

Fresh ideas for biceps  
workouts  
TRAINING

10

The need for  
personalisation  
BUSINESS

15

Help clients break the  
yo-yo diet cycle  
NUTRITION

61

Wearable technology  
and Group Ex  
FITNESS RESEARCH

64



# NETWORK

WINTER 2014

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



## KNOWLEDGE ISN'T EVERYTHING

The other key practice of highly successful PTs



## BECAUSE YOUNG PEOPLE WERE **BORN TO MOVE™**

Created by adult experts who know a lot of stuff about young people and tested by those the programs are designed for, Les Mills BORN TO MOVE™ is a new series that plugs young people into their innate need to move and the joy, vitality and self esteem that comes with it.



### **6-7 years**

Introduces fundamental movement skills, while moves train body balance, coordination and co

### **8-12 years**

Incorporates dance, martial arts and yoga moves while picking up great fitness skills.



### 2-3 years

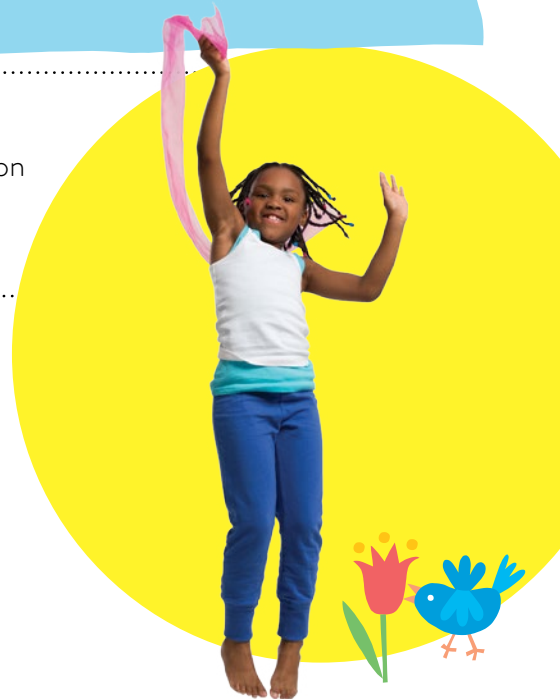
Simple moves build body awareness and balance.

### 4-5 years

Balance, weight transfer and concentration skills are developed while learning how to interpret music and move to a beat

“IT’S FUN”

ement  
awareness,  
ontrol.



### 13-16 years

Moves are drawn from martial arts, hip hop, sports conditioning, plyometrics, dance and yoga.



**BORN** LESMILLS  
**TO MOVE**™

**A NEW SERIES FROM LES MILLS.**  
A NEW OPPORTUNITY FOR YOU.

For more information visit [lesmills.com.au/borntomove](http://lesmills.com.au/borntomove)  
email [btm@lesmills.com.au](mailto:btm@lesmills.com.au) or phone 02 6282 8192

# Let's keep embracing change



Welcome to your revamped *Network* magazine.

If you attended the recent FILEX convention in Melbourne you'll be familiar with the theme of 'Embracing change'. Over 2,000 of you joined us as we shook things up by taking our established fitness industry event to a different State for the first time in 20 years. Were we out of our comfort zone? Absolutely. Were we a little uncertain of how things would work out? You bet. Are we happy with how things unfolded? More than – and judging by the feedback we received (p8), so were our FILEX delegates.

'Embracing change' wasn't only the tagline for FILEX though: here at Network we're applying the concept to everything we do for our members – including the content and design of this magazine.

At its heart, Australian Fitness Network is a membership organisation. Everything Network does is designed to help you be the best you can be in this remarkable industry. Last year we surveyed you about every aspect of what we do – including our publications – and the changes you'll see in these pages are based on member feedback. From more member-focused content

and specific training techniques to client information handouts and exclusive benefits, our aim is to provide you with relevant, practical and thought-provoking content that enhances your life in fitness.

All of this isn't to say, however, that we've made our changes and we're sticking to 'em. Like every fitness career, even after nearly three decades ours is a work in progress, constantly evolving and striving to improve the service we deliver. We welcome your feedback on what you love about what we do – and what you're not so keen on – so we can continue changing and giving you what you want.

I hope you embrace the changes!

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



## NETWORK'S CORE PURPOSE

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



Network magazine iPad App  
available for download from  
[fitnessnetwork.com.au/mag-app](http://fitnessnetwork.com.au/mag-app)

### EDITOR

Oliver Kitchingman

*Network* magazine is the official quarterly publication of Australian Fitness Network. It is distributed in March, June, September and December. While every effort is made to ensure accuracy, Australian Fitness Network accepts no responsibility for the correctness of any facts or opinions. All information including prices (quoted in AUD) is correct at time of publishing, but may be subject to change. Where CECs are stated, they may only be applicable within Australia. We welcome articles from all industry professionals on the understanding that the author ensures the work they submit is their own. No material in *Network* magazine may be reproduced in any form without the written consent of the publisher. © 2014 All material copyright to Australian Fitness Network. All rights reserved.

### ADVERTISING IN NETWORK

If you are interested in advertising in *Network* magazine or on Network's website or online publications, please email [oliver.kitchingman@fitnessnetwork.com.au](mailto:oliver.kitchingman@fitnessnetwork.com.au) or phone 02 8412 7486.

Printed by IntoPrint. [intoprint.com.au](http://intoprint.com.au)

### AUSTRALIAN FITNESS NETWORK

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



[fb.me/ozfitnetwork](https://fb.me/ozfitnetwork)



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



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



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



Your Network Membership  
provides you with 1 CEC.  
91214FA1113

### STAFF DIRECTORY

To call a member of the Network team, simply insert their extension number (see below) to 02 8412 74 \_\_\_\_.

#### EXECUTIVE DIRECTOR

Nigel Champion 12

#### CHIEF EXECUTIVE OFFICER

Ryan Hogan 23

#### INFORMATION

Oliver Kitchingman, *Editor* 86

Jack Lee, *Graphic Designer* 09

Jonno Hook 16

*Multimedia & IT Coordinator*

#### MEMBERSHIP SERVICES

Paige Nossiter 02

*Membership Coordinator*

Kate Smith 01

*Membership Consultant*

#### EVENTS

Aimee Najdovski, 19

*Events Manager*

Brooke Campbell 18

*Events Coordinator*

Pearce Scammell 16

*Events Administrator*

#### SPECIAL PROJECTS

Miriam Wood 04

#### FINANCIAL SERVICES

Noelene Chandler, *Finance Manager* 07

Michelle Hui, *Finance Administrator* 05

#### EDUCATION

Alisha Smith, *Education Manager* 11

Bel Fong 06

*Senior Education Coordinator*

Emma Harvey 80

*Education Coordinator*

Kathryn Weiher, *Online Trainer* 10

Chris Dounis, *Online Trainer* 82

Steven Parker, *Online Trainer*

Rebecca Carle

*Education Assistant*

#### SALES & MARKETING

Luke Henderson 15

*Senior Career Consultant*

Larissa Harcombe 34

*Career Consultant*

Tyson Atkins 04

*Career Consultant*

Sarah Yeates 08

*Career Consultant*



# CONTENTS

## WINTER 2014

- 6 Perspective
- 8 Embracing Melbourne, embracing change!
- 10 Training Focus: biceps
- 12 Industry Insight
- 15 This time it's personal...
- 18 Fitness Industry Awards 2014
- 20 NZ News
- 22 It's time for change in fitness education
- 24 Recipes for Winter
- 27 Yoga Focus: aligning the spine
- 28 The 3 keys to a profitable business



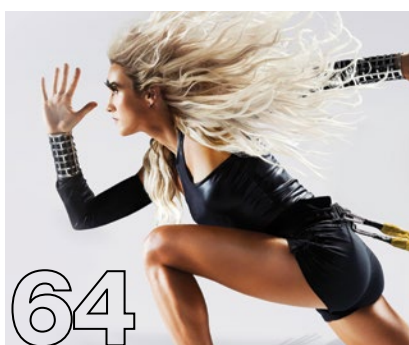
61



66



30



64



24



52



15



55

- 30 Research Review: getting high for fitness
- 32 What is...? Piloxing
- 34 Remembering Mark Rimell
- 36 Network Community
- 41 Noodle suped!
- 46 Is your business legally fit?
- 48 More than knowledge: developing a PT pedagogy
- 50 Earn your FREE CEC!
- 52 Choreo+: Winter 2014
- 55 Injury & Rehab: why does bad shoulder posture lead to injury?
- 58 Supplier Showcase
- 61 Help clients break the yo-yo dieting cycle
- 64 Fitness Research update: wearable technology and Group Ex
- 66 Info Handout: Developing healthy eating habits
- 68 Network Catalogue



41

# PERSPECTIVE

Proudly brought to you by  
**PRECOR**  
precor.com

## REFLECTIONS OF INDUSTRY LEADERS

The winner of Australian Fitness Network's 2014 Lifetime Achievement Award ruminates on the power of change.

WORDS: MARG ANDERSON



**W**hat an amazing weekend FILEX 2014 was. 'Embracing Change', the theme of this year's convention, holds a very special meaning for me. Change has created many experiences in my fitness career: embracing change has only enriched it.

The world around us changes constantly, and I've learnt that we have to choose whether or not to change with it. 'If you keep doing what you've always done, you'll keep getting what you've always got' is a quote that perfectly sums up the need for change.

Over my 30 years in the fitness industry I have experienced a sea of new ideas and industry transformation. Where we are today is unrecognisable from where we were in the 1980s. At times the amount of new information and ideas almost overwhelmed me, and I felt the temptation to sidestep the constant evolution and stay in my comfort zone, my safe familiar routine. To have done so, however, would have been a mistake. Learning to accept and manage change has taught me a lot about myself and brought insight into many situations, a journey of both personal and business growth and strength.

We often resist change, and don't realise that it is constantly occurring all around us. We can choose to see it as either a positive or a negative force in our lives. Whether small or big, forced or chosen, change is about closing one chapter and opening another.

Of course, not all changes are pleasant – but they can bring about positive outcomes. In my early career there were very few professionally run fitness centres. Many operated without ethics, closing down suddenly and leaving a trail of disgruntled members in their wake, along with a damaged image of the fitness industry. One morning I found myself unemployed courtesy of one such centre.

Suddenly I was forced into a state of change. A negative situation that forced me to reflect, reorganise and make a fresh start.

“

***Suddenly I was forced into a state of change. A negative situation that forced me to reflect, reorganise and make a fresh start.***

”

Within one week I was appointed fitness coordinator at a newly developed recreation facility. Something very positive had arisen from change. My new beginning was scary at times, but also exciting, energising and highly rewarding.

This turnaround held the key to my future career, a period of personal growth and insight into the fitness industry. The industry was now growing at a rapid rate and experiencing vast reform, a great opportunity to evolve and become more flexible to new situations, programs, environments and people. It also became a time for reviewing life values and deciding where the road of transformation should lead next.

Over the following years I immersed myself in education, earning a range of qualifications and certifications until I felt I had connected all the elements I required to go ahead with my next metamorphose – owning and operating my own personal

training business with an emphasis on mind body and rehabilitation.

Through vision and passion I found my fitness niche and achieved my long-term goal. I firmly believe that change is the key foundation to success. Change creates excitement and reward and the opportunity to become a leader. Change reminds us that anything is possible.

We often 'fail' at change because we feel it has to be huge and immediate. Like crash-dieters, we want to see results right now! Unfortunately that approach is not always achievable or sustainable. If we modify and plan the way we change, by embracing a series of short-term goals, one at a time, it becomes more valuable, achievable, and enjoyable – and leads us to our bigger desired outcome.

