

Are you walking your talk
in business?
BUSINESS

13

Is CrossFit really that
effective (and dangerous)?
RESEARCH

30

Why strength training is critical
for injury-free running
INJURY & REHAB

40

Support your client's goals
without body shaming
WEIGHT LOSS

43



NETWORK

AUTUMN 2016

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



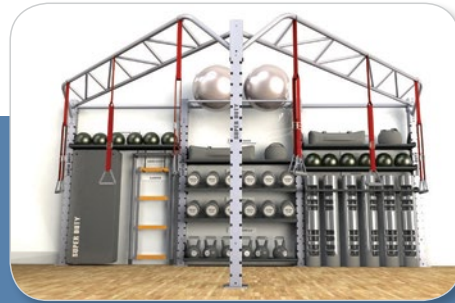
PLAY HARD
**WORK
HARD**

Transform clients' workouts
into play sessions **10**

SUPER DUTY



If you can imagine it, we can create it.



SUPER DUTY OMNI WALL

Make the most of your valuable floor space with our new modular storage system. It can fill an entire wall, or turn an awkward corner into a highly organised group training zone. You're only limited by your imagination.




International Fitness

www.internationalfitness.net Phone 1300 666 058

INNOVATIVE FUNCTIONAL MODULAR

CONTENTS

AUTUMN 2016

- 6 Perspective with Helen Vanderburg
- 8 Industry Insight
- 10 Play hard, work hard with sandbell training
- 13 Do you walk your talk in business?
- 16 Recipes for Autumn
- 19 8 habits of highly effective aqua instructors!
- 24 Research Review: Zumba: heart rate and back pain under the microscope
- 26 What is...? bodyART
- 28 How can your business get more love online?
- 30 Evidence-based practise: CrossFit training 
- 32 Earn your FREE CEC
- 34 Network Community



10



19



28



30



52



16

- 38 Training Focus: Kettlebell Training
- 40 Injury & Rehab: Strength training is critical for injury-free running
- 43 7 ways to support your clients' goals without body shaming
- 46 Hyped about hybrid classes
- 48 Supplier Showcase
- 52 Mindset coaching: The map is not the territory
- 54 Choreo+ Autumn 2016
- 56 Yoga Focus: Why yoga is truly for everyone
- 59 Training the 'skinny-fat' client: what you need to know
- 62 Do you really know what you're selling?
- 64 Legally Fit: Getting it right with your employees (part 2)
- 67 NZ News
- 68 Network Catalogue



46



40

We need to be mentally fit before we can be physically fit



I recently read an essay titled 'No diet, no detox: how to re-learn the art of eating' which included the assertion that 'the art of eating ...is a question of psychology as much as nutrition. We have to find a way to *want* to eat what's good for us.'

The same could be said for fitness. Those who live sedentary lifestyles and balk at the concept of physical activity cannot be forced to adopt exercise as a regular lifestyle habit. We have to find a way to make them *want* to exercise.

More and more leaders in the fitness industry are embracing the idea that, for long term results, the body needs to follow where the mind leads it – not just where a personal trainer leads it for an hour or two each week. Empowering clients to take control of their own wellbeing by wanting to move more and eat well is the key to lasting success.

In her Perspective feature on page 6 of this issue, Helen Vanderburg advocates practicing sport psychology's pillars of mental toughness, which includes consciously focusing on what you can do, rather than what you can't. This, she says, increases confidence and sets you up for future opportunities.

In a similar vein, in her page 43 feature on avoiding body shaming in weight loss clients, Kylie Ryan urges

us to focus not on how the body looks or how much it weighs, but on what it can do – and to celebrate each small improvement.

On page 52, Greg Sellar also taps into the power of mindset coaching, and the need to uncover clients' motivations rather than impose our own ones on them. Likewise, Andrew Chadwick's feature on incorporating sandbells into clients' training (page 10) illustrates how turning work into play can transform the way clients think about exercise. After all, who doesn't like having fun?

All of these writers will be presenting at next month's FILEX convention (filex.com.au) – alongside many other industry leading figures – and I can't recommend their sessions highly enough.

I hope you can join us in Melbourne to expand your thinking,

Oliver Kitchingman, Editor
editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

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

EDITOR

Oliver Kitchingman

Network magazine is the official quarterly publication of Australian Fitness Network. It is distributed in March, June, September and December. While every effort is made to ensure accuracy, Australian Fitness Network accepts no responsibility for the correctness of any facts or opinions. All information including prices (quoted in AUD) is correct at time of publishing, but may be subject to change. Where CECs are stated, they may only be applicable within Australia. We welcome articles from all industry professionals on the understanding that the author ensures the work they submit is their own. No material in *Network* magazine may be reproduced in any form without the written consent of the publisher. © 2016 All material copyright to Australian Fitness Network. All rights reserved.

ADVERTISING IN NETWORK

If you are interested in advertising in *Network* magazine or on Network's website or online publications, please phone 02 8412 7486 or email editor@fitnessnetwork.com.au.

Printed by IntoPrint. intoprint.com.au

Cover image courtesy of Personal Training Academy

COMPETITION TERMS & CONDITIONS

Unless otherwise specified, all competitions/giveaways contained in this issue commence on 10 March 2016 and conclude on 25 April 2016. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor at 47 Hume Street, Crows Nest NSW 2065 and will be notified by email no later than 12 May 2016. Full terms and conditions can be obtained at fitnessnetwork.com.au/competition-terms-and-conditions

AUSTRALIAN FITNESS NETWORK

Post: PO Box 577, Crows Nest, NSW 1585
Street: 47 Hume Street, Crows Nest NSW 2065
Ph: 1300 493 832 (local call rate)
Ph: 02 8412 7400
Fax: 02 8088 3842
Web: fitnessnetwork.com.au
E-mail: info@fitnessnetwork.com.au

fb.me/ozfitnetwork
twitter.com/ozfitnetwork
pinterest.com/ozfitnetwork
[#ozfitnetwork](https://www.instagram.com/ozfitnetwork)



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

STAFF DIRECTORY

To call a member of the Network team, simply insert their extension number (see below) to 02 8412 74 __ __
 For the fitnessU team, insert the extension number to 02 8579 69 __ __

EXECUTIVE DIRECTOR
 Nigel Champion 12

CHIEF EXECUTIVE OFFICER
 Ryan Hogan 23

INFORMATION
 Oliver Kitchingman, *Editor* 86
 Jack Lee, *Head of Creative* 09

MEMBERSHIP SERVICES
 Paige Nossiter 02
Membership Coordinator
 Tess Wilson 01
Membership Consultant

EVENTS
 Bel Fong 18
Events Coordinator

FINANCIAL SERVICES
 Noelene Chandler, *Finance Manager* 07
 Michelle Hui, *Finance Administrator* 05

NETWORK EDUCATION
 Alisha Smith, *Education Manager* 11
 Rebecca Carle
Education Assistant 21

fitnessU EDUCATION
 Paul Bulatao
National VET Manager 17
 Emma Harvey
Education Coordinator 80
 Kathryn Weißen, *Online Trainer* 10
 Larissa Harcombe
Career Advisor 34
 Tyson Atkins
Career Advisor 03



PACKAGES START FROM \$879

THE PREMIER FILEX EXPERIENCE

The all-inclusive Gold Pass package is your key to accessing the most comprehensive and cutting-edge information, while also providing you with the best value for money at FILEX!

By adding one more day to your FILEX weekend you can experience a wealth of extra benefits. Attend the Business Summit or Meeting of the Minds on the Thursday, before experiencing the 3-day FILEX program and the PT or Business Breakfast on the Saturday – or the inaugural Women of Influence Lunch.

With this all-inclusive 'golden ticket' to FILEX, you will:

- 1 Gain invaluable insights from leading international and local presenters at the Business Summit or Meeting of the Minds on Thursday 28 April, or Charles Poliquin 2-day workshop on Thursday 28 and Friday 29 April.




BUSINESS SUMMIT
Thursday 28 April
CECs: 4

SPONSORED BY  **PRECOR**
Fitness Made Personal



MEETING OF THE MINDS
Thursday 28 April
CECs: 2

SPONSORED BY 




POLIQUIN & CLEAN HEALTH 2-DAY WORKSHOP
Thursday 28 & Friday 29 April

- 2 Network with peers and industry leaders at the Business or PT Breakfast on Saturday 30 April or attend the inaugural Women of Influence Lunch.



BUSINESS BREAKFAST
Saturday 30 April

SPONSORED BY  **MYZONE**



PT BREAKFAST
Saturday 30 April



WOMEN OF INFLUENCE LUNCH
Saturday 30 April

- 3 Enjoy Glenn Capelli's Keynote on Friday 29 April from the best seats in the house, thanks to the Gold Pass VIP seating.
- 4 Enjoy the Gold Pass Suite, available from Thursday 28 April to Sunday 1 May, where you can catch up on emails over a coffee and recharge before your next session – because we know your business doesn't stop when you're at FILEX.

ALL THIS, IN ADDITION TO:

- 5 3 days of cutting edge education at the FILEX Convention (2 days if you choose Poliquin & Clean Health 2-day workshop)

REGISTER TODAY AT FILEX.COM.AU



PERSPECTIVE

REFLECTIONS OF INDUSTRY LEADERS

By practicing sport psychology's pillars of mental toughness, we can realise our true potential.

WORDS: HELEN VANDERBURG



As a former competitive athlete at the international level, at a very young age I had the privilege to work with some of the best coaches in the world. At the time I had no idea how much these relationships and experiences would impact the rest of my life, and my career in fitness.

I've always been intrigued by the psychology of performance. When I was 15 I heard Zig Ziglar quote Henry Ford, saying 'If you think you can or you think you cannot, you are probably right.' These words have stuck with me ever since.

I believe that, as fitness professionals, we are influential coaches with the power to affect people's lives at a far deeper level than we may realise. Each interaction with a client or class participant is an opportunity to build their mental capabilities as well as their physical ones.

I would like to share some lessons learned from coaches and mentors that I continue to practice daily.

Top performers, from elite athletes to fitness enthusiasts, have a mindset of resilience that allows them to show up

when they'd rather not, get the work done, cope with pressure, and commit to giving their best every time. In sport psychology this is known as mental toughness, which includes commitment, confidence, concentration and control. Learning techniques to build these mental skills will enhance performance and give you your best shot at realising your true potential.


Commitment is rooted in motivation. As human beings, we are motivated to either seek pleasure or avoid pain. In fitness this can be thought of in terms of need for achievement or fear of failure. People who are motivated by a need for achievement place themselves in challenging situations that create opportunities for growth. They dislike failure, but they are not afraid of it and thus will take risks. On the other hand, people who are motivated by fear of failure still try very hard, but choose less challenging tasks in order to protect themselves from embarrassment, injury, physical stress or disappointment. Everyone has a level of fear: the difference lies in our ability to overcome it. This is the mental side of training.

Confidence is the belief in your ability to meet the demands of a given situation. Through positive experience and accomplishments, you build confidence in your abilities. Setting realistic expectations and goals is therefore important. Running a half marathon may not be on the cards today, but walking for 20 minutes is the first step towards a bigger goal. Focusing on what you can do, rather than what you can't,

increases confidence and sets you up for future opportunities.

Concentration is the ability to focus the mind on the task at hand. The body will move where the mind leads it. The capacity to focus, without internal debate, makes room for optimal motivation and positive emotions. It takes practice, however, to be aware of your thoughts about working out, both while you're doing it and afterwards.

Physical and emotional control is our ability to maintain composure, even when faced with adversity. We think with our entire body, and that is reflected in our outcomes. When you feel emotionally strong, you will be physically strong, and vice versa. Everyone faces failures and has bad days – the key is to not let a setback destroy your motivation. Putting it into perspective and remaining focused on your vision long-term will keep you on your path.

Research supports the belief that 'getting your head in the game' actually does have a psychological and physiological effect on outcomes. This is true for you and your clients. Be conscious of your thoughts and focus your mind in the direction you wish to go. 

Helen Vanderburg, BPE is co-owner of Heavens Elevated Fitness and Yoga, and Fusion Fitness Training in Calgary, Canada. A former World Champion synchronised swimmer and member of the Sports Hall of Fame, in 2015 she was named Canadian Fitness Presenter of the Year. Helen is also a Master Trainer and education developer for Schwinn Cycling, BOSU and Total Gym. helenvanderburg.com



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Join Helen at our industry's must-attend event!

- Women of Influence Lunch (panel member) – 30 April
- Fusion Yoga for the hips and backs (A1G)
- BOSU multi-dimensional core training (A2K)
- A minute to win it! (B4J)
- Body Weight RX: 3rd edition (B5C)
- Turbulent HIIT! (C2I)
- Fascial line flexibility flow (C4F)

All details and registration at flex.com.au



Women of Influence Lunch

An inspirational addition to the fitness calendar

12 – 2:30PM / SATURDAY 30 APRIL / CARGO HALL, SOUTH WHARF

Join some of the fitness industry's most influential female leaders at the inaugural FILEX Women of Influence Lunch. Facilitated by industry award winner Lisa Champion, the panel features 5 individuals who epitomise what it is to be a woman of influence – strong, intelligent, driven leaders who hold their own at the top of the fitness industry and seek to enable other women to join them. Experience their stories and benefit from their insights in the fields of club business, entrepreneurialism, program development and more.



LISA CHAMPION



DR JACKIE MILLS



JACINTA MCDONNELL



HELEN VANDERBURG



DI WESTAWAY



DYANNE WARD

LIMITED SEATS AVAILABLE
BOOK NOW!

This special function seeks to highlight women in our industry who have challenged the status quo and used their experience to encourage other women to do the same. You won't want to miss out on this transformative, inspirational event.

\$99 (or included in FILEX Gold Pass)

Spaces are filling fast, book now filex.com.au

POWERED BY



personaltraining

Be a part of Australia's largest Personal Training Studio Network and transform peoples' lives.

Over 400 passionate Personal Trainers delivering 14,000 sessions per week.

Apply online at

visionpersonaltraining.com

Nearest Studio

1300 183 727



INDUSTRY INSIGHT

| News, views and lessons learnt



Report suggests strong outlook for fitness jobs

Findings of a recent report by Fitness Australia indicate that if the outlook on fitness instructor and trainer jobs are viewed as a barometer of demand for fitness services, then the coming years are looking strong.

Fitness Australia's Profile of the Industry Report focuses on the fitness industry workforce, and indicates that the number of people employed as fitness instructors or personal trainers has more than doubled over the past decade.

Commenting on the findings, outgoing CEO of Fitness Australia, Laretta Stace, said, 'There are currently approximately 27,600 people employed as fitness instructors or trainers with predictions for between another 8,000 and 15,000 job openings over a five-year period.'

The bulk of the workforce growth took place between 2005 and 2010, while more recently year-to-year growth has been somewhat variable.

To read the full report, go to fitness.org.au

Source: Fitness Australia

Down with sugary drinks...

Researchers from the National Institute of Health recently reported on the role played by sugar-laden drinks in the development of visceral fat – the harmful body fat that wraps around internal organs, including the liver, pancreas and intestines. The six-year trial involving over 1,000 participants found that those who consumed sugary drinks on a daily basis experienced the highest increase in visceral fat at 852cm³, compared with an increase of 658cm³ for non-drinkers.

Source: *Circulation*

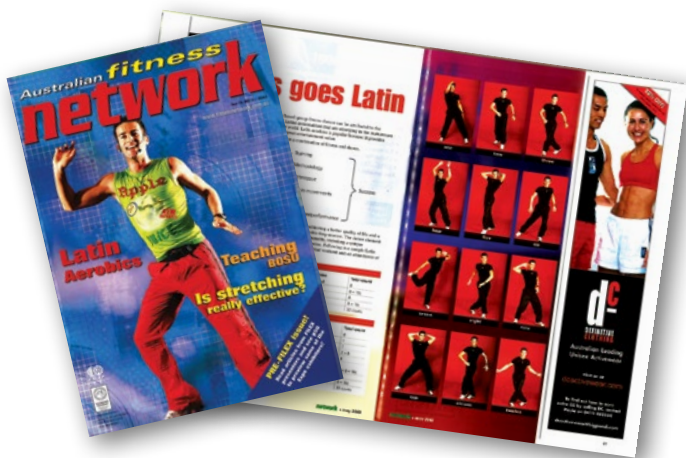


...and up with raspberries!

A review of scientific literature has found that components in raspberries may reduce the risk of metabolically-based chronic diseases, including cardiovascular disease, diabetes mellitus, obesity, and Alzheimer's disease.

A team from the Centre for Nutrition Research in Illinois speculate that the berries have anti-inflammatory, anti-oxidative and metabolic stabilising properties because, in addition to containing valuable essential nutrients such as vitamin C and fibre, they are one of the few plant foods that contain ellagitannins and anthocyanins in the same package.

Source: *Advances in Nutrition*



The way we were...

13 years ago, in early 2003, *Network* magazine pre-empted the explosion in popularity of Zumba when it featured Argentinian media personality and group fitness instructor Ulises Puiggros showcasing 'Latin aerobics'.

"The growing demand for Latin based group fitness classes can be attributed to the popularity of Latin music and Latino personalities that are emerging in the mainstream entertainment industry around the world. Latin aerobics is popular because it provides intensity, achieves results and has great entertainment value.

A successful Latin aerobics class is a combination of fitness and dance.

...The dance element in Latin aerobics provides participants with numerous benefits, including a unique experience of rhythms and an opportunity for self expression."

1 thing I've learnt...

Davin Miller, CEO Debitsuccess
debitsuccess.com.au

"The one thing I've learnt since joining the direct debit sector is that a gym or PT can improve their cashflow without increasing the number of clients. The easiest thing to do is to encourage clients to pay weekly rather than monthly. That's it!

A client's weekly payment will reverse half the number of times that a client's monthly payment does. Why? Because a weekly gym membership might only be \$15 while a monthly membership will be \$60. Naturally, your clients are more likely to have \$15 available in their account than they are \$60. If you are a PT the difference in reversal rates is more pronounced because you are dealing with larger sums of money e.g. a weekly payment of \$100 vs. a monthly payment of \$433.

There are a number of other actions you can take to improve your cashflow, but moving your clients from monthly payers to weekly payers is a great start."



Not just inspirational, but aspirational



Next month in Melbourne, Australian Fitness Network will once again deliver FILEX, the fitness industry convention. I feel proud that over the past twenty years FILEX has grown from a small fitness industry event into a learning and networking experience recognised as one of the best of its kind in the world. A huge amount of work goes into such a large event, and I'm going to

take this opportunity to provide a quick overview of what you can expect in 2016.

Before planning the FILEX program, the Network team spends many hours creating a theme that is not only inspirational, but also aspirational. This year that theme is 'Realising Potential', which can be defined as 'helping people achieve the standards they are capable of'. Such a statement is hard to beat as a definition of capability. With this in mind, we have assembled a convention program that provides a wealth of opportunities to realise your true potential as a trainer, instructor or manager, so that you in turn can help your clients, members and participants reach theirs.

The FILEX program comprises over 230 sessions delivered by leading international and local presenters, so there's plenty to choose from, no matter what aspect of the industry you are passionate about. Business-wise, there are sessions covering modern day leadership, memorable customer service, adapting to relentless change, identifying your value proposition and much more. The Personal Training sessions, meanwhile, range in their content from the latest research into different training protocols and trends in exercise prescription, to practical workshops on innovative training techniques. And then, of course, there are strands in Nutrition, Group Fitness and Training, Mind Body, Physio and Exercise Therapy, Lifestyle and Exercise Medicine, Coaching and Behaviour Change and Aqua (for full details go to filex.com.au). FILEX attendees also receive unlimited entry to the adjoining Fitness & Health Expo, which showcases a huge array of the latest equipment, clothing, accessories and industry developments.

As you will discover if you join us in Melbourne between 29 April and 1 May, as well as being an unrivalled learning experience, FILEX also presents a wonderful opportunity to connect with your peers, reconnect with industry acquaintances and create new friendships. On the Friday evening, you are invited to join the Network team and FILEX presenters at the Welcome Drinks where you can mix with fellow fitness professionals and remind yourself that you work in an incredibly vibrant industry that positively changes lives.

I invite you to attend FILEX 2016 to discover for yourself how one remarkable weekend can help you realise your potential.

Nigel Champion

Nigel Champion, Executive Director
 director@fitnessnetwork.com.au

PLAY HARD, WORK HARD

WITH SANDBELL

TRAINING

By transforming workouts into play sessions you can help new clients and old get more from their training.

WORDS: ANDREW CHADWICK

As a trainer you have a huge array of equipment to choose from when training your clients. Things that isolate, things that integrate, things that manipulate and, to quote C+C Music Factory (Google it!), things that make you go hmmm... So, how do you know what type of equipment to use with each client? How do you know what to use for strength, for fat loss, for overall wellness and for corrective exercises? You may love a specific tool, but that doesn't necessarily mean that it will be the right fit for your client, or that they will even feel safe using it.

