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# NETWORK

SUMMER 2014

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

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Make small group training work for your business **28**



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# Who are you accountable to?



We're approaching that time of year when every man and his dog takes stock of their lives and resolves to do some things differently, better, from this point on.

Ideally, of course, if we recognise the need to change or improve a behaviour we won't wait until an arbitrary date to do it, but the fact that many of us at least identify areas for improvement must be positive, mustn't it? If only more of us could turn our good intentions into actions...

Reasons for failing to either instigate, or stick to, a healthy change can be manifold, but a common factor for many is lack of accountability. Indeed, in addition to the technical skills and motivation provided by fitness professionals to clients and members, the accountability they provide is also key to their client's progress.

How about you? Will you be making any resolutions, for your personal and professional life – and who will keep you accountable? Personally, I'm making the pledge to manage my time more effectively – and I've just told you this, so you can hold me to account! I'll let you know how I go.

You may decide that this is the year that you expand your PT offering by adding small group training to your repertoire (p28), or that you are going to grow your business by proactively sourcing quality leads through a social media strategy (p50). And, with the fitness industry's convention, FILEX, just a few months away, you may resolve to make 2015 the year you take your career up a notch by investing in your skills development and expanding your business know-how. I'm certain that after checking out the brochure enclosed with this issue, you'll at least be tempted to make that resolution.

I wish you a Merry Christmas, and an Accountable New Year!

**Oliver Kitchingman, Editor**  
editor@fitnessnetwork.com.au



## NETWORK'S CORE PURPOSE

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



Network magazine iPad App  
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**LIVE LIFE, LOVE WORK.**

## REFLECTIONS OF INDUSTRY LEADERS

**Network's Personal Trainer of the Year believes there's a chasm between training for health and training for fitness.**

**WORDS: NARDIA NORMAN**



would never be able to empathise with her and would judge her for her appearance (and the sad truth is, this belief stemmed from a negative experience with a previous trainer who *had* judged her).

My client was stuck in an unhealthy way of thinking and being, and more often than not used unhealthy methods to try and get the results she was after. Not surprisingly, it never worked. Now, after adopting a healthy approach to eating and training, I'm proud to say that she has lost over 40kg and counting. A great physical transformation that has come about due to her even greater mental transformation. Her goal has shifted from being purely about her looks, to now encompassing feelings of being strong, empowered and making her health her primary focus. Of course, there are thousands of examples of clients who have made similarly amazing transformations from the inside out. But there are countless more whose experiences of 'fitness' have not been as positive.

Which brings me back to her realisation

we must be super lean and ripped to shreds (Victoria's Secret 'Perfect Body' campaign, anyone?). Men are expected to be 'stacked with lean muscle, huge chests and ripped abs' and women are expected to be 'lean with a big butt, tiny waist and a flat stomach'.

For a very small percentage of the population this is achievable, but for *most* this expectation is unrealistic, and requires extreme measures to achieve. Extreme measures such as excessive dieting, over-exercising, use of supplements (natural and non-natural), restrictive and controlled eating habits, and obsessive behaviours. All of which punish the body, and none of which fall under the World Health Organisations' definition of health: 'A *complete state of physical, mental and social wellbeing, and not merely the absence of disease or infirmity.*'

If people choose to enter the part of the fitness world that is based purely on aesthetics, then that is their prerogative; however, it is up to personal trainers to advise them on the consequences of their choice (particularly with regards their mental and

“

***I believe there is a dark side of 'fitness' that is causing more harm than good...***

”

**I** recently took one of my training clients to The Fitness Show. She has no experience of the 'fitness world' other than her one-on-one coaching sessions with me and what she's seen online. As we were making our way through the buff bodies, crop tops and seemingly endless supplement displays she made a profound observation: 'fitness isn't the same as health is it?'

It was less of a question, and more of a realisation – one with which I had to agree. My client is a beautiful young woman who has been overweight her entire life. As an adolescent she was a full time 'dieter' with very low self-esteem.

When I first met her, she was anti-personal trainers because she felt that they

that fitness isn't the same as health. I believe there is a dark side of 'fitness' that is causing more harm than good – a side that relies on extremism and elitism and focuses purely on superficial outcomes. We see it in the explosion of sports model and bikini competitions, in areas of the supplement industry, and in 'fitspirational' memes on social media.

We also see it in the alarming fitness trend of 'extreme' workouts and events. The need to 'beat the body into submission' in order to feel good or experience satisfaction is an act of extremism that takes someone further away from health.

We receive a constant barrage of messages from the media telling us that our bodies are imperfect and that in order for anyone to be, or feel, sexy and confident

social wellbeing).

The once blurred lines between health and fitness have become a gaping chasm. As a consequence, personal trainers now have significantly more responsibility and influence. I believe we must expand our skillsets to match this shift in responsibility.

So, with this in mind, what kind of trainer are you? The kind that focuses purely on aesthetics and 'fitness' at the expense of health, or the kind that engages in healthy outcomes that truly transform lives for the better? **N**

**Nardia Norman, BPE** was named Australian Fitness Network's Personal Trainer of the Year 2014. An integrative training expert, she has over 15 years' experience in personal training, coaching and educating fitness leaders. [nardianorman.com](http://nardianorman.com)



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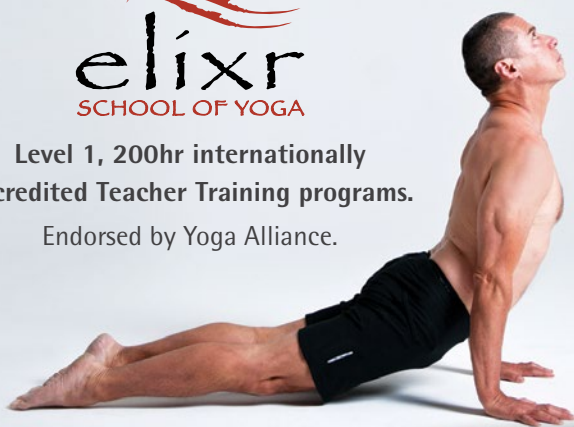
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# INDUSTRY INSIGHT

| News, views and lessons learnt



## Fitness industry takes action on reconciliation

Following widespread consultation with Aboriginal and Torres Strait Islander organisations and individuals, Fitness Australia recently launched a Reconciliation Action Plan (RAP) which aims to help 'Close the Gap' for Aboriginal and Torres Strait Islander people through participation and employment in the health and fitness industry.

Lauretta Stace, Fitness Australia's CEO, said 'As the industry's peak group, I believe we have a significant role in helping reduce health and fitness inequalities among Australians. That is why we have developed an industry-specific action plan.'

'The Reconciliation Action Plan is dedicated to enhancing opportunities for Aboriginal and Torres Strait Islander peoples to become exercise professionals. In addition this RAP is about facilitating appropriate guidance to fitness services on the provision of culturally aware and safe environments. By enhancing respectful and equitable relationships throughout the industry the desired outcome is that more Aboriginal and Torres Strait Islander peoples will feel comfortable to work and participate in fitness services.'

For more information on Fitness Australia's Reconciliation Action Plan go to [fitness.org.au/RAP](http://fitness.org.au/RAP)

Source: Fitness Australia

## Running may actually prevent knee problems

Running is often cited as the cause of assorted joint problems, but new US research suggests that pounding the pavement may, in fact, protect against knee osteoarthritis, the disease characterised by the breakdown of the cartilage, joint lining, ligaments and bone.

A team from Baylor College of Medicine in Texas analysed 2,683 participants in the Osteoarthritis Initiative study, whose mean age was 64.5 years. A series of tests, X-rays and questionnaires were conducted at the start of the study and after two years.

The findings revealed that individuals who regularly participated in running experienced less knee pain and incidence of osteoarthritis than non-runners. The study also showed that, perhaps unsurprisingly, participants with lower BMIs were more likely to engage in regular running.

Study co-leader, Dr. Grace Hsiao-Wei, commented: 'in people who do not have knee osteoarthritis, there is no reason to restrict participation in habitual running at any time in life from the perspective that it does not appear to be harmful to the knee joint.'

Source: Medical News Today



## Keep your heart healthy and vampires at bay

Garlic contains an active ingredient called allicin, which can reduce arterial plaque and lower blood pressure, making it a powerful agent in cardiovascular health.

via [networkinteractive.com.au](http://networkinteractive.com.au)



## Poke neck no joke...

For every inch your head goes forward your neck and upper back muscles have to work twice as hard. Good posture can do so much more for your wellbeing than simply make you stand taller.

via [spineandhealth.com.au](http://spineandhealth.com.au)







## The way we were...

In December 1990, the front cover of *Network News* (as this publication was then known) featured the world's most recognisable bodybuilder, Arnold Schwarzenegger, working out on a 'computerised' resistance machine alongside the heading 'Computerised fitness ...An Exciting new Era!'

Inside, Jim Josephsen warned fitness leaders against complacency for fear of losing ground to computerised fitness machines such as bikes, treadmills, steppers and rowers:

*"...beware, don't sit back on your Reeboks and sink into a sea of smug complacency. Even now, as you broaden the base of your teaching expertise, you may be unaware of a revolution that is occurring within the confines of your centre. ...Meet the new techno-trainer. Whilst you may have been busy focusing on your classes, your computer colleague has some interesting qualities that you may have failed to recognise:*

- *he/she (it) can work 24 hour shifts, non-stop*
- *it doesn't expect holidays or overtime*
- *works for a pittance – 20-50c per hour*
- *doesn't become bored, demotivated or unfriendly*
- *doesn't require heaps of leotards, shoes, uniforms and new music"*

## 1 thing I've learnt...

**Derek Barton, Marketing Consultant,**  
**bartonproductions.com**

*"An inviting environment is incredibly important when you are creating a space that you want people to spend time in. Many club owners don't seem to care about the interior and exterior branding of their gyms. There are no WOW factors throughout the facility. They put dozens of pieces of fitness equipment on the floor and believe that's enough to create a great atmosphere. If you go to those same owners' homes, you'll see beautiful pieces of art, sculptures, potted plants, different shades of paint, stylish light fittings, big screen TVs, pool tables and a great sound system; yet none of these WOW factors exist in their gyms. Is it any wonder people continue to spend billions of dollars on home gym equipment? They don't want to leave the comforts found in their homes to train in a stark warehouse. I learnt early on the importance of making our gyms as exciting and inviting as our homes!"*



## Engage the Millennials or lose them forever



The Millennials, also referred to as Gen Ys, are the generation born between 1982 and 2000 (according to the Australian Bureau of Statistics). Now aged between 14 and 32, they are our young members and clients – and prospective ones.

So, what excites them to exercise and what impact will they have on the fitness industry now and into the future? In answering the second part

of the question, it is first worth noting that a global consumer fitness survey commissioned by Les Mills (2013) found that Millennials are participating in gym-type activities more than any other generation. More specifically they make up 48 per cent of regular exercisers above the age of 18 who do gym-type activities, while Generation X comprises 32 per cent and Baby Boomers 20 per cent.

With numbers like this, Millennials will have a profound impact on the future of our industry. As such it is imperative that we have a better understanding of their needs and wants. Phillip Mills (Les Mills International CEO) believes that despite comprising such a large proportion of people accessing what we have to offer, we are not properly catering for Millennials or capitalising on the opportunity they present. He states, 'Millennials view traditional health clubs as something for their parents' generation. Our product and our packaging do not talk to this major market.'

Finding what excites this generation is, therefore, essential.

My observations are that:

- Millennials want high intensity shorter workouts with a competitive edge and team environment. Think CrossFit, small group training and Les Mills GRIT. They also enjoy group exercise classes, as long as they have great sound and are visually stimulating.
- Millennials have been raised in the digital age. They use technology to self-monitor training progress, get feedback and share it online. Our industry must embrace the incorporation of social media with physical activity to stay connected with this group. Myzone and Precor's Preva are great examples of how the industry is adapting to this need.
- Millennials are attracted to alternative physical activity that is challenging, fun and social. Examples range from obstacle events like Tough Mudder through to downloadable group exercise classes. On the surface these fitness offerings may appear to threaten fitness facilities, but evidence suggests that they actually motivate Millennials to come into our clubs.

It's clear that Millennials are crucial to the financial viability of our businesses. As an industry we must proactively provide fitness offerings that appeal to them. If we don't, we'll lose them forever.

*Nigel Champion*

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



# THE PSYCHOLOGY OF CLIENT RETENTION: EMPATHY 101

By understanding your client's world, you can forge a strong connection and turn your training sessions into their place of refuge.

WORDS: KATE SWANN & KRISTINA MAMROT

**I**n 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.

Client retention is the name of the game. Right? To retain clients, it's essential to establish a strong connection. Your new client needs to feel welcome and valued. And to do that, you need to get into their heads, understand what's going on for them, and work out what makes them tick.



## The 30-second article

- To forge a strong connection with clients you need to understand what's going on for them
- In addition to their stated fitness goals, clients are often seeking a refuge from the chaos of their lives
- Empathy is very different to sympathy
- Empathy requires you to make eye contact, listen carefully, ask questions, not make assumptions, and consider how you would feel if you were living your client's life.
- By being empathetic you can make your client feel cared about and valued, which in turn will increase the likelihood of you retaining them as a client.

Now be warned: this isn't a one-size-fits-all approach. Every person who walks through your door is unique. Sure, there will be common denominators, but never make the mistake of swinging into auto-pilot.

Let's go back a step and take a look inside your new client's head as he's on the way to the gym for his first session with you.

Let me introduce you to Brett. Brett's 35, married and the father of a new baby. He's in sales and marketing and is working hard to climb the corporate ladder. Brett's been fit and sporty most of his life until – yep, you guessed it – he married the girl of his dreams. Boy, can that girl cook! (research tells us it's common for men to put on weight once they marry).

Now with the nipper in the picture, there's no time for that run after work. When Brett walks through the door at the end of the day, he walks into the middle of the witching hour. Junior, the dream girl, and the dog all desperate for his attention, the dripping tap needs to be fixed, milk needs to be picked up... you get the picture.

Despite the chaos of his life, Brett doesn't want to give in and buy larger clothes. He wants to keep his waistline, maintain his fitness, and perhaps even bulk up a little. He figures if he joins a gym and organises training sessions, he'll have to go, and his better half's supportive. He's going to train in the morning so it doesn't disrupt his schedule – he just needs to get up an hour earlier.

## What your client *really* wants

So let's take a look at Brett's expectations as he steps through the door for his first session with you. Brett *tells* you he wants to:

- lose a bit of weight
  - improve his fitness.
- What Brett *isn't* telling you, however, is that he wants to:
- muscle up so he 'looks hot'
  - have a place he can escape from his responsibilities without causing friction at home or feeling (too) guilty
  - take a break from sales figures, targets and nappies
  - get some order and routine back into his life.

And you thought he was just there to train...

All of this is important for you to understand, as Brett's personal trainer. Because when the going gets tough for Brett (and believe me, it will), he'll need more motivation than losing weight and getting fit to keep to his training schedule. The second there's a deadline at work, or the baby's kept him up at night, he'll drop his sessions so he can get through his day.

Unless, of course, you're offering him that refuge he desperately needs, but hasn't mentioned to you. And that's where empathy kicks in.

## Empathy vs Sympathy

Empathy is:

- taking the time to understand Brett's world from his perspective





“

*The difference between empathy and sympathy may feel subtle, but in reality, they're a world away from each other.*

”

- not making assumptions about what's going on for Brett (your sister has a baby so you know it all)
- listening (and we mean really listening) to what Brett's saying
- walking a mile in his shoes.

When learning how to empathise with clients it's crucial to be aware that empathy isn't the same as sympathy.

Sympathy is:

- feeling sorry for him
- thumping him on the back and moving on
- about how you're feeling, and not about how Brett is feeling.


The difference between empathy and sympathy may feel subtle, but in reality, they're a world away from each other.

Here's how you do empathy:

- slow down your interactions with Brett
- make eye contact and listen carefully
- ask questions about what it's like for him
- picture the chaos he's faced with at the end of the day, and the demands of his work
- think about what that would feel like if it was you

- let him know you've heard (really heard) and you understand
- and sure, thump him on the back if you must, but not until you're confident that he knows that you 'get' his situation.

The environment of empathy that you create for Brett is an important part of what will keep him coming back when the s\*&t hits the fan at work and at home. Empathy will make him feel cared about and valued. He'll know he's not just another dollar to you, because empathy has allowed you to forge a strong connection.

In the next issue, we'll focus on honing your listening skills so you can gain the maximum information about your client and tailor your interactions and program to his needs. 