In an industry that can sometimes move

too fast, and overload us with information, it's important to remain grounded, focused and true to our clients and ourselves when we implement change. While we should always trust our own judgement and not change just for the sake of it, when change presents itself we should embrace it, even if only one small step at a time. Whether forced or self-created, change will help us to let go of old thinking as it becomes our new teacher.

In the words of renowned entrepreneur and personal development guru Jim Rohn 'Your life does not get better by chance, it gets better by change.' **W**

Marg Anderson's three decades in the fitness industry have seen her instructing group exercise, managing fitness facilities, lecturing in health and fitness, and training clients in her business Regenerate Personal Training [regeneratepersonaltraining.blogspot.com.au](http://regeneratepersonaltraining.blogspot.com.au)



# QUEENAX

## Australasia



THIS FUNCTIONAL TRAINING REVOLUTION **TRANSFORMS, REINVENTS** AND **MULTIPLIES** YOUR SPACE THROUGH A MODULAR BUT ADAPTIVE GYM CONCEPT, UNLIKE ANY OTHER CURRENTLY AVAILABLE IN AUSTRALIA & NZ.

**QUEENAX**  
Australasia

T +61 (2) 9526 6318

E [info@queenaxaustralasia.com](mailto:info@queenaxaustralasia.com)

W [www.queenaxaustralasia.com](http://www.queenaxaustralasia.com)

Office:

U8 2/4 Kumulla Rd, Miranda NSW 2228

Showroom (by appt. only):

389 The Entrance Rd, Long Jetty NSW 2261

NEW GYM CONCEPT IN AUSTRALIA  
DEFINE YOUR FUNCTIONAL ZONE  
TRANSFORM YOUR SPACE INTO A TOOL  
MODULAR, UNIVERSAL AND ADAPTIVE  
FUNCTIONAL TRAINING SOLUTION  
A COMBAT TRAINING REVOLUTION  
A GROUP TRAINING SOLUTION  
A TRAINING PLAYGROUND  
MULTIPLY YOUR SPACE

# EMBRACING MELBOURNE, EMBRACING CHANGE!



**F**ILEX 2014 embraced Melbourne – and well over 2,000 fitness professionals came to Melbourne from all over Australasia – and the world – to embrace change!

After 19 years in Sydney the team at Australian Fitness Network didn't know quite what to expect when we moved FILEX to Victoria, but we were adamant that we'd maintain the high standard of convention that our delegates have enjoyed over the past two decades. Judging by the comments on these pages we managed to do that – and more.

From powerful Keynotes and emotional award presentations, to thought-provoking lectures and sweat-inducing practical sessions, it was one massive weekend of fitness education and inspiration to fire us all up for the year ahead – and beyond.

Speaking of beyond, let's make a date for next year...



...FILEX 2015

10 – 12 APRIL 2015

MELBOURNE CONVENTION & EXHIBITION CENTRE

*Awesome experience, an opportunity to learn, grow and redefine who we are and what we do as an industry.*

Jennifer, TAS

*World class event, best thing I have done in my fitness career.*

Stephen, VIC

*Favourite sessions were Todd Durkin's. I did three of his sessions and loved them all – he was motivating, inspiring and fun! I came away with new ideas and a new enthusiasm. Amy Dixon was also brilliant.*

Melinda, VIC

*The PT Business Summit was my highlight – amazing!*

Kristy, NSW

*How could you possibly cram more stuff in, the variety in 2014 was amazing!*

Craig, NZ

*A great event that brings the energy and vitality of like-minded people together to share and celebrate all things health and fitness.*

Patricia, VIC





*Great to meet like-minded people who support the way you think and validate why we are in this business.*

**Jenny, VIC**



*An inspiring event with practical, realistic and up-to-date information that can be taken away and immediately applied to your own workplace. Quality of presenters was excellent. Can't wait to go again.*

**Kirsty, WA**

*Well organised, presenters were professional but also personable. I feel motivated and excited about continuing in an industry that I am passionate about.*

**Helen, VIC**



*A big congratulations on a sensational first FILEX in Melbourne. With choices so broad, I was able to target areas I needed motivation and new ideas in, as well as re-examine business methods and systems that always benefit from the experience and wisdom of others. It's what every fitness professional should make time to partake in – it will keep you going and we all need that!*

**Andrea, VIC**

*Every year FILEX keeps getting bigger and better! I always leave on the Sunday feeling inspired, re-energised and excited to share and develop my new ideas.*

**Greer, NSW**

*A very well run event with great sessions on offer – not enough time in the day to do everything I wanted! Fabulous for networking.*

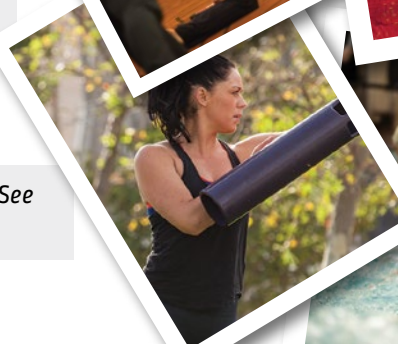
**Melanie, QLD**

*The team did a great job, and I felt privileged to be part of the Event Crew.*

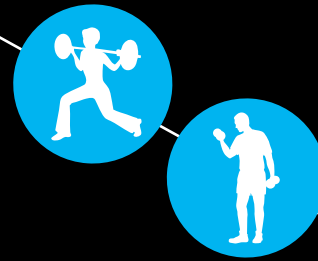
**Kelly, NSW**

*Thank you, thank you, thank you... See you in 2015 – hell, see you in 2055!*

**Katy, SA**



# TRAINING FOCUS: BICEPS



Looking for some fresh biceps exercises to shake up your client's workout? We've got you covered.

## Barbell bicep curl standing on BOSU

**Equip:** barbell, BOSU

**Level:** beginner, intermediate, advanced

**Start:** stand upright on a BOSU, arms at sides, holding a barbell in front of the body with two hands and palms facing up.

**Action:** raise the barbell to shoulder height by bending the elbows.

**End:** lower the barbell to starting position.




## High tubing bicep curl, single arm, arms raised laterally, overhand grip

**Equip:** resistance tubing

**Level:** intermediate, advanced

**Start:** stand upright next to a piece of resistance tubing attached to a sturdy structure at mid height, with the inside arm raised up to the side to shoulder height, the elbow extended, and holding a tubing handle with palm facing down.

**Action:** keeping the upper arm raised at the side, curl the tubing handle towards the head by bending the elbow to <90 degrees.

**End:** return the handle back out in front of the body by extending the elbow. 

## Dumbbell hammer curls, single arm, hammer grip, standing single leg

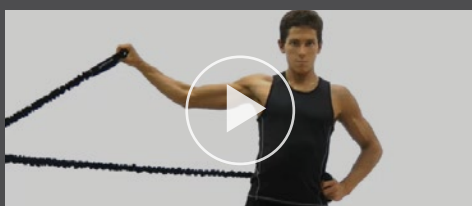
**Equip:** dumbbell

**Level:** beginner, intermediate, advanced

**Start:** stand upright on single leg, with one arm at side holding a dumbbell in hammer grip.

**Action:** raise dumbbell towards the shoulder by bending the elbows.

**End:** lower dumbbell to starting position.



Watch videos of these exercises – and hundreds more – at [networkinteractive.com.au](http://networkinteractive.com.au)

As a Network Member you have full access to Network Interactive's vast exercise video library, client-specific training and running programs, training logs, fitness assessments, nutrition guides, injury prevention tools and more. If you need assistance accessing Network Interactive, please email [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au)



# TRAIN SMARTER PUNCH HARDER

## BAG BUSTER® MITTS

### FEATURES

AAA rated, full Velcro solid wrap wrist pre-curved regulation 3cm padding.

**MATERIAL-** Commercial Enduro.

**SIZES** S, M, L, XL

## THUMPAS® FOCUS PADS

### FEATURES

AAA Punch rated, double stitched, curved face, light and fast, special palm grip control mound.

**MATERIAL-** 100% Punchtex.

**SIZES** M, L

**LIMITED LIFETIME WARRANTY**



**\$69:99**  
PER PKT  
~~\$139:99RRP~~  
3 PACKS MINIMUM BUY

Code:PCM111



OR



**\$49:99**  
PER PKT  
~~\$109:99RRP~~  
4 PACKS MINIMUM BUY

## HYBRID PUNCHFIT® GLOVE

### FEATURES

Boxing glove with gel palm targets for catching punches in group exercise workouts, pre-curved, thick Velcro wrist and locked thumb.

**MATERIAL-** Meshed Commercial Enduro, Punchcool technology, Punch Gel technology.

**SIZES** M, L

## COACH GLOVE/PAD

### FEATURES

Suitable for big hitters, heavily protected thumb, Velcro wrist.

**MATERIAL-** Punchtex

**SIZE** Adult

## GROUP X® MAN SHIELD

### FEATURES

AAA rated, anti cork barrier, unique face for uppercuts and chokes, use solo or with a partner.

**MATERIAL-** Tarpoline.

## DEBT COLLECTORS®

### FEATURES

Cut fingers, full wrap Velcro wrist, custom cut padding and shaping.

**MATERIAL-** Leather outer

Punchtex inner.

**SIZES** S, M, L



**\$99:00**  
PER PKT  
~~\$194:99RRP~~  
3 PACKS MINIMUM BUY

PRICES EXCLUSIVE TO NETWORK MEMBERS ONLY

**BE QUICK, LAST CHANCE, SELLOUT EXPECTED!**

PACKAGES NOT VALID WITH ANY OTHER OFFERS, PACKAGE PRICES INCLUDE GST, FREIGHT ADDITIONAL

**PHONE: 13 000 PUNCH (78624)**

**sales@punchequipment.com or www.punchequipment.com**

**AUTHENTIC**  
**PUNCHFIT®**  
SAFETY STARTS HERE™



# INDUSTRY INSIGHT

News, views and lessons learnt



## Never too late to start

Research has found that men who start exercising after the age of 40 may still achieve the same long-term heart benefits as those who start earlier in life.

A study of 40 healthy men aged between 55 and 70 found that those who had exercised at relatively intense levels – either cycling or running – for at least seven hours a week had resting heart rates of 57 to 58BPM, regardless of whether their exercise regime had been lifelong or started in later life (but at least five years prior to the study). The study subjects who didn't exercise had significantly higher resting heart rates of nearly 70BPM.

Study author David Matelot, of the French Institute of Health and Medical Research, said: 'Despite biological changes with age, the heart still seems – even at the age of 40 – amenable to modification by endurance training. Starting at the age of 40 does not seem to impair the cardiac benefits. However, endurance training is also beneficial for bone density, for muscle mass, for oxidative stress. And these benefits are known to be greater if training was started early in life.'

Source: *European Society of Cardiology*

## Club operators – have your say!

It's time to support the fitness industry by sharing your experiences with the annual Fitness Industry Survey. A valuable tool for monitoring changes and trends within our industry, the survey has two components to it, the club side and the member side. Last year over 20,000 members and over 1,500 clubs across Australia and New Zealand responded to the survey.

From the information collected last year, five infographs, a trend report and a fitness industry report were created – all of which can be accessed for free at [ezypay.com](http://ezypay.com). The infographs cover staff salaries, member insights, club statistic comparisons, marketing, and personal training.