Imagine that you're a current non-exerciser who is thinking about joining a fitness facility. You've walked past the gym a few times and thought 'today's the day'. You get to the front door but NO – you just can't do it. You walk past dozens more times over the next few weeks, eventually getting the courage up to walk through the door and, finally, you do it – you join. You set a date with a trainer and you show up. You're already nervous and intimidated. Then, because you said you'd like to 'tone up', you're in the free weights area lifting a barbell. You've never done this before – never even been in this part of a gym before – and the thought of using some of this stuff is actually pretty intimidating. You're surrounded by sweating, grunting behemoths and apparent fitness models, having your form corrected by your trainer, being given seemingly endless cues to improve your technique, and being bombarded with technical terms such as scapula and glutes – oh, and don't forget to 'switch on that core'. The session wraps up and the trainer asks if you'd like to come back and do it all again. You're still not sure what just happened – in fact you're fairly certain everything you did was just plain wrong for the past 45 minutes of your life and you're already starting to feel some discomfort in areas of your body that you haven't felt in years. Dazed and confused, you decide that no, maybe that area of the gym (and that trainer) just isn't for you.

What if it didn't have to be like that? Don't get me wrong, technique is important and if you love lifting weights, then go for it. Some beginners will enjoy such 'traditional' exercises, but for many, this isn't the best place to start their fitness journey. Although it may not be the only reason, I believe that the intimidating environment of





The 30-second article

- 'Traditional' weights room workouts can be intimidating for those new to exercise
- Sandbells offer a more fun, less intimidating way to train new clients, and the challenge of unpredictability for other clients
- A sandbell workout can have clients squatting, lunging, pushing, pulling, rotating, hingeing and working their core without even realising it
- The benefit of creating a safe training environment, both physically and emotionally, for your clients is an increase in trust, which will help build your relationship.

many fitness facilities is part of why only about 14 per cent of our population ever joins a gym.

Let's change that imaginary scenario: it's time for your first session, you're super nervous and your trainer starts you in an area with a bit of free space. He then hands you a wetsuit material bag filled with sand. You love the beach. The thing starts moulding to your fingers, you can grab it, squeeze it, and did the trainer just say throw it? Awesome! Actually, you've had a pretty frustrating day, so slamming this thing into the ground feels great. Your heart rate is going up, but this is actually fun! Now you're catching it and then getting tricky by catching it with alternating hands. You have some control of your range of motion and you're squatting, lunging, pushing, pulling, rotating, hingeing and 'working your core', all without knowing it, and without being told that you're doing it 'wrong'.

This is where this sand-filled bag – the sandbell – comes into its own. It evokes play. When people pick it up in groups they inevitably start throwing it to each other. It's smart without trying to be. The change in grip, and the constantly shifting sand, means that your body has to mitigate the applied load across a lot of different tissue fibres in something called vector variation. Not to mention the correlation between grip strength and joint stability in other areas of the body. Perhaps the biggest reason to use the sandbell in early sessions is that people feel physically and emotionally safe when they interact with it. Not to disparage other training tools (I love a good kettlebell session!), but imagine asking a total beginner to swing a kettlebell and alternate hands. Imagine their apprehension. Now picture the same request with a bag full of sand. The benefit of creating a safe environment (physically and emotionally) for your clients is an increase in trust. Trust is the best way to foster this new relationship and that's what you and your new or potential client are building – a relationship. Maslow's Hierarchy of Needs (think back to high school!) illustrated the point that people can't even think about reaching their lofty health and aesthetic




You're squatting, lunging, pushing, pulling, rotating, hingeing and 'working your core', all without knowing it.



goals if their physiological and safety needs are not being met. You need to establish strong foundations before you build.

So, using this type of training tool with absolute novices to fitness makes sense – but what about the weekend warrior or professional athlete? In most sports, athletic pursuits or even daily life, there is a constant element of unpredictability. Sandbells mimic this unpredictability by having a centre of mass that is always slightly changing. The level of uncertainty is not so scary that it induces a stress response, but it is variable enough to elicit different reactions and force mitigation throughout the body. This should help athletes at any level to respond to the fluid changes in their game. The sandbells are also great for mimicking traditional training drills for ball sports. The added extra load (which can start at as little as one kilogram) and variability in flight path due to the shape offer unique challenges. It's also a lot of fun.

The tools we use in fitness training can be used in many different ways for different individuals. We can train for wellness, we can perform corrective movement to help people move better and we can train for performance. The sandbell enables all of these functions to be performed in a play scenario, so that clients will actually enjoy working towards their goals – not just achieving them. They won't realise that they're working hard, and they will feel less intimidated as well as physically and emotionally safe.

As a trainer, this play-based approach to workouts increases your ability to gain, train and retain clients over the long term, making for a fulfilling career. 

Andrew 'Chaddy' Chadwick has been a PT for over 10 years. He is an International Fitness Presenter, TRX Senior Master Instructor, PTA Global Faculty member, Trigger Point Performance Master Instructor, SandBells Master Instructor and Kettle Bell Instructor. Chaddy's passion for movement and coaching continue to drive his learning and inspire others to learn more about the human being, not just the human body. ptacademy.edu.au



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Join Andrew at the industry's pinnacle training event

- TRX top tips for powerful Rip Training workouts (A2H)
- The forgotten plane of motion (A4I)
- TRX training for youth (B4G)
- TRX advanced movement training circuits (C4D)

All details and registration at filex.com.au

THE GLOBAL CYCLE

HITT



LES MILLS
sprint

NEW

30
MINUTE

HIGH-INTENSITY
CYCLE
TRAINING

BECOME A LES MILLS SPRINT INSTRUCTOR

Attend a 2 day Training Module and start teaching in a club near you
www.lesmills.com.au/training/initial

Call 02 6282 8192 or email education@lesmills.com.au

DO YOU WALK YOUR TALK IN BUSINESS?

You must walk the talk in business by backing up what you say with actions. A simple exercise can set you on the path to doing so.

WORDS: STEFAN KAZAKIS

Leaders who walk their talk realise transformation and build amazing businesses. However, many leaders and managers say that they want change and continuous improvement but fail to match their words with actions. Imagine if there was a personal trainer in your facility who didn't exercise, smoked and ate junk food, while 'selling' the benefits of an active lifestyle: doesn't work, does it? If your values and beliefs are not congruent with your actions, and if you're not giving your team or your customers your best, why should they continue to build their relationship with you?

You need to be the best you can be, and you also need to let your team and customers know that you are. In my business, I don't care about your experience or your education or your background, I just want to know that you're giving me your all: if you give me 100 per cent, I'll give you 100 per cent. You must walk the talk by backing up what you say with actions. You must be congruent with – and just behind – your identity. In other words, you are always in the forward momentum.

To help establish if you are walking the talk, let's take a look at the Congruency Matrix (see table over page). I believe the top 1 per cent of business people succeed because they have the attributes shown in the table. The key here is not just that they *appear* to have these attributes, but they actually *do possess them*. It's not about being slick and presenting a false front to the world in an attempt to attract business, it's about truly incorporating these things into your business, and then following through on them. The easiest and quickest way to do this is by completing the following exercise.

EXERCISE: Being, Doing and Having

Look at the table over the page.

1. Circle or write down the ones you believe you *personally* are currently doing, and the ones you need to get better at. Then, for the ones you need to get better at, write down how you are going to do this.
2. Circle or write down the ones you believe *your business* is currently doing, and the ones your business needs to get better at. Then, for the ones your business needs to get better at, write down how you are going to do this.



TABLE: The Congruency Matrix

BEING What is the DNA of you/ your business?	DOING How do you/does your business behave?	HAVING What attributes do you/ does your business have?
I value my worth and expertise	I am disciplined	I am an influencer
I have clarity on the solutions I provide	I am an opportunist	I am an expert in my field
My intention and purpose is defined	I am congruent	I am connected
I am conscious	I follow through	I am leveraged
I am visionary	I am a good, committed, solid communicator	I am an abundant influencer with the world
I am in growth mode		I am living the quality of life I deserve
I am brilliant at the basics		I am profitable
I am an influencer of change		I am a leader of a champion team
I am a go-to expert in my field of expertise		I am serving the clients I desire
		I am spending more time with my loved ones doing the things I love.

If you are going to walk the talk, you must not only show your current and future clients that your business has these attributes, you must *follow through* with clarity and confidence. Who are you? Where are your strengths? In what areas are you weak? You may need to get external help for your weaknesses, but to be attractive to your clients you need to show your strengths.

If you are going to walk your talk, that's how you need to be behind the scenes as well as in the open, and you need to do it with respect and humility. You've probably heard it said that 'you have the same number of hours in the day as Richard Branson (or Bill Gates or Janine Allis), so you can do what they do.' This doesn't make any sense to me. Who cares what Richard or Bill or Janine do with their 24 hours? I sure don't. I only care what *I* do with *my* 24 hours. Worrying about anything else is a complete waste of time.

Do your best, all day, every day. What more can you expect of yourself? **U**

Stefan Kazakis is a business strategist and founder of Business Benchmark Group, which helps clients from a variety of industries achieve ongoing business success and profit growth. He is the author of *From Deadwood to Diamonds* (Major Street Publishing, \$29.95). businessbenchmarkgroup.com.au

SandBell® Education

RECHARGE

your sessions with the most versatile, challenging and functional free weight you will ever experience!

GRIP IT, SLAM IT, THROW IT, CATCH IT!

- Full day courses available in NSW, VIC, QLD and WA
- Learn game changing coaching skills
- Take home your own set of SandBells®
- 6 CEC's

Call 1300 556 540 or visit ptacademy.edu.au to find out more



Personal Training
Academy

SCAN
for your chance
to win a set of
SandBells®



* conditions apply

RTO code 21953



2-DAY WORKSHOP
28 & 29 APRIL
MELBOURNE CONVENTION CENTRE

CHARLES POLIQUIN IS COMING TO AUSTRALIA

Rare opportunity to learn directly from the man considered by many to be the greatest strength and conditioning coach of the modern era



DAINE MCDONALD



CHARLES R POLIQUIN



STEFAN IANEV

THE CHARLES POLIQUIN & CLEAN HEALTH IMMERSIVE: HYPERTROPHY, FAT LOSS AND NUTRITION PROGRAM DESIGN

For the first time at FILEX, legendary strength and conditioning coach Charles Poliquin, and Clean Health's Daine McDonald and Stefan Ianev will host a cutting-edge workshop designed to expand trainers' knowledge in the critical fields of hypertrophy, fat loss and nutrition program design.

This 2-day event provides the chance to get up close and personal with these highly accomplished strength and nutrition coaches, and equip yourself with the tools to truly realise your potential.

DAY 1: Hypertrophy & Fat Loss Program Design – Charles Poliquin

DAY 2: Nutritional Program Design – Daine McDonald & Stefan Ianev

Spaces strictly limited – register NOW to secure your spot



FITNESS
INSTITUTE

1300 493 832 / FILEX.COM.AU

POWERED BY Australian fitness
network



The perfect paleo omelette

Here's a quick and easy recipe for a delicious omelette. They take around 5 minutes to rustle up and make a delicious brunch or simple, healthy dinner. I've provided two options below – my husband loves the one with shaved organic ham and I can't get enough of greens so I always opt for the kale and spinach filling. It's best to serve the omelettes as soon as they are made, and enjoy them with fresh pineapple and cucumber juice.

What's great about it?

Eggs are high in protein and contain all the essential amino acids needed for growth and repair. Including quality protein sources in your meals every day supports weight loss and healthy metabolism, maintains a healthy immune system, curbs appetite and helps to sustain lean muscle. Tomato is full of antioxidants, in particular lycopene that may help prevent a number of diseases including cancer and heart disease. 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. These nutrients are necessary for healthy bones, skin and eyes. If you're sipping a little cucumber and pineapple juice on the side, you can take pleasure in knowing that the pineapple contains bromelain, that aids digestion and has anti-inflammatory properties.

Serves: 1

Ingredients

50g organic or free range ham off the bone – shaved thinly
1 teaspoon olive oil
3 organic eggs
1 ripe tomato, chopped
handful micro herbs or other greens

Sauté ham in a little olive oil in a 20cm quality stainless steel pan or cast iron pan over a medium heat until you have a few little crisp edges. Lightly beat your eggs in a bowl and season with a little pepper. Don't over-mix your eggs, they should just be incorporated and I like to still make out bits of yolks and some white. Add eggs to the pan and

gently stir through with a fork during the cooking process until the eggs are cooked to your liking – ideally they should resemble very moist scrambled eggs at this stage. Leave the pan on the heat for a few seconds to set the base and then top with tomato and micro herbs. Serve immediately in the pan or on a wooden board and enjoy.

Inspiration

Add 1 tablespoon of basil pesto for extra flavour and goodness. For a vegetarian option, use the above recipe but replace the ham with a power-packed alkalising green option of kale and spinach. Wash and trim a bunch of kale leaves, removing the tough inner stalks. Shred the leaves finely and place into a large bowl. Heat a large pot over a medium heat with 1 tablespoon olive oil. Sauté the kale for 3 minutes or until leaves have softened and then add spinach and mix through for 30 seconds until starting to wilt. Season with sea salt, pepper, parsley and a little lemon juice. Spoon over the top of your omelette and top with goat's feta.

RECIPES FOR AUTUMN

The Healthy Chef whips up a fresh and fast meal for any time of the day and a fibre-packed bread that's kind to your digestive system.

RECIPES: TERESA CUTTER





SEE
TERESA
AT THE
EXPO!

FITNESS
& HEALTH
EXPO

Apple and cinnamon bread

My favourite fruit this time of year is the fuji apple. They are wonderfully sweet and juicy to eat, so they are the perfect ingredient to make my purely delicious apple and cinnamon bread. This no fuss, one-bowl bread can be easily whipped up in around 10 minutes. Your whole kitchen will smell amazing when it's being baked as the cinnamon apple aroma floats through the air. There is no need to add any sugar as the apple provides a subtle sweetness that can marry with lots of toppings, both sweet and savoury: my favourites are macadamia nut butter, tahini or a generous spread of deli style ricotta. Macadamia nut oil adds a lovely buttery flavour which I love – but you can also use olive oil, butter or coconut oil. This bread can keep for a good week in your fridge.

What's great about it?

Apples contain around 5g of fibre (of both the soluble and insoluble varieties), which is great for your digestive system. The soluble fibre is known as pectin, which has the power to help lower cholesterol, keep you regular and stabilise blood sugar, as well as decrease the appetite and fill you up for hours. Spelt is an ancient grain that is related to wheat, but has a lower gluten content so it's kinder to the digestive system. Spelt is also a good source of protein and has around 20 per cent more

protein and up to 65 per cent more amino acids than traditional wheat flours. A touch of cinnamon has the power to help your body metabolise sugar and reduce insulin levels.

Serves: 14

Ingredients

450g (3 cups) grated fuji apple (or other sweet apple of your choice)
2 teaspoons baking powder
¼ teaspoon sea salt
3 organic free range eggs (see Inspiration for vegan option)
¼ cup (60ml) macadamia nut oil (or your choice of coconut oil, olive oil, butter)
½ teaspoon cinnamon
1 teaspoon vanilla bean paste or extract
2 cups (260g) wholemeal spelt flour (see Inspiration on gluten free)

Preheat oven to 180°C. Combine apple, baking powder, salt, eggs, oil, cinnamon and vanilla into a bowl and mix well. I love using my hands for this to make sure all the ingredients gets around the grated apple. It's important to remember that the sweetness comes from the raw grated apple which produces a lovely wholegrain bread that is only slightly sweet and purely delicious, so don't be tempted to add extra sugar. Add the wholemeal spelt flour and mix through lightly, just until it's combined.

As an optional extra, you may choose to fold through half a cup of chopped walnuts. Line a loaf tin with baking paper at the base and the sides (10½cm wide by 26cm long work well.) Spoon mixture into the loaf tin. At this stage you can choose to bake as is or garnish your bread with sliced apple and a little cinnamon or coconut sugar that will create a lovely caramelised flavour over the top of the apple.

Bake for 1 hour or until an inserted skewer comes out clean. Times may vary, so check after 45 minutes and cover with foil if necessary. Remove from the oven and allow to cool for 1 hour before removing from the tin. Enjoy alone or topped with macadamia nut or almond butter, or deli style ricotta and roasted figs.

Inspiration

For a vegan option, omit eggs and add 60ml (¼ cup) of your choice of milk (almond, rice, oat, coconut) and 2 tablespoons of chia seeds. The vegan option is a much denser style of bread, and has less volume than the version with eggs.

For a gluten free option, use 200g (2 cups) of almond meal/ground almonds in place of the spelt flour and use gluten free baking powder or ½ teaspoon bicarb soda and 2 tablespoons lemon juice.

Teresa Cutter, aka The Healthy Chef, is one of Australia's leading authorities on healthy cooking and the author of the *Purely Delicious* recipe book. A chef, nutritionist and fitness professional, she combines her knowledge of food, diet and exercise to develop delicious recipes that maximise health and wellbeing. thehealthychef.com



Fitness First

JOIN THE REVOLUTION

BECOME A FITNESS FIRST PERSONAL TRAINER

We've redefined what it means to be the best in fitness. So when it comes to hiring personal trainers, it's not just about how fast, strong or fit you are. To us, being the best means having the vision and talent to create fitness experiences, and the people skills to build real, lasting connections with members.

AS A NEW FITNESS FIRST PERSONAL TRAINER YOU RECEIVE:

- **A rent free period**
- **2 weeks free to offer your clients to join you at Fitness First***

If you've got what it takes to be the best or want to register your interest for the future, visit:

[Careers.FitnessFirst.com.au](https://careers.fitnessfirst.com.au) to join our revolution.

LIVE LIFE, LOVE WORK.

*Subject to terms and conditions

8 HABITS OF HIGHLY EFFECTIVE AQUA INSTRUCTORS!

There are a number of factors to consider if you want to get the best out of yourself as well as your class participants.

WORDS: DOMINIC GILI

Why are some instructors popular with members, while others have trouble establishing credibility or respect?

Whether you've been teaching for 10 months or 10 years, the challenge as a fitness instructor is to aim to be the best you can be. In order to win over clients and consistently provide the best workouts, we must consider our delivery, evolve our methods and consider the anatomy of a great instructor.

You never get a second chance to make a good first impression! Over the years, participants come to know what makes an instructor *great*. In their time in the pool they have seen it all – the best of the instructors and the rest of the instructors. Some of them take their classes very seriously – as if their lives depend on them (and they do), so when a new instructor turns up to teach, they take a very keen interest.

Over the years I have asked countless class members what, for them, makes an instructor stand out from the crowd. Their responses invariably include:

- They turn up early, set up equipment and start the class on time
- They dress suitably, look professional and ooze confidence

- They can assess clients' needs and consistently deliver great workouts.

There are also a number of other factors to consider when aiming to get the best out of yourself and your classes:

1 Practise new routines in the water

Whether your class is choreographed or freestyle, try all the moves in the pool before you instruct them to ensure they are suitable for the water medium. Remember: not all land-based moves translate well to the water. Also, be conscious of allotted pool space before cueing travelling and/or directional changes.

2 Manage your class firmly but fairly

Good instructors get on the front foot when managing talkers in class. If appropriate, at the start of each class designate talk times so participants know when they can and cannot chat.

A great tactic when managing talkers is to ask clients if they think it's fair for you (as the instructor) to have to manage talking and, once





The 30-second article

- By continually working to improve your class content and delivery, you will not only help participants achieve better results, but will also enhance your enjoyment of teaching
- Experiment with any new moves and combinations in the pool before you incorporate them into a class plan
- Manage your class in a firm but fair manner to ensure everyone gets the most out of it
- The music you use can profoundly impact your class, so select thoughtfully
- Flotation equipment can increase challenge, but should be incorporated into classes strategically to minimise disruption of class flow and discomfort for participants
- Build a social network, online and face-to-face, with participants and proactively seek out new opportunities.



Know where you want to take clients with each workout and keep checking in with them.



they've said 'no', whether they can commit to not chatting so that everyone gets the best out of their workout.

3 Teach your class content with empathy

Having some awesome moves up your sleeve is all good and well, but how you teach those moves is of equal importance:

- Work with a class plan, whether that be memorised or on paper
- Spend time preparing various class plans that you rotate on a weekly or monthly basis to ensure you offer your regular clients a variety of workouts
- Challenge clients by offering workout intensity levels to ensure all clients are working at their peak; if some don't get to the highest level you may inspire them to get there in future classes
- Know where you want to take clients with each workout and keep checking in with them by asking questions, e.g. what their rate of perceived exertion (RPE) is
- Demonstrate workouts at water speed and be conscious of your demonstrations, e.g. comment on where the surface of the water should be relative to the body
- Educate clients by explaining why the exercise and movements are beneficial



Have Your TV Audio Everywhere...

Introducing AppAudio for Fitness Clubs TV sound is now available on Apple and Android Devices.

The revolution begins with a simple and free AppAudio download that enables your members to enjoy club tv sound on their mobile devices. Clubs can choose the level of software support they want, from audio only to engaging your members via our custom Club App showing your promo videos, scrolling text banners and advertising, class schedules and more. Already have a club app? No problem - we have an SDK available for your developers to integrate the AppAudio app with yours. Patent Pending MYE Club TV technology provides seamless integration with Fitness Audio, Cardio Theater and other entertainment systems. Call us for more information.




