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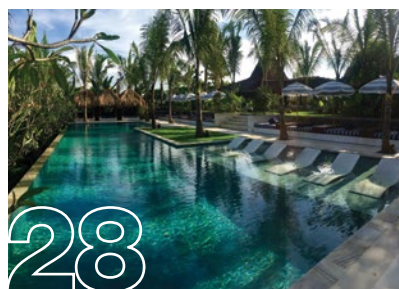
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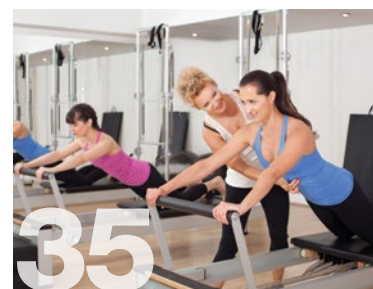
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Flexibility is the wise route from great to greater



It's exciting to work in an industry where very little stands still. If you've worked in fitness for the past few years in any capacity, I'll wager that what you did today wasn't the same as you did five years ago. Different training tools, different classes, different software.

Does this mean that what we were doing five years ago was 'wrong' – and that, therefore, what we're doing today will be judged similarly five years from now? I don't think so. An unwillingness to stand still and accept all the great things we do as being good enough is a positive thing: 'A wise man will change his mind, a fool never will' as the saying goes.

Continual evolution can mean discovering the benefits of previously unexplored concepts. Not everything will catch on, of course, and many fads will litter the wayside – but we only know what doesn't work if we try it. This adoption of new approaches and discarding of inefficient ones may be viewed as an ongoing fine-tuning of our industry: the perpetual quest to go from good to great – or great to greater.

On page 9, Kathy McKenzie, architect of Australia's first fitness-specific Diploma of Leadership, Coaching

and Mentoring, espouses this fluid approach, saying 'I recognised that being flexible was indeed one of the greatest competitive advantages I could foster. I have had my business for 16 years and know that I wouldn't rely on the technology I was using in 1998, so why would I use the same thinking?'

Speaking of technology, on page 20 we take a look at how it has enabled the development of flexible fitness passports. 'Disruptive' though this technology might appear to traditional membership models, it may help expose a new demographic to what our industry has to offer. However it pans out, we will adapt, evolve and get stronger.

Until next time,

Oliver Kitchingman, Editor
 editor@fitnessnetwork.com.au



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EDITOR

Oliver Kitchingman

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PERSPECTIVE

REFLECTIONS OF INDUSTRY LEADERS

For Australian Fitness Network's Author of the Year, Four P's have driven her career success...

WORDS: JENNIFER SCHEMBRI-PORTELLI (JSP)



Being honoured as Network's Author of the Year was a proud moment for me: well, actually it was more like a double fist air punch combined with a giant leap!

It's really cool to be rewarded and recognised for doing something you love – especially as I was the remotest thing from 'cool' growing up.

My parents migrated from Malta in 1950 – for fitness professionals born in the 1990s, that was just after the extinction of the dinosaurs...

I attended a 'good' school, alongside kids with surnames like Smith, O'Neill and Ferguson. When I rocked up to class on the first day each year I was automatically placed into 'special ed' class. I had the 'weird foreign' name and that seemed to fit

the criteria way back in 1960s Australia.

To be honest, it was fun, it was easy and it allowed me more time to muck around. The funny thing was that I could actually read and write well, but if the educational institution thought I couldn't, I was happy to play along.

So what has been my motivation to take me from 'special ed' to Network Author of the Year? Passion, purpose, practise and persistence: passion for aqua activity, purpose in turning people onto the benefits of aqua, practising what I preach and persistence in attracting the kudos aqua rightly deserves via education and publications.

Learning, exploring, creating and sharing aqua information gives me great satisfaction. It's one of my life goals to enlighten government departments, industry bodies, community members and fitness gurus about the benefits of exercising in water.

I practised planning what I wanted to say, reading what others said and how they said it. I tried writing, just a few lines at first, and then started reviewing and editing what I'd come up with. I also made a commitment to attend as many workshops as I could in order to learn from others – and how others got their message across. It was a very private journey in the early stages – now it's deliberately public as I strive to share my Four P's.

I started working in aqua following my role as a PE teacher; with a young family I was looking for something that allowed me to be physically active and provided flexibility with time commitments. That was back in the '80s when aqua leaders were told to focus on gentle water exercise and gaining your qualification was skill set based.

There were lots of aqua instructors then, we networked and shared our experiences in our lycra, headbands and leg warmers. By the 1990s our world experienced turbulent

waters. The industry began exploring options that were more land-based and aqua lost its water focus. A land-based certificate became a pre-requisite before taking the aqua training option. Our numbers plummeted and aqua instructors became a rare breed. If you were flexible enough and could dive through hoops you were successful, otherwise you got caught with the undercurrent and floated away.

So, here we are in the enlightened 21st century, where we are proud to be able to say 'Aqua's back'. With 'skill set' focused training and insurance assured, we've returned to a 'wet' focus and our numbers are once again growing. Our classes are diversifying: yes, gentle movement sessions are still on offer, but so too are aqua boot camp classes. In 2015 aqua instructors are meeting the increasing demand for innovative and varied classes in Australian communities.

So there's my passion, purpose, practise and persistence – but I know I'm not alone. Our industry is rich with individuals who are interested in sharing their specific knowledge, skills and experience. So, here's the challenge: if this little kid from an immigrant family can be awarded Network Author of the Year, so too can you. Bring your passion and purpose to the forefront and start scribbling, constructing and submitting articles. You never know where it might lead. **M**

Jennifer Schembri-Portelli, aka 'JSP', is a skilled fitness and aqua professional with over 25 years' experience. She is the founder of Water Exercise Training Service (WETS), an education provider whose aqua fitness qualifications are now delivered in partnership with AUSTSWIM. In 2015 JSP was named Australian Fitness Network's Author of the Year. wets.com.au/wets-aqua

Congratulations JSP!

Newsflash: as we were going to print we received a message from one of JSP's colleagues informing us that the lady herself has just been appointed CEO with AUSTSWIM, the Australasian Council for Teaching Swimming and Water Safety. Australian Fitness Network congratulates Jennifer on this incredibly well-deserved achievement and wishes her all the best in the next exciting stage of her aqua education career!

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EDUCATION

INDUSTRY INSIGHT

News, views and lessons learnt



New award celebrates the client-trainer fitness journey

Fitness Australia, the health and fitness industry association, has launched a new award in a bid to inspire, recognise and celebrate health outcomes and the fitness journeys shared by clients and their trainers or instructors.

Announcing the #ActiveAchievers Award, CEO of Fitness Australia Laretta Stace said 'Our dynamic industry environment gives us exposure to a wide range of people who we keep fit and healthy every day. We want to recognise the important role our industry plays and celebrate the achievements of those trainers and instructors.'

Ryan Hogan, CEO of Australian Fitness

Network, the Principal Partner of the #ActiveAchievers Award, said 'We believe in the power of recognising individuals for their valuable contributions as fitness professionals, which is why our partnership with the #ActiveAchievers Award is important to us. A strong, sustainable fitness industry means a workforce of quality fitness professionals who recognise and value the power and importance of ongoing professional development and improvement of skills.'

The #ActiveAchievers Award winner will be announced during Fitness Australia's 2015 National Symposium on the Gold Coast this October.

Source: Fitness Australia

Binge eating – could it be in your genes?



New Australian research has discovered a stronger link between genetic influences and the development of binge eating disorders, which affect approximately 10 per cent of adults and teenagers.

Believed to be influenced by a combination of genetic and environmental factors, binge eating is defined as excessive overeating often accompanied by a loss of control over the amount of food consumed.

According to the research by a team from the University of Queensland and University College London, genetic variations associated with obesity could also be linked to the development of binge eating.

Study co-author Professor David Evans and his colleagues found that if a young person has a particular variation of the FTO gene, they are between 20 and 30 per cent more likely to develop binge eating tendencies. This pattern is particularly evident in young girls.

The research findings could lead to a more comprehensive understanding of why young people develop binge eating disorders. Evans speculated that 'in the future it may also help to create strategies for identifying at-risk teenagers before they get to the stage where they are overweight or obese and face the many health problems associated with these issues.'

Source: University of Queensland

Aussies not so prudent with discretionary food

A survey of 40,000 Australians' eating habits has found that the average amount of kilojoules in discretionary food (food that isn't necessary for a healthy diet) consumed by each person is three times higher than the recommended limit – the equivalent of 32 kilograms of chocolate a year.

Source: CSIRO



True blue (*also contains other colours)

Australia's overhauled country-of-origin food labels will specify whether a product was grown or made in Australia and the percentage of local ingredients, but won't divulge where the remaining percentage of ingredients come from.

Source: CHOICE





The way we were...

Ten years ago to the month, the front cover of the spring 2005 *Network* magazine was graced by Network Pilates instructor trainer Zosha Piotrowski and her fellow trainers.

Inside, Amanda Vogel and Jim Labadie offered their tips for “scoring valuable exposure as a fitness expert, with everything from widely popular magazines to your local TV station.”

Elsewhere, legend of the Australian group exercise scene, Michelle Dean, introduced readers to her take on capoeira-inspired group workouts:

“As seen in popular films such as ‘Oceans 12’ and ‘Meet the Fockers’, capoeira is increasing in popularity as a mainstream fitness workout. Renowned international fitness presenter, Scott Cole, predicts that, due to its strength, power and grace, capoeira is fast becoming the newest craze in fitness. ...Brazilian capoeira master, Mestre Boneco, and I have devised a form of capoeira that combines aerobics, hip hop and capoeira.”

1 thing I've learnt...

Kathy McKenzie, CEO at FIRE UP Coaching, networkdiploma.com.au

“One thing I've learnt is the importance of a growth mindset. Getting stuck in a fixed mindset limits your ability to capitalise on opportunities, to innovate, and to shift gears quickly when you need to. A growth mindset means being willing to expand your perspective and accept that every situation is an opportunity to learn. For me it was through a few major business mistakes that I recognised that being flexible was indeed one of the greatest competitive advantages I could foster. I have had my business for 16 years and know that I wouldn't rely on the technology I was using in 1998, so why would I use the same thinking? With change happening at such an accelerated pace these days, the only way to prosper is to keep learning, keep reframing the negatives to positives, and to refocus continually to pay attention to what you want and deserve to achieve.”



This could be uber disruptive for our industry



The fitness industry has always used technological advancements to improve the services it provides to its customers. One example of this is the near universal adoption of Customer Relationship Management (CRM) software that enables fitness facilities to manage interactions with current and future members more efficiently. Another

is the use of direct billing companies to manage membership dues. For many it would be hard to imagine operating without these systems in place. However, there are emerging technologies that have the potential to be very disruptive to the traditional way we do business.

So, what is a disruptive technology? According to the Harvard Business School it can be defined as “technology that helps create a new market by displacing early technology or the traditional way of doing things”.

Let me give an example of a disruptive technology that has the potential to change the way the fitness industry does business – just like Uber has done to the taxi industry. When my daughter moved to Los Angeles last year, in order to help her settle in, I organised her membership at a 24-hour full service club that offers everything from Les Mills and Pilates classes to indoor cycling and personal training.

Recently I caught up with her and as we were driving through Santa Monica she said, ‘Hey Dad, see that Soul Cycle studio over there – they do amazing classes, and just down the road there's a Pilates studio I go to once a week, and over there's a functional training studio that does great circuits.’ Over the next five minutes she pointed out a number of studios and clubs she had worked out in. I eventually asked ‘What about your gym membership?’ and she responded by saying ‘Oh it's great – I try and get there at least once a week, but I love the ClassPass as there are so many different classes to choose from.’

This was a light bulb moment for me as it made me realise the real appeal that ClassPass and similar services hold for Gen Y. They like choice, they don't like long term commitments (like a 12-month membership) and, surprisingly, cost is not a deterrent for them. I came away thinking that these class apps had the potential to be far more disruptive than I had originally thought – especially in light of the fact that Gen Y'ers make up over 40 per cent of regular fitness facility attendees.

As sure as night follows day, what happens in the US soon makes it to these shores. Australia and New Zealand are seeing a proliferation of services offering passes for group exercise, personal training, gym workouts and mind body classes. This is going to be disruptive. The challenge for the fitness industry is to make this development work to its, as well as the consumer's, advantage.

Nigel Champion

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

For more on this industry development see page 20



DON'T JUST TELL THEM, SHOW THEM

THE POWER OF VIDEO TESTIMONIALS

With prospective members and clients placing more faith in video testimonials than written ones, it's time to press 'record'.

WORDS: MARCUS SEEGER



The 30-second article

- Consumers have tired of written testimonials, so video is a natural progression for your online presence
- Video testimonials can be used to address the three most common barriers of sale: price, time and trust
- Each testimonial should address just one specific barrier of sale
- Authenticity is key, so give clients a topic to discuss, but don't tell them exactly what to say in their testimonials.

While written testimonials have worked well as a marketing tool in the past, people no longer trust them. By stepping up to video testimonials you are able to bring a new level of authenticity to your business, which in turn brings new opportunities and additional sales.

Video testimonials are a powerful affirmation of your business. When a potential customer watches a video of someone 'just like them', who is endorsing your business, they are far more likely to purchase from you, rather than from your competition.

You might think that a testimonial is simply one of your customers saying how fantastic your fitness business is. However, you can be far more strategic than this. The most effective approach is to tackle your potential customer's barriers of sale, i.e. the objections that, if not overcome, will prevent them from signing up to be a member or client. The three most common barriers of sale are:

1. Price: 'It's too expensive'
2. Time: 'It's going to take too long'
3. Trust: 'Does it work and live up to its claims?'

Your potential customer usually has some or all of these reasons why not to buy from

you. Once these issues have been resolved, and there aren't any further objections, your customer is clear to proceed with their purchase.

Video testimonials are perfect for dissolving these barriers of sale. Imagine that you can share a video featuring a customer who initially had doubts but, with the benefit of hindsight, is now positively reviewing your business. This is incredibly valuable.

To get the best outcomes from your video testimonials you need to match a barrier of sale to a customer and focus their testimonial around that one objection. Keep it simple; start with one person or couple for one testimonial that addresses one barrier of sale. Testimonial videos are typically 30 to 60 seconds in length, but can be a little longer. Once you have built a library of video testimonials you could consider editing together snippets of multiple testimonials themed to address a single barrier of sale.

When it comes to creating video testimonials, it can be effective to flag the idea with a new member or client as they embark upon their program or membership. After they have reached their goals and you actually ask for the testimonial, they will be more inclined to say yes as they have had the testimonial in the back of their minds from the start.

Let's explore each barrier and see how you can tailor a video testimonial to each objection.

▶ Price

The first objection is price. The initial step is to find a client or member who was concerned about costs, but who has changed their mind now that they are benefiting from your training facilities or program.

The essence of this testimonial would be around value for money and a short version would sound like this:

"When I first heard how much it would cost for the gym membership I was initially very reluctant to commit. However, now that I have experienced first-hand the quality of the facilities and training I can honestly say that the health benefits far surpass the price – it is great value for money and I highly recommend that you sign up!"

A price-sensitive prospect who watches

this testimonial will think; "Oh, OK, maybe it's not so expensive after all".

▶ Time

The second objection is time: "Getting fit always takes so long, I know I'll never be able to stick it out". It is very powerful to create a testimonial with a client that initially had this exact same thought but has since seen and felt improvements in their fitness and wellbeing. Through the video testimonial the prospect will be able to see how quickly you actually delivered on your fitness promises – giving them a completely different perspective on the time-to-results ratio.

▶ Trust

The third barrier is trust: "Can I be sure that I'm going to get the results?" Again, find a customer who had these initial thoughts

and focus the testimonial on genuine results and non-hype claims in order to counter this objection.

Keep in mind that you can't tell your customers exactly what to say. It is very important to maintain authenticity otherwise the video will come across as fake and do more harm than good. By being strategic with this simple approach, you will achieve a far better ROI than simply asking customers to 'say a few words about your business'.

When used correctly, video testimonials have a positive impact on attracting customers and generating sales. They are still a relatively untapped strategy and without doubt have significant potential to grow your business, no matter how big or small. **N**

Marcus Seeger is the Amazon best-selling author of *Video Marketing for Profit; 14 Proven Strategies for Accelerated Business Growth*. He is managing director of video marketing and production agency, Video Experts. videomarketingforprofit.com.au



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TRAINING THE FIT BUSY MUM

WHAT YOU NEED TO KNOW

When it comes to training female clients you should take a couple of unique factors into consideration.

WORDS: ROSEMARY MARCHESE

How many times have you asked a female client ‘How are you?’ and been met with the response ‘Really busy’? Yet here they are, making the time to train with you in order to achieve or maintain a fit and healthy body.

The concept of ‘having it all’ – a family, career and lifestyle – has become a valued social norm in Western society. However, simultaneously engaging in multiple roles means that many of your female clients may be turning up to training feeling a little dishevelled – if they turn up at all that is. Both media and academic worlds agree that the ‘multiple role’ woman is a high achiever who is often trying to tick all the criteria of ‘Superwoman’, a term we’ll explore in a moment.

Two significant factors that affect ‘fit busy mum’ training clients are stress and the menstrual cycle.

The impact of stress on mums

Stress is often considered an inevitable outcome of multi-tasking. It has been described as a heightened state of emotional or physical arousal occurring when demands from the environment place pressure on the individual’s ability to adapt. Fit mums engaging in multiple roles fit this description. The mother, career woman, soccer mum, wife/partner, homemaker and sister. Sound familiar? Small bouts of stress can be protective to health, but chronic or prolonged stress can create a physiological nightmare and increase the client’s risk of coronary heart disease.

