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NETWORK

SPRING 2014

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



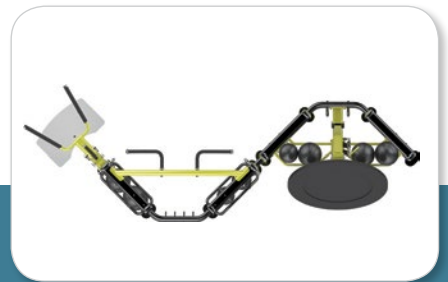
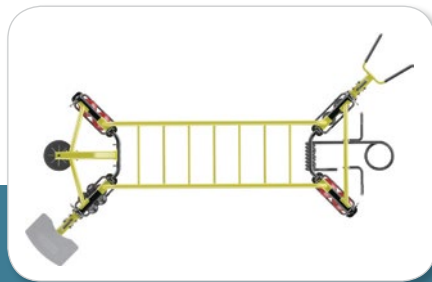
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With a little hard work anything is possible



I recently read an article focusing on the achievements of some of the competitors at the Commonwealth Games in Glasgow whose backgrounds weren't those of your 'typical' high performance athletes. Rather than tales of intensive training from a young age, and regimented lives lived in sporting academies, these were stories of people just like you and me, your clients and members – everyday people of all ages who had come to their disciplines later in life and discovered a previously unsuspected aptitude. An avid kebab and beer-guzzler turned marathoner; a beauty queen turned weightlifter; and a visually impaired older lady turned bowls demon.

This led the article author to conclude: 'The Commonwealth Games, by contrast (to the Olympics), is the Everyman Games. Whatever your age, weight or kebab intake, with a little hard work, there could be a place for you here.'

What a positive message, especially for those who may never have dreamt of such achievements. We never know what potential is waiting to be unlocked, but we can do all we can to try and find out. Several features in this issue provide inspiration for heightening the results you elicit from clients, from video capture apps that help you evaluate and enhance client performance, to a

more effective exercise prescription based on a better understanding of how muscles work in daily life.

Who knows, with the next Commonwealth Games bound for Queensland, could that quiet guy who started training with you last week be lifting weights for Australia in four years' time? Or perhaps the young mum who's been steadily chipping away at her times in your running group could be pulling on her green and gold running vest. As the tagline for the Gold Coast 2018 Games says, 'anything is possible...'

Until next time, keep up the hard work!

Oliver Kitchingman, Editor
editor@fitnessnetwork.com.au

PS – If you're based on the Eastern Seaboard then it would be great to see you at the latest addition to Network's event calendar, the Network Intensive Training Summit being held in Sydney on 19 October – check out page 43 for details



NETWORK'S CORE PURPOSE

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



Network magazine iPad App available for download from fitnessnetwork.com.au/mag-app

EDITOR

Oliver Kitchingman

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**YOUR BODY SAYS
NO MORE
YOUR MIND SAYS
ONE.
MORE.
SET.**

REFLECTIONS OF INDUSTRY LEADERS

Network's Author of the Year – a 30-year veteran of our industry – questions what 'fitness' means in 2014.

WORDS: WENDY SWEET



I can still feel my arm reaching high above my head in a static stretch as I mirror the movement of the instructor, resplendent in her sparkly leotard, leg-warmers and bare feet. I can see her thin 'fit' body. At 23 years old, I wanted that body. I reach further, feeling the stretch, the tension, muscles lengthening. Sweat pours off me. It was a cold Dunedin day, but by the end of class my body was warm, strong, confident, energised and empowered.

I hadn't yet heard of Jane Fonda, and neither did I ever contemplate my 'fitness'. It was the 1980s and I was working shift work at the hospital. Team sports were a thing of the past for me, and while triathlons fulfilled my need to compete, it was this 'Jazzergetics' class that fulfilled my need to move in ways which my body *and my mind* welcomed. I was hooked, and it wasn't just the endorphins – though they played

a role. The class, the instructor, the music, the energy of the other participants – it was all so *transformational*. This is a word I now associate with 'fitness' – the industry, the instructors, the trainers – for it has transformed me. It has given me a career, friends, work colleagues, education. It defined me back then as it does today.

But what is this term 'fitness'? Back in the '80s there were no measurements – 'fitness' just meant that I could get through an 'aerobics' class. I could compete with myself, the instructor and fellow participants, young and old, as we sweated our way through our Saturday afternoons.

Before long PhysEd School beckoned as I sought to become part of this dynamic industry. But lecturers back then viewed the emerging 'fitness industry' cynically. It was 'gendered' they said. It worked to hook women in to 'false body ideals'. It demanded that you had to wear the 'right clothing'. All of

of trainers, educated them and inspired them to inspire others. I was proud of my involvement.

Then my own pursuit of 'fitness' changed. I had children. I worked. I had no time, but perversely, yearned 'fitness' for time-out. As I struggled to make the time for 'fitness', I didn't care what I did – I just cared *that* I did.

It's a new decade now. I'm older and, although less 'fit', I'm no less motivated. 'Fitness' for me no longer means weight loss or muscle definition. I now know that nutrition will do that. The endorphin rush still plays a role, albeit a low-impact version, but I've learnt that 'fitness' is not solely the domain of the sports scientists and exercise physiologists. This thing we call 'fitness' is, more than ever, subjective. It has *meaning*. It has *feeling*. Our industry is unique. It's about motivation, stimulation, transformation. There are many in society who would benefit from joining us and

“

This thing we call 'fitness' is, more than ever, subjective. It has meaning. It has feeling.

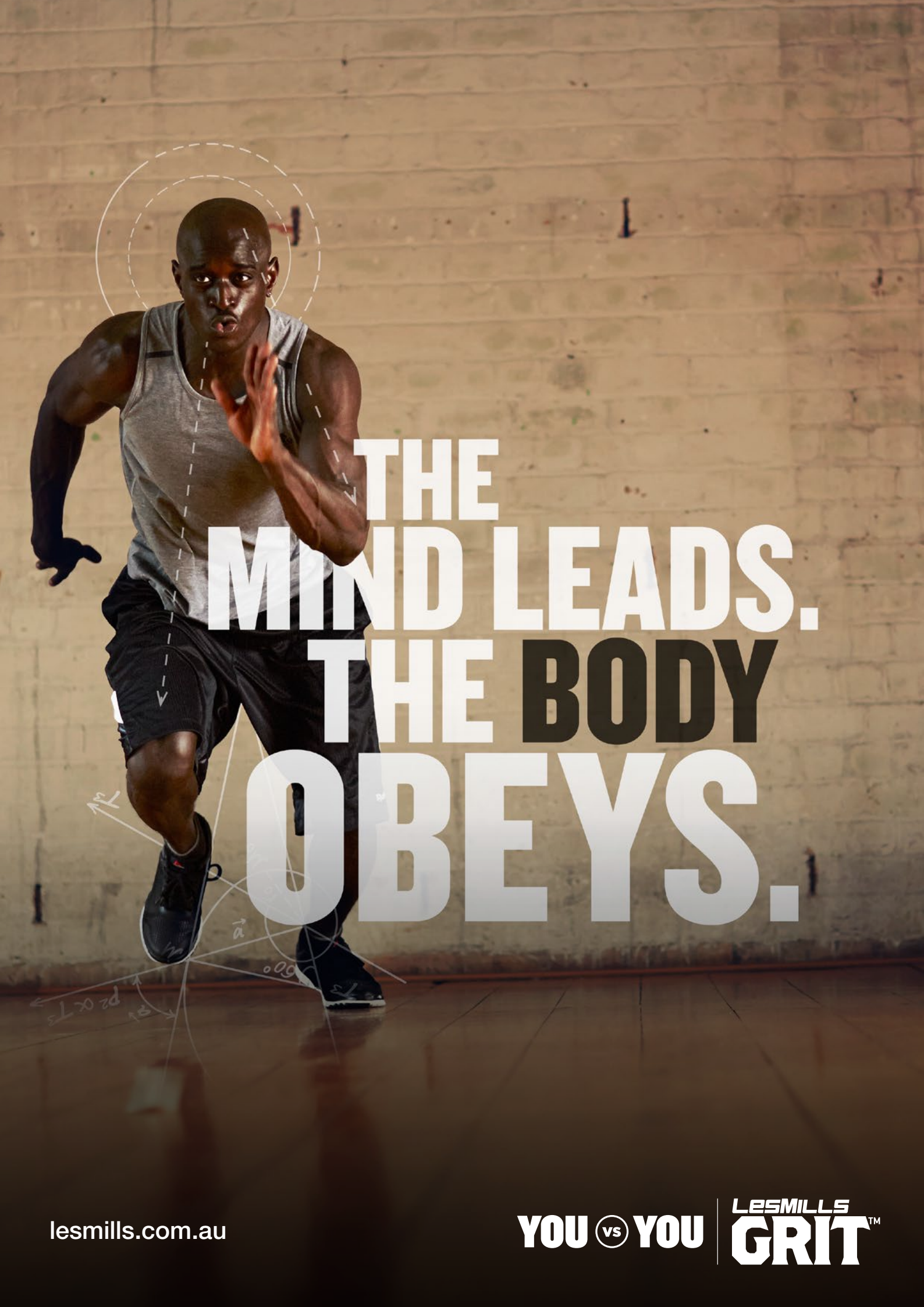
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which excluded a lot of the population. From the back of the lecture theatre, I glared and thought to myself 'I bet they've never been to a Jazzergetics class'. But I listened and learnt, because by now the sports scientists, exercise physiologists and Dr Kenneth Cooper and the US Surgeon General had quantified 'fitness' and introduced the FITT principle of Frequency, Intensity, Time and Type. This academic knowledge brought a new type of 'fitness' – one that was prescriptive, programmable and, of course, more marketable. Today's formats such as HIIT, GRIT, BODYPUMP™ and CrossFit owe much to this research.

By the '90s I had left university and was leading a newly defined *discipline* of 'fitness' – one-on-one 'personal training' at Les Mills. Train harder. Become 'fitter'. Lose weight. Shape up. Prescriptive 'fitness' was now a consumer commodity and members flocked to it. I built up a highly successful team

the challenge is to find ways to engage their minds and bodies. Fitness can mean different things to different people, so we don't always need to quantify 'fitness', define it, perform 'fitness assessments' and prescribe 'fitness programs'. Over the years I've discovered that 'fitness' also means 'wellness' – and this connotes psychological and social dimensions, not just physical. So for today's fitness professionals, as you quantify your client's 'fitness' by taking their BMI, waist-to-hip ratio, blood pressure, VO₂, heart rate, RPE and 1RM, take the time to ask them the most important question of all – 'What does 'fitness' mean to you?' **N**

Wendy Sweet, MSpLS is a fitness industry educator, consultant and resource developer. In 2014 she was named Australian Fitness Network's Author of the Year in recognition of her contribution to the ongoing education and upskilling of fitness professionals.



**THE
MIND LEADS.
THE BODY
OBEYS.**

INDUSTRY INSIGHT

News, views and lessons learnt

Sweat more, pay less

How can you encourage members or clients to use your services more? How about charging them less the more they do with you? After all, the more they use your services, the more likely they are to stay with you for the long term – and to achieve their fitness goals.

San Francisco-based fitmob, a 'community-based, FUN approach to working out' is doing just this. Charging participants at the end of each week, the more you workout in those seven days (in either indoor or outdoor environments), the less you pay. One workout costs \$20. Two per week will cost you \$15 each session, and three times a week will cost you just \$10 each workout.

Using an app for session bookings, payment and more, Fitmob describes itself as 'an authentic fusion of fitness, community and technology.' If you don't show up to a workout you've booked you'll get charged a \$5 'Flake fee' – but to minimise the pain of this, participants can take solace in the fact that a portion goes to a local children's fitness charity.

If you're looking to really build commitment to fitness in your members and clients, could this approach of discounts for frequent attendance work for you?

Source: fitmob.com



Whole grain, whole lot better

When choosing brekkie avoid cereals that don't have the word 'whole' in front of them. If they lack this prefix then odds are they have been refined.

via networkinteractive.com.au



Endurance competitors feel the heat

Heat stroke is 10 times more likely than cardiac events to be life-threatening for runners during endurance races in warm climates.

via *Journal of the American College of Cardiology*

Dem bones, dem bones, dem weak bones

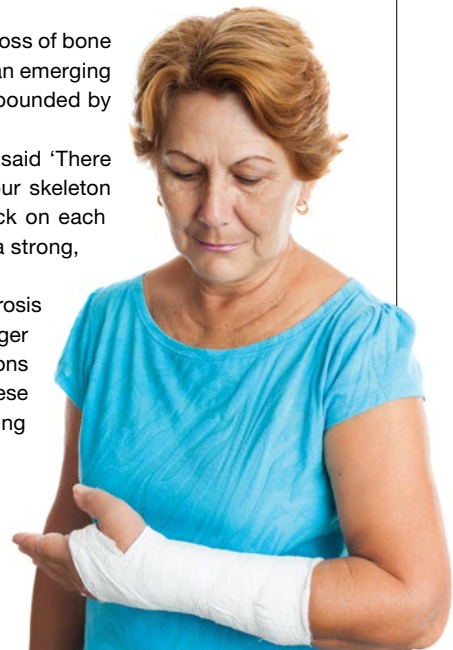
Despite two-thirds of Australians over the age of 50 – predominantly women – experiencing poor bone health, 71 per cent of women do not consider this issue to be a high priority, according to a recent Australian survey.

Osteoporosis, a progressive bone disease characterised by loss of bone mass and density, is viewed by leading health professionals as an emerging national health crisis, driven by an ageing population and compounded by a lack of awareness.

Endocrinologist professor Ego Seeman from Austin Health said 'There is a natural 'decay' of the skeleton as we age – each time your skeleton renews as part of the ageing process it puts less of itself back on each time – hence the need to top up calcium levels, and start from a strong, healthy bone base.'

Experts from several health organisations, including Osteoporosis Australia, have called for women in particular to be 'Stronger Together' by helping spread the word about the three simple actions everyone can take to build stronger bones: consume milk, cheese and yogurt (or dairy-free alternatives) for calcium; do weight-bearing exercises; and get safe sun for vitamin D.

Source: healthybones.com.au



The 43% opportunity



A global study commissioned in 2013 by Les Mills International revealed that fitness is the world's largest participatory activity and, more importantly, it still has growth potential.

The study surveyed consumers across 13 countries, including Australia. This data provides us with a better understanding of the exercise habits of Australians. But, before focusing on what it revealed about Australian habits, it's worth noting that, according to Nielsen associate director, Kris Mayo, the research shows 'that globally 27 per cent of the total adult population attends a gym, fitness centre or health club and that 61 per cent of regular exercisers are currently doing gym type activities. This ranks higher than any other fitness activities, including walking, team sports, cycling, running or swimming'.

The study provided some good news for the Australian fitness industry, particularly with regards future opportunity. Across the 13 countries 39 per cent of people exercise regularly, 22 per cent have no interest in regular exercise and 39 per cent of people are not currently exercising to keep fit and healthy but would like to. In Australia, however, 47 per cent of the population exercise regularly, only 10 per cent have no interest in regular exercise and, crucially, a whopping 43 per cent of people are not currently exercising to keep fit *but would like to*. This is far higher than any of the other countries surveyed, which augers well for the future of our industry.

So, how do we tell the 43 per cent of the population who are not exercising but would like to that we, the Australian fitness industry, are their turnkey solution? We will not get their attention by offering the lowest monthly membership dues or trying to convince them we have the latest and best equipment. What we can do is emotionally connect with them by telling them our fitness story.

And what an incredible story we have to tell. For example, if there was one pill that prevented coronary heart disease, diabetes, obesity, strengthened bones, improved brain function, reduced the risk of Alzheimer's, improved strength and balance, stimulated the immune system, increased libido (and the list goes on) – would you take it? Of course you would. Well that pill is exercise, and that is what we prescribe. We must get far better at telling our fitness story so that we can emotionally connect with the 43 per cent of Australians who are not exercising but would like to, and make them feel compelled to 'give us a go'.

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



The way we were...

In November 2001, six years before he became a household name as a trainer on the Australian incarnation of *The Biggest Loser* TV show, 'Sydney based group fitness instructor and personal trainer' Shannan Ponton was gracing the cover of *Network* magazine to illustrate a feature on free motion machines.

Elsewhere, the emergence of the boot camp training format had prompted editor Justine Northcott to explore authentic army training in the article 'Basic Training: Army Style'.

"Looking for format ideas for a basic training class or thinking about starting a boot camp session for your members/clients? What better place to go for inspiration and ideas than a 'real life' army training session. To find out how soldiers train for strength, endurance and speed, Network visited the Royal Military College Duntroon, ACT. Here we give you an insight into army training and how it can be applied with the civilian population in a gym or personal training environment."

1 thing I've learnt...

Steve Jensen, CEO of Impact Training Corporation, impact-training.net

"When it comes to selling fitness, one thing is for sure – if you want to close more sales you must be perceived as a fitness expert in order to inspire hope in the prospective client or member."

Speaking in general terms has become very dated and uninspiring. Saying things like 'I can design a personal program for you' or 'We have a great variety of classes' doesn't cut it in 2014."

What the prospect wants and needs to see, hear or experience to make a decision is an expert teaching them something they don't know – something that will have them saying 'Wow, I never knew that! I can see how I would lose weight/get stronger that way – I can do that.'

If you combine this confidence-inspiring know-how with your unique selling point (USP), by informing the prospect that you are the only club/PT in the area that does what you've just explained to them, they will buy from you – and thank you for it."





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

We're getting bigger and wider – but in a good way



Recently ExerciseNZ undertook a comprehensive analysis of the providers of exercise in New Zealand. I need to choose my words carefully here, as if I say 'gym' or 'fitness centre' I immediately limit our industry. Even the term 'exercise facility' implies that to exercise one must be inside a building, which obviously isn't the case.

While traditional gyms accounted for well over half of all providers, almost a third were in categories that five years ago either didn't exist or were regarded as 'fringe exercise', such as the hundreds of individuals delivering exercise in public spaces or via a mobile service. While hardly new, the collective growth of mobile trainers, and non-gym-based exercise options, together with the consistent year-on-year growth in the traditional gym market shows us two things: one, the gym industry is growing (i.e. more people are using gyms), and two, the exercise industry is growing *sideways* into new or previously niche markets. CrossFit is one example of this, illustrating the large demand for intense and competitive exercise, while at the opposite end of the spectrum yoga

has also seen huge gains in popularity – and neither at the expense of traditional exercise providers. Great isn't it?