This year, in both the club and member surveys, the focus is on personal training, marketing and technology. The survey takes only a few minutes to complete, so have your say before the end of June at [surveymonkey.com/s/fitnessindustrysurveyclub](http://surveymonkey.com/s/fitnessindustrysurveyclub)

Source: *The Fitness Industry Survey*



## Cheesy grin

Digesting a real cheese sandwich burns almost twice as many calories as eating a processed cheese sandwich.

This is because the body has to work harder to break down unprocessed foods, expending more energy in breakdown, enzyme synthesis, nutrient uptake, and secondary metabolism. Real cheese, something worth smiling about.

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



## Sofa so bad

1 in 5 Australian adults exercise at very low levels and only 43% of Australians partake in the recommended activity level of 150 minutes a week. Time to get off the couch.

via [fitnessU](http://fitnessU)







## The way we were...

The *Network* archives are a treasure trove of memories, and a history lesson in the evolution of the fitness industry in Australia.

Back in April 1997, *Network* magazine's cover featured sports aerobics champion Bev Carter, also known to many thousands of TV viewers as 'Blade' from *The Gladiators*.

Inside, 'fitness leader' Sunday Ross introduced readers to a new aerobics class format known as Skip-a-Beat, which promised to help participants to 'Skip your way to fitness':

*"Best described as a low-tech skill-based aerobics class, Skip-a-Beat emphasises fun and easy-to-learn moves. Like most skills, it requires practice, and getting tangled is an inevitable part of learning – even the most experienced of skipping instructors occasionally trips up."*

*...Skip-a-Beat is an effective way to attract men back to the aerobics floor and a good way to offer an alternative to highly choreographed classes."*

## 1 thing I've learnt...

**Amanda Bracks, Customer Acquisition Growth Specialist,**  
bracksconsulting.com



*"One thing I've learnt in growing a fitness business over the past 19 years is that you must 'pancake your promotions and marketing'. What this means is that you want a big fat juicy stack of lead generation activity happening every month. How do you do it? Replace the words 'instead of' with 'and'. Too many businesses replace campaigns instead of building onto them. So this month start a facebook campaign and then next month keep it going and put out a letterbox campaign. The following month, with your facebook and letterbox campaigns still running, add 10 lead boxes into the marketplace. The month after that, add a referral campaign to your existing facebook, letterbox drops and lead box campaigns. Keep this going and in 12 months you'll have 12 different marketing channels to attract leads and ensure the growth of your business."*

## Why we need to focus local



The Australian and New Zealand fitness consumer is spoilt for choice. We have the traditional clubs offering a wide range of fitness offerings, the 24/7 clubs offering less but with reduced membership fees, the micro clubs providing a specialist fitness offering at a higher cost and the proliferation of personal training whether it be one-on-one, small

group, outdoors or studio-based.

The problem is that all these fitness businesses are targeting the same 25 per cent of the population using traditional marketing techniques. As an industry we must make ourselves more appealing to the non-exercising 75 per cent of the population who, in most cases, would like to improve their health and fitness but find our industry intimidating, and associate us with statements such as 'where there's no pain there's no gain'; 'you have to be fit to go to a gym'; and 'once I sign up, I'm locked in forever.'

How can we change this perception? The answer is simple: we must get out of our clubs and connect with our local community – the people living within a 10 kilometre radius. There are three ways we can do this.

Firstly, telling our fitness story through our website, facebook and local newspaper. As renowned social media expert Gary Vaynerchuk says, 'your club's fitness story needs to move peoples' spirits and goodwill, so that when you suggest they buy a membership, they feel you have given so much it would be almost rude to refuse.'

Secondly, we need to invest in community fitness by offering our services to groups who will tell our story on our behalf. Examples include adopting a school, getting involved in programs such as the Vietnam Vets 'Heart Health Program', and supporting a local sporting team or Rotary/ Lions Club.

Thirdly, giving back to the community through charitable contributions. You may opt to donate a set number of memberships each year to people who could never afford to join your club, or you might identify a charity, such as the local breast cancer support group, that club members and staff can raise funds for.

By investing in our local community we can emotionally connect with people who would not otherwise be interested in what we have to offer. To paraphrase the words of JFK, 'Ask not what your community can do for you, but what you can do for your community.'

*Nigel Champion*

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

# Elixir Education Presents



## Functional Movement System Course

If you are a personal trainer, conditioning coach, exercise physiologist, fitness instructor or Yoga teacher; come along and learn a practical and innovative approach to biomechanics.

The Functional Movement System (FMS) screening system is used by the world's top sports teams the AFL, NBA and English Premier League.

FMS courses are designed by Gray Cook, a practicing physical therapist, and Dr. Lee Burton, a professor of Physical Education, Wellness and Sports Science.

FMS is a ranking and grading system that documents 7 movement patterns that are key to normal function. By screening these patterns, the FMS readily identifies functional limitations and asymmetries.

### FMS Level 1 & Level 2 Combined Course

June 27, 28 & 29, 2014

Friday June 27 & Saturday June 28: 7.30am-5.00pm

Sunday June 29: 8.00am-12.00pm

If you or your fitness friends are interested in this world renowned course for assessing the body for success?

Please email [education@elixr.com.au](mailto:education@elixr.com.au)



## MAKE YOUR PASSION YOUR CAREER

Love what you do with our teacher training courses



Teacher training programs  
are held throughout 2014.

Enrol for courses starting in June

For more information contact

e: [pilates@elixr.com.au](mailto:pilates@elixr.com.au)

e: [yoga@elixr.com.au](mailto:yoga@elixr.com.au)

t: 02 8113 8808



300hr courses commencing August 2014

Level 1 & Level 2

Teacher Training Programs



Pilates • Yoga • Fitness • Aqua

Park Street | Bligh Street | Bondi Junction

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



Follow us:





# THIS TIME IT'S PERSONAL...

In a globalised and technologically savvy world the need for the personal touch has never been greater.

WORDS: JUSTIN TAMSETT



## The 30-second article

- Fitness businesses now need to offer genuinely personalised experiences
- Market segmentation allows you to more effectively target and service a niche group
- Re-package your generic memberships into personalised programs addressing customers' 'wants'
- Communicate with members on their terms, use their names and express thanks
- Make members feel special!

**T**he customer is always right' was the mantra in business for years. Now the truth is that 'The customer wants true personalisation, not lip service.'

From a business perspective, personalisation starts with fragmenting your market from one size fits all to one size fits many and, ultimately, one size adapts to fit the complexities of each individual prospect or member.

Brand strategist Morgan Holt put it like this: 'True personalisation is when consumers elect a preference and build products and services around their needs.'

The level of personalisation that is possible in today's world is vast. Large international companies and brands are adapting, innovating and re-shaping to deliver more individual experiences with their products. Small businesses, such as many in the fitness industry, are therefore being faced with the challenge of keeping up, just to meet the expectations of consumers.

From websites remembering our purchasing history, to advertising banners that reflect our online browsing behaviours, we experience continual personalisation in the online world – whether we ask for it or not.

Examples of personalisation offered by the 'big players' include:

- M&M's that can be branded with your name, image and choice of colour
- Nike's online trainer customisation service NikeiD, which has seen the company cited as a trailblazer in fashion personalisation
- Coca-Cola's name-personalised bottles of Coke
- Interflora's online service which allows customers to design their own bouquet by 'dragging and dropping' images from over 70 flower and foliage options
- Whisky Blender, a Glasgow-based company, allows customers to create their own blend from up to seven varieties of the spirit, and to then design their unique label for the bottle – all online.

Thanks to offerings like these – often enabled by combinations of big budgets and technological advances – the consumer



# Solutions for your Fitness Business



## ClientConnect

Affordable, easy to use business management software for PT's, Studios & Clubs of any size

Contact us for a **FREE TRIAL** or **DEMO** today



## WorkOutConnect

Access over...  
• 750+ workouts  
• 5,600+ images & videos

WorkOut... anytime, anywhere

First Month FREE



## GymBrand

Mobile Apps for your Fitness Business

Promote your club and engage your members with your very own App. Custom designed and self-editable content.



## Also available

- Membership Key Tags
- 24/7 Access Control
- Direct Debit Billing
- Pos Hardware
- Retention Management



Call:  
**1300 802 377**

info@pulsetecsolutions.com  
www.pulsetecsolutions.com



***We may not be able to do what the multinationals do, but we can recognise this consumer expectation and we can create more personal experiences.***



now walks around in his or her own 'Youniverse' and has a growing expectation that all their interactions should be tailored to their specifications. And if you can't tailor to them, they are asking 'do I want to do business with you?'

So how does this affect smaller businesses, such as standalone gyms and personal trainers, that don't have the capital or resources to personalise to the same extent as big companies? We may not be able to do what the multinationals do, but we can recognise this consumer expectation and we

can create more personal experiences.

In the fitness industry, we need to ask two questions before we embark on a personalisation journey in our business. Firstly, how easy is it for a degree of personalisation to be achieved in your business? And, secondly, does personalisation actually offer any benefit?

The answers are 'Easy enough' and 'Yes'. In fact, it is something we need to do if we are to get more people exercising. Here are some simple ways to make your business all about your customer.

# 7 TIPS TO PERSONALISE YOUR BUSINESS

## 1 Target the people you want to serve

Market segmentation is something the fitness industry does poorly. We tend to market to everybody. The problem is, if you don't aim, how will you hit the target?

Today's consumers are savvy. They are not interested in the message you're broadcasting like a town crier on the street corner – they want a civilised and mature conversation with you. If you're not talking specifically to them, they will quickly realise – and tune out.

If you want to attract a particular niche, understand that niche and then directly address its needs by getting specific and personal! Devote 70 per cent of your energy to providing proof of how you will help these individuals achieve their goals. Tap into what Robert Cialdini, in his book *The Psychology of Persuasion*, calls 'The Law of Social Reinforcement', by using testimonials from similar people, so that prospects can view a video, picture or written words and think 'OMG! She's just like me!'

## 2 Sell prospects what they want

As a customer I want you to sell me what I want or need, not what you want me to buy! If I come in to lose weight, sell me a weight loss program. If I have a back problem, sell me a back care program. If I want to run a marathon, sell me a run a marathon program.

The key to your future success is repackaging your vanilla memberships into personalised programs that give customers

what they want. This is actually very exciting, as it means your business will have a program for every single person that walks through the door. No one will ever be able to say that you don't have what they need. Additionally, this will revitalise your team, give you a reason to approach ex-members and old leads, and even reposition yourself in a crowded marketplace where everyone else is selling generic memberships.

## 3 Give thanks!

Two of the most underused words in business are 'Thank you.' Add the name of the person you are thanking and you have a powerful statement that will create engagement and loyalty – but only if it's authentic!

One of the most effective ways of breaking through the wall of communications that we all receive these days is with something your mum used to make you write to your aunty after your birthday: a simple 'Thank you' card. In addition to the 'thank you' message, the card should get personal by alluding to the member's specific goals/needs/wants, and also mention when you will follow up and next have a chat with them.

A handwritten card is a rarity in 2014, so the care you have taken will be immediately apparent.

## 4 Speak the same language

Communicate with clients in the way they want to be communicated with! Firstly, ask them if they want to hear from your business at all. If they do, flag whether they prefer you to contact them via telephone, email or text message.



## 5 Remember my name!

Using members' names is important to build rapport and trust. It shows that you are listening and that you care about them as individuals. This technique is particularly effective in one-to-one meetings or small group discussions.

