shower, or even suffer a heart attack with nobody there to assist? Plus, of course, the prospect of equipment growing legs and walking out the door...

However, during my annual trip to FILEX last year I caught up with a well-known independent club owner at the Business Summit. The topic of 24/7 opening hours arose and he said to me: 'I'm like you Mel – I like the old way, but it's the best thing I've ever done.' That statement prompted me to re-evaluate my fears, and I soon came to the realisation that most of my concerns could eventuate regardless of whether we opened all hours or not.



## The 30-second article

- The prospect of opening 24/7 raises concerns regarding safety and security
- Canvas members to gauge whether they will use all-hours access
- You will need to consider security/ alarm systems, structural conversions and staffing processes
- 24/7 access can be an optional extra for members and work as a retention tool
- If applicable, check that your lease, council and shopping centre allow you to operate 24/7.

After confirming that we were permitted by the council to potentially open 24/7, the next step was to test whether there was a demand for all hours fitness, so we conducted a quick survey via text message to 1,000 members asking whether they would use the club out of hours. The result was definitive: 78 per cent of responders replied yes and 22 per cent said no. So the decision was made: our club was going 24/7.

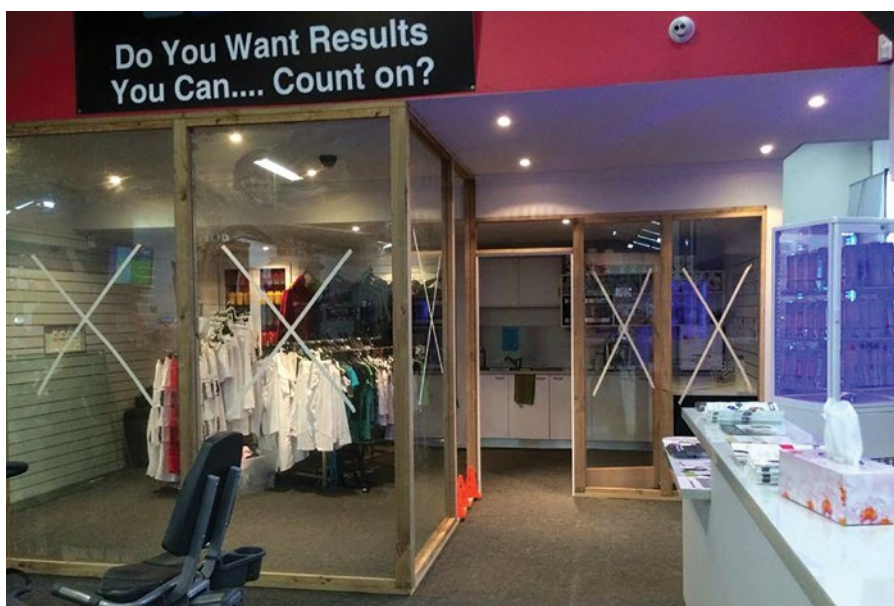
We then announced on Facebook that we were going 24/7 along with an expected date. It was around this time that I filled my husband in on what I was planning...! His response: 'So you want to get the club renovated to 24/7 specs in the next six weeks and launch two days before we go on holiday to Thailand?' Yes, I did. So, off we went.

The first security company recommended to us told us they would be there with bells on, but proceeded to muck us around for three weeks before telling us that they couldn't deliver. Fortunately the next company we liaised with proved more reliable and also quoted us a figure close to what we had in mind, so that was one item ticked off the to-do list.

## The conversion

The next stage was going to be the real challenge (and expense): the conversion. Oops, there goes the backyard renovation again (this club keeps getting in the way of my backyard makeover – four years I've been waiting!)

Surprisingly, you can convert a club in only two weeks. The open-plan nature of our facility meant that we needed to enclose a few areas, but this



Shop area during conversion

challenge actually presented a great opportunity. The club had an open lounge and kitchen area which we converted into a supplement shop and small retail clothing area. Naturally, we wanted to keep costs down so, after being outraged by some of the quotes we received, we tracked down some second-hand glass and built the frames and door ourselves. The result was a large supplement shop area which has increased secondary income and functions as an incentive program for our trainers. We still also use the area for coffee and breakfast. This section is alarmed and locked at night.

Next up was the reception area, which also needed to be glassed in. Again, we did the majority of the work ourselves by installing sliding glass windows and doors and fitting locks and an alarm system. Fridges had to have locks installed, procedures had to be implemented regarding opening and closing the club and staff trained in how to follow these procedures. The facility is around 1,600square metres, so it's a large club to run 24/7. It is currently manned from 5am to 8pm weekdays and in the morning at weekends.

### Getting word out

We decided to go 24/7 in April and announced we would open in June – and that's what we did.

In May we started marketing '24/7 VIP Memberships', with members invited to put a non-refundable deposit down on their fobs and to pay the balance on collection. Surprisingly, some members selected to pay for them in full. Our objective was to have 500 members on 24/7 within six months: we got to 400 memberships in September, with half of these being sold before we converted. Part of this was attributable to a member drive promotion that we contracted CFM to run on our behalf. This enabled us to reach a far greater chunk of the untapped local market than we would have been able to do with our limited staff and resources. We also used the conversion as an opportunity to create a new logo and fresh look for our club.


### The pro's, the cons and the challenges of going 24/7

The main advantage is that it's a great retention tool. It's important to look after your existing members rather than focus all your resources on seeking out new ones. A negative is that you may find yourself worrying about what can go wrong when you're not there, but we have found that a great camera system and emergency buttons ease this concern.

As for the challenges, well that's easy – watching members sneak friends into the club! We've caught a few and even had one member's girlfriend do a little dance for the camera. We also walked in on a member and his three kids one Saturday night!

Going 24/7 hasn't depersonalised our service, it's just added more choice for members. Rather than charging extra for 24/7 memberships, we charge for the actual fob. All 24/7 members get full access to the club, including Wexer Virtual Cycle Classes, and they also get a 10 per cent discount on supplements. The aim is to give them additional reasons to be a 24/7 member, aside from the fact that they have access to the gym whenever they want it.

So, did I go to Thailand two days after opening? No, I had to reschedule our holiday. Is the back yard finished yet? No, but hopefully it will be underway by the time you read this!

If you're an independent club operator and thinking of going 24/7... well it's your choice, but personally, I have no regrets. 

**Mel Tempest** is the owner of Body & Soul health club in Ballarat, VIC. She is also a group fitness consultant who works with fitness facilities looking to increase their group fitness revenue. [meltempest.net](http://meltempest.net)

## WHAT IF YOU COULD CHANGE YOUR BODY AT THE FLICK OF A SWITCH?

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## **BUSINESS SUMMIT**

**THURSDAY 9 APRIL**

Embrace the opportunity to take inspiration from world-leading international and local business experts, including Thomas Plummer, Avril Henry and Peter Thurin, as they share proven techniques to strengthen your leadership skills and take your fitness operations up a gear.

## **BUSINESS OR PT BREAKFAST**

Attend either the Business or PT Breakfast on **Saturday 11 April**. This is your chance to network with peers and industry leaders while gaining insights into the future of fitness.

## **FITNESS & HEALTH EXPO**

Unlimited access to the Fitness & Health Expo from **10 – 12 April**, as well as an Exclusive Expo Preview for Summit delegates on Thursday 9 April.

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## Unique movement and challenging thinking? This can mean only one thing...



By the time you're reading this issue of *Network*, the biggest event on the fitness industry calendar – FILEX – will be only a month away! And in case you didn't realise, FILEX is our gig. Yep, Australian Fitness Network has been running this awesome convention annually for the past two decades. Returning in 2015 to the shores of the Yarra River, at the Melbourne Convention Centre, this year's event promises to be a whopper! Featuring new strands and your favourite presenters – plus some brand new faces – FILEX 2015 looks set to be our best yet (yes I say that every year, and mean it too!)

Here are my top picks for not-to-be-missed sessions and events over the weekend:



1. Mike Fitch is bringing his unique form of bodyweight training to FILEX, both in the form of his Animal Flow classes, and Progressive Bodyweight Training sessions. I was lucky enough to experience Mike presenting at a recent overseas conference and all I can say is that you won't leave thinking 'I knew that!' Be prepared for a workout and training experience like no other. See the article on page 12 to acquaint yourself with Mike and his Animal Flow training system.

2. I recently spoke to an industry friend in Queensland about first-time FILEX presenter Douglas Heel and his 'Be Activated' system of muscle activation. My colleagues words were: 'I've seen Douglas in action and he's almost mystical in a 'shaman' kind of way'. As bizarre as this sounds, it's true – Douglas will challenge your understanding of how the human body works and is guaranteed to leave a lasting impression on anyone who attends his sessions.



3. We get to enjoy the triumphant return of inspirational keynote speaker Bruce Sullivan, one of FILEX's most highly rated presenters ever, as well as favourite international superstars like Julz Arney, Helen Vanderburg, Thomas Plummer and Chuck Wolf, to name but a few. All of these guys (actually, *all* FILEX presenters) are really excited to bring their A-game to the event and re-connect with their favourite delegates.

In addition to the above sessions, we are all very much looking forward to the many social events, networking meetings and the always awe-inspiring Fitness & Health Expo, which is held in conjunction with FILEX. If you're not champing at the bit to get amongst it yet, then check out [filex.com.au](http://filex.com.au) for everything you need to know about the convention, and you soon will be!

I look forward to connecting with as many of you as possible at some point during the event, from Friday 10 to Sunday 12 April.