Aerobic Microphones Australia
Ph: 02 8399 1052

Email: info@aeromic.com.au
Web shop: <http://www.fitnessaudioshop.com.au>
JP's Blog: <http://blog.fitnessaudio.com.au>



- Ensure safe practice is always a priority: offer clients feedback on their posture and alignment before and while performing each workout.

4 Think about your music choices

The music you use can profoundly impact your class. Have you ever been at a wedding or party, just itching to dance, when one of your favourite songs comes on? Cue running to the dance floor grabbing your friends on the way! That's what your class is like for participants.

Find a happy compromise between your musical tastes and those of your participants. That underground club banger that gets your heart racing probably isn't everyone's cup of tea. A mix of current and classic mainstream pop music is always a good place to start.

Remember to mix up your playlists rather than using the same music every class. Try various musical styles from dance, pop, '60s/'70s/'80s, rock'n'roll, swing, Motown or themed music such as Christmas, Halloween, Australia Day and Valentine's Day. Interval music formats such as 'Tabata' can also shake things up.



5 Use equipment strategically

Using equipment, such as noodles and flotation dumbbells, in aqua fitness can ensure the strength-training component of your class hits the mark. When using any handheld flotation equipment, remember:

- some clients may not be able to hold equipment for extended periods of time due to the stress and strain on shoulders, elbows, wrists, hands and fingers
- collecting and returning equipment slows down the flow of a class.

When it comes to incorporating equipment:

- introduce it after the cardio/conditioning section of the class
- design routines so the resistance equipment is not always held in hands, e.g. place them between legs, under knees and under armpits
- remind clients that they are welcome to perform routines without the equipment if they experience any discomfort.

6 Continually learn and upskill

Never stop learning or evolving as a teacher.

AEROMIC POUCHBELTS AND MORE-AVAILABLE NIGHT & DAY ALL YEAR ROUND

SEE US AT FILEX EXPO 2016!

www.fitnessaudioshop.com.au

Yes - the full range of Aeromic arm pouches and waist-worn pouch belts, plus Aeromics, E•Mics, Fitness Audio mixers and wireless systems, and all the accessories in our range are now available online, any time. Pay using Paypal or your credit card - web orders are generally processed within 24 hours from stock on hand.

As always, for professional assistance in the selection and installation of our products we strongly recommend you contact our Preferred Dealers around Australia:

John in Sydney - 0416 098 626
Paul in Melbourne - 0410 587 544
Dylan in Brisbane - 0432 403 181
Brad in Nambour - 5476 4566

Manny in Canberra - 6239 2722
Michael in Newcastle - 4952 3609
Roger in Adelaide - 0409 300 900
Ronnie in Perth - 0438 938 033

...or call us at our office in Alexandria, South Sydney 9.30 to 3.30 Mon-Fri - 02 8399 1052



FitnessaudioShop is a division of
Aerobic Microphones Australia Pty LTD
ABN 30 067 052 073



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

If you feel bored and stale, it's likely your clients do too.

Here are some tips to rejuvenate your classes and rekindle your love for the fitness industry:

- Jump in the water and challenge yourself to come up with five new water workouts
- Attend other instructors' classes to get a fresh perspective
- Brainstorm with other instructors
- Attend a training workshop or fitness conference such as FILEX.

If you cannot find any upskilling events taking place in your area, why not contact a presenter to see if they are willing to present a Master Class or workshop at your facility? Most presenters are keen to conduct trainings and will come to your centre as long as you have sufficient numbers of fellow instructors keen to attend. The first step is easy: get on the phone or send them an email.


7 Be social

Most participants are now online, giving us a great opportunity to stay connected with them outside of class. In saying that, don't discount the power of good old fashioned face-to-face contact. Here are some ways to connect, both on and offline:

- Join clients for coffee after class to build rapport
- Organise special events outside of the fitness facility to establish a social network – the opportunity to chat and laugh with a like-minded community can be much appreciated
- Collect email addresses and send out newsletters with helpful health tips, articles, research or videos
- Start a facebook group to share news and build a social network (but be sure to moderate the page).

8 Seek out opportunities

As much as we love teaching aqua fitness classes, paying the bills is important, so why not proactively promote yourself (cue your social media networks) to seek out new opportunities? Ask clients and friends if they know of any pools in your local area so you can potentially start your own classes. Apartment blocks, nursing homes, retirement villages, schools, clubs and even private homes present possible opportunities.

Investment in equipment to get started is relatively inexpensive. Fitness Australia has sample contracts to help get you started should you decide to branch out and become a roving aqua instructor. 

Dominic Gili was named Australian Fitness Network's Author of the Year in 2012. Delivering dynamic water workouts since 1993, he now also presents training to new and current instructors across Australia. The founder of AquaFitnessOnline.com, and author of numerous articles, Dom continually aspires to inspire. [facebook.com/AquaFitnessOnline](https://www.facebook.com/AquaFitnessOnline)



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Dom's making a splash at FILEX!

- Plyo Power (B1W)

All details and registration at filex.com.au



YOGAFIT® INSTRUCTOR TRAINING

PRACTICAL, USER-FRIENDLY YOGAFIT®
EDUCATION FOR THE FITNESS INDUSTRY



Learn to create inspiring YogaFit® classes that are founded in yoga yet grounded in fitness, and offer your clients a holistic fitness experience like no other.

With flexible payment plans and a convenient, modular training approach, YogaFit® instructor training is the perfect way to add fitness-focused yoga to your professional skillset.



Fundamentals 15 CECS

YogaFit Fundamentals • Level 3 • Level 4 • Level 5 • Older Adults
Kids! • Prenatal • Anatomy II • Sweat

Registrations now open for 2016!

Visit yogafitaustralia.com or call us on 1300 493 832

POWERED BY



YOUR BIKE, YOUR RIDE

CUSTOMISE YOUR NEW BODY BIKE

For more information

BODY BIKE Australia - www.body-bike.com.au
Sydney: 02 4648 4002 - Perth: 0424 947 199



Visit us at
Fitness & Health Expo - Melbourne April 28 - May 1



RESEARCH REVIEW:

ZUMBA: HEART RATE AND BACK PAIN UNDER THE MICROSCOPE

Two recent studies investigate whether Zumba fitness classes can provide workouts that are not only effective, but also safe.

WORDS: ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

Title: Zumba Gold®: Are The Physiological Responses Sufficient to Improve Fitness in Middle-Age to Older Adults?

Author: Dr's Dalleck, Roos, Byrd and Weatherwax. (Dept of Recreation, Exercise and Sports Science, Western State Colorado University, USA)

Source: *Journal of Sports Science and Medicine* (2015). Volume 14, pp689-690

Introduction: We've been looking for scientific articles on Zumba for quite some time, but until recently couldn't find any that met our criteria – then late last year we found two. It seems unlikely that you don't know what Zumba is, but in case that is the situation, here's a quick overview: it's a dance fitness program that was developed by a Colombian dancer and choreographer in the 1990s. Zumba consists of dance and aerobic components, which lends itself particularly well to group exercise. The dance elements include hip-hop, mambo, merengue, samba and soca (also known as 'the soul of calypso'). It is estimated that Zumba is in 180 countries with almost 12 million participants each week. Previous research (Luetzgen et al., 2012) has reported that participation in Zumba resulted in a heart rate of approximately 80 per cent of age-predicted heart rate max and an average caloric expenditure of 360 kcals. However, this heart rate intensity may be too high for many mature-aged individuals.

Zumba isn't just one style of class, however: the focus of this research study is Zumba Gold, a modified form of Zumba that is tailored specifically to mature-aged individuals. Dr Dalleck and his colleagues investigated the cardiometabolic responses

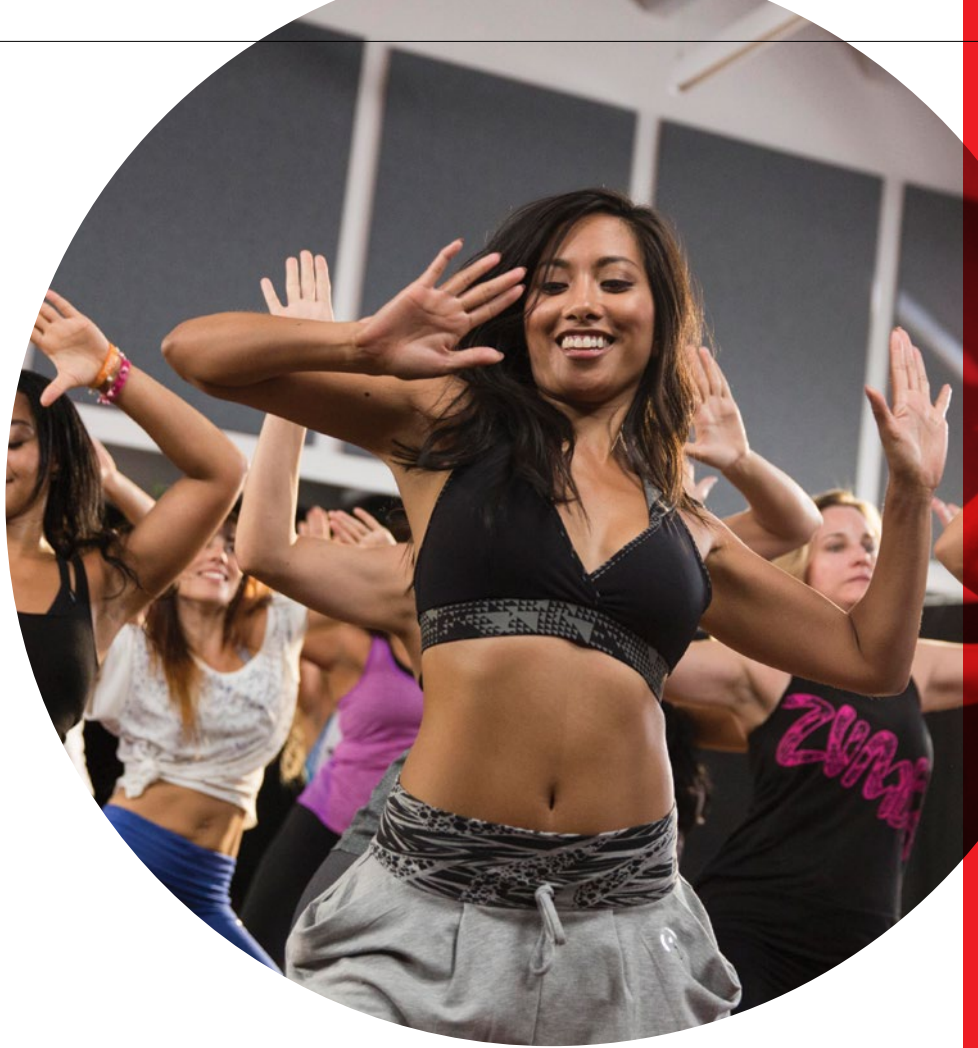
of Zumba Gold in this demographic.

Methods: A total of 16 male and female senior participants (average age 64 years) volunteered to participate in this study which involved two visits to an exercise and sports science laboratory. On the first visit participants had height, weight, resting heart rate, maximal heart rate and maximal oxygen consumption (VO₂max) assessed. During the second visit to the laboratory, participants completed a 45-minute Zumba Gold class during which cardiometabolic responses were assessed. The researchers utilised a portable calorimetric device to

assess energy expenditure and a Polar telemetry heart rate monitor to assess exercise heart rate response.

Results: The average heart rate response of participants for the 45-minute Zumba Gold class was approximately 114 beats per minute, which corresponded to approximately 50 per cent of the age-predicted heart rate reserve and 50 per cent of the participants' VO₂max. The participants expended almost 200 kcals of energy in the 45-minute class (4.2 kcals/min for female participants, 5.0 kcals/min for male participants).





The authors concluded that, based upon their findings, Zumba Gold meets the guidelines for improving/maintaining cardiorespiratory fitness. Additionally, the authors state that their results indicate that Zumba Gold was found to be moderate intensity exercise (3 to 6 METS) as it averaged 4.4 METS (range 2.1 to 6.9 METS). The rationale for the importance of determining Zumba Gold as a 'moderate intensity' activity is due to the health-related benefits for participants (given high compliance).

Pros: This is a good initial investigation assessing the cardiometabolic response to Zumba Gold in mature-aged participants.

Cons: It would have been beneficial for the researchers to conduct a longitudinal study of 16 weeks and assess participants at week 8 and 16 to determine any improvements in cardiometabolic parameters (VO_2 max, resting heart rate/blood pressure, lipid (cholesterol) levels).

Title: Is the Zumba fitness responsible for low back pain?

Author: Dr's Notarnicola, Maccagnano, Pesce, Tafuri, Leo and Moretti. (Orthopedics Section, Department of Basical Medical Sciences, University of Study of Bari, General Hospital, Italy)

Source: *Musculoskeletal Surgery* (2015). Volume 99, pp211-216

Introduction: As fitness professionals we prescribe various modes of exercise for a number of reasons, including health, fitness and social. However, specific modes and/or intensities of exercise may be contraindicated (relative or absolute) depending upon an individual's limitations (medical and/or musculoskeletal). Furthermore, exercises inherently can induce injury, generally if repetitious, too intense or performed with improper technique.

The Australian Institute of Health and Welfare reports that approximately 14 per cent of the Australian population suffers from back problems, and that 70 to 90 per cent of all Australians will suffer from low back pain in their lifetime.


NSW chiropractors have claimed that Zumba can cause muscle soreness or injury, and that not having good technique can lead to painful sprains, strains and low back pain. Others have also made these claims.

Methods: Dr Notarnicola and colleagues investigated the effects of low back pain in Zumba participants over a six-month period. A total of 50 young, healthy females

participated in this study, 25 in the Zumba group (Zumba exercise only) and 25 inactive controls for comparison. All participants completed a disability questionnaire (Roland-Morris), a low back pain disability questionnaire (Oswestry) and a spinal functional sort test (quantifies the ability to perform work tasks that involve the spine and lower extremities).

Results: The inactive group had decreases in physical functioning and the Zumba group had improvement in spine function. There were no differences between groups with regard to episodes of back pain, prompting the authors to conclude that Zumba does not induce back pain.

Pros: A good finding that Zumba does not induce back pain. Zumba may be a suitable 'moderate intensity' activity for middle-aged clients and the movements are unlikely to cause back pain.

Cons: The authors reported 'dropout' for both groups (three in each group), however they should have also reported compliance, particularly for the Zumba group. 

Associate Professor Mike Climstein, PhD FASMF FACSM FAAESS is one of Australia's leading Accredited Exercise Physiologists and researchers. mike.climstein@sydney.edu.au

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



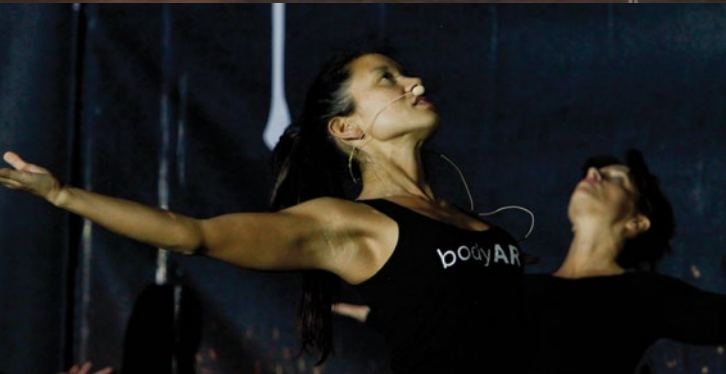
The 30-second article

- Prompted by previous research findings that participation in regular Zumba classes resulted in a heart rate of approximately 80% HRmax, which may be too high for many older individuals, researchers explored the cardiometabolic responses of Zumba Gold.
- The average heart rate response for the 45-minute Zumba Gold class was approximately 114 beats per minute, which corresponded to approximately 50% of the age-predicted heart rate reserve and 50% of the participants' VO_2 max
- Prompted by anecdotal evidence that participating in Zumba workouts could cause muscle soreness or injury, another group of researchers investigated the effects of low back pain in Zumba participants over a six-month period
- In addition to experiencing no more episodes of back pain than a comparison inactive control group, the Zumba practitioners exhibited an improvement in spine function.



WHAT IS...? **bodyART**

Combining controlled postures and TCM with house music and energetic moves, this holistic workout spans genres and defies categorisation.



BodyART is an intense holistic and functional mind and body workout combining strength, flexibility, cardio and breathing. Based on the principles of yin and yang and the five elements of Traditional Chinese Medicine, bodyART training creates a dynamic link between active and passive movement, as well as the effects of tension and release. In other words, energetic moves are combined with controlled postures that incorporate strength, internal awareness and balance, giving the program a unique rhythm and flow.

bodyART was created in Germany by Robert Steinbacher, a former dancer, movement therapist and global group fitness presenter, back in 1994, but it has really gained momentum in recent years. Steinbacher and his team launched bodyART in Australia at FILEX and then trained the first team of bodyART instructors in 2015 (the second certification will be held in the next few weeks – see box below).

Practiced barefoot, bodyART has been described as a tribal, flowing yoga-inspired class set to cool house music. Classes incorporate a range of energies, from gentle breathing and mindfulness to the warming, uplifting moves of the deepWORK section. So, how do the five key elements of Chinese Medicine manifest themselves in a bodyART class?

EARTH – ‘Arriving’ in class in child’s pose to peaceful music, allowing internal focus, calming breath, and gentle mobilisation of spine

WOOD – An awakening of the senses and body’s movement patterns, with gentle building of heat via movement, music and energy

FIRE – This popular section, set to earthy upbeat music, includes the warming deepWORK movement section that incorporates elements of dance, dynamic flowing sequences and heat. This is contrasted with the inclusion of controlled static postures that add strength and balance and a unique rhythm to the class. Dynamic and static strength training, therapy and yoga-inspired exercises are added within the flow.

METAL – Energy levels are settled and grounded with core work and active stretches

WATER – Mobility, flexibility and relaxation bring members to a peaceful completion of their bodyART experience.

The bodyART program works well as a stepping stone for Group Fitness Instructors wanting to segue into the mind body world – and, conversely, yoga and Pilates teachers are finding that it allows them to move and feel their bodies in a new way and expand their philosophies and teaching styles.

Lisa Westlake, a recently registered bodyART trainer said; ‘I’m not a yoga instructor or dancer, and yet this program gels with all my senses, and my class participants of all ages and fitness levels just love it. I have not felt this excited about learning and teaching a class style in a long, long time.’ **N**



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Discover bodyART for yourself at this year’s incredible FILEX convention

- bodyART – PURE (C2M)

All details and registration at filex.com.au



MORE?

This year, bodyART Certification Level One Training is taking place in Melbourne between 31 March and 3 April, and in Sydney between 7 and 10 April. For details contact mrcsirwin@gmail.com and go to bodyartaustralia.com

UNLEASH THE ATHLETE INSIDE YOU



MULTIDRIVE
(PATENT PENDING)



SKILLMILL™

ATHLETIC PERFORMANCE TRAINING

POWER



STAMINA



AGILITY



SPEED



From an all-out sled push to high speed sprinting, Technogym's new non-motorized equipment with MULTIDRIVE (patent pending design) reactive resistance takes your performance to the next level. Discover more: technogym.com/skillmill

TECHNOGYM

The Wellness Company

HOW CAN YOUR BUSINESS GET MORE LOVE ONLINE?

Having social media accounts for your business is a given in 2016 – but if you don't proactively build a quality following then you could be shouting into the abyss.

WORDS: MICHELLE LE GRAND

So, you've set up your Facebook page for your fitness business, you have an Instagram account, and you are Tweeting happily away. Naturally, your thoughts turn to how to get more people to follow you. Your business may not be on Tinder, but you still want people who find it online to show their approval by metaphorically swiping right. More followers, more likes, more shares, more exposure, more leads, more business – right?

Well, you can always pay for more fans, but let's not go down that road – you always want quality over quantity. Let's look at some other ways to get more people to pay attention to you.

The basics

Make sure your website has all your social media details and direct links to the pages. In fact, make sure every marketing activity you do always contains your social media channels, such as your brochures, business cards and email signatures.

Add a 'Like' button to your website. People who visit your website probably read your pages and blog posts, listen to your podcasts or enjoy other information you post. They are consumers of your content already, and the Like button makes it very easy for them to click one button to instantly follow you.

Ensure your 'Contact me' page contains all your social media channels. Include plugins to embed your social media pages on your website. People can then like and share your details without leaving your site. Remember: the easier you make it, the more likely they are to actually follow or like you.

Tell all your friends, members, clients, leads, in fact everyone in your network, that you are on

Facebook, LinkedIn, Twitter and Instagram. Don't be shy – use your email lists and databases to make sure everyone knows you are on social media, and give them a compelling reason to follow you.

You should also use your personal social media accounts and pages to promote your business ones. Stop accepting friend requests from people who should be liking your business page, and drive them there instead.