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

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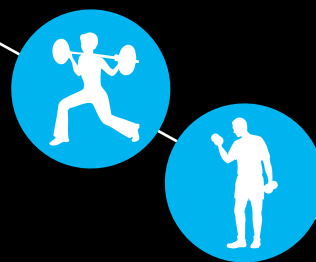
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# TRAINING FOCUS:



## BOSU EXERCISES

Kathryn Weiher, trainer and assessor for fitnessU, selects three BOSU-based exercises to train the whole body.



### Bird dog in plank, elbows on floor, feet on BOSU

**Target:** core

**Equip:** BOSU Ball

**Level:** intermediate, advanced

**Start:** adopt a plank position with the elbows placed on the floor and the feet raised up on a BOSU.

**Action:** keeping the hips extended, extend one arm straight out in front by raising the arm and extending the elbow. Simultaneously raise the opposite foot off the BOSU by extending the hip while keeping the leg straight.

**End:** return the elbow to the floor by bending the arm, while simultaneously lowering the raised foot back to the BOSU. Repeat the movements with the opposite arm and leg.

### Cross over push up with BOSU

**Target:** chest, triceps

**Equip:** BOSU Ball

**Level:** intermediate

**Start:** adopt a plank position with both feet and one hand on the floor, the other hand raised up on a BOSU, and the elbows extended.

**Action:** keeping the legs and hips extended, lower the torso towards the floor by bending the elbows. Push the torso away from the floor by extending the elbows. Near the top of the push up, push the lower hand off the floor, bringing the hands next to one another, and shift the torso over the centre of the BOSU.

**End:** lift the other hand off the BOSU, lower it to the ground and shift the torso down over to the other side of the BOSU.



### Lateral bound – jump and stick

**Target:** legs, core

**Equip:** BOSU Ball x 2

**Level:** beginner, intermediate, advanced

**Start:** stand on one BOSU, dome side up.

**Action:** jump laterally and land on single leg, aim for your point of balance and hold. Repeat.

**End:** return to starting position.



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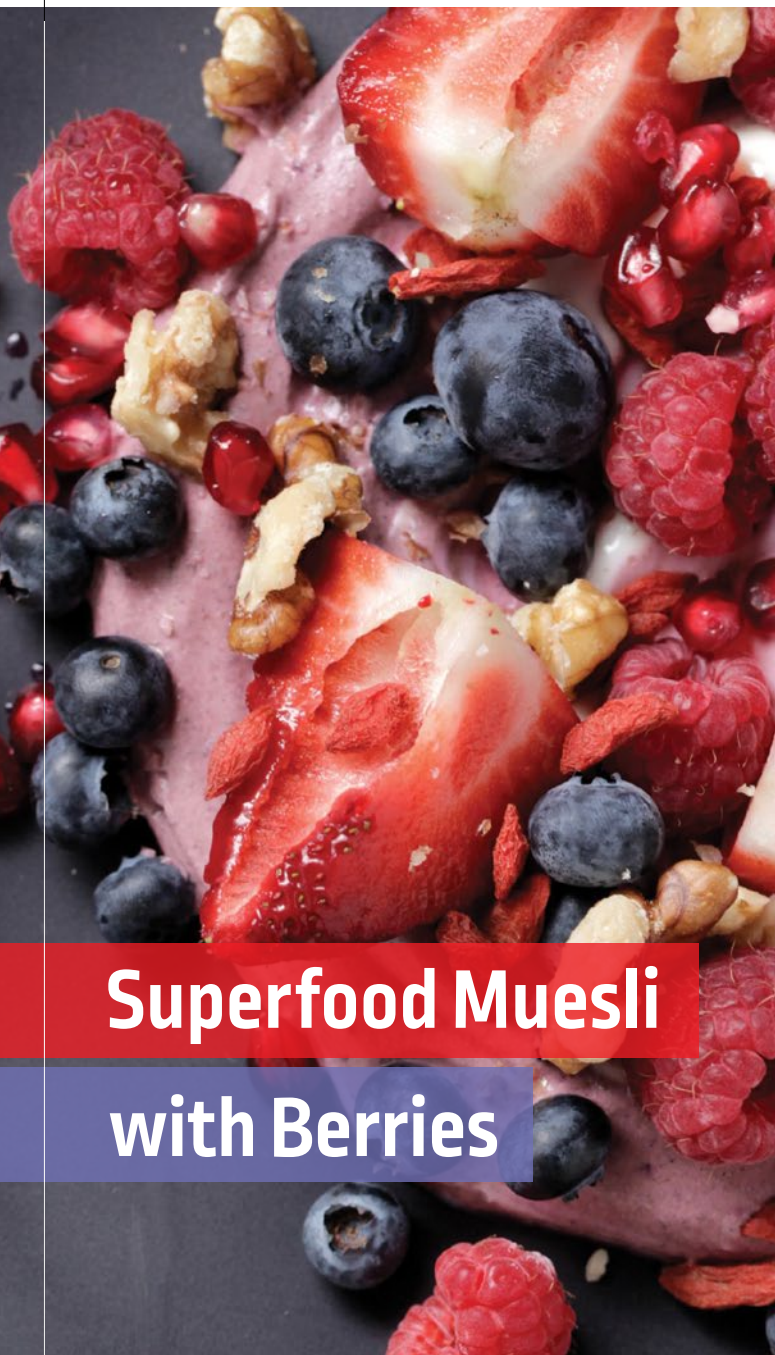
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## Superfood Muesli with Berries

Simple and purely delicious, my superfood muesli with lush summer berries is my favourite breakfast at the moment. Quick to prepare, you can even make it in a jar or container and take it with you when you set out to deliver those early morning sessions. I love to vary my base recipe between yoghurt, coconut kefir and cashew cream, and to this I add a spoonful of antioxidant-rich Organic Superfood (available from [thehealthychef.com](http://thehealthychef.com)) which is packed with 10 organic veggies and lush berry fruits – including acai berry, beetroot, kale, apple and broccoli sprout – that helps to nourish my body for my busy day. I top it simply with fresh berries or other seasonal fruits and a scattering of walnut for added omega 3.



### What's great about it?

Berries are loaded with antioxidants and polyphenols to protect against disease and inflammation and promote optimum health and vitality. Yoghurt and kefir is packed with good bacteria that can help protect your immune system as well as support digestion. They are also rich in quality protein to support repair and recovery. Healthy Chef Superfood adds a boost of fruit and vegetables that is rich in antioxidants and anti-inflammatory compounds to support optimum health. It also works as a prebiotic in the gut for healthy digestion and nutrient absorption. Walnuts are a delicious source of omega 3 EFA's (essential fatty acids) which promote good health by lowering cholesterol

levels, reducing high blood pressure, improving symptoms of arthritis, and improving mental health (as the brain is 60 per cent fat and needs omega 3 to function properly). Walnuts are also high in the amino acid tryptophan, which helps to make serotonin – the 'feel-good' hormone!

*Serves 1*

*Time: 2 minutes*



### Ingredients

200g thick natural organic yoghurt or your choice of kefir or cashew cream

1 tablespoon Healthy Chef Organic Superfood

250g fresh berries (strawberries, blueberries, raspberries, or other red fruits – see Inspiration below)  
Scattering of walnuts or your choice of nut or seed

Combine yoghurt and Healthy Chef Organic Superfood and mix with a spoon until blue and luscious. Spoon onto a serving plate or into a bowl. Top with fresh berries and scatter lightly with walnuts. Enjoy.



### Inspiration

Pump up the protein by adding 1 tablespoon Healthy Chef Pure Protein.

Swap walnuts for roasted almonds or hazelnuts.

Use other seasonal fruits like cherries, pomegranate, fresh figs, pear, peach, papaya, passionfruit, pineapple or goji berries.

# RECIPES FOR SUMMER

If there's a fresher brekkie to wake up to this summer than one laden with seasonal berries then we've yet to find it. Mind you, would it be so wrong to start the day with a choccie biccie...?

RECIPES: TERESA CUTTER







# Naked Chocolat Chip Cookies

These cookies are pure, unadulterated goodness – and if you make your own almond milk (which more of us are) it's a great way to use up leftover almond pulp. If you don't have pulp, however, you can simply use almond flour. The cookies will be slightly soft when you remove them from the oven, but they will become crunchier as they cool, while remaining moist and chewy inside. I recommend that you use quality dark chocolate for the chocolate chips – this will ensure the final result is heaven.

## What's great about them?

Cacao is loaded with ingredients that help to provide sustained energy and to support the endocrine and immune systems. Cacao is rich in magnesium and antioxidants that assist with muscle repair and recovery. Almonds are high in magnesium and potassium that is essential for muscle and nerve function. Almonds are also rich in vitamin E, an antioxidant that helps protect the body against free radicals as well as protein to help sustain lean muscle and repair the body. Macadamia nut oil is a beautiful tasting, velvety sweet oil that is a rich source of antioxidants and heart-healthy monounsaturated Oleic fatty acids similar to olive oil. Macadamia is perfect to support skin health, heart health and overall wellbeing.

*Makes 20*

*Time: 45mins (includes 35mins baking)*

## Ingredients

- 1 cup almond milk pulp or 1½ cups almond flour
- 1 cup organic desiccated coconut
- 5 tablespoons Healthy Chef Naked Chocolat or good quality cacao powder
- ¼ cup macadamia nut oil (see Inspiration below)
- ¼ cup organic maple syrup, honey or brown rice syrup
- pinch sea salt
- ½ teaspoon vanilla bean paste or extract, or a few pods from 1 vanilla bean
- 100g good quality dark chocolate (70% or over)

Preheat your oven to 140°C (fan forced) or 160°C (no fan). Combine the 1 cup of almond milk pulp with the coconut, Naked Chocolat, macadamia nut oil, maple syrup, sea salt and vanilla bean. Mix well until combined, adding a splash of water if necessary to form a dough. Chop the chocolate into small pieces with a large knife and mix through the cookie dough. Scoop small portions of the cookie dough onto a baking tray lined with baking paper. Bake for 30 to 35 minutes, then remove from the oven to cool and become crunchy. Store in a glass jar and enjoy.

## Inspiration

If you use Naked Chocolat Almond Mylk pulp then just use 2 tablespoons of Healthy Chef Naked Chocolat or cacao powder.

Use organic cold pressed coconut oil or butter in place of the macadamia nut oil.

A small ice cream scoop is good for forming the cookies. Press down into the scoop and release it onto the baking paper so the cookie dough holds together nicely on the tray.



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

## *This is the foundation for delivering safe, but still effective, exercise*



For too long the pre-screening process for personal training clients in New Zealand has been inconsistent, at best. Thankfully, this is set to change. At the recent FitEx Conference in Auckland, the New Zealand Register of Exercise Professionals (REPs) launched New Zealand's first ever evidence-based pre-screening form and supporting guide for exercise professionals. The system provides a cutting-edge new tool to deliver high quality pre-screening and program development.

Developed by Dr Nigel Harris and Dr Lance Dalleck for REPs, this will be an extremely valuable tool, with the industry best practice guide easily accessible by exercise professionals when screening clients with a range of health and medical conditions. The guide, for example, includes a section on exercise and medication interactions, and the recommended modifications to exercise programs. For full details, visit [reps.org.nz](http://reps.org.nz)

There has been a strong need for a comprehensive evidence-based pre-screen system, so this is a welcome development. As our industry continues to professionalise, it is crucial to have a best practice

standard that can be both used by exercise professionals *and* recognised by allied health professionals. To this end, the new system includes a template for a referral introduction letter from the exercise professional to a GP, should medical clearance be required.

The pre-screening system – which is free to be used by every appropriately registered exercise professional – has been designed to ensure increased safety for the exercising public, while also maintaining the effectiveness of the exercise prescription process. The upshot of this is that anyone training with an exercise professional who uses the new system will be maximising their opportunity to receive both safe and effective exercise advice. And that's good news for everyone.



**Richard Beddie**  
CEO, ExerciseNZ

### Big weekend for NZ fitness



The New Zealand fitness industry recently held its big weekend, with both industry awards and conference taking place between 21 and 23 November.

The 3-day FitEx conference saw over 700 attendees take part in more than 80 sessions delivered by 40+ presenters from around the globe. The event featured 'The Great Nutrition Debate' where those in favour of more traditional dietary advice went head-to-head with proponents of the 'new school' of eating behaviours.

The Fitness Industry Awards night saw tickets sell out, despite a 30 per cent increase in seating capacity at the black tie event. For many of the finalists, a new hands-on practical assessment took place on the day before the awards, in which finalists in many of the exercise professional categories were put through their paces by the judges, and assessed on a range of topics, from exercise prescription to business acumen and client experience. A full list of finalists and winners can be found at [fitnessindustryawards.co.nz](http://fitnessindustryawards.co.nz)

### New resources for REPs and their clients



New Zealand REPs is releasing two new *Tell Me More* information brochures to support exercise professionals in explaining the many benefits of exercise to the public. The two recent additions are *Interval and High Intensity Exercise*, and *Making Change Stick*. The *Tell Me More* series now covers over a dozen topics, ranging from common goals such as weight loss, through to specific needs such as pre/post natal, as well as information on the numerous benefits of exercise, such as the *Sleep Smart* resource.



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# HOW TO FINANCE FITNESS EQUIPMENT

Choosing the right finance option can help you fit out your new club with the equipment you want, and open the doors, sooner.

**WORDS: ROB CHALONER**

**W**ith around 3,000 facilities across Australia, the fitness industry is a competitive one to enter. Starting your own club or fitness studio can be costly, especially in the early stages. Like any new business, large outlays of cash are initially required to cover operating costs (wages, rent, suppliers), which can put pressure on your cash flow.

And then there's your biggest and, arguably, most important initial investment: fitness equipment. Whether you're offering a fleet of cardio machines, free weights or a Pilate's setup, your costs can quickly skyrocket as you furnish your space. Having modern, high-quality equipment is key when competitors are touting 24-hour gyms, cut-price rates and even no contracts. Quality equipment can help you build clientele and play a role in retaining them.

So, if you're considering starting up your own facility, how can you afford to turn the club you dream of into a

reality? It's useful to know that there are various financing options available to take the stress out of acquiring new gym and fitness equipment, including finance lease, chattel mortgage and equipment rental. What, what and what? We'll look more closely at these in a moment.

It's also handy to be aware of the wide ranging nature of equipment that can be financed, including:

- cardio equipment such as indoor cycles, cross trainers, elliptical trainers and treadmills
- strength conditioning and free weights
- aquatic fitness equipment
- boxing and martial arts equipment
- floor mats and Swiss balls
- lockers and storage
- gym and retention management software
- vibration technology
- club cafe fit-outs
- POS and cash registers
- IT and telephony (including VoIP)
- reception desk, tables and chairs.

Loan amounts typically range from \$5,000 to \$250,000, with terms of between one and five years. So, let's take a closer look at those financing options.

## Equipment rental

This is an agreement between you and a financier in which the financier buys the equipment on your behalf and rents it back to you over a fixed period.

### Benefits

- Flexible contract terms (ranging from 12-60 months)
- Fixed interest rates
- Fixed monthly rentals (so all costs are known in advance)
- More cost-effective than paying cash upfront – making it perfect for gym equipment that has a short but useful life





- You can claim the rental payments as a tax deduction\*, making this one of the most tax-effective financing options available.

### Finance lease

The financier purchases the equipment on your behalf, and you then pay them a fixed monthly lease rental for the term of the lease.

At the end of the lease, you have a number of options available:

1. Re-lease the equipment for a further period.
2. Trade the goods in on new equipment.
3. Return the equipment to the lessor, but any loss is indemnified by you.
4. Make an offer to purchase the goods, but any loss is indemnified by you.

### Benefits

- Working capital can be preserved.
- Able to write off the net repayment. Business test applies (an ATO tax term).
- Fixed repayments due to fixed interest rate during contract term.
- Flexibility, as structured payment options may be available to coincide with cash flow.
- Equipment may be able to be maintained 'off balance sheet'\*
- Additional security usually not required.
- A residual on the lease can help lower monthly repayments, helping to free up cash flow.

Although GST is charged on the monthly payment and the residual value at the end of the lease, if the customer is registered for GST, they may be able to claim some or all of the GST from the lease rental and residual value as a credit on their next Business Activity Statement (BAS)\*.

### Chattel mortgage

Under a chattel mortgage, the financier advances funds to the customer to purchase business equipment, and the customer takes ownership of the equipment (chattel) at the time of purchase. The financier then takes a mortgage over the equipment as security for the loan.

Once the contract is completed, the mortgage is removed, giving the customer a clear title to the equipment.

### Benefits

- This product should be considered if you are on cash accounting, as you may be able to claim the GST in your next BAS\*.
- A deposit may be used to help reduce the size of the loan.
- GST will be charged on the purchase price of the equipment, but not the monthly rental fee or the final instalment.
- You may be able to claim the depreciation of the equipment as a tax deduction\*.