Until next time,

RH

Ryan Hogan, CEO  
[ceo@fitnessnetwork.com.au](mailto:ceo@fitnessnetwork.com.au)







## COULD YOU BE OUR NEXT QLD AMBASSADOR?

Calling all Queenslanders! As a Network Member, we know that you're passionate about this industry and take your role as a fitness professional seriously (while also having heaps of fun!) Australian Fitness Network has a network of Ambassadors across the country who help to spread the word about Network events, courses and other membership benefits. In return for their good work, our Ambassadors receive a number of great benefits. We're looking for a QLD-based Ambassador to join the fold – could it be you? For details of this opportunity email [ceo@fitnessnetwork.com.au](mailto:ceo@fitnessnetwork.com.au)

### In your expert opinion...



**Rachel Bevans, Managing Director,  
thehealthybrandcompany.com**

**Q** After working as a PT in a gym, I'm starting my own outdoor training business. What is the best way of letting people know about my new business, on a limited budget?

**A** Word of mouth is one of the most cost-effective and influential marketing tools, either in person or via PR/social media, brand ambassadors and advocates. But it requires simple, compelling messages to spread consistently.

First things first: work out your name, brand, what you stand for, and what you offer in three or four key messages that are clear, concise and easy to spread. Secondly, think about what your customers want. Who are they and why are they going to come to your outdoor training over another, the local gym or a run? Next up, think about where you will find them when they're in the right frame of mind to listen: at home, the park, the office, the shops, Instagram or Facebook? Fourthly, what's the look and feel of your communications? Consider logo, colours, fonts, imagery style, tone of voice and language. Finally, put together a basic toolkit of business card, email signature, brochure, t-shirts, 1-page website or profile, social media page and program template. I wish you all the best!

*Got a fitness question for Network's industry experts?*

*Email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and your question may feature in the next issue.*



## WHAT'S ON?

This Autumn you truly are spoilt for choice, with an amazing array of professional development opportunities on offer, many with CECs attached. Details of all the courses and events below can be found at [fitnessnetwork.com.au/calendar](http://fitnessnetwork.com.au/calendar)



### FitnessBiz Brunch

**25 Mar** Christchurch, NZ  
**26 Mar** Wellington, NZ  
**27 Mar** Auckland, NZ



### Schwinn Cycling Instructor Certification

**14 Mar** Adelaide, SA  
**15 Mar** Perth, WA  
**21 Mar** Brisbane, QLD  
**22 Mar** Sydney, NSW  
**29 Mar** Canberra, ACT  
**9 April** Melbourne, VIC



### FILEX Pre-Convention Workshops & Summits

**9 April** Melbourne, VIC



### FILEX 2015 – The Fitness Industry Convention

**10 to 12 April** Melbourne, VIC



### Animal Flow Level 1 Instructor Workshop

**16 to 17 April** Perth, WA  
**18 to 19 April** Sydney, NSW  
**23 to 24 April** Adelaide, SA



### Be Activated Workshop with Douglas Heel

**16 to 17 April** Sydney, NSW  
**18 to 19 April** Brisbane, QLD



### YogaFit Fundamentals Instructor Training

**5 to 7 & 12 to 14 June** Perth, WA  
**19 to 21 & 26 to 28 June** Brisbane, QLD



### YogaFit Level 3

**9 to 10 June** Perth, WA  
**16 to 17 June** Sydney, NSW



### YogaFit Prenatal

**9 April** Melbourne, VIC  
**25 June** Brisbane, QLD





# THE SOCIAL NETWORK

Which posts piqued the interest of Network's online community over the past few months?






## The buzz around loaded movement training

A post about the predicted demise of the term 'functional training' and the growth of its successor, 'loaded movement training' got lots of you engaged and sharing your opinions.


-  **James:** Everyone seemed to use the word functional as a licence to take people through a larger ROM without ever assessing their mobility. If it's 'functional' its only purpose should be to eliminate dysfunction.
-  **Graeme:** Loaded Movement. Would that be weightlifting, powerlifting, strongman? Some of us have been doing that for years.

## Inside Sydney's female bodybuilding scene

A reporter's behind-the-scenes experience of a female bodybuilding competition provoked a range of views, from the supportive to the repulsed...


-  **Erika:** It's unhealthy, you can't maintain that physique, it's disgusting!
-  **Stephen:** It's an art and I commend anyone who puts time and effort into their greatest asset – their health.
-  **Craig:** Bodybuilding and figure fitness competitions are as subjective to judge as any other beauty competition.



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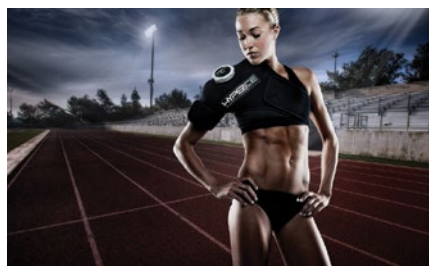
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Physical Activity Australia







# MEMBER PROFILE:

**JIM JOSEPHSEN**

**CLIMBING FACILITY & GYM OWNER, NSW**



Jim summits Mt Aspiring in NZ



## Where do you live and work?

I live and work on Sydney's North Shore with my wife and business partner Josephine. Our kids also work with us and we are handing the reigns over to them to take our business, Climb-Fit, through the next 20 years.

## What fitness qualifications do you hold?

Too many to list as I started in the fitness industry over 35 years ago!

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

Mentoring the younger generation – sharing all my knowledge from my 75 years on the planet!

## How did you arrive at where you are today in your fitness career?

I have always been into all things health

and fitness. I was Queensland athletics champion during my youth and have played elite level squash for over 30 years. The first gym I managed was a squash facility called 1812 in St Leonards. A lot of our members have followed me from gym to gym since then! I'm also a qualified radiographer.

## Describe your typical day

Always up before 5am (the best time of the day). Open the gym and run a spin or circuit class. Breakfast, then start on some cleaning and office work followed by a trip to the bank. If we don't have any building/maintenance work to do around the climbing gym, then I head off to my studio to spend the day painting with my wife. In the afternoon I usually head back to the gym to say hi and maybe do another workout or hit the squash court for some drills with my wife. I also have a strong interest in the stock exchange, so I usually spend some time checking the market over the day.

## What skills are needed in your role?

When we opened Climb-Fit 20 years ago we had to learn everything. Not just all the workings of a gym, but a huge indoor rock climbing facility as well. We did all the office work and behind the scenes jobs, we hired and trained staff, we built climbing walls by

hand, hooked up ropes and ensured the safety of patrons. Birthday parties, school groups, old, young, we have every customer you can ever think of. You need to be a jack-of-all-trades. It has been a huge journey that's for sure!

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

When you start any business venture you will always question whether you have done the research and market analysis adequately.

## And your greatest highlight?

Being part of such an exciting industry for the last 35 years! The gym these days is all about community – you really get to know people, share ideas, and talk about your goals and dreams.

## What's your main focus now and what are your goals for the future?

To create a new bucket list every 10 years. This year I'm focusing on my art.

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

'No pain, no gain'. It may be very old school, but it works for me!

## Want to be profiled in the next issue?

For details email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)



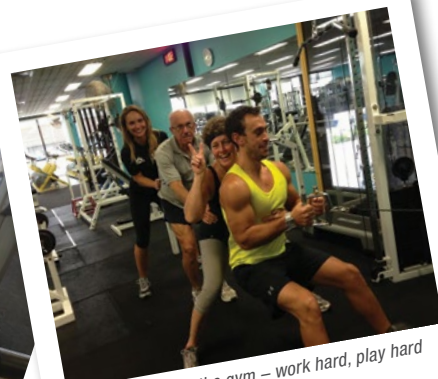
Jim taking his regular Tuesday night abs/core class at Climb-Fit



Jim and daughter Sarah at the end of a Mud Run



Jim working his legs – age is no excuse!



With his family at the gym – work hard, play hard

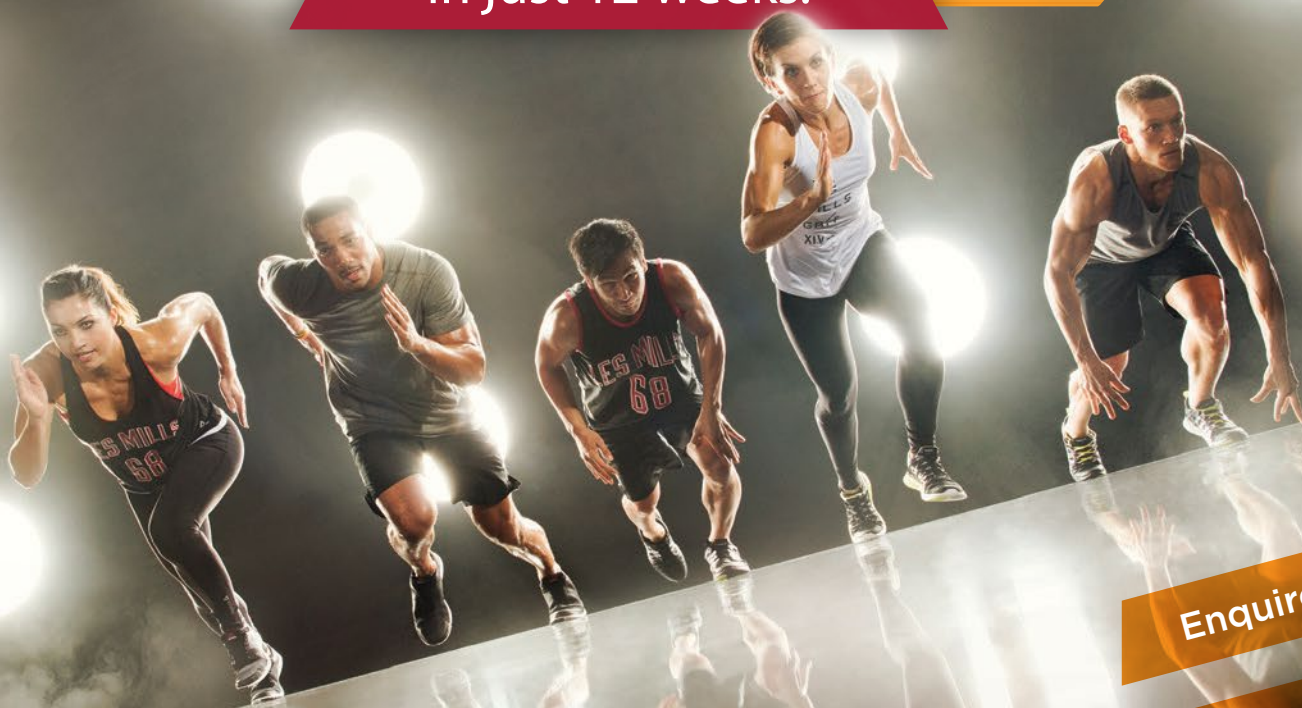
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# THE PSYCHOLOGY OF CLIENT RETENTION:

## DEVELOP NINJA LISTENING SKILLS

By practising the art of active listening you can truly hear what your clients are telling you – and respond in a manner that rewards you both.

**WORDS: KATE SWANN & KRISTINA MAMROT**

*In this series on client retention, psychologists Kate Swann and Kristina Mamrot provide unique insights into what makes your clients tick, and how to keep them coming back week after week, month after month, year after year.*



**I**n the first article in this series, we discussed the importance of using empathy to engage and connect with your clients. In a nutshell: when you feel *sympathy* for someone, you feel sorry for them – whereas when you feel *empathy*, you take time to think about what's going on for your client, you listen hard, and you walk a mile in their shoes.

Listening – and listening well – is a skill. Some people are born with it (they're the ones you go to when you need to talk), but most people need to develop or hone their active listening skills.

Why do we call it active listening? Because you don't just sit there while the client is talking, thinking about what you're going to have for lunch, or working out what you're going to say as soon as they're finished.

When you listen actively, you work hard to stay present. You slide your own thoughts

to one side, and focus on what the client is saying. It's surprisingly hard work.

### The good, the bad and...

Here's the difference between good listeners and bad listeners. As you read the list, think about a person you know who ticks the boxes on the bad listener list.

Bad listeners:

- Interrupt or change the subject
- Speak over you
- Are chronic problem solvers or advice givers
- Shift their body around impatiently or can't hold eye contact
- Finish your sentences
- Hijack your point by saying 'Yes! That happened to me! I remember when...'

Does a bad listener you know come to mind?

Think about what it's like when you talk to that person, and how you feel. You're likely to feel that they don't really understand you

or know what's going on for you. You may feel shut down, or dismissed.

Not a very nice feeling, especially if that person is someone important to you.

Now let's take a look at the characteristics of good listeners. Good listeners:

- Are patient and don't jump in when you're pausing to think
- Don't interrupt
- Give their full attention, including eye contact and posture
- Let you know they follow what you are saying by nodding in agreement or asking you to clarify something
- Don't judge or criticise
- Don't relate everything you say to their own personal experience
- Are genuinely curious about what's going on for you.

Empathy and active listening are the golden rules of client engagement. In order to truly connect to your client and give them a reason to attend your sessions – even when life's stresses get in the way – you need to understand their world from their perspective (empathy), and let them know you've heard and understood (active listening).

### Let's compare

Here's an example. Beth is a 42-year-old accountant working full time with two

“

**Active listening allows you to get an accurate picture of the challenges and frustrations your clients face**

”

primary school-age children. She's desperate to lose those kilos that snuck up on her after having the kids.

**BETH** ✓ *I'm really struggling with getting here during Winter. The kids just seem to be sick all the time, and I have to take time off work and try and work from home. I've been thinking I should suspend my membership and get back to it in Term 4.*

Response from PT who hasn't read this article:

**PT** ✓ *Yeah, that happened to my mum too when we were kids. I don't know how you mums do it. I'll suspend your membership now.*

Response from PT with ninja listening skills:

**PT** ✓ *That sounds really tough. Poor Tim and Bella. But more importantly, how are you coping?*

**BETH** ✓ *Yeah, it is tough. And I'm not really coping. That's why I thought I'd try and cut something out.*

**PT** ✓ *Mm, I get that. But I also know how important building your fitness is to you.*

**BETH** ✓ *You're right. And I hate always putting myself last on the list. But I don't know what else to do.*

**PT** ✓ *What else have you thought about?*

Beth and her PT go on to discuss other options and, with her trainer's help, she realises she can enlist the help of her husband, change her session times, and alternate sessions with walks at lunch time during the day at work.

Active listening allows you to get an accurate picture of the challenges and frustrations your clients face. They feel cared for and supported because you're actively letting them know you value them as individuals – not just sources of income. And when their motivation and commitment start to wobble, you can use the knowledge you've gained about them to reconnect them to your service.

In the next issue, we'll talk about honing your listening skills so you can gain the maximum information about your client and tailor your interactions and program to their needs. **N**

**Kate Swann and Kristina Mamrot** are Melbourne-based psychologists specialising in treating overweight and obese clients. For information on their books *The Ultimate Guide To Training Overweight And Obese Clients*, and *Do You Really Want To Lose Weight?* visit [YourWeightLossExperts.com](http://YourWeightLossExperts.com)



### The 30-second article

- Most people need to develop or hone their active listening skills
- Active listening requires you to work hard to stay present, and give your undivided attention to what your client is saying
- Bad listeners interrupt, don't maintain eye contact, finish your sentences and 'know it all'
- Good listeners are patient, maintain eye contact, nod, don't judge and respond with appropriate questions
- Active listening lets your clients know that you value them as individuals.



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# BRAND FAME

## BUSINESS GAIN

To achieve long-term success, your fitness business needs to stand for something – and continually deliver against it

WORDS: RACHEL BEVANS

**A**s a business owner you should want your fitness enterprise to be famous – whether it be globally, nationally or within your local community. The question is: do you want to be a one-hit wonder or stand the test of time? One hit wonders, exit stage left.

To stand the test of time, you need to stand for something – and keep delivering against it, day in, day out.

Ask yourself: what do you want to be famous for, renowned as, an expert in? What's your purpose? What do you believe? What's important to you? What are you consistently good at doing differently and better than anyone else? How is this important to your customers?



### The 30-second article

- To win your share of the fitness – and lifestyle – market, you need to stand for something unique and continually deliver against it
- By creating an authentic brand for yourself you can stand out from the competition
- You must decide whether your focus is on building your personal brand or your business brand
- Your brand is not just a logo and tagline: it drives everything you are, say and do

There are tens of thousands of fitness professionals and thousands of fitness businesses across Australia and New Zealand, all fighting for their share of the fitness industry voice, people and profit. And it's not just the fitness industry you play in. You're competing for a share of the lifestyle wallet too – 'do I have a PT session or go to the movies?'

People are bombarded with brand and lifestyle choices, receiving an average of 3,000 messages across multiple media every day – in the shops, on TV, driving to work, talking to people, online... so how can you make your message heard?

### Build your brand to drive a sustainable business

Your brand encapsulates what you stand for in a way that is relevant to your customers. By doing so, it gives you a competitive position in the marketplace.

Your brand is not just a logo and tagline: it drives everything you are, say and do – your PT product, your behaviour, business card, flyers, Facebook profile and website. Your brand has the power to make you stand out in the crowd. To build credibility and trust in your brand you must consistently deliver against your promise by meeting and exceeding the expectations that you establish in your first interactions with your customers.

### Does personal training mean personal branding?

The first decision to make is whether your focus is on building your personal brand or your business brand. What's the difference?

#### Personal brand

Your personal brand is *you* – all of you. There is no place to hide. You need to be absolutely true to yourself. You need to behave in a way that delivers against the expectations you've promised. Consistency is paramount – otherwise current and prospective clients become confused about what you stand for and will move away. People rely on you. You are building trust on a personal level so you can build a closer relationship with clients and leverage everything you do. It enhances your ability to stand out – only you are *you*.

#### Business brand

A business brand allows a little more separation of *you* from the business. It enables you to step back, build a team of employees and to franchise or sell. At the beginning, your business brand is still inextricably linked to you. What you do, and how you behave – both online and offline – have an impact on the business. Strong brands are built on a foundation of values, and since you are building your business brand, your personal values are aligned to your business values. You



would expect the same values to be shared by any prospective employees and customers.

## How do you create your own brand?

Firstly, define what you stand for, what you do differently and better to anyone else, and how it is important to customers. Then behave in a way that's consistent with your brand and delivers upon that 'promise'.

The best way to illustrate this is to look at the case of a brand we all know, so let's focus on Ford.

Ford encapsulates what its brand stands for in its strapline 'Go further'. It is important to Ford's customers for their money to 'go further' so they can 'go further' in their car journey and further in life.

Ford's advertising communicates this promise to customers. Its cars deliver – they are reliable and enable you to go further with less fuel and less maintenance. Its service delivers – via customer service people who will go that step further to help you on your way.