Cross promote your social media channels with each other – for example:

- Link to your company's Facebook Fan Page on the home page of your company website
- Link to your company's Facebook Fan Page in all emails

- Become a Fan of your own Fan Page and suggest it to your Friends list
- Use Twitter to announce your new Fan Page and offer deals to new Fans
- Link to your Facebook Fan page on your Blog and other social profile sites
- Use Facebook content in email newsletters
- Post links from newsletter articles on Facebook.

And always remember to tell people *why* they should follow you – so many businesses neglect to do this. For example, 'Follow us to get access to exclusive Instagram deals' or 'Like us on Facebook to get the inside scoop on the latest fitness trends' – you get the picture.





Forget about Tinder, RSVP and eHarmony, this is the way to get the love you are looking for.



Use your fan base to gain more exposure

There is a simple but very true saying – content is king. Make sure you post interesting, timely and relevant content for your audience to keep them entertained and engaged. Create content that excites your fans to share it. And make sure you include photos and videos. Post consistently and regularly so you are ‘top of mind’ with your followers.

Make sure you ask your fans and followers questions; doing so generates discussion, which is a great way of connecting with your current fans. Interesting conversations can also pull in outsiders, who may then convert into fans. A simple tip when it comes to posting updates is, if you’re scraping for content, ask a question instead.

Your current members and clients are your best source of leads, and the same goes for your fans, because they are more likely to attract like-minded people. So, how about giving them incentives such as ‘share

or retweet this post to get a free protein bar when you next come into the gym’, ‘Take and tag a photo of you working out with one of our personal trainers on Instagram/Facebook to get an extra week free’ or ‘Comment on this post – tell us your best way to stay motivated to train over winter and receive a free water bottle.’

If you can get your members or clients to tag, share, comment, or retweet your posts or photos, then their friends will see them, thereby providing a great source of exposure to potential new followers – and customers.

Reaching new audiences

So, how can you get more followers outside of your current fan network?

Look at liking or following relevant businesses in your local area, such as hair salons, physiotherapists, massage centres and beauty salons. If you like and follow them, chances are they will return the favour.

You could also consider some cross promotions with these complimentary businesses – it can be an effective way to gain exposure to a whole new audience.

Explore the idea of running a contest – because everyone loves winning stuff. If you can get your hands on a good prize and make entry as easy as becoming a fan of your page, then you should see your fan base increase dramatically. Consider offering your fans the chance to win a prize by submitting a photo to your page. Contests and giveaways are a great way to reach out to people who haven’t yet discovered your Facebook page.

Join relevant groups on Facebook and LinkedIn and start contributing content. Again, this is a gateway to reaching like-minded people who are more inclined to be interested in what you have to offer.

Writing blogs that drive traffic and increase leads is also a must, as it will drive more people to your social media channels.

Try some online advertising through LinkedIn, Facebook and Twitter. You can be really targeted with who sees your ad when you advertise online. Experiment with different types of ads to see what works best for your fitness business and make sure you



The 30-second article

- When it comes to getting fans and followers on social media, it’s more important to get quality than quantity
- Sing your social media presence from the rooftops, include it in all communications, advertising and marketing, both online and offline
- Always provide a compelling reason for people to like or follow your business
- Post quality content and reward current fans for sharing it with their networks
- Reach new audiences by following relevant local businesses, running cross promotions and sharing content with them.


choose the option that allows people to like or follow your page directly from the ad.

What about the outside world?

Ah yes, the real world! Almost forgot that one.

If you have a studio or gym, put a placard on the front desk letting your members know what social media networks you are on. You can also give incentives to people who like or follow your page right away via their mobile device, giving them some sort of instant reward when they show you/your staff the confirmation that they are following your page.

In any offline advertising or marketing you do, such as print ads, posters, banners or merchandise, include your social media details. If you do an email or text campaign, or a letterbox drop, make sure you also direct people to your social media (remembering to give them a reason to visit and like it!)

Attending relevant conventions and seminars also provides opportunities to network with people who would be fans of your page if they only knew about it! Speaking at an event will give you a lot of credibility, but even attending as a delegate can be an extremely beneficial networking experience. By making more connections in the real world, you’ll also gain more friends – and business – in the online one. 

Michelle Le Grand is the owner of Le Grand Marketing, and is also a group fitness instructor and personal trainer. She specialises in developing marketing strategies and social media plans for fitness businesses to help them generate leads, increase memberships and build brand awareness. legrandmarketing.com.au



EVIDENCE-BASED PRACTICE:

CROSSFIT TRAINING

Evidence about both the physical benefits, and the injuries, associated with CrossFit is often anecdotal. So what does the more scientific research have to say on the matter?

WORDS: DR MARK MCKEAN PhD

CrossFit, and the emotional enthusiasm that goes with this type of training, has polarised opinions within the fitness and strength and conditioning communities. Publicly accessible indexed sites like Google Scholar will turn up numerous articles about CrossFit; however, in researching this article I have only used peer reviewed publications through scientific journals. Further, there are also a number of scientifically published articles on CrossFit injuries written in the case study format where the authors talk about one or two participants and their experiences with CrossFit, including topics like rhabdomyolysis (Rathi 2014), retinal detachment (Joondeph 2013) and tear of the latissimus dorsi myotendinous junction (Friedman et al 2014). However, as these don't provide frequency of such conditions, it is difficult to truly value them, as we don't know if the injuries were one-offs or if there were multiple cases. Consequently, case studies in which no rates of occurrence are provided are also not included in this brief review.

Injuries in CrossFit

The common way of presenting injury data in sport is either as 'injury rates' detailing the number of injuries related to a number of hours of activity, or the injury prevalence reported as a percentage of respondents. The challenge with survey-type research is ensuring that a suitable number of people who participate in the activity respond in order to allow for a true

reflection of injury incidence. When surveys elicit a small response, it is often the case that only those with injuries actually responded – which may mean that the number and rate per 1,000 hours is not a true reflection on the activity.

The 2013 study by Hak et al. reports survey responses from 132 participants and an injury rate of 3.1 per 1,000 hours of training, with shoulder and spine injuries more common. Weisenthal et al (2014) collected data from 386 participants and reported that males were more likely to sustain an injury, and that injury occurrence was just below 20 per cent of respondents, or 2.4 injuries per 1,000 hours of CrossFit. Similarly, shoulder and low back were the most common injuries – but were generally acute and mild.

While drawing on only a few small studies with low response numbers, this data suggests that injury rates with CrossFit training are similar to that reported for sports like Olympic weight-lifting, power-lifting and gymnastics, and lower than contact sports such as rugby union and rugby league.

Response to CrossFit

Several studies have reported the acute metabolic, cardiovascular and physiological responses to CrossFit training sessions. Butcher et al (2015) compared two styles of CrossFit classes (circuit and HIIT between 58 males and females) and found that each class could be considered to be at 'the high end of the guidelines for exercise



The 30-second article

- Anecdotal 'evidence' regarding the prevalence of injuries among CrossFit practitioners is not supported by scientific studies, which find injury rates to be similar to those of weight-lifting, power-lifting and gymnastics
- In a comparison with study subjects practicing traditional anaerobic resistance exercise, CrossFit practitioners were found to exhibit greater maximal strength
- One study found very favourable outcomes with regards aerobic fitness improvements among CrossFit practitioners when compared with larger amounts of traditional aerobic exercise
- While the research into many aspects of CrossFit is limited and uses fairly small numbers of subjects, the findings are generally positive with regards physical benefits.

prescription for health and fitness and may be effective for inducing increased cardiovascular fitness'.

Kliszczewicz et al. (2014) reported the 'CINDY' workout (one of the many CrossFit Workout of the Days) could be classified as 'vigorous intensity' based on comparison with ACSM guidelines for HRmax, and 'moderate

intensity' for VO₂max. This study used very low numbers (7 males, 2 females) with at least three months of CrossFit experience. Shaw et al. (2015) also used very low numbers (12 males) to measure a range of physiological measures and stated 'CrossFit can be considered moderate- to high-intensity and is of sufficient intensity and safety to serve as a genuine time-efficient alternative to high-intensity interval training and conventional cardiorespiratory training.'

Klischewicz et al. (2015) compared the oxidative stress response in ten males to the 'CINDY' workout and a closely matched (time and intensity) treadmill workout. Results showed a similar physiological stress response between the two types of activity. Smith et al (2013) also showed that a 10-week CrossFit-based high intensity power training (HIPT) program improves VO₂max and body composition in subjects of both genders, and across all levels of fitness.

Gerhart et al (2014) used 38 males in a cross-sectional study (comparing the response between two groups of 19 males) between CrossFit and traditional anaerobic resistance exercise. Across the seven domains measured (body composition, flexibility, aerobic capacity, maximum strength, agility, maximum power, and muscular endurance) the CrossFit group showed greater maximal strength than the traditional group, and there was no difference between groups across the other six measures.

“

Data suggests that injury rates with CrossFit training are similar to that reported for sports like Olympic weight-lifting, power-lifting and gymnastics, and lower than contact sports such as rugby union and rugby league.

”

With most studies using relatively small numbers and measuring mostly acute responses, a lot more research needs to be done to confirm the long term effect of CrossFit on physiology. However, these small studies certainly indicate that CrossFit can provide an alternate method of training that induces positive changes in a person's physiology and fitness.

Effect on aerobic fitness

One final piece of interesting research that, to my knowledge, has yet to be repeated is reported in a thesis by Pratik Patel, 2012. The thesis, titled 'The Influence of a CrossFit Exercise Intervention on Glucose Control in Overweight and Obese



PT: Meeting of the Minds

The essential 1-day event for Personal Trainers

THURSDAY 28 APRIL / MELBOURNE CONVENTION CENTRE

For the first time ever in Australia, Network is proud to present Meeting of the Minds (MOTM) – formerly PT Summit – a collaboration of the world's leading fitness thinkers and innovators.

Building on a platform of global success, MOTM is your exclusive opportunity to listen to, learn from, share and engage with a team of expert presenters and your industry peers. From programming and emotional connections to behaviour change and movement evolution, these are the topics that this meeting of thought leaders believe to be critical to the future of personal training. NO idea is off limits.



PAUL TAYLOR



TONY BOUTAGY



DR EMILY SPLICHAL



DOUGLAS HEEL



IAN O'DWYER



MIKE FITCH



LISA CHAMPION



MICHOŁ DALCOURT



BOBBY CAPPUCCIO



Includes Networking Lunch and refreshment breaks



Network Member \$449 / Non-member \$549 (or included in FILEX Gold Pass)

POWERED BY



SPONSORED BY




Spaces are filling fast, book now filex.com.au

Adults', involved an eight-week intervention comparing three CrossFit sessions per week with three days per week of aerobic exercise for 50 minutes, plus approximately 20 minutes resistance exercise on two of those days. The key finding was that even though the CrossFit group exercised for significantly less time per week (38.7 ± 15.6 minutes) than the Aerobic-Resistance Training group (190.0 ± 10.7 minutes), not only was there no significant difference between glucose control between the two groups, there were greater improvements in fitness in the CrossFit group. The CrossFit group included seven males and five females, compared to the other group which had three males and eight females. The uneven distribution in the groups of males and females may explain much of the increased changes in fitness in the CrossFit group, which has a dominant strength foundation – and literature suggests greater changes in males than females. However, this is an interesting area of research that may see increased potential over the next few years.

Summary

Apart from a few case studies reporting significant injuries, in the most part the published research shows a positive effect on CrossFit participants in either acute response or short term interventions. Injury rates, while topical, appear to be similar to traditional resistance training and, as in normal training environments, these reduce when coaching is increased. The current topic of conversation around the value in CrossFit,

regards working at maximal levels under fatigue for extended periods, has yet to appear as research in the literature. There is certainly a lot of material available on the internet about the value of CrossFit, but most is unsubstantiated with no peer review process, or absent of any real scientific rigour. In closing, the limited body of evidence suggests that CrossFit training potentially has a number of benefits that match those previously reported for both resistance training and conditioning activities, and is worth considering as a training option. 

Dr Mark McKean PhD AEP CSCS is a sport and exercise scientist and Level 3 Master Coach with ASCA. He is Adjunct Senior Research Fellow at USC and editor in chief for *Journal of Fitness Research*.



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Benefit from Mark's insights at the fitness industry's premier event

- Instability training – to balance or not? (A3D)
- The 7 basic moves to assess movement competency (B2E)

All details and registration at filex.com.au



MEMBERSHIP

EARN YOUR FREE CEC!

Every issue of *Network* magazine includes an article linked to a FREE 1-CEC exam, which you can complete at fitnessnetwork.com.au/cecs. This quarter, the multiple-choice exam is based on 'Evidence-based practice: CrossFit' and two other online articles by Dr Mark McKean.

To earn yourself 1 CEC, simply log on to fitnessnetwork.com.au/cecs, click on the FREE tab and select 'Evidence-based practice' from the list. Read the linked articles online, successfully complete your exam, print your certificate and you're done!

For help logging on to the site, please email info@fitnessnetwork.com.au or call our friendly team on 1300 493 832.

1300 493 832 | FITNESSNETWORK.COM.AU/CECS





**IF YOU'RE SERIOUS ABOUT
YOUR TRAINING,
WE HAVE NEWS FOR YOU!**



Progressive Calisthenics Certification (PCC) will take your serious training to serious new levels.

If you, your clients and/or your members are looking for the toughest, most brutally productive training techniques, then you'll want to be front and centre at the Progressive Calisthenics Certification (PCC).

Network is providing an exclusive opportunity to learn the most effective training techniques from bodyweight strength authorities, Al Kavadlo and Grace Kavadlo. And the great news is, after successfully completing the three-day training course, you'll be good to go. There's no licenses, pre-choreography or ongoing education involved.

Be warned though – this program is not for the faint-hearted. If you want to know – either for yourself or your clients – how to generate massive power, enhance coordination and balance, revolutionise the physique, and blast fat, then this course is for you.



For full workshop details, including payment plan options,
visit fitnessnetwork.com.au/pcc or call us on **1300 493 832**.

POWERED BY  **Australian fitness
network**





Too much good stuff to shake a whole bundle of sticks at!



The time sure flies at Network HQ and it's quite hard to believe that it's March already! This means that FILEX is on our doorstep – and we couldn't be happier to be back in Melbourne between 29 April and 1 May for another cracker of an event.

There are too many FILEX 2016 highlights to mention them all, but I'll do my best to summarise a few that I, for one, cannot wait to check out. Our aim is to help our members learn from the best in the business, and to that end we have brought together quite simply the best line-up of presenters ever, including Michol Dalcourt, Douglas Heel, Mike Fitch, Dr Len Kravitz, Dr Emily Splichal and Grant Schofield to name just a few. There are also some very exciting innovations like the Women of Influence Lunch, Meeting of the Minds PT event and the Coaching & Behaviour Change strand. And, remember, for the first time we are now offering Student Registration rates and Payment Plans to help with that all important cashflow. If you haven't booked your place yet, not to worry – just go to filex.com.au to check out everything on offer at the event and to register.

Other than FILEX, we have also been working very hard on the Network Membership package, exploring what it means for a fitness professional in this day and age. We've conducted some very thorough research, through both online and face-to-face surveys, and are getting very close to what we feel will be a compelling membership proposition for the future.

Finally, recognising the importance and demand for progressive learning in the bodyweight training space, we are thrilled to be partnering with Dragon Door International to bring the PCC (Progressive Calisthenics Certification) to Network Members in Australia. Delivered by renowned bodyweight strength authorities Al Kavadlo and Grace Kavadlo, this is one of the only certifications in the world that delivers a systemised approach to achieving pinnacle moves like pull ups and pistol squats. You can find out more by visiting pages 33 and 68 in this magazine and going to fitnessnetwork.com.au/pcc

I look forward to catching up with as many of you as possible at FILEX in April!

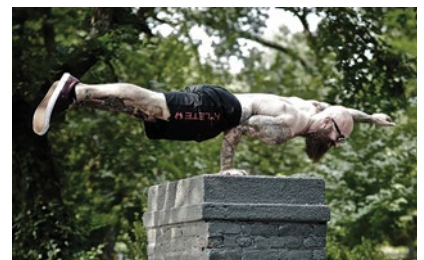
Until next time,

Ryan Hogan, CEO
ceo@fitnessnetwork.com.au



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016
MELBOURNE CONVENTION CENTRE



Outdoor training without the glare!

If you conduct boot camps or train clients in parks and on beaches, you'll appreciate the need to protect yourself from the elements. Along with the sunscreen and sunnies you should be slapping a hat on, but if you don't want to trap the heat then a visor may be the answer.

Because they found traditional caps uncomfortable when getting physical, the team at Scunci developed the Active Wear Visor. The soft, elastic head wrap conforms to your head without any annoying buckles or labels (and as an added bonus, because it's a visor 'hat-hair' is no longer an issue either). Made with premium fabrics, and in a range of colours and styles, the visor is a happy alternative for hat-haters who work out in the sun.

For your chance to win 1 of 4 Scunci Active Wear Visors, email editor@fitnessnetwork.com.au explaining in 50 words or less why you'd like to get your hands (or should that be head?) – on this funky headwear.

For more information visit scunci.com.au



In your expert opinion...



Chantal Brodrick, Principal Business Coach and host of The Fitness Business Podcast
activemgmt.com.au

Q *I don't have time to use lots of social media to promote my PT business, so if I only use one, which should it be?*

A Start by thinking about your target audience. Who are they and what social media platforms are they using? Important factors to consider include: how much time they are spending on a particular channel; how engaged they are; what sort of communication appeals to them (info/pictures/video/infographics) and what time of day they are online. Creating an 'Avatar' of your ideal customer is a great place to start. Once you can answer all of these questions, you will have a clear understanding of the person you want to reach, which will lead you to the best social media platform for your business.

One last tip – if you are short for time, then plan ahead. Keep in mind your overarching social media strategy and create a schedule with four weeks' of content, then use a dashboard like Hootsuite to schedule your posts; this will ensure you are using your time effectively.



Benefit from Chantal's fitness business and social media know-how at her FILEX, 2016 session 'Boost your business, brand and bottom line' (B2A). Head to filex.com.au to check out the session details, full program and to register.



WHAT'S ON?

Looking to add something new to your training repertoire? Network has events and training courses galore this Autumn, all over Australia, and even in NZ. Check out all the details at fitnessnetwork.com.au/calendar



Animal Flow Level 1 Instructor Workshop

9-10 April Perth
28-29 May Melbourne
9-10 July Christchurch, NZ



Animal Flow Level 2 Instructor Workshop

23 June Sydney
29 June Brisbane



YogaFit Fundamentals

17-19 & 24-26 June Sydney
1-3 & 8-10 July Perth



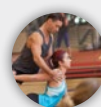
YogaFit Older Adults

28 April Melbourne



YogaFit Anatomy & Alignment 2

4-5 May Perth
16-17 July Melbourne
21-22 July Sydney
30-31 July Brisbane



YogaFit Level 3

6-7 May Perth
14-15 July Melbourne
28-29 July Brisbane



YogaFit Sweat

23 July Sydney



FILEX Business Summit

28 April Melbourne



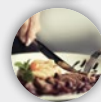
PT: Meeting of the Minds

28 April Melbourne



FILEX Convention

29 April-1 May Melbourne



Women of Influence Lunch

30 April Melbourne

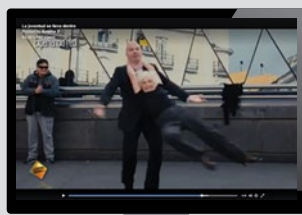
THE SOCIAL NETWORK

What grabbed your attention on Network's social media over the Summer?



82 years young and moving like a teenager!

A video of an 82-year-old lady stunning onlookers with an impromptu dance display showcasing her balance, coordination and flexibility reinforced the life benefits of moving more and eating well.



Rose: I loved watching this – smiled the whole time – she is inspirational and only 82 xxx

Angie: WOW I want to dance like that 😊 – just keep moving, don't stop, it's how we are made to be.

No diet, no detox: how to relearn the art of eating


A thought-provoking article claimed that 'the art of eating ...is a question of psychology as much as nutrition. We have to find a way to WANT to eat what's good for us.'



Lisa: Interesting take on learned food habits.


Michelle: Think about your own responses to food, and the responses your children learn from you and your reaction to their eating behaviour.



 fb.me/ozfitnetwork

 twitter.com/ozfitnetwork

 pinterest.com/ozfitnetwork

 [#ozfitnetwork](https://www.instagram.com/ozfitnetwork)

Share your fitness pics! instagram [#ozfitnetwork](https://www.instagram.com/ozfitnetwork) or email your snaps to editor@fitnessnetwork.com.au

YOUR CHANCE TO INFLUENCE HOW WE TRAIN CLIENTS WITH EATING DISORDERS

'Lose weight, eat less, exercise more' are typically staple recommendations of the fitness industry. Resources abound to help fitness professionals guide their clients to achieve such health and fitness goals, and rightly so, with more than 14 million Australians reported to be overweight or obese.

Yet, for the estimated 9 per cent of people aged between 7 and 70 who are affected by an eating disorder, the role of the fitness industry in the identification and management of their condition cannot be underestimated.

Some 12 years after they were written, the guidelines for Identifying and Managing Members with Eating Disorders and/or Problems with Excessive Exercise are now being reviewed. Chaired by Eleni Psillakis and comprising representatives from the fitness and health industries, Australian Fitness Network is proud to play an instrumental role in bringing the guidelines up-to-date through its involvement in the steering committee.