Stress has a negative impact on physical activity: it predicts less physical activity and/or exercise or more sedentary behaviour. This is true for both one-off situations, e.g. exams, and for the chronically stressed populations, e.g. mother looking after child with a cancer diagnosis. As women get older they are more likely to use exercise to help them cope with stress. This is great news for the fit, busy, older mum (or even grandmother), but the younger ‘fit busy mum’ is at risk of struggling to keep up their exercise regime.



Have you noticed that the typical 'gym junkie' exercises more in the face of stress than those who are relatively new to exercise? It has also been documented that women who are habitually active are more likely to use physical activity to cope with stress than those who are sedentary. When considering the impact of the female client's stress on physical activity you should consider where their commitment levels to exercise already are. Ask yourself:

1. Is your client a 'multiple role mum' just starting out? If so, she is more likely to struggle to commit to a regular exercise program.
2. Is your client a 'multiple role fit busy mum'? If so, she is more likely to use exercise to manage stress, but may also be trying to keep up with the 'Superwoman' archetype.

The 'Superwoman' mum

Does your client's bid to be a 'Superwoman' pose a problem? There are two views. On the one hand, having multiple roles can enrich life experiences, and increase prestige, power, social connection and emotional gratification. On the other hand, multiple roles can increase the risk of overload and strain. Stress within one role could also increase the stress across her other roles. Either situation could apply to any female client.

Let's take a closer look at a client who just can't seem to shift the post-baby



weight. You've written a great program, and she's turning up to training but can't lose the fat. Why? It might be time to consider what else is going on with her. Evidence indicates that women who perform concurrent roles often put the needs of others (i.e. spouse, family members and employer) before their own – no surprises there! When the results don't correspond to the training, you need to ask more questions. Is she eating healthy meals or surviving on coffee grabbed on the way to work after school drop-off? Is she skipping meals?

Is your client OK?

Sometimes, the more stressed your client is the less frequently they exercise. There are occasions when exercise seems like 'another thing to do' rather than an escape – so she may skip the session, but not quit training altogether. Acknowledge how your client is feeling and that from time-to-time she may feel the need to reduce the frequency of her sessions. Keeping up the intensity of the sessions that she does make it to will help to minimise any reductions in fitness.

Does the menstrual cycle affect training?

Yes, it does – and it should affect your programming. In combination with the stress already identified, the ups and downs of the menstrual cycle create a physical and emotional rollercoaster which should be considered when training female clients.

Here's a quick refresher on the menstrual cycle:

Days one to 14 are the follicular phase. Bleeding is usually complete by day five to seven. By day 14 or 15 ovulation begins, with a surge in oestrogen and luteinising hormone. The following phase lasts until the last day (around 28 days but this can vary) and is called the luteal phase.

Programming around the 'cycle'

During the luteal phase oestrogen is at its highest, triggering changes that may hinder training performance. For example, low blood sugar during the luteal phase may result in decreased lactate thresholds. While lactate threshold variations depend more on training status than anything, this is still a huge programming consideration.

Thermoregulation (the process that allows the human body to maintain its core internal temperature) changes during the luteal phase. This is at least partly the result of a reduction in plasma volume. Plasma is primarily what allows us to sweat. When plasma volume decreases (on average eight per cent), sweating is slower to begin and body temperature therefore rises on average 0.3 to 0.5 degrees Celsius. Lower plasma volume leads to thicker blood and slower blood flow between muscles. This is not great for performance or recovery time! Women need to be more aware of heat stress and make appropriate adjustments in hydration in hot and humid conditions, or if the exercise session is particularly long.

A woman's performance suffers due to a drop in iron levels as a result of blood loss during period, right? No. The average drop in a woman's haemoglobin and haematocrit (iron) levels is not significant enough to affect performance. Anaemia is multifactorial and having a period doesn't automatically make a woman anaemic. However, this isn't to say that she may not feel a little more tired.



The 30-second article

- Stress and the menstrual cycle are two of the most significant factors affecting 'fit busy mum' training clients
- Simultaneously engaging in multiple roles means that many of your female clients may be suffering stress
- Stress negative impacts exercise: it predicts less physical activity
- Hormonal changes throughout the menstrual cycle should affect the type of exercise you program for female clients.




Simultaneously engaging in multiple roles means that many of your female clients may be turning up to training feeling a little dishevelled – if they turn up at all that is.



The cycle effects will vary from client to client. Encourage monitoring of physical and emotional changes that occur in your client's cycle and program around it. It's OK to have a lighter session from time-to-time, e.g. within the first three days of menstruation.

It should be noted that clients with high insulin levels may not see the training benefits from menstrual phase training because unhealthy hormone levels affect results.

Your 'fit, busy mum' client may be a Superwoman engaging in multiple roles and trying to maintain a fit, healthy body. However, you need to be aware that this can be stressful and not all clients will have the same threshold for stress overload. Situations in life change and maintaining open communication with your client is a must. Consider:

- Altering her program during moments of stress, such as exams. For example, she may prefer to exercise more frequently but for shorter periods of time.
- Altering her program to accommodate physiological and emotional changes of her cycle. Client diaries can be a really useful way to monitor the client to ascertain her needs. 

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

Rosemary Marchese is a fitness author and writer. As a physiotherapist and fitness industry advisor with 20 years' experience she has also written fitness course textbooks. facebook.com/MarcheseRosemary or rosemarymarchese.com.au

Considerations for training throughout the menstrual phases

How you program your client around their menstrual cycle depends on their goals.

- The follicular phase tends to be more of an anabolic time, therefore you may want to increase cardio during this time knowing there may be less chance of losing muscle.
- The anabolic nature of the follicular phase also means that the client may derive greater increases in lean tissue gains from weight training.
- The luteal phase is a more catabolic time for muscle tissue, making long duration cardio during this time questionable for some clients.
- Some clients like to increase their protein intake during the luteal phase, but liaise with an Accredited Practising Dietitian if necessary.
- The increase in excess post-exercise oxygen consumption (EPOC) or 'afterburn' tends to be higher during this time. High intensity interval training (HIIT) may be a winner here!

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SAY NO TO SHORT-TERM SUCCESS

IT'S TIME FOR LASTING BEHAVIOUR CHANGE

It may be rewarding to help clients attain their fitness and health goals, but if they don't maintain their achievements, what's the point? It's time for a new approach to long term success.

Australian Fitness Network has launched Australia's first fitness Diploma of Leadership, Coaching and Mentoring (22233VIC) to offer fitness professionals the next step in their careers. By equipping them with the skills to help clients and employees change their mindsets, the diploma will enable goals to be not only achieved, but also, crucially, maintained.

With obesity, diabetes and depression on the rise, more and more health and fitness professionals are realising that a shift in mindset is necessary in order to achieve lasting behaviour change. In a time of short-term body transformation programs and highly accessible information, people are still struggling with mental and physical roadblocks which prevent them from living the lives they want.

An opportunity for growth

Having observed the paradigm shift towards coaching and mentoring as the future of leadership, Network has created an opportunity for its members and other industry professionals to grow professionally, and to help clients achieve the results they desire.

To lead people to be the best they can be, you need to understand their minds so that you can empower them with the tools and techniques to unlock lasting behaviour change across all areas of their lives. Whether being your best means happier clients, more clients, more money or leading the industry, becoming a coach and leader is the key to long-term change in your life, and the lives of others.

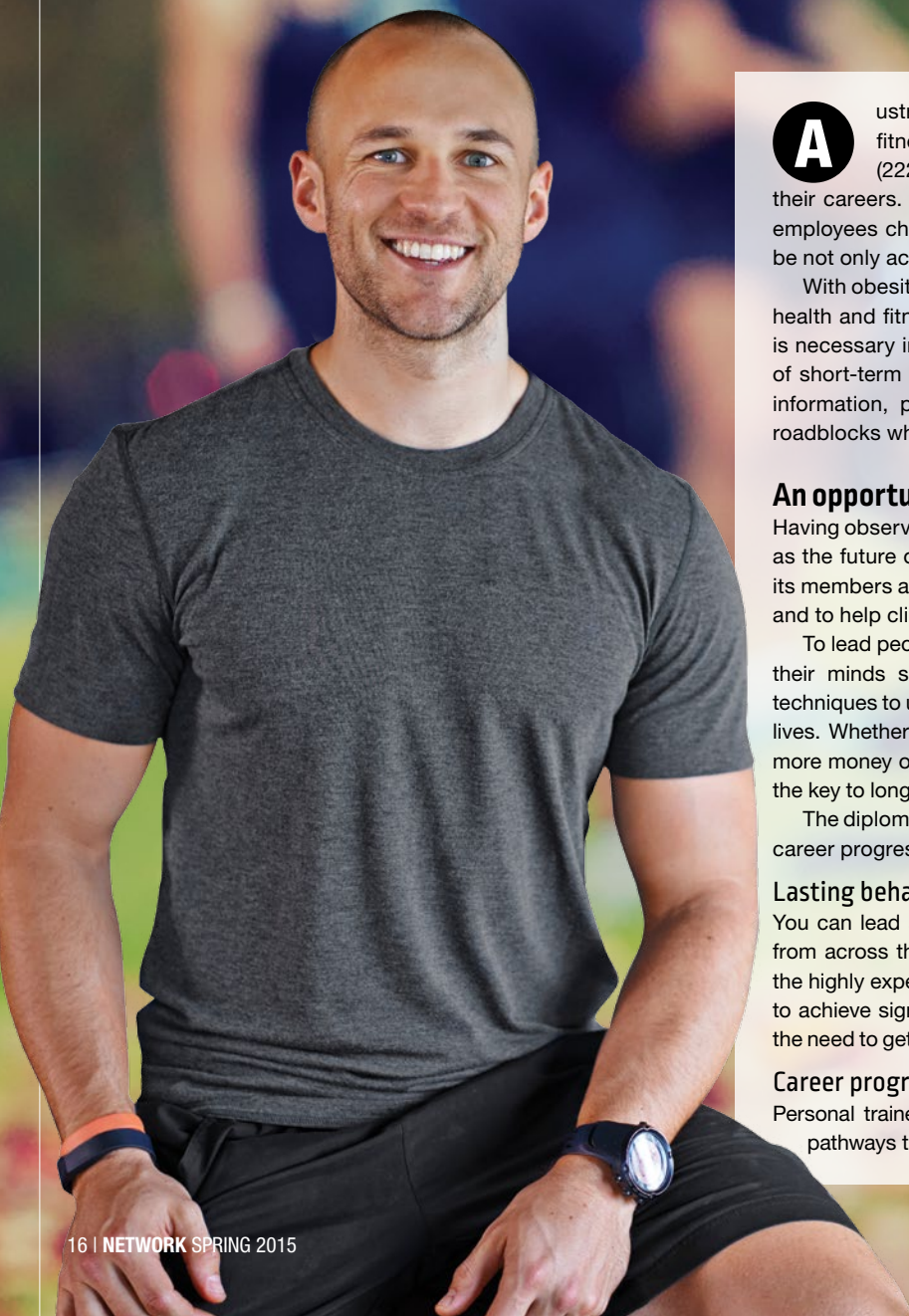
The diploma addresses three key areas: lasting behaviour change; career progression; and leadership.

Lasting behaviour change

You can lead a horse to water but you can't make it drink. Trainers from across the spectrum, from the newly qualified right through to the highly experienced, suffer the frustration of having clients who fail to achieve significant results. This has led to a greater awareness of the need to get inside clients' minds in order to change their behaviour.

Career progression

Personal trainers often struggle to identify clear and relevant career pathways that offer not only the knowledge to train different clients





The 30-second article

- There is a growing realisation that a shift in mindset is necessary in order to achieve lasting behaviour change and fitness results
- Coaching and mentoring are being recognised as essential to the future of leadership
- Australian Fitness Network has launched Australia's first fitness Diploma of Leadership, Coaching and Mentoring (22233VIC)
- The diploma qualification offers a new way for fitness professionals to formally progress their careers.

(sideways progression) but also increased income and elevated status or title. Until now, short coaching courses or lengthy part-time university degrees have been the two main avenues available: Network's diploma qualification offers a new way to formally take your career to the next level.

Leadership

Australia has seen a variety of business models enter the market in the past three years, many of which rely on PTs and managers being independent, proactive and fast-moving. Great trainers are often promoted to management or leadership positions because of their training expertise and skills, only to find themselves faced with the new challenges of leading and motivating their teams – while also mentoring new PTs. This responsibility can be overwhelming for those who, despite being accomplished trainers, do not have the skills to empower others to take control of their goals.

In response to these needs, Network has partnered with FireUp Coaching to deliver the nationally and internationally accredited Diploma of Leadership, Coaching and Mentoring (22233VIC).

Developed by experts in the field, this face-to-face program, delivered in a series of workshops over an 8-month period, provides first-hand experience of coaching so you know how to apply the knowledge to your clients and are ready to 'walk the talk' yourself. FireUp Coaching has already delivered a version of the diploma in predominantly corporate areas, but the content has now

been contextualised for the fitness industry, making it even more applicable for personal trainers and fitness business owners looking to progress their careers.

What will you learn?

In a nutshell, you gain the knowledge, tools and practical experience in leadership, coaching and mentoring to change your own behaviour and that of your clients.

- You learn the current scientific research around thinking and human behaviours in the areas of positive psychology, neuroscience, neuro-leadership, emotional intelligence, strength-based psychology and NLP (neuro-linguistic programming)
- You benefit from first-hand coaching experience that expands your own self-awareness and teaches you to apply the knowledge and tools to your own life while also learning to coach and mentor others
- You train with the tools and techniques that empower you to effectively coach and mentor your clients to embed lasting behaviour change across all areas of their lives.

How will this benefit your career?


You can increase your earning potential, gain a competitive edge and progress your career in fitness and beyond by:

- retaining and increasing the value of existing clients
- attracting new clients who understand the benefit of coaching
- being more attractive to industry management and those recruiting leaders
- improving the productivity and fulfillment of your own team or employees
- transferring your skills to new roles and industries such as corporate wellness, training and development, and workplace coaching.

Nigel Champion, Executive Director of Australian Fitness Network, is excited by the new opportunities and growth this Diploma will offer to graduates, and the broader industry: 'Mindset and behaviour change have been widely recognised as the missing link in education for fitness professionals. Network's Diploma of Leadership, Coaching and Mentoring addresses this, equipping our industry's leading professionals with the skills to empower lasting change in their clients and in themselves.'



Do you have what it takes to empower lasting change?

The first round of courses will be available in Sydney and Melbourne, with the inaugural student intake commencing this spring. If you're interested in becoming one of the very first fitness professionals in the country to obtain the Diploma of Leadership, Coaching and Mentoring (22233VIC), visit networkdiploma.com.au, email info@fitnessnetwork.com.au or call 1300 493 832. 

What they say

Before tailoring it to suit the specific needs of fitness professionals, a version of the diploma has been delivered to predominantly corporate clients. Estelle, a diploma graduate says:

"I was at a point in my career where I had a number of options and needed help to decide which path was right for me. While undertaking the program I learnt about my own motivations and how these impact on setting realistic and effective goals. I also learnt to understand my thinking patterns and how to open them to new and better possibilities in order to achieve results. Consequently I learnt to 'read' others more effectively and communicate in ways that were more helpful in achieving collective, business goals. I now feel much more confident in my senior management role, and am able to work far more effectively with my team. The course is invaluable for helping participants grow personally, and professionally."

TRAINING FOCUS:

BODYWEIGHT EXERCISES

Alisha Smith, Australian Fitness Network's education manager, highlights three awesome bodyweight exercises.

Crossover lunge (photo 1)

Start: stand upright with feet parallel.

Action: step forward and towards the opposite side with one leg, crossing one leg in front of the other. Lower the body towards the ground by bending the knees of both legs until the back knee hovers just above the floor.

End: push off the front leg and return to an upright stance.



Inverted pull up, overhand grip, side to side (photo 2)

Start: hang from a straight bar suspended at waist height. Hands are in overgrip, with arms straight, shoulders directly beneath the bar, the torso, hips and knees in front of the bar and fully extended, and feet on the floor.

Action: pull the body up and to the side until the chin approaches one of the hands at bar level.

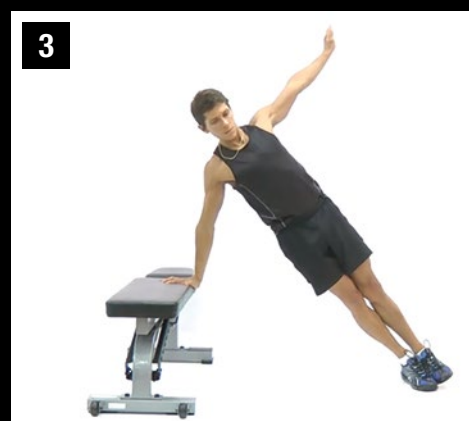
End: lower back to the starting position by extending the elbows.

Incline T-stabilisation push up, feet on floor, hands on bench (photo 3)

Start: adopt a plank position, with the hands up on a bench in the front and the feet on the floor in back.

Action: lower the body down by bending the elbows, descending until the chest hovers above the top of the bench. Extend the elbows and return to the plank position. Near the top of the push up, begin to rotate the body to one side, keeping the torso and legs aligned and the hips extended. Keep both elbows extended as the torso rotates, remove one hand from the bench and raise it to the side until it points towards the ceiling. Pause briefly in this T position, supported on the outside edge of the inner foot on the floor and the inside hand on the bench.

End: keeping the raised arm extended in line with the shoulder, lower the raised hand back down to the bench, and simultaneously rotate the torso until back in the plank position. ▮



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ONE PASS EVERY CLASS

THE RISE OF FLEXIBLE FITNESS ACCESS

The marketplace is suddenly crowded with online 'fitness passport' providers. Does this development spell trouble or opportunity for traditional fitness facility memberships?

Recent years have seen the power of the internet harnessed to make better use of existing space and services. Airbnb connects those looking for short-term accommodation with those who have space available; Uber connects those looking for an alternative to taxis with private drivers in their area.

It was only a matter of time before similar technology was used to match up those looking for commitment-free group fitness with those offering spare spots in classes. That time has well and truly come.