While other car brands could also promise reliability and value for money, Ford has shown that it understands, and is aligned with, its customers' needs and values by addressing them in its brand promise. Ford's consistent behaviour over time, and throughout the customer's brand experience, demonstrates that this promise is authentic, credible and trustworthy. With trust comes referral and repeat business.

## Living your brand

Living your brand consistently builds your reputation and your business. It's a matter of authenticity. If you create a brand that doesn't actually align with your values, it will only be a matter of time before the façade crumbles.

### 1. What you stand for

If you can come up with a four to six word strapline that encapsulates what you stand for, such as Ford's 'Go further', then check for trademarks and consider trademarking it. Also check availability of URLs, Facebook pages and hashtags in case you want to create a campaign at a later date.

For personal use, put it on your wall or screen saver to keep reminding yourself what your brand stands for, and sense check everything you are, say and do.

### 2. Your brand identity

Your brand is more than a logo, it's an identity.

Your logo should consist of a brand name, symbol and typeface that reflect what your brand stands for.

The rest of the visual identity is made up of:

- Colour palette – primary, secondary
- Imagery – style of photography, illustration
- Font family – headings, body copy
- Symbols and dividers.

You also need to address the first impression you make on people and your sensory identity:

- What do you look like? Are you dressed in uniform? Is it clean and ironed?
- What do you smell like? Type of hair gel, deodorant?
- What do you sound like? Type of music/soundtrack used, volume?

Tone of voice:

- What tone of voice do you use? Is it friendly, serious or both friendly and professional?
- What language do you use when talking to someone, versus writing articles or social media posts?

Behaviour:

- How should you act, both in person and online, with clients and other people? Think about what matters to your clients, as well as what you stand for. Reliability, consistency and commitment are commonly held values when it comes to customer service. Think carefully about what spreads. If it's done or said in public, it is public.
- How should you definitely not act? This is worth putting on your screen saver!

### 3. Your key messages

Focus on three or four key points that you want to communicate about your business, and then expand on them by backing the claims up with proof. Here's an example:

**Key point:** 'I am the most friendly and approachable trainer in Double Bay'

**Proof:** 9/10 of my clients approached me first

**Proof:** *Double Bay News* wrote of me as the friendliest trainer in the neighbourhood

**Proof:** My clients agree: 'He is the friendliest, makes me feel at home' J Bell

Then repeat, repeat, repeat. Not every point has to be on every piece of communication, but all the pieces together (business card, website and flyer) create a whole picture for the customer.

### 4. Your touch-points

You are the key one of these. You know your values and how you should look, smell, sound and behave. The same goes for any employees you may have.

Your communications should reflect what you stand for. If you stand for 'Go further', then your advertising, public relations editorials, social media, flyers, business cards and programs should reflect this.

Define your product, service and process. Just as Ford's reflect 'Go further', so should yours embody your message.

Consider anything you use for work as reflecting or detracting from your brand – your studio or outdoor set-up, car, fitness equipment, the state of your iPad, mobile phone and even your pens – a broken biro 'borrowed' from the bank does not send the right message!

Last, but not least, pricing underpins your brand's reputation for quality and credibility. Continual cost cutting seldom works as a long term strategy. Set your prices to reflect the quality of service you are delivering: brand fame isn't won with a price fight. **N**

**Rachel Bevans** is the strategic marketer, brand and communications planner behind The Healthy Brand Company, a brand consultancy that takes the healthy approach: motivating people to create and activate healthy brands for healthier results. [thehealthybrandcompany.com](http://thehealthybrandcompany.com)



# GO FOR IT

FitnessU Learner (student) Robin Waerea and Pro-Trainer Adriano Meli share how the fitnessU mentoring program helped Robin go for it to qualify as a personal trainer. When Robin visited fitnessU HQ late last year, he had the proud moment of receiving his qualification and comparing his first certificate in fitness with his updated one: 21 years later



## Robin Waerea, NSW

"I did my course 20 years ago but had some personal challenges so decided to start again. I was matched up with my Pro-Trainer, Adriano, who helped me pull the main concepts of the course together in a really practical way.

We met up at his gym and he took me through the different exercises and movements, which helped me understand anatomy much better. Having the face-to-face connection with someone who knows what you need in the real world is really important.

We went through some PT sessions with me playing the role of Adriano's client so I could learn which questions to ask – I struggle with trying to remember lots and cram too much into the session! He told me to focus instead on a few basic essentials. I feel like I'm sometimes slow in learning, but Adriano and the online trainers really connected with me.

Now I'll tell anyone who'll listen how truly wonderful the fitness industry is! I really feel like things have come full circle."



## Adriano Meli, Bee Active Personal Training, NSW

"Robin was my first fitnessU Learner. I've had some experience working with older adults and learning to understand their needs, so I was really happy I could help him work on skills that would enable him to pursue his passion for helping other older adults get fit and live better.

We got together for sessions at the gym and on the phone. Learners often need help with the technical practical aspects of becoming a personal trainer, as that's where you pull together everything you've learnt to actually run a training session. You need to make sure you're strong in exercise selection and demonstration.

Whilst I've been a PT for a while, and completed my Masters in Exercise Physiology, being a mentor is the next level: you learn how to give feedback and develop strong mentoring skills so that other people can learn actual, real-world skills from you.

I didn't expect all the different insights and perspectives I would gain as a Pro-Trainer: textbooks say one thing, experience tells you another! I really love challenging myself to stay ahead of my game and help people find their niche."

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# LEGALLY FIT: ARE YOUR PREMISES LEGALLY FIT?

Your premises are both one of the biggest assets and commitments in your fitness business. How do you get them right?

WORDS: LEON PONTE



**P**osition/location: Check. Size: Check. Layout: Check. Commencing rent: Check. Potential: Check!

## Where do I sign?

We all get excited about getting something new, no matter how young, old or experienced we are in what we do. We don't always get it right, but we can generally cover most one-off mistakes (as long as we learn from them).

However, given the value to our business on the one hand, and the ongoing typically large financial commitment of most leases of premises on the other hand, entering into a lease is likely to be one of the biggest commitments you make in relation to your fitness business. It is therefore important to get it right.

In this fourth instalment of 'Legally fit', we look at some of the issues you should consider before you enter into a letter of offer or lease for, or take possession of, your new premises. Similar issues also apply if you are buying your premises. To read previous articles in this series search 'Legally fit' at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library).

## Retail lease

Most (but not all) leases for fitness facilities will be what are known as a 'retail lease' or a 'retail shop lease'. A 'retail lease' is a type of commercial lease relating to premises which (meet certain requirements and) are used for the provision of retail goods or services to the general public, such as fitness services.

Each State and Territory has laws protecting retail lease tenants, but the laws vary among them and some also place requirements on retail tenants, which if

not followed can potentially have adverse consequences for the tenant. It is important, therefore, to familiarise yourself with the retail leasing laws and requirements in your State or Territory if you propose to enter into a retail lease.

## Letters of offer

Prospective tenants will sometimes be presented with a letter of offer to lease premises as a precursor to entering into a formal lease. However, such a letter of offer could potentially constitute a legally binding agreement to lease the premises, and it is therefore important that the letter of offer addresses, or is expressed to be, conditional on you being satisfied with each of the things referred to below.

It is also important that if the landlord has said it will do something, or if there is something that you specifically require, those things are expressly stated in the lease. It is better to be clear about such requests in the lease, rather than have a distracting and potentially expensive and unsuccessful argument at a later stage about what was intended.

## Use of premises

Imagine if you planned to open a 24/7 fitness facility, but after entering into a lease found out that you weren't permitted to operate 24/7?

It is important that the lease specifically allows you to use, and do the things in and to, the premises in the manner in which you intend. This includes things such as your specific operations, proposed fit out and signage.

It is also a common misconception that if a lease says you can do something, that is

## Any questions?

If you have a legal question about running a fitness business, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) and your question may be addressed in the next issue.

the only permission you need. However, local council or shopping centre requirements may not allow the premises to be used in a particular manner at all, or at least not without obtaining a permit or other authorisation to do so. It is therefore important that you also check to ensure you can do all the things you intend (and obtain any required permits or authorisations) before entering into a lease (or taking possession or doing any works to the premises).

Alternatively, if the landlord agrees, you could make the commencement of the lease conditional on obtaining any required permits and authorisations, but you should also bear in mind what will happen if you take possession or carry out works before that time and you are not able to obtain the required permits or authorisations.

## Rent and outgoings

It is not uncommon to focus on the commencing rent and any rent-free periods.

You should also make sure the lease clearly indicates what is included in the rent, what outgoings you are responsible to pay or reimburse the landlord for, and how those things are adjusted during the term of the lease. For instance, how is the rent reviewed, who is responsible for maintaining the air conditioning and do you have to contribute to any common area cleaning?



If you are not sure exactly how any of those things work, or what is or is not covered, you should seek specific advice and ensure that amendments are made to the lease to ensure they are quite clear.

### Landlord and tenant works

How your premises will look, and the works required to achieve that, are important considerations. When the works are to be done, by whom and at whose cost, are also important matters to be clear about in the lease.

It is also just as important to consider what obligations you have at the end of the lease. Do you have to remove all works which were constructed at the beginning of the lease, even if they were constructed by the landlord?

### Redevelopment

The property market is forever changing, and many landlords have plans to redevelop their properties at some time in the future. What would happen to your business if, after you have spent considerable time, energy and money establishing your business in your new premises, the landlord gave notice to terminate the lease under a redevelopment clause well before the end of the lease?