As a Network Member, you'll have the chance to influence the outcome. In the coming months, we'll be seeking your input through a survey that will enable you to inform and guide the content contained in the updated guidelines. So, if you work with this demographic, or have strong feelings about the guidelines, make some notes now, and stay tuned for details.





MEMBER PROFILE:

KATELYN BARTLETT
PT & SMALL GROUP
TRAINER, NSW



Where do you live and work?

I live on the Lower North Shore in Sydney. I'm the owner of Katalist Personal Training where I do outdoor sessions at Milsons Point, and I operate out of Goodlife Health Clubs #1 Martin Place in the city.

What fitness qualifications do you hold?

I have my Cert III & Cert IV and have also completed lots of other courses. I'm an Advanced Crank It Fitness Suspension Training Coach, Advanced ACE Certified Boxing Fitness Trainer, Advanced Boot Camp & Outdoor Fitness Instructor, Qualified Small Group Instructor and Wellness Coach, to mention a few!

How did you get into this industry?

I was always active, participating in gymnastics, field hockey, athletics and cheerleading, but that all took a back seat after I earned my Master of International Business degree. I went straight into the corporate world, spending all day in an office, and although I was successful at what I did, I didn't enjoy it. To combat feeling stressed and dealing with lower back pain from sitting all day, I got back into running and a training

routine. One lunch break I walked out of the office in tears of frustration and ended up in front of the doors of the Australian Institute of Fitness. At that point I decided I needed to pursue what makes me happy. It was the best decision I've ever made.

Describe your typical day

I wake up at 5am, quickly eat brekky and head out the door by 5:30am to catch the train into the city. I'll often grab a coffee on the way into the gym. I train my wonderful clients from 6am until noon at the gym before I head back across the bridge to do outdoor group training with a fun corporate team. In the late arvo I head home for a short nap or do some admin and marketing for my business. Then, in the evening, I head back out to do a few more sessions under the bridge.

What are the best and worst aspects of your job?

The best part is my clients! I love helping them reach their goals and break through barriers. The worst part is trying to figure out when a good time to take a holiday is!

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

To ensure I keep myself healthy and continue to learn so I can provide my clients with more value. In the future I'd like to expand what my business can offer. Possibly branch out online or find like-minded trainers to work with me.

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

My life philosophy: 'The world rewards clarity, you must be clear on what you want to achieve.'

My fitness philosophy: 'The only way of

finding the limits of the possible is by going beyond them into the impossible.' Arthur C. Clarke

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

Jillian Michaels, because I admired her growing up. She seems tough but I think she is just getting to the clients' 'why'. Shannan Ponton because I like his training approach and honesty. Anthony Robbins – who wouldn't want to sit next to a motivational guru? And, last but not least, dietitian Sue Shepherd because I'd hope she'd bring some of her amazing gluten free dishes!



Want to be profiled in a future issue?

For details email editor@fitnessnetwork.com.au

TRAINING FOCUS:

KETTLEBELL TRAINING

Newly certified in the fundamentals of kettlebell training, fitnessU Online Trainer Kathryn Weihen selects three of her favourite exercises using this versatile tool.

Two Kettlebell Burpees (photos 1 & 2)

Start: Begin with kettlebells on ground.

Action: Squat down with legs backward dropping into a push up, jump feet beside kettlebell, clean kettlebell to chest and jerk overhead.

End: Return to start position.



Two Kettlebell Alternating Row (photo 3)

Start: Begin in the set standing position, arms in ready press position.

Action: Retract hips, and row with alternate arms.


End: Return to start position.



Suitcase Straight Leg Deadlift (photo 4)

Start: Kettlebell held at side like a suitcase.

Action: Perform deadlift.

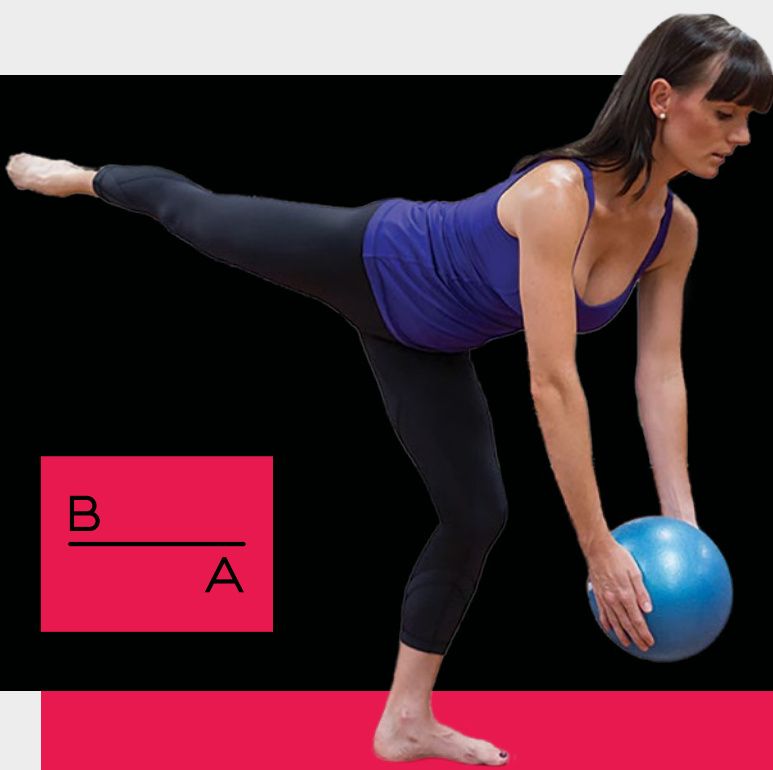
End: Return to start position. 



Have you discovered Network Interactive?

Watch 30-second video clips of these exercises – and thousands more – on your phone, tablet or computer at the mobile-responsive networkinteractive.com.au

As a Network Member you have access to Network Interactive's vast exercise video library, client meal planner, training and running programs, fitness assessments, injury prevention tools and more. For assistance accessing Network Interactive, just email info@fitnessnetwork.com.au



BARRE ATTACK



Balance the best of Pilates, fitness and ballet with Barre Attack instructor training

■ **Balance power and poise.**

Created by former professional ballerina Renee Scott, Barre Attack is a resistance-based workout which is designed for individuals who want to 'feel the burn' without lifting big, heavy weights.

■ **Balance mobility and stability with strength and stamina.**

Incorporating standing Pilates with cardio intervals, core work and functional exercises, Barre Attack is a 45 to 60-minute total body workout that improves balance, posture, muscle tone and body awareness.

■ **Balance intensity with integrity.**

Barre Attack's block exercise system ensures that every part of the body is balanced and aligned correctly. Clients and members of all ages and abilities can experience a unique, effective and fun workout that delivers the right combination of intensity and integrity.



With no licenses or ongoing fees, and access to an active instructor community and repertoire updates, Barre Attack is the ideal solution if you're looking to attract new participants and get results that your clients and members will rave about!

Learn more! fitnessnetwork.com.au/barre-attack



BARRE ATTACK



INJURY & REHAB

STRENGTH TRAINING IS CRITICAL FOR INJURY-FREE RUNNING

Too few running clients appreciate the role that hip strength training plays in both improved performance and the prevention of injury.

WORDS: BRAD BEER

All runners recognise the need for aerobic training in their pursuit of their running best. Far fewer recognise the need for strength training. As fitness and health professionals it is important that we educate our running clients about the need to incorporate regular strength and conditioning exercises into their training schedules.

Of paramount importance to the runner is the need to have sufficient hip muscle stability and strength. Without it, the likelihood of sustaining an injury is vastly elevated.

What is hip stability?

'Hip stability' refers to the ability of the muscles around the hip joint to minimise excessive and unwanted movements of the hips when performing a task or certain movement.

For our purposes, we are interested in the role that the hip muscles play in generating hip stability during the running motion. While the hip muscles play a role in stabilising the hips during the airborne phase of running, the hip muscles' chief role is to stabilise the runner's hip when the runner lands alternately on each leg.

Exercises such as side bridges, front planks, and abdominal crunches and sit ups are commonplace in both gyms and athlete's home programs. While such a focus on the development of trunk muscle activation and strength is imperative, the activation, strength and endurance of the hip muscles should not be ignored. Yet the majority of runners are not aware of the difference between hip stability and overall 'core stability', and so miss the opportunity to develop the required hip stability and strength necessary for injury-free and fast running.

Why is hip stability important?

Hip stability is critical for faster running, injury prevention and rehabilitation. The muscles required for hip stability and strength are depicted below.

Let's take a closer look at the role of hip stability and strength with regards to faster running, and injury prevention and rehabilitation.

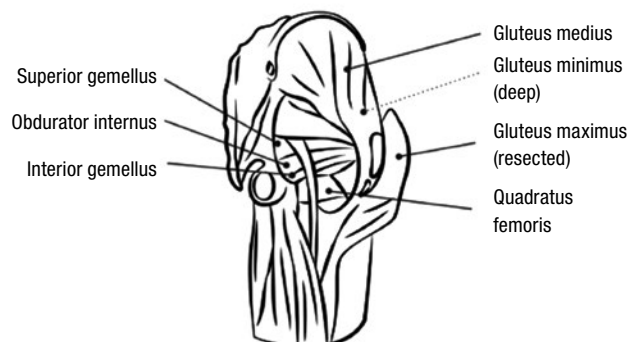
Hip stability and faster running

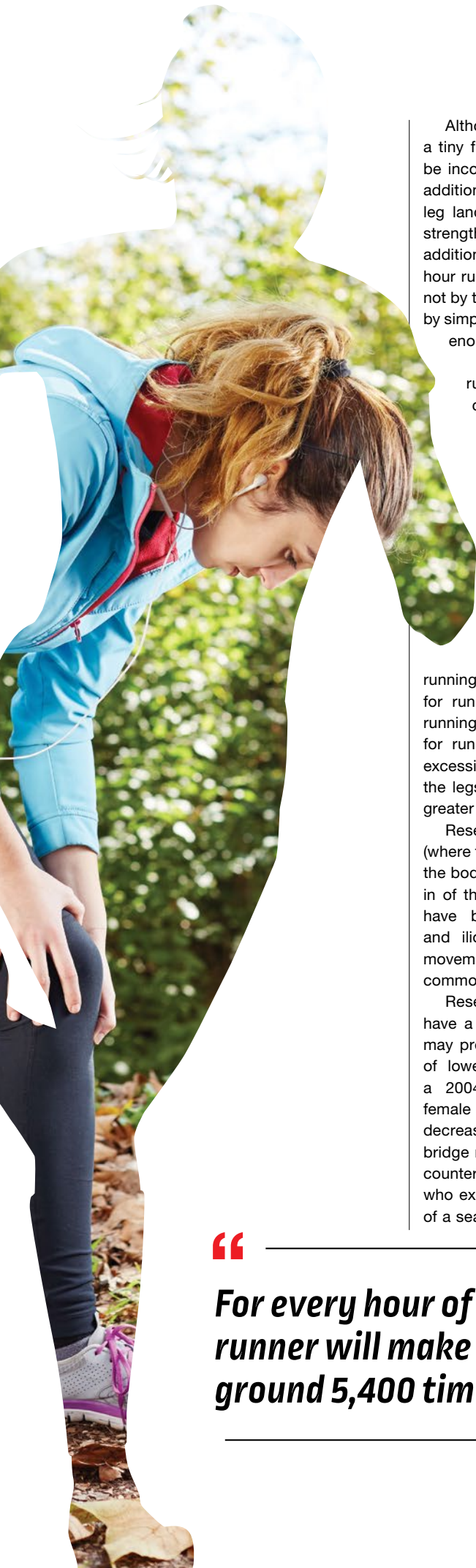
When we consider that, for every hour of running, a runner will make

contact with the ground 5,400 times, we begin to get an idea of why having sound and strong hip stability is of paramount importance to the runner looking to run pain and injury free.

The hip muscles of a runner need to be able to withstand the loading that comes with repetitive leg impacts. An impact of up to three times a runner's body weight must be absorbed, which is why the hip muscles play a critical role in ensuring that this impact force does not produce injuries.

In addition, if the hip muscles are not sufficiently strong, the runner's pelvis will collapse on single leg landing. The effect of this is a slowing down with each and every leg landing. A collapsing pelvis requires more time to 'collapse' and then go through its range of motion than a pelvis that is strong, absorbs the loading from impact, doesn't collapse, and helps one leg spring quickly and efficiently off the ground before landing on the opposite leg.





Although this slowing down will be only a tiny fraction of time, and may appear to be inconsequential, if you add up even an additional one hundredth of a second per leg landing due to insufficient hip muscle strength across an hour run, that is an additional 36 seconds for each leg across an hour run. Saving this time can be achieved not by training harder or running further, but by simply having hip muscles that are strong enough to provide adequate hip stability.

In 2009, researchers found that runners who underwent six weeks of core strength training improved their 5000-metre running times when compared to those who didn't undergo the training. The runners who participated in the research were preparing for a marathon, and underwent four sessions of five core exercises for the duration of the study.

Injury minimisation and rehabilitation

As with the widespread effect that running technique has on the onset of injury for runners, excessive hip motion during running represents a major injury risk factor for runners. When a runner's hips move excessively due to hip muscle weakness, the legs of the runner will be subjected to greater loading and strain.

Research has found that hip adduction (where the hip moves towards the midline of the body) and internal rotation (a collapsing in of the hip towards the runner's midline) have been associated with knee pain and iliotibial band syndrome. Altered hip movements and reduced hip strength are common findings in females with knee pain.

Research has also shown that females have a tendency to core instability, which may predispose them to greater incidence of lower extremity injury than males. In a 2004 paper, researchers found that female athletes displayed significantly decreased hip external rotation and side bridge measures compared with their male counterparts. They reported that athletes who experienced an injury over the course of a season displayed significant weakness



For every hour of running, a runner will make contact with the ground 5,400 times



WIN!



For your chance to win 1 of 3 copies of Brad's book *You CAN Run Pain Free! A Physio's 5 Step Guide to Enjoying Injury Free & Faster Running*, email editor@fitnessnetwork.com.au explaining in 50 words or less why this book would help you and your clients.



The 30-second article

- It is important to educate running clients about the need to incorporate regular strength and conditioning exercises into their training schedules
- Hip muscle stability and strength is crucial for both injury prevention and improved performance
- The hip muscles stabilise the runner's hip when the runner lands alternately on each leg
- While core stability is important, many runners focus on it at the expense of hip mobility.

in hip abduction and external rotation. They also concluded that hip external rotation was the sole significant predictor of injury status for the athletes they tested. They tested 80 female and 60 male athletes, many of whom were cross country runners.

If you have a client who has set a goal of competing in an upcoming road or trail running event, or who is incorporating regular running into their weekly fitness regime, be sure to include strength and conditioning work of the major hip muscles. Improving the overall hip stability of a runner requires three stages: the hip muscles first need to be activated, then strengthened, with the development of hip muscle endurance thereafter. **N**

For references read this article at fitnessnetwork.com.au/resource-library

Brad Beer is a physiotherapist, founder of POGO Physio in QLD and author of the Amazon Bestselling book *You CAN Run Pain Free! A Physio's 5 Step Guide to Enjoying Injury Free & Faster Running*. pogophysio.com.au

Boost
your startup

SHAPE ONLINE

www.inshapeonline.com.au

Get ANSHAPE ONLINE

LOG IN

MENU



YOU. YOUR BODY. YOUR HEALTH AND FITNESS



Welcome to InShape OnLine

Talk to Your OnLine Training Guardian

Professional Fitness Websites - \$199*

Unlimited pages, friendly support and access to edit anytime!
* Support and hosting fees apply.

GYMLINKsites
1300 388 188

7 WAYS TO SUPPORT YOUR CLIENTS' GOALS

WITHOUT BODY SHAMING

By making a few simple changes to how you work with weight loss clients, you can ensure you aren't unwittingly party to the body shaming to which they are often subjected.

WORDS: KYLIE RYAN

Body shaming has been all over the news in the past year, from pregnant *Studio 10* presenter, Sarah Harris telling her body haters to 'get stuffed' to a recent study in *Psychological Science* that proves weight discrimination can kill. Body image issues are deeply embedded in our media, and our collective psyche. How can you navigate the minefield of a client's relationship with their body to help them with their weight loss and health goals without body shaming – and support them with their mental-emotional health too?

Let's examine what body shaming is, why it doesn't work, and seven ways you can help your clients without accidentally doing it.

What is body shaming?

Body shaming is the practice of insulting or judging a person due to the way their body looks. While it seems obvious that no normal person would indulge in this nasty behaviour, body shaming has become so ingrained in our culture that it is almost invisible.

Celebrity body shaming is rife in glossy women's magazines, in which the tiniest 'flaws' in the celebrities' bodies are zoomed in on and analysed. It is on our TV screens in competitive weight loss shows where participants are asked to do ridiculous amounts of excessive exercise, and are then faced with 'temptation games' in which they can gain an advantage by bingeing on cream pies. All in the name of health.

Body shaming is hideously obvious when you see it on the street like this: 'Hey fattie, stop eating that ice cream and go for a run'. But it is more insidious and harmful as the silent discrimination that happens all around us. That bigger girl who was more qualified than the slimmer girl being passed over for the promotion because of the unspoken judgement that she would be lazier. The silent judging, looks and stares of passers-by.





The 30-second article

- Body shaming, the practice of insulting or judging how a person's body looks, has become ingrained in our culture
- After being conditioned with this kind of body judgement, weight-loss clients can internalise it and self-bully
- Research suggest that chronic yo-yo dieting and self-shaming is worse for you than maintaining a stable weight – even if it is a bit overweight – as long as you are still active
- Many studies have proved that the defining factor in lasting weight transformation is self-compassion
- Ways of helping weight loss clients without body shaming include stopping weigh-ins, focusing on behaviours rather than calories, stopping labelling food as 'good' or 'bad', and teaching clients to celebrate what their body can *do* as they get fitter, not how it looks.

Self-shaming

The most damaging form of this practice is self-shaming. After being conditioned with this kind of body judgement, and beauty ideals, your clients internalise it and become their own bully. Silently calling themselves names, berating themselves for being 'fat', 'lazy', 'hideous' and 'ugly'. You will find that many of your weight loss clients have experienced some sort of bullying or trauma in their lives that relates to their body-hate. One off-hand remark about getting 'chubby' to a pubescent teenager can be all it takes to begin a domino effect of self-shaming.

Slimmer is better?

Body shaming is built on the belief that slimmer is better, and the opposite belief that being fat is bad. As personal trainers you probably believe that for most people being slimmer mostly *is* better, and you know that being overweight can lead to a host of health related problems, such as diabetes, cardiovascular disease, heart disease and cancer. Not to mention the boost of self-confidence that you get when you know that you look good and are happy with your body. However, there is new science emerging that says that being overweight is not necessarily as bad as we all think it is, and that chronic yo-yo dieting



Guilt never leads to better choices. In fact the opposite is true: when feeling guilty or shameful, we are more likely to overeat and binge.



and self-shaming is actually worse for you than maintaining a stable weight – even if it is a bit overweight – as long as you are still active. In my 11 years' experience coaching clients in weight loss mindset, and my own 30 kilogram weight loss, I have noticed a paradox: most weight loss clients think they will finally love themselves when they lose weight, but what it actually takes to create lasting transformation is for the person to learn to love themselves with the extra kilos, after which they begin to choose the behaviours that make those kilos melt away.

Self-compassion is the key

Many studies have proved that the key defining factor in lasting weight transformation is self-compassion. It might seem that self-kindness regardless of your eating choices would lead to unrestrained bingeing, but this is only ever short lived, and eventually the person comes to a homeostasis as they get past their dieting thinking and start to listen to what their body wants. Guilt never leads to better choices. In fact the opposite is true: when feeling guilty or shameful, we are more likely to overeat and binge.

Here are seven tips to help your clients without body shaming.

1 Search inside yourself to see if you have body judgement

You got into the fitness industry to help people, right? You're committed, passionate and motivated, there's no way you're a body shamer. However, it can creep up on you. Reflect on your own silent thoughts about your body or those of others. Do you maintain a strict fitness and nutrition routine because you love the habits and how they make you feel, or because you love your six-pack and the admiration that you get for how you look? When you have your own internalised negative beliefs about body image, it's much harder to help anyone else shift theirs.

2 Stop the weekly weigh-ins

This probably goes against everything you've been taught, but the psychology

research proves that weekly weigh-ins are not motivating, and in fact with heavily overweight and obese clients can actually be very demoralising. If you need to measure something weekly to check progress, go for a waist and hip measurement.

3 Measure their habits and focus on behaviours

The better measure, that will actually change their behaviour, is that of habits and choices. Instead of a food diary that focuses on calories, shift the focus to the habitual food choices the client makes: the 6pm glass of wine when they are making dinner, or the block of chocolate in front of the TV at night are habits that will derail any training program. Help your clients think about what outcome that habit is getting them, and then come up with some alternate ways to get that outcome without the food or drink.