### Rent/buy option

You may also want to consider a rent/buy option, whereby you actually rent the equipment for the



### The 30-second article

- A number of options exist for the financing of fitness equipment
- These include finance lease, chattel mortgage, equipment rental and rent/buy option
- Loan amounts typically range from \$5,000 to \$250,000, with terms of between one and five years
- A wide range of equipment that can be financed, from cardio equipment and free weights to lockers and even software.

first 12 months. If the business is working and continuing to grow, you can then purchase the equipment by refinancing over a longer term, usually attracting better rates when you're more established.

### Benefits

- This gives you the safety net of walking away at the end of the 12 months should the business not work out.
- Rental payments are fully tax deductible.
- Ability to try before you buy.
- Renting is off 'balance sheet', meaning it doesn't affect your capacity to borrow for future expansion.

Although the benefits and implications of each of these financing options vary, the one thing they have in common is that they all offer you the ability to start earning revenues straight away, rather than having to wait until you've saved up enough capital. **N**

For more information about all of these financing options visit [stratton.com.au/equipment-finance](http://stratton.com.au/equipment-finance)

\*You should seek your own independent accounting advice.

**Rob Chaloner** is the founder and managing director of Stratton Finance and has over 15 years' experience providing finance and insurance solutions for equipment, cars, boats and more. [stratton.com.au](http://stratton.com.au)







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# RESEARCH REVIEW:

## WHAT GOES AROUND COMES AROUND?

A study sets out to test a manufacturer's claims that hula hooping using a weighted hoop stimulates muscle activity.

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

**Title:** A Six Week Trial of Hula Hooping Using a Weighted Hoop: Effects of skinfolds, weight and torso muscle endurance

**Authors:** Dr's McGill et al. (Dept of Kinesiology, University of Waterloo, Canada)

**Source:** *Journal of Strength and Conditioning Research* (ePub ahead of print, 2014)

**Introduction:** It is common for academics to encourage our students who need to complete research projects as part of their undergraduate studies to 'try and think outside the box'. And we have to admit that a number of very bright students have developed some quite ingenious research projects in exercise and sports science. Fortunately, it also makes for great teaching... and sometimes an interesting and surprising result emerges. Case in point: the physiological benefits of hula hooping. Yes, hula hooping.

The hula hoop dates back thousands of years, with Native Americans using hoops made of dried willow, rattan or stiff grasses in traditional dances for storytelling. The modern plastic version was designed in the late 1950s (allegedly inspired by bamboo exercise hoops seen in Australia) and gained huge popularity when Melin and Knerr's Wham-O toy company marketed them, with more than 100 million sold in two years. These days the acrobatic entertainers of Cirque du Soleil are performing some incredible moves with this humble 'toy'!

So, let's move on to the study by Dr McGill and his colleagues. We were surprised to see that the hula hoop has actually been researched since the 1960s – although, admittedly, only a couple of studies have been completed since that decade. Dr McGill's interest in the hula hoop stems from its use as part of the physical education curriculum in elementary school children across the Pacific, and also as part of a novel fitness program for young girls. Given Dr McGill is the director of the Spine Biomechanics Lab at the University of Waterloo, it's not surprising that his interest is in the potential benefits of the hoop on isometric back muscles and back pain.







***We were surprised to see that the hula hoop has actually been researched since the 1960s – although, admittedly, only a couple of studies have been completed since that decade***



**Method:** Dr McGill decided to conduct this study as the hoop manufacturer claimed that hula hooping with a weighted hoop (1.02m in diameter, 1.7kg), with a knobby surface on the inner ring, would stimulate muscle activity. To determine if there were indeed benefits, McGill and his colleagues recruited healthy females (30 to 60 years of age) with no history of back pain to complete a six week trial using a weighted hula hoop. They investigated variables such as anthropometrics (waist and hip circumference), torso muscular endurance (static V-sit for time), isometric endurance (planking front, right and left) and skinfold measurements (sum of 5: triceps, biceps, subscapular, iliac crest and medial calf). All participants attended a supervised class once per week and were instructed to use the hoop on their own for four additional times each week for six weeks. Both the supervised and unsupervised self-training programs started at 2 minutes in week one, progressing to 6 minutes; 14 minutes

in week 2; and 15 minutes in weeks 3 to 6.

**Results:** The program had good compliance, however, only a small number (n=13) of females participated. The researchers found a significant improvement (decrease) in hip circumference, which decreased by 3.4cm, and in the waist-to-hip ratio (-1.4cm). Surprisingly, there was no decrease in weight, or improvement in the isometric endurance (plank tests) or the sum of 5 skinfolds over the six weeks.

The authors commented that although there was no change in body weight, the most probable explanation was that there was a shift in body composition from the torso to the upper extremity.

**Pros:** An interesting study, and not unexpected to see that yet another manufacturer's claims are found to be unsupported. Admittedly, we thought we would have seen a significant improvement in isometric endurance. The participants did increase their V-sit by (on average) 19 seconds. However, participants actually worsened, slightly, on the left side plank and Biering-Sorensen spinal muscle evaluation. Also, skinfolds (triceps, iliac crest and medial calf) actually worsened.

**Cons:** The authors should have reported compliance for the supervised and self-training individually. Although a number of their outcome variables did not improve over time, the authors should have inquired (via a survey) whether the participants found the hula hoop to be an enjoyable form of non-traditional exercise. Given the high percentage of individuals not meeting the American College of Sports Medicine physical activity/exercise guidelines (> 150 minutes per week), perhaps hula hooping could be an attractive, enjoyable form of non-impact exercise to currently sedentary individuals. Consumers looking to improve health and fitness are constantly offered new fad products with promises of unsubstantiated results. In this case the new fad product was a return to a historical fad, the

hula hoop. While this form of exercise may be fun, this study is a reminder of a trainer's responsibility to objectively evaluate any new fitness trends and provide appropriate exercise choices for their clients. In the face of exercise fads, long established fitness methodologies often provide a more reliable exercise option. **N**

**Associate Professor Mike Climstein, PhD**

**FASMF FACSM FAAESS** is one of Australia's leading Accredited Exercise Physiologists. He is the program director of Clinical Exercise Science and co-director of the Water Based Research Unit at Bond University's Institute of Health & Sport.  
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**Joe Walsh, MSc** is a sport and exercise scientist. As well as working for Charles Darwin and Bond Universities, he is a director of Fitness Clinic in Five Dock, Sydney. [fitnessclinic.com.au](http://fitnessclinic.com.au)



### **The 30-second article**

- A study set out to test the claims by a hula hoop manufacturer that its weighted hoop stimulated muscle activity
- The study investigated variables including waist and hip circumference, torso muscular endurance, isometric endurance and skinfold measurements
- The researchers found a significant decrease in hip circumference and waist-to-hip ratio
- There was no recorded decrease in weight, or improvement in the isometric endurance or skinfold measurements.



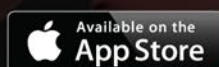
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# YES WE CAN USE POSITIVE CUEING!

Experience with eating disorders and body image issues led one instructor to banish weight-orientated cues and embrace a positive approach to motivation.

WORDS: CAT WOODS



## The 30-second article

- Using the motivation of a very slim body in promotional imagery and language reinforces the idea that group exercise is fundamentally about weight loss and punishing the body for indulgences or imperfections
- For participants to try and compete with each other or their instructor is pointless because we all have different physiology, lifestyles and priorities
- Societal and media fixations with dieting can be highly damaging to people with a predisposition to anorexia, bulimia or a binge eating disorder
- The language you use when instructing group exercise is incredibly important in engendering a positive body image.

**'B**

urn off that Christmas indulgence! Cinch your waist! Slim your thighs! One more rep!

I've heard each and every one of these lines as a participant in group exercise classes. Whether it's a weight workout, balance or Pilates class, the temptation to use the motivation of a slimmer body is the easiest option for instructors.

The easiest, but not the best, because it reinforces the idea that group exercise classes are fundamentally about weight loss and punishing the body for indulgences or imperfections. The same motivational tool sells detox kits in the pharmacy, and 'rapid fat loss' pills, shakes and books.

I have spent a lot of time over the past 15 years in fitness facilities. I began working out at the age of 16, doing my own circuit of the machines. The posters for BODYPUMP™ were alluring though, and I decided to give it a go, initially hiding away down the back in my baggy trackpants and hoping nobody noticed me getting it all wrong. Though I gradually made my way to the front, where I could see and hear the cues and instructions more clearly, I remember vividly what

it's like to feel hugely intimidated in a group exercise class with all these bodies and expectations and agendas in such close proximity!

I now teach BODYPUMP™, Pilates and the class I founded, Ballet Sculpt. I have also survived eating disorders, including anorexia nervosa. I genuinely love Pilates, yoga and dance – all the elements of my class – and not for the long, lean muscles, but for the joy of movement and the ability to really focus and go into a moving meditation while challenging balance, alignment and body awareness. The fact that I feel stronger and maintain my healthy weight is also important to me, of course, but using weight loss and an ideal body image to motivate? Not on.

The environment I try to foster in my Ballet Sculpt class is one in which every participant embraces what they are capable of at that moment, in terms of strength, flexibility and endurance. Trying to compete with one another (or with me) is pointless because we have different builds, different lifestyles, and different priorities. I sometimes hear women lamenting that their stomachs aren't what they were 'before the kids'. Perhaps not, but you also couldn't do a perfect arabesque a





year ago, so why not focus on that positive instead?

A recent forum on eating disorders in Victoria raised the alarming fact that eating disorders had the highest mortality rate of any psychiatric disorder, and that one in five sufferers of anorexia

### Lessons learnt from body image battles

An article in *Dance* magazine this year spoke to several professional dancers about their body image battles. The same advice they shared also applies to group exercise instructors and personal trainers.

*'Don't let thoughts control your body language. Don't show that you are insecure and maybe you will fool yourself into being secure.'*

**Sarah Hay**

*'You can always improve areas you are weak in. But there is a limit to what you can do physically in terms of changing. Be comfortable in your own skin. If you are insecure with your body, nobody else is going to like it. You have to say, 'This is who I am.'*

**Xiao Nan Yu**

*'I learned that imperfections are not to be feared. There is no one mould. Embrace yourself as an artist; that's what makes you feel beautiful.'*

**Rachel Sherak**

nervosa commits suicide. The director of the Butterfly Foundation, Christine Morgan, said societal pressures, a fixation with dieting and photographs of celebrity mothers with washboard stomachs could be poison to someone with a predisposition to anorexia, bulimia or a binge eating disorder.

I view my role as a group exercise instructor as an honour. I get to educate and inform, but I also get to inspire and motivate a diverse group of men and women every day. It is my goal that they walk out of my class feeling good – physically challenged, perhaps a little sore, but also invigorated and excited about what they've achieved.

### Positive language and cues

This comes back to motivational cues and focus. As a group exercise instructor, the language you use is incredibly important in engendering a positive body image.

While instructors are particularly prone to idealising a super lean and muscular body, we are not popular and successful only because of our body size and shape.

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





*I view my role as a group exercise instructor as an honour. I get to educate and inform, but I also get to inspire and motivate a diverse group of men and women every day*



To believe that is to be lazy about being skilled and constantly seeking to better our fitness knowledge and teaching methods. Rather than talk about 'burning off dessert' or 'slimming your tum', I talk about developing grace, co-ordination, style, elegance and expression. I talk about how a movement should feel and which muscles we're trying to engage. I talk about stability and strength and the benefits of a strong, balanced, extended posture, because it does so much more than make you look leaner – it supports healthy joints, muscular and digestive function. It also makes deep breathing easier, and your movements more graceful and controlled.

Sure, it's not the glossy two-second marketing trick that 'whittle your waist!' is, but long after the body image beat-up that some instructors inflict on their classes is over, my class participants will be back, whatever their size and shape, because they want to be strong, feel confident and challenged, and discover how fantastic it is to be truly fit and at peace in their skin. **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](http://catcore.blogspot.com) and [@catty\\_tweeter](https://twitter.com/catty_tweeter)

### Tips for positive motivation

- Use strength, agility and endurance to motivate.
- Focus on the target muscles and how it should feel, i.e. 'You want to focus on contracting through the belly of the bicep to lift...'
- Avoid using guilt and shame to motivate by banishing phrases such as 'burn off dessert', 'thin your thighs', 'hone your hips' and 'whittle your waist'
- Avoid criticising your own appearance or ability – you're a role model to your class!
- Encourage participants to praise what they achieved rather than focus on areas they might feel less confident in. Remind them it takes time and patience to make meaningful progress.

## YOUR LAST CHANCE TO "GET LEGAL"!

Following the switch-over to digital television last year, the wireless range 694-820MHZ must now be vacated for the government's Digital Dividend. This affects every fitness club that purchased wireless mic systems before 2011, including our FA SU800 series. The good news is prices have come down and we are now offering two wireless transmitter options with our Mini Tx joining the ever reliable Fitness Audio Beltpack in the legal range. Replacement transmitter and receiver packages start at **\$550**, with a trade-in credit or cashback from **\$65** available on your old system. If you need a new headmic we also have these offers for you:



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# SELL THE SMALL GROUP DIFFERENCE

## AND DRIVE REVENUE

Are you maximising the prestige and revenue of your small group training product?

WORDS: TIM ANGEL

**I**n the past couple of years, small group training (SGT) has had a big impact on the global fitness industry, with most clubs, studios and outdoor trainers now offering some form of this training model. Wearing my multiple hats of manager, PT and group fitness instructor, I've watched this industry development with much interest. While it would be unwise for fitness businesses to ignore this trend, I do wonder whether some are simply adopting SGT because they feel they should, without really maximising the prestige and revenue that the approach enables.

Many members and participants will be unclear what the difference is between regular 'classes' and small group training. They're both exercise done in groups, so what's the deal?

From a set-up perspective, SGT has some clear points of difference:

- Lower fitness professional/participant ratio (fewer people)
- Different training room, area, environment
- Specialised equipment not available in group exercise
- Style of training not available in group exercise or in one-on-one
- Higher intensity, pushing participants to their limits
- Within session challenges.

Many would argue that these differences are enough to separate SGT from group exercise and justify an additional fee, but what is the *real* difference? What is the difference in the experience for the member? Why should they pay for a session if, to them, it seems to

be similar to group exercise, only with fewer people and in a new room?

As a club manager these are questions commonly heard among the rumblings of the client base. The answer may be in the language we use, the delivery (coaching rather than instructing), and in building prestige.

### The language

When implementing SGT in our club, much care was taken to deliberately use different language when referring to small group training. For many of us with years of group exercise instruction under our belts, the default word used when describing a scheduled exercise session with a group of participants is 'class'. If we are to build prestige around SGT and separate it from group exercise, however, we should remove this word from our vocab. 'Class' implies teaching and instruction. At our club we prefer to say 'session' – a term that most in the industry would associate with personal training, which has an element of prestige attached to it. The difference is then more obvious when members ask us to explain the fee attached to the session as opposed to the class.

Similarly, referring to the session facilitator as an instructor, as opposed to a coach or trainer, also blurs the lines between SGT and group exercise. A group ex instructor's role is to provide verbal and practical demonstration. It is unrealistic to expect one instructor to be able to address the individual needs of up to 50 people, whereas in SGT there is greater emphasis on coaching, motivating and drawing out the best performance from each participant.

Referring to the facilitator as a coach or trainer, therefore, emphasises the prestige of SGT.

### The delivery

Once we, as facilitators, can identify ourselves as coaches we must deliver on the expectation. The fitness industry currently has SGT trainers with a range of backgrounds and qualifications, from certificate IV personal trainers to certificate III fitness instructors and group exercise instructors. Transitioning from the default behaviours of the latter (on stage and demonstrating), to SGT coach is not always easy. To this end, I've found that some of the better SGT coaches have transitioned from personal training rather than group exercise, but that's not to say that the behaviours cannot be learnt.

The difference is in the approach. The mindset. As group exercise instructors we view our participants as exactly that, participants. As coaches, however, we need to regard those taking part in sessions as clients. The flow-on effect of this is accountability and connection. Therefore, recruitment of the 'right' coach is imperative.

I work as both a group exercise instructor and an SGT coach, and approach both roles very differently. As a coach:

- I'm not there to get a personal workout. I am a professional. I get paid to facilitate an individual experience, motivate and challenge







clients. While I will demonstrate various exercises to ensure correct execution, I am not there to work up a sweat. I give personal attention to each client, getting 'in their face' and making sure their form is A1.