### Other rights and obligations

The above are just some of the myriad issues which should be considered and properly addressed before entering into a lease, particularly given that this is something you will have to live with for a considerable period

of time. Leases are also typically not drafted in the plainest of English, and what you think a clause may mean may have a completely different meaning from a legal point of view. It is therefore important that if you are not 100 per cent sure what something means, or whether something is covered, you seek appropriate advice and clarification in the lease. **N**

*This article has provided a general outline only of some of the issues to consider before entering into an offer to lease, lease or entering into possession of premises. However, before doing so, legal and financial advice should be obtained in relation to the specific details of the proposed lease.*

**Leon Ponte, Juris Doctor (Law)** is the founding principal of Ponte Earle – Business Lawyers for Business® and is in a select group of approximately only 110 lawyers accredited as specialists in business law by the Law Institute of Victoria. He has a strong personal interest in the fitness industry, holding Certificates III and IV, and has provided advice to fitness facilities, personal trainers and suppliers to the industry. [ponttearle.com.au](http://ponttearle.com.au)



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To earn yourself 1 CEC, simply log on to [fitnessnetwork.com.au/cecs](http://fitnessnetwork.com.au/cecs), click on the FREE tab and select 'Legally Fit' from the list. Read the linked articles online, successfully complete your exam, print your certificate and you're done!

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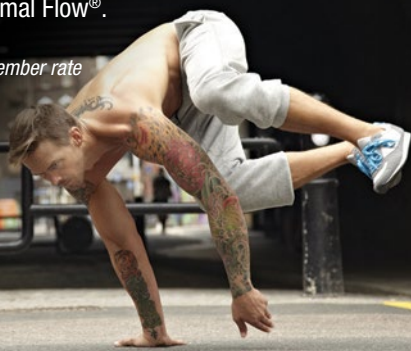
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# RECIPES FOR AUTUMN

Bloating, nausea, cramping and intestinal discomfort are all too common complaints. In this issue The Healthy Chef presents two delicious stepping stones on the pathway to a happy gut.

RECIPES: TERESA CUTTER

## WIN!

To celebrate the launch of Teresa's new book, *Perfect Digestive Health*, we're giving away 3 copies of this fantastic collection of tummy-friendly recipes and healthy eating advice. For your chance to win, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in 50 words or less why you would love to receive this book



## Green Goddess Smoothie

This delicious smoothie is a prebiotic powerhouse that will keep your good gut bacteria smiling! I make this nourishing low-FODMAP (i.e. good for people with irritable bowel syndrome) smoothie most weeks as it helps cleanse my digestive system and makes me feel awesome! I encourage you to enjoy this smoothie every day for one full week!

### 👍 What's great about it?

Kiwi fruit contains an enzyme called actinidain that helps aid digestion and absorption of nutrients. Kiwi fruit also work as a pre-biotic for your gut. Pre-biotics are high-fibre foods that stimulate the favourable growth of pro-biotic bacteria in the gut and help rebuild the natural levels of good bacteria that your body needs. A good supply of probiotics in the gut will boost your immune system, enhance digestion and reduce digestive disorders. Green super foods, such as kale and spinach, help to increase alkalinity and detoxification in your body that can promote healing. They are also rich in vitamins A, C and K and folic acid, as well as calcium, potassium, copper and iron – all of which are necessary for healthy bones, skin and eyes.

Serves 2

Time: 5 mins

### 🍷 Ingredients

2 kiwi fruit, washed and chopped with the skin on  
1 handful baby spinach leaves  
½ lemon or lime with skin removed  
½ Lebanese cucumber  
1½ cups water or coconut water  
1 kale leaf or cavolo nero leaf  
1 teaspoon chia seeds or flaxseed  
1 teaspoon Healthy Chef Natural Immune Support  
1 sprig parsley

Combine all the ingredients in a high performance blender. Blend until smooth and add more water if needed for a thinner consistency. Pour into a large glass and enjoy.

### ★ Inspiration

- This smoothie makes the perfect cleansing breakfast or afternoon pick-me-up.
- It's very portable – just pour into glass jars, seal and place into the fridge for 1 or 2 days until required.
- Adding ginger and turmeric will provide extra anti-inflammatory benefits.





# Steamed White Fish in Ginger and Turmeric

I love the simplicity of this delicious immunity-boosting dish as well as the extraordinary flavour that marries so well with any type of seafood, especially delicate proteins such as fish. Steaming the fish in the classic French style en papillote ('cooked in a bag') allows the food to hold in moisture and flavour and is a very clean and healthy way of cooking seafood. If you don't have a steamer, you can also braise the fish in a frypan.

## What's great about it?

The ingredients help boost digestion and nourish the immune system. Curcumin is the active ingredient in turmeric, responsible for the distinct yellow colouring and the impressive list of health properties. Curcumin is anti-inflammatory, antioxidant, antibacterial, detoxifying and amazing for digestive health. Turmeric has been linked to the prevention of cancer cell growth and management of inflammatory conditions such as arthritis, asthma, eczema and inflammatory bowel disease. It is a nutritional powerhouse, rich in manganese, zinc, B group vitamins and iron. Lemongrass is packed with antioxidants, which promote healthy tissues and a strong immune system. Coriander is a beautiful aromatic herb that really nurtures the body. Coriander can help to relieve nausea, support liver function and fight inflammation. Studies have shown that ginger has potent antioxidant, anti-inflammatory and antimicrobial properties. It helps to boost immune function and combat cellular damage. This gut-friendly spice stimulates digestion, gut motility and bowel function, while helping to relieve bloating, cramping and nausea. A recent study also found ginger to be as effective as pharmaceutical agents in relieving PMS pain in women.

The omega-3s DHA and EPA are absolutely essential in your diet and must be obtained from the foods we eat. Fish is high in omega 3s that help support the health of every cell in the body. Omega 3s play a role in immune function by regulating inflammation and encouraging the body to fight infection. Other health benefits of omega 3 include helping to lower cholesterol levels, reduce high blood pressure and improve symptoms of arthritis. Essential fatty acids are needed for proper growth in infants and children, particularly for neural development, responsible for the optimum function of the retina and brain. Fish

is also low in saturated fat and is a complete source of protein.

*Serves 2*

*Time: 15 mins*

## Ingredients

- 1 tablespoon grated fresh galangal or ginger
- 1 tablespoon turmeric, grated
- 2 cloves garlic, smashed
- 1 tablespoon tamari soy sauce
- 2 tablespoons olive oil
- generous pinch of ground black pepper
- 2 x 200g white fish fillets (wild snapper or any white fish of your choice)
- 1 lime
- 1 bunch coriander – leaves and stalk finely chopped
- ¼ cup water or coconut water (if braising)

Combine ginger, turmeric, garlic, tamari, lime juice and olive oil into a bowl. For a smoother paste use a mortar, which combines the ingredients perfectly. Fold in the finely chopped coriander. Add the fish fillet and coat well. Wrap the fish individually in baking paper or foil. Make sure it is really well sealed into a neat little pocket. Steam the fish for 10 minutes, until cooked through, and remove from the heat. Serve immediately with salad or vegetables.

## **If braising**

Heat a pan over a medium heat and add the fish fillet. Pour in ¼ cup of water or coconut water then cover with lid. Reduce the heat and braise for 8 minutes, occasionally coating the fish with the delicious juices.

## Inspiration

- Saffron can be used in place of turmeric.
- Mix 1 teaspoon of butter or coconut cream into the juices right at the end for a richer, more decadent sauce.
- Vegetarians can use organic silken tofu or tempeh in place of the fish.
- You can also wrap the fish in a banana leaf if you can get it, which makes for a wonderful presentation.

**Teresa Cutter**, aka The Healthy Chef, is one of Australia's leading authorities on healthy cooking. An experienced chef, as well as a nutritionist and fitness professional, she combines her knowledge of food, diet and exercise to develop delicious recipes that maximise health and wellbeing. [thehealthychef.com](http://thehealthychef.com)

