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# NETWORK

SUMMER 2015

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



## TRAINING ON THE ROPES

Battling for maximised metabolic results **10**



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# The more you put in, the more you get out



At a recent Network Industry Forum we met a diverse group of fitness professionals – personal trainers, GFIs, coaches and business owners – all of whom were eager to share their thoughts and experiences of the fitness industry, both here and overseas.

As stories were shared, highlights and frustrations aired and ideas for the future generated, the passion of these individuals was very much in evidence. Though their backgrounds and areas of specialisation varied vastly, they all had one common desire: to contribute to the positive development of their communities and their industry. Another thing many of them shared was a long and fulfilling career in fitness. It became apparent that this was no coincidence, and in fact served to illustrate that the more you invest in your community, your industry and your own development, the longer and more rewarding will be your career. If you're just showing up and going through the motions... well, you've no doubt had clients and members who've done that, and how long did they last? Like so many things in life, the more you put in, the more you get out.

On the subject of investing in career longevity, you'll

have noticed that this issue of *Network* was accompanied by the much anticipated FILEX 2016 brochure. Check out the program and presenters and you'll find yourself totally spoilt for choice, whatever your fitness niche may be. From training and business to nutrition and mindset coaching, FILEX has the lot. In addition to the workshops and lectures, there are also some very interesting additions to the FILEX calendar this year – check out Network CEO Ryan Hogan's rundown on page 28. Oh – and if you like a bargain (who doesn't?) then get in quick and register before 13 January to get the unbeatable Summer Rates.

I wish you a very Merry Christmas and a Rewarding 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'*



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### EDITOR

Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 1 December 2015 and conclude on 19 January 2016. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor at 47 Hume Street, Crows Nest NSW 2065 and will be notified by email no later than 29 January 2016. Full terms and conditions can be obtained at [fitnessnetwork.com.au/competition-terms-and-conditions](http://fitnessnetwork.com.au/competition-terms-and-conditions)

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# PERSPECTIVE

## REFLECTIONS OF INDUSTRY LEADERS

Behaviour change is the key to increasing the lifetime value of our members – while improving their outcomes.

WORDS: MICHAEL JORDAN



**A** 2008 study at Princeton University asked students how much time they were willing to give to tutor other students during the exam period. Those dealing with their 'present self' in the current semester said they could donate, on average, 27 minutes of their time. Those dealing with their 'future self' in the next semester's exam period said they could tutor for two hours.

These students, like many gym members, were far more optimistic about their intended future behaviour than they were about their present behaviour. In the fitness industry the difference between people's intentions for the future and behaviour in the present creates significant shortfalls in their length of stay, attendance, spending, referrals and satisfaction in our businesses.

To reduce the gap and optimise each member's lifetime value we need to understand why members behave the way they do and develop strategies to improve their behaviour towards exercise.

My work with numerous fitness businesses around the country, and internationally, has highlighted some of the more successful strategies that clubs are using to change this behaviour.

### Managing expectations

In the early stages of the member's journey, clubs need to manage the optimism of their intended behaviour by focusing on short-term goals in the present, taking into consideration their current time pressures and life constraints. This reduces the risk of members setting unachievable goals that lead to disappointment and loss of motivation. Create multiple methods of feedback on their progress early on so they feel a sense of accomplishment and are motivated to continue the journey.

### Supporting the other 23 hours

The lifestyle of members outside of the gym significantly influences their behaviour in our clubs. Sleep, stress, time management and nutrition all factor. Significantly more fitness businesses today are working with specialists in these areas to create a healthy lifestyle framework for members to follow in their daily lives. The better support we provide to members' behaviour outside of the club, the better adherence to their exercise inside the club. Better sleep patterns, for example, create more energy which leads to more regular and effective training habits.

### Making it social

A 2007-2012 Harvard study on community behaviour showed that willpower is contagious and change is social. Clubs that create a culture and climate of willpower and celebration rather than shame will affect the motivation of individual members.

This occurs because social identity matters and if their peers – not just trainers – are supporting them, motivating them and keeping them accountable, they are more likely to sustain their behaviour than if they are going it alone.

### Creating an extrinsic reward program

Providing rewards systems for loyalty, attendance, social media activity and, most importantly, actual physical activity levels and effort have been proven to improve member attendance and retention. Platforms such as Perki.com enable clubs to link members' activity and attendance to a rewards program, thereby boosting engagement and retention.

Wearable technology systems, like

MYZONE, link members' effort points from their physical activity to the club rewards program, earning them club upgrades, cash prizes and even holidays, simply by 'playing the game' of working out.

### Enhancing member support with wearable technology

In addition to rewards platforms, wearable technology enables facilities to support the member's journey and behaviour beyond the two or three hours they spend in the club each week.

Clubs can create digital platforms that use mobile devices and wearable technology to provide more regular goal setting, feedback on progress and activity, and education. They can also increase trainer and social interaction and enhance accountability without the cost of extra staff hours. This extra support strengthens the member's motivation to continue the behaviour.

### Creating an experience members will genuinely love

Understanding what member category your club serves and then delivering an exceptional experience that matches that category will positively change behaviours.

If members love the way they train, the type of training, who they train with and the environment they train in, they will become intrinsically motivated to exercise. The more members in your facility that enjoy their workout experience, the higher your average spend, attendance and retention will be.

The recent rise in boutique models internationally proves this, with 21 per cent of fitness industry consumers in the US choosing to pay up to five times more for a tailored and enjoyable experience.

Regardless of your club model, creating an experience that your member category will love ensures members don't just need to exercise at your club, they actually want to. When it comes to intention versus behaviour, that change can make all the difference. **W**

**Michael Jordan, BA Bus** is the owner of a successful Queensland-based club, as well as being one of the Australasian directors for MYZONE and CFM and a board member of Fitness Australia. He is an international speaker, and has consulted with over 500 clubs in Australia, New Zealand, the UK and Canada. [myzone.org](http://myzone.org) and [aus.cfm.net](http://aus.cfm.net)





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# INDUSTRY INSIGHT

| News, views and lessons learnt



## Inspirational individual takes out inaugural #ActiveAchievers Award

John Domandl of Eleebana Fitness in NSW has been announced as the national winner of Fitness Australia's first annual #ActiveAchievers Award, supported by Australian Fitness Network.

The #ActiveAchievers Awards recognise outstanding fitness professionals across Australia, and one finalist from each state and territory was chosen from among hundreds of nominations. John, who also won Network's Inspiration of the Year award in 2010, was presented with the award by Network's CEO Ryan Hogan at Fitness Australia's annual Gala Dinner on 30 October.

John was nominated by Greg Fullford for his tireless work encouraging and motivating Greg and his son to do the very best for their health and sporting endeavours.

Greg's son Jason, who has Down Syndrome, has trained with John for 17 years. When they met, Jason lacked confidence and was unwilling to attempt new or challenging physical activities. John has since helped him achieve great results in Special Olympics and mainstream sports. He also helped Greg give up smoking and rekindle a childhood love of physical activity through soccer and fun runs.

John is an inspiration to his clients and this year was the first ever vision impaired athlete to compete in the 515km Ultraman triathlon event in Noosa.

Fitness Australia CEO Laretta Stace said 'John really is an inspiration and an excellent example of the amazing work that fitness trainers and instructors are doing to make Australians fitter and healthier.'

Source: Fitness Australia

## Don't worry, be happy ...and healthy!

US researchers recently found that increases in positive emotions across a 5-year period were associated with improvements in physical activity, sleep quality and medication adherence. It is theorised that this may be because people with greater positive wellbeing could be more motivated and persistent in pursuing healthy behaviours and better able to cope with stress.

Source: Psychosomatic Medicine



## Resistance training boosts vitamin D as well as strength

A recent study found that increasing the amount of resistance exercise we do can also increase the number of vitamin D receptors in our muscles, hence improving vitamin D metabolism. Many people are vitamin D deficient, so along with sunshine, fish, eggs and dairy, a weights session can be added to the list of ways to increase this essential vitamin without turning to supplements.

Source: Experimental Physiology







## The way we were...

In December 1996, *Network News* (the precursor to *Network eNews*) reported what was to become an all too familiar truth – that Australia was a nation of couch potatoes:

*“An alarming number of Australians are overweight or obese, do not exercise regularly and choose sport and recreational activities that offer minimal value for fat loss or cardiovascular improvement. According to figures published in the Australian Bureau of Statistics (ABS) 1996 Year Book, fitness professionals still have a huge task ahead to educate the general public about the importance of health and fitness.*

*...Based on these statistics, there should be no shortage of potential exercisers. The problem lies in educating the consumer...”*

Elsewhere the rise of Les Mills’ Pump program was reported:

*“Pump is Hot! According to club owners, Pump is revitalising the fitness industry. The aerobic floor is packed with keen Pump participants and more than 80 clubs throughout Australia have joined the Pump program.”*

## 1 thing I’ve learnt...

**Nicole Monteforte, Owner**  
[fitnessbusinessexperts.com.au](http://fitnessbusinessexperts.com.au)

*“One thing I’ve learnt from starting and running fitness businesses over the last 20 years is to always recruit your sales and club staff based on attitude and passion for the industry. So often we fall into the trap of thinking that we need to employ someone with a specific skillset because it will save us time training them, because let’s face it, every club owner/manager is time-poor! The greatest team members I ever employed were unskilled people who were totally in love with the fitness industry and what it represented. These were the employees that were able to best connect with prospects and members, which in turn led to more referrals and more new happy members. The industry is built on emotion, so when looking for people to represent your business, look for the ones that make you smile and feel good the minute you meet them and more often than not you’ll be onto a winner!”*



## Are you overlooking the 4 keys to results and retention?



The key metric to retention, whether you are managing a fitness facility or working as a self-employed personal trainer, is helping your members/clients achieve their fitness goals. Or put more simply, delivering the results you promised them when they signed up for a membership or a PT program.

Delivering results is far more complex than just writing quality training programs, providing sound nutritional guidance and the encouragement to train two to three times per week. So, in the majority of cases, what’s missing? There are four critical things that are often overlooked in the trainer/client relationship: personalisation, empathy, ‘touch points’ and being ‘in the moment’.

Personalisation can be defined as tailoring a service or product to meet the specific needs of an individual. When applying this to fitness programming, we must ensure that the client’s goals and aspirations are at the core of the programs we write. Furthermore, in order to prevent repetition and staleness we should take notes after each training session and review them prior to the next one.

Empathy can be defined as the experience of understanding another person’s condition from their perspective – or put simply, placing yourself in their shoes. As trainers we are often the objective ear in which clients express their innermost feelings or frustrations. Our role is not to advise, but to listen, be non-judgmental and try to feel what they are feeling.

‘Touch points’ are any encounters in which the business and the customer engage to exchange information or participate in a service. This is critical to the trainer/client relationship. Obvious examples are remembering birthdays and wedding anniversaries, while less obvious ones are noting what a client said during a training session and then doing something about it – like buying a small gift or sending them a card to make them feel special.

Being ‘in the moment’ can be defined as being totally immersed in the situation at hand. As a trainer this is easier said than done, but be conscious of the fact that your client is totally aware when you are distracted, tired and just going through the motions. The key is to have a routine whereby you mentally prepare yourself prior to each session so the client feels your 100 per cent focus on them. Remember, the client you are with is far more important than the client you would prefer to be with.

Our industry is going through rapid change. It is more competitive than ever, there are many virtual and wearable options and the member/client has higher expectations. By being more mindful of the needs of our lifeblood we can provide a training experience that will not only deliver the results they want, but turn them into our strongest advocates.

*Nigel Champion*

**Nigel Champion, Executive Director**  
[director@fitnessnetwork.com.au](mailto:director@fitnessnetwork.com.au)



# TRAINING ON THE ROPES!

## BATTLING ROPE WORKOUTS





## The undulating waves of battling ropes certainly look impressive – so how effective is this training method?

**WORDS: DAN HENDERSON**

**I**f you're a trainer then you'll be well aware that battling ropes have become an increasingly popular training tool in recent years. They are now commonplace in commercial gyms and boot camps and are being used by growing numbers of personal trainers.

Battling ropes are very simple in design. They are literally ropes made from either a natural fibre such as manila or a synthetic material such as polypropylene or nylon. They can vary in diameter and length, from around 9 to 15 metres length and 3 to 5cm thickness. Using the longer and thicker ropes is one way of progressing training difficulty.

Longer ropes are ideal for pulling movements, while thicker ropes are advantageous for developing power and grip strength. Most have handles, and some also feature a protective sheath to protect against degradation.

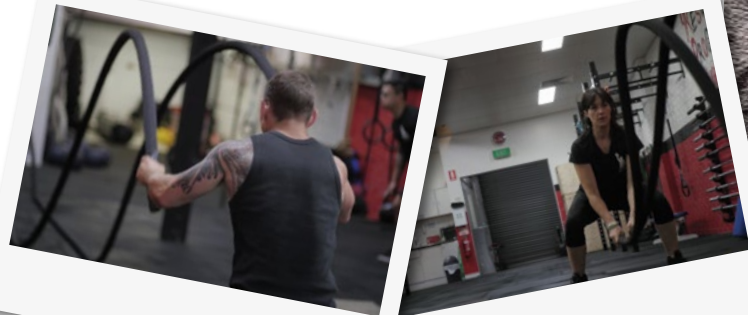
The rope is looped through a fixed anchor point, and clients or participants hold an equal length of rope in each hand. The rope is then vigorously undulated in a series of waves for a set period of time, generally 10 to 30 seconds, dependent upon the weight and length of the rope.

The battling ropes training system was developed in the United States by legendary strength and endurance athlete John Brookfield, who is renowned for his



### The 30-second article

- Battling ropes are now commonplace in gyms, studios and outdoor training sessions
- Clients vigorously undulate the ropes for set periods of between 10 and 30 seconds, dependent upon the weight and length of the rope
- Battling rope training demands more oxygen and elevates excess post exercise oxygen consumption (EPOC) more than many other forms of traditional training
- Different rope exercises can target power, aerobic endurance, anaerobic endurance and strength endurance
- Battling ropes provide a low impact training option and can benefit the posterior chain and core.



unconventional training methods with professional athletes. The inspiration for battling ropes training came to Brookfield when he was waiting at a wharf, staring at a rope tied to a boat. Mesmerised by the wave-like movements of the rope, he sought to replicate them.

If you haven't already trained with battling ropes, then you may at least have been mesmerised watching the wave-like movements of rope training taking place. It certainly looks impressive, but is it effective? The answer is a resounding 'yes' – if you know how to use them correctly. A study by Dr's Charles Fountaine and Brad Schmidt (University of Minnesota and Creighton University, USA) into the metabolic cost of rope training found a number of very favourable outcomes. If you're wondering whether adding this training technique to your toolbox will be beneficial to your clients, then consider the following points:

### 1 ▶▶▶ Time-efficient metabolic clout

Training with battling ropes elicits impressive metabolic results in a limited time. If you have 10 minutes then you can still undertake a vigorous workout that trains the whole body. Because it is a relatively new training tool there haven't been many studies completed into battling ropes, but the research that has been done confirms what was widely assumed: battling rope training demands more oxygen and elevates excess post-exercise oxygen consumption (EPOC) more than many other forms of traditional training. This makes it highly effective for achieving fat loss, as well as increasing strength, fitness and power – which translates to better athletic performance, a leaner physique and an increased capacity for work.

### 2 ▶▶▶ Versatility

Battling ropes are easily portable, so you can train almost anywhere with them. As long as you have a bit of space, the park, beach or gym can be your playground.

Most people simply complete two-handed or alternating waves with battling ropes, but there is so much more that can be done. There are over 30 wave-based movements that challenge the upper body, lower body and core in unique ways. There are exercises that are specific for power, aerobic endurance, anaerobic endurance and strength endurance. Exercises can be completed solo, or with a partner.

In addition to varying the length and diameter of the rope, it is easy to regress or progress battling rope difficulty by changing the location of the body in relation to the anchor point, grip, tempo and the duration of the set.

### 3 ▶▶▶ Posterior chain and core

It may surprise you to learn that battling ropes can benefit the posterior chain and core. They may appear to be an upper body-dominant tool, but this isn't the case if you use them correctly. The power for the wave-based movements should be initiated through the hip hinge, an

action that ignites the hamstrings, glutes and spinal erectors. One of the really unique factors about battling ropes is the force that comes back through the rope. Absorbing this force and maintaining balance is great for core engagement. It is not uncommon to see people new to rope training getting pulled by the rope because they have not yet learnt how to absorb the returning force.