- I know every person in my session. I have their phone number and email address. I build anticipation to the session. I monitor their progress and drive them toward success. We correspond between sessions. I also know who is booked in, and if I notice a regular is not signed up then I get on the phone to keep them accountable.
- I actively recruit clients to my sessions. I don't ask people to attend, I tell certain people 'you should train with me' or 'you need to train with me'. Again, this builds prestige, noticing people that need extra attention or to take their training up a gear.

### Selling the experience

As a manager I occasionally need to challenge our coaches when sessions are not performing to their full potential. I always ask the coach what they think would assist in maximising their sessions. The usual response refers to marketing: 'Well maybe a poster or a flyer, and if the trainers could talk about it on the floor...' Wrong answer! A good coach should be able to drive the session, keep clients accountable and actively recruit new clients through

their interactions.

The fact is, SGT sessions should be an 'easy sell'. The product is phenomenal: you are essentially offering personal training at a significantly reduced rate. Again, it is all in the approach. If we approach it with the mindset of an instructor we will have transient accountability. On the other hand, if we approach it as a coach, we will command prospective clients' attention, drive motivation and maximise participation.

When members are presented with the range of organised exercise options available at a facility, it can be easy for them to erroneously believe that SGT is a group exercise class. This happens when the first option they are told about is the group exercise timetable. As such, the prospect sees a nice array of classes and then another timetable of 'sessions' that you pay for. Let's flip that and first present personal training as their best training platform. You then talk about price and come to a financial objection. No problem, you can then provide small group training as a more cost-effective alternative that still features personalised attention. By presenting them in this order, the first option is perceived as an added cost (and for some, of course, this is still appealing), whereas the second option is perceived as offering a saving. Along with the language and delivery differentiations, this approach clearly separates SGT from group exercise.

The key to driving the success of



### The 30-second article

- The differences in physical set-up alone are not enough to differentiate SGT from group exercise classes
- To build prestige and justify an additional cost for sessions, you need to focus on the difference in the experience for participants
- Subtle differences in language used in relation to SGT will differentiate it from group exercise
- The delivery of SGT must be more akin to personal training sessions, with more personalised interaction, attention to individual form and accountability.

SGT is to clearly establish its points of difference from group exercise. The set-up, language and delivery of the session are imperative to its success. If your coaches, sales team and instructors are not clear about these differences, the message will be diluted and the value of the 'session' lost, minimising your capacity to capitalise on an excellent product. **N**

**Tim Angel** is the centre director of Macleod Recreation and Fitness Centre in Victoria. A health and wellness specialist with a passion for delivering outstanding personal training, small group and group fitness experiences, he prides himself on his team's delivery of 'on the ground' services.



# HELP KIDS GET SPORTS PROFICIENT

By helping young children develop their fundamental motor skills you can boost their confidence and help them gain greater enjoyment from sport and physical activity.



**C**hildren do not automatically become proficient at sports. Some will be naturally more adept than others, but they all need to be taught fundamental motor skills and given the opportunity to progress through stages.

Motor skills are voluntary, learnt movements made by the human body to achieve a task, such as a child twisting their body and moving their arm to throw a ball. By mastering fundamental motor skills such as a basic sprint, vertical jump, side gallop and leap, children will have the basic skills needed to participate in sport.

So, as a parent or carer, which fundamental motor skills can you help develop in the young children (approximately primary school-aged) you care for?

Aim to incorporate skills such as running, side-stepping, jumping, catching, throwing and hitting a ball into children's playtime. Create simple games that incorporate these motor skills, such as tying a ribbon around a higher item and seeing if the children can jump and touch it. Turning the activities into games will encourage greater enthusiasm and participation than simply getting them to run back and forth over a distance.

## Start simple and gradually progress

Sports often feature lots of moving elements and multi-tasking that can be overwhelming for a child. Help them get comfortable with these 'open motor skills' by stripping the game back to its basic elements and gradually piecing them together. For example, start by throwing and catching a ball when you and the child are stationary, then progress to throwing the ball to the child while they are moving, and then to throwing the ball while the child is moving and another child tries to intercept.

Progression not only enhances development, it can also help children's self-esteem by matching their abilities to the task.

## Teaching your child new skills

When teaching a child a new skill you should:

- keep instructions to a minimum to avoid information overload
- focus feedback on the key elements taught, not on performance outcomes
- clearly explain how to correct errors
- provide lots of encouragement and keep it fun
- keep the environment as neutral as possible, i.e. more static elements
- observe the child for signs of fatigue and respond appropriately.

When you can see that the child no longer needs to think about every facet of the movement, and they are performing it with more fluidity, they are in the 'associative stage' of motor skill learning.

At this stage you can start to:

- incorporate goal and performance-oriented games, such as challenging them to see how many times they can throw a ball through a hoop
- encourage them to incorporate their own unique style of movement, as long as it doesn't put them at risk of injury.

By incorporating fun games that encourage running, side-stepping, jumping, catching, throwing and hitting, you can help your kids develop their fundamental motor skills, increase their confidence and gain greater enjoyment from sports and physical activity.

**Kelly Sumich** is the author of *Coaching Children: Sports Science Essentials* and *Kids Exercise Programs Done for You*. She is the founder of the Sports Science Education Institute. [sportsscienceeducation.com.au](https://sportsscienceeducation.com.au)





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## Listening, responding... and inspiring!



When the days are long, the sun is hot and the gyms are crowded it can mean only one thing – Summer has arrived! Here at Network HQ it also means that FILEX is just around the corner. We've been working night and day to put the finishing touches to the 2015 program, and it's definitely paid off, as you'll discover when you check out the new-look brochure included with this issue of *Network*!

Our FILEX planning committee has taken all the feedback from recent events into consideration in order to evolve the convention and deliver both the content and structure that our community wants.

In response to the ever-changing nature of our industry, we have created a new Group Training strand, packed with sessions designed specifically for trainers and instructors who work in this fast-growing segment of the industry. All sessions in the Group Training strand (as with all strands at FILEX) are delivered by world class presenters who are true experts in the field.

After carefully considering the program structure, we have come to the realisation that we can fit more into your FILEX weekend by changing the session durations. In the program you find a mix of 60, 75 and 90-minute sessions, all specifically designed to maximise your learning and fun.

Plus, to show how much we value our members, we have frozen the Network Member registration rates for FILEX 2015. This means that the investment required to attend the event is the same as it was last year.

Finally with Christmas almost upon us, I'll take this opportunity to wish you and your family a happy and healthy holiday season, and all the best for the New Year.

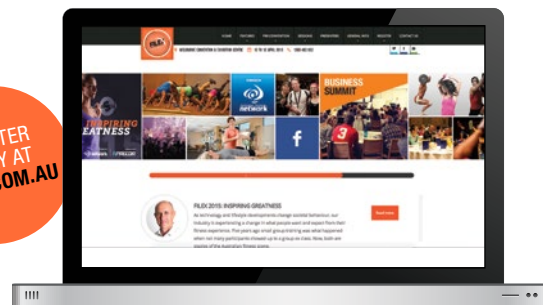
Until next time,

*RH*

**Ryan Hogan, CEO**  
ceo@fitnessnetwork.com.au



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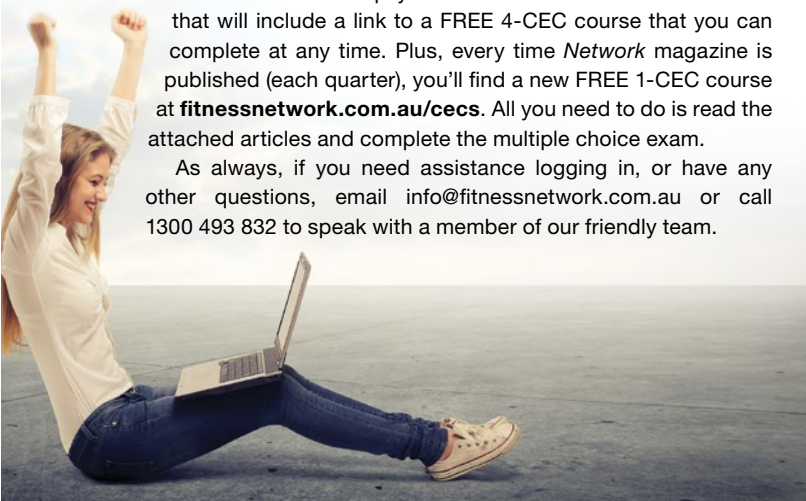
## Network Membership to provide more CECs at no extra cost

From 1 January 2015 being a Network Member will provide you with access to 8 CECs per year at no extra cost – an increase from the current 6 CECs.

Why the change? After reviewing the way it allocates CECs, Fitness Australia has removed allocation of CECs for membership of organisations, and increased the emphasis on earning credits for proven continuing education. Network welcomes this as a positive move that encourages measurable learning, and as such has increased the amount of CECs that members can earn by completing online courses – at no additional cost.

So, how do you earn these 8 CECs per year? When you renew your Network Membership you'll receive an email from Network that will include a link to a FREE 4-CEC course that you can complete at any time. Plus, every time *Network* magazine is published (each quarter), you'll find a new FREE 1-CEC course at [fitnessnetwork.com.au/cecs](http://fitnessnetwork.com.au/cecs). All you need to do is read the attached articles and complete the multiple choice exam.

As always, if you need assistance logging in, or have any other questions, email [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au) or call 1300 493 832 to speak with a member of our friendly team.



## In your expert opinion...



**Stephen Parker, SkyFit Program Developer, [skyzone.com](http://skyzone.com)**

**Q** After completing my Certificate III and/or IV in Fitness with my training provider, what should I do next?

**A** Firstly, congratulate yourself on completing your certification! You now need to complete a few more courses and requirements before you're employment-ready.

In addition to your fitness qualifications, you also need to hold current Australian First Aid certificate (valid for three years) and CPR certificate (valid for 12 months).

It's highly recommended that you become a Registered Fitness Professional (with Fitness Australia or Physical Activity Australia), as it is a requirement for most employers. By doing so, you maintain our industry standards by committing to continuing education – from attending workshops, conventions and seminars, to completing online courses – which keeps your knowledge up-to-date.

I also recommend you take out your own public liability and personal indemnity insurance. You can never be too careful, and the premium is tax deductible. A few companies sell fitness professional policies, including Australian Fitness Network.

The above areas will get you employment-ready. My best advice for you though, is to get as much mentoring as you can. Watch and learn from your peers' experience to see how to put your training into practice.

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

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



## WHAT'S ON?

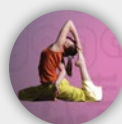
As you relax and recharge this holiday season, why not take some time to plan some professional development to get your 2015 off to a flying start? Details of all the courses and events below can be found at [fitnessnetwork.com.au/calendar](http://fitnessnetwork.com.au/calendar)



### YogaFit Fundamentals Instructor Training

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

**13 to 15 Feb & 20 to 22 Feb** Sydney, NSW  
**25 Feb to 2 Mar** Melbourne, VIC



### YogaFit Level 3

Break down 20 new YogaFit poses and sequences, and learn to provide safe and effective hands-on physical adjustments.

**16 to 17 Feb** Brisbane, QLD



### YogaFit Seniors

Increase strength, endurance, flexibility, balance and overall wellness by modifying original YogaFit classes to create workouts that challenge yet honour the ageing body.

**18 Feb** Brisbane, QLD



### FILEX Pre-Convention Workshops & Summits

The day before the 3-day FILEX Convention kicks off, choose from a fantastic array of workshops, or the prestigious Business Summit or PT Business Summit events.

**9 April** Melbourne, VIC



### FILEX 2015 – The Fitness Industry Convention

Get ready to be inspired and inspire others as you learn from the best of the best at the Southern Hemisphere's largest fitness convention, held alongside the Fitness & Health Expo.

**10 to 12 April** Melbourne, VIC



# GETTING SOCIAL

What got Network's online community Liking, Commenting and Sharing over the past few months?

## The Massive Fitness Trend That's Not Actually Healthy At All

A phenomenal number of people responded to a link to a blog in which the author criticised what he saw as 'the militarisation of fitness ...and general glorification of pain.'

**Kirstin:** *It's about balance! Only took 2 bouts of adrenal exhaustion and injuries to work that one out!*

**Paula:** *Well said! "Less is more" is a great mantra!*

## This is what Mr Average Australia looks like

A link to an article that used BMI (Body Mass Index) to compare 'The Average Aussie Man' with men from other nations led to a debate on the validity of BMI.

**Graeme:** *BMI is a complete BS measurement. Every NRL & Rugby player would be overweight on that score and some obese*

**Sean:** *This is exactly what the BMI index was designed for, to give a general overview of the general population.*

## In case you missed the 80s...

A link to a video clip of the US National Aerobic Championship from the 1980s proved irresistible viewing as we were bewitched by the astounding display of athleticism and lycra...

**Ana:** *I miss the 80s!*

**Josh:** *My eyes! My eyes!*

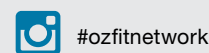
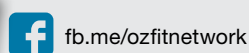
**Louise:** *I love it! They are so bouncy and smiley*

## Low Carb Diet – Fat or Fiction?

A link to an episode of ABC's Catalyst examining the health benefits and potential risks of a low carb diet brought out the advocates of – and the opposition to – low carbohydrate diets.

**Jamie:** *This is a MUST WATCH documentary*

**Michael:** *Pfffttt... carbs are fuel. Energy. Try functioning without any. Idiots.*



Share your fitness pics! instagram **#ozfitnetwork** or email your snaps to **editor@fitnessnetwork.com.au**

## WELL, THAT WAS INTENSE...

In keeping with Network's 2014 theme of Embracing Change, we added a new event to our event calendar, the Network Intensive Training Summit – NSW. Held on 19 October at Sydney Olympic Park and co-located with the Fitness Show – NSW, a localised version of the Fitness & Health Expo, it was one day of bumper fitness learning.

The Summit provided over 100 delegates with the chance to take an in-depth look at two of our industry's hottest topics, training women, and training small groups. Delegates experienced hands-on and comprehensive research sessions, with presenters all taking the time to answer questions and chat with those in attendance.

'I thoroughly enjoyed the day and found it very helpful – personally,



as well as in my work. I've immediately begun implementing some of the ideas' said Summit attendee Liz de Vrie.

Stay tuned for details on the next Network Intensive Training Summit by following Network on Facebook, Twitter and Instagram (details directly above!)





# MEMBER PROFILE:

**MARY BACON**

**PT & TRIGGER POINT THERAPIST, NSW**



## Where do you live and work?

I live in the inner city of Sydney and work in Crows Nest and Baulkham Hills

## What's your main role in fitness?

My main role is as a one-on-one PT. I also train couples that want to get fit and fall pregnant. I do trigger point therapy and active muscle releases.

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

Six months after the birth of my first baby I joined a gym and got hooked on aerobics. I proceeded to do the ACHPER fitness leader course in 1989. Fast forward through 26 years of continual industry education and today I'm the author of *Pregnant, Fit and Fabulous*.

## Describe your typical day

I like to pack a lot into my day, so I get up at 4am. From that point on I train my morning clients, do my own workout, design and develop clients' programs, go through food diaries, work on social media posts, action emails, and do some forward planning for media exposure and networking.

## What skills are needed in your role?

Being skilled in training techniques and methods to get clients results is critical, of course, but it's also really important to have people and listening skills in order to

build rapport, trust and relationships in this business. Time management and financial planning are crucial.

## What are the best and worst aspects of your job?

The best aspect of my job is the fact that I am my own boss and can work my own hours and take holidays when I choose to. I have an amazing clientele whose generous and honest feedback is very rewarding. Becoming an expert in something – in my case, pregnancy and exercise – is very satisfying.

The worst aspect was when I became a single mum. Managing a PT business and home life with children was a major challenge – it got physically and emotionally exhausting.

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

English is my second language, so for me to write a fitness book was a real stretch. I felt so inadequate in my English that I didn't feel I was good enough to publish.

## And your greatest highlight?

Publishing my book on Amazon, and my first pregnancy article in *Fitness First* magazine.

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

I would like to be the go-to expert/spokesperson for pregnancy and exercise on the media circuit.

## Who has inspired you in your fitness career?

First and foremost it's Matt Church and Lexie Williams – a dynamic couple who walk their talk. Matt's entrepreneurial spirit has been inspirational to me. Robbie Parker is also a legend. And, lastly, my great friend John Biggaton, a strength and conditioning coach who directed me to the best rehabilitation courses in this industry.

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

I take inspiration from the following quote from Marianne Williamson's book *A Return to Love*:

*'Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves; who am I to be brilliant, gorgeous, talented or fabulous? Actually, who are you not to be? Your playing small does not serve the world.'*

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

Jillian Michaels, Justin Tamsett, Janine Shepherd, Susie Burrell and Chris Smith. This would make for an interesting dinner party with real deal people. These are people who play big with a humble heart.