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Company	Stand	Company	Stand	Company	Stand
A1 Rubber	P42	Flush Fitness	F8	Nourish Body + Mind	M41
ACPE Academy	F35	Flush Fitness	H8	Omniblend	I2
Active Creatures	I15	Fly Active	F32	One Stop Solutions	L8
Active Outthere	F32	Footprint Fitness Australia	X22	Oxyfit Brazil	I16
ActivLife Technologies	H37	Forever Living Products	I26	Painmaster	L36
Aeromic Systems	N21	Foxtel	L33	PaySmart	R37
Airservices Australia	P35	Freddy Australia and New Zealand	L44	Pearlys Teeth Whitening	H24
Almond Board of Australia	K48	Frostouch	N35	Physical Activity Australia	N5
Amazing Oils	L47	Garmin Australia	M34	Plantronics	M37
Amazonia	K42	Global Academy of Fitness	I29	Plus Fitness 24/7	K27
Amy's Grains	M51	Global Leisure Concepts	I1	Positiv Flo	M26
Anytime Fitness	N34	GlobalBodies	X40	Power Music	L21
Arakan Martial Art	K8	Gunter	N16	Power Super Foods	K33
Australian Barbell Company	R40	GymMaster	M22	Powrgard Mouthguards	L45
Australian College of Natural Medicine	K14	Gymstok	X36	Precor	V12
Australian Fitness Academy	I33	H2Coco	L38	Pride on the line	K41
Australian Fitness Network Education	I40	HART Sport	K22	PT Academy	I28
Australian Institute of Fitness	M14	Hi Dow Australia	M17	PT Essentials	N17
Australian Institute Of Kettlebells	H30	Human Kinetics	M36	PulseTec Solutions	M7
Australian Institute of Personal Trainers	M8	Hydralyte	L48	PurePharma	M24
Avanti Fitness	T12	IMFIT	M18	Pursuit Performance	J12
Ball Brands	I35	Inbody Australia	L27	Queenax Oceania	D2
Better Health Company	J25	Infrared2	M30	Rainbow Body	J28
Big Ass Fans	T46	Interloc Lockers	P25	Rarr Designs	J52
Black & Blue Fashions	I34	International Fitness	U2	Raw Blend	L42
Blue Dinosaur	J50	iProQur	N2	Recharge Class	M28
BODIE'z Clear Protein Water	H16	iQniter Cardio Training	N29	Red Corner Boxing + Travelroller	K34
Body Bike	F45	Isagenix	L6	Regent Sporting Goods	F33
Bordoni Creations	I52	IsoWhey Sports	N36	Regupol	X35
Bounce Foods	L34	It Works Global	J3	REP 100	H34
Brasilfit	J14	Jax Coco	X32	Rock Wear International	K1
Celebrate Health	D21	JHT Australia	P12	ROCKTAPE	L22
Cellnet	M43	Just Jerky	K52	Rubatek International Limited	D12
Centaman Systems	P38	Justines'	I3	SAGE	I22*
CFM - MYZONE	R2	Kangarooorganics	L43	Sassfit	I27
CHEK Institute Australia	N25	Keebee Play	T20	Show Works	T47
Club Warehouse Sports Medicine	J2	Kettlebell AMPD	F38	Skins	D42
Coconut Hub	H28	Kettleworx Australasia	L25	Step Into Life	H18
Codelocks	P40	Kowa Australia	H38	Studio Pilates	N37
Commercial Equipment Finance	T35	Leisure Concepts Australia	S2	Summit Fitness	V36
Concept2 Australia	L2	Les Mills	R36	Synergy Physical Conditioning	W2
Continence Foundation of Australia	K11	Life Fitness	R6	Tabban Muscle And Body Shape	D40
Coolcore Australia	F11	Life Fitness	R12	Tanita	T36
Cosmetic & Dental Holidays	H39	Links Modular Solutions	N22	Team Boom	K44
Create PT Wealth	H42	Lorna Jane	J22	Technogym	T26
Debit Success	P11	Lupin Foods Australia	K39	The College of Health & Fitness	M6
Dingo Sandbags	J8	Mani Sports	H40	The Fitness Generation	R26
D'Lite Food	L52	Marketing For Gyms & Personal Trainers	L7	The Lean Aussie Machine	S36
Dumbags Smart Weights	M35	Martin & Pleasance	M45	The Trustee of Kantoro Trust	X24
eDebit	P21	Mcville International	S46	Timex	K36
Eskimo Distribution	J40	Merino & Jumbuck Company	I23	TRX	P32
Eternal Cosmeceuticals	K10	Mgbody Magnesium	F39	Ultimately Natural	I43
EYE Fitness	P21	Milk & Co / Slim Secrets	F36	VERSUS	N12
EZeMember - Platypus Software	X28	Milon Australia	R40	VIRUS Australia	F30
Ezypay	X12	MINDBODY	X6	WaterRower	T36
Farm Pride Foods	K44	Mineral Drink Australia	D13	Wedderburn	W36
Fernwood Fitness	L14	Mission	M2	Workout World	L26
Fisiocrem	H36	Mobi Post	X30	WOW Wipes	T45
Fit Proware	H33	Monster Muesli	L51	Wrap On Ice	K51
Fitlink	H22	Mum Network	K46	Yes! Fitness Music	J1
fitnessU	I40	Musashi	F20	Yonanas	P41
Flexi Commercial	S40	Net Profit Explosion	L18		

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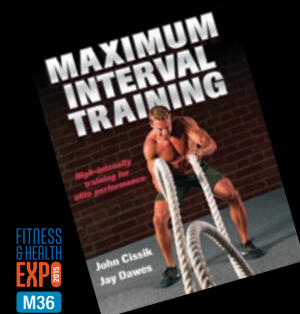
Polar has launched a sleek new GPS unit, the M400. Lightweight and with an exceptional blend of sporty design, integrated GPS and advanced training features, it has plenty of options to keep an eye on your activity 24/7. The M400 includes training features such as pace, distance, altitude, calories, training benefit, running index, fitness test, training targets and 24/7 activity tracking, to name just a few. All of which makes it the perfect training companion for those who train regularly and want to improve their overall health and fitness or their sporting performance. [polarrevolution.com.au](http://polarrevolution.com.au)

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## Intensity to the MAX!

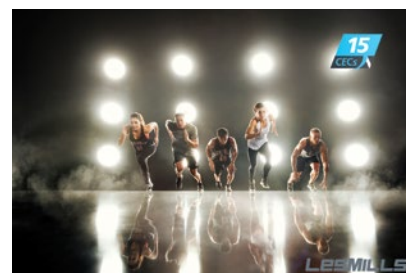
Let *Maximum Interval Training* by John Cissik and Jay Dawes turn up the intensity of your workouts! As seen on page 48, this book combines high-intensity exercises and non-traditional equipment with a variety of modalities and training options to stimulate muscle growth and avoid plateaus. It offers step-by-step instructions, expert advice, 147 exercises with photos and ready-to-use programs. Available in June 2015 for the RRP \$32.95, visit the Human Kinetics stand M36 at the Expo to pre-order and receive 20% discount or visit [humankinetics.com](http://humankinetics.com) and use the Network Member code 'network2015' at the checkout to get 15% off!



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X12

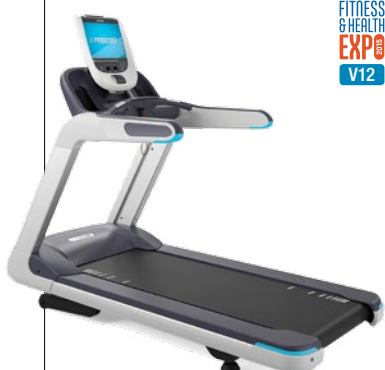


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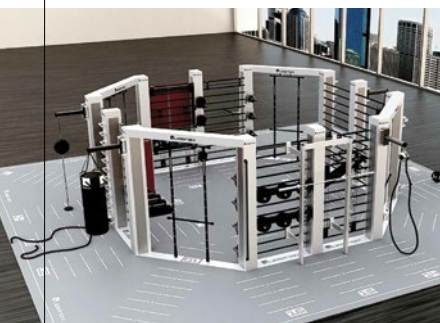
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After countless rounds of testing and feedback, Precor has launched a completely redesigned Experience Series commercial treadmill line, designed to meet commercial customer needs through long-term reliability and operational efficiency, while also delivering a highly personalised, maximum-comfort experience for exercisers. Based explicitly on operator, exerciser and service technician feedback, the Experience Series sets a new standard in state-of-the-art treadmill technology. The new models feature clean, contemporary design, optimised stability, enhanced exerciser personalisation, improved maintenance and enhanced energy efficiency. [precor.com](http://precor.com)



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With its modular Italian engineered frames designed to transform any space, indoors or out, Queenax is leading the way in functional training innovation. Queenax provides a multitude of unique training options to maximise client participation and ensure maximum return on investment, including AntiGravity yoga, Superfunctional Trapeze training, Pole Fit, obstacle course training, martial arts and many more – the only limit is your imagination. Find out how Queenax can enhance your facility at [queenaxaustralasia.com](http://queenaxaustralasia.com), or see it for yourself at stand D16 at the Expo in April.



FITNESS & HEALTH  
EXPO  
D16

## Raising the bar on protein

Help clients stay on track and eat healthily with Slim Secrets range of nutritious snacks, including designer cookies with chia, low carb fit balls, protein indulgence shakes and protein snack bars. The new range of clean protein all-natural Bare Bars are gluten free, low in carbs, and packed with over 12g of protein and 10g of fibre. Naturally sweetened with stevia and containing no artificial nasties, these Australian-made bars are the perfect pre or post workout snack. No wonder they won Product of the Year 2015 in the Health & Wellbeing Category! [slimsecrets.com.au](http://slimsecrets.com.au)



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## Increase class sizes and attract more members

'Our KettleWorX classes are packed!' says Canyon Fitness in Colorado, US. After launching KettleWorX, class sizes have doubled in existing timeslots. Featuring 3-dimensional and HIIT training concepts in three formats – Cardio, Core and Resistance – KettleWorX is a pre-designed 30-minute group fitness program that makes kettlebell training fast, fun and effective for participants of every fitness level. KettleWorX has grown quickly since launch in 2013 and is now available in Australia and New Zealand. To find out how to be an industry leader, increase class sizes, and attract more members, contact the KettleWorX Australasia team today at [enquiries@kettleworx.fitness](mailto:enquiries@kettleworx.fitness) or visit [kettleworx.fitness](http://kettleworx.fitness)

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## Let clients replicate their favourite outdoor run, inside your club

Technogym has launched MyRunning Logbook, available on UNITY™ Android interface for Excite and ARTIS® cardio lines. One of the exclusive UNITY™ applications, MyRunning Logbook enables users to replicate their favourite outdoor run on the treadmill and challenge their past performance thanks to the ability to monitor their position on the map and compare their pace with the outdoor performance tracked by the compatible mobile apps (Runkeeper, Mapmyfitness, Stava) or tracking devices (FitBit and Polar). [technogym.com](http://technogym.com)

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## A proven track record in membership fee management

The team at Debitsuccess knows that cashflow is essential to any organisation's success, which is why it's Australasia's largest outsourced payment collection company within the health and fitness industry. Debitsuccess has forged partnerships with some of Australia's largest and most recognised fitness clubs, and has a proven track record in gym membership fee management. A leading global payment solutions provider, its full service model incorporates billing, customer service, credit control and the highest level of data security. Boasting an enviable collection success rate, Debitsuccess offers an efficient, effective service often imitated but rarely matched. [debitsuccess.com.au](http://debitsuccess.com.au)



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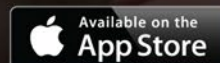
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# RESEARCH REVIEW:

## STRONG MUM – HEALTHY BUB?

A new study looks at the potential benefits – or otherwise – for expectant mothers of participating in ‘realistic’ resistance exercise programs.