That's not to say that every provider of exercise is growing. What's clear is that to be successful in the current market, all operations need to clarify exactly what product/service they are providing, to whom, and at what price point. Those that can't do so will often struggle.

There are lots of messages here, but for ExerciseNZ one lesson is especially clear: while gyms will continue to play a very significant role in the future of the industry, so too will non-gym-based options, and we need to ensure we support all facets of the industry, from mobile PTs through to large full service fitness clubs.



Richard Beddie
CEO, ExerciseNZ

Industry Awards attract record entries



The NZ Fitness Industry Awards recently closed off entries for 2014, breaking records for applicant numbers in several fields, including PT and club categories.

The judges have started the detailed process of reviewing the entries, and have already selected a limited number of applications to go through to a more comprehensive second round of evaluation. This year clubs will be asked to send members a survey link using Net Promoter Score (NPS) so that judges will be able to accurately and objectively measure customer feedback. They will also be increasing the number of mystery visits and random checks on both facilities and trainers.

For more details, including booking seats at the awards in November, visit fitnessindustryawards.co.nz

New REPs resources proving popular

The Register of Exercise Professionals (REPs) latest range of 'Tell Me More' education brochures for the public are proving popular with trainers. The latest series, which includes topics such as *Sleep-Smart* and *Pelvic Floor*, continues to build on the existing range of brochures designed to be used by exercise professionals to educate the public on a range of exercise-related topics. REPs registrar Stephen Gacsal said 'We are beginning to focus on specific health and exercise issues, which has been a common request from exercise professionals, and plan to release several more, with the next one being *Making Change Stick*, designed to assist with exercise adherence.' For details, email REPs at info@reps.org.nz



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TOP 5

VIDEO CAPTURE APPS FOR PTs



Simple and affordable video capture apps can enhance the service – and the results – you deliver to your clients.

WORDS: COREY BOCKING

As a personal trainer or coach you face the constant challenge of facilitating change and giving effective feedback to your clients. To this end, you need to be able to communicate in a number of different ways, as each client will have their own preferred learning style. If you're like most trainers, it's likely that you lean towards a verbal style of instruction – but your clients may well prefer to learn visually or actively.



The 30-second article

- Trainers need to communicate with clients in a style that caters to their preferred learning style
- Affordable video capture and analysis apps can be a powerful tool to use with visual learners
- Apps typically include features such as slow motion or frame-by-frame playback; drawing and annotation tools to highlight areas of concern; video comparison; and the ability to share videos via email and social media
- The ability to visually represent your clients' progress to them will demonstrate a higher level of care and dedication to their continued improvement.

Table 1. Instructional approaches catering to key learning styles

Learning style	Instructional approaches		
Active	Allow the athlete to immediately practise the skill with minimal or no instruction	Provide verbal feedback describing the 'feel' of the movement, such as 'imagine the feel of the air not being able to get between your torso and your legs in the tuck'	Mould the client's body into the desired position
Reflective	Try to provide a few minutes of 'thinking time' after teaching a new skill	Encourage clients to immediately pair cue words with new skills	After teaching each new skill, run a two-minute visualisation where athletes imagine themselves using the skill
Visual	Allow observation of the skill by video, demo, or watching others during 'live' action. Further progression of learning would use video of the athlete performing the desired skill	Have the clients observe a series of images showing a breakdown of the skill or strategy	Provide verbal descriptions utilising visual terms such as 'the bar is travelling too far away from your body in the pull phase'
Verbal	Provide a succinct description of the skill components to the athlete	Utilise books containing written information about the skill of interest	Allow the client to work in a group so they can hear the questions or feedback of team-mates

Fortunately, it's never been easier for personal trainers to cater to the needs of visual learners – and in an impressive and impactful manner.

Video analysis of clients performing exercises or movements was once a very expensive prospect requiring video recording equipment, a computer and analysis software. As such, it was the domain of elite sports and not a viable option for everyday trainers and coaches.

This is no longer the case, with smartphones and apps now putting this technology firmly within reach of every fitness professional.

Here, we look at five popular video capturing apps (all available as Apple apps and most also as Android apps) that can help you achieve technical mastery with your clients – particularly those who learn best visually.

Putting them to the test



Coach's Eye coachseye.com ★★★★★

Coach's Eye is my favourite video capturing app. It's very simple to use, has great features and has a low cost (\$4.99) for the basic model.

VIDEO ANALYSIS

You can review performance using slow motion or frame-by-frame playback. It also has drawing tools which enable you to measure angles or strokes. You can even compare your videos or examples from other people using the split screen video. It can also record all your slow motion or frame-by-frame playback, drawing and even audio over the actual footage.

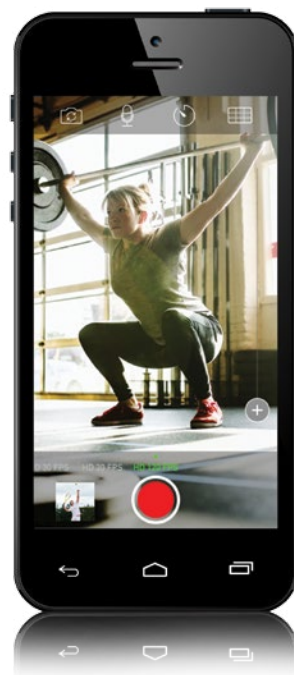
VIDEO SHARING

You can share your video via email, SMS and social media sites like Facebook, Twitter and YouTube. Coach's Eye allows you to record video instantly and import videos from your device gallery or sites like YouTube and Dropbox.

ADD-ON APPS

You can choose to upgrade the basic model with the following:

1. The Precision Pack \$9.99 (includes the modules below)
2. Angle Tool \$4.99
3. Stopwatch \$4.99
4. Spotlight Tool \$4.99



Ubersense ubersense.com ★★★★★

Ubersense is similar to Coach's Eye, but with the added bonus of the basic model being free! I found it took a little time to be able to use effectively as it seems to have more emphasis on sharing the information than it does on providing user-friendly features.

VIDEO ANALYSIS

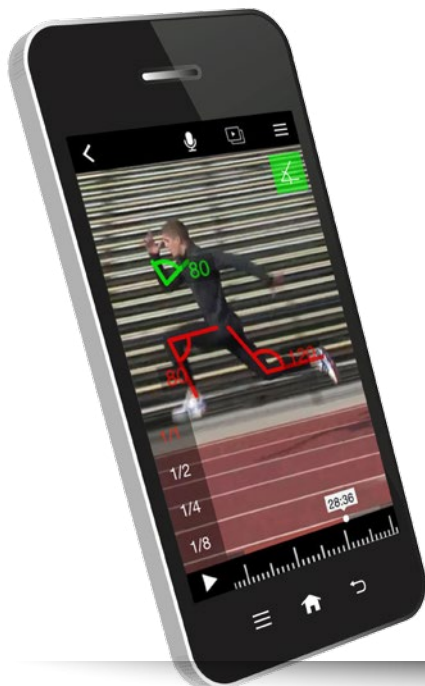
You can analyse your sporting and lifting techniques with slow motion and frame-by-frame playback. To access every detail, you can zoom and pan the videos, and you can also use drawing tools to measure or highlight. The video comparison feature allows you to compare your videos, either side-by-side or stacked. Coaches in particular will love this app because of the ease with which it enables you to track and compare an athlete's progress over time.

VIDEO SHARING

Ubersense has its own community feature which allows you to watch and download videos from other Ubersense app users. You can freely use the library of professional athlete videos to watch and compare techniques. You can share videos with clients, coaches or friends directly from the app, and can post to Facebook, Twitter, YouTube or Dropbox.

ADD-ON APPS

You can upgrade to Ubersense Elite which costs \$5.49 per month or \$25.99 per-year. This allows storage in a private cloud, as well as syncing across multiply devices.





Spark Motion (formerly Kinesio Capture) sparkmotion.com ★★★★★

Spark Motion is an iPhone and iPad app designed for sport coaches, athletes and some medical professionals such as physical therapists. Used and endorsed by Exos (formerly Athletes Performance), the basic model costs \$10.49. I found the original version of this app a bit clunky and slow to use, particularly considering the pricetag.

VIDEO ANALYSIS

This app can help you record, analyse and document a client's progress over time and help them refine movement patterns. Features include: slow motion and frame-by-frame playback; split screen and video layering in which you can view two videos for comparison; adjustable postural grid and bulls eye rings; advanced drawing and measurement tools. The Angle tool or Goniometer can be used to measure angles, or rotate objects to a precise angular position.

VIDEO SHARING

Spark Motion doesn't have the focus on sharing videos that Ubersense and Coach's Eye have. It allows a limited amount of cloud-based storage, although you can pay to increase this (see below).

ADD-ON APPS

The Spark Pro add-on, which costs \$5.99 per month, enables you to store videos.



Coach My Video coachmyvideo.mobi

★★★★★

Coach My Video is another great app along the lines of Coach's Eye and Ubersense. The basic model is free, and a great app to use, but I would suggest purchasing the upgrade for \$14.99.

VIDEO ANALYSIS

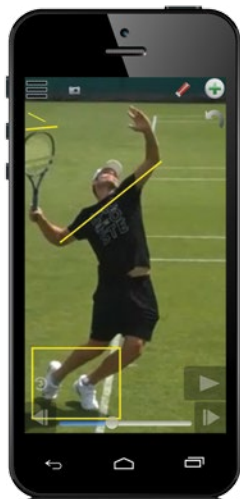
Features include frame-by-frame and slow motion video analysis at all frame-rates; the ability to draw on/mark-up your video; a clever 'STOP+' function for easier snapshots and pausing between clips; the ability to retake sections of video which can then be merged into a single video. Lots of clever editing tools.

VIDEO SHARING

The app enables the sharing of videos via email, iTunes and YouTube directly from the app, and you can post to Facebook, Twitter, YouTube and Dropbox.

ADD-ON APPS

To access more analysis tools you can upgrade to CV Pro for \$14.99.



Dartfish dartfish.tv

★★★★★

Dartfish is one of the oldest video analysis companies, but it only recently brought its technology to an app. Previously taking the form of expensive software that required a video recorder and a computer, the app now places Dartfish technology within everyone's reach. The basic model costs \$4.99 and has many great editing and sharing features.

VIDEO ANALYSIS

Features include: slow motion and frame-by-frame replay; a zoom function; drawing tools; labels for videos and still shots; animated arrows and angles to highlight what the video reveals; and the option to share your opinion using voice or text notes. You can also break down your video into still shots which can be shared without sending the whole video.

VIDEO SHARING

You can publish your videos straight from the app via Facebook, Twitter and email.

ADD-ON APPS

Although there are no add on apps, there is an option to have the Dartfish software on your computer – however this comes at a cost.



As is apparent, many of these apps have similar features, so the one that best suits you will probably just come down to personal preference. It should also be noted that the five apps evaluated here by no means constitute an exhaustive list, and a little research will reveal more contenders, but any one of them would make a great addition to your training toolkit. By having the ability to keep track of your client's progress – and visually represent it to them – you will be able to demonstrate a higher level of care and dedication to their continued improvement. **N**

Corey Bocking, M. Coaching, BSc, BEd Specialising in performance-based training with origins in elite sport, Corey is passionate about organising information in a logical and progressive sequence. He has delivered training and education throughout Australia, the UK and UAE for the past seven years. performancetraininginstitute.com.au



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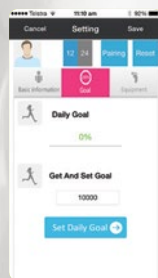
Bluetooth *Heart Rate Monitor*



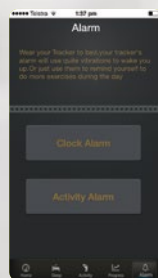
TRACK YOUR CLIENTS ACTIVITY BETWEEN SESSIONS



SEE ALL DAILY INFORMATION ON STEPS, CALORIES BURNT, DISTANCE WALKED, SLEEP ETC



SET DAILY ACTIVITY GOALS FOR YOUR CLIENT TO MEET



SET VIBRATING ALARMS TO REMIND YOUR CLIENT TO EXERCISE DURING THE DAY



SEE YOUR CLIENTS HEART RATE INFORMATION LIVE AS THEY TRAIN



APP DISPLAYS WHICH OF THE 4 EXERCISE ZONES, MAX HEART RATE AND CALORIES BURNT IN REAL TIME



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7 STEPS TO SMALL GROUP TRAINING SUCCESS

Of the several steps needed to create a successful small group training business, just giving it a go is the most important.

WORDS: BLAKE WORRALL-THOMPSON

For aspiring personal trainers – and anyone interested in living a ‘dream’ lifestyle by being a business owner – there is a key plan of attack: work less, earn more.

Like most, I thought this wasn’t actually possible for ‘normal’ people and that you had to be some sort of Richard Branson in-waiting to make it a reality (and, frankly, I wanted to be that guy!). The truth, however, is that you don’t have to be an entrepreneurial genius to make it work – you just have to get started.

And so I did. Drawn to the concept of small group training, I decided that throwing my lot in with this business model was going to be the game changer for my fitness career. Coming from a one-on-one training background, I had no idea how to run small groups, how much to charge, how to structure the workouts – nothing. But I was prepared to give it a crack.

I decided to start with a 6-week program for no better reason than it sounded good to me. I called my ‘female fat loss’ program ‘6 Weeks to Sexy’ because it was a catchy name. To be honest, a girlfriend came up with the name, so I can’t even take credit for that stroke of inspiration!

Then it all began, and frankly I felt pretty disoriented. Even though I had been a trainer for nine years, this was completely different. My first program started with six people training five days a week for six weeks at a cost of \$350 per person. Doing the maths I worked out that I was earning \$70 per session. That was less than I charged for one-on-one sessions, and here I was looking after six clients – but I had to start somewhere.

This first incarnation of the program taught me some valuable lessons and allowed me to work out what I did and didn’t like about it. The second time I ran it I trained eight people, this time at a cost of \$399 per client. Subsequent versions of the program saw the price increase to \$450, then \$499 and \$549. As it stands now, 50 people are paying \$599 to do the 6-week program in Sydney (not all 50 are training at the same time with the same trainer!) and 32 people are paying \$449 to do the training in Adelaide.



If you are anything like most trainers, you are probably waiting for that perfect moment to embark on your next career step. Such a moment doesn't exist. You just have to start. The first program was all about learning: I kept the prices low and let the participants know that it was a trial program, hence the reason for the low cost. '6 Weeks to Sexy' is now looking to expand into Melbourne, Brisbane, Perth and a second location in Sydney.

Over the past two years I've worked by a set of rules to get the business up and running, and into a strong enough position for me to be able to easily earn a great income running just these sessions first thing in the morning and last thing at night. This has allowed me to free up my days to work on my mentoring of other personal trainers, health coaching and online membership programs. Here are those rules.



1 Get started. Your first program is going to be only OK (at best) – but you'll learn. If you're scared of 'losing' potential clients because you haven't got the formula perfect yet, get your friends in for the first program for a trial run.

2 Take measurements, do tests and snap photos before and after the program. Prior to the program starting, each participant has three stops: first, me for their measurements and body fat testing; second, Em (one of our trainers) for their 'before' shot; and third, Trimmer (our running coach) for their fitness and strength testing. At the end of the program these processes are repeated. 'Before and after' shots with a testimonial are amazingly effective resources to use in your marketing material, and testing is awesome for participants because at the end of the program they can clearly see that not only has their body completely changed, but they've also got stronger and fitter. With such tangible results, a large percentage of participants sign up for another round of the program.

3 Build a 'crowd' through Facebook. I don't spend money on marketing. I post photos of the participants working out on the Facebook Page, I tag them when possible, and I frequently talk about them to create interest amongst their friends.

4 Encourage and reward referrals. Word of mouth referrals are the best leads you could ask for, and if the service you're delivering is fun and effective then your participants will tell their friends about you. Don't take this for granted though: give your trainees an incentive to bring people to the program. As a gesture of our appreciation we give participants a 25 per cent discount for recommending people.

5 Create a community. Our participants have serious FOMO (fear of missing out) if they miss a session, let alone a whole program. Once they see the other girls and guys working out in the pictures I post on the Facebook Page, they want to jump back in to the next program and get involved. If you're doing the right things and you've created an awesome culture and community, 80 per cent *should* come back for at least one more program.

6 Keep improving your program. Every time we run the program I look for new ways to improve it. For example, we have added new food programs and bonus workshops as our programs have evolved. We have also introduced a much funkier 'welcome pack' with singlets and bags (which also works as a branding and marketing tool) and we revamped our 'introduction process' so that I spend half an hour talking each new participant through the program prior to the testing and measuring components.

7 Get feedback. If you can't handle feedback well you might struggle to grow your business. I continually invite feedback, so I've created an atmosphere in which most participants feel comfortable telling



The 30-second article

- Small group training opens up a potential new market and revenue stream for personal trainers
- There is no 'perfect moment' to take the next step in your career – you need to take action now
- Your first foray into small group training will be a valuable experience in trial and error
- Take measurements, do tests and take 'before' and 'after' photos
- Build a community both online and offline, reward referrals, seek feedback and continually improve the program you offer.

me exactly what they think does work, doesn't work and would work in the future. If for some reason they don't feel comfortable telling me directly, we have two other team members who have been involved in the program since day one that the participants will talk to about the program and make suggestions.

All seven of these rules have been critical to the success of my small group training programs – but without the first rule the others are worthless. If you want to make a serious impact and earn some serious money in this amazing industry, you just have to *get started*. Try something – if it works keep it, and if it doesn't ditch it. This is how you can keep improving your program and keep adding value. By doing so you'll carve yourself out a more successful fitness career than you ever thought possible. **N**

Blake Worrall-Thompson has owned and operated a number of personal training and boot camp businesses. He now divides his time between his fat loss programs '6 Weeks to Sexy' and '6 Weeks to Shredded' and his mastermind group for personal trainers '6 Weeks to Success'. 6weekstosuccess.com

Looking to launch or boost your small group training program?

Australian Fitness Network is holding its Network Intensive Training Summit on Sunday 19 October at Sydney Olympic Park, NSW. This 1-day summit features a strand containing a wealth of tips and tricks to help you build a successful business from small group training. The presenting faculty will take you through the business side of this training model *and* put you through your paces with some incredible new workouts.

Find out more and register at networksummits.com.au or call 1300 493 832.



INJURY

& REHAB

WHY YOU NEED TO ADDRESS TIBIALIS POSTERIOR WHEN MANAGING PLANTAR FASCIITIS

With a range of foot-related problems resulting from tibialis posterior dysfunction, there's a clear need to assess the function of this muscle.