4 Focus on the power of present moment choice

Remind your clients that they are in total control of their outcomes, and the outcome is determined by their present moment choices. When they talk to you berating themselves for their past 'poor food choices', stop them and say 'Well that's in the past now, the only thing you have power over is your choices right now. Let it go, and let's help you make more choices that support your health.'

5 Set goals based on performance, not physical traits

When you're setting goals with your clients, steer them away from outcome goals that focus on their appearance, like 'Lose 10 kilos' and 'get a flat tummy', to more performance-based outcomes, like 'run 5kms' or 'eat veggies with every meal' and 'wake up with energy'. Set up a success calendar to mark every time they do any kind of physical activity: walking the dog, their session with you, even playing in the park with their kids. Teach them how to celebrate movement and count every little bit, even the incidental exercise they get in the day. You could also set a performance-

based habit goal around nutrition, e.g. 'eat 2+ serves of veggies and 1 of protein with every main meal'. Every time they do this they get a star on their success calendar. This kind of reward chart, that counts behaviours rather than calories, is much easier to actually do, and has been proven more likely to embed positive habits that will lead to lasting success.

6 Stop labelling food as good or bad, or 'cheat' meals

As a fitness professional you are probably pretty clued up on macros and micros of nearly every food you put in your mouth. The problem is, when you talk good/bad food to a person struggling with chronic weight issues and emotional eating, the 'bad food' label is like a red rag to a bull. The minute that food becomes off-limits it suddenly becomes so much more desirable. Instead of labelling food this way, and giving your client a list of authorised and unauthorised foods, teach them to think that all food is possible – there are just some foods that will energise the body, and some foods that will drain the body. Help your client become aware of how their body responds to different foods. Ask them what makes them feel energised, and what makes them feel sluggish? The more you can teach them to guide their own choices, with the feedback from their body, the more you are setting them up for lasting success.

7 Help them celebrate their emerging capabilities

The key to stopping body shaming is to shift the focus away from

how our bodies look, towards what they enable us to do, feel and experience. Instead of talking about whether they lost weight this week or if they are looking good, remind them how much more fit, flexible, strong and energetic they are becoming. Help them celebrate what their body can *do*, rather than just judging it by how it looks. **U**

Kylie Ryan is a neuro-linguistic programming trainer and hypnotherapist who teaches health and fitness professionals how to use mindset coaching and NLP to greatly improve their clients' results. Since her own 30kg weight loss 11 years ago, Kylie has become a leading authority on weight loss coaching. mymindcoach.com.au



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Share in Kylie's coaching and weight loss know-how at FILEX

- Willpower vs Habit: what really creates transformation? (B3S)
- Are big goals and fitspiration killing your client's motivation? (C3S)

All details and registration at filex.com.au

QUALITY. EXCELLENCE. REPUTATION.



Gain your fitness certifications with fitnessU, the original and best online destination for fitness qualifications.

- Certificate III in Fitness (SIS30310)
- Certificate IV in Fitness (SIS40210)
- Group Fitness

Backed by Australian Fitness Network's three decades of experience and unrivalled credibility in fitness industry education, fitnessU is uniquely qualified to provide you with the certifications you need to #goforit in the fitness industry.

PLUS, refer anyone you know to study with the original and the best fitness online learning provider to receive a **\$100 referral reward** – just email info@fitnessu.com.au quoting your Network membership number and details of your referral.

FITNESSU.COM.AU | 1300 003 488



RTO CODE: 90497

HYPED ABOUT HYBRID CLASSES

Peanut butter and jelly. Chilli and chocolate. Strawberries and balsamic. Sometimes unusual pairings just work, and the group ex studio is no exception.

WORDS: CAT WOODS

Just as Chinese philosophy embraces the opposites of yin and yang, or an artist uses light and shadow to create depth, so group fitness professionals have to deliver classes that balance strength with flexibility and intensity.

While many classes already incorporate this balance, the continual evolution of fitness, brought about by research findings and new schools of thought, means that 'old' class styles can evolve and stay relevant by incorporating fresh training ideas and methodologies.

While it is not yet available in Australia, SoulCycle is a good example of an existing genre being reinvigorated. SoulCycle's founders began their business in a tiny rented New York studio with no signage. They now have several hundred employees, celebrity devotees, a clothing range and a cult-like public following. Considering that every gym in the US offers cycle classes, why would people pay upwards of \$30 per 45-minute class? The innovative women behind SoulCycle combined the spiritual and uplifting essence of yoga with the intense physical endurance of indoor cycling and the targeted resistance training of Pilates. They describe the appeal of SoulCycle as 'tribal', and point to the workout's 'constant adaptation' as a way of keeping their staff skilled, inspired and motivated to deliver powerful workouts.

The combination is key – as is the skill and passion of the instructors. By providing opportunities for instructors to upskill, clubs can ensure that classes adapt and timetables stay fresh and appealing for members.

While there are lots of hybrid classes out there, such as Piloxing, I believe there are plenty more hybrids that, if designed with care and delivered with panache, could be a unique draw card for your facility. How about the following?



Yoga + barre

Barre has an intense focus on glute and leg strength. The raised heels and small contractions that work the legs, hips and abdominals are excellent for strength, body awareness and raising the heart rate. Introducing yoga sequences before, between and after barre work can counter some of the intense contractions, through the inclusion of poses that stretch the hamstrings, glutes and hip flexors. Ending the class with savasana (or meditation) for one to five minutes can be the gentlest way to send people back into the world, with aching muscles and happy faces.


Pilates + cycle

High intensity, thigh burning, legs-like-jelly work. Am I talking about Pilates reformer or cycling? Both. To effectively run a class that combines these disciplines would require the facilities to be designed for Pilates reformers, and for bikes to be located close by, because quick transitions are vital. If working with reformers is not an option, then Pilates matwork could also be effective. Combining a heart-pounding high intensity

cycle session with a core and deep stabiliser muscle focus would ensure a well-rounded cardio and strength training class. It could be adapted to fit into a 45-minute 'lunchtime' format, or even be stretched out to a morning-friendly hour and a half session.

Step + TRX + free weights

Nothing beats dedicating your mind and your muscle to your workout. While TRX and free weights tick the boxes for resistance training and muscle building, the timing and sequences of an aerobics routine require coordination and focus. This class could be structured to begin with step and end with TRX and weights, or to do each training mode in intervals.

These suggestions may or may not appeal to you (or perhaps you already deliver one of them), but hopefully they will fire your imagination to explore some hybrid classes of your own. 

Cat Woods founded her Melbourne-based Ballet Sculpt as a barre class that doesn't require a barre. A yoga instructor and personal trainer, she is also a writer and blogger with a passion for arts, health, beauty and design. @catty_tweeter and catcore.blogspot.com



Network Members First Month Free!

Power Music 1 is a premium digital music subscription service that lets you access UNLIMITED Power Music mixes and UNLIMITED ClickMix custom mixes.

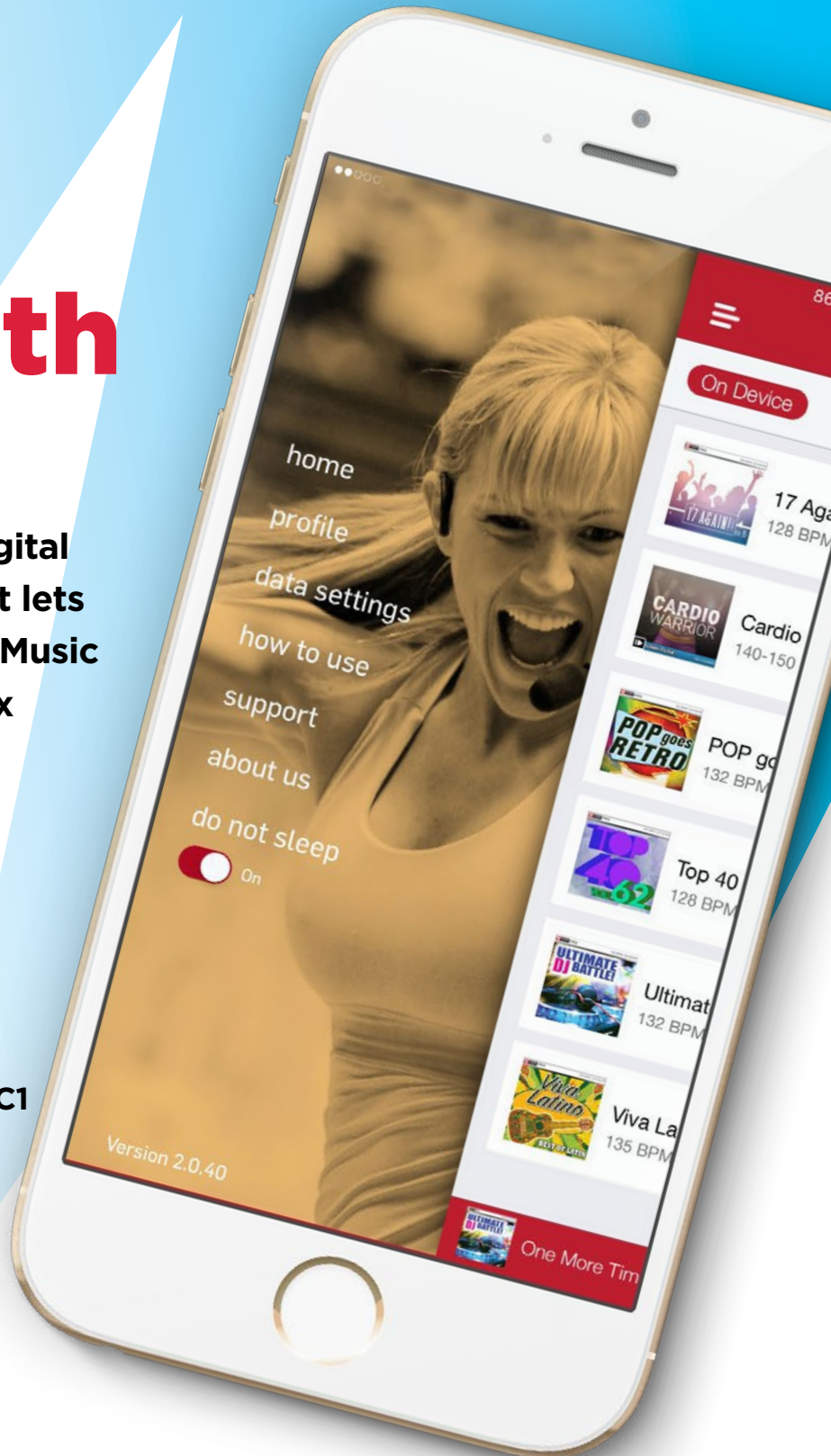
START YOUR FREE TRIAL TODAY

Visit:

POWERMUSIC.COM/POWERMUSIC1

NO COMMITMENTS.

CANCEL ANYTIME.



**FITNESS
& HEALTH
EXPO**

**COME VISIT US AT THE EXPO IN MELBOURNE!
STAND I2**

FOLLOW US ONLINE:



SUPPLIER SHOWCASE

Whether you're looking for tools to simplify club management, new kit and workouts to inspire members, or ways to stamp your unique identity on your classes, here are ideas aplenty. For even more, check out the Fitness & Health Expo this April/May – see over the page for details.

This is where it all happens

FILEX gets mentioned a lot in the fitness world, but if you're new to the industry then you may be scratching your head about exactly what it is. FILEX is a three-day educational conference where over 2,000 fitness professionals come together to learn new techniques to realise their career potential. Delivered by Australian Fitness Network, the event features the world's leading health, fitness, nutrition and business leaders presenting 230 sessions between 29 April and 1 May in Melbourne. With networking, social and educational opportunities, you'll leave feeling inspired, motivated and overflowing with the creativity and energy to further your industry success. Register today at filex.com.au



Explore a world of fitness and health

Keep up with the fast-paced industry you're passionate about when the Fitness & Health Expo comes to Melbourne between 29 April and 1 May. The largest fitness and health event of its kind in the Southern Hemisphere brings together the latest gym equipment, exercise classes and training accessories, along with plenty of positive fitspiration and networking opportunities for those who live, breathe and work in fitness. The Expo is held alongside FILEX, the fitness industry convention, and FILEX delegates have unlimited free access to the Expo. Other Network Members can pre-register for free industry entry at fitnessexpo.com.au using the promo code NETWORK.



New design mic belts debut at Expo!

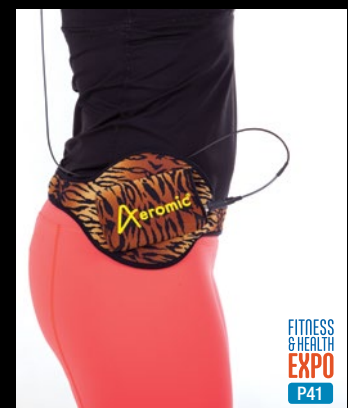
If you're attending FILEX, or the Expo, then check out the new designs of Aeromic Pouchbelts on sale for the first time at the Aeromic Systems Stand (behind Les Mills). They join favourites like the big range of colourful shiny Bling and Glamouflage Pouchbelts. Animal prints like Tiger (shown here) and Zebra patterns make a fun change from plain black. (Pssst! There's also a strong rumour that a Camouflage Pouchbelt will be back for the first time in years...) Call 02 8399 1052 or go to fitnessaudioshop.com.au

If your club doesn't stand out, don't blame us!

Life's too short for mediocrity. Don't just go with the flow: stand out, cause a stir – be different. And that includes in your cycle studio. Get a full service hatch cover with the artwork of your dreams. Infinity and imagination are the buzzwords here. If you want vibrancy and colour, select BODY BIKE Splash, Fireball, or Universe. Or create a special design featuring your club name and logo and make your cycles truly unique... Call 02 46484002 (Sydney), 0424 947 199 (Perth) or go to body-bike.com.au



FITNESS & HEALTH EXPO N18



FITNESS & HEALTH EXPO P41

MINDBODY + Xero integration now available

MINDBODY makes it easy to run every aspect of your business: the schedule, the payments and billing, the marketing, the day-to-day interactions with clients and more. Xero makes your financials beautiful, providing simple ways to access and analyse the numbers driving your success. Together, the MINDBODY integration for Xero helps you save time on financials and improve accounting accuracy by transferring your sales data from MINDBODY into Xero without manual input. au.mindbodyonline.com



Get ready for the SPRINT

SPRINT is the new 30-minute high intensity workout from Les Mills, designed using an indoor bike to achieve fast results. It's a quick and hard style of training that returns rapid results with minimal joint impact. The short duration of a SPRINT workout motivates participants to push their physical and mental limits. It features bursts of intensity where participants work as hard as possible, followed by periods of rest that prepare them for the next effort. Email education@lesmills.com.au to book your training today or go to lesmills.com.au/training/initial



Hit the ground running with PTA

From industry certification to innovative continuing education courses, PTA has the systems, sciences and tools you need to hit the ground running. Stand out from the rest in today's competitive market with a certification created by 25 of the world's top fitness pioneers. With PTA as your career partner you'll gain the skills to connect with every type of client, physically match and emotionally attach clients to programs, and design the ultimate client experience. Whether you're starting your career or ready to become a top earning fitness-preneur, PTA provides the foundations you need. ptacademy.edu.au



SKILLMILL™ – the new solution for athletic performance training

Born from Technogym's experience spanning two decades as official fitness equipment supplier to the Olympics, SKILLMILL™ is the first product to allow everyday athletes to improve their power, speed, stamina and agility, and enjoy the benefits of professional sports training in a safe, engaging and effective way. This unique non-motorised solution offers a huge variety of workout routines to train all the body's energy systems and turn your members into peak performers. technogym.com/skillmill



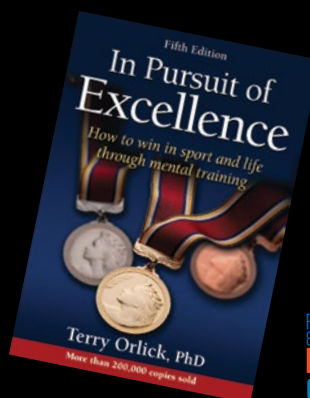
Transform cluttered areas into slick training zones

The Super Duty Omni Wall System transforms messy training areas into highly organised functional training zones. The system is modular, so can be configured to fit any space, from an entire wall to an under-utilised corner. The unique tray height adjustment feature allows you to adapt your system to suit any new classes or store unused items. Suspension trainers and boxing bags can also be hung from trusses or outriggers that take up zero floor space. Made in Australia by International Fitness, the system is covered by a 10-year structural warranty. Call 1300 666 058 or go to internationalfitness.net



A competitive edge through mental training

Whatever your role in fitness, business or life, the ultimate goal is to realise your potential. *In Pursuit of Excellence* by acclaimed sport psychologist Terry Orlick offers a prescriptive and practical means of gaining a competitive edge on or off the field through mental training. Orlick has helped hundreds of Olympic and professional athletes maximise their performances and achieve their goals. Read it, use it, and win with it – personally and professionally. To save 25% off this, and most other Human Kinetics resources, sign up at humankinetics.com/rewards and enter the promo code 'network16' at checkout.



INDUSTRY SUPPLIERS

HIT THE EXPO!



Visiting the Fitness & Health Expo in Melbourne between 29 April and 1 May? Here's a handy guide to who you can expect to see there. fitnessexpo.com.au

Company	Stand	Company	Stand	Company	Stand
2XU	D18	Fit And Fresh	H35	Oxyfit	K15
360 Gym	D35	Fit Ready Travel	N41	Pain Pod	L52
Aeromic Systems	P41	Fitlookingunit.com.au	N45	Physical Activity Australia	N47
AIPT	M14	Flush Fitness	H10	Pilates Reformers	T46
Algeos	D20	Frostouch	K44	Plantronics	F39
Amazing Oils	D14	Functional Movement Systems	K13	Plus Fitness 24/7	J16
Amazonia	H45	G Adventures	M8	Poc Jox Australia	K15
Anytime Fitness	K42	Gantner Electronics	S40	Power Music	I2
Aquaspin	L11	Garmin Australia	I24	Prana On	H42
Aquastrongth	S46	Global Leisure Concepts	M2	PRECOR	V12
Arbonne	N52	GlobalBodies	R40	Pro Direct	D24
Australasian Fitness Group	M42	Green Tea x 50	F46	PT Academy	L2
Australian Barbell Company	P26	Greendesk Software	X18	PT Business Coaches	L18
Australian College of Natural Medicine	K14	Gym Master	N42	PT Mentoring	F38
Australian Fitness Academy	K10	Gymquip Fitness	T40	PT4YOU	D36
BAKBALLS	D2	HART Sport	D23	Punch Equipment	K24
Big Ass Fans	I42	Health Republic	F36	Pure Blender	N43
Black and Blue Fashions	D33	Hedrush	P51	Realigntech	F52
Blue Dinosaur	I23	Hermanbrot	D12	Reebok	L27
Bodie's Clear Protein Water	H18	HF Industries	T12	Rig Fit Activewear	M47
Body Bike	N18	Hologic	S48	Rocktape	I18
Bookings Essential	N45	HR Central	X41	Rockware International	K1
Bordoni Creations	F28	Human Kinetics	H41	SevenPoint2	K11
By The People	I22	Hyperbeat Sportswear	F26	Sly Active	J24
Centaman Systems	P30	iHealth Saunas	M17	Spark Products	I43
CHEK Institute Australia	N44	Inbody Body Composition Analysers	K22	Specialized Australia	L42
Chemist Warehouse	P40	Isagenix	M48	Step Into Life	I16
Club Warehouse Sports Medicine	J2	Iso Whey Sports	L14	Strapit Medical and Sports Supplies	F34
Concept2 Australia	R36	It works Global	J8	Studio Pilates International	K41
Cormax Fitness	T39	Jaybird	F40	Synergy Physical Fitness	W2
Create PT Wealth	F13	Kapai Puku	E2	Tanita	H29
Creative Fitness Marketing	R2	Kettleworx Australia	J22	Te3c Rope	M13
D3 Tape	I41	Kudos Security	X34	Technogyn	P18
Danoz Direct	L48	Life Fitness	R12	The College of Health and Fitness	P47
Debit Success	N8	Links Modular Solutions	N2	The Fitness Generation	R26
Direct Brand Distributors	H44	Mani Sports	H16	The Organic Trainer	P27
doTERRA	N51	Matrix Fitness	P12	The Therapists Towel	M52
eDebit	S36	Measure Up	J1	Third Screen Media	X30
Epic Water Filters	D34	Meeyouwee	H27	Urban Life Photography	M18
Eskimo Distribution	K43	Melbourne Body Composition	I21	Ventures Downunder	H22
Evans Finance	W36	Melrose	F41	Versus	N17
EYE Fitness	S2	MINDBODY	X6	VIRUS Australia	F16
Ezypay	X12	Monster Muesli	M41	Worldwide Vending	X24
F.C Industries	F53	Musashi	F2	Wow Wipes	R34
Farm Pride Foods	M44	Muscle Vend	D16	WPN	J12
FFA Paysmart	T35	Orange Theory Fitness Australia	V36	Wrap on Ice	M51
FIA Fitnation	D19	ORIP	N48	Yes Fitness Music	F30
Fisiocrem	H33	Oxfam Australia	J44		

List correct at time of print, liable to change. Go to fitnessexpo.com.au for details.