#### 4 >>> Mental fitness

The ability of battling ropes training to push the mind as well as the body is one of the main features of John Brookfield's training. The first few times you use battling ropes, trying to maintain 20 seconds of movement can feel like an eternity. You need to continually push your mind to conquer the aching muscles and burning lungs so you can increase this time. Indeed, 20 minutes on the battling ropes is possible with mental fortitude. This endurance translates well into any sporting arena.

#### 5 >>> Low impact

The battling rope offers a low impact alternative to high impact activities such as running or jumping. It is great for clients that have any joint issues, as their heart rate can be accelerated with minimal impact on their joints.

#### 6 >>> Fun and different!

Clients are drawn to battling ropes because their dynamic nature, wide array of exercises and uniqueness make an enjoyable change

to traditional training methods.

By changing variables such as exercises, duration and rope dimensions, you can use battling ropes with all of your clients, and help them reap remarkable results. **M**

**Dan Henderson, BA (Sport & Exercise Management)** is the co-owner of The Australian Institute of Kettlebells (AIK). AIK educate trainers and coaches worldwide with accredited courses in kettlebells, battling ropes, powerbags, mobility and barbells. [kettlebellinstitute.com.au](http://kettlebellinstitute.com.au)

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# 6 WAYS TO BOOST METABOLISM

Six simple behaviours can help your weight loss clients increase their metabolic rate and burn more calories, faster.

WORDS: MATT O'NEILL

**W**hen you boost your metabolic rate (the rate at which your body burns energy), you burn more calories, which is an advantage for fat loss. Knowing the fitness, food or supplement factors that can elevate your metabolic rate helps you advise clients correctly and helps them get better results. If you work with weight loss clients – and that's most of us – consider the following actions.

## 1. Move more

At rest, the average 70kg person burns around 1 calorie per minute. Walking burns 3 to 4 calories per minute and you'll burn around 8 to 10 calories per minute running fast.

These figures reinforce the simple idea that the more effort you put into moving your body, the more calories you burn. Just getting out of bed doubles your metabolic rate. Walking triples it and an intense boot camp-style session can generate a 10-fold increase in metabolic rate.

This doesn't mean flogging clients at every session, but it does mean that higher effort level training sessions, like HIIT (High Intensity Interval Training), delivered safely, can provide a greater calorie burn and fitness gains in shorter sessions.

## 2. Build muscle

Every kilogram of muscle on your body burns around 10 calories per day at rest. It may seem small, but over a year the energy burning bonus from just 1kg of additional muscle equals 3,650 calories. This is the equivalent of about 0.5kg of body fat.

If you build and maintain 5kg of lean muscle, your metabolic rate jumps up by 18,250 (5 x 3,650) calories. That's 2.5kg of body fat a year burnt up before you even move your muscles (though, of course, you'll need to move them to maintain them).

## How is metabolic rate calculated?

Your metabolic rate is the rate at which your body burns energy. Total daily (or 24-hour) metabolic rate (TMR) is comprised of three factors: resting metabolic rate (RMR), thermic effect of food (TEF), and physical activity (PA).

**Resting metabolic rate (RMR)** accounts for 50 to 80 per cent of your TMR and is the energy cost when your body is at rest

**Thermic effect of food (TEF)** accounts for around 5 to 10 per cent of TMR and is the energy cost of digesting and absorbing food

**Physical activity (PA)** accounts for an average 20 per cent of TMR, but can be significantly greater in active people.

By contrast, body fat is less metabolically active and only burns around 4.5 calories per kilogram per day.

## 3. Eat more protein

Protein in food costs more energy to digest and absorb than carbohydrate or fat. Eating protein-rich foods like eggs, fish, chicken and lean meat makes your body work harder to digest and absorb calories.

This doesn't mean you should load up on protein supplements. You still need to keep your diet balanced and ensure you work within the Acceptable Macronutrient Distribution Range (AMDR) of 15 to 25 per cent of daily energy intake as protein.

Hard data is scarce on the actual calorie







### The 30-second article

- Increasing regular physical activity is the most effective way of safely firing up your metabolism
- Building and keeping muscle must be a priority for successful long term weight management
- Avoiding crash diets that waste muscle will be a particular focus for some clients
- Larger intakes of chilled water and green tea (after checking with your doctor) could benefit some people
- Supplements that claim to enhance or elevate metabolic rate may either contain potentially dangerous stimulants or be making false claims.

burning benefit of switching from a 15 per cent protein diet to a 25 per cent protein diet, but it could be expected to translate into a few kilograms of body fat per year.

## 4. Eat enough calories

Avoiding crash diets will help you minimise the normal slow-down in metabolic rate associated with caloric restriction. Reducing calorie intake from 2,500 to 1,100 calories a day has been shown to result in a 5 to 10 per cent decline in daily metabolic rate after just one day.

Continuing on a severely calorie restricted diet for days and weeks will likely result in significant lean muscle loss as well as fat loss. This is because muscle is broken down and converted into glucose that your brain needs for fuel during a process called ketosis. Up to around one third of weight loss can be from muscle loss in extreme cases.

No amount of resistance training can prevent severe dieting-induced muscle loss. Appropriate daily calorie targets for fat loss and responses to dieting are highly individual, but the key message is don't starve yourself.

## 5. Consume chilled water

When you consume cold water, your body expends energy to increase the water temperature. Drinking around 500mL of cold water could boost your metabolic rate by around 30 per cent above rest for an hour after drinking. Although this equates to only 25 additional calories being burnt, it becomes significant when you drink more chilled water over a day. Two litres could burn you 100 calories a day, or 36,500 calories a year, which is almost 5kg of body fat.

## 6. Drink green tea

Unlike many so-called 'thermogenic' supplements, which are either dangerous, useless or both, drinking enough green tea might give your metabolic rate a nudge up of around 70 calories a day. However, you'll need to consume at least four or five cups of strong green tea to achieve a dose of around 300mg of catechins, the active ingredient. Always check with your Doctor before drinking high doses of tea or taking supplements.

With regards these last two points, however, it should be noted that not all research shows benefits of chilled water or green tea. Some people won't respond and the body may adapt over time, so the return on effort may decrease.

## What about eating every three hours?

You may have heard that eating every three hours speeds up metabolism, but, in fact, your 24-hour metabolic rate will actually be no different. Whether you eat the same foods in six smaller meals or in three larger meals, it costs your body the same energy to digest and process. So, clients don't need to freak out about their metabolic rate if they've missed a snack, as they can catch up later.

By educating your weight loss clients about the factors that affect the rate at which their bodies burn calories, you can help them safely lose more fat, faster. **N**

**Matt O'Neill, Dietitian BSpSc, MSc(Nut&Diet), APD, AN** is director of the SmartShape Centre for Weight Management and creator of the Metabolic Jumpstart nutrition system. [metabolicjumpstart.com](http://metabolicjumpstart.com)



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# MENOPAUSE MATTERS

## HOW YOU CAN HELP YOUR MID-LIFE CLIENTS

Menopause can be a game-changer when it comes to health and fitness. By understanding how it affects women in their mid-life years, you can make a difference to how your clients feel, how they look and how they stay healthy.

**WORDS: WENDY SWEET**

I call menopause the 'game-changer'. Not only because, for some women, their quality of life is severely impacted by the symptoms of menopause (more about this soon), but also because, for some, this is the time when it doesn't matter how active or 'healthy' they have been in the past: menopause navigates its own path, causing all sorts of havoc on hormones and metabolism.

For many women used to good health in their past, the transition into and through menopause can be fraught with challenges, not only internally but also externally, in the form of fat depositing in places that it hasn't previously done.

For fitness professionals, especially personal trainers, training menopausal women can be challenging, not only in terms of understanding the support that some female clients need at this time, but also in terms of what works and what doesn't when it comes to exercise and nutrition prescription.

Here, we explore why and how menopause and post-menopause are critical events for the health of women and why, now that hormone replacement therapy (HRT) is no longer in vogue, finding new ways to manage menopause matters.

### Understanding the menopause transition

While menopause is a natural process that occurs in women's lives as part of normal ageing, for some women this transition can be quite disabling. Defined by the

World Health Organisation (WHO) as the permanent cessation of menstrual periods that occurs naturally or is induced by surgery, the Greek derivative is *men* (month) and *pausis* (cessation).

The years preceding menopause that encompass the transition from normal menstruation to cessation are termed the peri-menopausal years and are generally characterised by irregular periods. On average, in non-surgical menopause, peri-

menopause begins around the late forties and may last up to four years, but it is well known that smokers begin to transition into menopause about three to four years earlier than non-smokers. The Massachusetts Women's Health Study of over 2,500 women found the mean age of menopause to be 51.3 years, and this hasn't changed since ancient times.

Post-menopause begins at the time of the final menstrual period, although it is often not





## The 30-second article

- Defined as the permanent cessation of menstrual periods, the mean age of menopause is 51.3 years
- Regardless of how active or healthy a woman has been in the past, menopause can seriously impact hormones and metabolism
- A huge decrease in oestrogen levels, as well as fluctuating levels of progesterone and other hormones, can result in both physical and psychological disruption
- Some women experience irritability and depression, weight gain around the midriff, poor sleep patterns, hot flashes and night sweats
- PTs can assist menopausal clients by helping them put sleep strategies in place, adopt a Mediterranean-style diet, and adapting their training to match their energy levels and how they are feeling.

recognised until after 12 months of a woman's periods ceasing. This cessation of menses is known medically as the *climacteric*, the end of a woman's reproductive potential. With the huge decrease in oestrogen levels that occurs at this time, it is no wonder that, for some women, havoc is wreaked on the endocrine (hormonal), psychological and somatic (bodily) systems. This is the time when thousands of women may spiral into negative health changes, which may affect how healthy they will continue to be as they age.

Let's examine these changes and take a look at why it can be a time of physical and psychological chaos.

### It's all about the hormonal cascade

In the peri-menopausal transition, women experience an accelerated loss of ovarian follicles. This can take from two to eight years. With the human endocrine system working as a negative feedback loop (i.e. when a single hormone production is decreased or increased it influences other hormone production in the body), this subsequently has an effect on the amount of follicle-stimulating hormone (FSH) released from the pituitary gland. FSH simply tells the ovary to recruit eggs, and oestrogen is made by the developing eggs. In normal ovulation another hormone, luteinising hormone (LH), works in tandem with FSH in oestrogen-



## For fitness professionals, especially personal trainers, training menopausal women can be challenging



producing ovulation. This cycle forms the normal menstrual cycle in younger women.

As peri-menopause approaches, however, the ageing ovaries become less responsive to FSH. As such, the amount of FSH rises 10 to 20-fold as more and more FSH is released by the pituitary gland to 'bribe' the ovaries into responding. LH is cleared from the blood faster, so the real culprit in peri-menopause – causing havoc on menopausal symptoms during this time – is FSH, and for some it can go on for years.

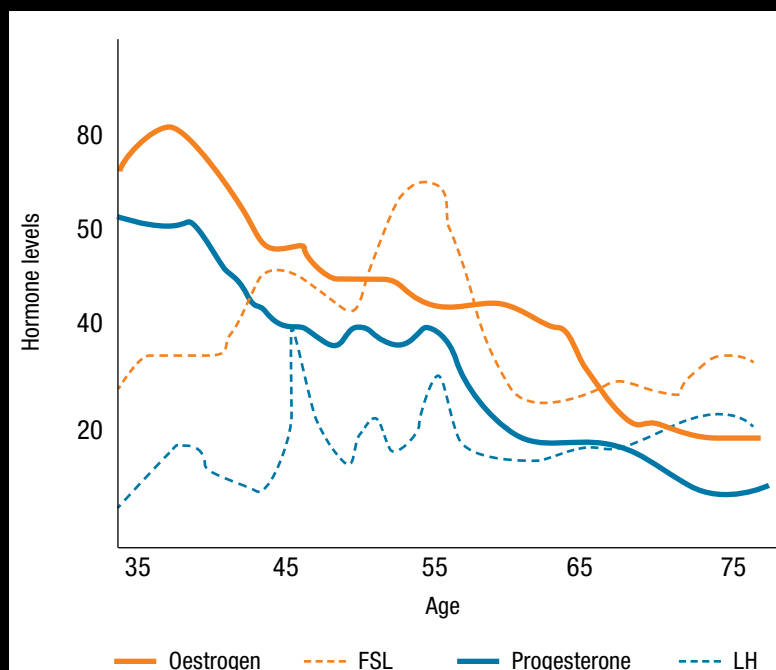
As a woman hits her fifties, fewer and fewer follicles respond. The overwhelming effect of this is that the amount of oestrogen made begins to decrease significantly. This drop in oestrogen (which is quite dramatic in some women, especially those who are already overweight) can often be the start of the chaos that some women experience at this time, both physically and psychologically.

Another hormone, progesterone, is also implicated in all of this turmoil. In the younger menstruating female, progesterone is made by the cells of the uterus to ready it for receiving a fertilised egg. Progesterone is the hormone of pregnancy and in peri-menopause progesterone levels also fluctuate. Although this uneven rising and falling of various hormones can impact hugely on how your client may be feeling at this time of peri-menopause, it is post-menopause that the real health impacts might occur.

### Hormone production after menopause

Once menstruation stops completely for 60 days or more (amenorrhea) there are few remaining ovarian follicles. This doesn't mean that the ovaries cease functioning, however. Post-menopause, the ovaries continue to secrete hormones, although not

Figure 1. Hormonal fluctuations during menopause





oestrogen. These hormones are androstenedione (derived mainly from the adrenal glands, but these do decline with ageing) and testosterone.

Androstenedione is the precursor to testosterone production, as well as oestrones and oestradiol which make up oestrogen. The adrenal glands and ovaries each produce about 3mg a day of androstenedione in pre-menopausal women. After menopause, however, the production of androstenedione in the adrenal glands generally halves. The impact of this in a post-menopausal body is that a range of symptoms begin to be experienced. It is these symptoms that, for many women, define how menopause is experienced. For women who are particularly sensitive to these changes in hormones, it's not only irritability and depression that set in, but also weight gain around the mid-riff and poor sleep patterns, as well as exhausting hot flushes and night sweats.

### Hot flushes and night sweats

Sometimes known as 'hot flashes' these are clinically defined as an instability of the vaso-motor system. This is the system that is driven by the adrenal glands through the sympathetic nervous system and controls blood pressure, including the dilation and constriction of blood vessels.

Hot flushes and night sweats are the hallmark of menopause for many women. Reddening of the face, a sensation of heat and, in some women, profuse sweating, drive many women to despair and, because they commonly occur at night, hot flushes can be a major

cause of insomnia.

While very little is known about the causes of hot flushes (apart from decreased oestrogen production), they may be brought on by stress (the adrenal glands control your stress levels) and even hyperglycaemia (high levels of blood glucose). This makes sense when we think about the adrenal system and the influences of all the endocrine glands as a negative feedback system.

As a fitness professional, it is important to understand that clients who are having moderate to severe and frequent hot flushes are also experiencing general inflammation in the body. Add this inflammation to a poor diet and little or no (or, sometimes, too much) exercise, and you have the accumulation of inflammation in other parts of the body, such as the joints.

With diaphragmatic weight gain, poor sleep patterns and low energy, what ensues is a jigsaw of metabolic changes that are difficult to isolate. Although hormone replacement therapy (HRT, which was developed to mitigate the symptoms of hot flushes and night sweats) may help, recent evidence from the Women's Health Initiative Study linking long-term use to breast cancer has resulted in the use of HRT becoming somewhat curtailed.

### Metabolic chaos

The metabolic chaos that menopause can cause negatively impacts women's health. Two of the main health concerns are to do with the higher risk of cardiovascular disease in post-menopause women, as well as insulin sensitivity and insulin resistance.



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With regard to cardiovascular disease, the main culprit is, again, oestrogen. Low oestrogen has an effect on the sympathetic nervous system, specifically the blood pressure-lowering receptors that control vaso-dilation and calcium channel opening in smooth muscle cells. Low oestrogen causes this mechanism to be lost. Put this alongside diaphragmatic weight gain, and blood pressure starts to rise in post-menopausal women, increasing their risk of heart disease in older age.

Insulin sensitivity is another concern for post-menopausal women. It is known to worsen with advancing age and increasing central obesity (diaphragmatic obesity in menopausal women), thereby making it difficult for some women who are already overweight or obese to tease out the effects of menopause.