WORDS: SANDRA STEEL



The 30-second article

- A vital muscle of the lower leg, the main function of the tibialis posterior is to push and pull the foot up and down, as well as to stabilise the ankle and support the medial arch of the foot
- Problems such as shinsplints, plantar fasciitis, bunions, hammer toes, and neuromas are often a result of tibialis posterior dysfunction
- Plantar fasciitis can be experienced by a person displaying either lower- or higher-arched feet
- Assessment of the tibialis posterior can determine if tibialis posterior tendinopathy is present, and gauge whether tibialis posterior is contributing to the client's pain and biomechanical dysfunction.



A full assessment of a client presenting with plantar fasciitis (pain in the heel and underside of the foot) needs to take into account the client's hip, knee, ankle and foot function, as well as all the muscles of importance, such as the gluteals, peroneals, hamstrings, quadriceps, tricep surae, tibialis anterior and tibialis posterior.

The functionality of the joints and relevant muscles is assessed in order to understand the contributing biomechanical dysfunction and allow an appropriate treatment plan to be established. Here, we examine one of the muscles which is often seen in clinical practice to contribute to the pain and biomechanical dysfunction in clients with plantar fasciitis, namely the tibialis posterior.

The tibialis posterior is a vital muscle of the lower leg because of its numerous insertions, support of the leg, foot and ankle, and its relationship with normal foot pronation. Inhibition of the tibialis posterior often results in knee pain, foot pain, and ankle pain, as well as overpronation,

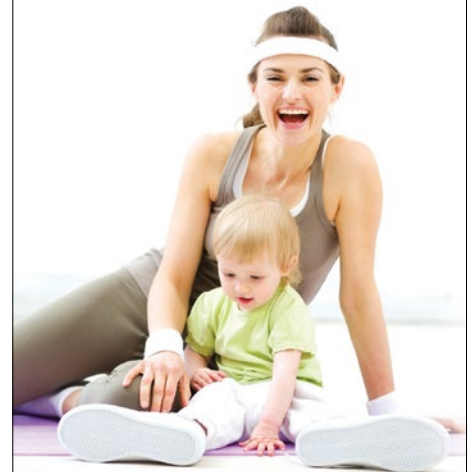
which can defer excess shock to the rest of the body during impact. Problems such as shinsplints, plantar fasciitis, bunions, hammer toes, and neuromas are often a result of tibialis posterior dysfunction.

The tibialis posterior's main action is to invert and plantar flex the ankle joint (i.e. push and pull the foot up and down), as well as stabilise the medial aspect of the ankle. It is also the major muscle that supports the medial arch of the foot and, along with many of the insertions throughout the plantar aspect of the foot, the tibialis posterior is responsible for the actual strength and health of the foot itself.

Origins and insertions

The tibialis posterior originates at the medial portion of the proximal posterior tibia and the medial two-thirds of the proximal posterior fibula. The interosseous membrane binds the tibia and fibula together, and forms much of the origin of the tibialis posterior, along with the deep fascia of the lower leg. The tibialis posterior inserts into the navicular

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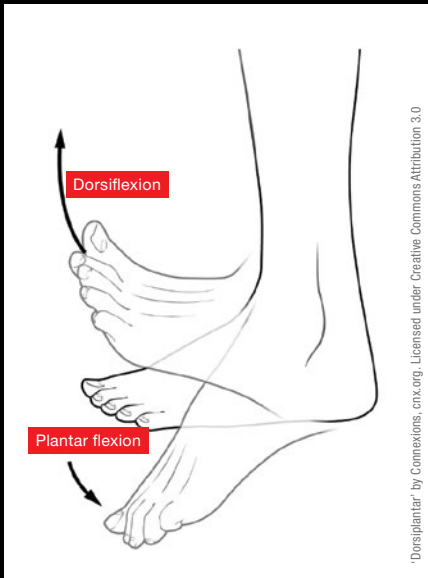
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Plantar flexion and dorsiflexion

tuberosity, three cuneiforms, cuboid and bases of the second through to fourth metatarsal bones. This makes the tibialis posterior very important in the stability of the lower leg, support of the medial arch, and normal pronation.

Who is prone to suffer plantar fasciitis?

Plantar fasciitis can be experienced by a person displaying either lower- or higher-arched feet. Clients with lower arches have conditions resulting from too much motion, whereas clients with higher arches have conditions resulting from too little motion. In both of these instances the tibialis posterior is affected by inhibition. With the increased motion experienced by the clients with lower arches, the tibialis posterior is overused through its support of the medial arch during excess motion – in turn becoming hypertonic and inhibited. In terms of the higher-arched clients, the tibialis posterior is continually engaged in contraction to assist in supporting the medial arch height.

Assessment

In assessing a client presenting with plantar fasciitis, the tibialis posterior needs to be examined in order to, firstly, rule out tibialis posterior tendinopathy and, secondly, gauge

the contribution of the tibialis posterior to the client's pain and biomechanical dysfunction.

The assessment of the tibialis posterior should involve manual muscle testing and palpation of (i.e. using the hands to examine) the muscle and the tendon. A personal trainer can undertake this assessment. To manual muscle test, have the client supine with the leg in lateral rotation and the foot inverted with plantar flexion at the ankle joint. The practitioner supports the leg above the ankle and applies pressure on the medial plantar surface of the foot in the direction of dorsiflexion of the ankle and eversion of the foot. If the flexor hallucis longus and flexor digitorum longus are being substituted, the toes will be strongly flexed as pressure is applied. A weakness will show in decreased ability to invert the foot and plantar flex the ankle.

The practitioner should palpate the entire muscle and tendon. If there is sensitivity in the area of insertion in the bottom of the foot, the tendon behind the medial malleolus and muscle belly should be palpated. The insertion tenderness can often be mistaken for plantar fasciitis. Releasing any adhesions found within the muscle belly will decrease the tenderness at the insertion.

If during the assessment the tibialis posterior is found to be inhibited, the muscle should be released and lengthened through soft tissue work and stretching. Strengthening exercises should then be provided. These can include inversion exercises, isometric, active, and resistance band inversion.

The client should seek professional advice before attempting any rehabilitation exercises. A thorough examination of the client's biomechanics of the lower limb should be undertaken by an allied health professional to ascertain why the tibialis posterior was inhibited initially. By doing so, the health practitioner can determine what appropriate action should be undertaken to ensure the tibialis posterior is not inhibited. **M**

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

Sandra Steel, DC is the principal chiropractor at Total Body Fusion in Morningside, QLD. She employs a number of chiropractic techniques, dry needling, Active Release Technique, Functional Movement Screening and corrective exercises to achieve client functionality. totalbodyfusion.com.au

WHAT IS...? TACFIT

A time-based group training system with a strong emphasis on injury-prevention is the latest in the new wave of circuit workouts.

TACFIT (Tactical Fitness) is a progressive ballistic movement fitness system that has recently arrived on Australian shores from the US. It was created by martial arts and fitness coach Scott Sonnon to help government agencies and special forces such as police, fire fighters and rapid response teams achieve elite level fitness while, crucially, remaining injury-free.

This 'safety first' approach to fitness through progressive movement, as well as its long-term development program, has seen a number of government agencies and sports teams around the world adopt TACFIT as their preferred training method (with at least part of the appeal being the money and headaches it can theoretically save by preventing unnecessary injury.) Agencies that have used the system include the US Federal Law Enforcement Training Centre (FLETC) and the US Army's Special Operations Aviation Regiment (SOAR).

Given this background, it's perhaps not surprising that certain elements within TACFIT have something of a militaristic flavour, with some of the offshoot systems bearing the monikers Commando, Warrior and Spartan. The stated aim of TACFIT is 'to strengthen and mobilise your body against injury, turn your mind into a fortress against stress, and help you to re-develop your primal strength and critical thinking.'

Impressive claims, so how does it work? Each 45-minute training session draws on a library of 26 20-minute circuits based on one of six timing protocols, with each exercise within a circuit having four levels of complexity so that beginners through to elite fitness practitioners can train together. Recovery methods, breathing techniques, timing protocols and unique movement patterns build upon each other to steadily and gradually increase ability.

By using a time-based circuit (for example, A [4/1x4] = 4 minutes of movement, 1 minute of rest, 4 exercises), participants can't 'go easy' by stopping for a break just because they've completed X number of reps. They can, however, customise their workout to their specific abilities and strengths by adjusting the weights used, and/or simplifying the movement patterns related to the specific exercise.

TACFIT makes much of the fact that its exercises – whether Clubbell Gamma Casts, Parallette Swing Planks, Airborne Lunges or the incendiary Quad Press – are all 'anatomically respectful' in structure and execution. In order to increase recovery efficiency, warm ups and cool downs directly correlate to the joints and muscles used in the exercises being performed. **N**



MORE?

To become a TACFIT Level 1 coach requires attendance of a 2-day seminar in Brisbane with founder Scott Sonnon, which includes a Qualifier exam. Once qualified there are no affiliation fees. For more information visit tacfit.com.au



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WHO'S LOOKING AFTER YOU?

You spend your life looking after the wellbeing of others
– but are you looking after yourself?

WORDS: ANDREW WARD

In many ways I consider myself to be a lucky guy. This year marks twenty-five years since I started working in the fitness industry, and it's been a great quarter of a century full of adventure, fun and fitness. During this time my job responsibilities have ranged from casual gym floor work in 1980s Melbourne to an executive role with a Hong Kong-based US multinational. These days I'm happily grounded back home on the banks of the Yarra where my focus is on a corporate health and wellness strategy that involves creating new connections between this sector and disadvantaged communities.

My work may have varied enormously over the years, but one thing that has remained constant is my passion for staying involved in the industry in a practical capacity: 2014 also marks 23 years of my teaching group exercise classes. Twenty-two of these were consecutive, and saw me teaching a variety of programs from freestyle step and HiLo, to Les Mills BODYPUMP™ and CXWORX™, as well as mind body practices like yoga and Pilates. In 2013, however, it all came to an abrupt and shocking halt for me as I found myself – for the first time in my life – with a serious injury that stopped me dead in my tracks.

A knee reconstruction is not an uncommon injury, but when you work in our industry, which usually requires mobility as a bare minimum, and in some cases an elite level of fitness (group fitness instructors), the consequences of such an injury can be far reaching. I was, indeed, faced with some significant

challenges. In addition to the professional repercussions, the injury also greatly affected my personal time because, like many in our industry, I live an energetic life of playing sport, volunteering and enjoying active time with my family. The gap between my usually active life and being practically disabled with a long road of rehabilitation and recovery ahead of me was vast. More shockingly, I realised that if I hadn't had the foresight to put plans in place around medical and personal insurance, I could have found myself in a very difficult predicament financially.

Eight months of injury, surgery, rehabilitation and recovery taught me some valuable lessons about the necessary precautions to take if you work in fitness, because – as I'll elaborate upon later – the nature of employment within the industry means that it doesn't provide a lot of support for workers.

As fitness professionals we can have a sense of indestructibility. I certainly had this opinion of myself until a poor landing from a ski jump brought me back to earth, literally. This 'invincibility' combined with the ego that is common (and often necessary!) among us in fitness, may also, unfortunately, prevent us from seriously addressing the risks we face. How long will you be able to push your physical limits before your body starts to give up? What happens if you suffer an unplanned acute injury? And if you do, what safety net have you set up, and who will look after you? Who will make your car payments, rent or mortgage payments if you are suddenly unable to take your classes or train your clients? You look after the wellbeing of

others every day of your life – but are you taking the necessary precautions to look after yourself?

The prospect of implementing the following suggestions may not excite you, but doing so will provide great peace of mind.

1 Protect yourself professionally

If you are a registered fitness professional you need to cover yourself with Professional Indemnity Insurance. This is critical if you are a contractor or run your own business, but still very important if you are employed or work within a small to large fitness chain. For the equivalent weekly cost of a coffee, you can cover yourself against claims that arise when a third party, usually a client, alleges that your professional advice, design or service as a fitness instructor or personal trainer was negligent and caused them a loss (such as bodily injury, property damage or financial loss).

2 Protect your health

Make sure you have some form of private medical insurance. If you suffer a serious injury (knee, shoulder, ankle, spine) that requires surgery and don't have private medical cover, you simply won't progress through the public system fast enough to get back on your feet. When your income relies on your ability to move, demonstrate and lead movement, it's critical to minimise any downtime.

In addition to your health, cover for injury management will entitle you to some wellbeing services like massage,

physiotherapy and osteopathy that will get you back on your feet faster. These are also services you might not engage to the required extent if paying directly from your pocket.

3 Protect your income

Get some income protection insurance. Your ability to earn will be severely impacted if you suffer from any kind of acute or serious injury. If you are a full/part time employee with entitlement to medical leave then you have a short term solution for recovery from a serious injury. But serious injury isn't often associated with speedy recovery.

Income protection can include your full time, part time and casual earnings. If the unexpected does happen, you'll have peace of mind and be able to focus on a full and proper recovery, as opposed to rushing back to work prematurely.

4 Protect yourself from the taxman!

Get some advice from a tax accountant on how you can better structure your affairs. Expenses such as insurance and health services may be eligible deductions.

Should the industry take the lead?

It's unfortunate that by nature and evolution, employees within the Australian fitness industry do not enjoy high levels of compensation or benefits. This isn't necessarily by intent, but rather because the vast majority of employment and work is casual or contracted – which may be viewed as a model that fosters less engagement.

It's my personal belief that these workplace conditions could be improved – and that doing so would reap dividends for the fitness industry in the form of increased employee happiness, translating to reduced churn and burn of staff and an increased ability to attract new talent. It would be great to see large chains and service providers take a lead on this, as it's a pity for the trade-off for working in such a fantastic and important industry to be a concession in regards to compensation and benefits.

This position on improved conditions for fitness industry employees isn't purely speculative. Fifteen years ago when I first moved to Asia to work, I was given the opportunity to develop a white paper for fitness employment, initially in the area of group exercise. I drew on everything that I had experienced, both good and bad, about working as a casual group exercise instructor and personal trainer in Melbourne. I combined this with the criteria of what would be considered the 'dream job' for someone in our industry.



In 2013 it all came to an abrupt and shocking halt for me as I found myself – for the first time in my life – with a serious injury that stopped me dead in my tracks.



In 2000, we rolled out permanent full and part time (as well as casual) positions for group exercise instructors and personal trainers. The positions were exclusive to our chain, but included a fixed salary with paid annual and medical leave. The opportunity also existed to work harder and earn more. Of course, complimentary membership to the gym was included, but most importantly full medical insurance, including hospital and dental, were part of the package.

We took this logic for employment to all of the emerging markets in which we launched our fitness product. Today, those concepts not only remain in place, but have become the standard of employment for all service providers in those countries. When I left Asia in 2011 to return home to Melbourne, our company employed over 40 full time group exercise instructors and 250 personal trainers, who all received benefits in Hong Kong alone, not to mention the seven other international markets in which we set up operations.

My hope in the future is that the industry looks at ways to make similar employment programs available to workers in Australia. While it is more challenging to retro-fit compensation and benefit plans, it is not impossible. After all, the number one rule of customer service is 'The employee will treat the customer in the same way that the company treats the employee'. This was a key driver behind our service and people strategies. I certainly noticed a higher level of engagement and connection to customers and the business from employees when their employment was secure and an organisational priority.

My involvement with the white paper in



The 30-second article

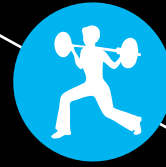
- The consequences of serious injury can be far reaching for fitness professionals, for whom mobility and, in many cases, an elite level of fitness, is necessary
- The nature of employment within the fitness industry means that workers generally need to take care of their own 'safety net'
- Take steps to protect yourself with Professional Indemnity Insurance, private medical insurance and income protection insurance
- Clubs should consider that a system of workplace compensation and benefits can lead to higher levels of engagement and connection to customers and the business.

Asia gave me an insight into the necessary precautions that fitness professionals need to take in order to be covered when circumstances take a turn for the worse – and when I suffered my injury I was glad that I'd implemented the steps above. Unless you are fortunate enough to work for an employer that offers these protections, I recommend you do the same. **N**

Andrew Ward, BAppSc spent 14 years based in Hong Kong as 2IC and senior vice president of operations for California Fitness. He now works in a multi-business management role with YMCA Victoria. In 2013 Andrew was awarded YMCA Victoria Manager of the Year.



TRAINING FOCUS:



CABLE EXERCISES

Network's education manager, Alisha Smith, selects three cable exercises to target the legs, back and chest.

Cable pull through

Target: legs

Equip: cable machine, handle attachment

Level: beginner, intermediate, advanced

Start: stand facing away from a low cable, with feet spaced shoulder-width apart, knees bent slightly, and bent over at the waist with torso parallel to the floor. Arms are extended down and back between the legs, holding a single handle.

Action: keeping the back straight, and the elbows extended, pull the handle up in front of the body to shoulder height by extending the knees and hips, and raising the arms.

End: return the handle to the start position by lowering the arms, bending over at the waist, and slightly bending the knees.



High-cable, straight-arm pull down with handle attachment

Target: back

Equip: cable machine, handle attachment

Level: intermediate, advanced

Start: stand facing cable system with cables high, arms extended above shoulder height and holding two handle attachments with palms facing down.

Action: keeping the elbows rigid, pull the handles down to waist level.

End: return the handles to the starting position by raising the arms back above shoulder height.

High-cable chest press, overhand grip

Target: chest

Equip: cable machine, handle attachment

Level: beginner, intermediate, advanced

Start: stand facing away from cable system, bent over at waist so the trunk is 90 degrees from vertical, and with cables raised high. The upper arms are raised out from the sides, with elbows bent 90 degrees, and hands at sternum level holding two handle attachments with palms facing down.

Action: move the handles down and together at body midline by extending the elbows.

End: return the handles back to the starting position by bending the elbows. **N**



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Arthur J. Gallagher

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Since the golden days of aerobics, when leotards, legwarmers and headbands were the height of fitness fashion, music has been an integral feature of group exercise. Back then classes were loud – both the music *and* the fashion! In today’s group exercise studios the fashion has quietened down, but the music remains as loud as ever.

Along with my team from the National Acoustic Laboratories, I teamed up with the University of Newcastle to compare noise levels in today’s fitness classes (2009-2011) with those recorded over a decade earlier (1997-1998). In total, we measured noise levels in 100 fitness classes in Newcastle and Sydney. We found that while noise levels in low-intensity classes (like BODYBALANCE™ or BODYPUMP™) have dropped slightly, noise levels in high-intensity classes (like Spin or BODYCOMBAT™) are higher than ever, with an average noise level of 93 decibels.