FITNESS & HEALTH EXPO



SHOW OF STRENGTH

Join your colleagues at the ultimate
event for fitness and health professionals

PRE-REGISTER FOR FREE INDUSTRY ENTRY

ENTER PROMO CODE: **NETWORK**

MELBOURNE

29 APRIL – 1 MAY 2016
MELBOURNE CONVENTION
& EXHIBITION CENTRE

co-located with



PERTH

19-21 AUGUST 2016
PERTH CONVENTION
& EXHIBITION CENTRE

co-located with



BRISBANE

21-23 OCTOBER 2016
BRISBANE CONVENTION
& EXHIBITION CENTRE

co-located with



SYDNEY

28-30 APRIL 2017
ICC SYDNEY,
DARLING HARBOUR

co-located with



MINDSET COACHING:

THE MAP IS NOT THE TERRITORY

If you train clients using what motivates you, rather than what motivates them, the results you achieve will be limited and short-lived.

WORDS: GREG SELLAR

Have you ever looked at someone and thought 'Why?' 'Why did they wear that?', or 'Why would they say that?' With training clients, it's often 'Why are they sabotaging themselves by not doing what I tell them?'

Your experience has a structure, and once you understand how you take in information, you can more easily recognise why no two people experience the same thing in the same way.

Alfred Korzybski, the father of general semantics, coined my favourite psychology-based saying that 'the map is not the territory'. It explains why we get so much conflict in the world, why we may disagree with loved ones and why our clients sometimes don't experience the levels of success we hope for.

Our 'map' of the world is defined by how we take in information through our perceptual filters (visual, auditory, kinesthetic, olfactory and gustatory). We absorb an extraordinary amount of information on a daily basis. Most of us will have close to 60,000 thoughts each day, and of those around 70 to 80 per cent are negative. In order to not drive ourselves crazy, we delete, distort and generalise (DDG) the information, and here is where much of the problem lies.

What information we choose to 'DDG' forms how we see the world. It's our map and it's unique to us. Maps are also based on our family upbringing, socio-economic backgrounds, external environments and friends. We're formed in our thinking patterns by age seven, imprinted by our parents, teachers and other influencers in the early developmental stages of childhood. They will have shaped our thoughts and feelings towards much of what we experience in life, and as no two childhoods are the same, you

can reasonably expect that no product of those environments will share exactly the same thinking.

When we talk about the 'territory', we speak of reality itself. The saying refers to the idea that because we've formed our own outlook and views of the world, they won't necessarily match others and none of them is reality itself – they are just our version of reality.


When you train clients through *your* map of the world, you're not taking the time to seek clarification about *their* current mindset, expectations, values and beliefs. By not 'seeing the world through their eyes', your efforts as a trainer will only get limited, and probably short-term, results.

Instead of adopting a 'just do it' attitude with clients, it's a good idea to keep the following in mind:

- When you use motivational mantras and slogans, you may only be doing what works for you and not them – are their motivators the same as yours?
- Guidance and advice falls on deaf ears if the person is not in a fit mindset to be

receiving it – are they ready to change?

- Although you may share the same language, you don't necessarily share the same experience – what might seem a positive action to you may have negative connotations for them
- If you think they're 'lazy', maybe you haven't asked the right questions to uncover what approach works best for them as individuals – are you trying to make your map fit theirs?

Whether it's at work, in a relationship, or training clients, remembering that the map is not the territory is a skill that brings greater awareness to your interactions. It leads you to being more mindful of other's experience and allows greater tailoring of your expertise. 

Greg Sellar is a performance coach and serial 'life hacker', challenging people to change the way they think and act. With a degree in Sports Science and a Diploma in Coaching, Mentoring and Leadership, he has worked with some of the biggest names in global fitness. teamlifehack.com



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Get inside Greg's mind at FILEX this April!

- Better communication and faster results with NLP (C2R)
- + check out his PT & Group Training sessions

All details and registration at filex.com.au

THE GREATEST GLOBAL
FITNESS FESTIVAL
#LESMILLSLIVE

Reebok 

LESMILLSLIVE

MELBOURNE

30 APRIL - 1 MAY 2016
MELBOURNE EXHIBITION AND
CONVENTION CENTRE
REGISTER NOW: LESMILLSLIVE.COM

CHOREO+ AUTUMN 2016

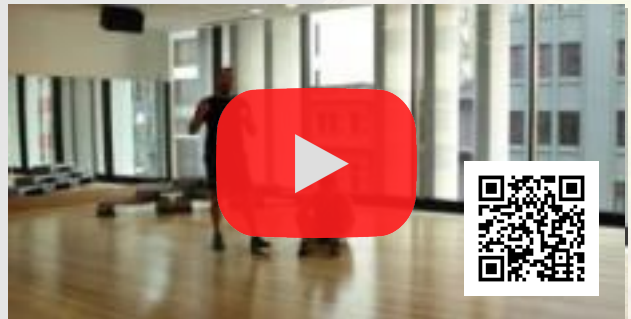
GROUP EX, MIND BODY AND TRAINING INSPIRATION

This quarter we focus on some specialty classes. Check out all these videos at fitnessnetwork.com.au/choreo



DANCE FITNESS: Burlesque cardio with Amy Townsend

This burlesque cardio workout is perfect for any dance-style class where you want to add variety to the music and movement styles. Burlesque is not just a style of dance, but a style of performance. It is all about sass and subtlety. Let your song choices not just guide you to dance or workout, but to perform! When we add that performance layer, we get the most fulfilling dance workout!



Ladders and pyramids with Greg Sellar

Sometimes trainers and instructors think too much about the amount of programming they provide rather than the protocols they use to provide it. Strength training can show us ways to give greater mileage to a small number of moves that can be performed over a longer period of time. Three simple moves are shown in this clip and are applied to repetition and time ladders, both increasing and decreasing.



Crawl patterns with Searle Choudree

Crawling isn't just for the under ones! By incorporating movements and keeping your body under load, these crawl patterns hit a combination of training that targets mobility, increases heart rate and engages the core. When performing these movements, always keep your muscles under load and work into a range of movement – there's no need to rush as the body will respond better to controlled movement!

Network Members – get 10% off the freshest new tracks this Autumn!

Network Members receive 10% off all Power Music purchases – including CDs, customised ClickMix playlists and individual tracks. To view the entire range, visit powermusic.com and use the code `network2016` at the checkout to receive your discount. PLUS, the premium digital music subscription service, Power Music 1, gives you unlimited access to ClickMix custom mixes for the special Network Member price of \$19.95 per month. powermusic.com/powermusic1





 **Kings of endurance**
with **Stephen Parker**

Endurance is your body's ability to perform, work or be active over an extended period of time. There are two main physical aspects of endurance; cardiovascular, which is the body's heart and lung capacity when functioning, and muscular, which is the body's muscular strength under load exertion. An indoor cycle class provides excellent training for both aspects of endurance, either as a whole class or an individual terrain track. This video showcases a great example of endurance cardiovascular training.



 **The art of balance**
with **June Jones**

Balance is essential for everyday activities and affects how we move – yet loss of balance is common as we age. Adding standing balance exercises to your Pilates class can enhance participants' concentration and awareness – and help improve their sense of alignment. I like to teach balance work that includes an upper body activity: you can progress participants to this from a simple single leg balance if and when they are confident to do so.



PRESENTER PROFILE: **JUNE JONES**

June is a Pilates and yoga instructor as well as mother and businesswoman. She is passionate about her work, continually attending training courses and workshops in order to become a better trainer.

The lead presenter on the long running fitness television show *Aerobics Oz Style*, June has 30 years' fitness industry experience, and in addition to her fitness certificates, holds the Certificate IV in Workplace Training and Assessment. She recently developed a stretching program call Beautiful Stretches that is available online and on DVD.

Outside of fitness, June loves sitting on the veranda of her homestead watching the sheep eat the grass. Always up for a fresh challenge, she is even trying her hand at growing organic garlic and saffron.

June says 'Health and fitness is fundamental to my life and I'm fortunate this does not feel like work to me.' Her philosophy for a happy life and successful fitness career? 'Listen well, have your wits about you and do what you preach.' beautifulstretches.com



Watch these videos at fitnessnetwork.com.au/choreo

YOGA FOCUS:


WHY YOGA IS TRULY FOR EVERYONE

From elite athletes to elderly clients with arthritis, yoga can enhance flexibility, strength and endurance – as well as reduce stress, help digestion and aid sleep.

WORDS: LISA GREENBAUM

It's no secret that yoga is at the forefront of leading trends in the fitness industry, with more and more people of all ages and fitness levels continuing to make it part of their weekly fitness regime. And that's the key: people of *all* ages and fitness levels. Yoga can and should be practiced by everyone! But why?

Yoga offers both flexibility and strength training, promoting long isometric holds and muscular endurance for the entire body, and especially the core muscles. However, beyond the physical benefits, perhaps its greatest function is to enable those who practice it to slow down and link breath to movement – an action that serves to not only reconnect us to our bodies, but also to greatly reduce stress, help digestion and aid sleep. Yoga has the power to help athletes better their game and at the same time help those with arthritis increase their mobility and pain-free days. Yoga truly is for everyone.

As with all elements of the fitness industry, there are many types and styles of yoga, from power and hot yoga, to gentle classes and one-on-one. In the same way that you have probably tried many different ways to incorporate the right cardio workout for you into your training and life – some love to dance, others go crazy for cycling or running – it is important to find the style of yoga that resonates with you and what you are trying to achieve in your practice. It also takes time to find a teacher that you connect with. If you are still resisting your first class, or have only tried one or two without success, do yourself a favour: get back out there, take a chance and try something new. Isn't that what we always tell our clients? 

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



What's your yoga?

There are many styles of yoga to choose from. If you've tried yoga previously, but it just hasn't clicked for you, then check out some alternatives. Your new favourite hour of the week may be just around the corner.

Hatha – all physical yoga

Vinyasa – flowing yoga

Iyengar – alignment based hatha yoga, often with props

Power – a vinyasa style with intense holds and lots of flows

Hot yoga – traditionally 40°C or try YogaFit Sweat at 37°C

Yin yoga – poses held for 5 minutes, aimed at deep stretches to ligaments and muscles

Restorative yoga – relaxation poses held for 15 minutes, meant to rest the nervous system

YogaFit – a hatha-based vinyasa-style of yoga, focused on alignment and safety.



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Check out the YogaFit sessions at our industry's must-attend event!

- YogaFit Older Adults (1-day Workshop – Thursday 28 April)
- YogaFit Power (A2M)
- Pre and Post natal yoga (A4M)
- YogaFit Gentle (C3N)

All details and registration at filex.com.au



Little Sits helps parents find time for their fitness goals

Finding time for yourself as a parent is hard. Sadly, personal fitness is often looked at as a luxury you no longer have time for. This can change with the help of Little Sits.

Little Sits helps parents find more time for themselves, so that they can prioritise their health and fitness, by creating a community of parents to trade babysitting with.

Drawing on the African proverb, 'it takes a village to raise a child', Little Sits enables parents to create their own network of fellow parents from their community – such as other parents from school, childcare, sports clubs and the gym.

Babysitting is then traded amongst this network of parents. A points-based system keeps it fair. Rather than paying other parents for babysitting, you trade points – paying points when you need a sitter and earning them when you babysit for any other parent in your network. Little Sits empowers parents to support each other in their babysitting needs.

As a fitness professional you can encourage your clients to connect with one another on Little Sits so that they can provide each other with that much needed spare time to train with you.

Head to littlesits.com and share the link with your clients today!



fb.me/LittleSits



'Search Little Sits'

littlesits.com

DEAD QUITE

AN EMPTY CYCLE STUDIO IS A VERY BAD PLACE

2:28:29 PM

Many fitness clubs' cycle studios sit empty for up to 80% of their opening hours – leading to a loss in revenue, wasted space (and bikes) and a big missed opportunity.

If an empty cycle studio is haunting you, a discussion with your Account Manager could help make your studio a screaming success **02 6282 8192** or email **myclub@lesmills.com.au**
For more information visit **lesmills.com.au/clubscycle**

LESMILLS

TRAINING THE 'SKINNY-FAT' CLIENT: WHAT YOU NEED TO KNOW

'Skinny' clients with poor fitness may have high levels of hidden visceral fat, putting them at greater risk of serious disease than you or they realise.

WORDS: ROSEMARY MARCHESE

With so many of your clients approaching you to help them shed the kilos it's easy to find yourself focusing your fitness career on 'that' word – 'obesity'. While there should certainly be an emphasis on reducing body fat levels, for some of your potential or actual clients there is a strong possibility that they have actually taken this too far. Introducing the 'skinny-fat' client, otherwise known as TOFI – thin on the outside, fat on the inside.

TOFI individuals appear 'healthy' to society, and their thin, waif-like bodies are often celebrated. You seldom see overweight or obese people gracing the covers of magazines, unless they are being body-shamed (see article on page 43). It's the skinny female models, sometimes with protruding ribs, that win the million dollar contracts and rule the catwalk. And what do they do to earn these accolades? As fitness professionals we know only too well: they eat very little (despite what they tell the media).

While male TOFI clients do exist, it is predominantly a female issue. In the case of the catwalk models, for example, it's the female 'skinny' model that tends to lead the show while the muscly, very fit male model is more highly regarded than the skinny, unfit male. So why is this apparently-aesthetic issue important?

TOFI is a ticking time-bomb

Let's look at a scenario of three 54-year-old people who have just suffered a heart attack. Who do you think is more likely to die? Person A that has a 'normal' body mass index (BMI) of 23, Person B who is overweight (BMI of 27), Person C who is obese (BMI of 30) or Person D who is underweight (BMI of 18)? If you guessed Person B and C then you won't be alone, but you're not necessarily right. In fact, Person A and D are more likely to die in the next few years after experiencing the heart attack. Shocked? Now, the explanation for why being a little overweight or perhaps obese (by BMI standards) could potentially be protective after a heart attack, otherwise known as the Obesity Paradox, is going to have to wait for another day (but, no, it doesn't mean you should train your clients to become obese). Here, let's look at why Person D, the TOFI client, could be much worse off than you realise.

The concept of the TOFI client has really been brought to the fore by Dr Carl Lavie, author of *The Obesity Paradox: When Thinner Means Sicker and Heavier Means Healthier*. Throughout his book, Lavie shows how, over the past few decades, he has been challenging conventional medical wisdom – creating a few enemies and ruffling some feathers along the way. The more he looked into the research regarding diseases such as diabetes, heart disease and cancer, the more he found that the people who fared the worst were not just low in body fat, but were also low in muscle mass and cardio fitness. Lavie points out that it's not just the presence of fat that is an issue for health, but also the lack of it. We focus so much on 'fat loss' that





The 30-second article

- TOFI individuals are 'thin on the outside, fat on the inside'
- These clients may have inadequate nutrition, lack muscle and have poor cardiorespiratory fitness, leading to high levels of fat around their visceral organs
- This 'hidden' fat puts them at higher risk of heart disease, type 2 diabetes, cancer, stroke and other conditions
- By focusing so much of our attention on overweight clients, we often overlook TOFI clients and their health risks
- You can help TOFI clients reduce their metabolic risks by prescribing moderate intensity exercise, and gradually introducing resistance training, HIIT and functional training, as well as directing them towards a healthy eating plan.

we tend to miss this population of people that are dying, or at least very sick, despite appearing healthy.

The scientific relationship between body fat and risk for illness and death is not well understood by most people, including doctors who were educated before more recent scientific findings became available. Lavie encourages us to look more closely and change our long-held convictions about fat as he stirs up debate about the value – or confusion – surrounding BMI.

How to recognise the TOFI client

So, who is the TOFI client? This is the client who focuses on weight loss or maintaining a 'skinny' frame through diet alone, such as the bride who starves herself before the wedding. They can appear generally skinny (but not anorexic), but may have a little 'pudge' around their bellies and even under their chin. They tend to have very poor physical fitness. So, while they appear to be a healthy weight or underweight by BMI standards, their body is 'acting fat' on the inside because they have excess fat around their visceral organs. They are lacking

muscle and that muscle is what uses the energy and keeps visceral fat levels at bay.

Is TOFI a metabolic time-bomb?

Who cares if the TOFI client has fat around their visceral organs as long as they have a low BMI? You should care, and so should they. By focusing so much of our attention on overweight clients, we often overlook TOFI clients and their health risks. The fat around the visceral organs is the worst type of fat to have, because it enters the portal system of blood vessels and heads straight towards vital organs. Welcome heart disease, type 2 diabetes, cancer, stroke and more.

One of the many other reasons these clients suffer, without realising it, is the resultant increase in insulin resistance. We often associate insulin resistance with overweight and obesity, but this phenomenon occurs in TOFI people too. A lack of a sound exercise program, combined with too few calories consumed, can cause muscles to start to waste away, and it doesn't take long before insulin resistance steps in. When insulin levels are high, other hormones can be thrown off balance, either by getting revved up or turned down. All of this



Education ignites passion and commitment.
It also boosts your profits.

Why PTontheNet is essential for your PT business:

- › Immediate access to online continuing education
- › Largest, most comprehensive exercise library in the world
- › Continually updated content from industry innovators and leaders

Access to PTontheNet can be obtained in one of two convenient ways:

1. PTontheNet access combined with full benefits of Network membership for the value of \$199 per annum
- OR
2. Full access to PTontheNet for \$119 per annum

BEST VALUE!



For more information or to sign up visit
fitnessnetwork.com.au/pton or call 1300-493-832



POWERED BY **fitpro**

leads to clients heading towards a biological cliff (disease), and once they fall off that cliff it's very hard to recover them to normal metabolism.

TOFI clients are often unfit

The lack of physical activity of TOFI clients means they often lack fitness. The irony, however, is that many PTs avoid programming cardio for clients who are 'too skinny', opting instead to put them onto a resistance training program, sometimes coupled with a


Tips for training the TOFI client

So, how do you help the TOFI client reduce their metabolic risks? Start with a fitness assessment to find out how fit or unfit they actually are. Once this is established, the following elements can be introduced to their program:

- Moderate intensity exercise, e.g. walking, 3 to 4 times per week for 20 minutes (or build up to this)
- Resistance training – but not too much too soon
- Functional fitness – these people often huff and puff up a flight of stairs
- Try HIIT to increase their cardiorespiratory fitness and shift more visceral fat
- Incorporate a healthy eating plan, seeking advice from a nutritionist or dietitian if needed.

recommendation for a higher kilojoule eating plan.

While every client needs to be treated individually and their physical fitness assessed, it's imperative that a lack of cardiorespiratory fitness (CRF) is not missed. There has to be a focus on improving their CRF while increasing lean body mass, not just the latter.

The old notion that skinny people don't need to do cardio really needs to be challenged. When physical activity is the key factor that leads to the use of glucose and other energy stores, including fat, it doesn't make sense for clients with not-so-healthy visceral fat to avoid cardio exercise. We're not talking marathon running here, but you do need to assist them in improving their CRF. 

Rosemary Marchese is a physiotherapist and fitness industry advisor with 20 years' experience. She is the author of *The Essential Guide to Fitness* and *The Fit Busy Mum: Seven habits for success*. thefitbusymum.com.au



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Discover more at Rosemary's FILEX session

- The obesity paradox: can you really be fat and fit? (B1G)

All details and registration at filex.com.au



ATTENTION: PTs, STUDIOS & CLUBS!

Would you like a **FREE** monthly eNewsletter to send out to your members?

OH! News is an eNews production service coming soon from **OH! Magazine**. Tailored to the needs of smaller fitness studios and clubs on a budget, each issue includes information from Australia's leading healthy lifestyle experts such as Dr Joanna, Paul Taylor and Michelle Bridges. The quality of information that makes up each edition will ensure your monthly online eNewsletter is one email that your clients and members *won't* send to the JUNK folder! And the best part is, you can distribute **OH! News** for free, or customise it with your own content before sending it out to your clients and members.

TO FIND OUT MORE EMAIL:

ohnews@ohmagazine.com.au or phone **0411 314 503**.

DO YOU REALLY KNOW WHAT YOU'RE SELLING?

| There's no greater sales skill than genuine knowledge about, and belief in, what you are selling.

WORDS: STEVE JENSEN

Why don't prospects show for appointments more often, and why is it getting harder to close the sale? The reason is quite simple, but the best way to explain it is to travel back in time and look at what some of the most successful clubs and salespeople were doing many years ago.

In the early days of the fitness industry in Australia, when the concept of a Health Club was new, the people who operated and worked in these clubs were fitness fanatics who walked their talk. They were passionate about the way they trained and what they ate. Training techniques were pretty straightforward – but that didn't mean they weren't effective. Training at a club was usually fun, so it wasn't just a place to improve your fitness, it was a place to meet and make friends.

There was, generally, a very hands-on culture, with most of the successful owners, managers and salespeople training regularly, looking the part and 'knowing their stuff' inside out. During the sales process these guys shared what worked for them, and this gave the prospective members hope that they might achieve the same. It was inspiring. Sure, the person selling needed to build some

rapport and find the prospect's compelling reason to buy, and of course they needed to know how to ask for the sale and close, but the selling was easy because the prospect *wanted* to buy.