## Want to be profiled in the next issue?

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



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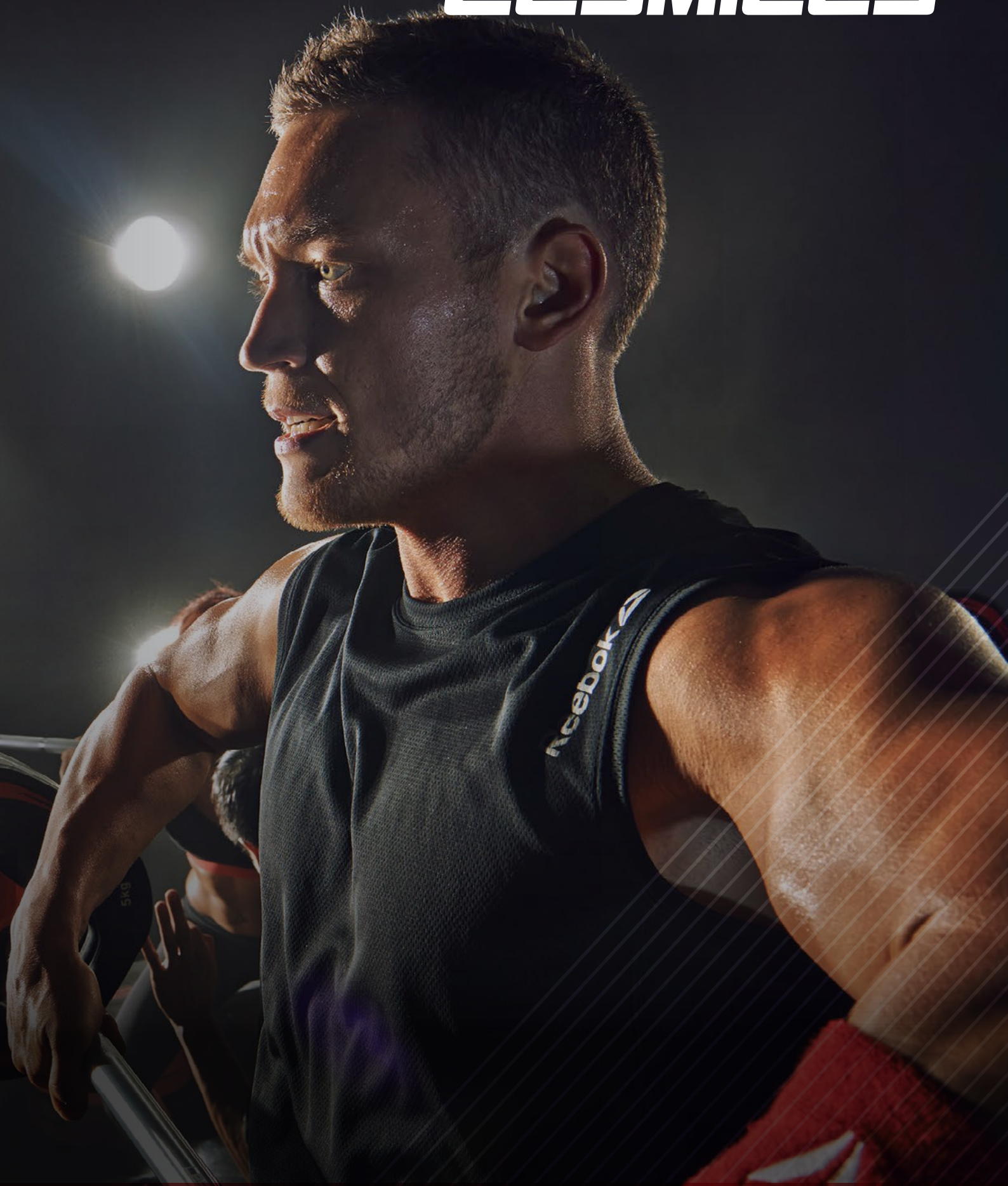
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# INJURY & REHAB

## AVOID LOWER BACK AND PELVIC INJURIES IN PREGNANT CLIENTS

By training your pregnant client to maintain physical fitness you can help her avoid injury and increase the likelihood of a good birthing experience.

WORDS: JENNY DOYLE

**M**any physical changes occur during pregnancy in order to prepare the body for giving birth. When training a woman during her pregnancy, it is important to understand how these changes affect her, so that you can help her avoid sustaining common injuries and musculoskeletal problems. These include lower back pain, sacroiliac pain, pubic symphysis dysfunctions and pelvic floor dysfunction, among many others.

Significant physiological changes experienced during pregnancy include increased cardiorespiratory capacity, and musculoskeletal, hormonal and other physiological adaptations. Hormonal changes during pregnancy cause increased mobility of the joints, which can often result in lower back or sacroiliac pain. Balance may be affected by changes in posture (Butler et al. 2006), which can increase risk of falling. A reduction in muscle strength and tone has also been

documented. All of the above can affect physical performance and increase the likelihood of musculoskeletal injuries.

### Aims of exercise during pregnancy

There are three main aims when it comes to training a pregnant client:

1. Maintain fitness, health and optimal weight
2. Maintain or improve core strength (including pelvic floor)
3. Reduce musculoskeletal pain and problems.

The primary goal throughout pregnancy is to maintain physical fitness, not to increase it and lose weight. Exercise contributes to keeping the body weight within reasonable limits, which is important for the woman and the foetus. It is important to let your client know that her fitness will not improve while she is pregnant. Rather, let her know that the aim of her training program will be to prevent common musculoskeletal problems and improve her likelihood of having a good birthing experience.

The forms of physical activity that are recommended for cardiovascular fitness





include dynamic exertion using major muscle groups, such as brisk walking, swimming, aqua aerobics, cycling and rowing (Artal et al. 2003).

The recommended dose of exercise for a woman during pregnancy is three to five times per week for at least 30 minutes at moderate intensity (betterhealth.vic.gov.au). Moderate exercise is defined as exercise or any activity that is equivalent in difficulty to brisk walking.

### Strengthen for prevention

Strength is key to injury prevention during pregnancy. By assisting your client to strengthen her core and global muscle systems she will benefit from enhanced support of the lumbar spine and pelvis.

#### Core strength

Due to the laxity of the ligaments and the reduction in muscle tone during pregnancy, exercises that activate the pelvic floor and the core without increasing intra-abdominal pressure are very beneficial. Pelvic floor muscle training during pregnancy has been found to improve muscular control, reduce lower back pain and prevent urinary incontinence during pregnancy and after childbirth. Pelaez et al. (2013) found that women who performed a structured pelvic floor program three times per week experienced reduced leakage during pregnancy compared to a control group.

Pilates is a great form of exercise for pregnant clients because it is low impact, emphasises posture and body alignment and can reduce the risk or severity of incontinence through facilitating pelvic floor muscles.

#### Global muscle strengthening

Once the core is functioning optimally, the next goal should be to strengthen the global muscle systems to provide support to the lumbar spine and pelvis during this vulnerable time. This can be done with exercises which integrate the muscle sling systems, which are groups of muscles that work together to provide stability across the pelvis.

The anterior oblique muscle system (AOS) spans across the front of the pelvis and is an important stabiliser of the lumbar spine and pubic symphysis. The AOS incorporates the adductor muscle and the contralateral oblique muscles. Exercises that work the anterior oblique system include:

- Sitting on Swiss ball with knee lift
- Standing woodchop with knee ball squeeze.



***The primary goal throughout pregnancy is to maintain physical fitness, not to increase it and lose weight.***



The other important global muscle subsystem is the posterior oblique system (POS). The muscles that comprise the POS are the largest in the body – the latissimus dorsi and the contralateral gluteus maximus muscles. These muscles work together to exert forces on the body that compress and stabilise the sacroiliac joints and hence the pelvic girdle.

These muscle systems also stabilise the lumbar spine and enhance the transference of force across the body (proximally to distally). Exercises which integrate the POS system include:


- Squat to row/lat pull down
- Bridges on Swiss ball with lat pull down using banding.

The most commonly prescribed combinations

of sets and repetitions for strength training that have been recommended for pregnant women are 12 –15 repetitions in two to three sets (Penny, 2008).

### Avoiding injury when training pregnant clients

- Heavy weight training and contact sports, or anything with high risk of falling over, should be avoided (Kader et al. 2014)
- Avoid prescribing any exercises that increase intra-abdominal pressure and breath holding (e.g. crunches!)
- Advise your client to avoid lying supine after four months of pregnancy
- Keep exercises low impact
- Avoid activity that requires rapid changes of position, because blood pressure drops in the second trimester
- Encourage your client to have a carbohydrate snack 1 to 2 hours before exercising, because pregnant women use carbohydrates at a greater rate during exercise.

Although precautions need to be taken, there are a number of evidence-based recommendations advising that all pregnant women without medical risk can achieve great health benefits through physical activity. Certain forms of cardiovascular exercise, and specific conditioning work for the lower back and pelvis to maintain strength and stability, can help reduce common musculoskeletal injuries. 



#### The 30-second article

- Many physical changes that occur during pregnancy can affect physical performance and increase the likelihood of musculoskeletal injuries
- The primary goal throughout pregnancy is to maintain physical fitness (not increase it) in order to avoid injury and improve the likelihood of a good birthing experience
- By helping clients strengthen their core and global muscle systems, they will benefit from enhanced support of the lumbar spine and pelvis.
- Although precautions need to be taken, most pregnant women without medical risk can achieve great health benefits through physical activity.

**Jenny Doyle, BSc (Hons), MSc, MCSP, MAPA** is a physiotherapist, sports scientist and clinical Pilates instructor with extensive clinical experience. She works with Active Anatomy Physiotherapy which runs health professional rehabilitation workshops across Australia. [activeanatomy.com](http://activeanatomy.com) and 02 9451 9014.



# WHAT IS...?

## F45 TRAINING

Combining the industry trends of group training and functional fitness, F45 delivers premium team training in a boutique studio environment.

**F**45 Training is a team-based, functional training facility that places a huge emphasis on the 'three key factors' of motivation, innovation and results.

At F45 (the F stands for functional), no program is ever repeated, making every workout a unique experience. The creators of F45 describe each studio as an 'ecosystem that develops incredible physiques and strong camaraderie', thanks in part to initiatives like the live DJ sets on Saturdays.

The system must be working, because F45 is the fastest growing network of fitness studios in Australia, with 40 studios currently open all over the country (due to be 65 by the end of this year), and another 40 licenses sold. Its ambitions aren't restricted to these shores though, with studios already open in New Zealand and plans underway to launch in India, Asia, the US and the UK.

With group training and functional workouts available at almost every facility these days, what makes F45 different? Its creators identified an opportunity to deliver premium team training services in a boutique studio environment. The workouts feature no power lifting or technical lifting, and the facilities are highly systemised, feature integrated technology in the form of video workout demonstrations and strive to be female-friendly – some of the reasons the membership of the facilities is 70% females and 30% males.

F45 offers 10 customised training systems, 10 unique circuit movement patterns, 15 different timing modules, over 1,000 exercises, and workouts that change every day. The aim is that clients remain motivated and challenged, and hence achieve great results. The workout training systems are individually branded and patented, each having unique identities. Licensees of F45 studios receive all of these training systems, timing modules, video workouts and F45-branded DJ playlists.

While some group training models shy away from the term, the creators of F45 proudly declare it to be a cult that has to be experienced to be believed. Along with the growing band of devotees, celebrities including Ricky Martin, Joel Madden and Nicole Richie have also taken them up on their offer. **N**

### MORE?

If you want to experience F45 Training at a studio near you, or if you're interested in becoming a licensee, visit [f45training.com.au](http://f45training.com.au)







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# TRAINING KIDS

## FOR SPORTING DEVELOPMENT

By incorporating fundamental motor skills into children's training and daily activity, you can increase their sports proficiency.

WORDS: KELLY SUMICH

**C**hildren do not automatically become proficient at sports. Some will be naturally more adept than others, but they all need to be taught fundamental motor skills and given the opportunity to progress through stages.

### Fundamental motor skill development

Motor skills are voluntary, learnt movements made by the human body to achieve a task, such as a child twisting their body and moving their arm to throw a ball. Sadly, a recent study by the University of Sydney found that children's motor skill development is on the decline. Only 10 per cent of children in the research were able to master the four

expected gross motor skills of a basic sprint, a vertical jump, a side gallop and a leap by Year 2. These fundamental motor skills are important to ensure children have the basic skills needed to participate in sport.

The researcher, Dr Louise Hardy, was quoted as saying that 'parents mistakenly believe that children naturally learn these fundamental movement skills. But children need to be taught them'.

So as a personal trainer, coach or parent, what are the fundamental motor skills you should focus on developing in the children you train or care for?

Aim to incorporate skills such as running, side-stepping, jumping, catching, throwing and hitting a ball into children's exercise development programs. Jumping, throwing and catching start to become more refined around the ages of nine or 10, and hitting at a later age – around 14. Create simple games that incorporate these motor skills, such as tying a ribbon around a higher item and seeing if the children can jump and touch it. Turning the activities into games will encourage greater enthusiasm and participation than simply getting them to run back and forth over a distance.

### Adjusting the difficulty of a motor skill

Think about the sport of netball. If a child is placed in a game without background development in the fundamentals then they will be overwhelmed. There is so much happening: they need to run, catch, look for someone to throw the ball to, work around opponents, determine areas they can run in and areas that are off limits. Netball has a large number of 'open motor skills'. This means that the sporting environment has many targets and objects in motion and/or that they are in a constantly changing environment. To make an activity easier, environmental changes need to be restricted.

For example, you would start with the child throwing the netball to another child,







with neither of them moving. Then you would progress to throwing the ball to a child while they were moving, and then to throwing the ball while the child was moving with an opponent trying to intercept. It's clear to see how you can make the activity more difficult by adding or changing elements. Progression not only enhances development, it can also help children's self-esteem by matching their abilities to the task.

## Matching your teaching style to the child's motor skill learning stage

When a child is learning a new motor skill, they are deemed to be in the first stage of motor learning, which is termed the 'cognitive stage'. This is where the child focuses on the thought processes of each movement. For example, if they are being taught how to complete a serve in tennis, the child will separate the information presented into individual components to recreate the movement. The child will go to perform the serve and will be thinking of how to hold the racquet, how to toss the ball in the air, when and how to pull the arm back and when and how to strike the ball. The cognitive stage is characterised by a large number of errors and a low consistency in performance.

During this phase it is suggested that you:

- keep instructions to a minimum to avoid overloading the child with information
- focus feedback on the key elements taught, not on performance outcomes
- explain how to correct errors, as children in this stage will not know how to fix these themselves
- provide lots of encouragement and a fun focus as this phase of learning can be frustrating
- keep the environment as neutral as possible, so rather than pitching a ball at a child, for example, place the ball on a tee for them to hit
- recognise that learning a new skill can be emotionally and physically exhausting, thus observe the child for signs of fatigue and respond appropriately.

After some time a child will progress to the second phase of motor skill learning. This is termed the 'associative stage'. You can tell when a child starts moving into this phase when you can see that they no longer need to think about every facet of the movement. Their performance becomes

more consistent and they start to self-correct some aspects of their movement. This stage is still characterised with errors, some inconsistency and the need for some prompting regarding self-correction.

At this stage you can start to:

- incorporate goal and performance-oriented tasks, such as challenging them to see how many tennis serves they can get in the service box
- introduce more 'open' motor skills, such as placing them in a small game environment
- allow them more freedom to incorporate their own unique style of movement, as long as it doesn't put them at risk of injury or inefficiency of movement.

## Long term athletic development model

Sports scientists use Bayli's Long Term Athlete Development (LTAD) model as a guide to enhance children's long term participation in sport. It explains how overall training objectives change and develop as children age. It is also useful for fitness professionals, trainers and coaches, as it answers the question 'How hard should I be training children at age x?'

Obviously this model is a guide only, as children's rates of development vary, as do peaking ages for different sports. For example, gymnasts peak earlier than tri-




### The 30-second article

- Children need to be taught fundamental movement skills, they don't inherently 'know' them
- Gradually progress skills from simple, stationary tasks to more complex ones by increasing movement and changing environmental factors
- The first stage of motor learning is the 'cognitive stage', and the second stage, where the skills become more natural, is the 'associative stage'
- Bayli's Long Term Athlete Development (LTAD) model explains how overall training objectives change and develop as children age.



athletes, so the model will be scaled back or forward accordingly. The main thing to remember is not to train children too hard or too early, as this increases their likelihood of sustaining injuries, dropping out of the sport and being caused emotional burnout.