The graph in Figure 1, opposite, shows how the different class types compare. The Spin/RPM™/Cycle class can be seen to be the noisiest class type, with the noise level reaching as high as 99 dB – about as loud as an average nightclub. Some participants we spoke to came out of their Spin classes wearing earplugs – they loved the workout but hated the noise!

So what do these findings mean – and what are the implications for your health, safety, and ultimately your hearing? Australian workplace health and safety laws stipulate that our noise exposure at work must not exceed an average noise level of 85 dB over an 8-hour period. With every 3-dB increase in noise level, the time period must be halved. So while 85 is considered to be acceptable for eight hours, 88 dB is only OK for four hours, and 91 for two hours, and

UP THE BEAT – NOT THE VOLUME!

A comparative study shows that many instructors are still cranking the volume in classes up too high for safety.

WORDS: ELIZABETH BEACH

so on. For volumes of 94 dB (around the average of high-intensity classes), the maximum daily dose is one hour. Exceeding this noise dose increases your likelihood of sustaining hearing damage.

Let’s think about this from your point of view. You’re a casual fitness instructor teaching six 1-hour classes a week. On Mondays and Tuesdays you teach a 1-hour class where the noise level is 94 dB. So far, so good. But on Wednesday, you teach four hour-long classes. Remember, the allowable noise limit for four hours is 88 dB, but if the output from your sound system is at 94 dB, by the time you have finished work for the day, you will have exceeded the daily legal noise limit *four times over*. This has implications for you *and* your employer – you may be damaging your hearing, and he or she may be breaking the law.

Remember also that noise exposure is cumulative and teaching



The 30-second article

- A comparison of fitness classes from 2009-2011 with those from 1997-1998 found that noise levels remain too high in many classes
- Indoor cycle classes were the noisiest class type – with the noise level reaching as high as 99 dB
- Exceeding recommended workplace volume levels increases your likelihood of sustaining hearing damage – and may be unlawful
- Research from physiology labs suggests that increasing the tempo, not the volume, is the best way to get your class moving.



fitness classes may not be your only source of exposure. If you do anything where the noise level exceeds 85 dB (e.g. work a second job, use power tools, visit nightclubs, or even attend fitness classes yourself), then your total noise exposure will be even higher and your risk of hearing damage increases.

There's some troubling new evidence that noise-related hearing damage could have far-reaching impacts on our health and wellbeing, and at a younger age than first thought. Researchers have discovered that noise exposure (at the typical noise levels found in fitness classes) damages the neural connections which transmit sound from the ear to the brain – making it hard to hear, especially in noisy places like cafes, bars and restaurants. You might not notice it at first – and you won't yet need a hearing aid – but damage has occurred. Often the first sign is when people find it hard to hear and participate in conversations. This can make socialising frustrating and tiring, causing some people to withdraw from social situations. Social withdrawal can lead to isolation which, in turn, can lead to early cognitive decline, something we all want to avoid!

You might think that damaging your hearing or experiencing some hearing loss isn't such a big deal. After all, most of us will suffer some sort of hearing loss by the time we reach 70 – and that's ages away, right? Besides, if it does happen you can always get a hearing aid – surely that fixes everything?

But it's not that simple. Even though age-related hearing loss is common, we know that many people who are exposed to noise throughout their working lives end up with hearing loss that is more severe and/or starts earlier than it would otherwise. And despite huge advances in hearing technology there is no device that will fix or restore your hearing in the way, say, that glasses 'fix' many vision difficulties. The best solution is prevention – decreasing your noise exposure and thus minimising your risk.

The good news is that turning down the volume could benefit more than your ears – it may also help your business. In our study we asked clients to nominate their preferred noise level. On a scale of 1-7, the clients chose '5' (which equates to about 70 per cent of maximum volume) while instructors preferred a level of '6 out of 7' (about 85 per cent). So, if you turn the volume down a little – say two or three dB, you'll not only be protecting your hearing, you'll be meeting the needs of your clients to boot.

But isn't loud music a great motivator? Our research suggests that most instructors (around 85 per cent) believe that loud music is motivating, but not all clients agree. Around 30 per cent of clients told us that they considered loud music to be *stressful*, or have no effect at all. In fact, research from physiology labs suggests that increasing the tempo, not the volume, is the best way to get your class moving.

Figure 1. Noise Levels in Fitness Classes: Sydney and Newcastle: 1997-1998 and 2009-2011

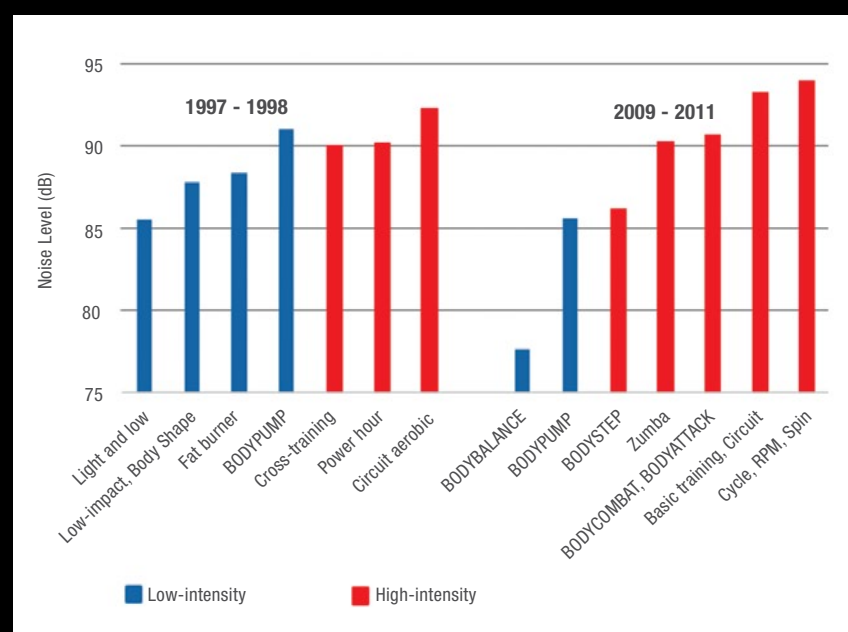


Figure 2, below, illustrates the noise output from a very loud RPM™ class where the noise level was 99 dB. At this level, it's only safe to be exposed for 20 minutes. A 50-minute class like this is exposing the instructor to 2.5 times the daily workplace noise limit. You'll notice also that apart from the first few

minutes of warm up and the last couple of minutes of cool down, the noise level pretty much hovered between 94 and 102 dB throughout the class. The instructor cranked up the volume and left it there!

So what are some ways to use music in your classes and lower your risk? A better

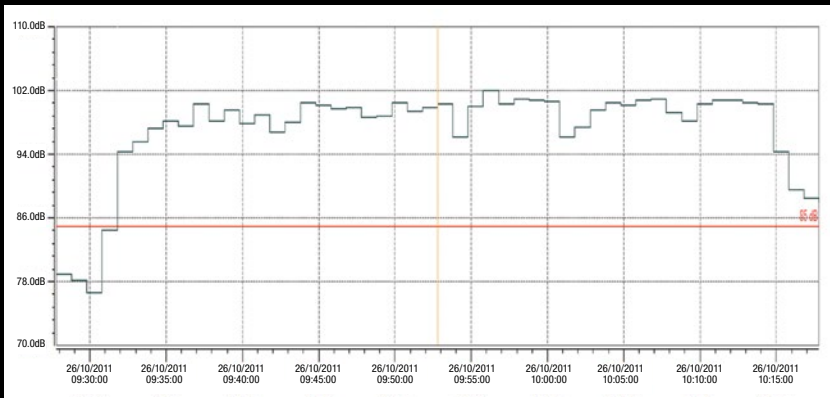
alternative might be to mix it up and use volume as a way of creating interest and variation in the class. Volume could also be used as a way of introducing interval training during a class: you could use low volume to indicate a low intensity period and follow it up with a higher volume to mark a high intensity period.

Better still, experiment with tempo. The advice from physiologists is that music tempo is the most important factor for increasing exercise speed and heart rate. Research conducted in cycle classes shows that increasing the tempo of music significantly increases cyclists' pedal power, speed, and heart rate, so look for tracks with higher beats per minute rather than simply turning up the volume.

You could also explore other creative solutions to get your clients motivated. Why not consider using visual rather than auditory stimuli – or spice up your timetable by holding some 'quiet' classes? Advertise these to your participants and get their feedback – you might be surprised by how many people turn up.

As a health and fitness professional it makes sense for you to ensure your work

Figure 2: An RPM™ class at 99 dB over 50 minutes exceeds the workplace noise limit.



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environment is a safe and healthy one. Don't work hard to improve physical health at the expense of your hearing health.


Here are some tips to help you deliver great workouts without causing hearing damage to yourself or participants:

- Measure your noise levels. The facility you work in may invest in equipment such as the SoundEar, or you may download a smartphone app that gives accurate noise level readings.
- Consider how many classes are taught each day and by whom – share the dose load to keep everyone safe.
- Use this table to work out the safe noise limit for your classes.

Noise level (LAeq)	Maximum Daily Exposure Duration
85 dB	8 hours
88 dB	4 hours
91 dB	2 hours
94 dB	1 hour
97 dB	½ hour

- Mark the safe volume on your sound system and stick to it!
- If you are the group exercise manager or facility operator, conduct regular audits – maybe once every three months. Make sure instructors are part of the process and make adjustments if you need to.
- Experiment with tempo, visual stimuli and volume variation to get your clients moving and keep them motivated.
- Talk with your clients and explain any changes and why you're

making them. Get feedback from all your clients – not just those who are the most vocal!

Remember, your hearing health is in your hands. By turning it down a notch, not only will you avoid hearing damage, you'll also be better meeting the needs of your clients, and ensuring a truly healthy environment for all gym users. 

What does Les Mills say?

Regarding volume in classes, Michelle Dean, training manager at Les Mills Asia Pacific, says:

'When it comes to the volume of music within a club, this is something that is managed between the instructor and the club. If anyone is unsure about what the optimal volume should be, we recommend SoundEar – a tool that enables a club to measure and manage the noise level within their gym environment.'

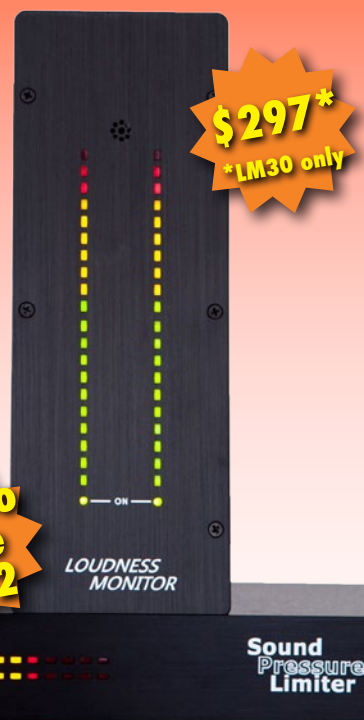
'Through ongoing education of our Instructors we teach them the importance of using their voice correctly – warming up, not shouting and how to deliver an amazing workout vocally without damaging their vocal cords. In addition to this, we educate them around the importance of a microphone and how to use it effectively when instructing classes.'

Elizabeth Beach is a researcher at the National Acoustic Laboratories. She began working in the area of hearing loss prevention after completing her PhD in psychology. Her main area of research is leisure noise, its contribution to overall noise exposure and how it might be affecting our hearing acuity. elizabeth.beach@nal.gov.au

AT LAST - A LOW COST LOUDNESS MONITOR!

Know how loud it is in every studio.

Fitness Audio have just released their LM-30 Loudness Monitor called "The Trigger". It measures the ambient noise level in any area like a group fitness studio. There are two multi-coloured bars to show how loud it is - 3 red LEDs means it's at the max. Mount it on a wall between loudspeakers and set it at a level from 79dB to 109dB in 3 dB steps in either "A" or "C" weighting. Connect it to a power point for just a visual loudness display. Or, link it with CAT 5 cable to our SPL2.2 Sound Pressure Limiter - "The Gov^nor", not only to power it but also to send a signal that tells the limiter to cut in because it's too loud! The Trigger and The Gov^nor working together all day long will keep the sound at a pre-determined level. This is just what all club owners need to save on amp and speaker repairs and keep members and neighbours happy.



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Harness the inspirational power of Spring!



Spring is one of my favourite seasons for a number of reasons. In addition to the new life and energy it brings, its arrival means that we get to shed some of our winter woolies (or long-sleeved shirts if you're based in QLD or NT!) and enjoy some glorious Aussie sunshine. From a professional perspective, the longer and warmer days bring a resurgence of interest from clients and class participants as they feel more inclined to return to their workouts. And because it's the lead-up to Summer, the season brings more prospects out of the woodwork as they make the decision to get 'beach fit' for the festive season. If I was running 12-week training challenges, now's the time I'd be marketing them like crazy!

Here at Network HQ, Spring usually heralds some new projects as well as all-important planning for 2015. This year is no different. Here's a new initiative, and an ongoing one, that I hope you'll find interesting and consider getting involved with.

For fitness professionals in Sydney and the rest of NSW, we are very excited to bring to your doorstep a unique event we're calling the 'Network Intensive Training Summit'. A one-day, highly intensive experience (as its name suggests) delegates will have the choice of one of two strands: Training Women, or Small Group Training. Featuring top notch presenters, a jam-packed day of fantastic content and held in conjunction with the Fitness Show NSW, you won't want to miss this event. Keep your eye out for communications from Network, and check out networksummits.com.au for details about presenters and sessions.



fitnessU, our new brand of fitness education designed to fit around our students' lifestyles, is recruiting mentors – or as we call them, Pro-Trainers. Our national academy of Pro-Trainers get paid to help our learners work their way through their Cert III and IV study materials by delivering face-to-face 'TransformU' sessions, designed to complement what they're learning online. We are in need of Pro-Trainers around Australia, particularly in regional areas, so if you are fully qualified, hold more than three years' experience and are looking to take that next step in your career, visit fitnessu.com.au to find out more.

Until next time,

Ryan Hogan, CEO
ceo@fitnessnetwork.com.au

NEW posters and memes in your Member Gymbag

If you're looking for some new posters to inspire members and clients as they work out, check out Network's online Member Gymbag. As a Network Member you have access to a wealth of professionally designed resources to help you improve the success of your fitness business, including loads of posters you can download and print.

From admin and marketing documents, to regular newsletters and Info Handouts to give to clients and members, everything in the Gymbag is designed to add value to the service you deliver and to simplify the admin and operations side of your business.

Check out fitnessnetwork.com.au/gymbag and, as always, if you need assistance logging in, please just call the friendly Network team on 1300 493 832.



In your expert opinion...



Mel Tempest, Group Exercise Consultant, meltempest.net

Q Some of our members get quite upset when we make changes to our group ex class timetable. Do you have any tips on the best way to make changes while keeping our front rowers happy?

Claire, VIC

A Any club operator or GFM that could keep 100 per cent of members happy would be in huge demand! It's impossible, but there are ways of keeping more people happy when planning changes to your timetable.

Survey group fitness members with no more than five questions, at least two of which should be relevant to the changes you're planning. Don't ask members which class they want: instead, ask why they don't attend a failing class and provide answers for them to select from, rather than inviting comments. Making members feel like part of the change makes the process easier.

When changing a timetable 'sell' the opportunity it provides for members to try a new type of class they might otherwise not have experienced in their regular attendance timeslot. It's also good to make timetable changes seasonally, i.e. changing from Winter to Spring timetable. Ultimately, you will make the final decision, but if your members feel part of the process you will create a community within your club instead of an 'us Vs them' mentality.

Got a fitness question for Network's industry experts?

Email editor@fitnessnetwork.com.au and your question may feature in the next issue.



WHAT'S ON?

Looking to add another string to your fitness bow this Spring? Or need some sales and marketing tips to whip your business into shape? Put these dates in your calendar and check out fitnessnetwork.com.au/calendar for details.



Network Intensive Training Summit

This 1-day summit – co-located with the Fitness Show, Sydney – features a choice of 2 strands – Training: Women, and Training: Small Groups.

19 October Sydney, NSW



Schwinn Cycling Instructor Certification

A 1-day course to get you certified in the industry's most respected and progressive indoor cycling instructor-training course.

24 October Parramatta, NSW

22 November Wagga Wagga, NSW

30 November Box Hill, VIC



YogaFit Fundamentals Teacher Training

An intensive 6-day multi-level workshop designed to immerse you into the world of instructing vinyasa yoga classes.

14 to 19 November Perth, WA

3 to 8 December Brisbane, QLD



FitnessBiz Brunch

15 September Christchurch, NZ

16 September Auckland, NZ

17 September Wellington, NZ

17 October Sydney, NSW

5 November Adelaide, SA

14 November Melbourne, VIC





GETTING SOCIAL

What got Network's online community talking over the past few months?





Should PTs ever train alongside their clients?

We received a phenomenal number of contrasting responses when we posed the question 'Do you train alongside your clients during their sessions?'

-  **Alison:** *No never never never. It's a big NO. Your role as a PT is to give your undivided attention to your clients and how can you possibly do that if you're concentrating on working out yourself? A BIG NO.*
-  **Julie:** *If you are good at what you do, you can find the balance to still make it about them (your client) and use your movement to further motivate them!*



The truth about obesity

Link to an article on obesity included facts such as 'snacking was virtually unknown before the Second World War, but is now a big cause of obesity and a major growth sector for the food and drink industry.'

-  **Skye:** *The sad thing is that it's only going to get worse in the years to come!*
-  **Kerri:** *It's not nice to see children eating themselves to death.*



Remembering victims of the MH17 plane tragedy

Link to a blog in which Justin Tamsett reflected on the tragic passing of Jack O'Brien, receptionist at his local Fitness First club. The chain also lost team member Edel Mahady in the disaster.



-  **Wendi:** *Such sad news. My thoughts are with their family and friends*
-  **Chaz:** *Our sincere condolences.*

Don't go the paleo way

Link to an article in which the Dietitians Association of Australia criticise the popular paleo diet, saying 'Any diet excluding whole food groups should raise suspicions.'

-  **Stephen:** *With all the differing information on what and what not to eat it makes me an even bigger fan of everything in moderation and balance...*
-  **Graeme:** *Dietitians Association – would these be the same guys who brought us the diet that underpins the obesity epidemic? ...I'm calling BS on their press release*



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NETWORK TAKES FITNESS TO THE COUNTRY!

In June, Bel Fong, Network's senior education coordinator, and Stephen Parker, Network's eGX assessor, flew to Tamworth in Country NSW to spend a week with a group of NSW Health workers who were about to begin their fitness journey to become qualified group fitness instructors. As part of their role working in health promotion for Aboriginal and Torres Strait Islanders, they will be taking on the challenge of running group exercise classes within the Aboriginal and Torres Strait Islander communities, in particular with older adults.