There was no need for special offers or price drops, as people's main motivation was to buy from someone they trusted and who practiced what they preached.

The secret 'angle' back then was this: there was no 'angle' – the person selling wasn't selling. They were sharing their knowledge and were excited about helping someone else. They told them what they could do and how they could do it – and they genuinely wanted to help the prospective member or client emulate their own fitness achievements.

This resulted in the people who signed up feeling grateful to have met an expert, rather than a salesperson with no genuine fitness knowledge who was reliant on special deals and calls to action.

The question you must ask yourself now is, do your salespeople know your product well enough? Can they educate a prospective member or client about exciting ways to achieve their results? Do they know what people need to do to get certain results and how your facility or team will help them do it? Do they have some simple fitness tips that a prospect could take away and implement even if they didn't join? (As well as helping the individual, this would also make a positive impression and place your facility top of mind for when the prospect next considers joining a club).

If your salespeople can – and do – do this, then they are probably enjoying great success. If they aren't, here are some ideas and tips to consider:

- 1 Look at who you are recruiting for sales and start employing people that have some training experience (exercising in a club/studio) and are willing and excited to learn new ways to train and actively workout themselves.



- 2 Ensure that everyone that sells can teach prospects things they wouldn't know. This process is called INKing, meaning 'I Never Knew' that material.
- 3 The best way to use INKing is to create Teach Sheets that the salesperson/personal trainer can use when they are on the phone and face-to-face. Examples include sheets featuring facts and myths about types of training, weight loss, building muscle and nutrition.
- 4 Always use the most current information about how to safely get the best possible results. Just because the prospect doesn't know better, doesn't mean you can peddle them outdated information. Being bang up-to-date can also create unique selling points for your facility.
- 5 When you are touring or explaining, ensure you prove that what you taught them earlier is true: this is called Proofing. To do this well you need Proof Tools, examples and ways you can show, tell or have the prospect *do* that will illustrate exactly what you told them. This helps make closing easy because, in fact, it serves the role of the close.

Remember: you can't make someone like you, love you or buy from you; people need to see value, trust you and believe you so that they can sell and close themselves. People are inspired by experts that believe what they say and can prove that what they say is true.

The fitness industry is more competitive than ever, but in terms of how we need to sell, we have come full circle. If you want to make

more sales without racing to the bottom of the price ladder, ensure that your salespeople genuinely know your product. By teaching the prospect over the phone, they can inspire them to come to your club for a face-to-face appointment, at which point the salesperson can reinforce what they have previously taught. The prospective member or client will want to buy, because they feel comfortable and inspired by their encounter with the expert they've been looking for. **U**

Steve Jensen has been involved in the fitness industry for almost three decades and is regarded as a world leader in sales and communication training. As the founder and CEO of Impact Training Corporation and the National Sales Academy he has helped boost the profits of thousands of fitness businesses in Australia and around the world. If you have any questions, feel free to call 02 9994 8033 and go to impact-training.net



REALISING POTENTIAL

29 APRIL TO 1 MAY 2016 / MELBOURNE CONVENTION CENTRE

Check out sales guru Steve at the fitness business event of the year

- Your one chance to close the sale (C3C)

All details and registration at filex.com.au

CHANGE THE STANDARDS

By becoming a Pro-Trainer (mentor) with fitnessU, you can be paid to give back to the industry you love by positively influencing up-and-coming fitness professionals.

A role ideally suited to accomplished and experienced professional trainers all over Australia, we want to hear from the best of the best in our industry.

If this sounds like you, and you'd like to **be paid \$70 per hour** to mentor our fitnessU learners, apply now at fitnessu.com.au/mentoring/become-a-pro-trainer

FITNESSU.COM.AU | 1300 003 488

fitnessU
POWERED BY  **network**

RTO CODE: 90497



LEGALLY FIT:

GETTING IT RIGHT

WITH YOUR EMPLOYEES (PART 2)

Employees can make or break a business – so how do you get it right for both the employer and the employee?

WORDS: LEON PONTE

You have gone through an extensive selection process for hiring your next employee in order to get the right person for your business. The things you want the employee to do and what you have offered the employee have been discussed and evaluated in detail, and you are both excited about the potential opportunities. All you need to do now is work out the commencement date. Right?

In the last instalment in the 'Legally Fit' article series, we discussed some of the minimum terms and conditions which automatically apply to most fitness industry employees, but also recommended that written employment agreements be put into place. This is, in part, to help avoid misunderstandings which may adversely affect the development of the new employer/employee relationship.

In this instalment we look at some of the issues that should be considered when implementing employment agreements as part of the hiring process. To read previous articles in this series search 'Legally Fit' at fitnessnetwork.com.au/resource-library. Some of the issues may also be relevant to the engagement of independent contractors.

Implementing employment agreements

Both employers and employees will have rights and obligations on commencement of employment, but there is generally no obligation on either party to enter into a written employment agreement after employment has commenced.

Sure, as an employer, you can get a new employee to sign an employment agreement after they have started employment, but



getting (ahem, coercing) them to do so if there is disagreement about some of the terms which were intended to apply is not the best way to start a new relationship. Any intended probationary period may also not apply. It could also potentially lead to a breach of the Fair Work Act 2009 (FWA).

It is therefore important to ensure that written employment agreements are implemented as part of the hiring and offer of employment process rather than after the employee has commenced work.

Employment agreements

The basic terms of employment agreements generally include: position, duties, status (full-time, part-time, casual), days and hours of work and remuneration.

In addition to those things, and depending on the nature of the fitness business and

the position, it is also recommended that a number of other matters be considered.

Position description

A detailed position description specifically tailored for the position, including responsibilities and duties, should not only be created to assist in the hiring process, but should also form part of the employment agreement to make it quite clear about (some of) the expected responsibilities and duties (and related matters).

Right to alter terms of employment

Notwithstanding the creation of a detailed position description, it is not uncommon for the nature of a position of an employee to change over time. This may be because of changes in the business or the professional development of an employee, or because the employee is not suited for all the originally



It is therefore important to ensure that written employment agreements are implemented as part of the hiring and offer of employment process rather than after the employee has commenced work.



intended responsibilities and duties.

While employees generally have a duty to follow reasonable and lawful instructions and an employer would not be able to unilaterally change some of the fundamental terms of employment (such as decreasing salary) without the employee's agreement, a right to alter (some of) the terms of employment (such as duties and responsibilities) should also be included in order to avoid disputes about whether the employer has the right to do so. Such provisions may also protect against an employee being dismissed (for 'unfair dismissal' purposes) as a result of such an alteration.

The alteration of terms, such as duties and responsibilities, may also give the employee the best chance to succeed.

Company policies

The requirement to comply with company policies (such as codes of conduct, use of social media and workplace health and safety), as well as the right to vary existing and introduce new company policies, should be included.

KPIs, bonus/incentives

Expected budget and performance requirements and the basis for any bonus and other incentives should be clearly spelt out in the employment agreement in order to avoid potential disputes, particularly in instances where an employee's employment has ended.

For instance, should there be an entitlement to a pro-rata bonus where an employee voluntarily ceased employment during the bonus period?

Confidentiality (during and post-employment)

Consideration should be given to the types of confidential information (including financial information, business and marketing plans, systems and procedures and other trade secrets) an employee should be required to keep confidential both during and after the

period of employment.

It may also be appropriate that the requirement extend to not disclosing certain information to other employees. For instance, it may not be productive for employees to discuss their own salaries (or the salaries of others if they have access to them) with other employees.

Intellectual property

Most businesses have valuable intellectual property of some form. Intellectual property can include copyright (in logos, brochures and other works created by an employee), trade marks, designs, patents, trade secrets and confidential information. Such things created by an employee may not automatically belong to the employer, so appropriate intellectual property provisions should be included.

Would you be happy about an employee starting their own business and using the copyright materials you paid them to create in your employment?

Non-competition provisions (during and post-employment)

Are there particular clients, suppliers, competitors or other activities that an employee should be endeavoured to be prevented from engaging with during or following their employment?

Pre-existing injuries

Pre-existing injuries should be disclosed, particularly given the nature of employment in the fitness industry. For instance, the failure of an employee to disclose a pre-existing injury or disease may result in the employee not being entitled to workers compensation as a result of a recurrence or exacerbation of that injury or disease.

Probation period


While the FWA provides that employees must complete a minimum employment period (one year for an employer that

employs fewer than 15 employees or six months for an employer that employs 15 or more employees) before they will be eligible to make an application for 'unfair dismissal', it is recommended that an appropriate probation period still be included.

Notice of termination periods

The FWA provides for minimum periods of notice to be given by an employer to terminate an employee.

Consideration should also be given to whether an employee should be required to give a specified period of notice if they are not covered by the Fitness Industry Award 2010 (or other award which requires an employee to also give a minimum period of notice of termination) or whether, given their importance to the business, an employee should be required to give a longer period of notice than that prescribed by the FWA.

Depending on the nature of the position and the fitness business, there may be other issues that need to be addressed in an employment agreement. Essentially, if something is important to you or you have had problems with certain issues in the past, you should consider addressing them in future employment agreements to reduce disputes down the track. 

This article has provided a general outline only of some of the issues relating to employment agreements. It does not constitute legal advice and should not be relied upon as such. Specific legal and financial advice should be obtained in relation to the specific details of each proposed employment arrangement.

Leon Ponte, Juris Doctor (Law) is the founding principal of Ponte – 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 the industry. pontebfb.com.au

Any questions?

If you have a legal question about running a fitness business, email editor@fitnessnetwork.com.au and your question may be addressed in a future issue.

Get your career
pumping with
New Zealand
registration.



Join the 2500 plus exercise professionals already benefiting from registration with the New Zealand Register of Exercise Professionals.

Over 200 facilities in New Zealand ONLY employ and contract with registered exercise professionals, so registering makes you more employable.

- **Employability and Job Opportunities in NZ and Australia (via portability of registration)**
- **The latest Continuing Professional Development (CPD) Opportunities**
- **Latest Industry News and Updates**
- **Tools and Resources to Support You**

REPs New Zealand is a member of the International Confederation of Registers for Exercise Professionals (ICREPs) which represents over 210,000 exercise professionals around the world.



@REPsNZ



NZREPs

For information: www.reps.org.nz 0800-55-44-99 International callers +64 3 3736-391

2016
REGISTRATIONS
OPEN NOW!

ANIMAL FLOW

MULTI-PLANAR MOVEMENT FROM THE GROUND UP



Integrate Animal Flow's ground-based quadrupedal movement system into your existing training sessions and build strength, stability, endurance and mobility from the ground up.

LEVEL 1

Mar 5 + 6: Gold Coast
Mar 12 + 13: Sydney
Apr 9 + 10: Perth
May 28 + 29: Melbourne
Jul 9 + 10: Christchurch



LEVEL 2

Jun 23: Sydney
Jun 29: Brisbane



REGISTER TODAY! ANIMALFLOW.COM.AU | 1300 493 832



NZ NEWS



News and views from the New Zealand fitness industry.

We've done the 'boring but necessary' stuff, so you don't have to!



Health and safety compliance is right up there with doing your taxes when it comes to how appealing it is to most in the exercise industry. However, it's absolutely necessary for exercise professionals and facilities in New Zealand – and only growing in its importance.

This April, new health and safety laws will come into effect and, with them, significantly increased liability for facility directors and management. There are also new liabilities and considerations for PTs and group exercise instructors that are contractors (our research indicates this is around three quarters of all PTs in New Zealand).

For many small business owners this is yet another legislative/compliance issue that can easily end up in the 'too hard' basket. This approach, however, is a disaster waiting to happen – not only for the individual or business concerned, but also for the wider industry.

To avoid this happening, ExerciseNZ has developed a new health and safety resource for both facilities and independent contractors. The aim of the resource is to go beyond just identifying what to do, and to provide

simple and effective 'how to do it' guides and checklists, as well as sample templates for common activities.

This is an excellent example of ExerciseNZ putting into action its mantra to 'Focus on the big things that affect everyone so that facilities and trainers can focus on their own business.'

Facility members of ExerciseNZ will receive their guide within the next two months, and exercise professionals registered with REPs will receive an update at the same time, through their complimentary Exercise Professional associate membership with ExerciseNZ.

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

Klub Kiwi Drinks reminder

A reminder that all Kiwis travelling to the FILEX Convention in Melbourne this April are invited to attend the Kiwi social event being held on Friday 29 April from 5:30pm. As always, those attending FILEX for a massive dose of training, nutrition and business inspiration will be emailed details directly by ExerciseNZ – so make sure you register now at filex.com.au if you haven't done so already!



2016 Roadshow dates announced

ROADSHOW
7-17 JUNE 2016

Exercise Association
of New Zealand

Incorporating the latest education for facility managers & PT's

ExerciseNZ's 2016 Roadshow dates have recently been announced, with the travelling event starting on 7 June and running until 17 June.

Based on delegate feedback from previous Roadshows, this year ExerciseNZ is exploring different delivery options, including a new breakfast forum, while still focusing on the industry's hot topics. For more details about where we will be, and when, go to exercisenz.org.nz

NETWORK CATALOGUE

Tools and resources to help you be the best you can be

Qualifications & Professional Development

Progressive Calisthenics Certification (PCC)

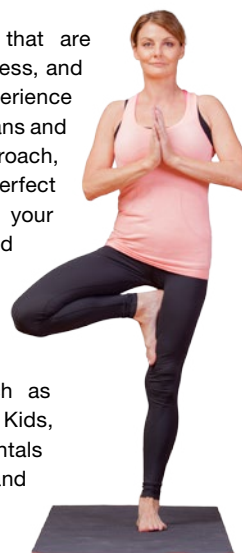
Don't miss this one-off opportunity to take your physical development – as well as that of your clients – to unprecedented new levels! Network is proud to provide the Aussie industry with an exclusive opportunity to learn the most effective calisthenics techniques from bodyweight strength authorities Al Kavadlo and Grace Kavadlo. The PCC represents the ultimate bodyweight certification, and whatever your area of specialisation – from strength training to rehab, bodybuilding to team sports – you'll walk away from this three-day course with a comprehensive understanding that will set you apart from all the other professionals in the industry. Register now to avoid disappointment!



fitnessnetwork.com.au/pcc

YogaFit

Learn to create inspiring classes that are founded in yoga, yet grounded in fitness, and offer your clients a holistic fitness experience like no other. With flexible payment plans and a convenient, modular training approach, YogaFit instructor training is the perfect way to add fitness-focused yoga to your professional skillset. Get started and gain 15 CECs with the 6-day YogaFit Fundamentals intensive, and then continue your yoga journey with Levels 3, 4 and 5, and a range of one-day specialty modules such as Prenatal, Older Adults, YogaBack, Kids, and more. First YogaFit Fundamentals workshops for 2016 in Brisbane and Melbourne now enrolling.

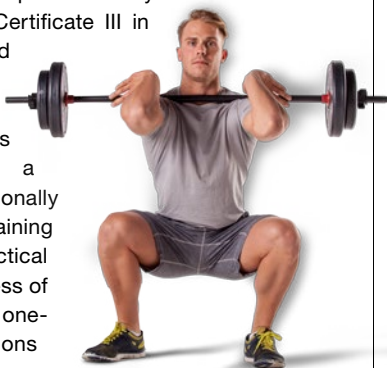


fitnessnetwork.com.au/yogafit

fitnessU

Finding the right personal training course for your schedule shouldn't be a challenge, but it often is. Some prefer to study full-time, others part-time. fitnessU offers personal training courses that can be delivered at a pace that suits you, and that can be changed as you go. Studying your personal training course online allows you to set your own schedule, with easy-to-track progress each step of the way.

fitnessU offers learners: Certificate III in Fitness (SIS30310) and Certificate IV in Fitness (SIS40210) qualifications; a complete Group Fitness Instructor qualification; a nationally and internationally recognised personal training certification; as well as practical guidance about the business of personal training through one-on-one mentoring sessions with a fitnessU Pro-Trainer.



fitnessu.com.au

Barre Attack

Barre Attack is a complete barre fitness class combining the best of Pilates, fitness, and ballet. Using the ballet barre, resistance bands, hand weights and Pilates balls, it incorporates standing Pilates with cardio intervals, core work and functional exercises. This flowing class format creates a total body workout which is fun and easy to follow, and the block exercise system ensures every part of the body is balanced and aligned correctly. If you're looking for the opportunity to expand your teaching skillset and deliver a unique, effective and fun program that participants of all ages and abilities can enjoy, then you need to check out Barre Attack.



fitnessnetwork.com.au/barre-attack

Online Continuing Education

We scour the globe for experts in all fields of health and fitness to fuel your interests, business and career.

Network brings you the widest range of quality CECs/CPDs online, so wherever you are and whatever you want to do, you can be the best you can be.

As a Network Member you have access to continuing education courses that provide you with between 1 and 15 CECs/CPDs each. With affordable prices – and even some free courses – you have a world of inspiration at your fingertips!



Coming soon!


- Beating the Bulge: Exercise Considerations for Overweight & Obese Exercisers
- The psychology of emotional eating and fat loss

3

**CECs
CPDs**
\$149

Twist Foundations
by Twist Conditioning

Eliminate the 'weak links' that are stopping your clients from excelling, and get them moving with fluidity, strength and balance.



5

**CECs
CPDs**
\$99

Ante Natal Core Training
by Dianne Edmonds

Learn how to safely modify exercise for your clients as their pregnancy progresses, focusing on pelvic floor protection.





4

**CECs
CPDs**
\$79

Early Post Natal Programming
by Dianne Edmonds



4

**CECs
CPDs**
\$79

Super Flexibility Highways
by Chuck Wolf



3

**CECs
CPDs**
\$69

Keep it Moving: Osteoporosis, Osteoarthritis and Exercise
by Dr Kim Bennell



5

**CECs
CPDs**
\$99

Effective Nutrition Coaching
by Dr Rebecca Reynolds



7

**CECs
CPDs**
\$139


Fundamentals of Structural Assessment
by Justin Price



5

**CECs
CPDs**
\$99

Insights into Mental Health and Exercise
by Schizophrenia Fellowship



5

**CECs
CPDs**
\$99

Positive Gains: No-Nonsense Hypertrophy
by Jason Schulman



4

**CECs
CPDs**
\$79

Snack Attack: Managing Meal Timing and Cravings
by Matt O'Neill

Note: All prices stated are Network Member rates and include GST. Non-member prices will vary. Visit fitnessnetwork.com.au for non-member pricing.

SEE THE FULL RANGE ONLINE

Find all these courses and more at fitnessnetwork.com.au/cecs – and don't forget to check out our range of Network Member-only FREE courses!



Power Music

Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music.

Network Members receive 10% off all purchases made through Power Music. This includes CDs, custom playlists, individual tracks, choreography videos and much more.

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

To purchase the albums below, and to view the entire range, visit powermusic.com – remembering to use the code **network2016** at the checkout to receive your discount.

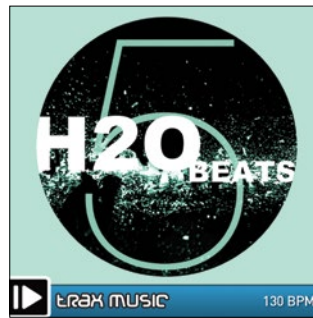
Trax Music (PPCA-free)



FreeRide 26



FreeStep 5 – Mashup Mix



H2O Beats 5



Cardio Warrior

Power Music (PPCA-free)



Top 40 Vol. 62



17 Again! PowerMix
Vol. 15



Best of 2015 PowerMix



Latin Tabata PowerMix



Mashup Party! Vol. 12



Pop goes Retro



Handz up! Cardio 7



Viva Latino – Best of
Latin



Let's Go To the Movies –
Movie Soundtrack Hits



BarreWRX Classic



Power Music 1

All of these new PPCA-free music releases, and hundreds more, are available on Power Music 1, the premium digital music subscription service. Network Members can subscribe for the special rate of \$19.95 per month. Visit PowerMusic.com/PowerMusic1 to get started today!

SEE THE FULL RANGE ONLINE

Check out the full range of Power Music at australia.powermusic.com – and remember to use the discount code **network2016**



Because sometimes simple is better



When it comes to insurance, we've been in the industry for long enough to understand that you don't have time to mess around with complex insurance offers and you simply want peace of mind that you're covered, just in case.

With Network Insurance, in just a few clicks online, you're covered with the most affordable insurance in the fitness industry, so you can set and forget until we remind you to renew next year.

Network Insurance. Simple is better.

1300 493 832 | FITNESSNETWORK.COM.AU/FITNESS-INSURANCE

MINDBODY CUSTOMERS HELP PEOPLE CHALLENGE THEMSELVES



Trainers do so much more than count reps. They empower people to become better every day. MINDBODY fitness management software lets them spend less time worrying about running their business and more time running alongside their athletes. Life, lived fearlessly.



EXPLORE THE SOFTWARE TODAY AT
AU.MINDBODYONLINE.COM | 1800 082 989