Using members' names in face-to-face conversations, when you write to them (via print or email), and in social media lets them know that you regard them as more than just a number. Seeing themselves tagged in photos on your business' facebook Page or website will make them feel special and part of a community.

## 6 Use the data you already have

You have data on your members, so start using it to personalise their journeys. Challenge your software provider to step up to the personalisation mark by harnessing the data you have to create experiences appropriate to each individual.

In the UK, Nationwide Building Society software recognises the transaction that each individual undertakes most often. So, for example, if a customer's most frequent transaction is a £30 withdrawal with no receipt, once they have entered their PIN, the ATM asks whether that's what they want. This is true personalisation.

## 7 Offer 'Members Only' exclusives

Your members and subsets of your members want to feel special. You can personalise their experience with you by giving them opportunities that the general public cannot experience. It's the feeling of exclusivity and discount that makes the real difference. Allowing your members to feel that they are winning is the key. In the UK, a survey by YouGov found that 35 per cent of consumers feel special when they receive an exclusive deal or discount.

It's a smart move to meet prospects and members in their Youniverse. Today's consumers are known for their fickle tastes and aversion to being lumped in with the masses. They want points of affinity in the products they choose. They want engagement. They want the possibility to customise and make the brand their own. Your role now is to explore how to weave personalisation into the very DNA of your business. **N**

*FitnessBiz Brunch will be discussing personalisation across Australia and New Zealand in June, July and September. You can join your local networking and education event by booking at [activemgmt.com.au](http://activemgmt.com.au)*

**Justin Tamsett, BEd** is an internationally recognised thought leader who challenges the status quo of the fitness industry. His company, Active Management, has hundreds of clubs as members, all of which receive monthly education to improve their businesses. [activemamt.com.au](http://activemamt.com.au)

## Club tech that's getting personal

By befriending technology you'll also get closer to your members and clients.

## Preva from Precor

Precor's Preva networked fitness connects people and technology to deliver highly personalised fitness experiences that enable exercisers to reach and then set higher goals. Using an RFID tag, exercisers can log on with a simple swipe, and for workouts outside the gym Preva travels with them via a mobile application, available for both Android and iPhone. [preva.com](http://preva.com)

## MYZONE from CFM

MYZONE provides real-time motivational feedback on screens around the gym during members' workouts. User-specific feedback includes personalised, colour-coded guidance on effort (%Max HR), heart rate, calories burnt and points, and factors in personal information in the user's cloud-based account. Workout data is automatically streamed to the user's account where they can review, compare and share it. **myzone.org**

## Mywellness Cloud from Technogym

The mywellness cloud cloud-based computing technology provides a complete set of web and mobile applications that can be accessed from Technogym equipment and personal devices. Operators can connect anytime and anywhere with their customers while providing an integrated, personalised training experience.

**[technogym.com/au](http://technogym.com/au)**

## GymBrand Apps from PulseTec

With members needing access to timetables, directions, special offers and ways to share their gym experiences with friends and family, they are increasingly turning to their mobile devices over conventional web sites. PulseTec Solution's GymBrand club apps for members enables these functions, generating loyalty and additional points of difference between clubs. [gymbrand.com.au](http://gymbrand.com.au)

### Team Solution from Polar

The Polar Team app is designed to get the best out of your members by displaying the accurate, real-time heart rates of up to 40 group fitness participants on screen. Each exerciser wears a Polar H7 heart rate sensor which is linked to the free app downloaded to the club's iPad.

iconnect360 from Ezypay

icconnect360's Customer Relationship Management software enables you to get on first-name terms with your members, to know exactly what club activities they prefer, and to impress them by greeting them on their birthdays and celebrating with unique promotions. The system also highlights particularly active and inactive members, so you can either reward or encourage them accordingly.

**[icconnect360.com](http://icconnect360.com)**

## Ezidebit

Ezidebit makes it easy for members to stay on top of their membership and personal training payments. Transactions happen automatically through Ezidebit's safe and secure direct debit system, allowing members to improve their budgeting and cut out late payment fees. They can choose when they pay, and from the account of their choice. **[ezidebit.com.au](http://ezidebit.com.au)**

MINDBODY

**MINDBODY business management**  
software personalises the client experience by allowing members to store their personal information, credit card number, class history and future class schedule on one page. The software also enables over 40 automated communications to be texted or emailed to members, from class and session reminders, to personalised thank you, birthday and cancellation messages.

**[au.mindbodyonline.com](http://au.mindbodyonline.com)**

# FITNESS INDUSTRY AWARDS 2014

Recognising the contributions of individuals who go the extra mile for our industry.

The Fitness Industry Awards, coordinated by Australian Fitness Network, acknowledge the work of individuals who give so much to the industry, and to the wider community, in an effort to change more lives for the better. Presented during the 2014 FILEX fitness industry convention, held in April in Melbourne, the awards showcased some truly inspirational figures. Congratulations, and thank you, to each and every award winner.



## Personal Trainer of the Year

**Nardia Norman**

During an exceptional career spanning more than 15 years, Nardia has coached thousands of people to successfully improve their health, fitness and lives. Her expertise has featured in the pages of *Mens Health*, *Mindfood*, *Network* and *Fitness First* magazine, among others.

Nardia's book *Fat Attack – The secrets behind the world's biggest loser* chronicles her work with TV's *Biggest Loser* contestant 'Big Kev' and explains how his remarkable fat loss can translate to anyone wanting to achieve permanent fat loss.

Nardia has been instrumental in developing aspiring personal trainers in her roles as a senior coach and content developer for the Australian Institute of Fitness, cluster PTM with Fitness First, senior lecturer at Personal Training Academy and senior presenter for FMA.

With qualifications ranging from Kettlebell's, CHEK Holistic training, Tony Boutagy's Strength Internship, FMA and Pilates, to weightlifting and power coaching, her scope of experience and technical prowess, coupled with an exceptional, natural teaching style, has deservedly earned her the nickname 'The trainer of trainers.'



## Group Exercise Instructor of the Year

**Kathy Johnsun**

At the conclusion of her certificate IV, Kathy was awarded the 'Energiser' award – and it's a title she has owned ever since! With an infectious smile and a tireless drive to make people dance, Kathy is a force within the industry.

Since 2008 she has delivered thousands of boxing, basic training, aqua, VipR, TRX, kettlebell and Zumba classes to her devoted horde of followers, sweeping countless participants up in her enthusiasm.

In April 2011 Kathy was honoured to dance with legendary Zumba creator Beto Perez in Martin Place in Sydney, and then with the even more legendary Dame Edna in 2013! She has used her Zumba profile, and her dedicated following, to raise funds for charitable events such as the MS Colour Dash, the Breast Cancer Mothers Day Classic, the North Shore Relay for Life, and the Variety Santa Fun Run. In late 2013 she organised a fundraising Zumbathon for the victims of Typhoon Haiyan, raising \$3,500 and launching a canned food, blanket and clothing drive that sent several shipping containers of essential goods to help out those in need in the Philippines.





## Author of the Year

**Wendy Sweet**



Wendy has been involved with the health and fitness industry in Australasia for three decades, during which time she has displayed an enduring commitment to the development of personal training, both through formal education and through sharing her wealth of fitness knowledge via the written word.

In addition to the articles she has written for *Network* magazine, Wendy has contributed to *The New Zealand Herald* and *Fitness Life*, among others, and created resources for Skills Active New Zealand.

In 2011 Wendy received Fitness New Zealand's award for 'The Most Outstanding Contribution to the Fitness Industry' in recognition of her role in pioneering and developing personal training education, establishing personal training modules for university courses, and helping to create the REPS registration system.

A very deserving recipient of the Author of the Year Award, Wendy has a skill for writing articles that manage to be engaging and relevant, while also being fully supported by empirical evidence and thorough research. Her integrity and her passion for sharing her knowledge to help improve industry standards is evident in all of her writing.



## Inspiration

**Mark Rimell**



After pursuing an early passion for playing squash, by the late-1980s Mark Rimell's attention turned to other athletic endeavours, including the teaching of 'aerobics', which would prove to be a lifelong passion. Teaching, in turn, led to his foray into competitive aerobics, which, at his peak, saw him performing 10 one arm

pushups with 30kg on his back. This hard work paid off when Mark won the 1994 State Aerobic Championships.

His life in fitness went on to encompass personal training, natural bodybuilding, remedial massage, adventure racing, and triathlons including the Busselton Half Ironman. Triathlons sparked a love for cycling which led to what Mark claimed was the hardest thing he ever tried – learning to ride a unicycle – a feat he accomplished after eight months of painful practice!

It was with this same determination that he met a new challenge – cancer – head on. Sadly, it was a challenge which took his life in 2013, but not before he and his wife had founded the Albany Chemo Club, which provides specialised exercise sessions for cancer patients.

Network was proud to present the Inspiration Award to Mark's wife, Mary.



## Presenter of the Year

**Paul Brown**



Paul was first invited to share his innovative ideas as a club owner at the original Network conferences at Jupiter's Casino on the Gold Coast, back in 1993. Since then he's built a reputation as one of the most sought after and influential presenters in the world. Travelling to over 15 countries each year, he has delivered keynote

addresses at more than 30 international conferences.

Widely regarded as the world's premier authority on exercise adherence and member retention, Paul has earned the nickname 'Mr Retention'. Through 18 years of delivering Face2Face Retention systems he has played a crucial role in countless fitness success stories.

Paul's experience and grasp of all aspects of the industry have enabled him to connect with audiences on all sides of the fitness spectrum, from aqua aerobics instructors and personal trainers to club owners and industry suppliers.

Later this year, Paul, along with his wife Jacqui and son Ben will embark on an ambitious health awareness mission to experience 50 sports in 50 weeks, at 50 iconic locations around the world with 50 of the world's greatest sporting legends and mentors.



## Lifetime Achievement

**Marg Anderson**



Starting her career as a relief instructor in the remote town of Tom Price in the Pilbara, WA, in the early 1980s, Marg has been involved in shaping the fitness industry in Australia ever since.

After several years teaching group exercise classes in YMCAs, schools, universities and gyms, Marg established her own personal training and group

exercise business that still thrives today. She then held the position of fitness manager at her local government gym and recreation centre, where she spearheaded cutting edge initiatives that would become best practice in the industry.

She also became a lecturer in health and fitness at Challenger TAFE, a position she held for nine years. In 2011 she became a member of the Fitness WA Management Committee and was instrumental in the creation of the industry Code of Practice.

Her efforts within the fitness industry were acknowledged when she was awarded Western Australian Fitness Professional 2005 and Australian Fitness Professional 2006. Marg has always gone beyond the call of duty to improve the profile and the standards of the fitness industry. **N**



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

## The green light to increase productivity and reduce workplace stress



It's not often that I see a new product in the exercise industry that I feel can benefit all trainers and facilities to such an extent that in five years' time we will look back and say 'Wow, that was the turning point' – but I believe it's just arrived. Following on from the Inland Revenue Department's (IRD) ruling that certain forms of exercise do not attract Fringe Benefit Tax (FBT) and are tax deductible for businesses, ExerciseNZ has just completed its new Stress Management Exercise Association Endorsement Process (SMEAEP). With SMEAEP in place, the framework now exists for our industry to engage with employers of all sizes, from the self-employed, through to the large employers, to use exercise as a tool to both increase productivity and help manage workplace stress. Not only is this a legal requirement for employers, we already know that employees, on the whole, see benefit in employers supporting their wellbeing, so it's a genuine win-win.