Alwyn Duke, who works in the Hunter New England division of NSW Health in Moree, told Bel and Stephen that Aboriginal and Torres Strait Islander people have a life expectancy that is 17 years lower than the rest of the population. How encouraging to know that this group of NSW Health workers are passionately committed to



helping people in their community live happier and healthier lives, and to helping reduce this life expectancy gap.

Successfully delivering some components of the Cert III specialising in group exercise face-to-face, Network's Education team reported feeling very humbled by the respect and enthusiasm that was returned to them throughout the week. Bel commented: 'I'm looking forward to seeing them all teaching group fitness classes and really making a difference to the lives of those in their communities.'



MEMBER PROFILE:

LINDA MANCINO
PT & GROUP TRAINER, VIC



Where do you live and work?

Doreen, which is approximately 40 minutes north of Melbourne.

What fitness qualifications do you hold?

Certificates III and IV in Fitness, Diploma of Fitness, Certificate in Diet and Nutrition, Certificate IV in Massage, Accredited Outdoor and Bootcamp Instructor, Accredited Bootcamp and Outdoor Group Fitness For Kids Instructor.

What's your main role in fitness?

Personal trainer and owner of Glowing Results, a group training business that's been running for seven years.

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

In 1990 I studied physio and group exercise instruction, but due to family trauma I never finished. I had two children close together when I was 30 and suffered postnatal depression. I needed something to occupy myself as I wasn't naturally maternal and parenting came a little hard to me, so I did my Certificate IV in massage. While getting back on my feet emotionally I decided that it was time to get myself into shape, so I saw a nutritionist and lost 40 kilos! I've always loved being active and at one time competed internationally as a springboard diver, so I made up my mind to do my Certificate III and IV in Fitness. After qualifying, I put out

a flyer in the hope of getting a few people to the local park to do some group fitness sessions – and now I employ three trainers and oversee 24 sessions each week. I love it!

Describe your typical day

I'm at the school gym by 5:50am, ready to run the weekly boot camp class. By 7:10am I'm home getting the kids ready for school. I'll teach another boot camp session at 9:15am at the community centre and at 11am I usually take a couple of 30-minute PT sessions, followed by a couple of hours of admin and household chores. Between 2pm and 5:30pm I take a few more PT sessions. At 6:15pm I oversee boot camp sessions which wrap up at 8:45pm. Sometimes I'll have a meeting afterwards as I have a few volunteer roles.

What skills are needed in your role?

The ability to adjust my behaviour style to match that of each client. Imagination, honesty, openness and empathy are important, as is remembering to take what I'm told with a pinch of salt (because clients aren't always entirely honest!)

What are the best and worst aspects of your job?

Working for myself has allowed me the flexibility to work around my children and not miss out on school activities. I struggle to find a bad side!

What has been your greatest career challenge to date?

Overcommitting on a personal level and not valuing my time. Every time I say 'yes' I'm inadvertently saying 'no' to myself. It's important to be OK with being 'bored' and still sometimes.

And your greatest highlight?

There have been many. Keeping clients from when I started and having some of

them return after babies or changes in their life circumstances. I also love bringing very different types of people together through exercise and watching their friendships develop. Winning the Fitness Australia People's Choice Award 2009, and Victorian Personal Training Business of the Year 2010 were also very special.

I love volunteering and meeting my peers at FILEX – and it was an honour to receive the Event Crew of the Year accolade this year! I also run an annual fun run for our local primary school and as chairperson of the Relay for life, Doreen, I oversaw the raising of over \$320K for cancer research.

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

I've developed a new weights program for my clients, to complement their boot camp workouts and have recently launched a kids' boot camp as well. In the future (when the kids are old enough) I plan on retiring and travelling!

Who has inspired you in your fitness career?

I've followed Craig Harper on his blog for many years. He calls it as he sees it.

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

Stay true to your core beliefs and represent that through your actions. And above everything else, be kind.

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

Sean Connery, Ian Thorpe, Andre Agassi, Jillian Michaels, Janet Evanovich and Teresa Cutter, who can cook for us!

Want to be profiled in the next issue?

For details email editor@fitnessnetwork.com.au

GET OUT OF THE RUT!



By focusing on what you enjoy and following a simple structure you can keep on track for a happy and successful career.

WORDS: PHIL SCHIBECI

Off the top of your head can you think of a point in your life when you felt full of possibility and motivation for what you wanted to achieve? Was it when you first graduated as a PT, or when you taught your first class? Do you still feel that way? If so, great! If not, don't despair. We can all lose sight of what excites us as life becomes a daily grind and we slowly slip into a rut. The best way to maintain the passion and motivation is to follow a structure that forces you to keep things fresh.

Here are three tips to help you regain that motivation.

#1. Rediscover what you enjoy

Knowing what you *don't* want is just as important as knowing what you do want. If you're not clear about this you can fall into the trap of doing lots of things you dislike but feel compelled to do in order to achieve your goals. Eventually you will get into a rut because you lose touch with what excites you.

To get back on track your first task is to re-capture your passion. If you've forgotten or lost touch with what you wanted, the best way to rediscover it is to be clear about what you *don't* want.

There's a simple way of achieving this. Firstly, create two lists: one of all the things you dislike about your daily routine, and the other all the things you enjoy doing. When this is complete, number the things on your 'want to do' list in order of which is the most important to you. Then consider each item on the 'don't want to do' list and replace as many as you can with something that you enjoy doing that will give you the same result. This process will help you focus on your strengths and start you thinking about

how you can manage your weaknesses.

To achieve our goals we all have to perform tasks we don't like. However, when the things we don't enjoy outweigh the things we do enjoy we may get into a rut because we are not feeling fulfilled and not having much fun. Without a sense of accomplishment we can experience a lack of motivation and feel tired and burnt out. The first step to getting back on track is to tip the balance of enjoyable tasks back in your favour.


#2. Create a plan

The quickest way to get motivated is to focus on what you enjoy doing the most. So, go back to your list, pick the most enjoyable task and make it more real by writing next to it when you will do it and how you will feel once it's done. Now set some short, medium and long term goals associated with that particular task.

Then create a simple plan of how you are going to take action to achieve these goals, making sure you are crystal clear about the very first step you need to take. This might be a phone call asking someone for help or support.

#3. Take action

Most people lose motivation and don't achieve their goals quite simply because they don't take enough action. Procrastination can be a killer, so the time to start is right *now*. The key is to think less and act more. Don't second guess yourself – just jump in and do something to get the ball rolling again. The first step is often the hardest because there's no momentum. By taking immediate action you will start to build momentum which in turn makes it easier to take more action.

One of the reasons people lose motivation and get into a rut is because they don't have a structure in place to prevent it happening. Implementing these simple ideas will provide you with a structure to keep you on track and doing more of what makes you tick. 

Phil Schibeci is a corporate speaker, workshop facilitator and author of *How to Get Out of The RUT Race*. He teaches professionals from all walks of life the skills to create positive, productive workplaces that will help them achieve their goals. philschibeci.com



WIN

a signed copy of *How to Get Out of The RUT Race* by Phil Schibeci by emailing editor@fitnessnetwork.com.au explaining in 50 words or less why the book would help you get back on track with your fitness career goals.

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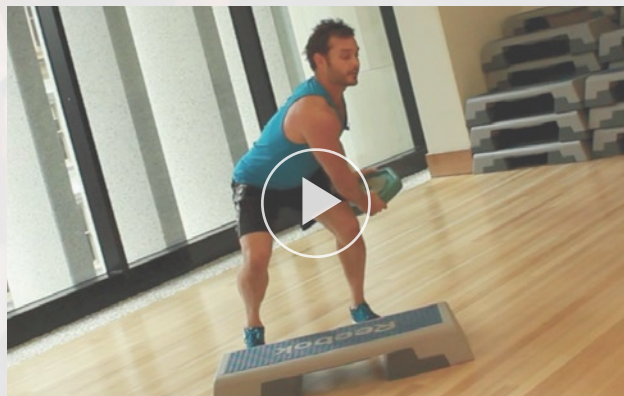
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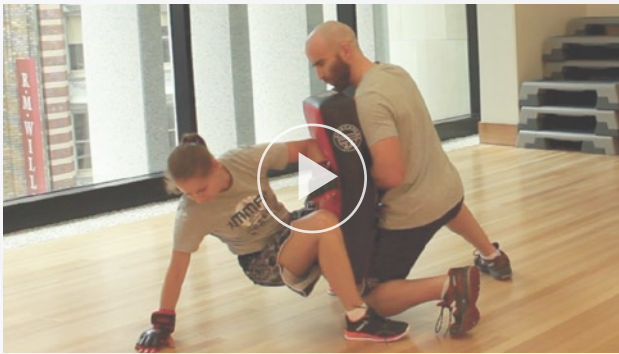
Every quarter Network creates a new batch of choreography and training videos containing full learning curves and ideas for cueing and coaching, delivered by some of Australia's leading instructors.

Check out the latest releases below and log on to fitnessnetwork.com.au/choreo to get fresh ideas for your classes.



Peripheral Heart Action Training with Stephen Parker

Developed in the 1940s and popularised by the body building world in the 1960s, Peripheral Heart Action (PHA) training is designed to keep blood circulating around the entire body during the workout, which keeps the overall intensity high. Typically, exercises for the upper body and lower body are alternated to keep the blood shunting through the major muscles, but you can also include core exercises. PHA training does not create a 'muscle burn', which makes the workout more tolerable for new exercisers.



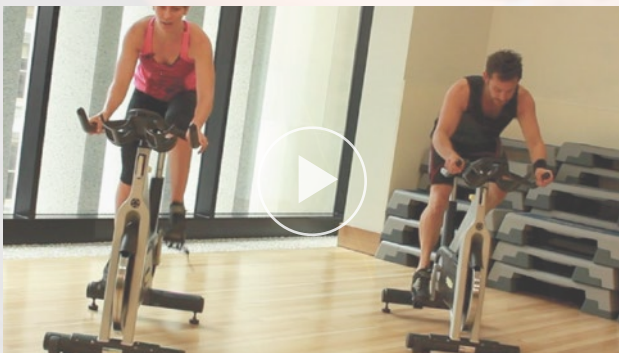
MMA Fitness: Core Conditioning
with Dee and James McNeill

Fighters are known for their core strength and endurance – necessary for generating power in strikes, maintaining balance in the ring, and being able to weather punches and kicks during a fight. You don't need to be a professional, or even amateur, fighter to benefit from these skills though. MMA experts Dee and James demonstrate a selection of MMA-inspired core conditioning drills that are suitable for all urban athletes and can easily be woven into your boxing or MMA classes.



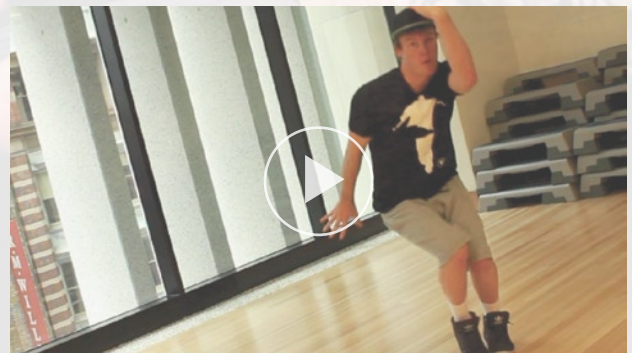
Pilates Butt Waker-Uppers!
with Wendi Carroll

Zzzzz... Is that the sound of your glutes snoozing? It's surprising how such a big muscle group (incorporating the gluteus maximus, gluteus medius and gluteus minimus) can be so lazy! In this Pilates routine Wendy demonstrates how to use stretches, floor work and standing work to wake up the glutes. Perfect for integrating into Pilates classes, this sequence is also great to do before performing squats or deadlifts to get maximum muscle recruitment.



Mixed Terrain Madness
with Amanda Ryan

Amanda demonstrates how to successfully and safely structure a mixed terrain indoor cycling track with the use of simple, direct and concise cues. Learn how to seamlessly combine climbing, jumping, racing and hill attacks in one 5-minute track. Featuring riding profiles taught throughout the class, this type of track is best positioned at the end of the session to consolidate the knowledge and skills you've taught participants. Prior to this 'mash-up', remind participants about perfect riding posture and the purpose of each riding profile.



House Dance
with Nathan Short

Originating in 1980s Chicago, House is a style of electronic dance music that today features in much mainstream pop music. Distinguished by its 'nightclub' sound, it often runs at 128BPM and has a syncopated, jumpy feel. It's designed to get people jumping and grooving. House inspires choreography that is a little more complex, cardio-based and full of energy. Demonstrating his fitness-focused take on this powerful music genre, Nathan challenges the new generation of dance instructors to make it their own.

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LEGALLY FIT:

WHAT BUSINESS STRUCTURE IS BEST FOR YOU?

Getting your business structure right is one of the most important decisions you will need to make as an owner of a fitness business.

WORDS: LEON PONTE



In this second instalment of *Network's* ongoing 'Legally fit' series, we take a look at the considerations when deciding what sort of structure should be used for your fitness business, for operational, liability, asset protection, succession, taxation and related issues. To read previous articles in this series search 'Legally fit' at fitnessnetwork.com.au/resource-library

There are four main business structures, each with its own pros and cons. These are: sole trader, partnership, company and trust. Just as the best exercise program for one client won't be the best for another, your business structure should also be tailored to your particular fitness enterprise – although that doesn't necessarily mean you can't change your structure as your business evolves.

However, unlike the need to regularly change your exercise program, changing your structure could potentially have some very significant adverse issues (e.g. taxation, costs). As far as is possible, therefore, it is better to tailor your structure to your specific

business goals at the outset (or to consider changing your structure as soon as your current structure is deemed unsuitable). Figure 1, opposite, shows some pros and cons of the various structures.

Questions to ask when selecting a structure include: are you going into business with someone else? Might you bring in a business partner/investor in the future? How will your business derive income? Do you plan on having employees or building a fitness business to expand, franchise or sell?

Sole trader

A sole trader structure is used when an individual trades under his or her own name, or under a business name.

(The next article in this series will address how to protect your business name and also ensure you do not breach someone else's rights in a name, as registering a business name (or company) alone gives you absolutely no rights to that name.)

A sole trader is possibly the best structure for a personal trainer who has appropriate insurance, doesn't go outside the scope of his or her fitness qualifications and doesn't intend to hire employees or expand the business beyond his or her own training sessions. The biggest disadvantages of this structure are unlimited personal liability and its lack of some of the benefits of the other structures if the business or income sources expand.

Partnership

A partnership is when two or more persons (or entities) carry on business together with a view to profit.

It can be great to share the load and reap the benefits with another person, but this is potentially the riskiest structure as you could ultimately be liable for all the debts and obligations of the business – even if you didn't know about them! If this structure is used, an appropriate partnership agreement should be put into

place and steps taken to protect your personal assets (such as your house).

Company

A company has a separate legal existence from its owner (i.e. shareholder), provides some limitation on personal liability and can have some tax advantages if the income is not derived from just the personal efforts of the owner.

However, unless you intend to become a publicly listed or traded entity, there are not many benefits that a company can provide that a trust (which has additional benefits) can't.

Trust

A trust can take the form of what is commonly known as a 'family' or 'discretionary' trust or a 'unit trust' (or a combination of both).

A trust, if properly set up, provides limited liability and can offer greater flexibility in distributing income to a range of family members (and other persons and entities) than the other structures.

It used to be said that a trust was significantly more expensive to establish and operate than a company or partnership, but today that is not necessarily the case when you take into account some of the potential additional benefits that a trust may provide. **W**

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 the next issue.

This article has provided a general outline of some of the issues to consider in selecting a business structure. However, before choosing a structure, professional legal and accounting advice should be obtained so that the most appropriate structure can be established which suits your individual needs and goals.

Figure 1. Benefits and disadvantages of different business structures

	Sole Trader	Partnership	Company	Discretionary Trust	Unit Trust
Cost to establish	Lowest	Potentially highest ¹	Higher	Higher	Higher
Administer	Easiest	Potentially highest	Higher	Higher	Higher
Limited liability	No	Potentially worst ²	Yes	Yes	Yes
Asset protection	Lowest	Potentially worst	Better	Better	Better
Workcover for self	No	Maybe	Yes	Yes	Yes
Split income	No	Better	Better	Best	Potentially best
New partners/investors	No ³	Yes ⁴	Yes	Difficult	Yes
CGT discounts	Yes	Yes	No ⁵	Yes	Yes
Salary packaging	No	No ⁶	Yes	Yes	Yes
Use of losses	Best	Better	Lower	Lower	Lower
Owners' disputes	Lowest	Higher	Higher	Lower	Higher
Succession	Terminates on death	Terminates on change of partner	Yes	80 years	80 years

1. With recommended partnership agreement and shielding of personal assets
2. Unless partnership of companies/trusts, but company/trust may still be potentially liable for all the debts and obligations of the partnership
3. New structure would be required
4. But new partnership agreement required
5. But does have small business CGT concessions
6. Unless partnership of companies/trusts

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

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FEED THE BRAIN TO FIGHT DEPRESSION

Clients with depression would be well advised to consider their dietary as well as their exercise habits.

WORDS: CAM MCDONALD

The brain, like the rest of the body, responds acutely to the influence of food. The interesting thing about the brain, however, is that it will generally give you a response within the hour after eating, while the heart doesn't really let you know for 20 to 30 years (depending on your age).

If the brain is affected so rapidly by what we consume, what effect can diet have on a condition like depression? Firstly, we need to understand what depression is. The World Health Organisation (WHO) defines it as a common mental disorder, characterised by sadness, loss of interest or pleasure, feelings of guilt or low self-worth, disturbed sleep or appetite, feelings of tiredness, and poor concentration.

The most important thing to remember is that depression is on a health continuum with resilience at the other end (Figure 1). Resilience is defined as the ability to positively adapt to current or past adversity.

So, what's the point? Aim for resilience and you will not only fight depression, but start to optimise your wellbeing.

The inflammation link

From a mental wellbeing perspective, one of the most noticeable things about individuals who suffer from conditions like diabetes and heart disease or, more commonly, metabolic syndrome, is that they experience dramatically increased levels of depressive symptoms. For those who are obese or have metabolic syndrome, the risk of depression is 30 to 60 per cent higher than for healthy people of the same age. Depression,





Too much cortisol will decrease the lifespan of your brain cells. Higher stress has been related to a smaller brain, and this in turn is related to an increased risk of depression.



therefore, is most likely not a result of a lack of anti-depressants in the diet – it is much more closely related to the level of inflammation in the body, and to general health habits.