In recent times Australia has seen a number of players enter the market, some based locally and others originating overseas. AnyClass, ClassPass, Classshopper, Classium, FillMyClass, FitSessions, FitUsIn and KFit are some of the names that operators of clubs and studios will soon be familiar with, if they aren't already.

Essentially, most of these function as 'passport memberships', giving those who join unlimited access to a wide range of classes at all the facilities in their passport provider's network.

So, does this spell trouble for traditional club membership sales, or present opportunities for new business?

Network spoke to several providers to get the lowdown on this 'disruptive' industry development.

What was the catalyst for the creation of these services?

Most providers voiced similar reasons for

creating their services, namely frustrations on the part of gyms with consistently having half-empty classes, and frustrations on the part of individuals whose gyms didn't provide them with all the classes they wanted at times that suited them. The founder of FitSessions, Natasha Prasad, says 'I realised I was paying a monthly rate for a gym membership in the CBD, buying class packs from a specialised yoga studio and paying drop-in rates for tennis and swimming. This was expensive, clunky and simply not sustainable.' AnyClass co-founder Elena Torriani points to the new efficiencies enabled by technology, saying: 'There are so many markets that have historically been inefficient, because it was very hard for a small business to get the scale to operate outside its local area. The internet and smartphones have changed that forever. We're trying to bring some of these new efficiencies to the fitness market, so consumers have more options and studios get more business.'

How does the business model work?

Most providers charge a weekly or monthly fee for memberships – generally around \$100 a month – that gives members unlimited access with no extra costs for classes. As Robbie Dunphy, co-founder of Classshopper, notes, the more often members go to classes, the more value they get – just like with a regular gym membership.

Most providers, such as AnyClass, enable this by effectively 'bulk buying'

classes from facilities at discounted rates, or, as in the case of FitUsIn, by providing partner studios with an agreed upon referral rate for each visit.

FillMyClass and Classium function a little differently. Members don't pay a membership fee and just pay for the classes they book online. FillMyClass encourages venues in its network to offer users the first class for free, but notes that partners choose costs and can charge members whatever they like.

What is the main benefit to fitness facilities?

There are two main benefits for clubs: the immediate revenue generated from 'selling' otherwise empty spaces in class, and high quality lead generation.

AnyClass, for example, claims it can bring in around an extra \$1,000 per month for small studios, and multiple times that for larger facilities.

Most providers, however, cite lead generation as the major benefit enabled by their service, and say that this is the aspect that facilities value most.

Robbie Dunphy from Classshopper acknowledges that by working as a connector the service will inevitably lose some of its members when they decide to take out memberships at a club that they have tried: 'Naturally this will result in us losing members and the studios gaining them, but that's just a by-product of the awesome service.'



Jaye Raykos, general manager of KFit in Australia and New Zealand, expresses similar sentiments, saying that if members find a studio they really like, KFit encourages them to sign-up directly with the facility: 'Increasing revenue for a fitness partner is also important – we're helping them grow the pie of customers in the respective city.'

Indeed, the team at FitSessions allude to the fact that similar models in the US have seen more than a 50 per cent conversion rate of those using a passport service into fully paid up members of a club.

AnyClass, on the other hand, says it specifically caters to individuals who do *not* intend to become members of one facility due to their unpredictable schedules or preference for attending a variety of venues and class types. To this end, it imposes a monthly limit of three visits per studio.

Vanessa Picker, CEO of FitUsIn, says that most of its members are entirely new to exercise, so studios can reach out to new customers who wouldn't otherwise try their facilities. She also highlights the fact that being part of a network of providers doesn't carry any cost for participating businesses.

What areas of the country are currently serviced by passport providers?

Most providers are currently operating in just one or two cities – predominantly Sydney and Melbourne – but all cite plans to go nationwide, or at least expand the cities they service, within the next few months.

All the providers offer access to classes in any of their participating clubs, although some, such as FillMyClass, offer geo-tagging to promote the most relevant classes by location to their users. FitUsIn, meanwhile, require members to select a home club at sign up, but enable them to access studios outside of their specified local area.

Does this service include personal training, or is it solely for group classes?

KFit offer personal training sessions and sports therapy massages, but most other providers don't currently feature PT – though they are not ruling it out in the future. Some indicate that any such evolution of their services will be dictated by the facilities in their network. FitSessions, for example, offer small



The 30-second article

- Most fitness passport services provide members with unlimited access to a range of classes at multiple facilities in their network for around \$100 per month
- Members can book classes as soon as the facilities in the network make them available online, which for most passport services tends to be one week in advance
- The main aims are to generate revenue from otherwise empty spots in classes and to serve as effective lead generators
- Providers are currently based in one or two major cities, but most aim to be nationwide in the foreseeable future.

group training sessions and say that although one-on-one training isn't currently part of the package, 'it's certainly on our radar.'

Is it all about last-minute availability or can members book classes at any time?

Members can book classes as soon as the facilities in the network make them available online, which for most passport services tends to be one week in advance. There are some exceptions, with FitSessions enabling members to book sessions up to one month in advance. Regardless of the length of time in advance of classes that members can book, Jaye Raykos from KFit notes that popular classes are usually booked out a couple of days in advance.

AnyClass says that studios can choose which classes they make available, as well as how many spots in each class, but notes that facilities will often reserve classes in peak hours for their own members only. FitUsIn say that, despite the freedom to be selective about which classes and how many spaces they offer, many studios offer the majority of their classes to passport site members.

Providers also say that their networks of participating clubs use the service to offer last-minute sales of empty spots (such as when spaces become available due to cancellations).

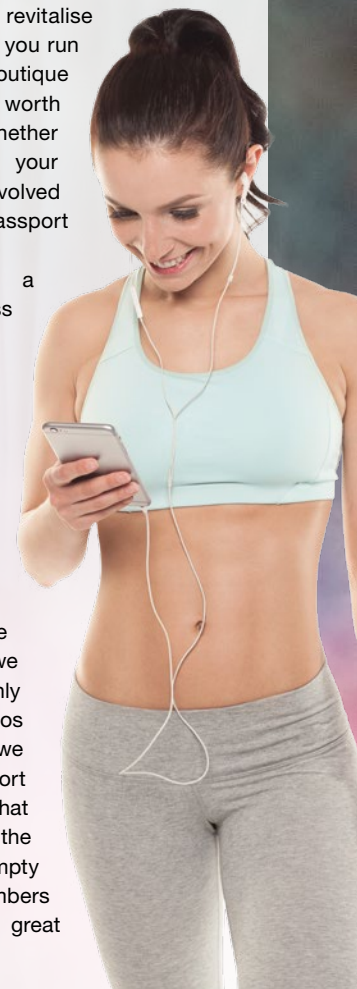
Fitness passport providers

If you're a facility operator or group fitness manager looking to maximise class revenue and introduce new faces to the services your facility has to offer, check out these fitness passport providers to see which ones might work for you:

- **AnyClass** anyclass.com.au
- **Classhopper** classhopper.com.au
- **Classium** classium.com.au
- **ClassPass** classpass.com.au
- **FillMyClass** fillmyclass.com.au
- **FitSessions** fitsessions.com.au
- **FitUsIn** fitusin.com
- **KFit** kfit.com

Although 'disruptive' technologies and services can appear threatening to existing business models, they also have a capacity to revitalise a market. Whether you run a large club, or a boutique yoga studio, it is worth investigating whether it could benefit your business to get involved with a fitness passport provider.

Hailing from a family of fitness facility operators, Elena Torriani from AnyClass is well placed to sum up the relationship between facility, passport provider and member: 'We want more people to enjoy the benefits of boutique studios and we realise that we only succeed if studios are happy, so we devote a lot of effort to making sure that everyone wins – the studio gets to fill empty spots and members get to experience great classes.' 





WHAT IS...?

ORANGETHEORY FITNESS

Rooted in the science of EPOC, a new group PT studio franchise has just hit Australian shores.

Arriving in Australia this spring, Orangetheory Fitness is a 60-minute heart rate monitored, high intensity, group interval training concept.

Originating in the US, where it now has hundreds of studios, Orangetheory boasts tens of thousands of members across America, Canada, the UK and South America. It has just opened its first Australian facility in Bondi Junction, NSW and has sites scheduled to open in Hawthorn, SA and Aspley, QLD.

The Orangetheory Fitness workout is broken into intervals of cardiovascular and strength training, using a variety of equipment including treadmills, water rowers, TRX suspension training and free weights, but its unique selling point is its exclusive heart rate monitoring system.

Founded in the science of excess post-exercise oxygen consumption (EPOC), Orangetheory's five-zone heart rate monitored training is designed to keep heart rates in a target zone that stimulates metabolism, increases calorie burn, and boosts fat loss for up to 36 hours post-workout.

Led by personal trainers, participants burn an average of 900 calories, including after-burn, with each workout.

Explaining the thinking behind the concept, Ellen Latham, the founder of Orangetheory Fitness, says 'Monitoring your heart rate is key to ensuring that you hit the right zones you need for EPOC to kick in. All of our routines come from our corporate physiology department. Experts with the highest levels of education and certification are creating them to increase your endurance, strength, and power.'

Acknowledging the crowded nature of the Australian fitness facility sector, Orangetheory's chief executive officer, Dave Long, says 'It's incredible that in just five years we've been able to muscle our way into the highly competitive Australian market'.

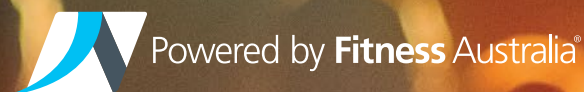
In 2014, Orangetheory opened 99 new studios across the US, practically doubling its club-count. It's on track to open an additional 150 locations by the end of this year. While its Australian operation may be in its infancy, its popularity stateside points to a bright orange future in this wide brown land. **TV**

MORE?

For more information about Orangetheory Fitness in Australia visit orangetheoryfitness.com.au

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RESEARCH REVIEW:

IS YOUR RATE IN THE ZONE?



Your clients may be walking enough steps each day – but are they fast enough to reap them the benefits associated with moderate intensity exercise?

WORDS: ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

Title: Step-rate recommendations for moderate-intensity walking in overweight/obese and healthy weight children

Author: Dr. Morgan et al. (Dept of Kinesiology and Rehabilitation Science, University of Hawaii, USA)

Source: *Journal of Physical Activity and Health* (2015). Volume 12, pp 370 -375

Introduction: Aloha from the Arctic of Sydney's Northern Beaches! As we write this it feels like a far cry from the warmth of the Hawaiian Islands from a recent surf trip (but by the time you read this at least spring will be in the air)... It must be an omen that the research we selected for this Research Review was conducted in Hawaii, Mike's home away from home.

We have used pedometers clinically with adult patients for decades, with varying degrees of success, and have come to the realisation that the patients we prescribe them to fall into one of three distinct categories. Patient A is the ideal patient who will use the pedometer every waking minute and record their daily step rates as a ritual. These individuals may be slightly OCD, but they are great patients as they follow recommendations and have good outcomes. Patient B will use the pedometer initially, viewing it as a novelty, but over time will lose interest and cease using it. Lastly, patient C will be very hesitant to use the device and will most likely put it in a drawer as soon as they get home, where it will stay until we request they return it...

There has been a plethora of research articles published on the use of pedometers in a wide array of cohorts. However, these

studies have focused upon a total steps goal (e.g. 10,000). More recently there has been interest in improving the outcomes using pedometers by establishing a 'step rate' (e.g. steps per minute) to assist users in meeting the established health and fitness benefits that are associated with moderate to vigorous physical activity/exercise. In other words, it's not just quantity of steps that's important, it's also quality – steps per minute.

Dr Morgan and his colleagues decided to investigate the step-rate in children and accordingly recruited 23 from the local primary school (5th and 6th grades) and from the local soccer league. The children were from various ethnicities (Caucasian, native Hawaiian, Japanese, Filipino, Samoan and Chinese) which is quite representative of the Hawaiian islands. All testing was conducted in the University's exercise laboratory on a motorised treadmill. What is unique about this research is that the investigators were attempting to determine age- and weight/BMI-specific step rate recommendations in children, a section of the population with alarming growth in obesity. Childhood obesity has more than doubled in the past 30 years in the United States. In fact, in 2012 approximately one-third of children were overweight or obese. Australia isn't far behind, with approximately one-quarter of Aussie children overweight or obese.

Methods: Each participant's height and mass (weight) was measured prior to assessing their resting energy expenditure using an automated expired gas analysis system. The participants' initially were tested at their self-selected walking pace, which equated to approximately a mean of 3.5km/h (range 2.7 to 5.1). Each child then walked on the treadmill at approximately 4.0, 4.8 and 5.6km/h for three minutes at each speed. Two trained researchers also independently recorded the number of steps that each participant took while on the treadmill. The authors then used an equation to determine the age-adjusted metabolic

“ The authors concluded from their findings that the self-selected pace of the young participants was not adequate to elicit a moderate intensity of exercise. ”



The 30-second article

- Pedometers have been used for decades to measure the number of steps taken by individuals
- Focus is now switching to 'step rate' e.g. steps per minute, rather than just number of steps
- This study investigated steps rates in children to gauge whether usual walking speeds were fast enough to constitute moderate intensity exercise
- The self-selected pace of the young participants was found to be too slow to elicit the benefits associated with moderate intensity exercise
- The researchers identified recommended walking paces for children of different ages and weights.

equivalents (A-AMET) for each participant, where $A-AMET = -0.75363 + (\text{step rate} \times -0.02242) + (\text{step rate}^2 \times 0.000277) + (\text{BMI weight status} \times 0.849469) + (\text{age} \times 0.218567)$. This equation was necessary as the 3 and 4 A-AMETs have been shown to represent moderate-intensity activity.

Results: 22 participants completed the testing. Table 1 illustrates the age-adjusted METs and the step rate.

The authors concluded from their findings that the self-selected pace of the young participants (2.2km/h and 90 steps per minute) was not adequate to elicit a moderate intensity of exercise. With regard to recommendations, they found that in order to represent moderate intensity exercise, healthy weight individuals aged 9 and 10 should walk at a pace of between 120 and 140 steps per minute, while 11 and 12-year-olds should walk at a pace of between 110 and 130 steps per minute. If the children were overweight or obese, the 9 and 10-year-olds should walk at a pace of 110 to 130 steps per minute and 11 and 12-year-olds between 100 and 120 steps per minute.

Pros: This was a good, unique study. Most importantly, the researchers were able to identify an age- and weight/BMI-specific A-AMET's and step rates.


Many children now have smartphones

Table 1: Age-adjusted METs and step rate

Walk speed (km/h)	A-AMET		Step rate (steps/min)	
	Mean	SD	Mean	SD
• Self-selected	2.2	0.3	90	13
• 4.0	2.9	0.3	112	7
• 4.8	3.4	0.5	121	7
• 5.6	4.0	0.6	131	9

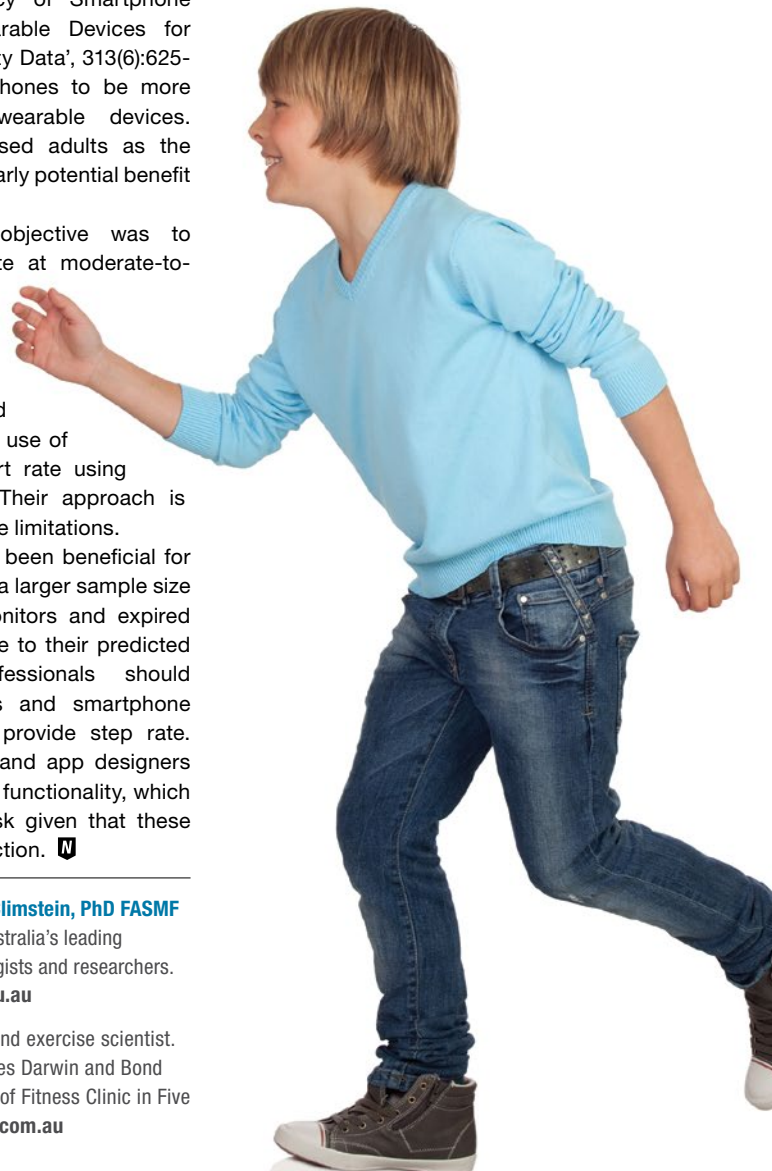
containing apps that allow the phone to be used as a high-tech pedometer. In fact a recent (2015) article published in the *Journal of the American Medical Association* (Case et al., (2015) 'Accuracy of Smartphone Applications and Wearable Devices for Tracking Physical Activity Data', 313(6):625-626) found the smartphones to be more accurate than the wearable devices. Although the article used adults as the participants, there is clearly potential benefit in using a smartphone.