Some studies show that an increase in body fat, low exercise, loss of muscle and poor sleep (which drives up another hormone, cortisol) sends many menopausal women spiralling into 'metabolic syndrome'. This is the name given to the cocktail of clinical disorders, including obesity, insulin resistance (the inability of muscle cells to allow insulin to move glucose into them), high blood lipids (hypertriglyceridemia) and high levels of low-density lipoprotein. These symptoms seem to be exacerbated in women who are already overweight or obese as they head into menopause and who have what naturopaths often refer to as a 'fatty liver'. The change in levels of circulating FSH has been positively correlated with the change in central fat mass.

As fitness professionals, it is important therefore to understand that some women who have exercised regularly in the past and maintained a healthy weight could gain weight as they transition through and into menopause. Not only does this diaphragmatic weight gain increase their risk of cardiovascular disease three-fold, but low oestrogen also causes the loss of bone-building calcium, thus increasing their risk of developing osteoporosis.

## Managing menopause in your training clients

When it comes to managing menopause in your clients, it is a case of 'different strokes for different folks'. For some of your menopausal clients, you might not have to change a thing. For them, menopause is a breeze and they are asymptomatic. For others who are having a hard time of it, however, the following strategies may be useful. By no means are these definitive,

but they can allow you to empathise with and support your menopausal clients in ways that may make a difference to how they feel, how they look and how they stay healthy.

### 1. Put sleep strategies in place

If your client says she is tired, she is. You can't train a tired client effectively. It's that simple. While your client may not tell you that she is having difficulty sleeping due to hot flushes and night sweats, it's your job to at least ask. Try to set in place some sleep strategies. Advise her to use a fan by the bed at night; to avoid caffeine before bed; to keep the room dark; to go to bed earlier and get up earlier to re-adjust her natural diurnal rhythm (melatonin supplements may also help); and demonstrate some pre-bedtime deep breathing strategies to alleviate sympathetic nervous system activity (especially palpitations).

### 2. Focus on food

There is a host of information about dietary choices available, but without going into too much depth, your symptomatic menopausal client needs to focus on nutrition. Specifically, a Mediterranean-style diet, which is known to be anti-inflammatory, is beneficial. This means no refined foods, high protein (up to 30 per cent of daily intake) and low-glycaemic foods (e.g. low sugar and white-starch). This type of diet supports the maintenance of normal blood glucose levels, keeping insulin secretion by the pancreas low. By adhering to this way of eating, and drinking sufficient water (at least two litres a day), some women are able to control insulin production, and thereby partially alleviate the severity of hot flushes and night sweats.

### 3. Increase isoflavones and other phytoestrogens in the diet

A substantial number of studies of phytoestrogens and isoflavones have been conducted, motivated by epidemiologic data showing differences in menopausal symptoms in countries with different levels of these nutrients in their diets. Several studies of soy extracts suggested that they may have some mitigating effect on hot flushes.

### 4. Adapt your client's training to match how she feels

Adjust your programming to moderate



aerobic exercise, which is proven to reduce blood pressure. Prescribe appropriate resistance training exercises. If your client has poor sleep patterns, then back off the HIIT (High Intensity Interval Training) until she has greater daily energy. While HIIT is well evidenced in assisting in weight management, your menopausal client may have low iron levels, low calcium and magnesium levels and poor thyroid function, as well as high cortisol through lack of sleep. A blood profile such as this doesn't bode well for recovering from HIIT sufficiently.

### 5. Explore the use of botanicals

The Women's Health Study has investigated a number of botanicals on the market in relation to their potential to affect menopausal symptoms. The ones most popular, but not always evidenced as effective in mitigating hot flushes, seem to be Black Cohosh (*Actaea racemosa*), Kava (*Piper methysticum*) for anxiety reduction, Red Clover Leaf (*Trifolium pretense*) and Ginseng root (*Panax ginseng*). However, you should never suggest botanicals to a client without telling her to check with her doctor, as some medications contraindicate botanicals.

While this article has focused on the physiology of menopause, including strategies for managing it, there also exists a host of qualitative studies that explore the subjective dimension of menopause and what it means to women. In addition to exploring the practical strategies outlined above, as their fitness professional you might also reflect on how your female clients feel about their transition through menopause, and talk to them about the support they may require from you at this time of their life. **N**

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



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# MAKE YOUR CLASS A SUCCESS

When members aren't buying in to a class, it's time to research, adjust and promote.

WORDS: CAT WOODS

**'B'**uild it and they will come'. Except, sometimes they don't. You have a great class on your timetable, but for some reason members just aren't getting on board. Why?

The way in which a class on your group exercise timetable is received will depend on a few factors. Is it a new class that most of your members are unlikely to have heard of? Is it a class that has been sailing along with consistent, but not great, participation numbers in a different timeslot? Is it a class that is hugely popular at another studio or club, but just isn't gaining the traction you'd hoped for in your facility?

## Purpose and efficacy

The most important thing is that the class has an intention, and that the structure and delivery of the class actually facilitate the desired results. Whether the focus is on strength, flexibility, endurance, agility or balance, there is no use promoting and spruiking a class if it doesn't noticeably improve participants' fitness and wellbeing. In a nutshell, if it doesn't deliver, it's as good as dead anyway.

## Compare and contrast

Your gym or studio doesn't exist in a vacuum. Pay attention to what does and doesn't work at other fitness facilities. If the same class runs successfully at other locations, go and participate in it at a venue and time where it works. This will allow you to observe whether it's the facility itself that is conducive to success, whether the demographic is entirely different and more responsive to the class type, or whether the timetable is designed to drive participants from the previous class into the next.

## What members want

Ask members for feedback, but also have the confidence to introduce new programs and classes that aren't established and well known. Having unique offerings is a great marketing and loyalty tool – it can be your point of difference that participants can't find elsewhere. Do some research into trends in group exercise to see what's 'hot' at the moment, but also trust that programs that have been running for decades are still reliable and relevant.

Observe where your members seek credible recommendations and opinions. Word of mouth is the Holy Grail for building class participation.

## Make sure your team know your product

Encourage customer service staff and personal trainers at your facility to attend the class. If prospective participants ask any of your team about a specific class but are unable to get satisfactory responses about its format and intention, they are unlikely to make the effort to attend.

Encourage personal trainers to refer clients who would benefit from the class to make it part of their program, and ask sales staff to refer interested new members. Really get the team behind the class. And practice what you preach: above all, make sure that *you* can confidently explain and recommend the class!

## Make it unmissable!

You and your facility should have a strong social media presence, so take advantage of this to promote the class. A profile of the instructor and the class on Facebook and Instagram can pique



### The 30-second article

- The success of a class can be dependent on several factors including demographic, timeslot, familiarity and venue
- The class must have clear fitness objectives and be effective
- Research what does and doesn't work at other fitness facilities
- Educate your team about the class so they can confidently promote it to prospective participants
- Use online media and printed materials to make sure every member knows about the class.



curiosity and get people planning their attendance. An ad on the website – and perhaps a short preview video – can draw attention to a new class or a class that needs a boost. A Twitter reminder on the evening before the class can help remind followers to pack their gym gear and attend the next day. Online may be where we spend more and more of our time these days, but physical reminders can still make an impact. Put up posters in the gym, in the change rooms, in the entrance, and inside lockers. In short, make it impossible for members to *not* know about it!

### Nurture and respond

Once you've launched, or re-launched, the class, give it time to be discovered, shared and experienced. If a class is taking a while to get some traction, but you are convinced that it has the potential to be really popular, then work with the instructor (if you are the group fitness

“

## Make it impossible for members to not know about it!

”

manager – or vice versa), to tweak the way in which it is presented and promoted. Trial a different start time. Ensure the classes scheduled before and after it are complementary. Promote a 'bring a friend for free' offer.

Don't be afraid to get creative. Theme the class for Christmas, Australia Day or any other occasion. Enter class participants in random giveaways and make announcements to the whole club 10 minutes prior to class to encourage people to try it.

If you believe the class has real benefits, and you want to share those with your members, don't give up without making every effort to make it work. If it's as good as you believe it to be, then once members have experienced it, enough of them should be converts to make it a success and secure its spot on the timetable. 📌

**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)



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# RESEARCH REVIEW:

## MORE THAN FASHION: THE RISE OF WEARABLE TECH



Sales of activity monitors are through the roof, and Santa will be stuffing a fair few in stockings this Christmas. But are they really doing what they claim?

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

**Title:** Comparison of different activity monitors

**Author:** Yang Bai (MSc) et al. (Dept of Kinesiology Iowa State University & University of Nebraska (Omaha), USA)

**Source:** *Medicine and Science in Sports & Exercise* (2015). ePub ahead of print.

**Introduction:** It's always pleasing to save a couple of hours hunting for something by discovering the ideal candidate at the very start of your search.

When it comes to selecting which recent research to review for *Network* magazine, Joe and I usually spend two or three hours each on a Sunday evening completing journal searches, before Skyping to deliberate over the various merits of those we've shortlisted. We then develop a spreadsheet of all the eligible articles, which we then rank, listing their individual pro's and con's and assigning each of them a 'readers interest' ranking. To sum up: it's a fair amount of work preparing, however we actually write the Research Review in a fairly short period of time. Well, Christmas came early this year, as we were pointed in the direction of this issue's research article by *Network's* editor, and it ticked all the boxes.

The article, 'Comparison of different activity monitors', is hot off the press (i.e. published online ahead of print) and could not be more timely or appropriate as activity monitors are clearly the newest fad for fitness enthusiasts and fitness professionals. Actually, we retract that word 'fad' because we believe they are here to stay and will only improve (i.e. become more

accurate) over time. At the clinic I conduct a number of health assessments, and one of the preventative assessments is with adults (aged 45 to 49) who are at risk of developing a chronic disease. The majority of the active individuals I have seen thus far have enquired about the potential benefits of these devices and asked if they are worth the money. Good question.

Lead researcher Yang Bai and her colleagues state that last year approximately 23 million wearable activity monitors were sold, and CNET reports that the number bought so far this year is already triple that, with 70 million units shifted globally. For those of you who may be unfamiliar with these devices, which are generally worn on the wrist, manufacturers claim activity monitors can track your daily exercise activities, assist in weight loss by tracking your caloric expenditure, and improve your overall health. A number of activity trackers even monitor your sleep patterns. The purpose of Bai's study was to investigate the accuracy of a selected number of commercially available activity monitors with regards energy expenditure (Kcal expenditure).

**Methods:** A total of 52 individuals (18 to 65 years of age) were asked to complete 20 minutes of sedentary activity (such as reading or watching movies), 25 minutes of aerobic exercise on a treadmill (self-selected speeds) and 25 minutes of resistance training (self-selected intensity, 12 exercises). Study participants took five-minute breaks between sessions, totaling 80 minutes of monitored activity.

While completing the exercises, each

individual wore five activity monitors on their wrist (FitBit Flex, Jawbone Up24, Misfit Shine, Nike+ Fuelband SE, Polar Loop), one monitor on their waist (Actigraph GT3X+) and one monitor on their arm (BodyMedia Core). The data recorded by all of the monitors was compared to a portable gas analysis system (Oxycon Mobile) which analysed expired gases to determine their accuracy. All of the activity monitors provided real-time monitoring of energy expenditure, and data was obtained either from monitor-specific apps on an iPad or directly from the device.

**Results:** The recorded mean total energy expenditure for the 80-minute session ranged from 274.5 Kcals (Nike+ Fuelband SE) to 395.5 Kcals (Misfit Shine): the actual energy expenditure, as determined by the Oxycon Mobile unit, was 316.8Kcals. This indicates that energy expenditure was underestimated by approximately 22 per cent on one of the monitors and overestimated by approximately 24.6 per cent on another, which is a fairly wide range.

As the results in Table 1 show, the ActiGraph GT3X provided the closest estimation of energy expenditure for the 80 minute session (-3.4%) while the Misfit Shine appeared to have significantly overestimated the actual energy expenditure (24.8%). With regard to the different exercise conditions (sedentary activity, aerobic exercise and resistance training), the BodyMedia Core provided the best estimation of sedentary activity (+11.2%), aerobic exercise (+7.4%) and resistance training exercise (+18.3%). It is worth mentioning that one of the monitors overestimated the energy expenditure of aerobic exercise by 58.1 per cent, while



another underestimated energy expenditure by 57.3 per cent during resistance training activities.

The authors concluded that some of the consumer monitors provided a comparable accuracy in estimating energy expenditure. Trainers should note that there may be a great deal of inaccuracy in current activity monitors, and while they may serve purposes, such as motivation for clients, the accuracy in quantifying training loads may vary greatly (depending upon the monitor used and the activity performed).

**Pros:** This was a good, practical study and the only one we could locate that investigated the accuracy of general use commercially available activity monitors.

Individuals considering purchasing an activity monitor would benefit greatly by reading the article in its entirety, particularly with emphasis on the accuracy of the various monitors specific to the intended use of the exerciser. It is important to note that although these devices are simplistic in appearance, they were compared to an expensive, sophisticated (and accurate) laboratory grade scientific analyser.

**Cons:** The conditions in which the participants completed the activities were quite varied. It would have been beneficial to have more stringent conditions (i.e. same aerobic exercise, resistance training exercises and intensities), although the use by participants is clearly a more real world approach. It should also be noted that, unfortunately, the Polar Loop was

**Table 1. Recorded energy expenditure in activity monitors**

Monitor	Total energy expenditure (Kcal/80mins)	Difference (Kcal)
Oxycon Mobile (base used for comparison)	316.8	- -
ActiGraph GT3X	305.9	-10.9
Fitbit Flex	337.2	+20.4
Jawbone Up24	290.7	-26.1
BodyMedia Core	351.0	+34.2
Nike Fuelband SE	274.5	-42.4
Misfit Shine	395.5	+78.7

*Note: adapted from Table 1 (Bai et al., 2015)*

removed from data analysis due to technical problems.

We are aware that some activity monitors have heart rate monitoring capabilities, and we look forward to locating a published study which investigates the accuracy of activity trackers on exercise heart rate. **N**

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### The 30-second article

- Sales of wearable activity monitors have more than tripled in the last year
- Manufacturers claim activity monitors can track daily exercise activities, assist in weight loss by tracking caloric expenditure, and improve overall health
- Researchers conducted a study to gauge the accuracy of a range of monitors, using a highly accurate gas analysis system
- The most accurate device recorded energy expenditure to within a 4% margin of error, while the least accurate overestimated energy expenditure by almost 25%







# WHAT IS...?

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AirActive was founded on the ideas that smartphones are pervasive; that the biggest pool of new customers lies outside the membership model; and that a win-win digital disruption of the fitness industry is possible.

The average smartphone user reaches for their phone as soon as they wake up. They are looking at their phone up to 1,500 times a week and are using them for over three hours every day to search, check news, book tickets, shop and more. AirActive aims to make the fitness industry part of this new normal.

Smartphone users include the 85 per cent of active Australians who have not signed up for club memberships. Many of these consumers do want to exercise, attend classes and use fitness facilities, but they want to do it on their own terms. AirActive connects them to tens of thousands of fitness activities, from group classes to gym workouts, and everything in between.

The AirActive platform aims to benefit instructors, gyms, studios and trainers by attracting new clients and leads, activating new revenue and keeping clubs connected to ex-members. Providers can set up a profile, set their own pricing and decide exactly which classes and sessions (and how many places in each) they will release to the AirActive client base. This keeps clubs in control of their business.

Operating across both iOS and Android, consumers can discover and book the activities offered by the providers. Providers get paid their session price, minus a booking fee and any merchant fee.

So what makes AirActive different to all the 'fitness passport' providers out there? According to the Australian team behind AirActive, it's the fact that providers are in full control. There is no discounting or bulk buying, just the potential to add more casual visits to not-so-full sessions and generate new leads for memberships. Providers can set different prices depending on the day and time, thus optimising revenue during the lows and the peaks of occupancy.

Consumers, meanwhile, stand to benefit from features such as instructor ratings, the ability to invite friends to the booked sessions, automated integration with the smartphone calendar and map directions. There is no lock-in, no contract, no direct-debit, rather it's a user-pays system.

Already endorsed by Fitness Australia, AirActive has plans to drive demand by exposing the app to millions of potential users through strategic partnerships.

The AirActive website [airactiveapp.com](http://airactiveapp.com) is now live, and the app is launching in the App Store and on Google Play in January 2016. 



## MORE?

To become an AirActive Provider or Instructor, visit [airactiveapp.com](http://airactiveapp.com) to check the FAQs and contact [support@airactiveapp.com](mailto:support@airactiveapp.com)





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

Business doesn't stop just because you are at FILEX. Take a break, check your emails and enjoy refreshments in our

## GOLD PASS SUITE

Enjoy the FILEX Keynote on Friday 29 April from the best seats in the house, thanks to the

## GOLD PASS VIP SEATING



## BUSINESS SUMMIT

THURSDAY 28 APRIL

Realise potential with world leading international and local business experts, including Alison Hill, Joe Cirulli, Andrew May and Brent Darden, as they share proven techniques to strengthen your leadership skills and take your fitness operations up a gear.