If you focus the training programs you develop for children to enhance their fundamental motor skills, make it fun, match the difficulty of the motor skills to their abilities and progress their activities along the lines of the recommended long-term athlete development model, then you will be giving them the best chance to reach their peak performance in the sports they participate in. 

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

**Kelly Sumich** is the author of *Coaching Children: Sports Science Essentials* and *Kids Exercise Programs Done for You*. She is the founder of the Sports Science Education Institute which offers short certification courses in training kids and athletes. [sportsscienceeducation.com.au](http://sportsscienceeducation.com.au)

## Long Term Athlete Development phases

### LTAD phase 1: the fundamental stage

Estimated age group: boys aged 6 to 9 years and girls aged 5 to 8 years.

The main objectives are to develop:

- fun and play-centred activities
- physical capabilities such as fitness, strength, balance and timing
- fundamental movement skills for the sport, such as jumping, hopping and throwing.

### LTAD phase 2: learning to train stage

Estimated age group: boys aged 9 to 12 years and girls aged 8 to 11 years.

The main objective is to introduce children to the fundamental skills of the sport. In Phase 1 the focus was on developing the basics of fundamental motor skills such as jumping, hopping and throwing. In Phase 2 these skills are transferred into a sporting context.

### LTAD phase 3: training to train stage

Estimated age group: boys aged 12 to 16 years and girls aged 11 to 15 years.

The main objectives are to focus on developing:

- physical capabilities to their potential, such as aerobic conditioning
- refined fundamental motor skills of the sport.

### LTAD phase 4: training to compete stage

Estimated age group: boys aged 16 to 18 years and girls aged 15 to 17 years.

The main objectives are to:

- prepare children for competition by designing training programs which help them gain optimal fitness levels
- establish a high standard of sport-specific skills.



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## Functional movement screening

After delivering Pilates and yoga certifications for many years, Elixr Education has recently added exercise science courses to its curriculum. Its world renowned FMS (Functional Movement Screen) and SFMA (Selective Functional Movement Assessment) exercise science courses are a must for personal trainers and allied health professionals who want to add functional movement screening to their repertoire. 2015 is shaping up to be a huge year for Elixr, as it will also be hosting presentations by industry legend Gray Cook (FMS/SFMA) and spine biomechanics guru Dr Stuart McGill. For details email [edu@elixr.com.au](mailto:edu@elixr.com.au)



## Anatomy and Kinesiology Flash Cards

Human Kinetics' Anatomy and Kinesiology Flash Cards allow you to conveniently learn the configurations and actions of musculoskeletal systems across 10 areas of the anatomy. A great learning tool to accompany your study of the Exercise Anatomy course advertised on page 57, these hand-held cards (65mm x 113mm) offer over 200 superior-quality illustrations. Search 'flashcards' at [humankinetics.com](http://humankinetics.com) and use the Network Member code 'network2014' at checkout to get your 15% discount off the regular price of \$30.20.



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# DO CALORIES REALLY MATTER?

A new model of obesity suggests that when it comes to weight management, quantity of calories consumed is not as important as ensuring that every calorie promotes optimum hormonal balance.

WORDS: MATT O'NEILL

**W**hy do some people fail to lose weight despite cutting calories and boosting exercise? And why do others appear to eat an unlimited quantity of food without gaining a kilo? New research is now questioning whether calories really matter and pointing towards a different dietary approach to achieve lasting results.

For years the theory has been that if you consume more calories than you expend, you'll gain weight, and if you then become obese you may be at a higher risk of metabolic defects like type II diabetes. Now, in 2014, US academic weight loss gurus professors David Ludwig and Mark Friedman have published a new model of obesity in the *Journal of the American Medical Association* (Ludwig, D.S. and Friedman, M.I. Increasing adiposity – Consequence or cause of overeating? JAMA. E1-2; May 16, 2014). Interpreted simply, they say that it's our metabolic chemistry and hormones that get mucked up first and then weight gain follows, not the other way around. Let's break that down.

## How we really get fat

The professors say that overeating, particularly of sugars and high-glycaemic index (GI) complex carbohydrates like white bread, trigger an increase in blood insulin level. Insulin's job is to clear the blood of sugars and fats and get these macronutrients into storage in muscles and fat cells. Insulin generally does this well, leaving lower levels of sugars and fats in the bloodstream. According to this new model of obesity, the drop in circulating metabolic

fuels in the bloodstream provokes hunger and increased food intake.

A vicious cycle emerges, in which overeating stimulates insulin production. The ensuing cravings cause more overeating, even more insulin and then eating again. A drop in circulating metabolic fuels may also act to reduce resting metabolic rate and the energy cost of moving muscles. So, calorie burning drops off too.

The concern is that this can be happening when someone is at a normal weight, and well before they realise a change in eating behaviour is required to avoid future weight gain and metabolic complications.

## The problem with cutting calories

The almost universal approach to counter weight gain has been to create an energy deficit, whereby you eat fewer calories than you expend. But dieting can exacerbate the biochemical dysfunction by further limiting

the shortfall in metabolic fuel availability in the bloodstream.

Restrictive diets also set off a series of other compensatory mechanisms that defend an individual's current weight. Energy expenditure decreases due to a drop in resting metabolic rate as the body seeks to conserve energy. Hunger levels also increase as your body attempts to get back denied dietary calories.

This explains why so many diets are doomed to fail. Your body fights back to restore the balance. And it looks like hormones are at the centre of how it all works.

## A focus on diet composition, not calories

Ludwig and Friedman say a focus on dietary quality over quantity is required to improve metabolic function. Their approach aims to reduce insulin release with a low-glycaemic index or low-carbohydrate diet, while not







## The 30-second article

- The total amount of calories consumed matters when it comes to weight loss, but the quality of the calories is of greater importance
- Restrictive diets, detoxes and cleanses can do more harm than good
- Focusing on hormonal balance rather than dietary restriction may offer better results
- Sleep and stress may affect hunger, and may need to be addressed when managing weight.

overly restricting calories.

In practice, this means eating a higher protein, moderate fat and limited carbohydrate diet with an emphasis on lower-GI carbohydrates, such as pasta, lentils, basmati rice and some wholegrain breads.

### Nourishment, not restriction

Other dietary components thought to create the positive biochemical environment necessary for weight loss include; a low refined sugar intake, high polyunsaturated-to-saturated fat ratio and a high omega-3 and low trans-fatty acid intake.

A high micronutrient and phytochemical content of the diet may also be essential for optimal metabolic function to promote weight loss. For example, adequate iodine for healthy thyroid function that keeps your resting metabolic rate firing.

The correct balance of intestinal bacteria may also influence how efficiently calories from food are absorbed, highlighting the potential role of probiotics and prebiotics for weight management. Some slimming diets eliminate dairy and so could be removing the exact foods – probiotic yoghurts – that benefit weight loss.

These new considerations also raise serious questions about how potentially damaging so-called liquid detoxes and cleanses are, when they effectively deprive the body of the wholefood nourishment it needs.

### Making every calorie count

So, bearing in mind these considerations, do calories still matter? Yes. You can't now eat

and drink as much as you like and still lose weight, but if you are eating a nutrient-rich diet aligned with good metabolic function and hormonal balance, you may be able to eat more food and total calories without gaining body fat.

Every calorie should offer your body nourishment. For example, eating omega-3-rich fish to reduce metabolic inflammation as well as provide protein, or fibre-rich wholegrains as a carbohydrate source that also enhances bacterial balance in the bowel.

What now matters is that every calorie you consume promotes optimum hormonal balance.

### Stress and sleep

The professors also highlight the role of stress and sleep in directly or indirectly influencing calorie uptake and storage into fat cells.

Research is mounting to show how stress can cause overeating by elevating the hormone cortisol, which stimulates brain neurotransmitters involved in cravings. Similarly, sleep deprivation and broken sleep has now been shown to ramp up the

hunger hormone ghrelin and interfere with other metabolic processes.

So, effective weight management is not just about food and exercise.

### Hormonal balance first

All of this considerable research is now pointing towards rebalancing hormones as the prime objective for any dietary intervention for weight loss. The idea is to create the correct biochemistry, which in turn switches the body onto fat burning mode, instead of fat storage.

Dietary advice for weight loss is becoming more complex, reinforcing the need for fitness professionals dealing with clients to recommend general guidelines for healthy eating that promote good hormonal balance. In conjunction with fitness programs, referral to a doctor or dietitian for a full assessment of dietary-related hormonal status may provide the best quality of care for clients. **N**

**Matt O'Neill, MSc (Nut&Diet)** is an Accredited Practising Dietitian, director of the SmartShape Centre for Weight Management and creator of the Metabolic Jumpstart nutrition system. [smartshape.com.au](http://smartshape.com.au)



***Interpreted simply, they say that it's our metabolic chemistry and hormones that get mucked up first and then weight gain follows, not the other way around.***



# HOW TO GAIN QUALITY LEADS THROUGH

## facebook



Can half an hour on social media really enhance your reputation and supply you with prospective clients?



**WORDS: KALINDA ATKINSON**

**O**ne of the most common complaints I hear from small business owners is that they can't justify spending time on social media because there isn't a clear and measurable return on investment. Owning a fitness business, whether you're a sole trader PT or manager of a club, means constantly juggling priorities, and social media often seems to lack the urgency to make it to the top of the To-do list.

I'm here to convince you otherwise. By spending around half an hour a day on your social media presence, you not only actively generate PR on a daily basis, but also kick-start the process of attracting quality leads.

Of course, there are now countless social media avenues you can go down, but due to its sheer size and reach, we'll focus here on that goliath of social media, Facebook.

While the process of attracting quality leads can take time, it's time well spent. There are a number of factors that can improve your position on social media, and subsequently help you gain quality leads, including:

### Authenticity

Social media has become a hugely important tool for marketers, and users have become sceptical. In order to gain trust and respect, you need to show authenticity in your posts. Don't use marketing lingo, don't push the

sales process, and try to avoid using the term 'we'. By using personable, almost colloquial, language, you and your brand not only become easier to relate to, you also create room for a genuine connection – something that isn't possible when there's too much cold, corporate lingo. Once this positive relationship has been established, it is much easier to encourage a transaction with your business.

### Engagement

Facebook has developed an algorithm to help distinguish between high quality and low quality content. The more engaging your posts are (the more likes, comments, and shares a post has), the more they will be shown to your fans. This



means that you should be creating posts that are valuable, interesting, and incite an emotion or a reaction, with the goal of having more likes, comments, and shares. Ask yourself, 'What would I respond to? What do I see on Facebook that ignites a response in me?' Ask questions, share content that appeals to your fans' interests, and continue to be authentic.

## Value

By regularly sharing high quality content that is interesting, authentic and incites a response, you establish yourself as an authority figure in your industry, and on the topics that you post about. When creating a content calendar, I recommend using the 70-20-10 rule. That is, 70 per cent of your content should be internal value-add (interesting and relevant blog posts, pictures, and videos created by your business), 20 per cent should be external value-add (interesting and relevant articles, pictures and videos created by others), and 10 per cent hard sell (posts that encourage a transaction with your business).

It is much better to focus on establishing trust by providing high-quality content, than to only focus on sales. Too often, people make

the mistake of thinking only about what their fans on social media can bring them, whereas in actual fact they should be focusing on what they can bring their fans. There is an infinite amount of information available on Facebook, and by standing out from the crowd and giving valuable content to your fans, you start to separate yourself from being 'just another corporate' and establish yourself as a personable and trustworthy brand. With this trust, comes an increased likelihood of fans making a business transaction.


## Targeting

Another factor in generating high quality leads on Facebook is targeting the people you really want to reach. Starting with a small budget, you can either promote (sponsor) existing posts, or create ads. Sponsored posts can be used to increase fan numbers, and promote a certain content piece. Facebook ads can be used to promote a product, service, or event. Unlike older methods of marketing, with Facebook ads and sponsored posts you control the budget, the reach, and exactly who sees your post. You can tailor your content based on age, gender, location and, most importantly, interests. By matching the targeting of your ads/



Remember to Like Network on facebook – our daily doses of fitness news, views and inspiration supply you with great content to Share with your clients and members! [fb.me/ozfitnetwork](https://fb.me/ozfitnetwork)

posts directly to your business' target market, you get to show the right people your content, without wasting your budget on the wrong demographic. Another benefit of reaching out to the right people is that you improve the chances of increased engagement, which means that Facebook's algorithm will serve your content to more fans.

So, yes, just half an hour a day spent on your fitness business' social media presence can progressively enhance your reputation as an expert and help you reach more prospective clients and members. 

**Kalinda Atkinson** is a social media and digital marketer, with over five years' industry experience in Europe and Australia. [atkinson-communications.com](http://atkinson-communications.com)

# Do you want a systemised solution to Client Fat Loss?

## If you said YES:

1. Do you believe that you should use the same carb guidelines for all your clients?
2. Do you have a systemised process to determine each client's ideal carb intake?

The majority of new gym members and new PT clients list weight loss as a primary reason for getting started.

For decades, common thinking has been that weight (fat) loss was all about energy balance – eat less and exercise more. Gym memberships and personal training were typically sold on this basis.

Most trainers eventually learn that this is too simplistic and doesn't take into account each person's hormonal (fat burning or fat storing) response to different amounts of carbohydrate.

The dietflex program was developed over 12 years with research and input from medical doctors and registered practicing dietitians. With it, over 8,000 members have lost over 150,000 kilos.

dietflex enables trainers to help clients determine their individual carb tolerance and achieve faster results.

The program requires 15 minute weekly coaching sessions for at least 12 weeks. These help keep each client accountable and on-track, and can be stand-alone or incorporated into a PT session.

With dietflex, not only will your clients burn fat 24/7, they will notice improvements in how they look, feel, exercise and sleep.

This can add an extra service to your PT business or fitness club. If you're a trainer, having successful client photos and testimonials showing fat loss and long-term weight maintenance helps attract more clients paying higher fees.

With dietflex, you can give your clients and members the results they want.

Contact [robynjordan@dietflex.com.au](mailto:robynjordan@dietflex.com.au)

**"One diet does NOT suit every body."**

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weight & wellness program

**More info:**  
**(07) 3177 0842**  
[www.dietflex.com.au](http://www.dietflex.com.au)

# IT'S TIME TO GET OUR **TAX SYSTEM** INTO SHAPE

By making the Fringe Benefits Tax fairer for small businesses, we can make fitness more accessible to more people.

WORDS: LAURETTA STACE

**R**ecently, Fitness Australia launched #FITnotFBT: Get our tax system into shape, a campaign that aims to create a healthy and productive workforce for all businesses by addressing a fundamental inequity in our tax system.

Currently, larger employers who can provide fitness services on their premises qualify for a Fringe Benefits Tax (FBT) exemption. However, if a small or medium-sized business, that doesn't have space for an on-site gym, wants to provide precisely the same service via a local gym or a qualified fitness professional in the local park, they don't qualify for an FBT exemption.

We are of the view that there should be a level playing field. All businesses, big and small, should be able to incentivise their workforce to get, and stay, fit and healthy.

With small-to-medium businesses accounting for 70 per cent of Australian jobs, it is counterproductive to have a tax incentive that effectively penalises the majority of businesses for trying to create a healthier, more productive workforce.

#FITnotFBT: Get our tax system into shape, proposes to expand the FBT exemption to apply to services that are also offered off-site.

This means qualifying for an exemption for personal training sessions, boot camps, gym membership and the use of a studio – as long as the facilities and instructors meet required standards.

The campaign is supported by leading business groups, including the Australian Chamber of Commerce and Industry (ACCI) and Council of Small Business Australia (COSBOA).

This initiative is vitally important given that 60 per cent of Australian adults don't get enough exercise, and more than 63 per

## THE CURRENT SYSTEM



**“ We are of the view that there should be a level playing field. All businesses, big and small, should be able to incentivise their workforce to get, and stay, fit and healthy. ”**

cent are overweight or obese. The total economic cost of this physical inactivity to our economy is estimated at \$13.8 billion – the majority attributed to loss of productivity, and the cost of obesity is \$37.7 billion annually.

Furthermore, physical activity is the second most important factor in disease prevention after quitting smoking – though it's much easier to do than cutting out cigarettes.

By making the Fringe Benefits Tax fairer to small businesses, we can help more people get fitter by joining our clubs and training with our fitness professionals.

This is why we are urging all health and

fitness professionals, as well as businesses, to show their support at [FITnotFBT.org.au](http://FITnotFBT.org.au) and to spread the word to colleagues, members and clients. **W**

**Lauretta Stace** is a leading advocate for the health and fitness industry. As CEO of Fitness Australia, she is on a systematic and strategic journey to raise the profile of the fitness industry, help integrate it within the health sector and ensure that it is recognised for its role in helping millions of people improve their health and wellbeing.