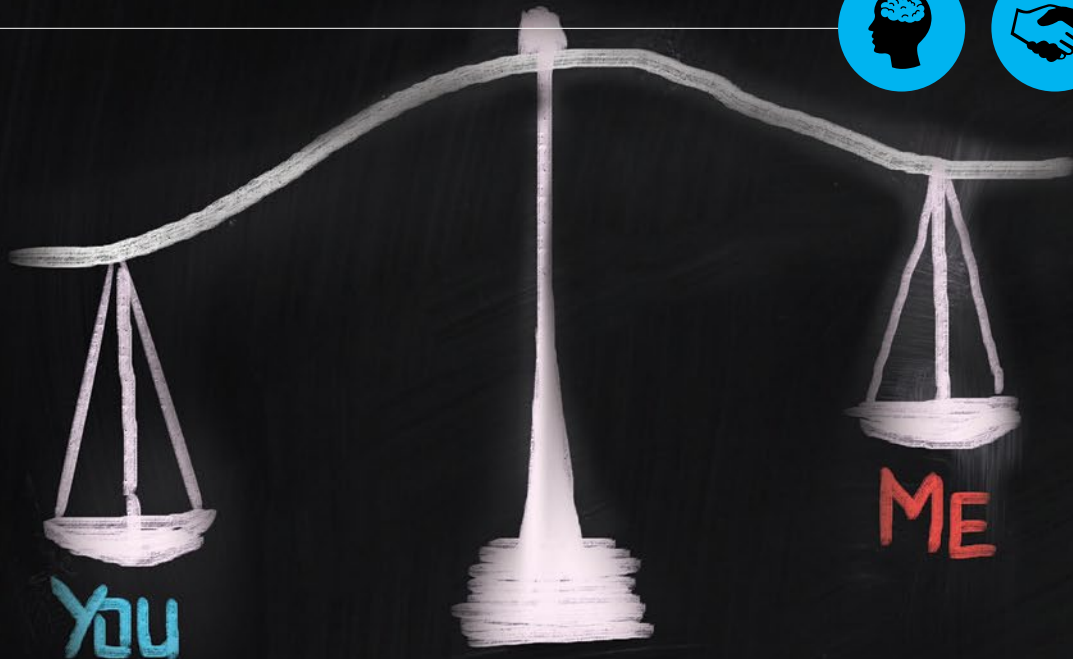
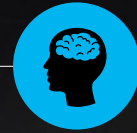
Given the study objective was to determine the step rate at moderate-to-vigorous intensity exercise that is both age- and weight/BMI-specific, we would have expected them to incorporate the use of a treadmill and/or heart rate using expired gas analysis. Their approach is novel, however has some limitations.

Cons: It would have been beneficial for the researchers to have a larger sample size and use heart rate monitors and expired gas analysis to compare to their predicted results. Fitness professionals should preference pedometers and smartphone applications that also provide step rate. Pedometer companies and app designers should include step rate functionality, which should be a simple task given that these devices have a time function. 

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

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





THE PSYCHOLOGY OF CLIENT RETENTION: THE PERILS OF OVERSHARING

By shifting the focus of client interactions to yourself you risk damaging your professional relationship.

WORDS: KATE SWANN & KRISTINA MAMROT

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



The 30-second article

- It's fine to be human and friendly, but maintain boundaries
- When you overshare, clients can feel like they're not being heard, or may feel the need to look after you
- Clients pay you to focus on them: by shifting the focus onto your own emotions and experiences you turn the relationship on its head
- Slide your own stuff to one side, and focus on the client and the job at hand.

Last issue, we investigated how to turn yourself into a detective and pick up the clues you need to understand your client. Here, we discuss the perils of revealing too much about yourself...

It can be tempting to talk to your clients about your personal life. When your client is chatting about their week and their daily trials and tribulations it feels natural to join in with stories about your own stresses and challenges. And while it's fine to be human and friendly, self-disclosure becomes a problem when PTs overshare.

When you overshare, clients can feel like they're not being heard. And worse, they may feel the need to look after you. Suddenly, and with no warning, your relationship with your client has shifted from professional, where you're in charge, to personal where they're caring for you.

Let's take a look at an example. We'll eavesdrop on a conversation between a PT and her client Anna who is in her late thirties. They've been working together twice a week for a month.

PT So how was your week?

ANNA Tough actually. My mum found a lump in her breast and she's been going in for tests. We're really worried.

PT Oh, that's terrible. That happened to my grandmother and it was just awful watching her going through the chemo.


- ANNA** ✓ *Oh, how awful!*
- PT** ✓ *Yes, it was. Mum and I were beside ourselves.*
- ANNA** ✓ *How's she doing now?*
- PT** ✓ *Well she's in remission, but we still worry about her. And of course mum had to get checked too, so I was worried about her as well.*
- ANNA** ✓ *But your mum's okay?*
- PT** ✓ *She's fine. But, you know how when something like this happens you keep on worrying?*
- ANNA** ✓ *Mmm, I do.*
- PT** ✓ *So I said to mum, you've just got to keep checking every month and have regular check-ups.*
- ANNA** ✓ *And do you check yourself too?*
- PT** ✓ *No, I feel really weird doing it, so I don't.*
- ANNA** ✓ *But that's no good! You've got to make sure you're okay!*

This example demonstrates how when the trainer overshares about her personal life and her feelings, the client shifts her concerns from herself and what's going on for her, to her PT. Very quickly, instead of focusing on her training, or filling the space with some

comments about her concern for her own mother, the client has put her experience to one side, and moved into the role of the listener, caring for her PT.

When you overshare, you cross the boundary of the professional relationship between PT and client. Instead of feeling like she's in the hands of a caring, competent professional, the client starts to feel like she's doing all the work. She's paying you to focus on her, but instead, you've slid into focusing on yourself, and your own emotions and experiences.

While the shift may be subtle, the effect may be more obvious. That all-important engagement – the secret ingredient that will keep your client coming back session after session – has been damaged. Little by little, the client will start to question how important her training is to her, and whether it's worth the time, effort, and financial commitment. Once that questioning starts, it's only a matter of time before a break in training for a holiday or due to a bout of the flu, becomes a reason to drop out.

Resist the urge to talk about your own experiences when your client shares something emotional with you. Slide your own stuff to one side, and focus on the client and the job at hand. 

Kate Swann & Kristina Mamrot are Melbourne-based psychologists specialising in treating overweight and obese clients. For information on their books *The Ultimate Guide To Training Overweight And Obese Clients*, and *Do You Really Want To Lose Weight?* visit psccounseling.com.au



MEMBERSHIP

EARN YOUR FREE CEC!

Every issue of *Network* magazine includes an article linked to a FREE 1-CEC exam, which you can complete at fitnessnetwork.com.au/cecs. This quarter, the multiple-choice exam is based on 'The psychology of client retention: The perils of oversharing' and two other online articles by Kate Swann and Kristina Mamrot.

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TRIBAL GATHERING

| An island escape that marries luxury with fitness could help you take your fitness offerings to the next level.

WORDS: OLIVER KITCHINGMAN

Fitness and wellness travel has been one of the biggest travel trends of recent years. People for whom fitness is integral to their lifestyle don't want to put it on hiatus when they go on holiday, so the idea of combining the two can be very appealing.

Similarly, if you're a personal or group trainer, or mind body instructor, or if you deliver courses to upskill fitness professionals, the allure of training your tribe of clients or students in an exotic location can be strong. This is exactly the opportunity

that Hotel Komune on the East Coast of Bali offers. Think 'working holiday' – and then some.

As you arrive at the resort on Keramas Beach, a 45-minute drive from the airport, you find yourself in a tropical retreat, with the noise and bustle of Kuta already becoming a distant memory. Whatever your reason for coming, work or play, it's time to unwind.

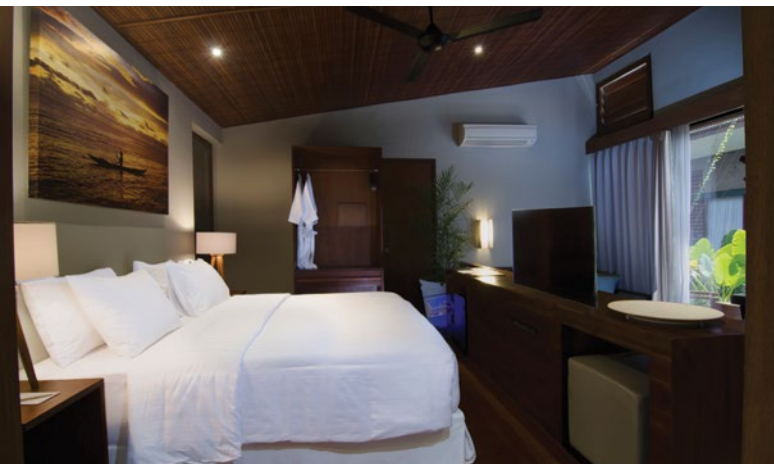
I'm greeted with a welcoming smile and an iced tea as the friendly staff guide me down avenues of palms and giant taro leaves to my room, a clever design in cool tones of stone and blue. Inspiring surf images adorning the wall are a reminder that this place was created as a surf retreat, although its newly completed Health Hub confirms its transition into a fully-fledged fitness and wellbeing destination. In fact, I'm told, it has just played host to 85 trainee yoga instructors. And from what I've seen so far, I can see why they'd want this place to be their classroom.

The next morning I wake early and make my way down to the beach, where a handful of surfers are floating in the pre-dawn ocean waiting to catch their first waves of the day. Soon, after early morning beach yoga and breakfast, their 'surf widows' assume their positions poolside, waiting to catch their first rays of the day.

After getting the lay of the land, I make my way to the Beach Club for some breakfast overlooking the ocean and the distant island of Nusa Lembongan. As I try to choose from a range of local and western options to rival any Eastern Suburbs café back home, a couple of surfers lean against the edge of the nearby pool, checking out the surf breaking on the glittering black volcanic sand that lines this stretch of coast.

It's often said that we now live in an 'experience economy'. A





recent study published in the *Journal of Positive Psychology* showed that people who invest in expensive products rather than in experiences often devalue the item's worth directly after buying it. The researchers from San Francisco State University found that people derive greater long term happiness from investing in memorable experiences. It makes sense: unlike that 60inch TV you've got your eye on, you'll happily reflect on amazing memories for many years to come.

As fitness professionals, the key to retaining clients and generating that Holy Grail of every business owner – unsolicited word-of-mouth referrals – is to deliver amazing experiences. While this should be your goal in every session, imagine the wow-factor if you could do it against an incredible backdrop of beaches and volcanos (while getting paid for it). With its exclusive new Health Hub, this is the experience that Komune is now able to facilitate.

After breakfast I wander up through the resort's lush organic veggie garden, which supplies ingredients for many of the restaurant's dishes, to discover the Hub. Hidden away behind a wall of foliage, it features a large open-sided yoga studio, fully equipped gym with both traditional equipment and functional training facilities and a stunning, secluded eternity pool with submerged stone recliners and day beds.

As I do a few laps in the pool, I consider how I'd piece together a training retreat here. It doesn't take too much imagination. By combining the on-site facilities with local activities, from surfing and diving to mountain biking and volcano hiking, a week's itinerary would soon take care of itself. And, as I discovered, when you need a break from all the luxury, a day trip to the shops, palace, temples and famous monkey forest of Ubud makes for an interesting diversion.

After sight-seeing up a healthy appetite, I return to Komune in the evening and enjoy a relaxing massage before reacquainting myself with the Beach Club's vast menu, which features everything from the health conscious to the decadent. The head chef, Suangga, tells me that his kitchen staff are used to catering to every dietary requirement under the Indonesian sun; 'Gluten-free, wheat-free, sugar-free – we will still make you something delicious' he tells me. I have no such restrictions, so all I need to do is decide whether it's going to be creamy yellow curry, melt in your mouth ribs, crisp-based pizza or delicious nasi goreng.

Lounging near the beachside fire pit after dinner, I watch the waves breaking on the shore and feel too relaxed to move. There's no floodlit night surfing tonight, but there will be tomorrow.

If you're looking to elevate the service you offer by creating truly unique experiences for

your tribe of clients or students that marry their passion for fitness with the magic of an island escape, then Komune is worth investigating.

The word 'commune' might conjure up images of hippies sharing their mung bean salad or some political or religious ideologues. Alter the spelling slightly and you get something that, while retaining the spirit of a community of likeminded individuals, offers something else altogether. **N**

Oliver Kitchingman is the editor of *Network* magazine. He was the guest of Hotel Komune Bali.

MORE?

To make it easy for fitness professionals to put together training and teaching retreats, the team at Komune provides one free room for every ten rooms booked by your clients, meaning that your accommodation is covered. For a small daily per-person venue fee, your group then gets to use the Health Hub's facilities for two hours each day, as well as get free use of other programs such as the early morning yoga classes. komuneresorts.com/keramasbali





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YOGA FOCUS:

SHORTENING THE LEVER

By cueing participants to shorten the levers, you can help them avoid unnecessary strain and reduce their risk of back injury.

WORDS: LISA GREENBAUM

When we move our spine into flexion, extension, twisting, or lateral flexion, the position of our arms can dramatically change the overall safety of our movement.

Depending on our arm position, we can create a 'long lever' or a 'short lever'. A long lever uses the arms to add to the overall length of the torso (e.g. when the arms are lifted so that the biceps are next to the ears). In this position, when we move the spine from neutral into extension, flexion, or lateral flexion, it increases the amount of load that the back supports. For the general population, this additional load increases the risk of back injury. For this reason, it is advisable to choose a shortened lever when moving the spine, by keeping your arms at your sides, alongside the body. Specific examples of this are when moving from standing, or Mountain Pose to Forward Fold. Reach your arms to the sky as you inhale, but then circle sweep out to the sides as you move towards the floor.

Another great example of shortening the lever is when used as an option in Chair Pose (squat). Traditionally the arms reach upwards, biceps close to the ears. However, if you lower the arms so they are parallel to the floor, or even with bent elbows to your sides, you reduce

significant load on your lower back. This is a great option for those newer to yoga, or taking care of their backs while continuing to build strength in the back and core muscles.

In a different range of motion, yet still taking care of the lower back using a shortened lever length, is Locust Pose. When clients lie prone, rather than having the arms in front and off the floor (and hoping they can balance the load with core strength), cue them to keep their arms at the side of their body with palms facing up. Focus on lifting the chest only, and then with time and increased core strength and body awareness, add the legs. If increased load is desired, hands can come in front of the forehead with elbows bent to the sides. In this way we are focused on building the strength we want in the back, while avoiding unnecessary strain and risk of injury. **M**

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



Chair Pose with shortened lever length



Locust Pose with shortened lever length

**Want to become a
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The YogaFit Fundamentals (parts 1 & 2) 15-CEC course, powered by Australian Fitness Network, is being delivered in two locations this spring: 13-15 & 20-22 November, Perth; and 27-29 November & 4-6 December, Sydney. YogaFit Level 4: 3-6 September, Sydney. YogaFit Level 5: 7 & 8 September, Sydney. YogaFit Prenatal: 11 September, Perth.
fitnessnetwork.com.au/yogafit



LEGALLY FIT: THE DIFFERENCE BETWEEN CONTRACTORS AND EMPLOYEES



What does this distinction mean for fitness professionals and fitness businesses?

WORDS: LEON PONTE

It's pretty difficult to run a fitness business without fitness professionals. However, just as the best exercise program for one client may not be the best for another, whether it is better to use employees and/or independent contractors for the provision of personal training (and other fitness services) will depend, in part, on your particular business model.

It will also depend on whether they are employees or independent contractors, at law.

For instance, rendering an invoice, having an ABN, calling someone an independent contractor in an agreement, the fact that others in the industry use independent contractors and a number of other common misconceptions do not alone render an employee an independent contractor. But does it really matter?

In two relatively recent cases, the Federal Circuit Court imposed significant penalties on employers that were found to be in contravention of the 'sham contracting' provisions of the Fair Work Act 2009 (FWA) (e.g. misrepresenting an employee relationship as an independent contracting arrangement). Back pay was required to be made, and penalties were also imposed against directors of the employer companies. While those cases did not involve a fitness business, the issues in the cases may be just as applicable to the fitness industry.

In this instalment of 'Legally fit', we therefore look at some of the issues you should consider when determining whether to engage someone as an employee or an independent contractor. To read previous articles in this series search 'Legally fit' at fitnessnetwork.com.au/resource-library.

Rights and obligations

Whether a fitness professional or other worker is an employee or independent contractor will have an effect on a number of rights and obligations of the parties, including in relation to employment entitlements, taxation obligations, superannuation entitlements and obligations and workers compensation. Some of the differences in the rights of, and obligations for, employees and independent contractors are set out in Table 1.

These rights and obligations have an impact on both the fitness professional and the employer. For instance, if the fitness professional is an independent contractor in his or her own name, not only will they not have leave and other related employment entitlements, they may also not be entitled to workers compensation in the event of an injury. (Search 'Legally fit business structure' at fitnessnetwork.com.au/resource-library for other considerations

when deciding what sort of structure should be used for your fitness business.) However, the fitness professional may still have a right to be paid superannuation, even if they are an independent contractor.

Sham contracting

A sham contracting arrangement is when an employer attempts to disguise an employment relationship as an independent contracting relationship to avoid providing employee entitlements.

The sham contracting provisions of the FWA provide that an employer must not:

1. misrepresent an employee relationship as an independent contracting arrangement; or
2. make a statement that the employer knows is false in order to persuade or influence an employee to become an independent contractor.

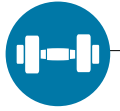
An employer must also not dismiss or threaten to dismiss an employee in order to engage the employee as an independent contractor to perform the same work the employee was previously performing.