## PT: MEETING OF THE MINDS THURSDAY 28 APRIL

This is your opportunity to listen to, learn from, share and engage with a collaboration of the world's leading fitness thinkers and innovators. The 9 presenters will address topics that they believe to be critical to the future of personal training – NO topic is off limits!



## BUSINESS BREAKFAST, PT BREAKFAST OR WOMEN OF INFLUENCE LUNCH

Attend either the PT or Business Breakfast or inaugural Women of Influence Lunch on Saturday 30 April.

## FITNESS & HEALTH EXPO

Unlimited access to the Fitness & Health Expo from 29 April – 1 May, as well as an Exclusive Expo Preview for Summit delegates on Thursday 28 April.



From 29 April – 1 May you'll have access to cutting edge education at the FILEX Convention.



# REGISTER TODAY AT FILEX.COM.AU

The Gold Pass is designed to elevate your FILEX experience as well as your business success.







# New year, new potential, new initiatives



So here we are with another year almost finished and another holiday season upon us. It's good to reflect on the year gone by, but even better to look to the one ahead and prepare for one of the busiest periods for the fitness industry. At Network HQ it's also the time to start gearing up for the industry's pinnacle event, namely FILEX.

Enclosed with this edition of *Network* magazine you'll find your FILEX 2016 brochure outlining the amazing sessions, presenters, social events, pre-convention offerings and much more. This coming year's FILEX is our third to be held in the Victorian capital, and includes some amazing new features which we have developed based on our members' and delegates' feedback.

We're extremely excited to announce the inaugural Women of Influence Lunch to be held on Saturday 30 April at a stunning venue on the banks of the Yarra. Presenting an opportunity to hear inspirational stories, connect with your peers and learn valuable strategies to help you realise your potential in the fitness industry, this unique event seeks to highlight women in our industry who have challenged the status quo and encouraged other women to do the same.

For the first time ever in Australia, we're proud to present Meeting of the Minds (in place of the PT Summit) – a collaboration of the world's leading fitness thinkers and innovators. A full day comprising a series of nine succinct presentations, a catered networking lunch and a detailed QandA with the full presenter faculty, this will be a unique, challenging and thought-provoking experience. If you're truly passionate about all things PT, this is not to be missed!

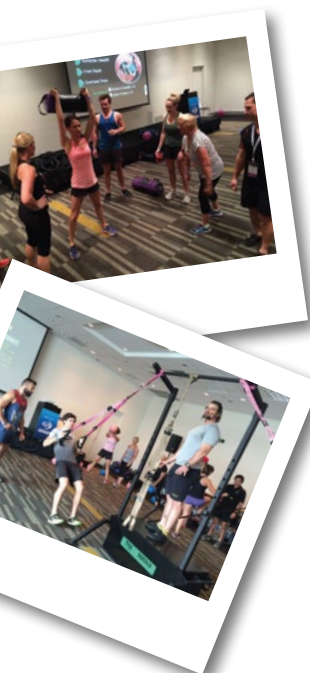
By popular demand, and for the first time ever, we have introduced the ability to pay for your FILEX registration in instalments. To help FILEX registration fit in with your cash flow needs, you can now take care of your chosen package in weekly or fortnightly instalments. The instalments will be larger the closer you register to the event, so the sooner you register the better.

For more information on all of these new features – and the rest of the FILEX program – check out your enclosed brochure or visit [filex.com.au](http://filex.com.au)

I'd like to take this chance to wish you a very happy holiday season and look forward to connecting with as many of you as possible in 2016.

Until next time,

Ryan Hogan, CEO  
ceo@fitnessnetwork.com.au







# WHAT'S ON?

Make 2016 your best year yet by giving yourself an educational advantage. Network has a wealth of options to upskill and innovate your approach to running a successful fitness business. Details of the following courses and events can be found at [fitnessnetwork.com.au/calendar](http://fitnessnetwork.com.au/calendar)



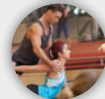
**YogaFit Fundamentals**  
12-14 & 19-21 Feb Brisbane  
4-6 & 11-13 March Melbourne



**YogaFit Older Adults**  
24 Feb Sydney



**YogaFit Kids**  
25 Feb Sydney



**YogaFit Level 3**  
26-27 Feb Sydney



**Animal Flow Level 1 Instructor Workshop**  
5-6 March Sydney  
11-12 March Gold Coast



**Network Diploma of Leadership, Coaching & Mentoring**  
11 Feb Sydney



**FILEX Business Summit**  
28 April Melbourne



**PT: Meeting of the Minds**  
28 April Melbourne



**FILEX Convention**  
29 April-1 May Melbourne



**Women of Influence Lunch**  
30 April Melbourne



## Stop swatting and keep sweating!

Fed up with constantly swatting away the mozzies on your sunset runs? Here's an accessory that may just become your new running essential. PARA\*KITO wristbands have a small rubber pellet inserted into them, containing all natural essential oils which release smells that are delightful to the human senses but repellent to mosquitos. Available in a range of colours and styles, the bands are easily adjustable with a velcro fitting and are constructed from neoprene, making them sweat resistant and water proof. If you're not one for wristbands, they also make a clip that can be attached to belts, buckles, bags or anywhere else you like.

For your chance to win a band or clip, email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining in fifty words or less why you'd rather protect yourself against unwanted nibbles with one of these nifty little inventions than a traditional spray insect repellent.

For more information visit [au.parakito.com](http://au.parakito.com)

## In your expert opinion...



**Brad Beer, Founding Physiotherapist at POGO Physio, [pogophysio.com.au](http://pogophysio.com.au)**



*How can I help my clients prevent injuries when training for running events?*



There are two key principles when it comes to helping clients prevent running injuries when training for events:

1. Assist the client in making their body 'run-proofed' or 'run ready'. Resistance training is a key component of run-proofing a client's body. Irrespective of distances to be run in an event, runners need to have activated, strong, and sound endurance of key running muscles (such as the glutes, calves, and hip muscles).

2. Coach the client around the perils of sudden 'spikes' or increases in training load. These increases can be in the form of spikes in distances run in a given week, intensity of sessions, or both. As a general rule, when it comes to increasing weekly running volume, the total volume should not increase by more than 10-15 per cent each week. The peril of sudden training spikes is the resultant spike in loading on the runner's body. Key structures such as the Achilles tendon, shins, patella tendon and knee joints can suddenly become overloaded.

For further information check out Brad's book *You CAN Run Pain Free!* on [amazon.com](http://amazon.com)



# THE SOCIAL NETWORK

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



## What really causes cancer (and what doesn't)

In response to media reports on the link between cancer and certain meat products, this article pointed out that 'Obesity and lack of exercise pose bigger cancer risks than red and processed meat'. You agreed.

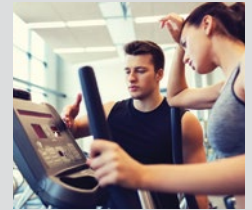


**Mark:** Yes, bacon might be bad for you but there are areas of your health you should be more concerned with first.

**Lisa:** I want to like this more than once #becausebacon

## The science behind interval training

The ABC's science show *Catalyst* investigated the science behind HIIT and put its reporter to the test with a 6-minute per week workout – with impressive results.



**Samantha:** This was a fantastic watch. Decided already to go to the gym (or scare the locals on the Esplanade) for some sprints tomorrow morning!

**Kerrie:** If that happens in 6 minutes imagine what's going on in 20



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[twitter.com/ozfitnetwork](https://twitter.com/ozfitnetwork)

[pinterest.com/ozfitnetwork](https://pinterest.com/ozfitnetwork)

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

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

# WA AND QLD EVENTS INSPIRE ACTION!



This Spring, the Network Events team hosted the return of WAFIC in Perth and the newly acquired QFit event in Brisbane. The feedback has been extremely positive, with hundreds of delegates revelling in the chance to pack heaps of new skills and industry insights into their respective weekends. It also provided a great opportunity to network with presenters and other fitness industry professionals who came together with a clear purpose – to continue learning (and teaching!) in a bid to keep moving our amazing industry forwards.

With topics ranging from business and nutrition, to outdoor and group training, there was something for everyone. The Keynote Address by Network Director Lisa Champion was a stand-out session that really resonated with delegates: after kickstarting a kindness campaign, she showed us all what it meant to inspire greatness through connection.

The team at Network would like to extend a huge thank you to all of our WA and QLD delegates who joined us at WAFIC and QFit – we hope you're putting all your inspiration into action!







# MEMBER PROFILE:

**JESSICA FRANTZ**  
**ASPIRING PT &**  
**MASSAGE THERAPIST, WA**



**Where do you live and work?**

I live by Scarborough beach in WA – I love the beautiful hot summer weather Perth has to offer – and I work at Rebel Sport in Joondalup with an amazing and extremely supportive team!

**What fitness qualifications do you hold?**

I am currently completing my Certificate IV in Fitness and Certificate IV in Massage Therapy at the Australian Institute of Fitness in Perth – I have loved every single moment and I'll be continuing my studies there with a Diploma in Remedial Massage.

**What will your role be in the fitness industry?**

I'm just beginning my journey in the fitness industry, but my role will be to motivate, encourage and mentor the population. I hope to create a positive and life changing journey for thousands of individuals, including myself.

**What made you choose fitness as your career path?**

As a kid I got involved in loads of sports – cross country running, handball, T-ball,

touch rugby, AFL, soccer, netball and basketball – but we moved around a lot so I was never able to stay in a club or team for long. When I was 13 my parents separated and I began using sport as a distraction and a way to express myself. I joined Shobukan Karate Club to discipline myself, emotionally and physically. The club took me under their wing and nursed me into becoming the strong, confident and independent woman I am today. I refer to the club as my family as they were always there for me when my real family could not be. Training to become a PT just seems like the natural thing for me to do – I want to teach fitness and health to individuals who want to be taught.

**Describe your typical day**

Every day is different! The only thing that stays the same is how busy each day is. I'm up at 5am to do my training before working, studying, attending appointments or doing some other funky stuff!

**What has been your greatest challenge to date?**

Juggling two full-time courses with work and training has been incredibly difficult. Finding time to train in the midst of studies and work has been a nightmare. I've spent entire nights sitting in fast food outlets using the free Wi-Fi to complete assessments, and then packing up and heading straight to training and class that very next morning.

**And your greatest highlight?**

Sharing my passion and enthusiasm with people from every walk of life! I love to engage with people. Making someone smile is the greatest highlight of every day! A smile is the most beautiful feature of an individual, so being able to share that moment is magical!

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

My main focus is to obtain my Master Trainer Level 1, 2 and 3. I hope for a long and healthy future in which I can influence thousands of people all across Australia to stop leading such sedentary lifestyles.

**Who has inspired you in your fitness industry career, and why?**

Sensei Dion Panossian and Sensei Michael Panossian from the Shobukan Karate club were two of the first individuals that truly inspired me. They taught me lifelong skills that helped me grow as an instructor and as an individual. No matter what was going on in their lives, they always made sure I was looked after first. But most importantly, they believed in me. I will never forget the years I spent with them and the club.

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

'When you get knocked down, get back up again'.



*Want to be profiled in a future issue?*

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

# HOW TO CONVERT TRIALS INTO MEMBERSHIPS

By asking the right questions during trial offers you can move prospective members and clients along the 'stages of change', from considering your services to signing on the dotted line.

WORDS: AMANDA BRACKS

**T**he fitness marketplace is more diverse than ever, and with so many different offerings available, it can be daunting for those unfamiliar with exercise. What's the difference between the big chain clubs and that little 24-hour club around the corner? Between that 'training studio' and the 'CrossFit box' you've heard people talking about? For the uninitiated it can be hard to know what to do. Trial offers are a great way to allow these people to experience what you have to offer and gain an understanding of the culture, atmosphere and service provided at your fitness facility.

Trial offers can range from a two-session F45 pass or a personal training session at Fitness First, to a seven-day pass at the local leisure centre or three complimentary classes at a yoga studio. You can promote the trial through a variety of marketing channels, from Google Ad Word campaigns, lead boxes, letter box drops and local alliance networking, to downloads from your own website, Facebook offers or referral promotions.

When you get a bite to the bait on the hook – which is essentially what a trial offer is out there for – you need to understand where the person is on the 'stages of change' model. People need to move away from pain and towards pleasure to be able to make significant changes in their lives – and starting a regular exercise program is a big change for most people. They don't want to sweat, they don't enjoy puffing and they certainly don't want to give up the foods and things that give them so much temporary pleasure but are realistically doing long term damage to their health and wellbeing. When someone is attracted to your business from a trial promotion they are on the second tier of the stages of change model, contemplation. According to marketing guru, Philip Kotler, the stages of change model, when used

by social marketers for the health industry, would look like this:

- 1 **Precontemplation:** the person is in denial, not recognising they have a problem
- 2 **Contemplation:** the person knows they 'should' do something about their issue
- 3 **Preparation:** person takes steps towards changing
- 4 **Action:** the day they join your facility or sign up with you as a client
- 5 **Maintenance:** when the person has been exercising for six months or longer and adopts the change permanently.

So how do you get someone from contemplation down the stages of change into preparation and then into action, allowing them to trade in their trial pass and



## The 30-second article

- Trial offers are a great way to showcase to prospective members what makes your fitness business different
- When someone is attracted to your business from a trial promotion they are in the 'contemplation' phase of the 'stages of change'
- A series of astute questions will help you move prospects from the contemplation stage to the action stage
- Don't send people into trial classes and training sessions until you have identified their problems and provided a long term plan to solve them.





get started immediately? By following this seven-step process:

**STEP 1** Book the prospective member/client in for a tour or consult at least 20 minutes before their free trial.

**STEP 2** Use a guest register or series of questions to ask about their goals, history and current needs.

**STEP 3** Ask them what their number one health and fitness goal is at the moment.

**STEP 4** Ask them why this is.

**STEP 5** Ask them what specific date they want to achieve this goal by (make sure they give you a date, or exact length of time that allows you to assign a fixed date).

**STEP 6** Recognise that, if their goals are bigger and the date is passed the trial time, by giving them the trial you will be prescribing them the wrong solution – just like cough medicine for a broken ankle. Instead, tell them that you have another offer that will suit


them better and meet their needs.

**STEP 7** Present them with a trade-in offer, e.g. for a 'two free personal training sessions' trial, if they join today they will get four sessions free. If they have a three-day pass, allow them to exchange it for 30 per cent off the joining fee and a free first week's membership.

Following these seven steps will help you identify what the prospect specifically needs and by when. The trial offer serves as an ice breaker – an invitation for them to walk through the door and enquire more. Having the trial speeds up the enquiry process, and by asking specific questions about what the prospect wants to achieve, what getting fit means to them, how it is measurable to them and by what date they want to reach their goals, you are helping them to lock in the commitment to their training before you have even delivered the price presentation.

By the time you get to the price presentation you have moved them along the stages of change model and the question in their mind isn't 'Do I want to join?' but rather

'Which option is best for me?'

Tempting though it may be to do so, you shouldn't be too hasty in sending people into trial classes, onto the gym floor and into free PT sessions without the accompanying process outlined above. Doing so will probably just validate to the prospect why they aren't exercising already: because they don't like it, it's hard and it's uncomfortable. The only way you will get regular sales from trials is by identifying what the prospect's problems are and then providing a long term plan to solve them. The type of class, the trainer or what they do in the club can be prescribed later on: your job now is to sell long term results rather than workouts. By doing so you'll improve both the sales experience, and the fitness outcomes for your new member or client. 

**Amanda Bracks** is the director of Bracks Consulting. She has sold over 20,000 fitness memberships and personal training packages. Watch more of Amanda's training tips at [youtube.com/user/bracksconsulting](https://www.youtube.com/user/bracksconsulting)

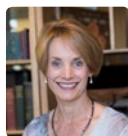


# Women of Influence Lunch

An inspirational addition to the fitness calendar

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

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



LISA CHAMPION



DR JACKIE MILLS



JACINTA MCDONNELL



HELEN VANDERBURG




DI WESTAWAY



DYANNE WARD



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

 \$99 (or included in FILEX Gold Pass)

Register now at [FILEX.com.au](https://www.filex.com.au)

POWERED BY 



## Matcha Almond Mylk

This yummy drink was designed to make your body strong and beautiful, both inside and out.