Already several dozen providers, ranging from large clubs through to independent personal trainers,

have applied for endorsement. With their product offerings ranging from single PT sessions through to comprehensive stress management programs and boot camp-style packages, it is evident that the diversity of our industry's products is no barrier to being involved in SMEAEP.

As I noted, a few years down the track when we look back at the launch of SMEAEP, I genuinely believe we will view it as the opening of the floodgates – an incredible opportunity for our industry, employers, and the government to work together for a more active, less stressed and more productive workforce.

For more information on SMEAEP, or to apply to be endorsed, visit [stressmanagementexercise.co.nz](http://stressmanagementexercise.co.nz)



**Richard Beddie**  
CEO, ExerciseNZ

## REPs now number quarter of a million globally



The number of exercise professionals registered globally has now hit over a quarter of a million, thanks to the inclusion of the newest member association, US REPs.

In New Zealand the registration of exercise professionals is managed by REPs NZ, and its registrar Stephen Gacsai commented 'It's great to have the US on board with us. New Zealand exercise professionals are highly sought after globally, and those registered with REPs NZ now have portability to more than half a dozen countries, including the two most popular 'OE' destinations of Australia and the UK. Having the US join the fold only serves to further strengthen us globally.'

REPs NZ is a founding member of the international group ICREPs (the International Confederation of Registers for Exercise Professionals), which now operates across 5 continents.



## ExerciseNZ explores ways to reduce exercise-related accidents

As a result of an almost 80 per cent growth in accident-related costs from exercise in the past five years, ExerciseNZ and ACC (Accident Compensation Corporation) are looking at working together to develop strategies to reduce accident rates in this area. While it's very early days, ExerciseNZ is keen to work with ACC to firstly research the causes of the increase, and ultimately develop evidence-based solutions to address them.



# Get your career pumping with New Zealand registration.



**Join the 2000 plus exercise professionals already benefiting from registration with the New Zealand Register of Exercise Professionals.**

Over 175 facilities in New Zealand ONLY employ and contract with registered individuals, so registering makes you more employable.

- **Employability**
- **Job Opportunities**
- **Continuing Professional Development**
- **Industry Updates**

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



**iCREPS**  
INTERNATIONAL CONFEDERATION OF  
REGISTERS FOR EXERCISE PROFESSIONALS

REPs New Zealand is a member of the International Confederation of Registers for Exercise Professionals (iCREPs) which represents over 70,000 exercise professionals around the world.



## JOIN THE LARGEST PERSONAL TRAINING STUDIO BUSINESS IN AUSTRALIA AND TRANSFORM PEOPLE'S LIVES

Over 400 passionate personal trainers delivering nearly 14,000 one on one sessions per week



### EMPLOYEE ENQUIRIES

Apply online now  
<http://www.visionpt.com.au/about-us/join-the-team>

### FRANCHISE ENQUIRIES

Territories available enquire today

### APPLICATION FORMS

[visionpersonaltraining.com](http://visionpersonaltraining.com)



# IT'S TIME FOR CHANGE IN FITNESS EDUCATION



Responding to the need for greater flexibility, choice and support in fitness education, Australian Fitness Network introduces fitnessU.

**I**ntroducing fitnessU, the new brand of fitness education launching in July 2014.

FitnessU has been created by Australian Fitness Network – the industry's membership organisation that has been supporting the careers of fitness professionals for over 25 years.

## FitnessU is more than a name change, it's a way of living.

Previously offering Network ePT and eGX Certificate III and IV qualifications, Network saw the need for greater flexibility, choices and support to encourage more people who are passionate about fitness to pursue a successful and enjoyable fitness education and career *as part of* their lifestyle.

## Why the change – and why now?

With rising obesity, mental health and stress issues crippling the nation, we have seen an increasing number of people who are passionate about health and fitness taking matters into their own hands – building lives and lifestyles, businesses and careers around challenging themselves, others and the status quo to be healthy, get active and have fun doing it.

Fitness professionals hold a unique position in people's lives that puts them at the forefront of this movement – they are active role models; they are increasingly holistic in their service, working with allied health professionals to look at the whole picture from fitness and nutrition to sleep and stress; they are goal-driven and action-oriented; and many enter the profession

because they want to help, inspire and motivate others, and make a visible difference. And they are in demand.

The fitness industry has long promoted the energy and vibrancy of a career in fitness, but the reality is that while it's rewarding, it's hard work, you're always 'on' and often on your own. It involves long hours, early mornings, late nights and weekends; it can be a solo affair, emotionally draining without clear performance development and career progression; to build a business, you need to be able to sell and consistently deliver against what you promise; to teach a class, you need to be a presenter and motivator and you need to consistently turn up and perform to build a following.

A need for more fitness professionals. More people wanting to be fit and healthy and inspire others to do so. And a desire for fitness professionals to be more fulfilled in their careers. The perfect recipe for change.

We spoke to a range of fitness professionals as well as people who are passionate about fitness and influencing others, and have considered becoming a fitness professional but haven't made the leap yet.

We found that people who are passionate about fitness – whether fitness professionals or influencers – have a few traits in common: they have infectious energy that inspires others to be fit and healthy; they constantly challenge themselves and others to improve so they can make a visible difference; and they value their independence and freedom to do what they want to do and be who they want to be. Most importantly, they don't just sit around and talk about it – they GO FOR IT – in their lives and in their careers.

## FitnessU is more than a course, it's a lifestyle.

Network has developed fitnessU Certificate III and IV qualifications to fit each individual's lifestyle and way of learning, so they can GO FOR IT in their study, career and life.

We have built upon our renowned qualifications to provide more flexibility and support so people can study around their active lifestyles and current life, work and financial responsibilities, and smoothly transition from study into the workforce.

Network saw this as *the* opportunity to mobilise our members to be involved in the development of our future workforce for greater fulfilment in their careers; be active role models inspiring others to join the fitness industry; and lead the movement to a healthier, happier Australia! **W**

## Ways to GO FOR IT with fitnessU

1. Sign up to the newsletter – people and stuff we love, training, food, career, ways to be more awesome
2. Share your story – tell us how fitness has enabled you to live the life you want and help others
3. Become a Pro-Trainer – fitnessU is always on the lookout for mentors, particularly in regional areas. Then when you refer someone to get started with fitnessU, you can help them as their Pro-Trainer.



# ARE YOU READY TO GO FOR IT?



## FitnessU is more than a course, it's a lifestyle

FitnessU Certificate III and IV Qualifications in Fitness are designed to fit YOU, your lifestyle and your way of learning, so you can GO FOR IT in your study, career and life.

Learn how to become a Personal Trainer for 1-on-1, outdoors and Group PT as well as teach group exercise classes.

**Flexibility.** Affordable pricing and payment options to study anywhere, anytime, at your own pace.

**Support.** Mentors online and at locations around Australia, to help you succeed in your study and as you smoothly transition into your career.

**Expertise.** Developed by Australian Fitness Network, the fitness industry's membership organisation, supporting fitness professionals in their careers for over 25 years.

**Start living it.** Specialist skills on running a business and marketing, complimentary Network Membership and insurance, so you can start living like a fitness professional.

**Learn. Train. Transform. FitnessU. GO FOR IT!**

# 1300 493 832

fitness   
POWERED BY  **Australian fitness network**



# RECIPES FOR WINTER

RECIPES: TERESA CUTTER

Did you know that Winter was invented as an excuse for eating steaming hot soup? OK, that may not be true, but when you try these recipes from The Healthy Chef you'll be convinced that it could be.

## My Goodness Soup

This is a wholesome nourishing soup that I love to make when I need extra goodness for my body. It's very economical and fuss-free to make and I always cook up extra to last several meals. I love the simplicity of the ingredients and the light touch of star anise makes this soup purely magical on the taste buds.

### 👍 What's great about it?

Tuscan kale is part of the cabbage family and this wonderful vegetable is a good source of all three antioxidants: beta-carotene and vitamins C and E. It is also rich in naturally occurring glucosinolates, which help in the fight against cancer. Savoy and other cabbages also contain similar anti-carcinogenic phytochemicals, and are good sources of vitamin C, K and folate. Protein-rich foods such as chicken help nourish your immune system, repair the body and assist recovery.

Serves 4

Time: 90mins (includes 1hr simmering)

### 🍲 Ingredients

4 organic skinless and boneless chicken thighs  
1 tablespoon olive oil

2 brown onions, chopped  
2 litres filtered water  
3 star anise  
½ teaspoon crushed peppercorns  
1 bunch Tuscan kale (aka black leaf kale or cavolo nero)  
¼ savoy cabbage, finely shredded  
1 to 2 tablespoons tamari soy sauce

In a large heavy-based pot sauté the onions in 1 tablespoon olive oil until golden. Cut the chicken into bite-sized chunks and cook for another 3 to 5 minutes until the thighs are golden. Pour over water and add star anise and peppercorns. Bring to the boil then reduce the heat. Cover and simmer the ingredients over a gentle heat for 1 hour. Slice the Tuscan kale and add to the simmering soup along with the savoy cabbage. Stir through and simmer for another 10 minutes. Season to taste with 1 to 2 tablespoons of tamari soy sauce. Spoon into serving bowls and enjoy.

### ★ Inspiration

Add a little garlic to the stock before cooking.  
Add Brussels sprouts (finely shredded) in place of the cabbage.







## Minestrone with Vegetables of the Moment

When I make minestrone I vary the vegetables I use depending on what I can get in the market that day. This wonderful vegetable soup reflects the season – the vegetables of the moment that are clean and pure and that can be thrown into a large pot and simmered to perfection. Depending on seasonal availability, green peas, sweet corn, zucchini, capsicum, pumpkin, broccoli, leek or sweet potato can be added. I love minestrone because it's a one pot meal that's simple and nourishing and it can be enjoyed for a few days or until the pot is empty. I've used water not vegetable stock to make my soup as I find the flavours from the vegetables penetrate beautifully into the simmering broth and create a wonderful clean flavour. I also enjoy serving it with a spoonful of pesto stirred through just before eating as this lifts the flavour to another dimension. Enjoy.

### What's great about it?

Fennel is a wonderful vegetable for digestive support and can help with gastrointestinal disturbances such as indigestion or bloating. Carrot is a great source of carotenoid antioxidants that are anti-inflammatory and help to support a healthy immune system. Beans are a good source of protein that can help to repair the body and nourish the

immune system. Beans also contain fibre that helps to delay glucose absorption, keeping our blood sugar more stable as well as supporting healthy digestion and colon. Kale is rich in vitamins A, C and K and folic acid, as well as calcium, potassium, copper and iron. These nutrients are necessary for healthy bones, skin and eyes. Herbs such as parsley are full of superfood goodness that are anti-inflammatory to the body. Parsley is rich in chemoprotective oils that can help neutralise carcinogens as well as chlorophyll, which helps nourish the digestive system, support detoxification and elimination and alkalise the body. Garlic and black pepper are anti-inflammatory and can stimulate digestion.

**Serves 4**

**Time: 45mins (includes ½ hr simmering)**



### Ingredients

2 onions, diced  
½ teaspoon smoked paprika  
1 bulb fennel, thinly sliced  
4 cloves garlic, smashed  
2 sticks celery, chopped  
2 large carrots, roughly chopped  
1 large bunch Tuscan kale, sliced  
1 bunch parsley, chopped  
600ml pureed tomato (fresh or tinned)

1 x 400g tin cooked beans (e.g. borlotti beans)  
Sea salt and ground black pepper to taste  
1 litre water  
Pesto to serve  
Grated Parmesan to serve (optional)

Sauté onions, smoked paprika, fennel, garlic, celery and carrot in a little olive oil for 5 minutes in a large pot. Wash kale and roughly chop the leaves then add them to the pot. Add chopped tomato, beans and water to just cover the vegetables. Bring to the boil – cover and simmer over a low heat for 20 to 30 minutes until thick and carrots are tender. Season with a little black pepper and sea salt and fold in the parsley. Serve in bowls and enjoy with a spoonful of pesto and grated Parmesan.