Exercise has been shown to have an equivalent effect to anti-depressants, and seems to dramatically improve outcomes for people who are ‘resistant’ to the effects of anti-depressants.

When we look at how food relates to depression we see a similar picture to that painted by metabolic syndrome. Depressive symptoms are dramatically increased in people who eat less nutritious food and eat more non-nutritive food.

So, what are these nutritious foods that put the body in a less stressed state, and with fewer depressive symptoms?

Let's do it like they do in the Mediterranean

The strongest evidence for lower depression risk is found in relation to the Mediterranean pattern of eating. This involves a bucket load of vegetables (>400g/d), fruit (>3 pieces/d), legumes (450g/wk), fish (350g/wk), low fat dairy choices, nuts (1 handful/d), and olive oil (>4 tbspd).

Use the checklist on this page to check whether you or your clients are eating in a healthy Mediterranean way. The aim is to achieve a score over 9, with each tick giving a score of 1.

Plant foods and the cortisol effect

Looking at the components of this diet in more detail, the major contributor of benefits is most likely to be plant foods – encompassing vegetables, fruits, legumes, nuts, seeds, and healthy wholegrains including ancient grains like quinoa, faro, spelt and many others – and in as much variety and volume as you like.

These foods provide the micronutrients, the enzymes for detoxification, the anti-inflammatory compounds and the protection that your body needs to decrease inflammation in the body and the brain. When your body is less stressed there is a healthier fluctuation of cortisol (i.e. lower levels) in your body. Too much cortisol will decrease the lifespan of your brain cells. Higher stress has been related to a smaller brain, and this in turn is related to an increased risk of depression.

By consuming a good variety and volume of plant foods you can help promote an environment that has a healthy level of cortisol. This will enhance your memory, focus and attention, and improve the survival of your brain cells.

Fats, fish and oil

Plant foods aren't the only brain saviours though. It's important to be aware that the brain is made mostly of fat tissue. The type

Mediterranean Eating checklist

- 4 or more tablespoons (1 tablespoon = 135g) of olive oil/d (including that used in sauces, salads, meals eaten away from home, etc)
- 2 or more servings of vegetables/d
- 2 or more pieces of fruit/d
- 1 serving of red meat or sausages/d
- 1 serving of animal fat/d
- 1 cup (1 cup = 100 mL) of sugar-sweetened beverages/d
- 7 or more servings of red wine/wk
- 60g or more of legumes/d
- 50g or more fish/day (350g/wk)
- Fewer than 2 commercial pastries/wk
- A serve of nuts/d
- 2 or more servings/wk of a dish with a traditional sauce of tomatoes, garlic, onion and leeks sauteed in olive oil

of fat has a big influence on how the brain cells are made.

One of these fats is omega-3. These are found in deep sea fish, salmon, trout, tailor, mackerel, mullet and tuna (only the fresh stuff). Studies have shown that dosing fish oil, through capsules, can alleviate depression to an extent. It works through reducing inflammation in the brain and enabling new brain cells to be made – an important part of resilience. If you aren't getting enough fish in your diet, algae omega oil, krill, calamari and good old fish oil capsules can help.

Figure 1. Depression and resilience health continuum





The 30-second article

- For those who are obese or have metabolic syndrome, the risk of depression is 30 to 60 per cent higher than for healthy people of the same age
- Depressive symptoms are dramatically increased in people who eat less nutritious food and eat more non-nutritive food
- A Mediterranean diet high in vegetables, fruit, legumes, fish, low fat dairy, nuts and olive oil is associated with reduced inflammation and lower depression rates
- High-fat high-sugar food can be enjoyed in moderation. As long as you choose nourishing foods for 80 per cent of the time then you will be eating in a manner consistent with reduced rates of depression.

A second fat fact relates to the use of olive oil. Not just full of monounsaturated fat, the anti-oxidants, vasodilators and anti-inflammatory compounds in this food are critical to good maintenance of the brain tissue through providing building blocks, healthy blood flow, and neural protection. It is worthwhile mentioning that olive oil, particularly the extra virgin variety, doesn't deal well with high heat. It is best used as a dressing and in simmering sauces (especially those containing tomato, garlic, herbs and spices).

Essentially the message is that eating whole nutritious foods will reduce inflammation in the body, making the environment in your brain much more suited to growth of new brain cells, less reactive to bad situations and more resilient in general.

Coping with human cravings for 'bad' stuff

Foods that can cause distraction to the balance of chemicals are typically high fat and high sugar (or both) processed foods.

These provide no nutritive value to the brain or body, and they load it up with fuel, which often turns into fat. When it comes to inflammation in your body, most of the 'stress' chemicals are made in your fat tissue, particularly as organ fat (otherwise known as visceral fat.)

In addition to fat-related stress, processed foods also contribute to high blood sugar levels – which increases the stress in the system. All of this creates a

perfect storm for the environment that leads to depression.

The problem is that our bodies are geared to sense and seek high-fat high-sugar foods because they provide a survival benefit – but only in the short term. The brain's reward centre is geared to feel great after a sweet treat. However, we are not here to survive, we are here to be resilient and thrive!

However, rather than focus on how bad these foods can be for you, leaving you desperate to have them even more, I suggest adopting a tactic that accommodates your natural human cravings. You can have these foods whenever you want, and it can go a long way to reducing depression – as long as you follow the rules!

Rule 1. Feed hunger with nutrients

If you are hungry, your body is asking for nutrients – not sugar and fat. So if you are hungry, eat something healthy. Something unhealthy will not fulfil your hunger. Also, when we are hungry we eat faster. The only purpose of high-sugar high-fat foods is to deliver flavour – and if you eat fast, you cannot taste the food!

Rule 2. If you still crave a treat, have one!

So long as you have satisfied Rule 1, if you still truly feel like having a sweet treat, you can! Often we get the message, probably out of habit, that we need chocolate. Our brain is designed in such a way that if chocolate makes us feel good once, our brain will automatically seek it the next time we don't feel so good. Simple conditioning. An easy way to manage this is to ask: 'Do I feel like chocolate?' Ask this question while you are having a glass of water and an apple. If you

still feel like the chocolate or other food that takes your fancy, then follow Rule 3.

Rule 3. Eat mindfully

If you decide that you definitely want to eat high-fat high-sugar non-nutritive food, then do so mindfully! Do this by savouring the taste for two minutes, experiencing everything that it has to offer. Why swallow it when there is still flavour? It's just sugar and fat once it passes your tongue, but while it's on your tongue it is true bliss!

This mindful approach to food, and life, has been shown to make anti-depressants more effective and keep depression away for longer.

You have two choices with food – nourish and strengthen, or malnourish and weaken. As long as you make the first choice more than 80 per cent of the time then the diet component of depression is likely to be taken care of.

Finally, good food should be matched with good sleep, lots of exercise and the simple rule that when you work out, you should also work 'in' – meditation, yoga and tai chi are all phenomenal ways of improving your mental function, switching your brain from a stress bundle to a resilient rocket! **N**

See 'Eating for a healthy, happy brain' Client Info Handout on page 44.

Cam McDonald is an Accredited Practising Dietitian and exercise physiologist. He runs PowerStudy and PowerWork courses to improve the brain function of students and professionals. Learn more about the brain from Cam's blog the-brain-explosion.com.



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EATING FOR A HEALTHY, HAPPY BRAIN

What you eat, as well as how much you exercise, can affect the way your brain functions. Here are some tips for fuelling your body and your mind for a healthier, happier future.



People who suffer from diabetes, heart disease or metabolic syndrome are more likely to experience higher levels of depressive symptoms than those without these conditions. In fact, for those who are obese or have metabolic syndrome, the risk of depression is 30 to 60 per cent higher than for healthy people of the same age.

Consider this: depression is closely related to the level of inflammation in the body, and depressive symptoms are dramatically increased in people who eat *less* nutritious food and eat *more* non-nutritive food.

It makes sense, therefore, that nutritious foods that put the body in a less stressed state could promote a reduction in depressive symptoms.

So, what are these foods?

The Mediterranean way

The strongest evidence for reduced inflammation and lower depression risk is found in the Mediterranean pattern of eating. This involves lots of vegetables (around 400g a day), fruit (at least 3 pieces a day), legumes (450g a week), fish (350g a week), low fat dairy choices, nuts (1 handful a day), and olive oil (around 4 tablespoons a day, preferably uncooked).

We often get bogged down in the details of the tiny amounts of the wrong foods we eat – but high-fat high-sugar food can be enjoyed in moderation. As long as you choose nourishing foods – like those consumed in a Mediterranean diet – for 80 per cent of the time, then you'll be eating in a manner consistent with reduced rates of depression.

Use this checklist to gauge whether you are eating in a healthy Mediterranean way. The aim is to achieve a score over 9, with each tick giving a score of 1.

Cam McDonald is an Accredited Practising Dietitian and exercise physiologist. You can learn more about the brain from his blog the-brain-explosion.com.

Mediterranean Eating checklist

- 4 or more tablespoons (1 tablespoon = 135g) of olive oil/d (including that used in sauces, salads, meals eaten away from home, etc)
- 2 or more servings of vegetables/d
- 2 or more pieces of fruit/d
- 1 serving of red meat or sausages/d
- 1 serving of animal fat/d
- 1 cup (1 cup = 100 mL) of sugar-sweetened beverages/d
- 7 or more servings of red wine/wk
- 60g or more of legumes/d
- 50g or more fish/day (350g/wk)
- Fewer than 2 commercial pastries/wk
- A serve of nuts/d
- 2 or more servings/wk of a dish with a traditional sauce of tomatoes, garlic, onion and leeks sauteed in olive oil

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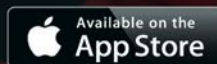
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RECIPES FOR SPRING

We've all heard of the Spring chicken, but how about Spring eggs? And dairy-free chocolate 'mylk'? The Healthy Chef gets creative with arguably the world's most versatile food, and reinvents a classic feel-good drink.

RECIPES: TERESA CUTTER

Chocolate Almond Mylk



This recipe re-imagines a classic feel-good treat to create a drink that will leave you feeling nourished and revitalised! My Chocolate Almond Mylk takes just a few minutes to make and can be enjoyed ice cold as a quick pick-me-up vitality drink, or as a warm and nourishing hot chocolate that will enliven the senses and heal the body, mind and soul. You'll notice that the ratio of almonds to water is 1:6 – I like the lightness of this combination with the subtle hint of sweetness that comes from the dates and vanilla bean in the Naked Chocolat.

This recipe makes about 1½ litres of purely delicious chocolate goodness. I make a large batch and pour it into glass jars that I keep in the fridge. If I want to enjoy my Chocolate Almond Mylk hot then I just pour one jar into a small pot and heat it gently on the stove – then savour the goodness.

👍 What's great about it?

This is an amazing recovery drink that's bursting with antioxidants and essential minerals. Naked Chocolat powder (available from thehealthychef.com) is made with rich cacao, carob, maca, cinnamon and pure vanilla bean – ingredients that help to provide sustained energy and to support the endocrine and immune systems. Cacao is rich in magnesium and antioxidants that assist with muscle repair and recovery. Almonds are high in magnesium

and potassium that is essential for muscle and nerve function. They are also high in protein to promote recovery and support the immune system. Maca helps to promote energy and stamina and Tahitian vanilla and cinnamon helps boost mental performance. The *Journal of Medicine and Sports Science* says that consuming chocolate milk immediately post-exercise and again two hours after appears to be optimal for exercise recovery.

Serves 6

Time: 5mins

🏠 Ingredients

1 cup raw almonds
6 cups filtered pure water (use less water for a creamier mylk)
4 fresh pitted dates (adjust accordingly to taste)
2 tablespoons Healthy Chef Naked Chocolat or cacao powder

Combine almonds, water, dates and Naked Chocolat into a high speed blender. Blend for 30 seconds until smooth and creamy. Strain through a muslin or a nut milk bag. Pour into a glass jar and store in the fridge until needed. Serve cold over ice and enjoy

★ Inspiration

If you're having this cold then you can pump up the protein by adding a few scoops of Healthy Chef Pure Protein before blending.



Smashed Organic Eggs with Mustardy French Dressing

One of my all-time favourite foods is organic free range eggs. We always have a dozen in the fridge as they make a perfect quick and healthy meal for breakfast, lunch or even dinner. I remember my Great Aunty cooking up lots of egg dishes when I was growing up. We used to raise our own hens and grow our own veggies, so a lot of our meals were based on egg and vegetable dishes. I love to eat eggs pretty much any way, but one of my favourites is to smash them with aromatics such as fresh garden herbs and a homemade French dressing scented with a hint of Dijon mustard. These smashed organic eggs are perfect over steamed or braised green vegetables such as asparagus, kale, spinach or cabbage. They are also delicious folded through pan roasted cauliflower with a light sprinkle of crushed pistachio. I love the simplicity of these eggs and the flavours marry perfectly.

What's great about it?

Eggs are a great source of complete protein which will keep you fuller for longer as well as help maintain a healthy immune system, cell growth and tissue repair. A study published in

the *International Journal of Obesity* suggests that the inclusion of eggs in a weight management program may help increase satiety and enhance weight loss. The lecithin in egg yolks is also rich in choline, which is involved in the transport of cholesterol in the bloodstream and in fat metabolism, which can be useful in treating fat accumulation in the liver.

Serves 2

Time: 30mins (includes 20mins to cook eggs)

Ingredients

4 organic eggs, hard boiled (see notes below on how to cook to perfection)
1 small bunch parsley, chopped
2 spring onions or 1/3 red onion, finely chopped
Sea salt and pepper to taste
2 bunches asparagus, trimmed

Mustardy French Dressing

1 tablespoon apple cider vinegar
1 teaspoon Dijon mustard
4 tablespoons cold-pressed olive oil

Chop the hard boiled eggs with a large knife on a chopping board. Place the eggs into a bowl and combine with onion, salt, pepper

and parsley. Combine the apple cider vinegar with the mustard and cold-pressed olive oil until smooth and emulsified in a separate bowl. Spoon the dressing into the smashed eggs and fold through. Blanch or steam asparagus for 30 seconds. Arrange asparagus onto a serving plate and spoon over the smashed eggs. Serve with a light drizzle of extra dressing and enjoy.

How to hard boil eggs perfectly

Use room temperature eggs (not straight from the fridge). Place eggs in a small saucepan and cover completely with cold water about 2cm above the top of the eggs. Slowly bring the water to the boil over a medium heat. Once the water is boiling, simmer the eggs for 7 minutes. Cool eggs immediately under cold running water. Crack the shells on a hard surface, then peel the eggs gently. Rinse the eggs again after peeling to make sure there are no bits of shell left clinging to the egg. Store covered in the fridge until needed.

Inspiration

While the freshest eggs are ideal for frying and poaching, eggs that are a week or so old are actually better for hard boiling.

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

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RESEARCH REVIEW:

EXERCISE CAN BE SO DEMANDING...

By measuring the metabolic demands of common exercises researchers were able to rate the most effective moves for energy expenditure, aerobic capacity and heart rate.

WORDS: ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

Title: Comparison of Acute Metabolic Responses to Traditional Resistance, Body-Weight, and Battling Rope Exercises

Author: Dr's Ratamess et al. (Dept of Health & Exercise Science, College of New Jersey, USA)

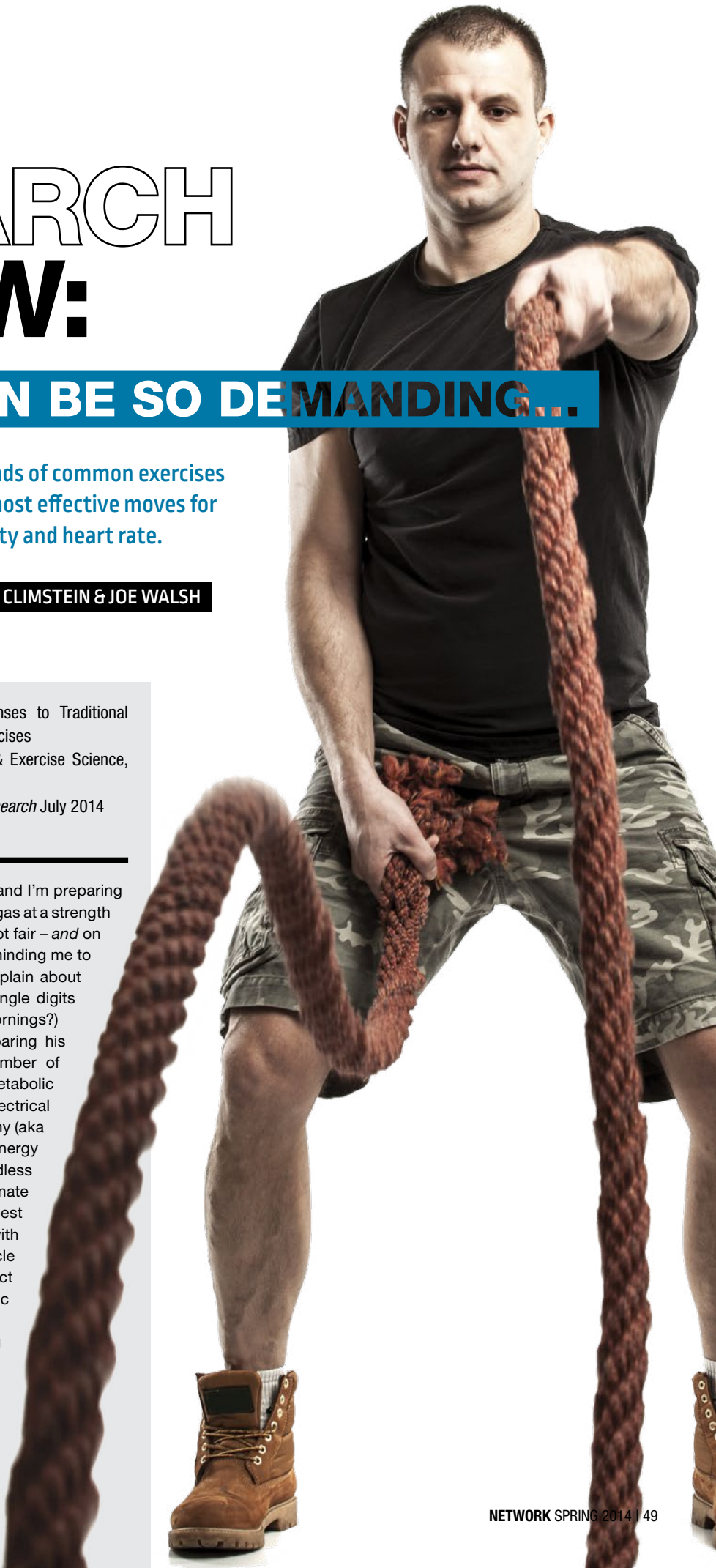
Source: *Journal of Strength and Conditioning Research* July 2014 (ePub before print)

Introduction: It's the last week of university and I'm preparing my last lecture for a colleague who is in Las Vegas at a strength and conditioning conference. Hmmph! Just not fair – and on top of sending an email from the poolside reminding me to give the lecture, he has the audacity to complain about the 40°C weather (did I mention it's been single digits temperature here on the Gold Coast in the mornings?)