**BECOME A**

# fitnessU PRO-TRAINER

## WHAT'S IN IT FOR ME?

### REFER

students  
to fitnessU  
**\$100**



### GET PAID

to mentor your  
referrals  
**\$700**



### REWARD

- help new trainers/  
instructors
  - chance to identify &  
groom new staff
- \$800**

## What our Pro-Trainers have to say about the 'transformU' programme



**Boris Lukin (VIC)**

Founder and Director,  
Beyond Fitness

*I'm actually really enjoying working with my fitnessU student. We have only had two sessions so far, but I think that we are both benefiting. The course work is fairly explanatory to get through and the program is set up in an easy to reference manner.*



**Marg Anderson (WA)**

Owner, Regenerate Personal Training

*Being part of a supportive organisation that leads the way in providing a unique learning platform for our future fitness professionals is a rewarding experience. Becoming a fitnessU Pro-Trainer is a great way to give back to the industry and help develop the future of fitness.*

We're always looking for great Pro-Trainers around Australia.  
Find out more at [fitnessu.com.au/mentoring](https://fitnessu.com.au/mentoring)

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Learn. Train. Transform



# CHOREO+ SUMMER 2014

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

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

Check out the latest releases below and log on to [fitnessnetwork.com.au/choreo](http://fitnessnetwork.com.au/choreo) to get fresh ideas for your classes.



## Need cool tracks for hot classes this summer?

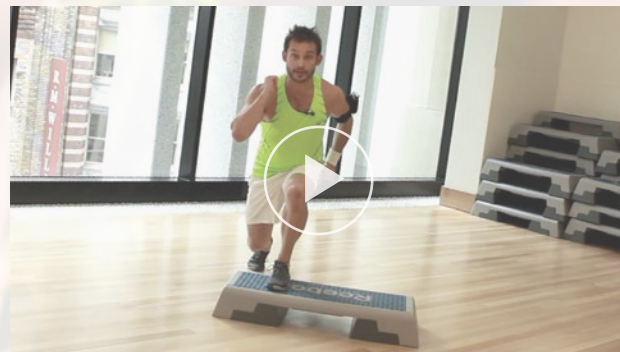
Network Members receive 10% off all purchases made through Power Music – including CDs, customised ClickMix playlists and individual tracks. To view the entire range, visit [powermusic.com](http://powermusic.com) and use the code `network2014` at the checkout to receive your discount. PLUS, the premium digital music subscription service, Power Music 1, gives you unlimited access to ClickMix custom mixes for the special Network Member price of \$19.95 per month. [powermusic.com/powermusic1](http://powermusic.com/powermusic1)





### **Tabata Pilates** with Wendi Carroll

By combining Pilates-style exercises with the basic Tabata format of go hard, rest, go hard, you can create an intense Pilates workout. Each of the 4 rounds of the workout features 8 exercises, each performed for 20 seconds with a 10-second break between them and 60 seconds recovery at the end, meaning one round takes 5 minutes and the total workout 20 minutes. The exercises are: squat; plank prep with single leg reach; plank; swimming; criss cross; thigh stretch with arm raises; alternating forward stepping lunges; and burpee variation.



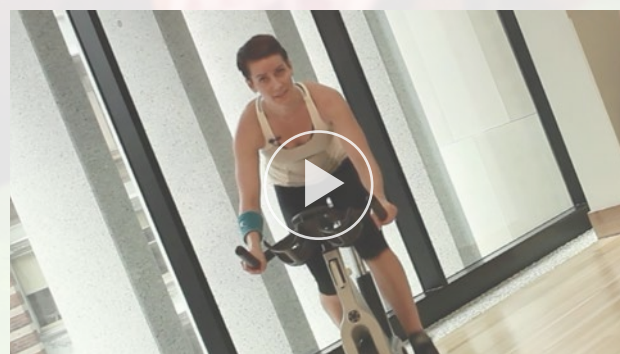
### **Give Me A Leg Up!** with Stephen Parker

The step is a very versatile piece of gym equipment that is sadly underused these days. Aside from Step, the platform can be used in many classes, including muscle conditioning. Using the platform in this type of class adds a whole new dimension and intensity to the workout. It offers an incline and decline option, is excellent for performing plyometric work on, and enables participants to boost the intensity of their workouts by increasing the number of risers. This video features a leg sequence that is dynamic in nature while changing planes from lateral to sagittal.



### **MMA Fitness: Techniques** with Dee and James McNeill

As the popularity of MMA-style training continues to explode, Dee and James teach you how to instruct authentic, modified MMA moves that provide additional challenge for participants and clients in your pad training sessions. You don't need any specialist equipment to add these MMA fitness moves to your pad sessions. Combining kettlebells and bodyweight moves, this routine features the basic two-handed swing, the goblet squat rocking back with momentum, the sit-through drill and push ups, woven together in a seamless circuit. Team let's get it ON!



### **Hard Trance Music for Hardcore Hills** with Amanda Ryan

Hard trance music can be a great addition to your cycle class, especially for hill climbs as it offers great musical contrast and can help dictate the intensity of the exercise being executed. Best positioned for the final mountain climb towards the end of the class, it can really push participants to their max. When sourcing hard trance music, be selective. Some tracks aren't suitable for group exercise workouts, so pick those that feature contrasting quiet moments for recovery. Keep the choreography simple and hook into the heavy beat of the music.

# YOGA FOCUS:



## CORE, STABILITY,

## STRENGTH AND AWARENESS

By helping participants develop strong and stable cores, you will enable them to perform daily activities with more ease.

WORDS: LISA GREENBAUM

**A** strong and flexible core helps us maintain alignment and gives us strength from the inside out. A strong core improves quality of life by enabling daily activities to be performed with more ease and less fatigue. Our core muscles relate directly to our overall back health. The stronger our internal muscular support system is, the more support we are able to lend to our spinal structure as we move. Back pain and injuries caused by muscular imbalances are incredibly common, and in many cases could be preventable with the use of poses and exercises used in yoga and YogaCore®, when followed by safe alignment principles.

In addition to reducing the chance of injury by improving balance and coordination, a strong and flexible core can open the pathways for your nervous system, improve circulation, increase abdominal strength, spinal flexibility and muscle endurance in the back, and improve posture.

So, how do you engage the muscles of your core and create core stability? When standing or in Mountain Pose, begin with your feet. In establishing a strong base across all four corners of your feet you gently lift your arches, activating the lower muscles of your legs. These muscles connect to your adductor (inner thigh) muscles and continue up your body through your pelvic floor muscles to your transverse abdominis (deep abdominal core muscle). By placing a block a few inches above your knees you can create a deeper awareness of how these muscles connect and work together. You can keep the block there as you move

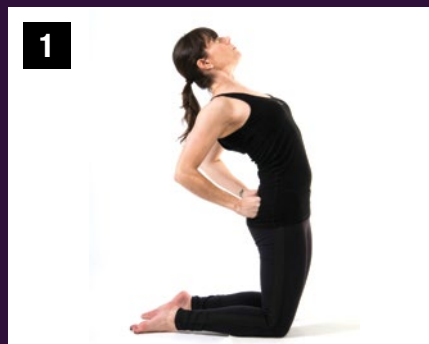
through various poses, such as chair, bridge or ab work, to deepen your proprioception or feeling of core integration.

When you practice yoga you have the opportunity to focus on core strength and stability throughout the class. As movements require you to use your own bodyweight as resistance, you learn how to stabilise your spine and engage the deep layers of your abdominals to support your body. The freestyle-based YogaCore® program focuses specifically on this engagement, with core-based poses including standing poses, back bends and floor work. YogaCore® is a great introduction for people who are apprehensive about 'yoga' to experience the discipline in a safe, non-judgmental and non-competitive environment, as well as a fantastic way for yoga devotees to experience more intensity and variety.

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

### CAMEL POSE

For this pose the pelvic floor muscles must be engaged in order to fully support the back bend. As with Mountain Pose, place a block a few inches above the knees to feel the engagement. Placing your fists along the line of your gluteus medius, soften your gluteus maximus to ensure that your transverse abdominis is the main stabiliser of this pose.



### WARRIOR 3

Once again, the pelvic floor muscles need to be engaged, and this can be achieved with dynamic tension of the standing leg, particularly in the lift of the arch of the foot and running the full line of the adductors. From here, isometric engagement of the obliques, rectus abdominis and erector spinae muscles will support the spine, and the entire pose. For more sensation, reach the arms forward. **N**

Lisa Greenbaum is the VP of Operations of YogaFit Training Systems, as well as an E-RYT 500, Senior Master Trainer and international presenter. She will present the session 'YogaCore' on 11 April at FILEX 2015.

**Want to become a  
YogaFit instructor?**

The YogaFit Fundamentals training, powered by Australian Fitness Network, is a 6-day, 15-CEC course that teaches over 75 poses, class set up and cues, yoga philosophy, and a strong anatomy base behind the safety principles of yoga. Upcoming dates: 13 to 15 February and 20 to 22 February, Sydney; and 25 February to 2 March, Melbourne. [fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)





# FIT FOR YOU. FIT FOR YOUR CLIENTS.

1

## Stretch your career in more directions

Become a YogaFit instructor and add sought-after skills to your toolbox.

3

## Dates in your capital city

Attend one of our open workshops or consider hosting your own YogaFit Fundamentals course in your facility.



## WARRIOR 2

*Virabhadrasana 2*

2

## Bring accessible yoga to the fitness world

YogaFit's philosophy is 'yoga for everybody and every body' – and that's exactly what it is. Practical. User-friendly. Ohm-free.

4

## Flexible payment options

Pay by instalments that fit your budget or pay in full for a discounted rate.

**YogaFit Fundamentals courses in February and March in Sydney and Melbourne**

**15**  
CECs

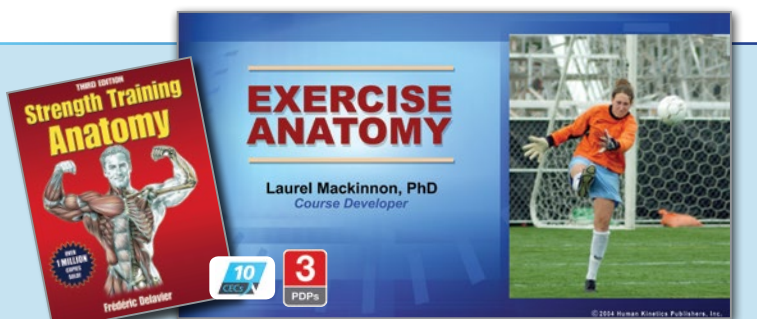
Spaces are strictly limited so for more information or to register for a course in your state, call today on **1300 493 832** or go to [fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)

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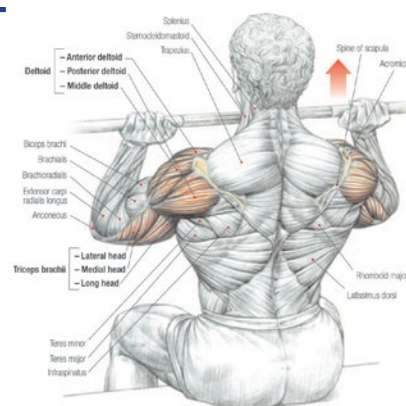


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# CALLOUT FOR FITNESS INDUSTRY AWARD NOMINATIONS

**Do you know someone who deserves to be publicly recognised at the 2015 Fitness Industry Awards?**

**A**t Australian Fitness Network we firmly believe in recognising the achievements and careers of the best of the best in our industry, and as such have been delivering the Australian Fitness Industry Awards at the annual FILEX convention for many years. The awards serve to not only publicly acknowledge the great work of some of our industry's brightest lights, but also to inspire the winners' thousands of industry peers to achieve great things.

2014's award winners included a wide range of industry professionals who shared a common desire to give back to their communities. All of them dedicated leaders who embodied the true ethos of the fitness industry.

The award categories are:

## **Lifetime Achievement**

Awarded to an individual with at least 25 years of industry experience who has demonstrated a commitment to giving back to the fitness and local community.

## **Inspiration**

Awarded to someone who has overcome adversity and difficult times to shine brightly in our fitness community.

## **Presenter of the Year**

Awarded to an individual with at least 5 years of FILEX presenting experience who consistently delivers content above and beyond expectations.

## **Personal Trainer of the Year**

Awarded to an individual with a minimum of 5 years experience, who not only demonstrates high levels of professionalism in training, but also a desire and commitment to give back by mentoring or educating up-and-coming professionals.

## **Group Exercise Instructor of the Year**

Awarded to an individual with a minimum of 5 years teaching experience, who not only demonstrates high levels of professionalism, but also a desire and commitment to give back by mentoring or educating up-and-coming professionals.

## **Author of the Year**

Awarded to an individual who has demonstrated outstanding written contributions to both Network's publications and the broader community.

If you know someone who fits the above criteria in any category (maybe even yourself) and believe they deserve recognition at the FILEX 2015 convention, why not submit an application for consideration? **N**



## **Applications now open**

Applications will close on Friday 27 February. For more information and application criteria visit [fitnessnetwork.com.au/awards-application](http://fitnessnetwork.com.au/awards-application)



# GET READY FOR THE NEW YEAR

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this unbeatable price.

\* While stocks last. In the case of sell out stock will be dispatched early January.





# TIPS FROM THE POOL DECK

# THE DIFFERENCE OF THE DEEP...

Instructing a deep-water class can be as challenging for the mind as it is for the body. So, are you up to it?

**WORDS: JENNIFER SCHEMBRI-PORTELLI**

**T**he key to successfully facilitating deep water exercise is to know the moves you are instructing inside out. Practise, practise and then practise the move some more, *in the water*. By doing so, when it comes to teaching the move from the pool deck, you will be able to recall the speed, lever length and muscle recruitment required to perform the move correctly.

When instructing deep water moves:

- Use clear and concise verbal descriptions
- Incorporate effective visual cues
- Use the WETS AquaFrame to demonstrate how the suspended body moves in the water. This tool allows you to mimic actual water pace effectively and efficiently.

## The deep difference

By understanding the differences between shallow and deep water exercise, you can deliver exceptional deep aqua classes.

### Fluid dynamics

**Fact:** Fluid dynamics are exaggerated when exercising in deep water and the principle of

action/reaction produces distinct movement responses.

**Implication:** The more forcefully you push backwards, the quicker you will move forwards. The higher you lift your arms to the front of your body, the more you will travel backwards. The action/reaction principle dictates that to move forward in water you will need to have a slight body lean and push your feet and arms backwards.

### Core and balance

**Fact:** Deep water workouts involve the engagement of strong core muscles.

**Implication:** Participants are required to balance between the centre of buoyancy (thoracic area) and the centre of gravitational balance (pelvic region). These two areas of balance vary in every individual. In other words it is dependent upon the body composition, fat distribution, lever strength and length, and experience (water familiarisation) of each participant.

### Too much buoyancy

**Fact:** Including a buoyancy belt, aqua dumbbells and ankle flotation cuffs at the same time will make it difficult to balance



*An example of too many buoyant aids*

and travel through the water, and will also make for an inefficient workout.

**Implication:** Reduce the number of flotation aids used at the same time. The equipment may unbalance a move and create unnecessary turbulence. In most instances it is best to use only one piece of buoyancy equipment at a time.





## ***Practise, practise and then practise the move some more, in the water.***



### **Too little buoyancy**

**Fact:** Too little buoyancy (whether in equipment, body composition or lack of water familiarisation skills) may create bad 'survival' techniques – struggling rather than steaming ahead.

**Implication:** Lean participants often feel more comfortable wearing two buoyancy belts. It may sound strange, but it can be effective for two thinner buoyancy belts to be worn, one clipped forward and one clipped at the back. This is only recommended until the participant learns how to tread water and use effective aqua hand movements to aid buoyancy. Water familiarisation is part of the process.

### **Music**

**Fact:** It may be more challenging than with shallow water workouts, but deep water workouts can be structured easily, and mapped as well as choreographed, to appropriate music.

**Implication:** The key to keeping participants on the beat in the deep is to plan, prepare and practise prior to demonstrating.

### **Intensity**


**Fact:** Deep water workouts can be taught at low, medium and high intensity levels to suit a variety of population groups.

**Implication:** It is your responsibility to familiarise yourself with the tips and techniques necessary to modify the intensity.

### **Travelling methods**

**Fact:** Using only one travelling method restricts the likelihood of delivering a total body workout.

**Implication:** Include a variety of travelling techniques that recruit various muscle groups. Options include: the 15° forward lean, as in sprinting action; feet pushing back; bicycle peddling action; and a long lever straight(er) leg action.