### Inspiration

Top the minestrone with chopped avocado just before serving.

Pump up the protein by adding extra beans or chopped skinless organic chicken when adding the stock.

Vary the beans you use and try black beans, canellini beans, broad beans and edamame beans.

Add a hint of chili for a little heat.

Enjoy alone or with wholegrain sourdough.

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





15 CECs

## STRETCH YOUR CAREER IN MORE DIRECTIONS

Australian Fitness Network is excited to announce the first ever YogaFit® Fundamentals teacher training in Australia!

Blending balance, strength, flexibility and power in a fitness format, YogaFit® delivers a practical, user-friendly style of yoga – making it the perfect way to stretch your fitness career.

For more information or to register,  
call Network today on **1300 493 932** or go to  
**[fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)**

POWERED BY  **Australian fitness  
network**



## EDUCATION

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

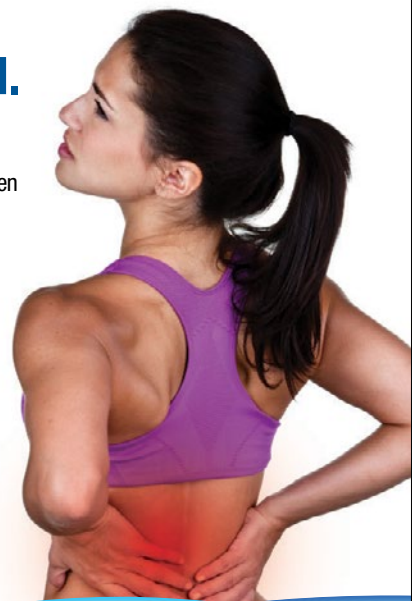
And with the number of adults suffering from chronic pain projected to almost double by 2050, it's never been more important for personal trainers to understand how to help clients move correctly and without pain.

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.

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





# YOGA FOCUS:

## ALIGNING THE SPINE



Spinal alignment is key to ensuring that instructors and participants maintain safety in all yoga poses.

WORDS: BETH SHAW

**T**he various poses and planes of motion experienced throughout a yoga class improve core strength and postural alignment when performed safely. Unfortunately, too many injuries are caused in yoga through lack of instruction and body awareness – often from pushing into a pose, rather than simply enjoying being in the pose.

One of the most important of the Seven Principles of Alignment (SPA) developed by YogaFit is aligning the spine. The most flexible points of the spine, C7/T1, T12/L1 and through the sacroiliac joint, are also the points of most injury. There is often a tendency to 'hang out' in certain yoga postures, specifically in back bends and rotation, so that they feel easier at the time. We should move in one plane of the spine at a time, either neutral, flexion, extension or rotation – as opposed to flexion and rotation, often seen inside a spinal twist. We must be able to breathe fully and comfortably inside every pose – spinal movements performed incorrectly will cause shallow breathing. We must also work to create space between each vertebra, from our tailbones to the top of our neck, taking time to re-align our spines in every movement and pose.

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

### SEATED TWIST

From a seated position, extend your legs. Bring your right knee up with the sole of your foot on the floor. Place your right hand next to you or behind you and sit tall (photo 1). Beginning in neutral spine, rotate to the right, bringing your left forearm around to hold your right shin. Use your core strength rather than your arm to deepen the twist. A great test is to perform this pose first without using your arms.

**Holding the pose:** Use only your core strength to deepen the twist. Lengthen your spine with each inhalation, twist further with each exhalation. Switch sides.

**Modifications:** If you have difficulty keeping your back straight, sit on a rolled-up yoga mat or folded blanket. Elevating your hips relieves tension caused by tight hamstrings that can tip the pelvis back, making it difficult to sit with a neutral spine.

### CAMEL POSE

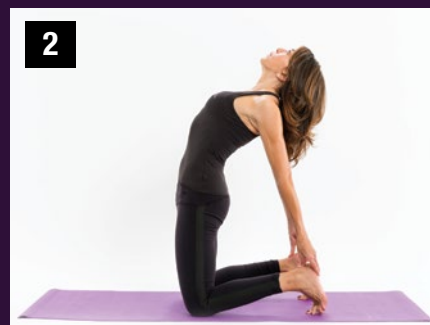
Moving slowly from a kneeling position, place your hands or fists on the top part of your glutes (gluteus medius). Firming your glutes, and drawing dynamic tension through your adductors, begin to lift your chest toward the sky (photo 2). For a greater challenge, drop your arms behind you and grab your heels.

**Holding the pose:** Lift out of your lower back, drawing your elbows back to expand your chest. Look toward the sky without dropping your head back. For added support, place a yoga block or 20cm ball between your legs, a few inches above your knees. This will ensure proper pelvic floor engagement and more length for the spine, particularly through the sacroiliac joint.

**Modifications:** If your neck begins to fatigue, look forward and tuck your chin slightly. For sensitive knees or other knee concerns, use a kneepad for comfort. **N**

#### Want to become a YogaFit instructor?

The YogaFit Fundamentals training, powered by Australian Fitness Network, is a 6-day, 15 CEC course that teaches over 75 poses, class set up and cues, yoga philosophy, and a strong anatomy base behind the safety principles of yoga. Upcoming dates: 30 July to 4 August, Sydney; and 7 to 12 August, Melbourne. [fitnessnetwork.com.au/yogafit](http://fitnessnetwork.com.au/yogafit)



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



# THE 3 KEYS

## TO A PROFITABLE BUSINESS

Most people aren't experts in every aspect of running their business. So why try to be?

**WORDS: DAVID HAYES**

**T**o be successful as a fitness business owner you need to have a profitable, competitive business strategy and then master three key business functions:

1. Marketing your business effectively
2. Delivering your fitness service promise consistently
3. Managing every aspect of your company's money.

The challenge for many business owners is that they spend most of their time and energy in the area where they are strongest (delivering the fitness service), and so marketing and money-management suffer. In some instances, business owners don't spend enough time marketing their businesses because they are weighed down by the other demands of running their businesses, which in most cases are not their core strengths (e.g. accounts receivable and payable, BAS (GST and PAYG), payroll, financial reporting and cash-flow management).

Although you are working hard to build up your business it never reaches its true potential. If you're not effective at marketing, you'll never maximise the capacity and profit of your business. If you're not effective at money management and bookkeeping, you might suffer financial consequences like tax problems and suffering a reduced business value.

Tax problems can manifest themselves in different ways. You might be paying too much tax or you may get an unexpected tax bill that threatens your liquidity.

Increasingly, as in many industries, smart fitness business owners and investors are working in the functions where they are strong and outsourcing the functions where someone else can do things better, cheaper or faster. Some owners spend hours a week processing accounts, paying bills and wages, and entering data where that time would be more profitably spent in marketing to increase revenue.

Consider the huge growth of franchised fitness operations. It is a classic case

of outsourcing. The franchisor provides the brand, competitive strategy and the marketing for the franchisee to implement (#1 business function). Some franchisees work in their business, while some outsource, and some investors even outsource all operations to employees (#2 business function). That leaves the multiple tasks involved in money management and keeping good books (#3 business function).

If you've ever looked at buying an existing fitness business, the first thing that you'll have wanted to see (without delay) are clean and up-to-date financial statements – preferably monthly statements that show the true trends of the business.

Many business sales fall over either because of the delay in getting accounts, or because they are shoddy and full of personal items. The business still might sell, but for tens of thousands less than its potential worth.

If you're focused on growing your business – or one day selling your business



– you'll need to ensure that you have clean financial statements every month. Growing your business often relies on bank or investor finance and this requires ready access to good financial statements.

This gives rise to the question of whether you should do your own bookkeeping or consider outsourcing it to a bookkeeping service to provide you with regular up-to-date reports and good financial control.

When it comes to managing the money of your fitness business, if there's one task you need to do internally it's reconciling your members' direct debit payments. This is made easier with a number of billing companies that integrate with specific membership software. The other tasks, such as accounts payable, payroll and BAS (Business Activity Statement), can be outsourced to a bookkeeping service.

Many business owners also worry about having control. Of course, you should have total control of your business' money, but that doesn't mean you personally have to enter all the bills, compute payroll and lodge your BAS. If a business takes over \$1,442 per week (\$75,000 per annum) it needs to be registered for GST and submit a BAS.

To really control and drive their business, the owner/s should be able to sit down at the same time each month with last month's profit and loss statement, balance sheet, bank statement and membership summary, to clearly consider how their business is performing compared to any targets they have set.

Reviewing your profit and loss statements, and setting financial targets (cash flow plan) are made much easier if you get your bookkeeper to provide a profit and loss multi-period spreadsheet. This shows any number of months all on the one page in separate columns. This can help you identify the trends and calculate averages – especially expense averages – so that you can calculate your business's break-even. When reviewing their accounts some owners even pay a business mentor or coach to sit in as a guest director.

To succeed as a business owner, you should recognise where your strengths and weakness are – then do the work where you are most effective and consider outsourcing where you are least effective. Doing so can help maximise your business growth and value. **N**

## Looking to free up time and resources?

Network Members looking to outsource their fitness business' financial management can receive a free detailed Customer Assessment Survey with Vertaccount, a company that provides complete accounting services to small and medium-sized companies. For more details email [dhayes@vertaccount.com.au](mailto:dhayes@vertaccount.com.au)

## Getting on track



Picture the scene: kitchen table, invoices, receipts, payroll time sheets, already late for the quarterly BAS – all after working a 12-hour day. Plus, add a neglected and unhappy partner into the mix for good measure. Sound familiar? Keeping the business books up-to-date is an essential element of any business, but it's one that most leave to the last minute.

### So how can you avoid this recurring headache?

- 1 Schedule a regular weekly appointment in your diary to manage your financial affairs: two hours should be the maximum time you need to allocate.
- 2 Review your financial platform, be it MYOB or Xero.
- 3 If applicable, review your club management software and investigate how best data can be manipulated into these programs. There is an abundance of software solutions, and you simply have to find the right fit for your business, but do not 'over-software' your software. These new technologies afford a product like iconnect360 great flexibilities by combining most things in one easy-to-use, paperless platform streamlining existing manual processes and needless double entry of data.

Integrating your accounting platforms with tools such as iconnect360, credit card billing and banking accounts is critical to get right and will require expertise to establish. Once you have it set up, however, it can save you a great deal of time and resources.

Regardless if it's big or small, you have a statutory obligation to file your quarterly BAS and annual tax returns. Nobody wants the ATO to come knocking. If you or a trusted member of your team are very number-savvy and have a good understanding of business accounting, then you may be happy to manage your business' financials in-house. If you're not, then consider outsourcing this area to an expert who can manage it more quickly and efficiently, freeing up your time to run and build your business.

As well as being a cost-effective solution for many businesses, outsourcing enables a third party to gain an understanding of your business and then help you make informed business decisions. It also removes tedious data entry, of course, and when the time comes to submit those quarterly BAS or annual returns, it's simply an email away.

Ask for help, get an assessment of your systems and technology, and you may be surprised by the improvements that can be made – including getting your life and your kitchen table back!