Table 1: Rights and obligations: employees and contractors

Entitlement/obligation	Employee	Independent contractor
Minimum wage	Y	N
Annual leave	*Y	N
Personal (sick leave)	*Y	N
Long service leave	*Y	N
Public holidays	*Y	N
PAYG withholding	Y	Maybe
Superannuation	Y	Maybe [†]
Workers compensation	Y	Maybe
Unfair dismissal	*Y	N

*May not have entitlement if a casual employee

[†]For instance, an employer may have to pay superannuation to an independent contractor if the independent contractor works under a contract that is wholly or principally for the independent contractor's own labour.



The penalties for breaching the sham contracting provisions can be up to \$51,000 for companies and \$10,200 for individuals for each contravention. Back pay, including superannuation, may also be ordered.

It is therefore important to properly work out whether a fitness professional or other worker is an employee or independent contractor.

Who is an employee/independent contractor?

Essentially, employees work in and are a part of your business, whereas independent contractors run their own business. It is not as simple though as just saying someone is running their own business and is therefore an independent contractor.

There are a number of factors which must be considered in determining whether someone is an employee or an independent contractor. Some of the factors may point to someone being an employee while other factors may point to the same person being an independent contractor. The whole of the

relationship of the parties must therefore be considered, not just one factor.

Both the Fair Work Ombudsman and the Australian Taxation Office (ATO) have published tables of factors which need to be considered when determining whether a worker is an employee or a contractor.


Business.gov.au and the ATO also have online Independent Contractors Decision Tools which can be used to help determine whether someone is an employee or independent contractor.

There are legitimate and appropriate circumstances where personal training and other fitness services can be provided by independent contractors. The important thing though, for the reasons discussed above, is to make sure that to the fullest extent possible you have got the relationship with your fitness professionals (and other workers) right.

This article has provided a general outline only of some of the issues relating to employees and independent contractors. It does not constitute legal advice and should not be relied upon as such. Specific legal

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.

and financial advice should be obtained in relation to the specific details of each proposed employment and independent contractor arrangement. 

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

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



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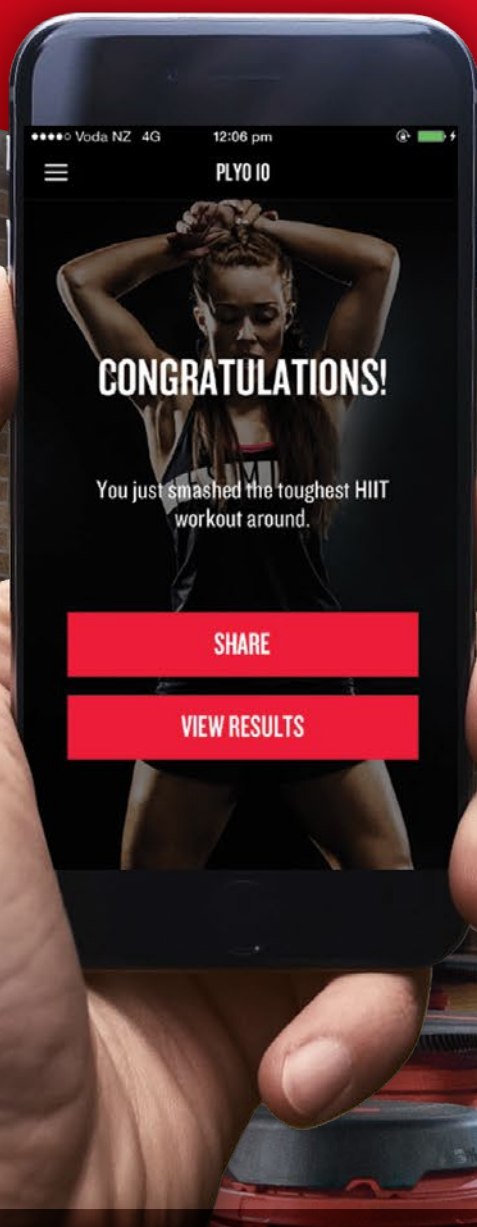
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THE RIGHT COURSE THE RIGHT TIME THE RIGHT PLACE

Whether you are a full-time fitness professional or it's a part-time interest for you, there's a course out there to add another instructing string to your bow.

WORDS: CAT WOODS

I've been practicing yoga for over 14 years now. It began by following a few dreadlocked and patchouli-scented participants into the crèche at my local YMCA as a teenager for Iyengar yoga. Many years later, I discovered the elation of mastering an elusive pose in Power Yoga.

My passion was really ignited upon travelling to Bali, Barcelona and Paris and discovering more about the history and the philosophy of yoga. There is an incredible depth and spirituality to the practice, both on and off the mat. It is also a universal language: I did several yoga classes in Paris and Barcelona and couldn't understand more than two words, yet I stayed in rhythm with the class.

Why now, 14 years after swearing I'd never go back to a sweaty, smelly room for stretching (my first impressions of my initial experience!), am I choosing to become a certified yoga instructor?

I have the experience of instructing and training in other disciplines and the experience of having been a yoga student for so long that I know the power of yoga to heal, restore and rejuvenate holistically. Wherever I have travelled, or worked, I have sought it out. Bringing that passion and experience to people who are curious and willing to take my cues truly excites and inspires me. I'm choosing now because I have considered what I want my future to look like, what I'm passionate about, and what I really want to share with people. I have also done my research and found an instructor, a studio and a course that ticks all the boxes for me.

Fitness is always evolving. You can't teach the same thing forever. Even if fitness industry registration didn't require us to prove ongoing

education, any fitness professional worth their salt would want to learn new skills, formats and disciplines to keep their career fresh and their participants interested. So, with a multitude of courses out there, how do you decide which feather to add to your cap next?

Deciding what to learn next

We should all do what excites and inspires us in our careers. Whether you are a full-time fitness professional or it's a part-time interest for you, there's a course out there for you. Naturally, the factors of location, duration, timing and price will come into play. My advice is not to sacrifice one of these advantages for another. Don't choose the cheaper course if doing a more expensive one will give you additional certificates and the benefit of official registration. Don't pick a shorter course in one topic if you are more passionate about another discipline that requires more learning hours. Don't enrol in kettlebell training if your heart leaps at the idea of teaching dance.

Start by asking yourself what your goal of upskilling is and what you hope to achieve once qualified. If you choose to study Pilates, do you want to work in clinical practice or are you happy to work in gyms? If you become a yoga instructor, do you want to practice Iyengar or Bikram? Do you want this qualification to add to your existing resume or are you new to fitness with no group fitness certificates? Is there demand for instructors with these skills? These are all questions you need to both ask yourself, and discuss with a course provider.

As a qualified Pilates instructor and fitness professional I have studied anatomy and the principles of alignment, using breath





The 30-second article

- Fitness professionals need and want to continually learn new skills and disciplines to keep their career fresh and their participants interested
- When choosing a course, do what excites and inspires you
- Also consider the factors of location, duration, timing, price and demand for skills
- Seek courses through trusted providers and find out about the teaching style and experience of the course instructor.

to assist in movement, sequencing exercises and tailoring exercise to individuals. This study, combined with practical instructing experience, has helped me be a 'good' yoga student, but has also given me the grounding to, hopefully, become a great yoga instructor.

If your budget, your schedule and existing commitments only allow you to do a shorter course, think strategically. Which course can provide you with the essential elements and certification to move on to the qualifications you really want to do?

Perhaps you do a short course in a dance discipline with the aim of enrolling full time in a year or so. This is a great option for those who have a vast interest in fitness generally and want to test out their ability and desire to teach specialist classes.

I have chosen to study my 200 hour yoga teacher training under the tutelage of instructors I have previously worked for and taken yoga classes with. I know my instructor has been teaching yoga for over 20 years, and also has qualifications and professional experience in dance and performance. She has studied yoga in India and America and now runs her own studio. I am familiar with the venue, how to get there and the time it takes. I know her teaching style.

Take all these things into consideration when choosing a course that feels right for you. Have you met the instructor? If not, can your colleagues, friends or family attest to



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their credibility and instructing ability? Even then, consider that what works for one might not work for another. Do you prefer hands-on style training or do you like a lot of theory and written material to assist in learning?

It may seem counterintuitive to how we all search for information these days, but your best bet is not to do a random Google search for a course, but rather seek advice from trusted colleagues and fellow fitness professionals who have undertaken the type of qualification you're seeking. Ask as many questions as you can to determine whether it sounds right for you. This is about more than money: it's your time and it can shape your career now and into the long term.

Seek courses through trusted providers. Major fitness bodies and organisations, including Fitness Australia, Physical Activity Australia and Australian Fitness Network, list providers and upcoming courses in your state. Pay attention to the number of CEC or PDP points you will accrue through undertaking any course, as these will go towards your ongoing registration as a fitness professional in Australia.

Finally, follow your heart. As much as one course might give you a stable, steady income, if you truly want to qualify as a trapeze instructor, there is a course out there for you and you'll find opportunities. **N**

Cat Woods founded her Melbourne-based Ballet Sculpt as a barre class that doesn't require a barre. She is also a writer and blogger with a passion for arts, health, beauty and design. Cat is available to deliver presentations on positive body image and cultivating a healthy and happy culture. catcore.blogspot.com and [@catty_tweeter](https://twitter.com/catty_tweeter)

Is this course right for me?

When considering a course, ask yourself the following questions:

- What are the prerequisite qualifications or experience?
- How experienced is the course instructor?
- Is the course provider registered with a major Australian fitness body?
- What is the cost?
- What is the time commitment?
- Is the venue conveniently located?
- What level of qualification will I receive and does this mean I can work in the area immediately?
- Is there demand for instructors with this skill/certification?
- Is my qualification nationally and/or internationally recognised?
- How many CEC/PDP points will I accrue?



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EVIDENCE-BASED PRACTICE:

KETTLEBELL

TRAINING

Kettlebell routines feature in many clients' exercise programs, so how does this form of training stack up against other methods?

WORDS: DR MARK MCKEAN PhD

Fitness professionals have an array of training tools and styles available to use in exercise prescription. While many of these create interest and provide variety for clients, it can be challenging to keep abreast of how effective each practice is. In this series of evidence-based articles, we summarise the latest research on a range of training tools and styles to help you better serve your clients. Here, we look at kettlebell training.

Effect on aerobic system

Several recent studies have suggested that kettlebell (KB) training has a positive effect on the cardiovascular system. However, most are acute studies comparing measures or short term interventions with low numbers.

Farrar et al. (2010) showed that completing as many two-handed KB swings (16kg) as possible in 12 minutes (265 ± 68) achieved an average VO_2 of 34.31 ± 5.67 ml.kg⁻¹.min⁻¹ and an average HR of 165 ± 13 b.min⁻¹. This was equal to 87 per cent of the %HR max and 65 per cent of the % VO_2 max achieved on the graded exercise test to exhaustion for the determination of VO_2 max on the treadmill. Even though the research only used 10 recreationally active college-aged males, the overall values suggest that such a training protocol may be useful for improving cardiovascular fitness.

Using RPE to compare treadmill and KB swings, Hulseley et al. found that for their 13 subjects (11 males) treadmill running

produced greater oxygen consumption, METS, pulmonary ventilation, and calorie expenditure than KB swings. The protocol consisted of 35 seconds of KB swings followed by 25 seconds rest for 10 minutes with a follow-up treadmill run of 10 minutes on another day equal in RPE to the KB workout. This protocol shows greater benefit to treadmill running than KB protocol used in this project.

In comparison Thomas et al. (2014) found that a KB routine (30-minute KB session that included 3 continuous 10-minute sets of 10 KB swings followed by 10 sumo deadlifts, followed by 3-minute rests between 10-minute exercise periods) produced similar metabolic responses to those of a moderate-intensity treadmill walking protocol (30-minute treadmill regimen that began at the walking speed and 4 per cent grade that matched the VO_2 from the KB session followed by 3-minute rest intervals after 10-minute exercise periods) designed for the improvement of aerobic fitness in novice exercisers. The number of participants was again small (5 males and 5 females) and the participants were novices.

Falatic et al. (2015) also studied the effects of KB training on aerobic capacity for seventeen female collegiate soccer players. The intervention involved three sessions per week for four weeks with half the group doing 20 minutes of KB snatching with 15 seconds of work and rest intervals, and the other half of the group doing multiple free weight and



dynamic bodyweight exercises as part of a continuous circuit program for 20 minutes. The authors reported that the KB group improved their VO_2 max by 6 per cent and the circuit group achieved no change.

A longer intervention (8 weeks) using kettlebells was used in a randomised control trial (RCT) using 40 middle-aged mostly women cohort by Jay et al. (2011). The intervention group completed ballistic full body KB exercises for three sessions per week to improve musculoskeletal (pain in neck, shoulders, low back) and cardiovascular health. While pain intensity in the key areas reduced in the intervention group, strength and cardiovascular fitness remained unchanged.

The reality is that many fitness enthusiasts would be challenged to sustain 12 minutes of continuous KB swings (Farrar et al study) at an average of one swing in every 3 seconds, or 20 minutes (15 sec on and 15 off – Falatic et al. study). Working at 65 per cent of your VO_2 max during treadmill running or cycling, however, would be easier to achieve for the same cardiovascular benefit. There is no doubt that the KB swings or snatches provide additional benefits outside of cardiovascular improvement, but trainers should consider this in the context of the fitness of their clients. I can see direct benefit in utilising KB exercises in tandem with traditional cardiovascular training and mixing the two in the form of a circuit or intervals with the KB swings being used as the higher intensity due to increased %HR and the cardio being used as lower intensity in the intervals. While current evidence suggests there is value in KB training towards improving cardiovascular fitness, further research with greater numbers and longer interventions is required for us to better understand the real value of this activity for aerobic fitness.

Effect on strength and power

There is significant evidence to show the value in using KB to develop both strength and power across a number of different performance measures.

Manocchia et al. (2013) compared 23 middle-aged participants with a control group of 14. The KB training intervention was a 10-week program of two sessions per week broken into five blocks of four sessions, each with a different focus. The control group maintained normal daily activity which was not described. Participants were tested for a 3-repetition maximum (3RM) bench press, 3RM clean and jerk, a maximal vertical jump and repeated 45° back extensions to volitional

fatigue both pre and post the 10-week program. The participant group varied significantly, perhaps reducing the value of this research. For example, the range of weight lifted varied between the intervention and control group for bench press (45-215 to 20-79kg) and clean and jerk (30-145 to 9-59kg) showing a major range difference in training load and hence training experience between the intervention group and control group. The results showed there was no significant change in performance of back extension and vertical jump, but there was for bench press and clean and jerk.

A study comparing the effects of weightlifting versus kettlebell training on vertical jump, strength, and body composition by Otto et al. (2012) showed that traditional weight lifting training was more effective at improving strength than KB training. The 10-week study comprised two sessions per week for six weeks. The KB group still showed positive changes for vertical jump, back squat and power clean. However, changes achieved from traditional weightlifting were greater for back squat than for the KB group.

Lake and Lauder (2012) compared the changes in half squat 1RM and vertical jump between two different protocols, jump squat training and KB training, over six weeks with two sessions completed each week using 12 male college-aged participants matched for half squat 1RM in each group. The KB group performed 12 rounds of 30-second swing exercise alternated with 30 seconds of rest, and the jump squat group performed at least three sets of three jump squats (depending on load) with the load that maximised peak mechanical power applied to the centre of mass (CM). Results showed that half squat 1RM increased by nearly 10 per cent and vertical jump power increased by nearly 20 per cent, yet there was no difference between the two different training groups, showing similar changes in performances.

There is plenty of evidence now to show that KB training can improve strength and power, yet there is also an agreement that the more traditional forms of weightlifting are more effective. My take on KB training is that it may be an effective alternative to traditional training as a means to provide variety in programming for those that need stimulation or something different.

Perhaps, therefore, KB training would be most effective for experienced and long term clients who have used traditional methods for a while and might get a different stimulation and training effect from using different exercises. If you do want to train novices with kettlebells, just remember that

more effective gains have been found with traditional methods.

In summary, there is now mounting evidence to show the value of KB in training programs, and if used in similar ways to that shown in the research will provide variety and stimulation to a training program. **N**

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



The 30-second article

- Various studies have shown that kettlebell training does provide cardiovascular benefit, but is not as effective as activities such as running or cycling
- Further research with greater numbers and longer interventions is required to gain a better understanding of the true value of kettlebell training for aerobic fitness
- Studies into the efficacy of kettlebell training for strength and power gains found that although it is effective, 'traditional' weightlifting is moreso.



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New approaches for a new season



Spring is a wonderful time of year. The days get longer, the sun shines brighter and gyms and fitness facilities start to get just that bit busier as members shed their winter coats to get ready for summer. At Network HQ, spring, and in particular this year's spring, brings a number of exciting initiatives and activities for you, our valued members.

The first intake of the innovative Diploma of Leadership, Coaching and Mentoring (22233VIC) is kicking off in Sydney and Melbourne. Coaching has been identified globally as one of the fastest growth sectors and the applications for our industry are endless. With an emphasis on empowering long term behaviour change, we truly believe that this groundbreaking diploma has the potential to transform the lives of those who study it, as well as the lives of those they influence. For more information on intakes for early 2016 visit networkdiploma.com.au

Our live professional development workshops, including Animal Flow and YogaFit, continue to go from strength to strength. We have now successfully run workshops around the country, and these will continue to grow in the latter half of 2015 and throughout 2016. Watch out for Animal Flow Level 2 which is debuting in November in Brisbane and Sydney. For our Kiwi friends – and Aussies who aren't averse to a quick trip across the ditch – Mike Fitch who created Animal Flow is presenting the program at the FitEx conference in November, so if you haven't had a chance to try it yet, this is an awesome opportunity to give it a go!

Our new streamlined membership renewal process takes the hassle out of having to chase renewal notices and invoices, and makes it easier for you to keep your Network Membership active. Watch out a few days before your membership expires, as our system will automatically send you email reminders and notices. These will explain the new process and also allow you to opt out if you choose to do so.