### What's great about it?

It is rich in protein and antioxidants that will help nourish healthy hair and glowing skin. It also boosts your metabolism, enhances mood, aids concentration and helps stabilise blood sugar levels.

*Makes approximately 5 cups*

### Ingredients

1 cup raw almonds (soaked overnight in water and drained)  
2 teaspoons Healthy Chef Matcha Green Tea  
6 fresh dates, pitted  
1 teaspoon vanilla bean paste or powder  
6 cups water

Combine almonds, matcha, dates, vanilla and water in a high-performance blender. Blend at a high speed until creamy – this should take about 30 seconds. Strain through a fine sieve, muslin or cheesecloth. Give your bag a good squeeze to remove all the excess moisture. The pulp can be used for other recipes such as power balls, cookies or gluten-free crackers. Pour into clean bottles or jars. The mylk can be stored in the fridge for up to 4 days.

### Inspiration

Make an antioxidant-rich matcha latte by gently heating Matcha Almond Mylk until hot – but don't boil. Pour into your favourite cup and sip slowly.

# RECIPES FOR SUMMER

Taking inspiration from her *Purely Delicious* cookbook, The Healthy Chef shares two creations to make your body sing this summer!

RECIPES: TERESA CUTTER







## Melon Breakfast Bowl

If you wake up with a hearty appetite then what better breakfast than one that lets you eat the bowl?

### What's great about it?

Rockmelons have a high electrolyte and water content and they are rich in fibre. This combination helps promote regularity, and a healthy digestive system. Rockmelons are also high in antioxidants such as vitamin C and A that are important for boosting the immune system. Vitamin C is also important in the making of collagen. Collagen gives strength and structure to your skin and is vital for elasticity and firmness.

Serves: 2

### Ingredients

- 1 rockmelon (cantaloupe)
- 200g thick Greek style yoghurt or natural yoghurt
- 2 tablespoons goji berries
- 2 tablespoons bee pollen
- 2 tablespoons pumpkin seeds
- 2 tablespoons coconut
- 1 tablespoon cacao nibs (optional)

Cut melon in half and scoop out the seeds in the middle. Fill melons with yoghurt then top with goji, seeds and your selection of superfood 'sprinkles'. Enjoy an amazing start to your day!

### Inspiration

Granola or a mixture of nuts, berries and seeds can be used in place of the superfood sprinkles.

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



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- chance to identify &  
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# INJURY & REHAB

## HIPS DON'T LIE...? A SURPRISING CAUSE OF NECK AND SHOULDER PAIN

By addressing the underlying causes of musculoskeletal dysfunction you can help your clients move better while eliminating recurrent aches and pains.

WORDS: JUSTIN PRICE

**O**ne in four people suffer from neck and shoulder pain (Leijon, et. al., 2009), which affects their ability to perform everyday activities like lifting their arms to wash their hair or reach a high cupboard. It also limits their ability to participate in athletic activities and dynamic exercises common to personal training programs.

Typically, people with neck and shoulder pain seek help from chiropractors, physiotherapists, doctors and other licensed

medical professionals to alleviate their pain. When their symptoms are under control, they often turn to a personal trainer to begin or continue a program of regular exercise. However, once the client begins exercising regularly and engaging in full-body dynamic activities, more often than not their neck and shoulder pain returns. This frustrating situation often causes them to drop out of training (IDEA, 2013).

So why does neck and shoulder pain return so dramatically when clients begin

engaging in a program of regular exercise? And what can you do, as a personal trainer, to help identify and remedy one of the most common, yet surprising, causes of neck and shoulder pain?

### Progressing from physical therapy to personal training

When progressing from the controlled environment of physiotherapy office/medical facility to a fitness/personal training atmosphere, clients begin performing dynamic exercises that challenge the body through multiple planes of movement. While these types of whole-body activities are necessary to burn calories and stimulate energy producing (and recovery) mechanisms, they also place a large amount of stress on the musculoskeletal system (Price & Bratcher, 2010). If one part of the body is out of alignment when the entire body is being stressed, compensations can occur. Myofascial structures above and below the imbalance must take up the slack to help keep the body balanced as it moves. Over time, these compensations can cause further musculoskeletal imbalances, myofascial restrictions and pain.

### How an imbalance of the hips affects the shoulders and neck

The large muscles of the lumbo-pelvic-hip girdle (LPHG) such as the glutes, hip rotators, abdominals, hip flexors and erector spinae group (to name a few), dissipate tremendous forces, namely gravity and ground reaction forces, as they pass through the body (Golding & Golding, 2003).



However, if the bony structures of the pelvis, hips and base of the spine that these muscles attach to are out of alignment, then these muscles cannot perform effectively. This has consequences for both the bony structures and muscles of the upper torso



### The 30-second article

- One in four people suffer from neck and shoulder pain, which affects their ability to perform everyday activities, as well as exercise
- If the lumbar spine, pelvis and hips are out of alignment, then the neck, head and shoulders compensate and shift out of their correct positions
- A simple dowel rod assessment with clients can help you identify misalignment issues with their lumbo-pelvic-hip girdle (LPHG)
- Performed regularly, self-myofascial release, stretching and strengthening corrective exercises can realign the LPHG so that the shoulders, neck and head naturally fall back into better alignment.

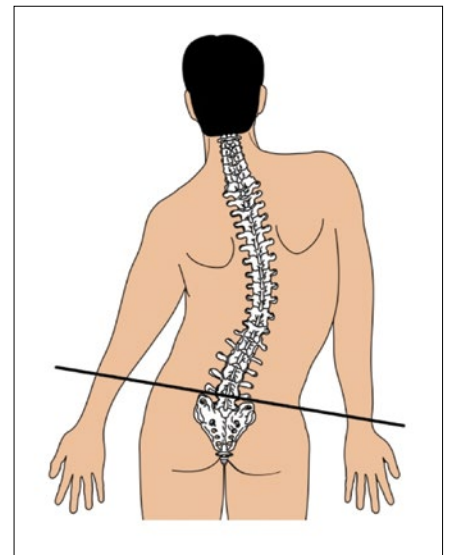
as well as the vestibular system (which helps keep the head aligned over the centre of the pelvis when a person is standing, walking or engaged in other activities) (Schamberger, 2002).

Hence, if the lumbar spine, pelvis and hips are out of alignment due to a structural imbalance, muscular weakness and/or neuromuscular dysfunction, then the neck, head and shoulders must compensate and shift out of their correct positions (see diagram).

Habitual movement patterns of the neck and shoulders that develop to compensate for a misaligned LPHG can result in long term recurring neck and shoulder pain. This pain is often greatly exacerbated when a person engages in full-body movements.

### Are the hips to blame for neck and shoulder pain?

You might think this type of musculoskeletal imbalance is uncommon, but the regular practice of performing the assessment below highlights the fact that many clients have misalignment issues with their LPHG. Performing this assessment with clients prior to exercise will help you determine whether an imbalance of the LPHG is contributing to the recurrence of neck and shoulder pain.



*Compensations caused by lumbar spine, pelvis and hips being out of alignment*

### Dowel rod on hips assessment

Stand behind your client as both of you face forward looking into a mirror, so you can consider the results of the assessment together. On both hands curl your third, fourth and fifth fingers toward your palms as you point your index fingers out straight



EDUCATION

## ALMOST 80% OF AUSTRALIAN ADULTS SUFFER FROM LIFE-LONG LOWER BACK PAIN. THAT'S A LOT OF IBUPROFEN!

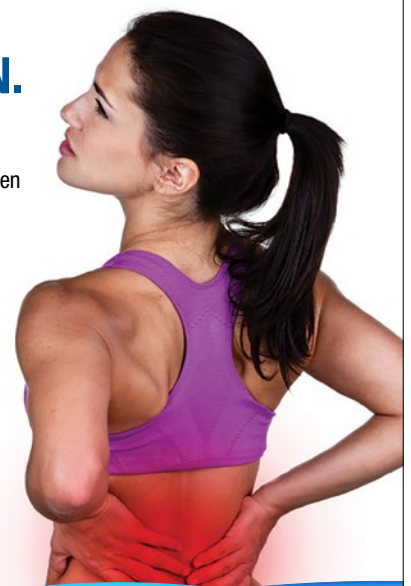
And with the number of adults suffering from chronic pain projected to almost double by 2050, it's never been more important for personal trainers to understand how to help clients move correctly and without pain.

Australian Fitness Network has partnered with one of the world's foremost experts in musculoskeletal assessment and corrective exercise, Justin Price, to bring you The BioMechanics Method Corrective Exercise Trainer Certification.

Learn how to:

- Safely conduct postural assessments
- Design corrective exercise programs that will alleviate pain caused by common musculoskeletal imbalances
- Develop effective client communication strategies that can be applied to clients experiencing pain.

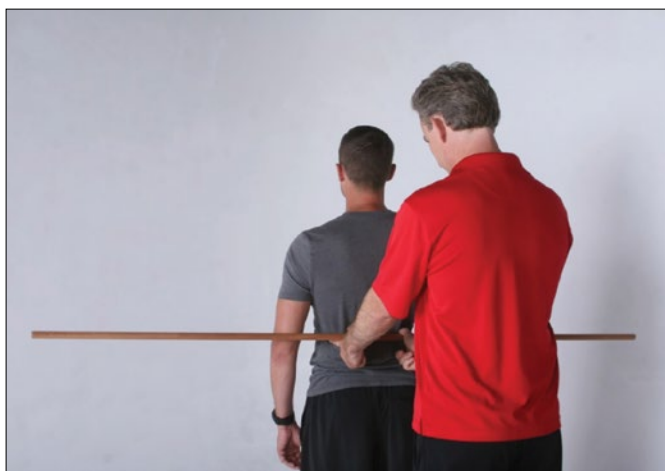
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and extend your thumbs toward the ceiling (like you are creating fake guns with your hands). Balance a dowel rod across the top of your two index fingers and then position your index fingers on the back of your client's pelvis (i.e. where their pants would sit on their hips). Now look in the mirror and see if the dowel rod is level. If the rod is higher on one side, this indicates that your client's hips have shifted to that side. It also suggests that the base of their spine (i.e. sacrum and coccyx) has shifted toward that same higher side.

If you discover that your client's hips are not level, you can assume their neck and head are also out of alignment, due to the compensatory movements they develop in order to keep their body balanced (Price, 2011).



Dowel rod on hips assessment

## Corrective exercise strategies

Use the following self-myofascial release, stretching and strengthening corrective exercises to help realign the lumbo-pelvic-hip girdle so the shoulders, neck and head naturally fall back into better alignment. When performed on a regular basis, these strategies will retrain the structures of the LPHG and help alleviate neck and shoulder pain.

### Exercise 1: Foam roller on side of hip and leg

A sideways shift of the hips and lumbar spine is often caused by restrictions in the opposite hip and muscles that run down the leg (i.e. the hip that appears lower on the dowel rod assessment is usually the



Foam roller on side of hip and leg



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restricted side). This self-myofascial release technique will help loosen up these structures and prepare them for the stretching exercise that follows.

Client lies on their side and places the roller beneath their body on the lateral side of the leg/hip that appeared lower on the assessment. Client moves the roller gently up and down their leg and hip, pausing on any sore spots they find. Perform at least once per day on that side for a total of 2 to 3 minutes.

### Exercise 2: Door frame stretch

This stretching exercise is designed to mobilise the hip that appeared lower (from the dowel rod assessment) so the body can begin to accept weight correctly on that side and help balance the hips.

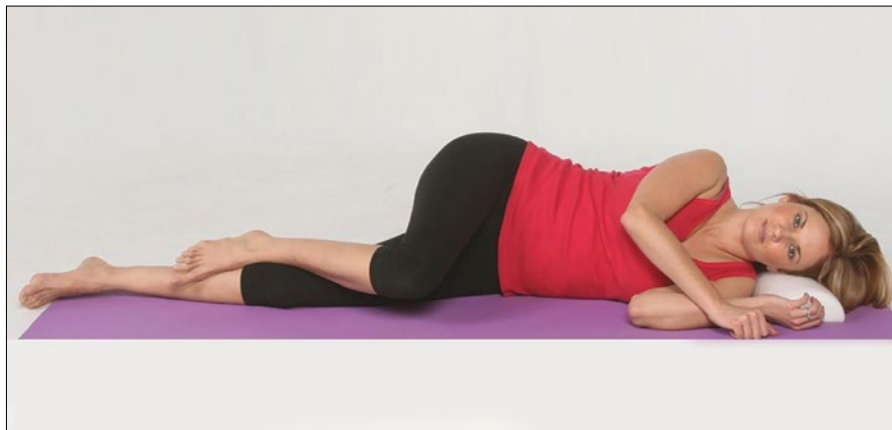


Door frame stretch

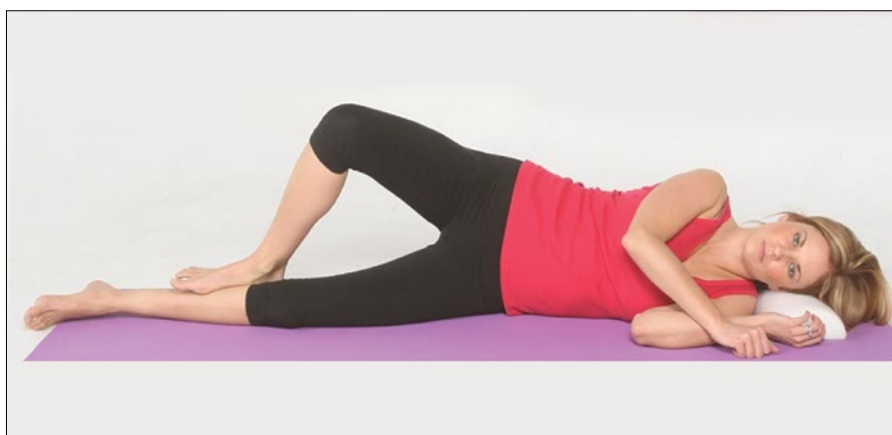
Client stands in a door frame and reaches the arm of whichever side of the hip appeared lower in the assessment over their head. Grasping the doorframe above head level with the hand of the upstretched arm, the client places their other hand lower on the frame at thigh level and tucks their outside foot behind their inside foot. Pushing their inside hip away from their hands, they shift their weight into their outside hip until they feel a stretch. Hold for 20 to 30 seconds.

### Exercise 3: Side lying leg lift

A sideways shift of the hips can also result from a weakness on the side of the hip that appeared higher in the assessment, as the



Side lying leg lift (position 1)



Side lying leg lift (position 2)

“ **If you discover that your client’s hips are not level, you can assume their neck and head are also out of alignment, due to the compensatory movements they develop** ”

abductors become ineffective at stabilising the hip/leg during movement. This exercise strengthens the gluteus medius and minimus on the higher-hip side to help keep the pelvis, hips and lumbar spine centred.

With their head supported, client lies on the side of the body that the dowel rod assessment revealed to have the lower hip. Bending the knee of the top leg, they position the instep of that foot on the inside of their bottom leg at knee level. Posteriorly rotating the pelvis (i.e. tucking it under) the client gently lifts the knee of their top leg without arching their lower back or rotating their hips. This exercise should be performed slowly, allowing plenty of time for the nervous system to connect to the muscles on the sides of the hips/buttocks. Perform 10 to 12 repetitions once a day.

An understanding of how the whole body works together as a kinetic chain is essential when working with clients who experience pain. Utilising assessments that identify the underlying causes of musculoskeletal dysfunction, and addressing those issues with corrective exercises, can help you and your clients move better while eliminating long-standing aches and pains. **N**

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

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



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# DEALING WITH HEEL PAIN

Plantar fasciitis – or heel pain – is not unusual in those new to exercise. Here's how to prevent, or manage, this painful condition.

**P**lantar fasciitis (heel pain) mostly affects people in their 50s, 60s and 70s, but younger people new to training are also commonly afflicted – especially when starting a new training program and going too hard too soon.

The plantar fascia is connective tissue that runs along the sole from the heel to the ball of the foot, keeping the bones and joints in position. Plantar fasciitis is a condition involving this ligament-type structure in the sole of the foot that can cause heel and arch pain. The plantar fascia becomes inflamed and irritated at its attachment at the base of the heel. Sometimes bony growths called heel spurs are present – and these can become permanent – but they are not the cause of heel pain: it is the inflammation in the plantar fascia surrounding the spur that causes pain.