**David Hayes** recently took the giant leap from mobile marketing to bookkeeping with Vertaccount because he was constantly confronted with clients who were great at marketing but lousy in financial management. Saving businesses sounded like a good business idea. [vertaccount.com](http://vertaccount.com)

# RESEARCH REVIEW:

## GETTING HIGH FOR FITNESS

No longer only for elite athletes, altitude training has gone mainstream. So, how effective is it?

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

**Title:** Effects of High Intensity Interval Training in Normobaric Hypoxia on Aerobic Capacity

**Authors:** Dr's Czuba et al. (Jerzy Kukuczka Academy, POLAND)

**Source:** *Journal of Human Kinetics*, Dec 2013 (ePub before print).

Available free online at [ncbi.nlm.nih.gov/pmc/articles/PMC3916912/](http://ncbi.nlm.nih.gov/pmc/articles/PMC3916912/)

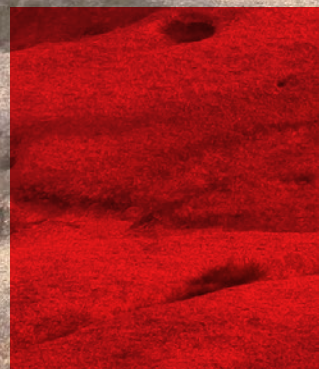
**Introduction:** Every endurance fitness enthusiast is interested in the next 'new' supplement or training technique that will further increase their maximal aerobic power, aka ' $\text{VO}_2\text{max}$ ' (maximal oxygen consumption). We are devoting this issue's Research Review to altitude training, which although not new in professional sport has now entered the fitness enthusiasts' commercial market for both health and fitness benefits. Yes, we said health benefits. We recently published a review paper on the health benefits of altitude training and found that it was associated with improvements in body weight, body composition (>1,700 metres altitude), improved fasting blood glucose (1,500 to 3,000 metres for > 21 days), improved resting blood pressure in hypertensive individuals (1,285 to 2,650 metres) and improved total cholesterol and low density lipoprotein cholesterol. There is still plenty more work to be done in this area.

As we mentioned, altitude training for improved aerobic performance is not a new concept, and according to altitude expert at the Australian Institute of Sport, Professor Chris Gore: 'there is a 1-2 per cent increase in performance, which mightn't sound like much, but can be the difference between a medal and failing to qualify'. Altitude training refers to the use of normobaric or hypobaric hypoxia (i.e. reduced oxygen concentration, <20.93 per cent) in an attempt to emulate altitude acclimatisation to attain improved endurance performance. Normobaric hypoxic training incorporates the use of masks, tents and chambers, whereas hypobaric hypoxic training involves ascending to elevated environments. Clearly, it is more cost effective to utilise chambers and the like when you are geographically disadvantaged to elevated environments.

Interestingly, altitude training originated as a result of noticeable decrements in performance that were associated with competition at altitude. However, Professor Burt in 1943 was the first scientist to notice that there were highly favourable alterations which occurred in muscle as a result of exposure to altitude. It took some 40 years to realise that environmental hypoxia could compound the normal physiological adaptations to endurance training, and in the mid-1980s the scientific literature exploded with studies investigating the advantages and adaptations associated with altitude training. Today, altitude training in professional sport in Australia is considered an integral aspect of training.

Most professional sporting disciplines now use altitude chambers, and a number of AFL footy teams travel to the US (Arizona or Utah) to live and train at altitude in order to derive an additional physiological benefit. Additionally, a number of rugby league teams have utilised altitude training systems to gain a drug-free advantage over competitors. It's not surprising that altitude training has filtered down to fitness enthusiasts: here on the Gold Coast we have two commercial altitude training centres and business is booming.

**Method:** Dr Czuba and his colleagues recruited 12 fit and healthy







male basketball players to participate in their study. Participants were divided into two groups, hypoxia (H) and control (C). The hypoxia training group completed their training in a hypoxic chamber which was set at a simulated altitude of 2,500 metres, which had an oxygen concentration of only 15.2 per cent. At sea level for example, the normal oxygen concentration is 20.93 per cent. The control group also completed its training in the hypoxic chamber but at normal, sea level conditions. Both groups trained six days per week for three weeks with each training session lasting 90 to 120 minutes with the intensity at ~90 per cent of  $\text{VO}_2$  max (five, four minute bouts). A warm up (60 per cent  $\text{VO}_2$  max x 5 mins, then 70 per cent  $\text{VO}_2$  max x 5 mins) and cool down (60 per cent  $\text{VO}_2$  max x 10 mins) was provided to both groups for each training session. All participants were tested on a treadmill prior to initiating the training and immediately upon completion of three weeks of training.

**Results:** Following the three weeks of high intensity interval training there were no significant differences between the two groups in terms of body weight, lean muscle mass or percentage body fat. However, there was a significant improvement in the total distance ridden during the bike test (+10.0 per cent) as well as power output (+4.5 per cent) and  $\text{VO}_2$  max (+7.8 per cent) in the hypoxia group. This group also experienced a decrease in HR max (-1.6 per cent) and in peak lactate levels (9.6 per cent).



## The 30-second article

- Altitude training involves training at reduced oxygen atmospheres – real or simulated – in order to improve endurance performance
- It has been associated with a number of both health and fitness benefits
- It has become widely used by many sporting disciplines and football codes and is gaining mainstream popularity
- This athlete study linked altitude training to increased power output and  $\text{VO}_2$  max, and reduced HR max and peak lactate levels.

**Pros:** These are promising results and lend support to the use of simulated short term altitude training combined with high intensity interval training for improved endurance performance, specifically  $\text{VO}_2$  max.

**Cons:** Now that more commercial training facilities are installing altitude chambers, it will be interesting to see the improvements in endurance capacity by non-athletes. It would have been beneficial if the researchers had also measured haemoglobin, haematocrit and erythropoietin. Individuals considering trialling hypoxic training should first speak with their GP, and if deemed safe should ensure they use a pulse oximeter during all hypoxic training sessions to monitor their degree of desaturation (i.e. a decrease in blood oxygen levels) in a professionally supervised environment, with suitably qualified individuals.

### Associate Professor Mike Climstein, PhD FASMF FACSM FAAESS

is one of Australia's leading Accredited Exercise Physiologists. He is the program director of Clinical Exercise Science and co-director of the Water Based Research Unit at Bond University's Institute of Health & Sport. [michael\\_climstein@bond.edu.au](mailto:michael_climstein@bond.edu.au)

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

“

*There is a 1-2 per cent increase in performance, which mightn't sound like much, but can be the difference between a medal and failing to qualify.*

”



# WHAT IS...? PILOXING

A new Group Ex workout combines two very different fitness disciplines to burn calories, build strength and increase stamina.

**T**he Piloxing workout hit the Australian fitness market in April when it featured on the FILEX 2014 program, converting curious delegates into avid Piloxers.

So, what is Piloxing? And, perhaps more to the point, does that name really mean what it sounds like it means? Is it possible that two fitness practices as seemingly diverse as Pilates and boxing could have come together in one happy union, yin and yang-like?

The answer is 'yes' – the program blends the power, speed and agility of boxing with the targeted sculpting and flexibility of Pilates. It's a cardio fusion that incorporates research and fitness techniques to burn maximum calories, build lean muscles and increase stamina.

These techniques are also supplemented by the use of weighted gloves, further strengthening the arms and maximising cardiovascular health. Add to this some fun dance moves and you have a fat-burning, muscle-strengthening workout designed to make participants feel physically and mentally empowered.

Piloxing is the brainchild of Swedish dancer and celebrity trainer Viveca Jensen, whose clients include Hilary Duff and Vanessa Hudgens. Viveca's mission in creating Piloxing was to physically and mentally empower women through fitness, as well as create a unique exercise program that would appeal to the global group exercise community. At the core of Piloxing, according to Jensen, is the principle that women are powerful and that they can attain a sleek, sexy and powerful self-image by taking charge of their own health. To this end, she has made the system accessible to home exercisers as well as class participants through her Piloxing System DVD workouts.

In May 2010, Jensen and her team launched the Piloxing Academy in order to educate and license fitness professionals to teach the program. Since then the academy has certified thousands of instructors in over 40 countries. Now, with Australia set firmly in its sights, it may be only a matter of time before Piloxing classes start appearing on Group Ex timetables nationwide. **U**

## MORE?

See yourself instructing Piloxing? Instructor Training Workshops (7 CECs) are being held in Australia next month: Sydney, 5 July, and Melbourne 6 July. For more information visit [piloxing.com/instructor-training](http://piloxing.com/instructor-training)



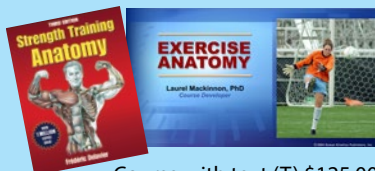


# Human Kinetics

## Accredited Online Courses

- Study at your own pace, day or night • Multiple choice exam • One year to complete the course with extensions available • Instant online assessment
- Print your certificate immediately

### Exercise Anatomy Updated 2.0 Course



Course with text (T) \$125.00  
Course with no text (NT) \$107.00

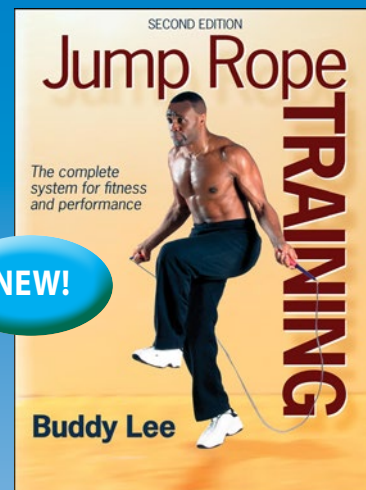
10 CECs

### Buddy Lee's Jump Rope Training Fundamentals Course with eBook



Course with eBook \$107.00

8 CECs



NEW!

Need CECs???  
Visit our website for more online courses!

Join Human Kinetics Rewards and enter the promo code **COURSE14** at the checkout for **15% OFF** courses!



P. 08 8372 0999 E. [info@hkaustralia.com](mailto:info@hkaustralia.com)

[www.HumanKinetics.com](http://www.HumanKinetics.com)



**SCHWINN FITNESS**

## BECOME A SCHWINN INDOOR CYCLING INSTRUCTOR AND REV UP YOUR FITNESS CAREER!

Get certified in the industry's most respected and progressive indoor cycling instructor-training course. In one power-packed day you'll have the tools you need to become a certified, successful and sought-after instructor on any bike – and you'll get 7 CECs!