Until next time,

Ryan Hogan, CEO
ceo@fitnessnetwork.com.au





FREE fitness chart comes to life!

Pro-Visual Publishing has released its first Augmented Reality (AR) version of its annual National Guide to Fitness & Health. What does this mean? The 2015/16 version of this printed guide transforms into an amazing 3D animated experience for your members and clients when they download the free app to their smartphone and scan the chart.

The guide includes content on exercises that automatically engages and assists members by demonstrating the correct way to execute movements, as well as nutritional content provided by friend of Network, Dr Rebecca Reynolds.

John Hutchings, CEO of Pro-Visual Publishing said 'Augmented reality (AR) is one of the most exciting technology developments in this decade and is growing around the world. The National Guide to Fitness and Health poster will engage and interact like no other printed poster. It is a window for greater information and is realistically a window to the future of how people will want to see information and absorb it in an entertaining and educative way'.

For your free copy of the chart, visit provisual.com.au/fitness.html



Meet Network's newest Ambassador!

Australian Fitness Network has a web of fitness professionals across Australia who help to spread the good word about our events, courses and other membership benefits. We are delighted to welcome WA-based Meredith Littlefair to the team! Meredith is an industry professional with over 30 years' experience in many diverse management, sales and service roles. One of WA's first personal trainers and aerobics instructors in the 1980s, she was also a State Competitive Aerobic finalist and three-time State Fitness Figure Champion. For the past 10 years Meredith has been managing health and fitness centres for VenuesWest. Passionate about promoting 'exercise for happiness', she is a firm believer in the power of our industry to positively change lives. Go get 'em Meredith!



WHAT'S ON?

Ahhh, spring – you can smell the expectation in the air, can't you? Embrace the spirit of all things new by adding some fresh skills to your training toolkit. Details of all the following courses and events can be found at fitnessnetwork.com.au/calendar



Animal Flow Level 1 Instructor Workshop

19 & 20 Sept Sydney
31 Oct-1 Nov Perth
18 & 19 Nov Sydney



Animal Flow Level 2 Instructor Workshop

14 Nov Brisbane
15 Nov Sydney



YogaFit Fundamentals

13-15 & 20-22 Nov Perth
27-29 Nov & 4-6 Dec Sydney



YogaFit Level 4

3-6 Sept Sydney



YogaFit Level 5

7 & 8 Sept Sydney



YogaFit Prenatal

11 Sept Perth



Network LIVE

17 & 18 Oct Sydney



QFIT

24 & 25 Oct Brisbane



Diploma of Leadership, Coaching & Mentoring

14 Sept Sydney
14 Sept Melbourne





THE SOCIAL NETWORK

Scroll, browse, click, Like, Comment, Share. What grabbed your attention on Network's social media?

Fitness 'motivator' rants against 'repulsive, disgusting fat people'

A self-proclaimed 'fitness motivator' made headlines when his video rant against obese people raised hackles. "Since when did it become beautiful for someone to be obese? It's not. It's unhealthy. People automatically assume that's fat shaming."

Tony: 'Repulsive', 'disgusting' and 'fat' are not motivational terms. This guy is a muppet!

Kay: It's exceptionally polarising, simplistic and to be honest, reiterates the very reason why having a scope of practice is important.



Network displays its support for marriage equality in Australia

The team at Australian Fitness Network formally put its support behind equal rights by signing the call for Australian Marriage Equality. "We support the right for all our employees to have equal opportunities in life and we therefore support marriage equality."

Michael: You guys ROCK! Awesome

Catherine: Good on you Network!

Marg: Beautiful....like a rainbow ☺



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THE NEXT PROGRESSION IN TRX TRAINING

Always keen to experience new training programs, Paul Bulatao, National VET Manager for fitnessU, recently attended the latest TRX program – Functional Training Course (FTC) – delivered by Personal Training Academy.

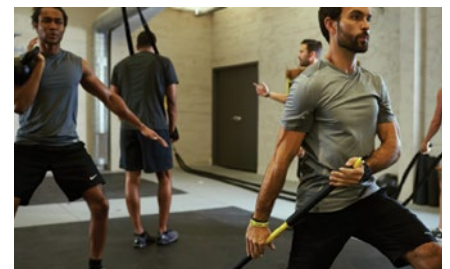
"As a fan of TRX bodyweight training I was keen to attend this 1-day workshop to learn how to leverage TRX's movement-based approach to training on the TRX Suspension Trainer and Rip Trainer to teach foundational movements and progressions.

With the TRX Suspension Trainer being featured heavily in the course, my fellow participants and I were required to have some previous experience with TRX Suspension Training. This enabled us to build on the baseline standards and apply the seven foundational movement-

based training techniques to modalities such as Rip Training, kettlebells, medicine balls, sandbags, battling ropes, bands and bodyweight.

A notable feature of the course was its focus on effective cueing, which TRX calls 'swing thoughts'. We were encouraged to find effective, simple and creative ways of communicating exercise instructions (swing thoughts) so that clients could easily understand and relate to the cues. With trends moving away from 1-on-1 personal training to small group training it was great to see TRX embracing this trend and taking on board teaching the art of cueing to personal trainers.

An interactive workshop, with a great mix of theory, discussions and practical skills, I walked away feeling like I'd experienced,



instructed, corrected and practiced the seven foundational movements. I also walked away with a pretty nifty workbook detailing over 30 exercises with photos and a bank of collaborative swing thoughts to use: I will never look at 'apples' and 'apple sauce' the same way again..."

For details on the course: ptacademy.edu.au/continuing-education/trx-training



MEMBER PROFILE:

EISHA LIYANAGE
GYM FLOOR
INSTRUCTOR, NSW



Where do you live and work?

I live in Wollstonecraft and work in Lane Cove, Sydney.

What fitness qualifications do you hold?

I have completed Cert III in Fitness and am currently doing Cert IV.

What is your role in the industry and how long have you been involved in fitness?

I've been passionate about fitness for almost 15 years, but I've only recently started my formal training after working as a medical research scientist. My current role is within a community gym, where I work as an instructor and trainer, and I'm a student with fitnessU.

What made you decide to switch to a career in fitness?

I wanted to be in a positive industry where people are dedicated and passionate about improving people's lives and helping them reach their goals. Also, turning my own health and fitness around changed my life and I want others to experience the same benefits.

Describe your typical day

I get up early and have coffee (without fail) and go for a run, then head to the gym for

some Freestyle Group Training classes and some laps in the pool if time permits. Then it's breakfast and off to work, where it's a mix of gym floor and PT. I work on my Cert IV after dinner and prep for the next day.

What skills are needed in your role?

The motivation to help people. It also helps if you're friendly, flexible and sensitive to each person's needs. We also need to be good role models...we can't expect our clients to do what we won't.

What are the best and worst aspects of your job?

It's amazing to feel like you've made someone's day better. They can come to you after the worst day and if, by the time they leave you, they're feeling better and more relaxed, you've done a good job. The hours can be irregular, but I know that will change in time after I've had more experience in the industry.

What has been your greatest career challenge?

The decision to make a career change was extremely difficult. I studied for nine years to be a research scientist and I'd been in that field for a long time, so the decision to leave that behind and enter an entirely new industry was a tough one, but I feel like it was a good one.

And your greatest highlight?

Doing events for charity. Every time I run a race for a cause that's close to my heart (usually animal welfare), I get a sense of accomplishment, knowing that I've done the best I can for not only myself, but for those that can't help themselves.

What's your current focus?

My main focus in the short term is getting

more experience in the fitness industry, whether it's at work, or by attending courses and conferences where I can learn from those around me who have so much knowledge to impart. Also, finish that Cert IV!

Who has inspired you on your fitness industry journey?

I'm lucky to be surrounded by inspiring and motivating people, from my brilliant 'Pro-Trainer' mentor Kathy Johnsun, to my training buddies and running mentors. I also believe that each person needs to be their own inspiration, because we're all capable of achieving things that we never thought we could, we just need to look back sometimes to see how far we've come.

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

My fitness motto: What's the worst that can happen (if I don't do this)?

My life motto: What's the worst that can happen (if I actually do this)?



Want to be profiled in the next issue?

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SHOULD YOU WORK WITH A DIETITIAN TO HELP WEIGHT LOSS CLIENTS?

Achieving a good level of fitness requires a combination of physical activity and healthy eating. So what happens when half of that equation is beyond your professional remit?

WORDS: GLORIA CABRERA

I've come to you because I want to lose weight.'

Sound familiar? With over 60 per cent of Australian adults overweight, it's pretty standard fare for most personal trainers. While putting together a fitness plan for these clients is your forte, challenges can arise if they have chronic health conditions or ask you for nutritional advice or a meal plan.

Some clients who come to you seeking weight loss will need to be referred to their

doctor or exercise physiologist first due to chronic health conditions or injuries such as heart conditions, high blood pressure, dyslipidemia, type 2 diabetes, thyroid conditions, sleep apnoea or breathing problems, fatty liver, osteoarthritis and joint or bone problems. But once they have been given the go ahead to exercise and have returned to you, what do you do about their diet? After all, we all know that achieving a good level of fitness requires a combination

of physical activity and healthy eating.

The Position Statement by Fitness Australia states that the Fitness Professionals Scope of Practice does not include the provision of nutritional advice outside of basic healthy eating information, and nationally endorsed nutritional standards and guidelines. We all want to do everything we can to help our clients reach their goals, so how can we help them lose weight if we can't give them a weight loss meal plan?





The 30-second article

- The Fitness Professionals Scope of Practice does not include the provision of nutritional advice outside of basic healthy eating information
- Some clients seeking weight loss will need to be referred to their doctor or exercise physiologist due to chronic health conditions or injuries
- Accredited Practising Dietitians are experts in medical nutrition therapy and weight loss
- Building a professional relationship with a dietitian can result in increased referrals for both of you.

The diet dilemma

While you may direct them to get some general nutrition advice from nationally endorsed nutrition or health websites, tailored meal plans should be compiled by qualified nutrition experts like dietitians. Accredited Practising Dietitians are experts in medical nutrition therapy and weight loss, so if your client is serious about maximising their results, and their budget allows, it is worth working with one. As an added bonus, building a relationship with a dietitian can also result in increased referrals for both of you.

Why refer your client?

Sustainable, healthy weight loss requires more than just 'going on a diet'. As a dietitian, I frequently see clients who have tried every diet under the sun, yet gained more weight over the years rather than successfully lost it. You may have experienced the same phenomena in your clients.

Finding the right dietitian and guidance

You can find an Accredited Practising Dietitian in your area – as well as smart eating tips, nutrition information and recipes – at the Dietitians Association of Australia website, daa.asn.au

Other sites to direct clients to that offer good general nutrition and health information include Nutrition Australia (nutritionaustralia.org), Australian Government Department of Health – Eat for Health (eatforhealth.gov.au) and Better Health Channel (betterhealth.vic.gov.au).



We all want to do everything we can to help our clients reach their goals, so how can we help them lose weight if we can't give them a weight loss meal plan?



Why is successful weight loss and maintenance so hard? There are many reasons:

- **Overeating and large portions sizes.** Most people eat too much in one sitting or during the day. Some reason that if they eat healthier options they can eat more. Great if it's low kilojoule vegetables, but it's often not.
- **Lack of activity.** Life has become increasingly sedentary. Most people have desk jobs, which involve hours of sitting. By the end of their long sedentary day most will say they have no time or energy to exercise.
- **Eating behaviours.** Non-hungry eating, eating mindlessly, eating quickly and not savouring or acknowledging the food eaten are common eating behaviours that can lead to weight gain.
- **Hunger.** Whether it's due to habit, food choices, boredom or simply not remembering how it actually feels to be hungry or that it's OK to feel some hunger, many people are simply too hungry to stick to most diets long-term.
- **'Diet' mentality.** When someone is 'on a diet' they often feel as though it's restrictive, depriving and something that they only follow temporarily before returning to their old ways (and hoping that, by some miracle, the weight stays off.) In reality, permanent healthy dietary changes need to be made during weight loss to help maintain weight in the long term.
- **Time restraints.** Many people feel like making healthy meals is too time consuming, and not a priority. They need to learn how to make healthy meals that are satisfying and don't take too much time.
- **Less home cooking and more take away meals.** By cooking meals from scratch you can ensure you get more nutrients and fewer kilojoules/calories. People are cooking from scratch less and less, and eating more take away and pre-prepared meals these days.

- **Snacking.** Whether it is during the day, in front of the TV in the evening or in the middle of the night, uncontrolled snacking can lead to uncontrolled weight gain.
- **Poor food choices.** Opting for less nutritious food usually comes about as a result of hunger, time restraints, limited nutrition education, tiredness and emotional issues.
- **Confusion.** There are a lot of unqualified self-styled nutrition experts these days. Coupled with clever marketing and mixed messages from the media and it's no wonder people are confused about what to eat. Is bread good or bad? Should I eat nuts? Does 'low fat' mean I can have more...?
- **Lack of sleep, stress, medications, health conditions.** These are other things that can also affect weight loss or even lead to weight gain. All essential to consider.

So, are you ready to work through all of these issues with your clients? You may be able to access some nutrition information or sample meal plans, but long-term success requires more than that.

When you renovate a house you don't get the plumber to do the bricklaying: for optimum results you get a team of professionals, all of them experts in their fields. To help your weight loss clients get the best possible long term results, it is wise to work as a team with a dietitian and, when necessary, the client's doctor. This doesn't mean you'll lose your client, but rather that you and your client's team can work together to provide the best service, and consequently, the best health and fitness results. **N**

Gloria Cabrera is an Accredited Practising Dietitian and personal trainer with Nutrition Savvy. Her passion is food, nutrition, fitness and helping people make permanent dietary and lifestyle changes. nutritionsavvy.com.au

See '8 tips to reduce evening snacking' Info Handout on page 50.



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8 TIPS TO REDUCE EVENING SNACKING

When the nighttime munchies strike, it's good to have some healthy snack management strategies up your sleeve.



Have you ever begun to relax for the evening only to feel a strong urge to snack on anything you can find? Maybe you're not even hungry, but before you know it you've got stuck into the biscuits, chocolate, soft drink or chips...

Most of us feel like this from time to time, but if it's a regular occurrence then it's worth looking at ways to break the habit before it becomes a problem that could lead to weight gain or chronic health problems long-term.

People snack for various reasons, but there are ways to reduce it. Here are eight simple tips to help you kick the habit.

1. Get to bed earlier

Are you a night owl who stays up late? The later you're up, the more likely hunger will strike. Solution: go to bed earlier! Your body needs rest, and once in bed you're unlikely to get up for a snack.

2. Avoid skipping breakfast or meals

Skipping breakfast or meals during the day can leave you very hungry by the evening and more likely to snack. Have a good breakfast and eat properly during the day.

3. Eat filling healthy foods

Can your food choices be improved? Sometimes the problem is your food choices. Food that has a low glycemic index and contains protein and fibre tend to be more filling. Bulking up meals with vegetables can also help fill you up.

4. Limit unhealthy snacks kept at home or buy single serves

If it's in your kitchen, you're more likely to eat it. So avoid buying it in the first place. But if you do, try buying it in single serves rather than bulk, so there isn't seconds to go back for.

5. Get out of the house or find distractions

Sometimes we eat because we are bored or emotional. If this is you, look for things to

distract you: go for a walk, phone a friend, play with the kids or do some housework.

6. Brush your teeth and floss

Brushing your teeth is a valuable way to keep you out of the kitchen. How? After you brush, it's highly likely that laziness will get the better of you – who wants to brush their teeth twice?

7. Have a plan of attack

If you tend to snack, having a plan of what you will do when that familiar feeling strikes can be crucial. Write out a plan and try to stick to it. Perhaps enlist the help of your family.

8. Have healthy low kilojoule alternatives available

Having healthy low kilojoule alternatives handy can dramatically cut down the kilojoules, sugars and fat consumed. Some good options include low kilojoule vegetables such as carrot, cucumber or celery sticks, cherry tomatoes, or even just a cup of tea.

Once the feeling strikes, snacking can be hard to control. But a little forethought and a plan of attack can really help you stop evening snacking in its tracks.

Gloria Cabrera is an Accredited Practising Dietitian and personal trainer with Nutrition Savvy. Her passion is food, nutrition, fitness and helping people make permanent dietary and lifestyle changes. nutritionsavvy.com.au



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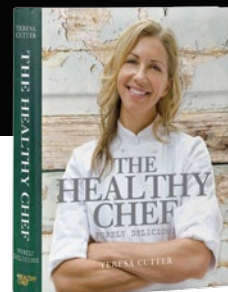
RECIPES FOR SPRING

The Healthy Chef whizzes up a refreshing drink to put a spring in your step and shares her take on a comfort food that's bursting with goodness.

RECIPES: TERESA CUTTER

WIN!

To celebrate the launch of Teresa's new book *Purely Delicious*, we're giving away 3 copies of this collection of 200 deliciously healthy recipes. For your chance to win, email editor@fitnessnetwork.com.au explaining in 50 words or less why you'd love to receive this book.



The Perfect Ratatouille

Some of the best things in life are simple culinary pleasures that use fresh ingredients, cooked lovingly to nourish the ones you care about. Ratatouille is one such meal, and is a staple in my home. It is pure goodness and its versatility is endless.

👍 What's great about it?

Tomatoes are a wonderful source of vitamin B6, C, K, beta-carotene, potassium and manganese. The lycopene (phytonutrient) in tomatoes has been linked to lower rates of heart disease and cancer. Zucchini is a good source of B group vitamins, which are essential for energy metabolism. The vitamin C, beta-carotene and phytonutrients give zucchinis their antioxidant properties. Capsicums, be they red, yellow, green or orange, all contain the natural painkiller capsaicin, clinically proven to be

useful against arthritic pain. Capsicums are an awesome source of beta-carotene, potassium and vitamins C, B6 and E.