In addition to tight calf muscles caused by over-exercise, other causes of plantar fasciitis include flat feet, an increase in bodyweight, soft shoes and poor foot function. If, due to exercise, you significantly increase the workload on your foot over a very short timeframe, the muscles, tendons and ligaments will become stressed. As the fascia is unable to stretch, it pulls away from the heel bone and becomes strained or torn.

Plantar fasciitis can also be brought on by long periods of standing or walking, particularly if wearing flat shoes that don't provide much support. This causes calves to work harder and become tight.

The pain associated with plantar fasciitis is often described as feeling like a bruise underneath the heel – like having a stone in your shoe. It is noticed when the foot hits the floor first thing in the morning, and can be so severe that it causes hobbling for a while after getting out of bed.

## Prevention and treatment

The best form of prevention for this condition



is long, sustained calf stretches prior to exercise and afterwards. Stretching can also be used to treat the condition if it has materialised.

Here's an example of a good calf stretch to be performed for 30 seconds per stretch, three times per leg, and three times per day.

**STEP 1** One foot back, one foot forward (positioned like a long stride)

**STEP 2** Both feet point directly ahead

**STEP 3** Back heel stays on ground – do not lift!

**STEP 4** Back knee straight

**STEP 5** Make an arch: roll the back foot to the outside edge slightly to stop foot collapsing, but keep hips centred

**STEP 6** Don't bounce, just hold.

Stretches are best performed when the muscles are warm and limber. Start gently each time, and don't over-do each stretch or

you may injure the muscle or tendon.

Other forms of treatment for plantar fasciitis may include a change of footwear to something more supportive, foot strapping, orthotics, or immobilisation boots if the fascia is actually torn.

If your heel pain is due to flat feet or an increase in bodyweight, rather than over-exercise, then you should consult a podiatrist, who can assess whether orthotics are needed to correct the arch and pronation in flat feet, or advise on shoes that can better support extra weight.

**Karl Lockett** is a sports podiatrist and leading specialist in managing heel pain. Offering treatments beyond standard orthotics, including shock wave therapy and dry needling, he is a member of Sports Medicine Australia and the Australian Academy of Podiatric Sports Medicine. [sydneyheelpain.com.au](http://sydneyheelpain.com.au)



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# KICK BOARD'EM TO THE KERB!

It's time to bust the kick board out of storage and discover how, with a smart approach, it can be a truly effective training tool.

WORDS: MARIETTA MEHANNI



## The 30-second article

- The kick board was the original aqua training tool, but fell out of favour when noodles and dumbbells arrived on the scene
- The board needs to be controlled in a different manner to other aqua tools; not be held underwater; and be gripped only sparingly
- Most participants will feel the exercises most in their torso when using the kick board
- Skimming movements across the water are the easiest actions to perform, and the surfing actions, with their greater tilt and depth, the most challenging.



**L**ong before aqua tools like dumbbells and noodles were available to use in classes, there existed only one floatation aid that was a staple in every pool – the kick board. Used to assist swimmers with technique and to develop lower body power, the kick board made its way into the aqua class as instructors looked for ways to aid suspension exercises and create resistance in the water.

The number of exercises was somewhat limited, as the kick board did not have handles, required considerable strength to be pushed through the water, and caused shoulders and fingers to fatigue quickly with both suspended and resisted exercises. New tools became available that were much more flexible with movement in water and provided options that the kick board couldn't, and so it was increasingly left in the store room during classes.

I believe that it's time to bust the kick board out of storage and discover how, with a smart approach, it can be a truly effective training tool.

### Different grips

To use the kick board effectively in an aqua class, it has to be employed differently than other tools. Firstly, it can't be held underwater like a dumbbell or noodle, and should be gripped with the fingers only sparingly. Instead, movements like skimming and surfing are used, in which the palms and wrist are placed on the board and fingers spread wide to control the movement.

Several leg movements can be used with this position and, depending on whether the legs are suspended or touching the bottom of the pool, the intensity of the exercise can increase or decrease. For example, when performing a straight leg kick to the back with a surfing action with feet touching the bottom of the pool, the upper body and torso muscles work to control the kick board. When performed without touching the bottom of the pool, the focus on the torso/abdominal area is far greater.

It is also possible to sit on the kick board, but the exercises that can be performed are limited, as the legs can't move much,

which in turn restricts what the arms can do without throwing the body off balance. When held in the hands, movements like book holding (holding like a book in one hand) are effective for upper body strength. While one hand holds the kick board as a book, the other braces the board against the opposite forearm. This encourages the whole arm to move the kick board through the water and takes the pressure away from holding the kick board in the fingers.

Another way to hold the kick board is to grip one side of it with both hands. Position the board against the body and grip the opposite side with both hands, bracing it against the torso. Pushing the kick board down into the water will engage the triceps, and this can be performed with a range of different lower body actions. This is also an effective position to hold the board during suspended exercises in the prone position.

Holding either side of the kick board (the width of the board) and pushing through the water can be very challenging and hard to grip. Angling the board to a 45 degree angle



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“

**The most important skill for the clients to learn is how to manage and move the board with an open palm**

”

or less allows the movements to be quick enough to raise heart rate, while still making it achievable for most clients to perform.

### Torso training

Interestingly, most participants will feel the exercises most in their torso when using the kick board. In fact, it is recommended to encourage participants to exercise in shallower water, as the buoyant properties of the kick board will make it difficult for participants to keep their feet on the bottom of the pool to stay stable while the upper body muscles work against the resistance of the board. Stabilising the board's movement through the water and maintaining control, means that the torso muscles are working consistently against a resistance that is constantly changing in both intensity and

direction. This makes for great functional training and anterior and posterior muscle activation. Skimming movements across the water are the easiest actions to perform, and the surfing actions, with their greater tilt and depth, the most challenging. Once participants have become familiar with the board's instability in the water, they are able to apply more force and pressure during the open handed movements in which the palms rest on the board rather than grip the edges.

### Get real, get wet

As always with aqua class planning, get into the pool to work out which kick board exercises you want to do. It is not possible to know how an exercise will feel, or even if it is achievable, without getting wet. For example, sitting on the kick board, the arms can

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perform a number of exercises, but once any leg action is included, it becomes impossible. A double knee extension is possible, but it really only challenges balance and not the muscles of the legs as it is not possible to kick hard enough to feel the quadriceps working and stay on the board. An alternating knee extension, meanwhile, is not even possible. None of this information would be apparent, however, unless you were to experiment with each move in the pool.

The most important skill for the clients to learn is how to manage and move the board with an open palm. There are a variety of exercises that use the surfing and skimming actions with the kick board and these require good control over the board without actually holding onto it. It is good to cue participants to place their wrists on the board, as this assists with control. However, watch out for the little fingers on each hand curling around the edges of the board, as this can cause wrist and forearm discomfort and fatigue: it usually happens when the participant feels that they will be unable to control the board. It needs a little practice, but the open palm technique is quickly learnt and once the participant can appreciate how much effort to place on the board to get the required resistance, and how the board behaves in the water, they will feel confident about performing a number of exercises with this technique.

### Setting the pace

The speed of movement in the pool is dependent on the angle and depth of the kickboard. Instruct the class on the difference between a skim and a surf, and demonstrate how the difference in depth can also add more intensity. Once the participants are familiar with


### Watch kick board moves online



Watch videos of Marietta performing a selection of kickboard exercises in the online version of this article at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library)

the subtleties then coach them to move at your speed and change the angle and depth to cater for their own individual strengths and abilities. This way of empowering your participants encourages them to make choices that are appropriate for their own specific needs.

### Something different

A workout using the kickboard changes everything, even with traditional exercises that your clients are already familiar with. Some will find it effective straight away, while others may need a couple of workouts to get used to it. Learning to control the board requires constant concentration – there is no opportunity to mentally check out, as the turbulence continually changes the direction of the board. This gives the kick board the additional benefit of mental exercise for your clients – yet another reason to set it free from the store room! 

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





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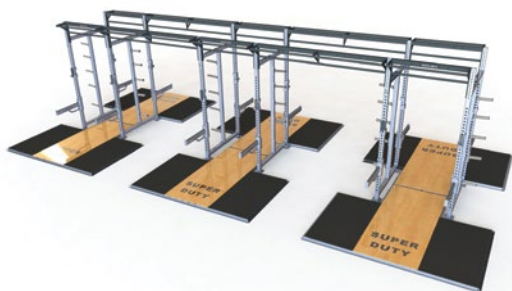
Christmas is coming, the goose is getting fat... Perhaps it should get a gym membership. You don't need one of those, but you might like to treat yourself to some of these instead.

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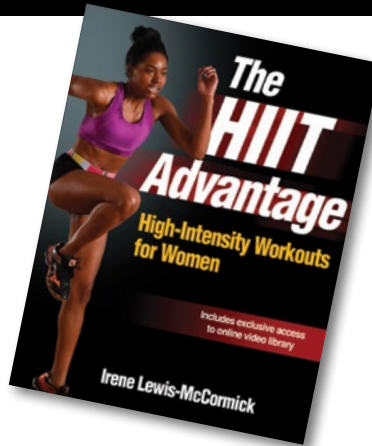
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# TRAINING FOCUS:

## SUSPENSION TRAINING

Inspired by this issue's Evidence-based Practice feature on page 52, Paul Bulatao, National VET Manager for fitnessU, selects three favourite TRX exercises.

### TRX Tricep Press (Level 2) (photo 1)

**Start:** Feet together, body in a plank position, shoulders down and back, core engaged, hips fully extended, weight on the balls of your feet.

**Action:** Extending arms straight in front of the chest, maintain a moving plank as you hinge through the elbows and strengthen the triceps, re-engaging the shoulder girdle as needed. You can increase range of motion by bringing hands slightly behind the forehead. Maintain a strong core throughout.

**End:** Return to start position.



### TRX Chest Press (Level 2) (photo 2)

**Start:** Begin in a feet together standing plank position.


**Action:** In a moving plank position (alignment at ears, shoulders, knees and ankles) lower the body towards the handles, and re-engage the core as you press back up. Repeat with controlled pace, focusing on a moving plank in the body, and appropriate mobility in the shoulder girdle and arms.

**End:** Return to start position.

### TRX Plank (Level 2) (photo 3)

**Start:** Begin with feet in the cradles, knees on the ground, elbows on the ground with shoulders pulled down and back into a strong active plank, remembering to engage core.

**Action:** Extend legs up for a solid plank with elbows below the shoulders. Hold for required period of time.

**End:** Return to start position. 



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# EVIDENCE-BASED PRACTICE:

# SUSPENSION

# TRAINING

How effective is this popular training method with regards muscle activation, cardio health and low back pain?

WORDS: DR MARK MCKEAN PhD

**S**uspension training exercises have become popular over the past five years due to their versatility and use across a broad range of environments and client training goals. Similarly, there has been an increase in research published about the effectiveness of suspension training systems, and in most cases the research provides good evidence to support its use. Here, we evaluate the findings in relation to suspension training's effect on muscle EMG, the cardiovascular system and low back pain.

*... muse because it provides easy access to physiological processes that cause the muscle to generate force, produce movement, and accomplish the countless functions that allow us to interact with the world around us. The current state of surface electromyography is enigmatic. It provides many important and useful applications, but it has many limitations that must be understood, considered, and eventually removed so that the discipline is more scientifically based and less reliant on the art of use. To its detriment, electromyography is*

*too easy to use and consequently too easy to abuse.'*

Remember that muscles produce active and passive elastic forces. Active forces require myoelectric activity and passive elastic forces require a stretch. During gross movements using large mobiliser muscles, surface EMG is fairly reliable, but with fine-motor movements and/or deep muscles, fine-wire EMG is required and is less reliable. The challenge with EMG data is in the interpretation and extrapolation of the data, not in the data itself. I believe EMG studies

## Effect on muscle EMG

Electromyography (EMG) is a technique for evaluating and recording the electrical activity produced by skeletal muscles. It is performed using an instrument called an electromyograph, which detects the electrical potential generated by muscles when the nerve cells are electrically or neurologically activated. In movement science, the signals can be analysed to detect activation levels or recruitment order, or to evaluate the biomechanics of human or animal movement.

EMG is not without its problems though, as Carlo De Luca, a research scientist with the Neuro Muscular Research Centre and Biomedical Engineering Department and Neurology Department, Boston University, highlights:

*'Electromyography is a seductive*







## The 30-second article

- The versatility and portability of suspension training apparatus has made it very popular among PTs who can train clients with it both indoors and outdoors
- Studies using EMG have found mixed but generally favourable results with regards muscle activation, particularly in the trunk and torso
- Evidence suggests that suspension training may help people with low back pain by causing thicker contraction of some abdominal muscles
- Results show that while suspension training elicits a degree of cardio benefit, it is not highly effective in this area of fitness.

have a very real place in research, and as long as you understand the limitations of this type of research you will still find value in reading these types of studies.

Many studies have utilised EMG techniques with suspension training. Nearly all studies have shown that when comparing the use of a suspension training system to traditional exercises, there is increased surface muscle EMG activity, especially of the trunk or torso muscles to support the unstable nature of the activity. This has been shown frequently in the following research:

- Comparing suspension push ups to normal push ups; McGill et al. 2014
- Comparing EMG of Rectus Abdominis across different exercises; Snarr et al. 2013
- Comparing EMG in inverted rows with and without suspension devices; Snarr and Esco 2013
- EMG of plank variations; Snarr and Esco 2014
- Core muscle activity during suspension exercises; Mok et al. 2014

It would be easy to take this to infer that suspension training exercises are more effective than non-suspension-based activities. However, a word of caution on the generalisation of such studies and use of EMG data: science still lacks consensus regarding a precise methodology that can be widely used to quantify muscle strength based on EMG. In fact, very few EMG studies actually measure muscle force output, instead simply reporting the EMG activity and comparing amplitude of the signals. Further, the effect of gravity and the effects of joint stiffness are also ignored, and these can be significant.

The evidence does support the use of

suspension training to activate muscles of the trunk and torso in developing increased tension of this area, and to offer variety of exercises outside of the traditional approach to core training. Further, through the use of the unstable environment, research has shown that these muscles are more active during suspension training when compared to traditional forms of the same exercises. Evidence does suggest that to develop increased strength, traditional methods of strength training are superior, but in my opinion suspension training may be a great tool for simply adding variety or working clients who do not have elite strength-based goals.

### Effect on low back pain

A number of interesting studies have used subjects with low back pain to compare the changes in thickness of the transverse abdominis after performing exercises both in suspension equipment and on stable surfaces. Very few studies included long term interventions, so it's hard to determine the effect of such a program outside of the single session period used across most studies, which were often contradictory to each other.

Guthrie et al (2012) found that neither traditional- nor suspension-exercise-bridge progression has an immediate clinical effect on external oblique (EO), internal oblique (IO), or transverse abdominis (TrA) activation immediately after a single exercise intervention. Saliba et al (2010) showed the suspension exercise progression resulted in higher TrA activation during exercise than the traditional-bridging exercise. Min Yong Eom concluded that bridging exercises on a sling support surface would increase the thickness of the transverse abdominis and lower extremity muscle activities in rehabilitation programs for patients with back pain, due to the increased thickness of TrA contraction recorded in a single session of suspension training.

Overall this is still a relatively poorly supported field of study, and while current evidence suggests use of suspension training may cause thicker contraction of some abdominal muscles, the effect of long term use has not been verified in a quality study.

### Effect on cardiovascular system

Several studies have evaluated the metabolic effect of suspension training on the cardiovascular system. In the study by Dudgeon et al (2015), twelve male subjects participated in a 60-minute whole body interval-based suspension training workout while connected to a metabolic cart. Their results indicated that a suspension training workout with a 30 sec: 60 sec work to rest ratio provided at least a moderate-intensity cardiovascular workout (69 per cent of estimated  $VO_2$  max) while occasionally moving into a higher intensity workout.

Snarr et al (2014) suggest that the TRX Metabolic Blast protocol (body weight circuit of nine activities 30 sec on, 15 sec off, followed by 1 min cardio treadmill sprint) could be classified as 'moderate-to-high intensity' exercise according to the established American College of Sports Medicine guidelines. While the workout elicited a vigorous intensity heart rate, only a moderate percentage of  $VO_2$  max was obtained.

In summary, there are still limited quality intervention-based studies on the use of suspension training equipment. Most studies to date are EMG-based and mostly in males. No studies have reported injuries or negative training effects to date and this may be due to the short period of time research has been conducted or the fact that there are no issues to report. This will become clearer in the long term. Certainly there appears to be good reason to use suspension training equipment with everyday clients. As another training tool, it can enhance both variety and muscle activation in the trunk and torso. **N**

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



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# IS EQ MORE IMPORTANT THAN IQ FOR HEALTH, HAPPINESS AND SUCCESS?