**WORDS:** ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

**Title:** Resistance Training During Pregnancy and Perinatal Outcomes

**Author:** Dr's White et al. (Dept of Health, Exercise and Rehabilitation, Winona State University, USA)

**Source:** *Journal of Physical Activity and Health* (Volume 11 (6), pgs 1141-1148, 2014)

**Introduction:** It is only appropriate that this issue's Research Review be on pregnancy and exercise as two of Mike's higher degree PhD students and their wives have just had babies (congratulations to Ben and Kim who just welcomed Billy to their family, and to James and Katrina who were recently joined by baby Jack.) OK, with the niceties out of the way let's talk research!

Dr White and her colleagues have recently published a paper on resistance training during pregnancy and perinatal (time period from just before the birth to seven days post birth) outcomes. We have known for quite some time that the benefits of regular (low-moderate intensity) exercise for the expectant mother include a reduction of backaches, bloating, swelling, improved sleep and weight control (which helps reduce the likelihood of gestational diabetes). Despite these benefits, Dr White reports that only two-thirds of pregnant women engage in any leisure-time physical activity. Of those who do exercise, walking is reported to be the most common (83 per cent), however resistance training is the third most popular form of exercise performed, but by only 10 per cent of the pregnant women who reported engaging in any physical activity.

It is not surprising that such a small percentage of pregnant women participate in resistance training given the potential

risks. These include hyperthermia and a redistribution of blood flow away from the fetus. Dr White and her colleagues point out that a recently published randomised control study reported no association of light-moderate intensity exercises with gestational age at delivery or offspring body size, both of which are favourable findings. However, it should be noted that the participants in that study only used resistance bands or light barbells (i.e. <3kg). Dr White recognised that there was a need to investigate other, more realistic training regimes and hence conducted this comprehensive study.

**Method:** This study invited women aged 18 years of age or older who had given birth in the previous five years to participate in the study. Participants completed an online survey which investigated their birth outcomes (birth weight, gestational age at delivery, preterm labour, mode of delivery and infant height). The researchers also queried if the mother developed gestational diabetes, hypertensive disorders and birth weight. The survey also queried the type of exercise completed while pregnant (specific to first, second and third trimesters). Respondents were divided into three groups depending upon the mode(s) of exercise they completed; resistance training and aerobic exercise (RTAE), aerobic exercise only (AE) and no exercise (NE).

**Results:** A total of 284 women participated in the study. Women who completed resistance



training trained an average of 2.9 days per week for approximately 27 minutes per session throughout their gestation. These women participated in resistance training to primarily improve muscular endurance (lower resistance/higher reps). Specifically, the majority (72 per cent) reported training for muscular endurance during the first trimester, however this increased to 82 per cent by the third trimester. With regard to resistance training, approximately half (55 per cent) of the women used free weights, and 37 per cent used selectorised pin loaded machines for their resistance training.

Dr White and her co-investigators also found favourable results in pregnancy outcomes. With regard to maternal height, there was no significant difference between the exerciser groups (RTAE 165cm, AE 165cm) and the non-exercisers (163cm); however, body mass index was significantly ( $p<0.05$ ) higher in the non-exercisers ( $29.0\text{kg/m}^2$ ) and AE ( $28.7\text{kg/m}^2$ ) as compared to RTAE  $25.2\text{kg/m}^2$ . With regard to gestational diabetes, RTAE had the lowest incidence at 2.1 per cent compared with NE (5.7 per cent) and AE (12.1 per cent). Hypertensive disorders were also the lowest in the RTAE group (5.3 per cent) followed by NE (13.2 per cent) and AE (15.4 per cent). Lastly, the birth weight was similar between RTAE (3.49kg) and AE (3.51kg), while NE had the lowest birth weights (3.40kg).

The authors conclude that aerobic and resistance training exercise completed three days per week for 30 minutes at an intensity to maintain muscular endurance did not increase the risk of adverse pregnancy or birth outcomes.

**Pros:** This is a good article supporting the benefits of combined resistance training and aerobic exercise in women who are pregnant. There were a number of positive findings which support exercising while pregnant.

Personal trainers should take note that although this study showed benefits from exercise during pregnancy, it should not be forgotten that there are also many serious risks. The optimal health of the child and mother are the most important outcomes. As pregnancies can be very different (with some carrying higher risk of complication), it is therefore necessary to ensure that medical guidance and consultation is sought by women who plan to train during pregnancy.

As many personal trainers are aware, it is necessary to consult specific published guidelines (such as those published and freely available from Sports Medicine Australia and the American College of Sports Medicine) on exercise and pregnancy. Additionally, it is highly recommended that any women interested in participating


in exercise (resistance training and/or aerobic) while they are pregnant see their GP and obstetrician for advice, approval and patient-specific recommendations.

The American Congress of Obstetricians and Gynecologists' 'Exercise During Pregnancy and Postpartum Period' guidelines (2009) are available free online, and we would advise all women considering exercising while pregnant to read this expert advice.

This information contains both absolute/relative contraindications to exercise during pregnancy and warning signs to terminate exercise while pregnant. It is important to note that these guidelines were originally developed 13 years ago (2002), however they were reconfirmed by the association in 2009. The website also has a Frequently Asked Questions page on Exercise During Pregnancy, another important read.

A more recent (2014) factsheet by Exercise is Medicine Australia is available free online.

**Cons:** The title of the research paper is somewhat misleading as the 'resistance trained' group also completed aerobic exercise. It would have been beneficial to have a resistance training-only group for better comparison. It would have been useful if the researchers had reported the participants' exercise intensity, particularly as the authors comment on a previous study utilising low intensity ( $<3\text{kg}$ ).

Also, the finding that AE had a higher incidence of gestational diabetes as compared to NE is quite surprising. The authors attribute this to the possibility that sedentary women who were found to have gestational diabetes were advised to undertake walking, and hence the higher incidence. However, this illustrates a methodological problem, as readers we 'assume' the exercising groups (RTAE and AE) were exercising throughout their entire gestational period. Therefore, the researchers should reanalyse their data in order to only include participants who were exercising (or not exercising) throughout their *entire* pregnancy in the analyses. 

**Associate Professor Mike Climstein, PhD**  
FASMF FACSM FAAESS is one of Australia's leading Accredited Exercise Physiologists and researchers. [mclimste@gmail.com](mailto:mclimste@gmail.com)

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



## The 30-second article

- Less than 10 per cent of pregnant women do any resistance training
- The researchers investigated whether there was a link between exercise and birth weight, gestational duration, preterm labour, mode of delivery, gestational diabetes, hypertensive disorders and height and weight of the newborn
- Positive correlations were found between certain physical activity and health markers in pregnant women
- It is advisable for fitness professionals who train pregnant women to consult a range of specific published guidelines.





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# FITNESS RESEARCH UPDATE

## HOW MUCH NUTRITION ADVICE CAN A PT GIVE THEIR CLIENTS?

With an increasing demand from clients for their trainers to provide them with nutritional guidance, the question arises of what advice can be given within the scope of practice.

**Research paper:** Do the nutrition qualifications and professional practices of Registered Exercise Professionals align?

**Research team:** Mark R McKean, Gary Slater, Florin Oprescu, Brendan J Burkett

**Published:** *International Journal of Sport Nutrition and Exercise Metabolism*

**Read more:** [dx.doi.org/10.1123/ijsnem.2014-0051](https://doi.org/10.1123/ijsnem.2014-0051)

**Introduction:** The fitness industry is flourishing in Australia. The number of Registered Exercise Professionals (REPs) in Australia has increased in parallel with the expansion of new fitness service delivery models. Within Australia, 17 per cent of adult females and 11 per cent of adult males participated in regular aerobics, fitness or gym activities in 2011. It is estimated that even a small (3 per cent) increase in fitness centre utilisation by the adult population has the potential to deliver important health care savings at a population level. Fitness professionals could thus play an important role in the health sector, working with government towards a healthier Australian population through a range of initiatives.

Physical activity in combination with nutrition therapy can have a greater impact on health outcomes than physical activity alone. The current health promotion model supports two methods of gaining healthy lifestyle advice: government sponsored public health campaigns that provide basic advice and guidance; and individual counselling from a university-trained, accredited practicing dietitian (APD) for nutrition advice and/or

a university-trained accredited exercise physiologist (AEP) for physical activity advice.