Serves: 4

Time: 1 hour (includes 45 mins simmering)

🛒 Ingredients

1 red onion, chopped
good splash of olive oil
4 zucchini (small or medium) cut into rounds
2 red capsicum, roughly chopped
1 eggplant, medium sized, chopped
1.2kg ripe tomatoes, roughly chopped
handful fresh chopped parsley or basil
sea salt and fresh ground pepper to taste
Gruyere cheese, grated to serve

Heat a few tablespoons of olive oil in a large frying pan over a low heat. Add the onion and

sauté lightly until softened. Add zucchini, capsicum, eggplant and tomato and mix through. Add about ½ cup of water and cover, simmering over a lowish heat until the tomato starts to collapse and mingle into a delicious sauce. Simmer for about 45 to 50 minutes. Remove the lid from the pan and stir through gently. Season with salt and pepper. Add freshly chopped herbs or torn basil right at the very end. Serve in generous bowls topped with a little Gruyere and enjoy.

★ Inspiration

For extra goodness you can add a few handfuls of shredded kale while simmering. Serve leftovers with soft poached organic eggs for breakfast or Sunday brunch. Just crack in a few organic eggs 8 minutes before serving, cover and gently simmer until the eggs are just cooked, but with runny yolks.



Iced Matcha Tea with Coconut Water & Lime

If you're tired of the usual pre and post-workout drinks then consider this fresh and nutritious alternative that harnesses the antioxidant richness of matcha, a very high grade of green tea. The matcha powder is made from very finely ground green tea buds which have been partially grown in the shade and had their stems and veins removed to optimise flavour and nutrient content.

What's great about it?

This drink is high in antioxidants to support health, energy and vitality. Matcha has the ability to boost immunity, control stress and promote fat loss.

Serves: 2
Time: 3 mins

Ingredients

1½ cups coconut water
1 tablespoon lime juice
pinch of Healthy Chef Matcha Green Tea

Combine coconut water, lime juice and matcha. Mix well and strain to remove any matcha solids. Pour into two glasses and serve cold with ice.

Inspiration

Add a little muddled fresh mint for an extra fresh zing and nutrient boost.

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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LOWER CROSSED SYNDROME

If your client's buttocks and stomach constantly protrude, they probably have a postural distortion syndrome that is affecting the lower kinetic chain.

WORDS: MERRIN MARTIN

Lower crossed syndrome (LCS) is a postural distortion syndrome affecting the lower kinetic chain (lumbopelvic hip complex, knee and ankle). It is characterised by people demonstrating a lordotic postural stance in which the buttocks and stomach protrude. Common causes include wearing high-heeled shoes over a prolonged period of time, pregnancy, or the classic 'beer gut' posture.

Tight hip flexors and lower back muscles characterise this syndrome, while neurological inhibition (weakness) with constant stretching of the lower abdominals and gluteal muscles promotes this easily identifiable posture. Weak, lengthened and inhibited lower abdominal muscles subject the joints of the lower back to greatly increased loads and increased risk of facet joint injury.

The imbalance of muscles that occurs in lower crossed syndrome results in anterior tilt of the pelvis, increased hip flexion and a compensatory hyperlordosis in the lumbar spine. This imbalance tends to over-stress both hip joints and leads to complaints such as lower back pain and sacroiliac joint dysfunction. The functionality of the gluteal muscles (particularly gluteus maximus) has been linked to sacroiliac/pelvic joint dysfunction.

The effects of the lower crossed syndrome are exacerbated by performing exercises involving double leg lifting and lowering. The increased load on the hip flexors, particularly in individuals with weak core stabilising muscles, increases the risk of compressing and loading of lumbar spine facet joints (photo 1).

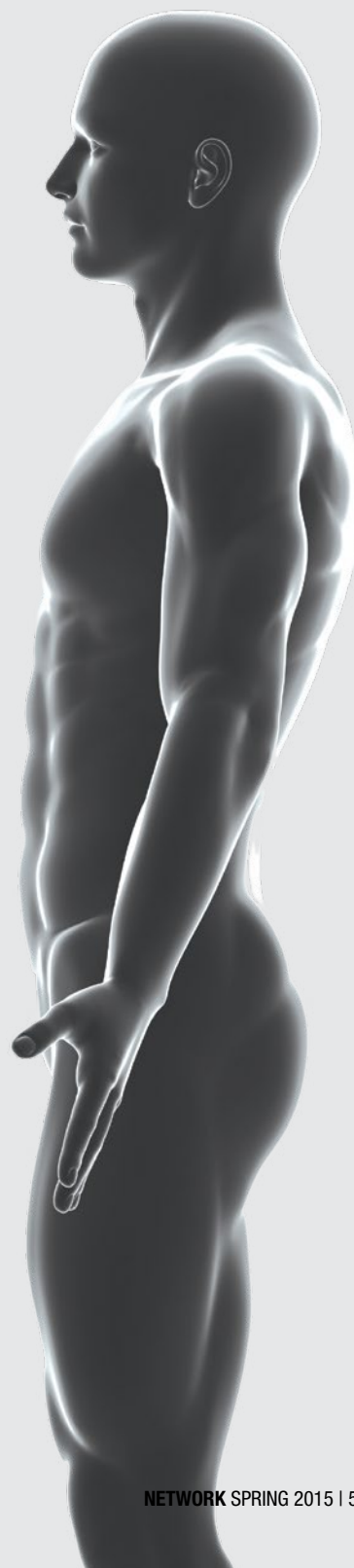
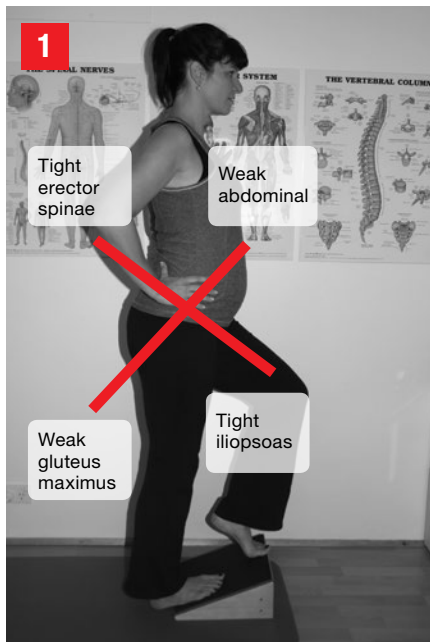


Table 1: Features of lower crossed syndrome

	Tight	Weak
Anteriorly	iliopsoas	adductor group
	rectus femoris	obliques
	TFL (tensor fasciae latae)	rectus abdominus
Posteriorly	erector spinae	gluteus maximus
		gluteus medius
		hamstrings
		gastrocnemius
		soleus



Lower crossed syndrome

Prevention and treatment

When it comes to treating lower crossed syndrome, the focus is on normalising the short and weak muscles, with the objective of restoring balance. This may involve stretching the specific tight muscles for a duration of 30 seconds. A five-week active stretching program can significantly increase active and passive range of movement in the lower extremity, e.g. iliopsoas, rectus femoris, TFL and lumbar erector spinae group.

It is also important to strengthen those muscles that have been weakened, so as to enhance optimal muscle function and improve postural alignment of the lower back, e.g. adductor, core and abdominal exercises, gluteus maximus and medius exercises, hamstring exercises and gastrocnemius and soleus exercises.

Exercises for addressing lower crossed syndrome

Instruct your client to try and hold all stretches for 30 seconds.

Hip flexor stretch (photo 2)

Adopt a lunge position, with hand on wall for balance. Keep body in upright position and reach to the back foot, gently lifting it off the ground to feel a stretch at the front of the thigh. If knee is sore on the floor, rest it on a rolled up towel or yoga mat.

Repeat x 3 both sides

Lower back cat (photo 3)

On hands and knees, arch the back upwards, tucking bottom under and chin to chest. Extend spine and drop back downwards. Bring bottom back over feet.

Repeat x 20



Hip flexor stretch



Lower back cat

Supine ball squeeze (photo 4)

Lie supine in neutral spine position. Activate core abdominal muscles. Breathe out to squeeze medicine ball/chiball, holding contraction for 5 seconds. Make sure it is an even contraction for both adductor muscles, and that there is no gluteal activation or pelvic tilting.

Repeat x 12

Arm/leg extension (photo 5)

Extend one leg and the opposing arm simultaneously away from the body. i.e. right arm and left leg. Hold the extension for 5 seconds and then change to the other side. Keep weight shifting and movement to a minimum, and maintain neutral spine.

Goal: 3 sets of 10 each side

Bridges (photo 6)

Lying prone with palms downwards, take a breath in to prepare, and during exhalation push through the mid foot to lift the hips and trunk off the floor, activating the gluteus maximus and hamstring complex. Hold for



Supine ball squeeze



Arm/leg extension



Bridges

the count of one. Exhale to return to the floor. Inhale to rest for one count, then exhale to repeat the movement. Ensure neutral spine is maintained and that there is no over extending from the lumbar spine.

Repeat x 10

Merrin Martin, BAppSc (Physio), is the founder of Active Anatomy Physiotherapy & Health Professional Workshops in Sydney. An experienced physiotherapist, exercise scientist, health educator and qualified Pilates instructor, Merrin is considered an expert in exercise rehabilitation. activeanatomy.com



Weak, lengthened and inhibited lower abdominal muscles subject the joints of the lower back to greatly increased loads and increased risk of facet joint injury.



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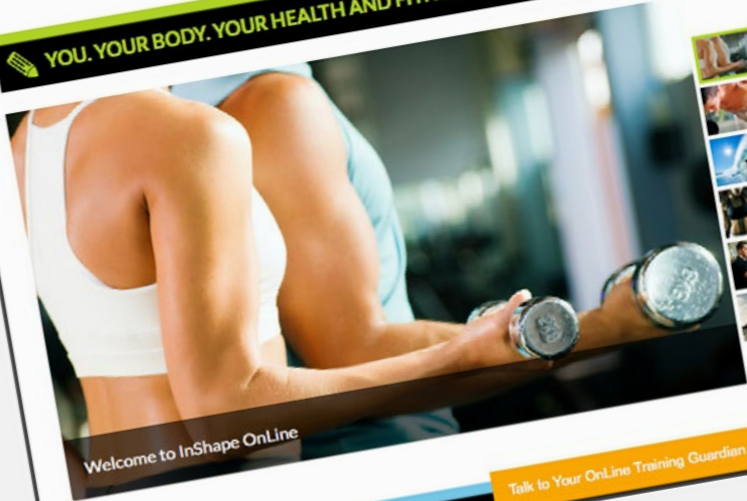
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This spring, Australian Fitness Network is proud to present Network LIVE in Sydney (17-18 Oct) and QFit in Brisbane (24-25 Oct). Both 2-day events will feature some of Australia's most inspiring and innovative thinkers in the world of fitness and business, tackling a wide range of topics that will resonate with all those who work in our industry. From practical processes to horizon-expanding thinking, these events have the power to positively impact your business and career for the months, and years, ahead. Check out the programs and register today. networklive.com.au

Improve foot traffic flow with self-check-in



MINDBODY has launched Class Check-in, a self-check-in iPad app that improves foot traffic flow from the front desk to class. By positioning the iPads at convenient check-in points within your business location, such as the front desk or outside the group ex studio, you can eliminate the mad dash to sign in before class (especially when multiple classes are happening at once), free up front desk staff, and enable instructors to spend more time setting up while participants get settled in for class. mindbodyonline.com

New LES MILLS SMARTBAND™ – hard to resist

The LES MILLS SMARTBAND™ is a durable and functional resistance band. This innovation in resistance band technology is scientifically-engineered to deliver a consistent force increase throughout the extension range. This helps to ensure correct technique is maintained throughout the exercise movement range. As a result, users can confidently execute resistance exercises and get more from their workouts. Traditional bands are made from extruded latex/rubber and are prone to tears and snapping. Made from an injection moulded thermoplastic elastomer, the SMARTBAND is designed to withstand the intensity and flexibility of modern functional training. lesmills.com.au/equipment



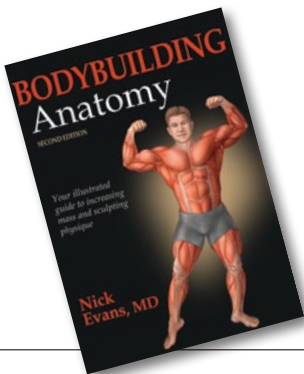
Deliver safe and functional programming

Elixir Education now presents Functional Movement Screen (FMS) Courses developed by Gray Cook. FMS is ideal for personal trainers who want to deliver safe and functional programming to their clients. The next FMS courses will be held at Elixir Bondi Junction, NSW in 2016. Elixir Education also provides a highly regarded Pilates Instructor Training and internationally accredited Yoga Teacher Training courses. For more information email edu@elixr.com.au or call 02 8113 8808.



The ultimate guide to gaining mass and sculpting physique

Boasting 100 exercises and 104 variations, the new edition of *Bodybuilding Anatomy* is the ultimate guide to gaining mass and sculpting physique. It features step-by-step instruction and 141 full-colour anatomical illustrations, including the most popular competitive poses, and recommendations to modify and individualise programming for specific needs. Illustrations of the activated muscles in the popular poses show you how each exercise is fundamentally linked to competition. Use the Network Member code 'network2015' at the humankinetics.com checkout to get 15% off the RRP of \$30.95.



New app streams TV audio to your members

Aerobic Microphones Australia is now supplying AppAudio to fitness facilities and/or their AV or IT integrators. The AppAudio hardware takes the sound from four or eight or more TVs and streams it to smartphones over the club's Wi-Fi. Members download the free AppAudio app for their Apple or Android phones, log onto the network and select the TV Channel to listen to. Club owners can choose from three levels of software support or integrate AppAudio inside their own club app. For more info call John on 02 8399 1052.



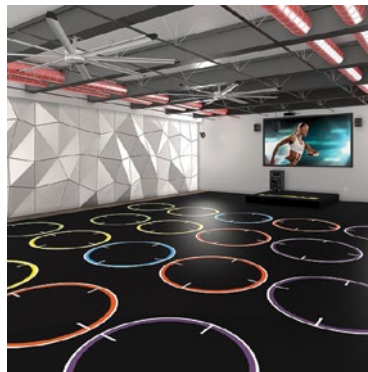
Take the next step and get your clients outdoors

As the weather warms up, why not get involved in delivering fun and effective outdoor fitness by becoming a certified Nordic walking instructor? Learn how to correctly use the specially designed poles to produce a low impact yet high intensity total body workout. The 15-CEC instructor training equips you with the skills and knowledge needed to deliver fresh and dynamic Nordic Walking fitness workouts for your clients and to build an extra revenue stream for your business. Take the first step towards your next fitness skillset by contacting Nordic Academy on 1300 791 740. nordicacademy.com.au



Turn your facility's floor into a canvas for guided exercise

Queenax Australasia has unveiled the latest addition to its range: FitGraphix. With the power to transform your facility's floor into a canvas for guided exercise in 4D, these engineered flooring graphics optimise the function of space and equipment – as well as the instructors that power them. The system has been designed to aid programming and member direction while increasing safety and excitement. Movement guidance can be established for single or group users alike. Suitable for facilities of any size, you can select from the product catalogue or design your own customised graphics or logos. Call 02 9544 6644 or email info@queenaxaustralasia.com



Mentor our future fitness professionals

The fitnessU (RTO Code 90497) mentor program connects those studying to become PTs with experienced, professional personal trainers ('Pro-Trainers') who mentor them and share professional experiences, expertise and industry knowledge. Over a series of sessions, Pro-Trainers – who are located throughout urban and regional Australia – support and guide the learner from the beginning of their studies until they finish their course. If you are interested in becoming a Pro-Trainer – and being paid to mentor these learners – then fitnessU would love to hear from you. fitnessu.com.au/mentoring

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Fast, healthy and purely delicious

Celebrity chef, wellness expert and *Network* magazine contributor Teresa Cutter has just released her healthy, wholefood cookbook *The Healthy Chef: Purely Delicious* (\$69.95 or \$18.99 for the e-book) in which she shares 200 of her favourite recipes designed for people who are passionate about food and health, but don't have a lot of time to spend in the kitchen. 'Whether you're gluten-free, sugar-free, paleo, vegetarian, or just want to eat natural whole foods that are deliciously good for you – there is something in this cookbook for you' says Teresa. thehealthychef.com





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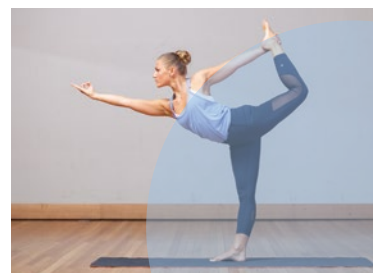
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NOT JUST YOUR GRANDMA'S AQUA AEROBICS

With Olympic and professional athletes training strength, power and flexibility in the water, the stigma attached to aquatic fitness is unjustifiable.

WORDS: RICK MCAVOY

When it comes to exercise classes (as opposed to swimming), the aquatic environment still has the stigma for many of being a place where old ladies in flowered bathing caps jump up and down with a noodle. It's clear how this may deter some women, and many men, from looking to the pool for a more intense workout.

However, while the water is a logical choice of workout environment for older people looking to increase their fitness in a low-impact manner, the fact is that there are numerous aqua classes out there for almost any interest, age or ability level. A number of land-based exercise programs have been adapted for the aquatic environment to help increase participation in aqua fitness. Bikes, trampolines, poles, boxing bags and suspension trainers – to name but a few – have been put in the pool, with varying degrees of success. These programs are great for keeping the participant moving for a cardio workout, and tend to create a fun, social and stimulating environment.

Sometimes, however, what works upstairs in the studio doesn't transfer so smoothly to the pool. One thing is certain: to design an effective aquatic fitness program, it is crucial to have a thorough understanding of the medium and the way the human body interacts with it. One of the biggest mistakes that trainers make when they begin to develop aquatic fitness programs is to simply apply their land-based training

principles to the pool. They quickly find that the training mediums are very different. The water is a buoyant, three-dimensional, holistic, non-momentum environment that is the opposite of the weighted, one dimensional, momentum-prone land setting.