Anyway, getting back on topic, I'm preparing his lecture on obesity and am including a number of slides on basal metabolic rate, resting metabolic rate, assessment of obesity (skinfolds, bio electrical impedance, air-displacement plethysmography (aka BodPod), hydrostatic weighing and dual energy X-ray absorptiometry) as the students have endless questions about the best technique to estimate adiposity (body fat) and which exercises are best (in terms of caloric expenditure) for clients with weight management issues. The recent article by Dr Ratamess and his colleagues is a perfect fit for this topic as they evaluated the metabolic demands of 13 common modes of exercise.

Method: A traditional resistance training group completed three sets of 10 reps (at 75 per cent of 1RM) of bench press, squats, curls, bent over row, high pull, lunges and deadlift.

A bodyweight group performed push ups, burpees and planks. The push ups



were performed both with and without a BOSU ball for three sets of 20 reps. Push ups also incorporated a lateral crawl for three sets of 10 reps, and a 2-minute rest interval was also provided. The bodyweight group also performed burpees for three sets of 10 reps, again with a 2-minute rest interval. This group also incorporated prone isometric exercises (i.e. plank) for three sets of 30-seconds, also with a 2-minute rest interval.

The battling rope (10.9kg) group completed three sets of 30-second bouts with 2-minute rest intervals. Each of the sets was divided into three 10-second bouts of single-arm alternating waves, double-arm waves with a one-half squat and double-arm slams with a half squat. The article features a table that provides an excellent overview of the different groups' training regimes.

In total there were 13 separate exercise protocols which the subjects completed on separate days (in a randomised order, one exercise per session). The authors assessed the metabolic requirements (peak and average VO_2) and energy expenditure (kcal per minute) using open circuit spirometry and exercise heart rates for each of the exercises performed.

Results: A total of 10 experienced resistance-trained males (mean age 20.6yrs) participated in the study. There

were significant differences between a large number of the exercises completed. In brief, the battling rope exercises achieved the highest peak and mean VO_2 (38.6 and 24.6ml/kg/min), highest energy expenditure (10.3kcal/min) and highest exercise heart rate (~153bpm, ~77% age predicted HRmax) when compared to the other exercises in the study. The second highest (for all measurements) was burpees, which had a peak and mean VO_2 of 35.9 and 22.9ml/kg/min, energy expenditure of 9.6kcal/min and exercise heart rate of 136.3bpm. The squats, deadlifts and push ups (with lateral crawl) 'scored' very similarly, with peak VO_2 's ranging from 31 to 32.5ml/kg/min. Energy expenditure for these exercises was also similar, burning approximately 7.8 to 8.2kcal/min. The lowest values were associated with planking, for which VO_2 peak and mean were 12.8 and 7.9ml/kg/min and energy expenditure was 3.3kcal/min. Planking also had the lowest exercise heart rate at (on average) 93bpm. The article features another excellent table that lists the metabolic responses for each of the 13 exercises.

The authors conclude that it is not surprising that the highest metabolic responses were seen in the large muscle mass exercises and the lowest value seen in the plank, which is isometric and therefore less metabolically challenging.



The 30-second article

- A study evaluated the metabolic demands of 13 common modes of exercise
- The battling rope exercises achieved the highest peak and mean VO_2 , energy expenditure and exercise heart rate – closely followed by burpees
- The lowest values were associated with prone isometric exercises (planking)
- The findings are useful for all fitness professionals, particularly those training clients to achieve fat loss

energy substrate is fat. Conversely, if your RQ value is 0.99 you are burning 5.035 kcal/min per 1.0 litre of oxygen consumed and the majority (96.8 per cent) is from carbohydrate. This equates to a 6.8 per cent higher caloric expenditure, depending upon your RQ value.

It should be remembered that the caloric output was averaged across the whole work and rest period, not just the exercise time. Although the focus was on energy expenditure, though important, that




The battling rope exercises achieved the highest peak and mean VO_2 , highest energy expenditure and highest exercise heart rate when compared to the other exercises in the study



Pros: This study is very applicable to a wide array of exercise enthusiasts and exercise professionals who can make good use of these findings. It is important to differentiate between specificity of training for musculoskeletal benefits versus cardiorespiratory or energy expenditure benefits.

Cons: It's quite surprising that the authors chose to estimate energy expenditure (4.8 kcal per 1.0 litre of oxygen consumption) as opposed to calculating from the respiratory quotient (RQ) which would be far more accurate as they were using open circuit spirometry to measure maximal oxygen consumption (VO_2 max). For example, if your RQ value is 0.73 you are burning 4.714 kcal/min per 1.0 litre of oxygen consumed and the majority (91.6 per cent) of the

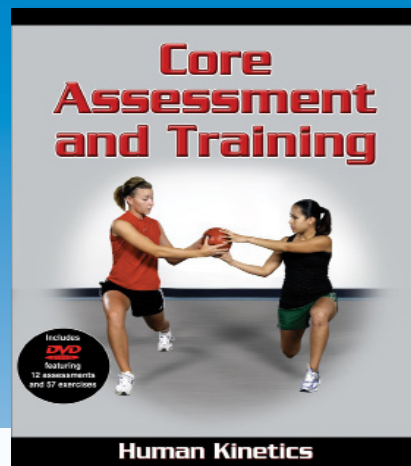
is only one factor of many to consider when designing an exercise program. For my colleague and my clients reading this: there is a lot of hard work coming up with plenty more squats, deadlifts, lunges, battling ropes and – of course – burpees coming your way! 

Associate Professor Mike Climstein, PhD FASM FACS FAEES is one of Australia's leading Accredited Exercise Physiologists. He is the program director of Clinical Exercise Science and co-director of the Water Based Research Unit at Bond University's Institute of Health & Sport. michael_climstein@bond.edu.au

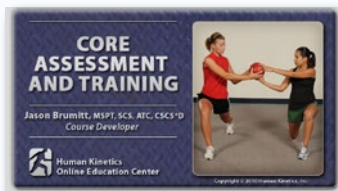
Joe Walsh, MSc is a sport and exercise scientist. As well as working for Charles Darwin and Bond Universities, he is a director of Fitness Clinic in Five Dock, Sydney. fitnessclinic.com.au

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KEEPING COMMUNITY CLUBS COMPETITIVE


The battle for members has never been fiercer, but by tapping into their unique values, not-for-profit clubs can remain competitive.



Mill Park Leisure in Whittlesea, VIC is a community, not-for-profit recreation centre managed by the YMCA. Despite having more local competitors than ever, the club is thriving, in part through its strong community focus.

The facility, which recently refurbished and replaced all its equipment, has a very diverse member base, with a variety of cultural backgrounds and a large age range. It has broad appeal, with a focus on providing a family friendly environment offering something for everyone. The club is very active in the local community through programs such as Open Doors, which offers discounted or free club access to disadvantaged community members. It also runs outreach classes for schools, older people and cultural groups who are unable to easily visit the facility.

The management team at Mill Park Leisure offer the following tips for other community clubs to retain their share of the market.

- **Be inclusive.** YMCA's are about creating healthier, happier, connected communities and we include the *whole* community through programs and services for older adults, teens and disability access.
- **Talk to your members.** This may sound obvious, but as a community club you are there for your local residents so speak to them one on one and conduct surveys so you can continually meet their needs and adjust your programs where necessary.
- **Celebrate your points of difference as a NFP.** Often we offer a full service model for our members and try and add value where we can.
- **Shout about your reinvestment.** As a NFP, all surpluses from the business go back into local community programming – it's essential to tell this story and tell it well.
- **Choose your suppliers carefully.** It's important to choose ones who will partner with you and really understand your needs, not just sell you what they think you need.
- **Value your values!** Many NFPs are values driven: if you communicate this with your members, the atmosphere and staff culture in your club will thrive.
- **Build trust around pricing.** NFP's are in a good position to build trust with their members around pricing. As a YMCA we are able to accommodate members' individual circumstances, i.e. those experiencing financial hardship.
- **Work with other community groups.** This helps you ensure that your products and programs are relevant locally.
- **Build your staff culture.** It is essential to create a culture where the staff understand why you do what you do, in other words your 'core purpose'. 

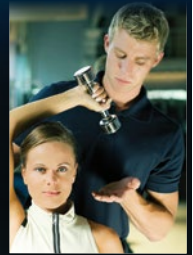
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TIPS FROM THE POOL DECK

THE VOICE – AQUA STYLE!

A basic understanding of how the throat works can help prevent or rectify that blight of aqua instructors, inflammation of the vocal cords.

WORDS: JENNIFER SCHEMBRI-PORTELLI

Like instructors of many forms of group exercise, most aqua instructors don't think about looking after their throats until their voices start to fail. And to make matters worse, when trying to remedy the problem many will actually reinforce bad habits!

Good voice to ouch!

Have you ever wondered why your strong powerful voice has got a little husky – not necessarily sore, but raspy?

The reason is inflammation of the vocal cords. I strongly recommend you view some videos on YouTube regarding the anatomy of the vocal folds (or cords) – both weird and fascinating at the same time.

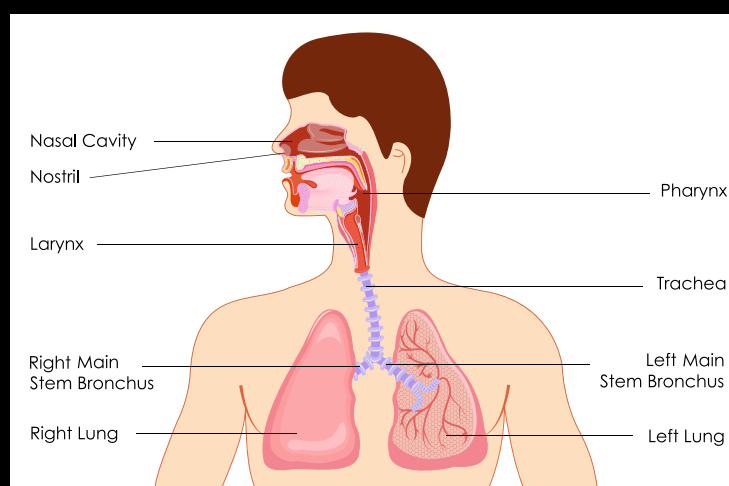
So how does it happen? A basic understanding of the anatomy of the throat will provide some insight into how the problem may be rectified.

Addressing anatomy

The larynx and the vocal folds are the 'working' bits of the throat that enable you to speak. Like all muscles, the larynx and vocal folds have a set of nerves that activate the 'motion' to create sound.

The lungs are a reservoir of air. Fill

Respiratory system




them from the diaphragm, not from the upper shoulders, and don't gasp for breath. Participant-wise, the hydrostatic pressure (particularly in the deep water) may place an extra burden, especially on those who present with a lung condition such as asthma. All instructors should incorporate prone or supine exercises that allow the pressure of the water off the chest.

The voice box is a transformer of air to energy – don't shout from the neck.

The mouth and nasal cavities are resonators – use them like a megaphone.

Instructor techniques

Bending down to eye level is an ideal instructor tool to communicate and connect with aqua participants. It's a very simple, yet effective, strategy for 'saving' your voice. If you don't already employ this technique, give it a go.

Demonstrate BIG. Emulating water movement on the pool deck will help get your message about the movement across to participants much more effectively than yelling. The large body movements alert participants to the intensity and technique required to perform the move appropriately. 

Jennifer Schembri-Portelli, aka 'JSP', has been active in the fitness and aquatic industry for over 25 years. A skilled and creative presenter, she also founded Water Exercise Training Service (WETS), an education provider whose aqua fitness qualifications are now delivered in partnership with AUSTSWIM. wets.com.au

The Do's and Don'ts of good voice practice

DO

- Yawn. It may sound silly, but five large slow yawns are more effective than clearing your throat
- Repeat a soft 'H' while smiling – just feel the vocal area widen
- Keep hydrated
- Visit a speech therapist or singing teacher to learn how to correctly activate the diaphragm
- Learn and implement effective visual cues
- Open the vocal tract – lips, mouth and throat
- Practice articulating your words clearly
- Carry something with you to remind you to practice great voice habits.

DON'T

- Clear the throat – it's an 'abrasive' action on the vocal cords
- Shriek – pitch control is effective on the sound system, and even more important for the instructor's voice!
- Eat lozenges – whilst the eucalyptus and menthol lollies seem soothing for the throat, lozenges are not great for the larynx
- Drink really cold beverages, especially sugary soft drinks.

SIMPLY ADD WATER!

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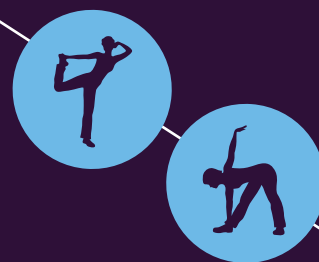
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YOGA FOCUS:



ESTABLISHING BASE AND DYNAMIC TENSION

Found in most yoga poses, dynamic tension is the conscious creation of isometric contraction in the muscles of the body.

WORDS: BETH SHAW

In YogaFit, all poses begin with establishing a strong base and creating dynamic tension through the placement of hands, feet or both. In standing poses, activate the muscles of your legs and hips and press all four corners of your feet evenly into the mat or floor. Keep feet hip-width apart, in poses such as Mountain Pose or Chair Pose, to allow you to move while still providing stability. The width of stance should be determined in part through the ability to retain the stability in your feet. A stance that is too wide or too narrow will compromise mobility and stability.

When using hands to create a foundation, spread your fingers wide and press them firmly into the floor to distribute the stress evenly. If there is a wrist injury, you can use 'fists for wrists', but the wrists must be stacked directly under the shoulders. It is unsafe to use 'fists for wrists' in poses such as Downward Facing Dog, because you can lose traction and injure yourself.

Dynamic tension is the conscious creation of isometric contraction in the muscles of the body, giving us the perception of being stretched in two directions. Found in almost all yoga poses, it serves several purposes. First, it draws attention back to the body. Second, it strengthens the contracted muscles. Third, it maximises the range of motion of the joints. Fourth, it creates greater stability and safety in the pose. Those new to yoga or fitness may have difficulty creating dynamic tension and display limp arms or legs, but practice will increase both understanding and ability.

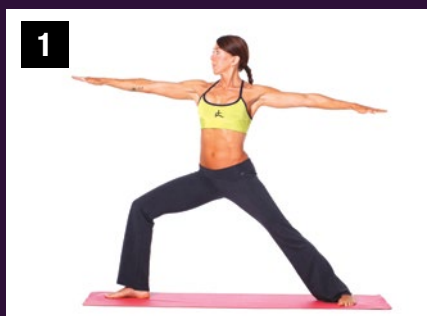
Please note: poses should only be performed after a sufficient warm up.

WARRIOR 2

Stepping into a wide stance, keep your heels in alignment and front knee bent. Turn your hips and shoulders to point towards the long edge of the mat. Adjust your back heel to accommodate the movement if needed, and ensure it is the point furthest away from the front of your mat. Feel all four corners of both feet pressing into your mat for stability and strength. Bring your arms out to shoulder height, reaching from fingertip to fingertip. Relax your shoulders, and align your ribs directly over your hips. As you sink your hips, maintain spinal alignment (photo 1).

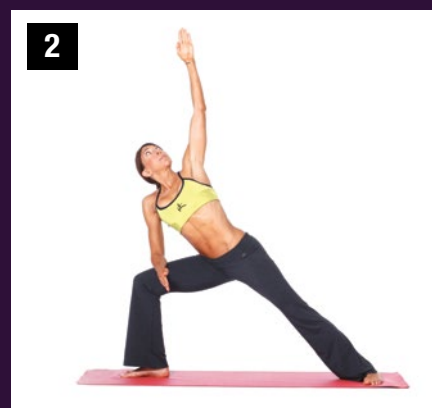
Holding the pose: Hug your muscles to your bones as you move outward and focus inward.

Modifications: For less sensation, step the feet closer together. To reduce shoulder discomfort, bring the hands together at heart's centre while holding the pose.



Beth Shaw is the president and founder of YogaFit Training Systems Worldwide Inc, which has trained more than 200,000 fitness professionals across six continents. She has also authored *Beth Shaw's YogaFit* (Human Kinetics, 2009) from which this feature is adapted.


2



SIDE ANGLE

From Warrior II, place your forward forearm on your forward thigh as you extend your top arm toward the sky for Side Angle. Relax your shoulders away from your ears (photo 2). To increase sensation, extend the bottom arm towards the floor, pressing the back of your arm against your thigh and your thigh against your arm to revolve your chest open towards the sky. Sink your hips down while pressing them forward.

Holding the pose: With strong base and dynamic tension, hold the pose with stability and grace.

Modifications: For more ease through the shoulder joint, allow the top arm to come down and wrap around your back. 

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WARRIOR 2

Virabhadrasana 2

2

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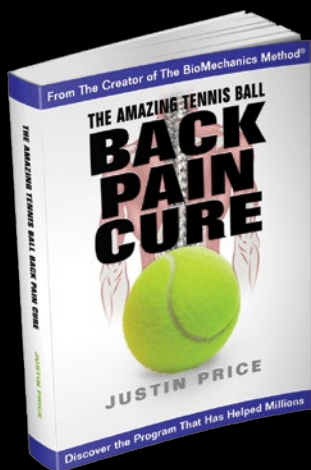


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On your back? Get on the ball!

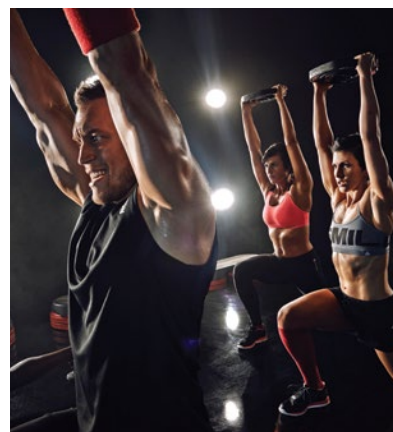
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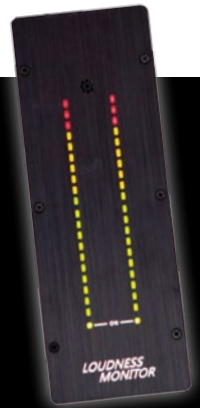
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Teaching clients how their muscles work in daily life will enable you to design truly effective exercise programs that can decrease pain and improve performance.