Individuals seeking more specific fitness advice who attend a fitness facility may turn to a REP, an exercise professional with qualifications that can be acquired outside of a university at the certificate or diploma level. It is acknowledged by a number of industry associations that the professional scope of practice between those providing exercise advice and those providing nutrition advice is not clearly defined. Despite



### The 30-second article

- Fitness professionals are well placed to work with government towards a healthier population
- The professional scope of practice between those providing exercise advice and those providing nutrition advice is not clearly defined
- Clients do expect health and nutrition advice from their trainer
- Many REPs report providing individual dietary advice to their clients, breaching their scope of professional practice
- Potentially adjusting REPs training program curriculums could enable fitness professionals to safely provide a greater degree of health and dietary advice.



this, clients do expect health and nutrition advice from their REP. However, there is little research available on the practices and provision of nutrition advice, an important health education component in lifestyle modification, by REPs. Such information is critical to assist decision making in terms of professional scope of practice.

The current Australian national training package for the training of REPs includes only one unit of nutrition-based competency at Certificate III level. This competency is the basis for the scope of practice draft document guide for REPs including 'Provision of general non-medical nutrition information in accordance with nationally endorsed evidence based guidelines. The advice and information provided is general and not individually tailored' (Fitness Australia, 2013). Given the large population served by REPs, the interpretation and compliance with this statement may have significant professional and legal implications that could surface unless appropriate measures are developed to better define and enforce this scope.

**Methods:** A survey of REPs was conducted over a five-month period using an online survey service. The majority of questions were closed-ended to facilitate the administration of the questionnaire and subsequent data analysis. Questions were clustered by content to facilitate memory. Demographic variables sought included gender and age, plus self-reported body mass and height. Experience and education variables included years worked in the fitness industry, academic qualifications and hours of additional industry-based nutrition training completed. Feedback was sought on sources of nutrition information used by REPs, plus their confidence in these sources of information.

**Results:** Males attended significantly more nutrition training than females ( $p = 0.048$ ). Forty per cent of all REPs completed no additional nutrition related education after graduation. Eighty-eight per cent of all respondents provided nutrition advice to their clients, with no significant difference between male and female respondents ( $p = 0.709$ ). There was no significant difference between those with nutrition and dietetic qualifications in the manner in which they provided advice. The number of males who worked in group environments was significantly greater than that of females ( $p = 0.001$ ).

**Discussion:** The primary finding of this investigation is that the majority of REPs who completed the questionnaire provide individual dietary advice to their clients, including advice relating to underlying medical conditions (i.e. medical nutrition therapy), suggesting this is common practice within the industry. This clearly breaches REPs scope of professional practice, which limits advice to the provision of general non-medical nutrition information in accordance with nationally endorsed evidence-based guidelines that is not individually tailored. This is concerning given exercise professionals training curriculum has limited nutrition education and the majority undertake no (40 per cent) or limited (25 per cent) post-fitness course nutrition-specific professional development opportunities. This reinforces a need for the industry to enforce clearly defined professional boundaries and facilitate a collaborative multi-discipline approach to client servicing in order to deliver a holistic approach to lifestyle modification and favourable fitness and health outcomes.

An understanding of the background and current practices of REPs regarding their interaction with clients is essential in order to systematically assess their relevance as health education facilitators. It is important to note that individuals who access the services of REPs may already be motivated to change their health behaviours and seek support and health-related information. Such information in many cases may be the only health education they get, due to time constraints or limited health professional availability. Indeed the literature indicates the value of REPs in supporting healthy outcomes related to diseases such as obesity, diabetes, and heart disease. With nearly three million people currently served by the fitness industry in Australia, this could provide a feasible communication and education channel for health care through direct support services. These services, however, should be within a clearly defined scope of professional practice and in collaboration with

other specialised health service providers.

The data suggests exercise professionals may be motivated to further develop skills in coaching, providing advice and educating clients. More than 50 per cent of respondents had at least 5 years' experience and a further 25 per cent had more than 10 years' experience within the profession. A quarter (25.9 per cent) of respondents reported having both an undergraduate degree and more than 5 years' experience. This suggests that the exercise professional occupation may have long term career pathways and may enable individuals to remain in the industry and further enhance their skills as both exercise professionals and health educators. Commitment to professional development and years of experience may result in improved communication skills, and this may further enhance the potential of exercise professionals to act as health educators – but the foundation knowledge of the exercise professional to carry this out is yet to be determined. The nutrition knowledge and skills of exercise professionals warrants investigation to better understand their potential role as educators and public health resources focused on healthy nutrition issues.

While there appears to be an increasing public demand placed on the exercise professional to offer nutrition advice, there is limited evidence on the nutrition competency skills of REPs in offering individual dietary advice. The development of additional competencies in the communication and provision of health information and problem solving of clients' lifestyle choices, as well as educating clients regarding the misconceptions about healthy eating, could be facilitated through curriculum adjustments in REPs training programs (i.e. Certificate III and IV packages). Given this, clearly defined professional boundaries must be promoted and encouraged for REPs and other members of the health care team in lifestyle education of clients. This, in conjunction with a more collaborative approach to client servicing, will result in more favourable health and fitness outcomes.

**Conclusion:** While exercise professionals appear to be well placed to influence and improve health through exercise and health education, the results from this study indicate the majority of REPs respondents do not have adequate training or experience to provide the nutritional advice sought by the public. Based on these findings, it is recommended that the nutrition advice provided to REPs during training be limited to general non-medical nutrition information in accordance with nationally endorsed evidence-based guidelines, and that issues pertaining to scope of practice be addressed, and onward referral to other health professionals advocated. **N**

**Fitness Research** is a partnership between Australian Fitness Network, the University of the Sunshine Coast and the Australian Institute of Fitness. Its mission is to improve the health of Australians through an improved body of fitness knowledge. Access current and back issues of the *Journal of Fitness Research* at [fitnessresearch.com.au/journal](http://fitnessresearch.com.au/journal)





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## *The changing face of the NZ fitness market*



The Cityfitness chain, the ownership of which recently changed to Canadian fitness magnate David Patchell-Evans, has introduced a new pricing model into the New Zealand fitness industry, offering membership options from as low as NZ\$7 per week. 24/7 access is also planned and due to be launched this year. Additionally, the pricing options include the ability to allow guest access, and include group exercise classes. A multi-million dollar upgrade of Cityfitness's clubs has also been announced, along with plans to open many more facilities.

What's clear from the recent changes and announcements is that Cityfitness is both committed to the New Zealand market, and prepared to try different ideas to get more people active. With 21 existing sites, Cityfitness is in almost every major city in New Zealand, so is well positioned to introduce these changes to the market.

If we take a step back to look at the New Zealand

exercise market, it is quite unique. The industry is still predominantly made up of independent single-site facilities, rather than the large chains which dominate many markets around the globe. However, this is changing, and in the last five years alone we have seen chains grow from less than 20 per cent of the market to almost 30 per cent. Additionally, licenced operations such as CrossFit™ have successfully grown the market outside of traditional gym/fitness centre facilities.

While everyone will have their own opinion on the merits of low cost facilities, one thing is clear: 2015 will be a time of change for the New Zealand fitness industry.



**Richard Beddie**  
CEO, ExerciseNZ

### **New guide for working in the exercise industry**



The NZ Register of Exercise Professionals (REPs) is working on a new guide for those thinking about a career in the exercise industry. The existing guide, developed in 2012 by REPs and ExerciseNZ (then FitnessNZ), has proven popular with both students and those considering opening a business in the exercise industry. The revised version will reflect the ever-changing nature of the industry, and showcase the diversity of options available to those considering a career in fitness. For details visit **[reps.org.nz](http://reps.org.nz)**

### **Belgium joins Exercise Professionals international body**

REPs Belgium has become the latest member to join the International Confederation of Registers for Exercise Professionals (ICREPs). REPs New Zealand was a founding member of ICREPS, and registrar Stephen Gacsal commented 'having Belgium join the fold only further reinforces the growing professionalism of our industry, and ultimately aids in global portability of those working in the industry'. For more details on ICREPs, visit **[icreps.org](http://icreps.org)**



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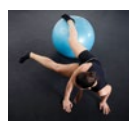
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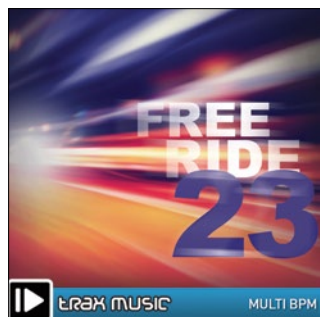
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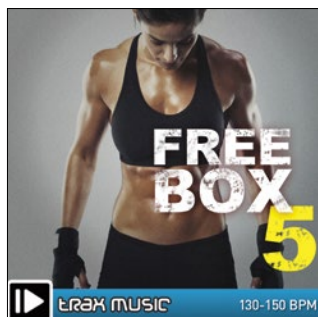
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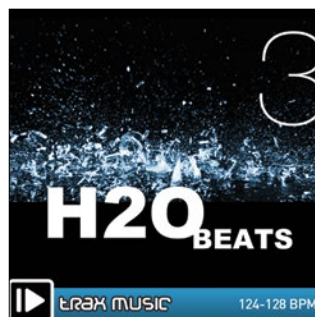
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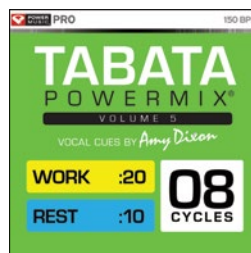
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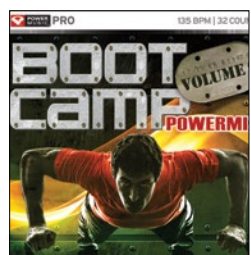
17 Again! PowerMix  
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