The water does not discriminate

The water allows for a very different training experience than most are accustomed to. Water can be up to 800 times more supportive than air, but up to 15 times more resistant to any movement. The water is the great equalizer: the harder you push in the water, the harder the water pushes back. Water provides an accommodating resistance. So no matter what fitness level a client is at, as long as they are working their hardest, the water will give them a great workout.

So, theoretically, you can have an elderly person working out alongside an elite athlete in the water, performing the same exercise, and they will both get a phenomenal workout.

3-D training and gravity

Most land-based programs are deeply rooted in one plane of motion, primarily the sagittal plane. More multiplanar training programs (with increased focus on transverse plane movements) are being developed, but these can be complex to learn and challenging to train, and sometimes lead to injury if proper training doesn't occur. In the pool,

however, this style of training benefits from the supportive properties of the water, which enables much safer and more functional execution of the exercises. Water provides three-dimensional resistance inherently, so the muscular and neurological systems receive a more comprehensive training effect.



The 30-second article

- Aqua exercise can benefit everyone from professional athletes to older people and those recovering from injuries
- To design an effective aquatic fitness program it is crucial to have a thorough understanding of the medium and the way the human body interacts with it
- The harder you push in the water, the harder the water pushes back – so as long as they are working their hardest, the water enables a powerful workout for participants of all levels
- By developing quality, scientifically-based programs you can attract new clients who would otherwise not be interested in aqua exercise.

Land-based training also tends to rely on both gravity and momentum. When the body enters the water, both of these are significantly reduced and the body has to respond very differently. This is a great way to challenge the body, break through plateaus, cross train, and balance muscle groups and dysfunctional movement patterns shown to significantly affect progress and performance.

In my 25 years specialising in aquatic fitness, I have worked with clients of all levels and abilities, from those suffering spinal cord injuries and severe neurological disease/disorders up to professional and world-class athletes. I have found that everyone can benefit from the water in some capacity. I currently train a significant number of elite Alpine skiers, both on the land and in the water. I incorporate the water for a number of reasons, from rehabilitation of in-season injuries to pre-season power, speed and agility cross training and active recovery.


Use scientific credibility to promote effective workouts

As aqua professionals, we need to develop quality, scientifically-based programs based on the latest research. In a world demanding increased efficiency, more people should be aware that the pool can be the new gym.

In the past few years, some promising aquatic research has been published. Several studies show that the water can be a fantastic training environment to challenge any fitness level, including Olympic

and professional athletes. Strength training in the water was once thought impossible, but over the past few years studies have shown that if used with the correct pace, equipment and effort, noticeable strength gains can be achieved.

Research has also shown gains in lower body flexibility after participating in aquatic fitness programs. Power training, especially plyometrics in the water, has been extensively studied and the results are very similar to those for land-based training, but without the added muscle soreness associated with land training. I have personally performed research in the area of shallow water sprinting compared to land-based sprinting. The results showed that the participants reported a much harder workout in the water with much less muscle soreness.

When developing an aquatic fitness program at your facility, don't be afraid to think outside of the box. By doing so you can attract a new clientele that would never have previously considered working out in the pool. As long as you're familiar with the research and are qualified to train people, then you can design programs for any population or fitness level. Remember, the water is the great equaliser. 

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

Rick McAvoy has specialised in Aquatic Physical Therapy for over 25 years. He is the Director of Health and Fitness for AquaStrength international aquatic equipment and fitness programming company as well as the owner of McAvoy Aquatic & Sports Therapy in Southern Maine, USA. msth2o.com



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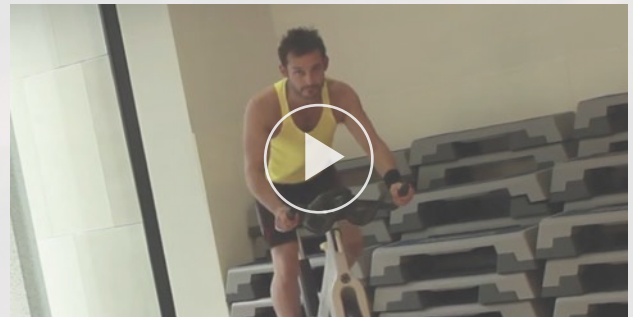
GROUP EX, MIND BODY AND TRAINING INSPIRATION

This quarter we focus on cardio fitness across a range of classes. Check out all these videos at fitnessnetwork.com.au/choreo



DANCE FITNESS: JFH Cardio with Amy Townsend

This JFH (jazz, funk and hip hop) cardio workout is perfect for any dance-style class where you want to get the heart rate up and get your class moving to some fast, fun chorey. Drawing inspiration from jazz, funk and hip hop styles, this choreography is ideal for challenging your class's fitness and coordination as you move quickly through the moves and perform the routine on both the left and right side.



Motivation with Stephen Parker

Each participant in your indoor cycle class will have their own motivation for attending. In this video we explore how to use motivational language to keep riders engaged from the very start to the very end of the session – and returning week after week. Get the lowdown on key elements for motivation, including room presence, professional manner, coaching projection and imagery.



Heart Rate with Searle Choudree

The aim of this workout is to get a cardiovascular response from the body by getting your heart rate up and trying to keep it up! Making sure your work rate does not drop ensures a response from your body – and that response is to get fitter so that it can deal with the stress that you are putting it through.

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 **BOSU Multiplicity**
with Greg Sellar

Most clubs have at least two BOSUs, but few trainers take full advantage of the opportunities that this can provide. Not only does working out on the BOSU advance balance training in a fun and functional way, it can also improve awareness, proprioception and reaction skills. The three drills in this video draw on partner synchronicity, metabolic conditioning and auditory skills to highlight the versatility of this great training tool.



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– Part 1: seated with Wendi Carroll

In Pilates, we try to use opposing movements, like flexion and extension, to balance our bodies. In Partner Pilates, we can use our partners to assist or resist during an exercise. Both partners can receive benefits and provide feedback during the routines, e.g. 'You're pushing more on the right than the left.' And best of all, working with a friend usually ends in fits of laughter ...the best ab workout of all!



PRESENTER PROFILE: **GREG SELLAR**

Greg is a performance coach and serial 'life hacker', challenging people to change the way they think and act.

He has worked with some of the biggest names and brands in global fitness and was recognised as International Fitness Presenter of the Year by the International Fitness Showcase. He is a contracted athlete with Nike, acting as a consultant and master trainer for Nike Training Club (NTC) – the world's most downloaded digital workout app. He has also contributed to programming and development for fitness brands including Total Gym, fitness fx and BOSU, and is currently contracted as a fitness writer and programmer with Michelle Bridges.

With a degree in Sports Science from the University of New South Wales and a Diploma in Coaching, Mentoring and Leadership, Greg challenges clients to close the gap between how they're turning up and who they want to be. gregsellar.com



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

Why we should let the poppies grow tall



Nominations for the 2015 New Zealand Exercise Industry Awards recently closed, with record entries. This got me thinking about the value of entering awards.

While both Australia and New Zealand suffer from tall poppy syndrome, and with it a reluctance to stand up high and say 'I'm awesome', anyone who works in this industry knows that it is full of individuals who do truly amazing, and often life-changing, work. Though many of us do not seek acclaim, we are often happy to suggest that others enter awards. In doing so we pay them a great compliment: 'I think you do good work – so good that you should be publically recognised for it.'

For some who are nominated, winning the award isn't the be all and end all – the process of entering can be very rewarding in itself due to the way in which answering the requisite questions forces them to ruminate on what they've done in their career and, more importantly, *why* they have done it. Taking this time to thoughtfully reflect on your achievements and challenges can not only be

personally satisfying, it can also help you clarify your business' mission, which can help steer you towards even greater success in the future.

Though you may not choose to nominate yourself, I believe that if you work hard to enhance your fellow humans' fitness and wellbeing then what you do is worthy of recognition.

Richard Beddie
CEO, ExerciseNZ

The awards ceremony will be held on 21 November in Auckland, hosting around 300 people (last year sold out). For details and to purchase tickets visit exerciseindustryawards.co.nz

Roadshow showcases latest exercise trends

ExerciseNZ recently finished its annual roadshow, presenting a series of workshops to several hundred exercise professionals and facility managers in eight cities around New Zealand.

Visiting from Australia, the fantastic Marietta Mehanni and fellow presenters addressed various industry hot topics, including functional training (a term increasingly used to describe a multitude of activities) and small group training, which has exploded in popularity in the past 12 months.



Stress management scheme gaining popularity

The number of personal trainers registering with the Stress Management Exercise Association Endorsement Programme (SMEAEP), administered by Exercise New Zealand, has taken off in the last few months, as has the number of personal training clients that are taking advantage of the programs that PTs are offering.

Under SMEAEP, trainers and exercise facilities are able to offer exercise products and programs that are tax deductible to businesses and not subject to Fringe Benefits Tax, as long as they meet certain criteria set out by the Inland Revenue Department – one of which is that an individual delivering the program is registered with the NZ Register of Exercise Professionals.

SMEAEP opens up huge opportunities for the self employed, as well as businesses wanting to address workplace stress by using the services of a registered PT or exercise facility. For details visit smeaep.co.nz



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fitnessU

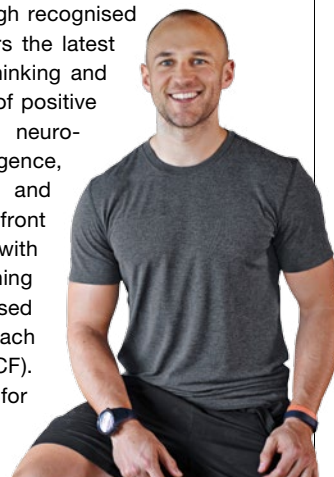
Finding the right personal training course for your schedule shouldn't be a challenge, but it often is. Some prefer to study full-time, others part-time. fitnessU offers personal training courses that can be delivered at a pace that suits you, and that can be changed as you go. Studying your personal training course online allows you to set your own schedule, with easy-to-track progress each step of the way. fitnessU offers learners: Certificate III in Fitness (SIS30310) and Certificate IV in Fitness (SIS40210) qualifications; a complete Group Fitness Instructor qualification; a nationally and internationally recognised personal training certification; as well as practical guidance about the business of personal training through one-on-one mentoring sessions with a fitnessU Pro-Trainer.



fitnessu.com.au

Diploma of Leadership, Coaching and Mentoring [22233VIC]

The fitness industry's first and only coaching Diploma has been tailored for all fitness professionals. Whether you're a personal trainer, club manager or leader of people, the Diploma of Leadership, Coaching and Mentoring (22233VIC) will further your career by helping you increase your earning potential and access new opportunities through recognised qualifications. The course covers the latest science and research around thinking and human behaviours in the areas of positive psychology, neuroscience, neuro-leadership, emotional intelligence, strength-based psychology and NLP. Place yourself at the forefront of leadership development with a nationally recognised training qualification and recognised pathway to an International Coach Federation qualification (ICF). Applications are now open for Sydney and Melbourne intakes.



networkdiploma.com.au

Animal Flow

Animal Flow is an innovative fitness program that combines quadrupedal movement with elements from various bodyweight training disciplines, creating a multi-planar workout that develops strength, mobility and power from the ground up. Animal Flow's 2-day Level 1 workshop gives you the tools to implement its six key components with your clients – either as a standalone modality or integrated into existing programs. Level 2's one-day intensive format adds more advanced moves and sequences to take your practice, and that of your clients', to the next level. Register today for the final 2015 workshops in Sydney, Brisbane, Melbourne, Perth and Auckland.



animalflow.com.au

YogaFit

Learn to create inspiring classes that are founded in yoga, yet grounded in fitness, and offer your clients a holistic fitness experience like no other. With flexible payment plans and a convenient, modular training approach, YogaFit instructor training is the perfect way to add fitness-focused yoga to your professional skillset. Get started and gain 15 CECs with the 6-day YogaFit Fundamentals intensive, and then continue your yoga journey with Levels 3, 4 and 5, and a range of one-day specialty modules such as Prenatal, Older Adults, YogaBack, Kids, and more. Final YogaFit Fundamentals workshops for 2015 now enrolling.



fitnessnetwork.com.au/yogafit

Online Continuing Education

We scour the globe for experts in all fields of health and fitness to fuel your interests, business and career. Network brings you the widest range of quality CECs/CPDs online, so wherever you are and whatever you want to do, you can be the best you can be.

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



5 CECs
CPDs
\$99

Ante Natal Core Training
by Dianne Edmonds

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



2 CECs
CPDs
\$59

3rd Trimester: Training for Labour
by Dianne Edmonds

Help your clients prepare for labour and birth and assist them in planning for their post natal recovery.



 **7** CECs
CPDs
\$179

Fundamentals of Kettlebell Training
by Australian Institute of Kettlebells

 **6** CECs
CPDs
\$54

Fundamentals of Functional Mobility
by Australian Institute of Kettlebells

 **5** CECs
CPDs
\$99

Positive Practice for the Pelvic Floor
by Continence Foundation of Australia

 **5** CECs
CPDs
\$99

Everyday Nutrition for Everybody
by Dr Rebecca Reynolds

 **9** CECs
CPDs
\$179


Understanding Muscles and Movement
by Justin Price

 **4** CECs
CPDs
\$79

Food for Thought: Eating and Exercise for Mental Health
by Lisa Champion & Tara Diversi

 **5** CECs
CPDs
\$99

Maximum Strength, Absolute Power
by Jason Schulman

 **4** CECs
CPDs
\$79

How to be a Lean, Mean Metabolic Machine
by Dr Jason Karp & Suzanne Cox

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

Coming soon!

- Beating the Bulge: Exercise Considerations for Overweight and Obese Exercisers

SEE THE FULL RANGE ONLINE

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



Power Music

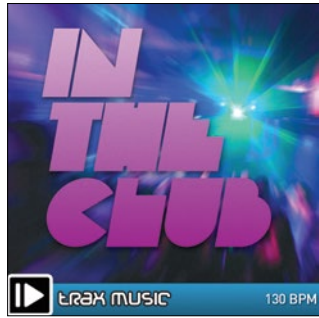
Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music.

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

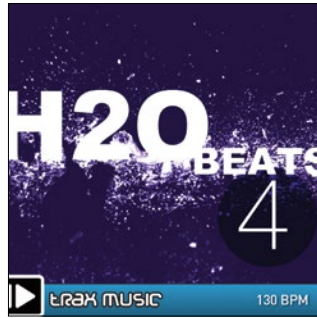
Power Music also features ClickMix which allows you to create your very own custom mix – at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

To purchase the albums below, and to view the entire range, visit powermusic.com – remembering to use the code **network2015** at the checkout to receive your discount.

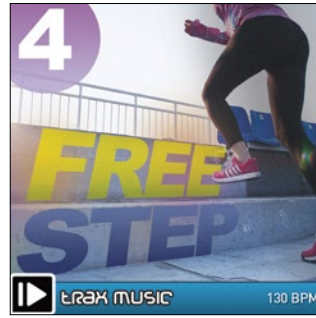
Trax Music (PPCA-free)



In The Club



H2O Beats 4



FreeStep 4

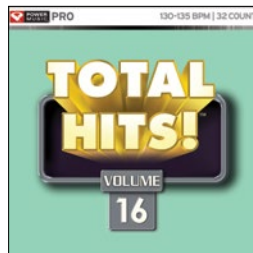


FreeRide 25

Power Music (PPCA-free)



willPower Ignite:
TABATA



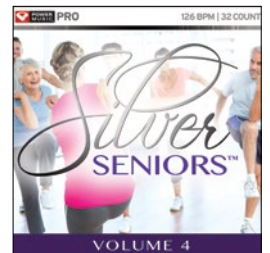
Total Hits! Vol. 16



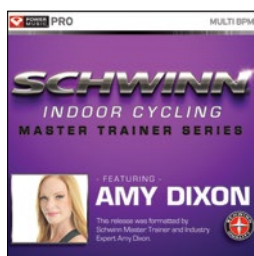
Top 40 Vol. 61



Stadium Anthems



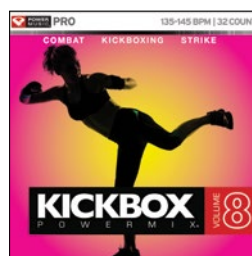
Silver Seniors 4



Schwinn Indoor Cycling
Master Trainer Series
featuring Amy Dixon



Mashup Party! Vol. 11



Kickbox PowerMix Vol. 8



Hands Up Cardio 6



A Pitch Perfect Class
- A Tribute to Pitch
Perfect



Power Music 1

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

SEE THE FULL RANGE ONLINE

Check out the full range of Power Music at australia.powermusic.com – and remember to use the discount code **network2015**



Reasons to love your Network Membership... #11: You get up to **45% off** the cost of online CEC courses



To be a registered fitness professional, you need to engage in ongoing professional development. Network Membership provides access to 8 CECs annually at no extra cost, but to earn your remaining CECs, and stay up-to-date with industry advances, Network offers a diverse range of online courses – with huge discounts for Network Members.

With over 100 topics, ranging from specific nutrition guides and heart rate training, to pelvic floor health and re-training the core, Network's cutting-edge courses are developed and delivered by experts from across the globe, ensuring that you remain at the forefront of this ever evolving industry.

Network Membership. Helping you be the best you can be.

MINDBODY CUSTOMERS HELP PEOPLE OVERCOME

MINDY BERLA | BROOKLYN ACADEMY ROOTS | MINDBODY CLIENT



Trainers do so much more than build muscle. They empower people to strengthen their resolve. MINDBODY's gym management software lets them spend less time worrying about running their business and more time running alongside their athletes. Life, lived fearlessly. That's MINDBODY **BOLD**.

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