You can't just apply the same workout plan to a deep water class as you can to a shallow water class. With a little planning, some modifications and plenty of time spent practicing the exercises in the water, however, you can create a stimulating workout that uses the differences of the deep to your participants' fitness advantage. 

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



## **EDUCATION**

# **INSPIRE A NEW GENERATION TO BE PHYSICALLY ACTIVE**

Research suggests that if children do not reach a degree of physical competence by the time they reach grade 6 at school, they are not only less likely to play sport throughout their adolescence, but their motor skill development will be hindered, potentially impacting their lives socially and functionally.

Discover how you can help to improve the fundamental movement skills of your young clients in Network's latest 7-CEC course 'Developing Fit Futures: Exercise for Children and Adolescents'.

Delivered entirely online – anywhere, anytime – this course is a must for any fitness professional working with children.

**1300 493 832 | [FITNESSNETWORK.COM.AU/CECS](http://FITNESSNETWORK.COM.AU/CECS)**

**Network Education – creating a fitter, healthier new generation**



**\$105 FOR  
NETWORK MEMBERS**





# LEGALLY FIT:

## IS ONE OF YOUR MOST VALUABLE ASSETS AT RISK?

Simply registering your business name is not enough to stop other people from using your name, or attempting to stop you using it yourself.

**WORDS: LEON PONTE**



YOUR  
COMPANY  
NAME

**T**he name of your business is one of your most valuable assets – it is your brand. It's how existing clients recognise you, prospective clients may decide to contact you and your 'raving fans' refer other clients to you.

But, what if you had to stop using your name – after spending a lot of time and money on signage, advertising, setting up your website, Facebook page and other social media and marketing promotions – or someone else started using your name?

This is exactly what could happen if you don't take appropriate steps to protect the name and brand of your business, and is the subject of this third instalment in *Network's* 'Legally fit' series. To read previous articles in this series search 'Legally fit' at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library).

It is a common misconception that registering a business or company (or domain) name gives you proprietary rights to that name. This is simply not the case.

In fact, it is such a common misconception that many players in the industry (some well-known) have not fully and properly protected the names and brands used in their businesses, and they are potentially at risk of either having to stop using, or being

unable to prevent others from using, their names and brands.

Business, company and domain names must be registered with the relevant bodies in order to be able to use them. That alone, however, does not prevent someone else from requiring you to stop using your name and brand, or to use your name and brand themselves. The easiest way to protect against this is to register a trade mark.

However, there are some important steps that should be taken before adopting, using and registering a company, business or domain name or trade mark. Before we look at these steps, here's a brief summary of the registration requirements for company, business and domain names.

### Company names

In order to establish a company, you must register your company and company name with the Australian Securities and Investments Commission (ASIC). For more information go to [asic.gov.au/for-business/starting-a-company](http://asic.gov.au/for-business/starting-a-company).

### Business names

If you wish to carry on business under a name other than your own personal name

or your company name (or certain other exceptions), you must register a business name with ASIC. For more information go to [asic.gov.au/for-business/registering-a-business-name](http://asic.gov.au/for-business/registering-a-business-name).

### Domain names

If you wish to use your own website, you need to register a domain name. For more information go to [ausregistry.com.au](http://ausregistry.com.au).

### Trade marks

A trade mark is a name, word, logo, brand or other sign which is used to distinguish your services (or goods) from those of other traders.

A trade mark does not have to be registered in order to provide you with rights to the trade mark, but in order to have and

### Any questions?

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



enforce (or defend) such 'unregistered' rights the owner of the trade mark must establish a reputation in the trade mark, which can be a very costly and uncertain exercise to prove. Trade mark registration, however (subject to some exceptions), gives the owner the right to the exclusive use of that trade mark in relation to the goods or services for which the trade mark is registered. It also provides rights to stop others from using the same or a similar trade mark, as well as a 'statutory defence' against infringement of another registered trade mark (but not a defence that you have 'passed off' on someone else's reputation.) For further information on trade marks go to [ipaustalia.gov.au](http://ipaustalia.gov.au).

### Do your homework

Considering the points above, it is therefore important *before* using a company, business or domain name, or trade mark, that proper searches are conducted to see

if someone else is already using and has established a reputation in the name and/or has a registered trade mark for the same or similar name.

Just seeing if a business, company or domain name is available for registration is not sufficient to protect against potentially being required to stop using the name or to prevent someone else from using it. **M**

*This article has provided a general outline only of some of the issues to consider in using a name and trade mark in your business. However, before doing so, specific legal advice should be obtained in relation to the proposed use of a company, business or domain name or trade mark.*



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



## MEMBERSHIP



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# FITNESS RESEARCH UPDATE

## IT'S ALL ABOUT BALANCE (AND FUNCTION...)

As we age we experience a decline in balance and functional task performance.  
Can participation in mind body classes positively affect these changes?

**Research paper:** Twelve weeks of BODYBALANCE™ training improved balance and functional task performance in middle-aged and older adults

**Research team:** Vaughan P. Nicholson, Mark R. McKean, Brendan Burkett

**Published:** *Clinical Interventions in Aging*, Volume 2014:9

**Read more:** [dovepress.com/articles.php?article\\_id=19058](http://dovepress.com/articles.php?article_id=19058)

**Introduction:** Age-related changes in balance and functional task performance are well-established and evident from the fourth and fifth decades of life in men and women. Deficits in balance are associated with falls, difficulties with activities of daily living and poor survival in older adults. Fortunately, appropriate exercise can improve balance performance and contribute to improved mobility, independence and a reduction in the risk of falling.

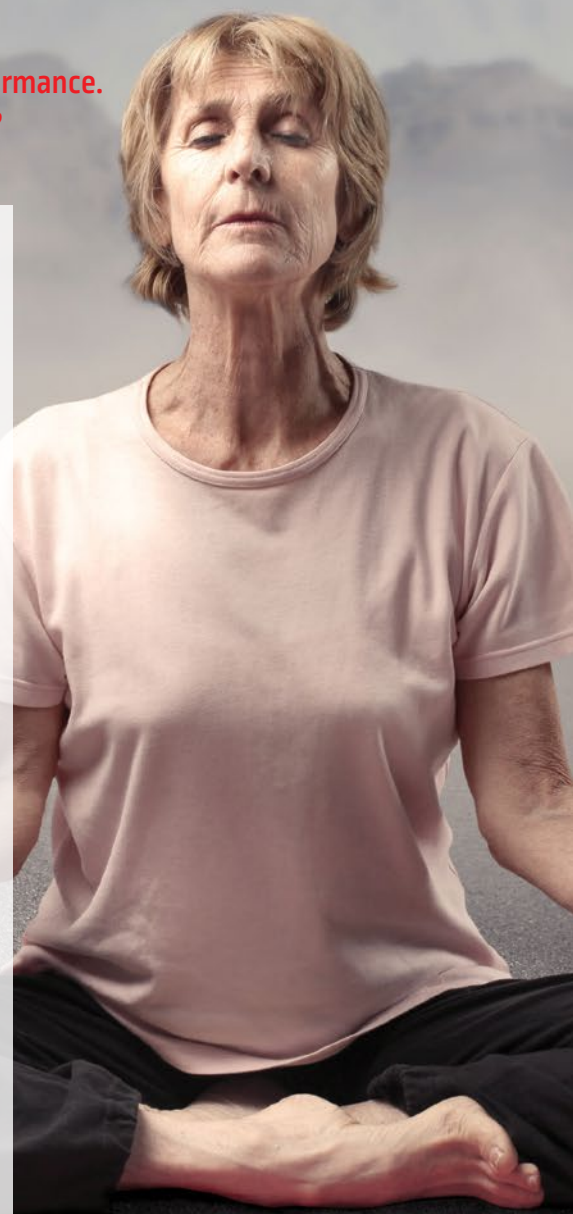
Interventions utilising traditional or holistic exercises such as Tai Chi, Pilates and yoga have all been found to improve balance in older adults. BODYBALANCE™ is one fitness facility-based activity that has the potential to promote improvements in balance, as it comprises elements of these three disciplines.

The primary aim of this study was to determine whether 12 weeks of BODYBALANCE™ classes would improve

balance and functional task performance in healthy, active adults aged over 55 years. Secondary aims were to determine the effect of BODYBALANCE™ training on fear of falling and self-reported quality of life. It was hypothesised that 12 weeks of BODYBALANCE™ training would improve measures of balance and functional task performance without having an effect on fear of falling or self-reported quality of life.

**Methods:** Men and women aged between 55 and 75 years who had not participated in formal resistance or balance training in the previous six months, were invited to participate in the study. All participants were physically active, taking part in regular exercise such as walking, cycling and swimming. Exclusion criteria included: acute or terminal illness, myocardial infarction in the past six months, recent low impact fracture, or any condition that would interfere with moderate intensity exercise participation. Participants were allocated to either the intervention (BB) group in which they undertook two sessions of BODYBALANCE™ per week for 12 weeks (n = 15) or the control (CON) group, in which they continued with their normal activities but did not take part in any class (n = 13).

All BODYBALANCE™ classes were instructed by experienced group fitness instructors who were not associated with testing or recruitment of participants. The focus of the first two weeks of the intervention was for each participant to appropriately learn







## The 30-second article

- The purpose of the study was to evaluate the effect of BODYBALANCE™ training on balance, functional task performance, fear of falling and health-related quality of life in adults aged over 55 years
- 28 healthy, active adults completed the randomised controlled trial, with measures assessed at baseline and after 12 weeks
- Significant group-by-time interactions were found for the timed up and go, 30-second chair stand and medio-lateral centre of pressure range in narrow stance with eyes closed. There were no significant effects on fear of falling or self-reported quality of life.
- Twelve weeks of BODYBALANCE™ training is effective at improving certain balance and functional-based tasks in healthy older adults.

the exercises and postures of the class. As such, the transitions between postures were deliberately slow in the first two weeks. From week three onwards all classes were instructed at a level that one would expect to encounter if they took part in a BODYBALANCE™ class at a local gym. The class instructor provided basic, intermediate and advanced options for each pose or exercise.

**Measures:** All measures were completed during a single session for each participant at baseline and follow-up. Two questionnaires were completed at the start of the session to assess fear of falling and self-reported quality of life. The assessment of balance on a force platform was then conducted followed by a battery of established clinical balance assessments and functional tasks.

Balance and functional task assessments were conducted at baseline and immediately post-intervention. All measures were assessed with participants in bare feet. Participants performed a series of four different standing balance tasks on a strain gauge Bertec 4060-08 force platform (Bertec, Columbus, OH, USA). The balance tasks were comfortable stance (eyes open and closed) and narrow stance (eyes open and closed). Two successful repetitions of 30 seconds in each position were performed with 60 seconds rest between trials.

Other measures included single leg balance, functional reach, lateral reach,

timed up and go (TUG), normal gait speed, fast gait speed, 30-second chair stand test, and floor rise to standing.

**Results:** Twenty-eight participants aged between 57 and 73 years (BB n = 15, age =  $66 \pm 4.9$  years, CON n = 13, age =  $66 \pm 5.1$  years) completed all baseline and follow-up testing with a mean attendance of  $22 \pm 2.1$  classes, resulting in an overall compliance of 92 per cent.

Significant group-by-time interactions were found for the timed up and go ( $p = 0.038$ ), 30-second chair stand ( $p = 0.037$ ) and medio-lateral centre of pressure (COP) range in narrow stance with eyes closed ( $p = 0.017$ ). There were no significant effects on fear of falling or self-reported quality of life.


**Discussion:** This study provided the first controlled evaluation of the effects of BODYBALANCE™ training on balance, functional task performance, fear of falling and health-related quality of life in middle-aged and older adults. The results of this study partly showed that measures of balance and function would improve after 12 weeks of BODYBALANCE™ training. Interestingly, greater improvements were evident in the control group for single leg stance left – a measure of static standing balance. There were no significant improvements in fear of falling or self-reported quality of life following the BODYBALANCE™ intervention.

Because BODYBALANCE™ comprises elements of yoga, Tai Chi and Pilates, the improvements in a small selection of tasks in this study are in partial agreement with previous studies that have found improvements in balance and functional tasks after yoga, Tai Chi and Pilates-based interventions in similar aged adults. The improvement in medio-lateral COP range in narrow stance with eyes closed suggests an improvement in the most challenging static balance assessed in this study. Lower COP ranges in the medio-lateral direction are typically seen in younger adults and non-fallers while higher COP ranges in both narrow stance and normal stance positions are seen in fallers or those with poor clinical balance. The results from the current study suggest that static standing balance improvements provided by the intervention may be best observed in more demanding balance tasks where visual cues are limited.

The lack of significant improvement in reaching and single leg standing tasks in the BODYBALANCE™ group is likely due to a number of factors, including the already good balance performance of participants at baseline and the high variability of some testing measures. For example, participants

in the current study had single leg stance times approximately 10 seconds longer than previously reported normative values while lateral reach was approximately 15 per cent longer than previously reported. The intervention itself, although comprising elements of activities shown to improve balance, may not have been challenging enough to provide consistent improvements in balance outcome measures. As a number of options were available to participants for each exercise or pose, participants may have inadequately challenged their balance by performing less challenging options.

Balance exercise guidelines provided by the American College of Sports Medicine (ACSM) recommend using activities that include: progressively difficult postures that gradually reduce the base of support; dynamic movements that perturb the centre of gravity; stress to postural control muscles; or reducing sensory input. Like a number of other modalities such as yoga and Tai Chi, BODYBALANCE™ achieves three of the four recommendations by incorporating progressively difficult postures, dynamic movements that perturb the centre of gravity and stressing postural control muscles. BODYBALANCE™ may prove to be a more effective modality if greater challenges to sensory input and dual tasking are incorporated into its choreography.

**Conclusion:** Twelve weeks of BODYBALANCE™ training was effective at improving performance in the TUG, 30-second chair stand test and reducing medio-lateral COP range in narrow stance with eyes closed in healthy, active adults aged 59-73 years. BODYBALANCE™ training was not effective at improving single leg balance, reaching tasks, gait speed or floor rise to standing. BODYBALANCE™ training did not positively influence fear of falling or self-reported quality of life any more than habitual activity. It appears that BODYBALANCE™ training may be an appropriate modality for enhancing certain aspects of balance and functional performance in this age group. Future studies should assess the effect of such training on those with impaired balance, a fear of falling or a history of falls. 

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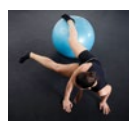
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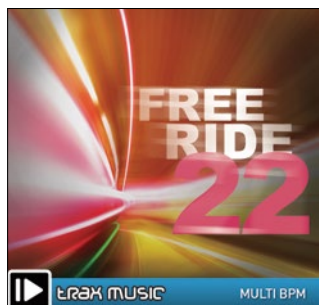
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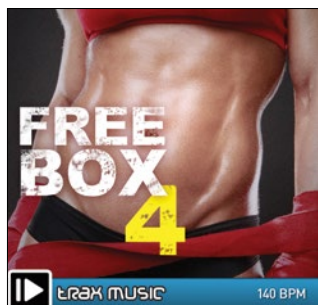
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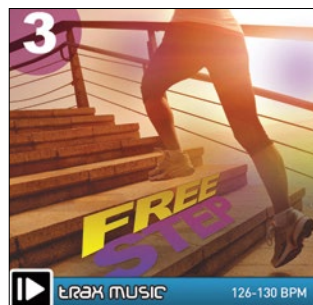
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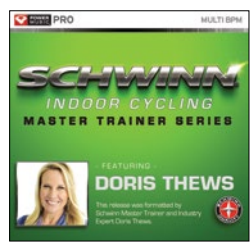
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Tribute to Pitbull



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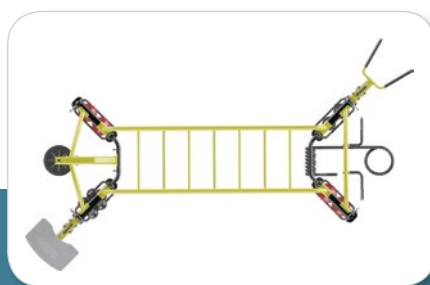
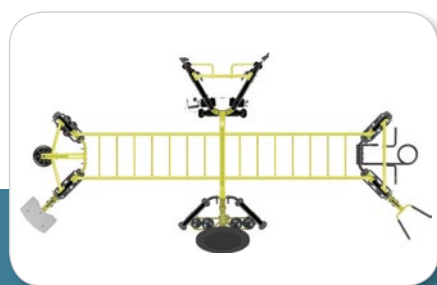
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