By learning how to identify, understand and manage emotions in a positive way, you can help members, clients and staff perform better and achieve more.

**WORDS: LEISL KLAEBE**

**J**ust as a fit body has endurance, strength and flexibility, a fit mind also has distinct capacities: mental agility, attention, situational awareness and 'emotional intelligence' (EQ). But what exactly is EQ, and how can it benefit fitness professionals, managers and business operators?

EQ is the ability to recognise your own and other people's emotions, to discriminate between different feelings and to label them appropriately. It is the ability to identify, use, understand and manage emotions in a positive way. EQ enables you to empathise with others, overcome challenges and defuse conflict.

Unlike IQ (intelligence quotient), which tends to remain relatively constant throughout your life (although not as fixed as once thought), EQ can be more easily developed and honed over time.

## The EQ-success association

EQ information can guide thinking and behaviour, and it just might be that EQ matters more than IQ when it comes to your

health, happiness and life success.

Being in touch with your feelings allows you to manage stress levels and communicate effectively with other people, two skills that enhance your life both personally and professionally. EQ has also been proven to make you a better leader.

So why does this affect the fitness industry? Because we are leaders of change. If you could develop yourself so that you were a more effective leader, would you do so?

Daniel Goleman first brought the term 'emotional intelligence' into popular consciousness when he wrote a book on the subject and then applied the concept to business in a 1998 *Harvard Business Review* article.

Goleman researched 200 global companies and found that while the traditional leadership qualities of intelligence, toughness, determination and vision were necessary for success, they were insufficient. Truly effective leaders, he found, were also distinguished by a high degree of EQ. In addition to traditional

leadership skills, they possessed self-awareness, self-regulation, motivation, empathy and social skills.

Goleman found direct ties between EQ and measurable results. His article remains the definitive reference on the subject, and his findings presented some dramatic conclusions. Although intelligence was a driver of outstanding performance, cognitive



skills such as 'big picture' thinking and long term vision were found to be particularly important. EQ proved to be twice as important as the other qualities for successful leadership and strong performance.

### EQ in the world of fitness

The relationship between EQ and effective performance, especially in leaders, is very useful when your primary objective is to lead others to a healthier way of life. If you can read the person you are dealing with effectively, you can prescribe the appropriate exercise to achieve the best results – in the most appropriate manner. Similarly, you will be able to interact with class members or clients in a way that will make them both be, and feel, more successful in achieving their goals.

Les Mills group fitness programs use EQ psychology in their GFI instructor training and also in their advanced coaching models (AIM1 and AIM2). DISC personality profiles (Figure 1) are also used as a tool to encourage instructors to tailor their coaching to suit the range of members in the room. The team at Les Mills has researched the kind of personality types likely to attend each of its class styles, and used this information to train instructors how to best communicate with these specific personalities. By using smart EQ skills, group fitness instructors can ensure that each class member feels engaged in the class and leaves feeling empowered and successful.

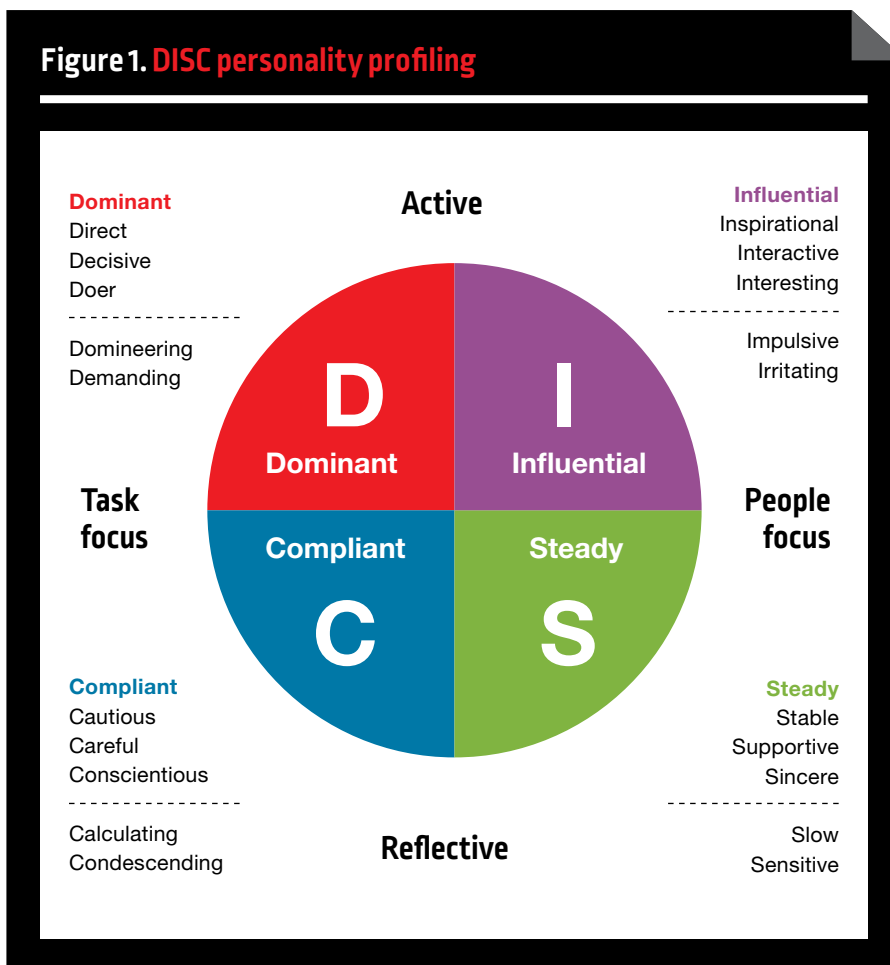
### Identifying and increasing your emotional intelligence

So, what are the characteristics of emotional intelligence – and how can you tell if you have high EQ? Table 1 displays what to look for.

**Table 1. Characteristics of low and high emotional intelligence**

Low EQ	High EQ
Aggressive Demanding Egotistical Bossy Confrontational	Assertive Ambitious Driving Strong willed Decisive
Easily distracted Glib Selfish Poor listener Impulsive	Warm Enthusiastic Sociable Charming Persuasive
Resistant to change Passive Unresponsive Slow Stubborn	Patient Stable Predictable Consistent Good listener
Critical Picky Fussy Hard to please Perfectionistic	Detailed Careful Meticulous Systematic Neat

**Figure 1. DISC personality profiling**



You may instantly recognise certain traits in yourself, while others may be less clear cut. If you find yourself identifying more strongly with the low EQ characteristics, the good news is that you can improve your EQ so that you can understand and guide people towards lasting exercise adherence in the way that best suits them. Let's look at five easy, but essential, ways that you can do this.

#### 1. Acknowledge how you feel about experiences

The way you feel about any given experience has a big effect on your mindset and the way you behave. By identifying your feelings you are placing yourself in a position to evaluate whether your response is 'appropriate'. Could anger about traffic congestion, for example, be substituted for sympathy for the driver of the broken down car, and gratitude that it isn't you?

#### 2. Pay attention to your body

Your mind and your body are not separate, they affect each other. An intense emotion will be expressed physically in your body. Consciously acknowledging, for example,



that stressful reactions to situations make your body tense, may prompt you to try and alter your response.

### 3. Notice the effect you have on others

Understanding your own emotions is only half the battle when it comes to EQ; you also need to understand the effect you're having on other people. Consciously listening to people and observing their responses to what you say and do will let you know if you are communicating and leading effectively.

### 4. Be open-minded and agreeable

When your mind is open through understanding and internal reflection, it becomes easier to deal with conflicts in a calm and self-assured manner.

### 5. Read people's body language

Practice being more observant and picking up on the less obvious ways that people communicate their emotions. A client may say that they are happy with your proposed training program, but their furrowed brow and crossed arms tell a different story.

## Where can EQ take you?

What could you achieve by honing your EQ skills? Ours is a service industry, a people industry, so imagine how many lives you could change for the better by having a better emotional understanding and connection with your members and clients, and your team.



## MEMBERSHIP



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*If you could develop yourself so that you were a more effective leader, would you do so?*



### Members and clients

EQ is a powerful tool for connecting with members and clients, motivating them and improving their results.

Actively work on becoming more aware of your own array of daily personal emotions. These emotions will positively or negatively affect your ability to inspire and lead those around you. A group fitness instructor or a personal trainer is a role model, so well developed EQ will put you ahead of the game. Listen well, react accordingly and then use the appropriate persuasive tools to connect and engage.

### Managing teams

When it comes to managing a team, emotional intelligence is an incredibly valuable skill. Understanding and responding appropriately to different emotions, overcoming stress in the moment, and being aware of how your words and actions affect others are powerful leadership attributes.

Leading your team with EQ will help you improve your business results by enhancing your ability to recognise and regulate your teams' emotions. By harnessing the power of EQ, you can create an environment of successful collaboration and cooperation within the workplace, helping your team reach their true potential.

Understanding how the brain operates and how the emotional response system works can also help managers to recruit the 'best' team members for maximum success. With a carefully selected team, your business can also improve member retention. Macquarie University Sport and Aquatic Centre has been running regular EQ training sessions for leaders since 2008. Through developing their EQ skills, team members have become better at avoiding the communication deficiencies that create disengagement, distrust and doubt. This has resulted in improved retention rates.

A leader with highly developed EQ will effectively gauge the needs,



### The 30-second article

- Emotional intelligence (EQ) is the ability to identify, use, understand and manage emotions in a positive way
- Research conducted in the 1990s concluded that EQ comprises self-awareness, self-regulation, motivation, empathy and social skills
- EQ can be developed and used as an effective leadership tool
- Fitness professionals can use EQ to engage class participants and clients and make them feel empowered and successful
- Managers can use EQ to create an environment of successful collaboration and cooperation and to recruit new team members more effectively.

wants and expectations of their teams and their members. The strong tribal club culture is a reflection of a leader and a leadership team with a sound EQ awareness.

Use the tips in this article to improve your EQ skills, and then, when you feel ready, put yourself in situations where you can flex your EQ muscles to drive your team, clients and members to higher levels of performance and productivity.

It just might be that EQ matters more than IQ when it comes to your health, happiness and life success. If so, because EQ can be learnt and developed, you have complete control of these outcomes. You, and everyone you come into contact with, have everything to gain.

**Leisl Klaebe** is Acting Health and Fitness Coordinator and Group Fitness Team Leader at Macquarie University Sport and Aquatic Centre in NSW. Prior to her fitness career, she worked in the film and television industry, and she brings her vast array of connection, engagement and entertainment skills to her fitness work.







## Little Sits helps parents find time for their fitness goals

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

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

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

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

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

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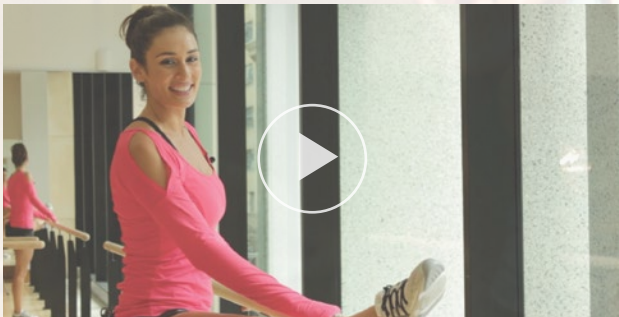
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# CHOREO+ SUMMER 2015

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This quarter we focus on strength across a range of classes. Check out all these videos at [fitnessnetwork.com.au/choreo](http://fitnessnetwork.com.au/choreo)



## DANCE FITNESS: Leg strength with Amy Townsend

This video focuses on building up the strength dancers need to improve their jumps and kicks. It is perfect to use in any class as a way to break up the cardio and switch the focus to conditioning – thereby providing the additional benefits of interval training. We work through three bodyweight exercises – side lunges, sumo squats and sissy squats – all while letting the music inspire our movements!



## Standing strong with Stephen Parker

A standing climb with a moderate to high load (gear) improves muscular endurance for the lower body. When the duration of the climb is more than five minutes, you also improve cardiovascular endurance. I recommend selecting a cadence around 140BPM and using strong motivational language to keep your students pushing hard and committed to the workout. This video provides a great example of a standing climb.



## Core strength with Searle Choudree

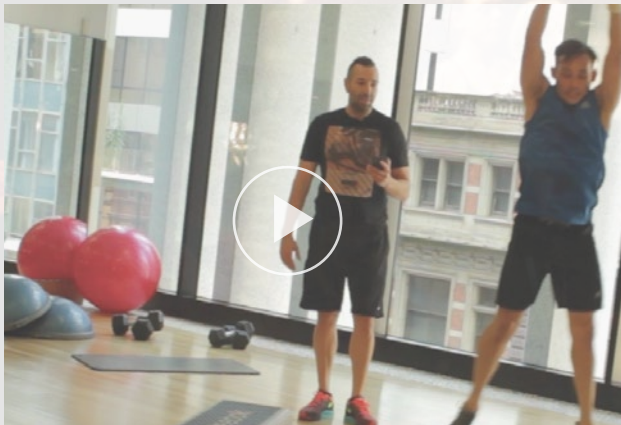
Tired of conducting the same old core routines with clients and participants? Watch the video to discover exercises that place force on the core while you perform unilateral movement patterns. The aim is to keep braced through your trunk while using your limbs as resistance and to create instability, thereby forcing your core to work harder in order to stabilise.

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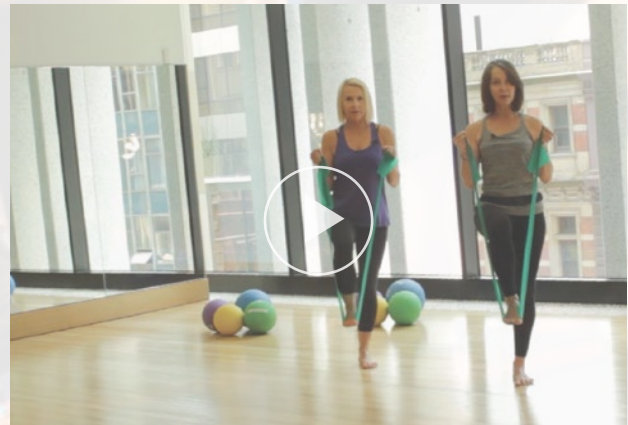







 **On the minute training  
with Greg Sellar**

'On the minute training' describes performing a complex of exercises against a recurring timer over a set number of cycles. The programming is performed as fast as possible using correct technique. Within any minute time period, whatever you don't work for you use as recovery. The harder you work, the more rest you get, with the programming starting again on the minute.



 **Double your fun with Partner Pilates –  
Part 2: standing with Wendi Carroll**

Following on from last quarter's Partner Pilates workout, this time we add the challenge of balance and resistance with dynabands. These exercises take more concentration, control and practice than seated versions. Despite Joseph Pilates calling his method 'Contrology', you'll find that no one person is in control the whole time. You'll need to trust your partner and let go of the reins a little.



## PRESENTER PROFILE: **WENDI CARROLL**

Wendi is a personal trainer and group fitness instructor based at Fitness First in Bondi, NSW.

If you think you recognise her, you probably do! Wendi rose to fame as one of Australia's first celebrity fitness personalities in the 1990s, when she was a regular presenter on the television phenomenon *Aerobics Oz Style*, which developed a devoted following both domestically and internationally.

With over 35 years' experience in the fitness industry, Wendi has worked in a huge range of roles, from reception to fitness management. A former sports aerobics competitor, these days she specialises in Pilates and also teaches BODYPUMP, cycle, barre and TRX classes.

Wendi has travelled internationally as an instructor trainer and had the privilege of learning from some of the world's best presenters.

Wendi says: 'I love what I do and it's the fitness community that keeps me going, especially when times get tough. I hope to continue for many years to come.' [wendic@ozemail.com.au](mailto:wendic@ozemail.com.au)



Watch these videos at [fitnessnetwork.com.au/choreo](http://fitnessnetwork.com.au/choreo)



# YOGA FOCUS:

## INCORPORATING YOGA INTO EVERYDAY LIVING

By incorporating elements of yoga into everyday life, you, your clients and your loved ones can experience the calming effects at any time.

WORDS: LISA GREENBAUM

**M**any of us who enjoy the centring and calming effects of yoga have the desire to share these benefits with our loved ones and clients, but don't know how. Here are some simple tips to incorporate a little yoga into everyday life.

### 1 Breathe

Sure you do that all the time, your nervous system is hardwired to make it an automatic function of life. But what if you actually paid attention to your breath, following the steady flow of breath in and out of your nose, and lengthening your inhale and exhale on each breath?