WORDS: JUSTIN PRICE

As fitness professionals, we are experts in muscles. Theoretically, this knowledge should help us design more effective exercises and keep our clients pain-free and functioning well. The truth, however, is that much of what we learn about the function of muscles isn't going to help our clients move better.

Most textbooks on anatomy have resulted from the study of cadavers and dissection of bodies post mortem to see where the muscles attach to certain parts of the body (Gray, 1995). The resultant discoveries from this approach to anatomy have created the framework for the most widely held views regarding muscle function and the way we learn anatomy; namely, 'Muscle A' goes from 'Bone 1' to 'Bone 2', and when it contracts it pulls these two bones together. For example, a typical anatomy text might explain that the quadriceps muscles of the leg are responsible for extending or

straightening the knee (Golding & Golding, 2003). That is why we teach our clients the leg extension exercise to strengthen their quadriceps, and this would seem like a valid rationale for doing this exercise. However, in real life, muscles function very differently.

While the quadriceps muscles do extend the leg when contracted, the other, real-life function of the quadriceps muscles is to slow down knee flexion (i.e. bending of the knee) when we walk, squat or lunge (Price & Bratcher, 2010). Real-life muscle function explains how the quadriceps perform when people are on two feet, not sitting on a machine (or lying on an examination table), and gravity and ground reaction forces come into play. Thinking about anatomy in this alternate way and teaching clients about how their muscles work in everyday life will enable you to design truly effective exercise programs that can simultaneously decrease pain and improve performance.

Gravity, ground reaction forces and ...bungee cords?

The real-life function of most muscles is to limit unnecessary stress from the ever-present forces of gravity and the transfer of energy (i.e. ground reaction forces) throughout the body. Muscles do this by lengthening in order to slow the rate at which parts of our body move toward and away from each other as we go about our daily activities or exercise. This lengthening action of the muscles also helps us maintain balance and decreases stress to the joints. In essence, our muscles tend to work in a fashion similar to bungee cords in that tension increases as the fibres elongate, simultaneously slowing down force and storing energy for use when the fibres subsequently contract (Chasan, 2002).

In order to better appreciate how our muscular system is akin to a bungee cord

system, visualise a person who is attached by their feet to the end of a bungee cord as they jump off a bridge. If the bungee cord gets the right amount of tension on it as the person nears the ground, then he or she will be saved from smashing into the earth. However, if the bungee cord doesn't pull tight at the right time, the person will impact the ground with dire consequences. The muscles of our body act in a similar way. If these 'bungee cords' work together they can protect our musculoskeletal structures (especially the joints) from excessive stress by pulling tight at the right moment to help slow down force through our body as it moves and interacts with the ground or an object.

In addition to controlling forces through the body, our body's muscular bungee cord system also stores energy that can be used to create strong, powerful movements as this energy is released (i.e. when the muscle fibres contract). Just like when the bungee cord reaches its maximum stretch and pulls the person powerfully back up to where the bungee cord is anchored, our muscles contract powerfully to create and continue movement.

A fresh approach to anatomy and exercise

Understanding anatomy in real-life terms and thinking about how muscles in the body work to slow down the forces of nature by lengthening like bungee cords will enable you to create effective exercises that build strength, improve function and eliminate pain.

Here are two examples of how you might apply this new way of thinking about muscle function to design better exercises.

1. The lower leg

The Achilles tendon is a very important structure in the lower leg that connects the calf muscles (gastrocnemius and soleus) to the calcaneus, or heel bone. The Achilles tendon and calf muscles help produce a lot of energy to assist with powerful movements like squatting, lunging, walking, jogging and running.

When a person is performing actions such as squatting, lunging, or going up stairs, the lower leg (i.e. tibia and fibula) moves forward over the foot as the heel remains planted on the ground. This forward movement of the lower leg causes the Achilles tendon and soleus to elongate which helps load the 'bungee cord' feature of these tissues (see Figure 1).

Traditionally, we have been taught that the primary action of the soleus muscle is to plantarflex the ankle when the knee is bent (Kendall. et. al., 2005). This is why seated calf raises are commonly recommended as an exercise to work the soleus muscle. However, in real-life movements (e.g. squatting and

lunging) the stored energy in these structures created by lengthening subsequently assists the soleus muscle to shorten and contract to help plantarflex the ankle (i.e. push the foot down) and straighten the knee.

Hence, the real-life function of the soleus muscle (via the Achilles tendon) is to slow down dorsiflexion (i.e. bending) of the ankle and flexion (i.e. bending) of the knee. As such, a more appropriate functional exercise for strengthening the soleus muscle would be deep squats where the ankle and knee are flexing together. This exercise would help train and strengthen the tissues of the lower leg to better absorb shock to the ankle and knee, and maximise the stored energy potential of the muscle to improve performance.

Bear in mind that most people will not be used to performing exercises that work muscles in primarily an eccentric (i.e. lengthening) fashion, and doing so can be surprisingly taxing to the muscles and joints. Therefore, before beginning or recommending any program of functional strengthening that includes exercises that place the muscles under a lengthening load, perform self-myofascial and isolated stretching exercises to help prepare the tissues for these additional stressors. For example, before attempting the deep squat above, have clients massage and stretch their calf muscles and quadriceps (as the knee will also be flexing) (Price and Bratcher, 2010).

2. The erectors and abdominals

Traditional anatomy teaches that the erector spinae group of muscles helps straighten the

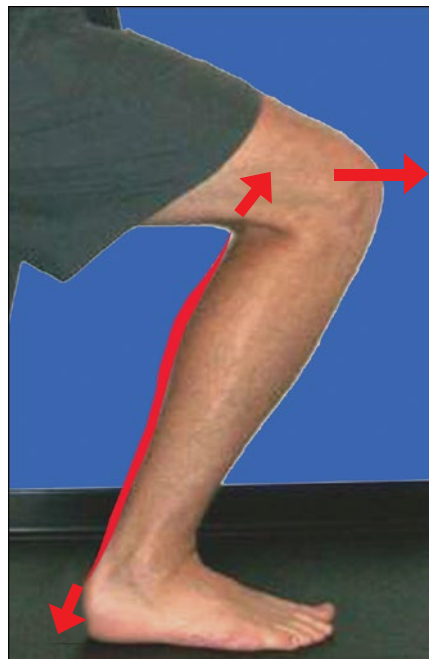


Figure 1: The bungee cord action of the soleus muscle and Achilles tendon

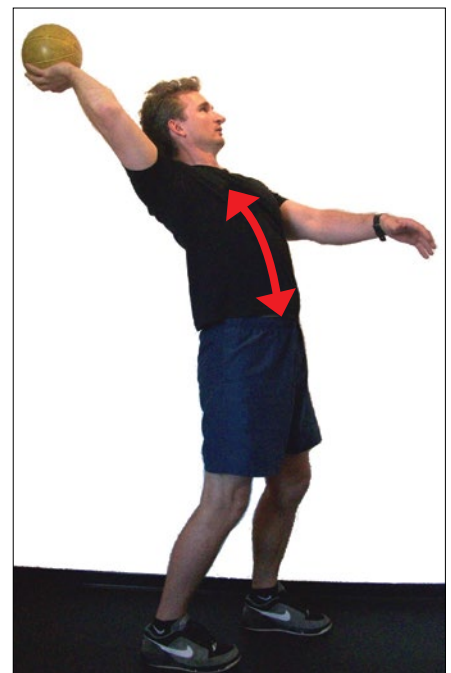


Figure 2: The bungee cord systems of abdominals and erector spinae

spine into extension and keep it erect over the pelvis (Gray, 1995). That's why we typically try to strengthen peoples' back muscles by giving them exercises such as the Superman that extend their spine, or repetitions on the back extension machine. Similarly, we are typically taught that the rectus abdominis helps flex the spine (Golding and Golding, 2003), and therefore recommend that clients do sit ups. However, the real-life function of the erector spinae muscles is to slow down forward flexion of the spine as a person bends forward, like when reaching over to pick something up or over the sink when brushing teeth (Price and Bratcher, 2010). Conversely, the real-life function of the rectus abdominis is to slow down extension of the trunk, like when reaching up over your head to throw a ball (see Figure 2).

Erector spinae muscles that are able to lengthen under load are effectively helping



The 30-second article

- Real-life muscle function explains how muscles perform when people are going about their daily activities
- The real-life function of most muscles is to limit unnecessary stress from the ever-present forces of gravity and ground reaction forces
- Muscles tend to work in a fashion similar to bungee cords: tension increases as the fibres elongate, simultaneously slowing down force and storing energy for use when the fibres subsequently contract
- By understanding the real-life function of muscles you will be able to design both corrective and performance enhancement exercises for clients

to slow the spine as it bends forward. The tension generated as they lengthen can then be used to pull the spine back up again into

an upright position. The abdominals function as a counterpart to the erector spinae group by lengthening to ensure the spine doesn't extend too far backward as the torso is pulled back upright. When these groups of muscles are healthy and functional, they work together like alternate sets of bungee cords to prevent the spine from arching or rounding too far or too quickly, thereby minimising unnecessary stress to the spine (Myers, 2001).

This means the performance of spine extension exercises and abdominal crunches are not the most functional ways to strengthen the back and abdominal muscles. An exercise that would more effectively train these two sets of muscles would see you instructing your client to bend down and pick up a medicine ball and then reach back over their head and throw it to you. This exercise would require the erectors to lengthen to slow down the spine as it bends forward to pick up the ball and the abdominals to lengthen to slow down the spine as it arches backward in preparation for throwing the ball (see Figure 2).

As mentioned previously, it is important to

warm up and stretch the target muscles before loading a client's program with the increased demand of functional, real-life exercises. Furthermore, if you suspect your client has a back injury, it is recommended that you obtain clearance from a medical professional before facilitating the exercises outlined above.

An understanding of the real-life function of muscles will help you design both corrective and performance enhancement exercise strategies that train muscles to react appropriately to the forces of nature (i.e. gravity and ground reaction forces). By progressively integrating these types of exercises into your clients' programs, they will reach their goals more easily and you will set yourself apart as an industry expert who understands the true nature of muscle function. **IV**

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

Justin Price, MA is the creator of the Network Corrective Exercise Trainer Specialist Certification course, The BioMechanics Method®. His techniques are used in over 25 countries by specialists trained in his unique pain-relief methods. fitnessnetwork.com.au/biomechanics

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FITNESS RESEARCH UPDATE

UPPER BODY

ANAEROBIC EXERCISE

A classic method for assessing anaerobic power and functional performance highlights the differences in energy contribution between the upper and lower body.

Research paper: The contribution of energy systems during the upper body Wingate anaerobic test

Research team: Dale Lovell PhD, Ava Kerr, Aaron Wiegand PhD, Colin Solomon PhD, Leonie Harvey & Chris McLellan PhD

Published: *Applied Physiology, Nutrition, and Metabolism*, 2013, 38(2)

Read more: nrcresearchpress.com/doi/abs/10.1139/apnm-2012-0101#.U9XTlfmSyCi

Introduction: One of the most commonly used methods of measuring anaerobic performance is the 30-s Wingate anaerobic test (WAnT), so-called because it was developed at the Wingate Academy in the 1970s. Most commonly performed on an ergometer, the WAnT has been shown to be a valid and reliable tool for the assessment of anaerobic power and functional performance of elite athletes and clinical populations. While a number of studies have characterised the contribution of the different energy systems during the WAnT for the lower body, little data exists on the contribution of the energy systems during an upper body WAnT.

There are significant differences in neuromuscular and cardiovascular function between the upper and lower body at rest and during exercise. The upper body is reported to have a higher percentage of type II fibres and extract less oxygen during exercise compared to the lower body. Significant differences in peak and mean power have also been reported between the upper and lower body, even when normalised for active muscle mass. Therefore the contribution of the energy systems to Wingate performance during arm cranking may be different to the lower body during a cycle WAnT.

Accordingly, this study measured the aerobic, anaerobic alactic and anaerobic lactic energy contribution during a WAnT for the upper body. In addition, correlations between energy contribution and active and total muscle mass were also assessed. (The lower body was also assessed for energy contribution and body composition, although this information is from unpublished data).



Electro-magnetically braked cycle ergometer

Methods: Fourteen physically active men volunteered to participate in the study. Each participant reported to the laboratory for 30 minutes on three separate occasions. On the initial visit participants underwent body composition analysis. Then on two separate visits in a random order participants completed an upper and lower body WAnT. The upper body WAnT was conducted on a modified electro-magnetically braked cycle ergometer (EE) (Lode Excalibur Sport). The EE was fixed to a table, which in turn was fixed to the ground to prevent any movement in the EE during the WAnT (see photo). The lower body WAnT was conducted on a standard electronically braked cycle ergometer (Velotron, Racermate). Five minutes before, during and for 20 minutes after the WAnT, oxygen uptake (VO_2) was measured continuously using open circuit spirometry. Blood lactate concentration was determined from capillary blood samples drawn from the finger at rest, immediately after and every second minute up to the 20th minute post-WAnT. The total energy cost of the WAnT

was calculated and then divided into aerobic, anaerobic lactic, and alactic fractions. Body composition was assessed using dual-energy X-ray absorptiometry (DXA).

Results: Key results for the energy contribution in the upper body are shown in Figure 1, and in the lower body in Figure 2.

Discussion: The results indicate that the upper body WAnT relies more on the anaerobic lactic system than the lower body. The anaerobic lactic system contributed over 60 per cent of the energy for the upper body Wingate, whereas the lower body WAnT was approximately 48 per cent. The greater use of anaerobic lactic energy in the present study is offset by a lower contribution of the aerobic system (11 per cent) in the upper

Figure 1. Energy contribution in the upper body

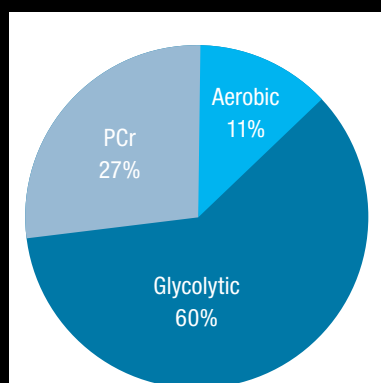
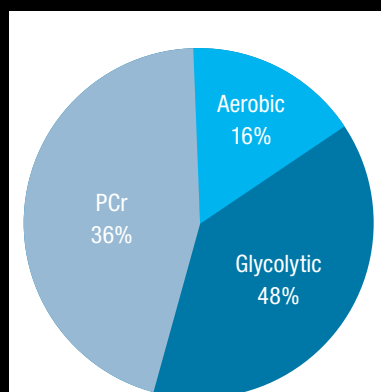


Figure 2. Energy contribution in the lower body



body WAnT. The aerobic contribution to the lower body WAnT was 16 per cent and is similar to other studies which have reported values between 18-29 per cent, with values reported as high as 40 per cent in others.

Differences between the upper and lower body energy contribution during the WAnT may be due to a number of factors. The constant day-to-day use of the lower limbs for mobility may increase their oxidative capacity more than the upper body, with the arms also found to have a reduced ability to extract oxygen during exercise. Furthermore, the upper body has been shown to have a greater amount of type II fibres compared to the lower body, and as a result a greater reliance on anaerobic lactic energy during high intensity exercise. Similar values in anaerobic alactic energy contribution between the upper and lower body in the present study and other studies indicate an equal reliance on phosphocreatine (PCr). This may be due to PCr stores being almost depleted in the first 10 seconds of a WAnT, with the remainder of the energy coming from the aerobic and anaerobic lactic systems.

The present study also found that the muscle mass of the arms was the main contributor to Wingate performance, whereas overall body mass was the main contributor to lower body Wingate performance. This indicates that the upper body is more reliant on the arms-only during the Wingate, compared to the overall body mass contribution to the lower body



The 30-second article

- Little is known about the contribution of the different energy systems to upper body high intensity exercise
- For this study, 14 physically active men volunteered to undertake a 30-sec 'all out' cycle test for the upper and lower body. Body composition was also assessed by dual-energy X-ray absorptiometry
- Significant differences in the energy contribution were found between the upper and lower body during the high intensity exercise bout. The arms were found to be the main contributor to upper body exercise while body mass was the main contributor to lower body exercise.
- From these observations it can be seen that the upper body may utilise energy differently, and respond differently to high intensity exercise, compared to the lower body.

compared to the upper body, with a greater contribution from the aerobic system. Analysis revealed that arm muscle mass was the best predictor of Wingate performance for the upper body, compared to overall body mass for the lower body. From these observations it can be



Analysis revealed that arm muscle mass was the best predictor of Wingate performance for the upper body, compared to overall body mass for the lower body.



Wingate. This may be due to the setup of the respective upper and lower body ergometers and/or the differences found in the energy contribution between the upper and lower body.

Conclusions: For the upper body, the anaerobic lactic system provided over twice the amount of energy as the anaerobic alactic system, with the aerobic system providing only a small contribution to the overall energy requirements. The anaerobic lactic system contributed less to the lower body Wingate

seen that the upper body may utilise energy differently to the lower body, as well as respond differently to high intensity exercise. **N**

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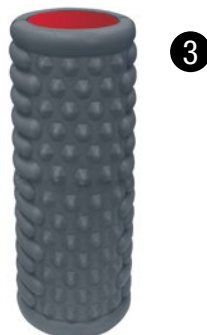
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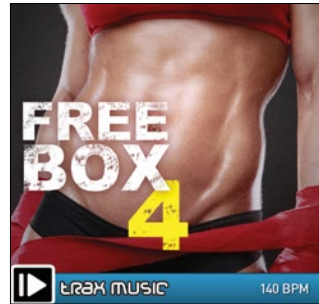
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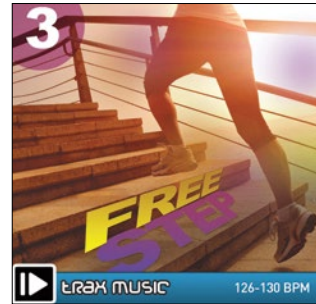
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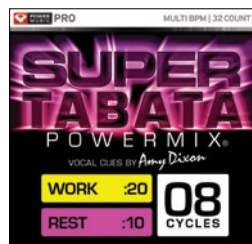
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