**On your own:** Each time you find a moment in your day, waiting for coffee, doing the dishes, take this time to just focus on breath. Notice the effects that your breath has, both physically and mentally.

**With your clients:** During stretching routines, instead of counting out time, count out breath, inhaling for 1, 2, 3, 4 and exhaling for 4, 3, 2, 1. A meditative quality comes over this time and your clients will leave their sessions relaxed and rejuvenated after a great workout.

### 2 Be present

In our busy world we all too often find ourselves focused on what we need to do rather than what we are doing. How often do you find yourself at your destination without realising how you got there? Take time to just be here.

**On your own:** Take time to smell the roses, or at least to notice the world around you. Putting your phone down for even five minutes can be one of the best gifts



you can give yourself. We have become programmed, like Pavlov's dogs, to jump at the sound of our phone buzzing. Try to keep your phone in your pocket at mealtimes or while walking from the car to the gym, giving yourself a break from distractions.

**With your clients:** While training your clients, describe in detail the muscles being used and how they should be contracted or released. This allows your clients to really connect with their bodies, letting go of outside distractions and truly being in the moment.

### 3 Be positive!

Let go of the negative and invite the positive. Countless studies have shown that focusing on positivity and a positive attitude affects all facets of life.

**On your own:** Noticing your thoughts can lead to an enormous shift here. What

you say about yourself in your mind can affect your feelings of self worth, either negatively or positively. Similarly, if you react negatively to situations – such as being cut off in traffic – your body hears and absorbs this negative energy, even if you don't say anything out loud.

**With your clients:** Notice the language you use when you talk to your clients. Are you spending your sessions complaining about your day? Are you allowing them to do the same? Create sessions that are centred around positive language or YogaFit's Transformational Language (*Beth Shaw's YogaFit*, 2nd Edition) and notice the difference. **M**

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

## YogaFit Instructor training courses

The YogaFit Fundamentals (parts 1 & 2) 15-CEC course, powered by Australian Fitness Network, is being delivered in two locations this Summer: 12-14 & 19-21 February, Brisbane; and 4-6 & 11-13 March, Melbourne. Specialisation courses are also being held: YogaFit Older Adults: 24 February, Sydney; YogaFit Kids, 25 February, Sydney; YogaFit Level 3: 26-27 February, Sydney. [fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)





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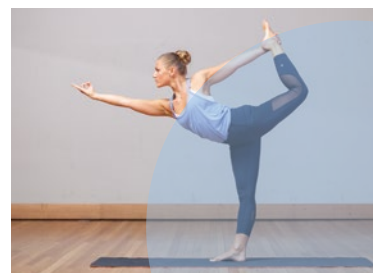
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# LEGALLY FIT:

## GETTING IT RIGHT

### WITH YOUR EMPLOYEES (PART 1)

Your employees can make or break your business – so how can you get the hiring process right?

WORDS: LEON PONTE

**A**lthough many fitness business owners have a 'go hard' approach to training, they don't always take a similar approach to managing one of their potentially greatest assets: their employees.

In his management training programs, Justin Tamsett of Active Management says 'Hire easy, manage hard. Hire hard, manage easy'. Other management consultants have similar mantras about getting the right people for your business.

Sometimes, however, despite the use of best practices (including for hiring, training and performance managing employees), fitness businesses do not get the hiring process right, or an employee may simply not be the right fit.

In such cases, a further mantra should (unfortunately) be added: 'Hire hard, fire hard and fast' (where there are appropriate grounds to do so).

While this approach may not always be the best way to manage your business and employees, if a team member's employment is just not working out for the employer or the employee, it generally does neither party any favours to continue it.

In this instalment in the 'Legally Fit' series of articles, we therefore look at some of the legal issues that should be considered when hiring an employee. To read previous articles in this series search 'Legally Fit' at [fitnessnetwork.com.au/resource-library](http://fitnessnetwork.com.au/resource-library).

#### Rights of applicants

Job applicants have rights with fitness businesses to which they have applied, even if they are never offered employment by, or accept employment with, that business.

State and Federal legislation prohibit employers from discriminating against an applicant (and employees) on the basis of a range of attributes: race, colour, sex, sexual preference, age, physical or mental disability, marital status, family or carer's responsibilities, pregnancy, religion, political opinion, national extraction or social origin. Thus, evaluation of applicants and hiring (and other employment) decisions should be undertaken on (preferably consistent) non-discriminatory selection criteria.

Employers must also not breach the (other) 'general protection' provisions of the Fair Work Act 2009 (FWA) or take (other) 'adverse action' against an employee or prospective employee because a person has or exercises a 'workplace right'.

For instance, as discussed in the last article in this series, offering employment on an independent contractor basis, for an arrangement which actually constitutes an employee relationship, could be a breach of the general protection provisions (potentially resulting in significant penalties being imposed on not only the employer, but also others involved in the hiring process) even though the offer occurred prior to the employee actually being engaged.

Thus, employers (and their employees involved in the hiring process and other human resource functions) should familiarise themselves with those requirements.

(Some of the 'general protection' and 'adverse action' provisions will be further discussed in subsequent 'Legally Fit' articles.)





## What governs the employer/employee relationship?

An employer/employee relationship is governed by common law principles, the requirements of the fair work legislation, any applicable award, the terms of any 'enterprise agreement' and the terms of the employment agreement/contract.

Enterprise agreements are basically agreements made between an employer and its employees at an 'enterprise' level as opposed to being directly entered into between the employer and each employee individually.

The terms of an employment agreement/contract can be written or verbal, but should preferably be in writing. However, before discussing employment agreements/contracts, it is important to consider the minimum terms and conditions which will apply to fitness industry employees.

## Minimum Terms and Conditions

The FWA sets out minimum terms and conditions for most private sector employees, and employment agreements are subject to the minimum entitlements and conditions contained in the National Employment Standards (NES) and any applicable award.

## NES

The NES are part of the FWA and set out 10 minimum entitlements, namely:

1. Maximum weekly hours – 38 hours per week, plus reasonable additional hours
2. Requests for flexible working arrangements – certain employees can ask for a change in their working arrangements
3. Parental leave – up to 12 months unpaid leave per employee, as well as the right to request an additional 12 months leave
4. Annual leave – four weeks paid leave per year, plus an additional week for some shift workers
5. Personal/carer's leave and compassionate leave – 10 days paid personal/carer's leave per year, two days unpaid carer's leave and two days compassionate leave (unpaid for casuals) as required
6. Community service leave – unpaid leave for voluntary emergency management activities and leave for jury service



**Written employment agreements can not only provide protection to the employer, but may also assist in providing the best chance for an employee to succeed in your business.**



7. Long service leave – paid leave for employees who have been with the same employer for a long time
8. Public holidays – a paid day off on a public holiday, unless reasonably requested to work
9. Notice of termination and redundancy pay – up to five weeks' notice of termination and up to 16 weeks redundancy pay, based on length of service
10. Fair Work Information Statement – must be provided to all new employees.<sup>1</sup>

Failure to comply with the NES (and other provisions of the FWA), such as failing to provide the Fair Work Information Statement to new employees, exposes employers to potential penalties of up to \$10,200 for individuals and \$51,000 for companies. Did you provide a Fair Work Information Statement to the last employee you hired?

It should also be noted that even employees of employers can be exposed to penalties under the 'accessorial liability' provisions of the FWA if they are involved in a breach of the FWA.

## Fitness Industry Award 2010


Employment agreements must also be read subject to any applicable award, such as the Fitness Industry Award 2010 (Award). The Award sets out the minimum wages and conditions for employers engaged in the fitness industry and their employees covered by the Award. The minimum conditions set by the Award are in addition to those contained in the NES.

Every fitness business should familiarise itself with the Award to determine which of its employees are covered by it and what entitlements are required to be provided to those employees. It is also important to continually monitor the position with your various employees because there can be changes in entitlements (e.g. requirement to pay a higher wage), for instance, if the nature of the work changes.

Details on the Award, NES and other useful employment information can be obtained from [fairwork.gov.au](http://fairwork.gov.au).

## Why the need for a written employment agreement?

Even though all employees will have minimum terms and conditions as set by the above referenced instruments, written employment agreements can help avoid disputes. In appropriate circumstances, they can not only provide protection to the employer, but may also assist in providing the best chance for an employee to succeed in your business.

The next instalment in this series of articles will further discuss some of the issues that should be considered with regards to employment agreements, and look at how to minimise difficulties when things don't work out. 

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

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

## 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 a future issue.

1. Fair Work Ombudsman (Australia) A Guide to Hiring New Employees ([fairwork.gov.au/find-help-for/small-business/hiring-employees](http://fairwork.gov.au/find-help-for/small-business/hiring-employees))

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POWERED BY **fitpro**





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

## Why the new eating and activity guidelines for Kiwis miss the mark



The New Zealand Ministry of Health has released new activity and nutrition guidelines. While the general messages are similar to earlier ones, the guidelines do at least bring together the Ministry's advice on eating and activity.

The key changes introduced include:

- A new statement on maintaining healthy bodyweight
- More emphasis on eating better quality grains (bread and cereals)
- Meat and plant protein food group renamed
- Focus on reduced saturated fat
- New advice to choose mostly 'whole' foods and less processed foods
- Recommendation to reduce sitting time
- Using weekly rather than daily activity targets
- Recognising the benefit of higher intensity activities
- Recognising the benefit of doing activities for longer
- A new statement recommending muscle strengthening activities.

While a step in the right direction, in the opinion of leading academics, and ExerciseNZ, they miss the opportunity to address the very outdated messages that have been used since the 1970s – which clearly aren't working.

The new guidelines fail to place enough emphasis on

the importance of intensity of activity, or on the multiple proven benefits of resistance training (especially for diabetics). While sugar gets a mention in the guidelines, the health dangers of excess consumption are not emphasised enough, while the danger of saturated fat continues to be overstated.

Unfortunately this means that the public will continue to get conflicting messages around nutrition – and confusion can lead to inaction. Perhaps the only 'good news' is that there has been a groundswell of support from individuals within the medical and academic communities for a more evidence-based approach to these topics, with many now speaking out against the old messages and proposing alternatives based on evidence.

The right messages are out there – but just not from these guidelines.

**Richard Beddie**  
CEO, ExerciseNZ

### Exercise Industry Awards play to a packed house



Over 300 guests recently celebrated with winners and finalists at the annual Exercise Industry Awards at AUT University.

In addition to audits and mystery shops, a live judging event was held for many of the exercise professional categories on the day before the Awards dinner. Harnessing the skills of many of the world class presenters at the FitEx conference being held the same weekend, dozens of judges put the finalists through their paces using a variety of scenarios and direct questioning.

For full details of the awards, including the 2015 winners, go to [exerciseindustryawards.co.nz](http://exerciseindustryawards.co.nz)

### Health and safety resource for exercise industry

With increasing liability for both employers and self employed contractors, as well as new laws that expand the expectations of both groups, the number of enquiries ExerciseNZ has been receiving about support in this area has more than tripled in the past six months.



To support all exercise businesses in New Zealand, from sole practitioners such as PTs, through to large facilities, ExerciseNZ is developing a comprehensive health and safety resource that will cover all the essential elements of health and safety in relation to exercise businesses.

Members of ExerciseNZ will receive the resource for free in due course. For more information, email [info@exercisenz.org.nz](mailto:info@exercisenz.org.nz)

# NETWORK CATALOGUE

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

## Qualifications & Professional Development

### Animal Flow

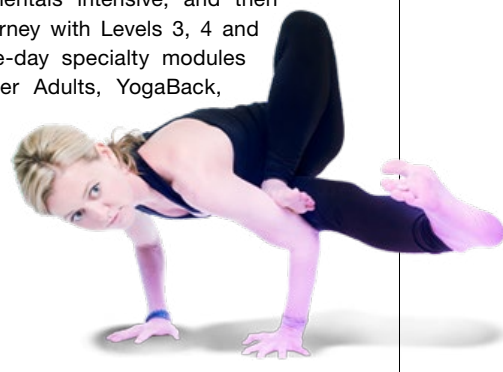
Animal Flow is an innovative fitness program that combines quadrupedal movement with elements from various bodyweight training disciplines, creating a multi-planar workout that develops strength, mobility and power from the ground up. Animal Flow's 2-day Level 1 workshop gives you the tools to implement its six key components with your clients – either as a standalone modality or integrated into existing programs. Level 2's one-day intensive format adds more advanced moves and sequences to take your practice, and that of your clients', to the next level. Register today for the first 2016 workshops in Sydney and on the Gold Coast.



[animalflow.com.au](http://animalflow.com.au)

### YogaFit

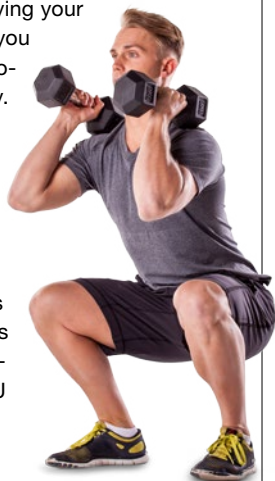
Learn to create inspiring classes that are founded in yoga, yet grounded in fitness, and offer your clients a holistic fitness experience like no other. With flexible payment plans and a convenient, modular training approach, YogaFit instructor training is the perfect way to add fitness-focused yoga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



[fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)

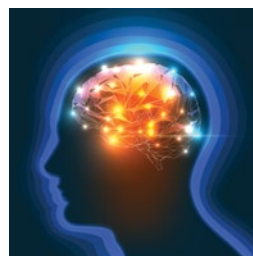
### fitnessU

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



[fitnessu.com.au](http://fitnessu.com.au)

### Diploma of Leadership, Coaching and Mentoring (22233VIC)



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[networkdiploma.com.au](http://networkdiploma.com.au)



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- Twist Foundations

### 5

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by Dianne Edmonds

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



### 2

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**3<sup>rd</sup> Trimester: Training for Labour**  
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### 7

**CECs  
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**\$379**

**Fundamentals of Kettlebell Training**  
by Australian Institute of Kettlebells

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### 6

**CECs  
CPDs**  
**\$329**

**Fundamentals of Functional Mobility**  
by Australian Institute of Kettlebells

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### 5

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**Positive Practice for the Pelvic Floor**  
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### 5

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### 9

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**Understanding Muscles and Movement**  
by Justin Price

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### 4

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by Lisa Champion & Tara Diversi

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### 5

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**Maximum Strength, Absolute Power**  
by Jason Schulman

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### 4

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

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*Note: All prices stated are Network Member rates and include GST. Non-member prices will vary. Visit [fitnessnetwork.com.au](http://fitnessnetwork.com.au) for non-member pricing.*

## SEE THE FULL RANGE ONLINE

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



# Power Music

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

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

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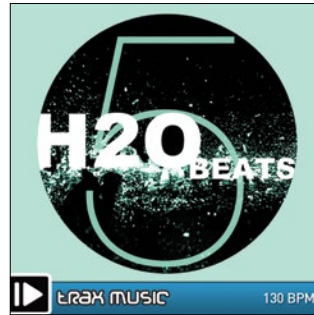
## Trax Music (PPCA-free)



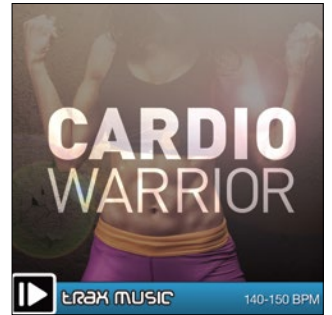
FreeRide 26



FreeStep 5 – Mashup Mix



H2O Beats 5



Cardio Warrior

## Power Music (PPCA-free)



Total Hits Vol. 17



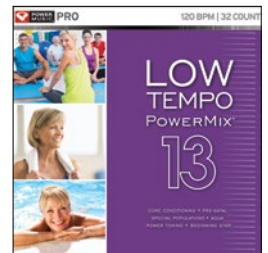
Let's Go To the Movies –  
Movie Soundtrack Hits



Silver Seniors Vol. 5



Maxx NRG PowerMix  
Vol. 15



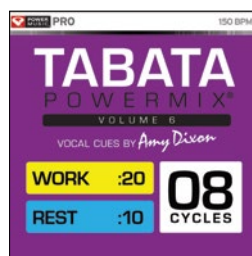
Low Tempo PowerMix  
Vol. 13



Cardio Blast! PowerMix  
Vol. 2



Hotel Tara



Tabata PowerMix Vol. 6



Dance Dance Dance –  
Funky Disco Mix



BarreWRX Classic



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