For more information or to secure your spot,  
[fitnessnetwork.com.au/schwinn-cycling](http://fitnessnetwork.com.au/schwinn-cycling)

POWERED BY  **Australian fitness network**



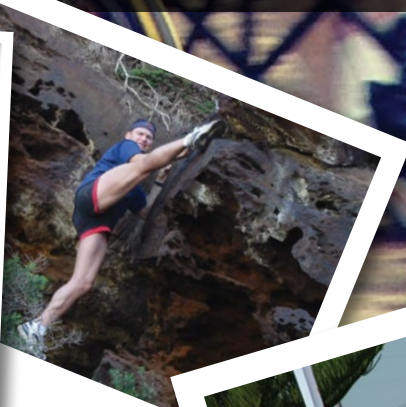
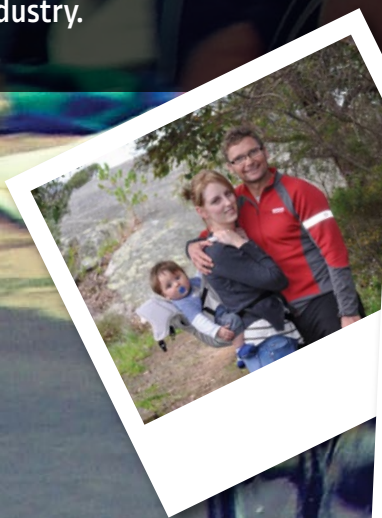
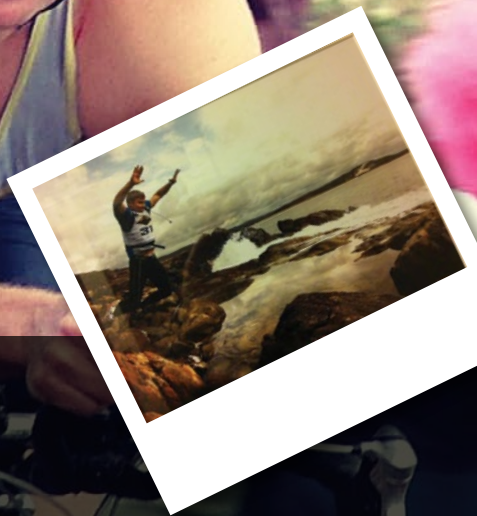
7 CECs



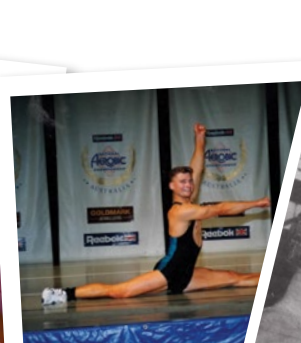


# REMEMBERING MARK RIMELL

Looking back at the achievements of a remarkable man whose fitness career mirrored the evolution of our industry.







**T**his year's Fitness Industry Awards ceremony saw Australian Fitness Network posthumously award the Inspiration Award to Mark Rimell. Here's why.

In 1970, Mark emigrated with his parents and sister from England to a dairy farm on the outskirts of Albany in WA. Here, he attended Christian Brothers College where he quickly discovered that it was in the great outdoors and while playing sports at which he truly excelled.

He would go on to dominate the squash court, winning a Junior Club Championship in his first year playing and then two consecutive Open Club championships by the age of 20, at which point he moved to Sydney to pursue a career in competitive squash. Before long, his focus moved to other athletic endeavours, and he soon found himself teaching 'aerobics' – something that would prove to be the start of a lifelong passion.

Mark's foray into competitive aerobics in the early 1990s – an era when legends such as Michelle Dean and Kylie Gates were competing – saw him narrowly miss out on a place due to his failure to wear a G-string on stage, a quality that was deemed by the judging panel to be essential for his future success...! Another quality he needed to develop was the ability to perform the Chinese splits. He duly set about tying ropes to his ankles, while using the legs of couches as pulleys to stretch his legs out to a full split... During the next four years, he pushed his body to the limit and at his peak could perform 10 one-arm push ups with 30kg on his back. This hard work paid off in 1994 when he won the State Aerobic Championships.

Harnessing his discipline and incredible work ethic, Mark later went on to compete in natural bodybuilding, placing fifth in his first competition.

Given how much Mark loved to use his body, and how much he loved to give, it's not surprising that he discovered remedial massage. More than discover it, in fact, he changed his main career from motor mechanic to masseur. He was truly gifted at healing people and pursued this passion in China and then through teaching massage in Thailand.

Like many in our industry, Mark's professional roles were many and varied, and

“

***His energy was contagious – he was the most positive person everyone ever met.***

”

in addition to being a masseur, he continued instructing numerous group exercise classes, both freestyle and pre-choreographed, and was also a personal trainer. Mark was notable not only for his abilities, but also for his loyalty: he worked with BodyCare Health Club in Albany for 27 years as both instructor and trainer, during which time he mentored many new instructors.

Back on the personal fitness front, Mark was always looking for something new to get his teeth stuck into. Never one to shy away from a challenge, he tried his hand at triathlons. First step, learning how to swim! He learnt fast and managed to win many local events and then quickly progressed to the Busselton Half Ironman, finishing in the top 10 for his age group. This thirst for the thrill of competition later evolved into a passion for adventure races.

Triathlons introduced him to the world of cycling and at the Albany Cycling Club he was named club champion in 2006 and 2007. Always keen to take a challenge and make it even harder, Mark now turned his efforts to riding a unicycle – which he claimed was the hardest thing he had ever tried. After eight months of painful practice, he eventually got it!

It was with this same grit, determination and resilience that Mark met a new challenge head on – cancer.

Two years ago he was diagnosed with oesophageal cancer, stage 4. Like everything he did, Mark gave 110 per cent to the battle. Within 12 months he had reduced it to stage 1 and doctors were amazed. It bought him more time to do what he loved doing, but wasn't enough. In mid-August he taught what was to be his final RPM class – and by all accounts you wouldn't have known he was ill. Just less than two weeks later he passed away, one week shy of his 50th birthday.

During his whole cancer journey, Mark never lost his incredible ability to consider others before himself. After hearing about an exercise class for cancer patients in Perth, he decided to make it a reality in his hometown of Albany. Mark and his wife Mary, in association with Solaris Care and BodyCare Health Club, formed the Albany Chemo Club which provides free exercise sessions for patients that are also attended by a physiotherapist, an exercise physiologist and trained nurses who are all volunteers. The formation of this group gives an insight into the massive depth of Mark's strength and generosity of spirit. He got it up and running in the final month of his life, and now Mary and the team at BodyCare crew will ensure it carries on and serves as Mark's legacy. Remembering her long-time colleague, Amber Cekerevac from BodyCare Health Club, recalls: 'He was one of the originals and his passing was a great loss to the industry. He was often described as the 'Energiser bunny' – his energy was contagious – he was the most positive person everyone ever met.' **M**





## Let's make a real difference and raise industry standards



Each quarter, as I contemplate what to write about in this column, I end up with a long list of interesting developments happening in and around our whole Network community. When looking through the list this time I couldn't go past the upcoming launch of our first ever mentoring program, which will be brought to you under the banner of fitnessU.

In mid-2013 we surveyed you, our members, on your perceptions of today's fitness industry and, specifically, of Network – and boy did you respond! You told us you were worried about the quality of graduates that were coming out of the RTO's. You told us that you were concerned about career development opportunities for fitness professionals. And you told us that you wanted to engage even further with us at Network.

All of the above, in addition to the fact that Fitness Australia now allocates CECs for mentoring, led us to create a professional mentoring program for the fitness industry, which we believe will help not only improve the standard of graduates coming out of the RTO's, but also give you an opportunity to further your career. Mentoring is a logical progression for a personal trainer or group exercise instructor who's ready to step up and go for it. And as well as being a great opportunity to give something back to our industry, it also offers you an additional revenue stream – that's right, we will pay you to do it! For more information on fitnessU, including the mentoring program, keep an eye out for Network's upcoming communications.



Another superb development for the Network community, which we announced at the recent FILEX convention, is the launch of the Fitness Network shop – a partnership with Spartan Sports that we are extremely proud of. Featuring a selection of equipment suited perfectly for a PT business small or large, all very reasonably priced and with a fantastic 10% off for Network Members, the Fitness Network shop is a fantastic development if you're starting out your fitness industry journey, or for anyone looking to top up their selection of 'toys'. To check out the catalogue visit [fitnessnetworkshop.com.au](http://fitnessnetworkshop.com.au)

For those of you based in WA, I look forward to catching up with you at the WAFIC event from 15 to 17 August at the Perth Convention centre – to check out the sessions and presenters and to register, visit [waficperth.com.au](http://waficperth.com.au)



Until next time,

**Ryan Hogan, CEO**  
[ceo@fitnessnetwork.com.au](mailto:ceo@fitnessnetwork.com.au)





## FREE Group Ex download for Network Members!

Power Music and Australian Fitness Network recently joined forces to bring a wealth of PPCA-free group exercise music to Network Members at a special discounted rate of 10 per cent off all Power Music and ClickMix mixes. As the cold sets in this Winter, we've come over all warm-hearted and decided to give every Network Member a FREE 30-minute download that showcases the high-quality you can expect from Power Music.

This 30-minute mix contains 15 minutes of warm up music and 15 minutes of cool down to end your class perfectly. To download your FREE 'Network Exclusive Essential Warm up & Cool down' mix, go to [powermusic.com/network](http://powermusic.com/network)



## In your expert opinion...



**Matt O'Neill, Dietitian, SmartShape.com.au**

**Q** My PT clients often ask me nutrition advice, but I'm not sure how much direction I'm allowed to give if I don't have any specific nutrition qualifications. What's the deal?  
**Jonathan, NSW**

**A** The Fitness Australia Scope of Practice says you can provide basic healthy eating information that fits with national guidelines. So, you won't be approved or insured for providing specific dietary advice, like avoiding dairy, going wheat-free or eating low-carb.

For specific advice and meal plans, you should refer clients to an Accredited Practising Dietitian (APD). They are qualified to assess clients and prescribe meal plans.

Despite what you may hear, even a six-month Diploma in Nutrition won't qualify you to provide meal plans. It takes a recognised Dietetic degree and clinical experience to do this safely.

This doesn't stop you giving advice on healthy food shopping, meal ideas or food label reading that fits with the Australian Dietary Guidelines. Look them up for some useful educational tips and materials. And consider doing a CEC course on nutrition to increase your confidence with offering practical nutrition advice to support your clients.

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

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



## WHAT'S ON?

If you're looking to upskill and earn some CECs this Winter then stick these dates in your calendar!



### Schwinn Cycling Instructor Certification

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

**20 June** Sydney, NSW

**21 June** Robina, QLD

**19 July** Marion, SA

**20 July** Box Hill, VIC



### YogaFit Fundamentals

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

**30 July to 4 August** Sydney, NSW

**7 to 12 August** Melbourne, VIC

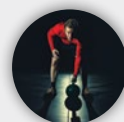


### FitnessBiz Brunch

Covering the power of personalisation to members (Melbourne) and how to maximise the conversion of your low entry leads (Sydney).

**18 June** Melbourne, VIC

**18 July** Sydney, NSW



### WAFIC 2014

Network proudly hosts the three-day continuing education event for fitness professionals.

**15 to 17 August** Perth, WA



Find out more about all these events at  
[fitnessnetwork.com.au/calendar](http://fitnessnetwork.com.au/calendar)

# GETTING SOCIAL

Which of Network's social media posts provoked the biggest responses in recent months?



## Food star ratings

'There's been a lot of talk about health star ratings recently. Choice has compared a few similar products using the Health Star Ratings...'

**Silvestro:** *It is evident that there is clearly something wrong with our nutrition information. My advice is to 'Keep it Real & Keep it Simple' by consuming real whole foods.*

## The 1200 calorie myth

A link to a blog on calorie misinformation started: 'Somehow, somewhere, I was taught that if I want to have a flat stomach and tight bottom, I need to limit my calorie intake to 1200 a day...'

**Maryanne:** *For those with a lot of weight to shed, without self discipline, calorie counting can be the most beneficial way to help reduce the amount they consume on a daily basis. However it should not be one set figure, rather a suggested range.*

## Feeling grateful

An infographic on gratitude included these words: 'If you have food in your fridge, clothes on your back, a roof over your head and a place to sleep, you are richer than 75% of the world. If you have money...'

**Karena:** *Very cool! Sometimes we all need to be reminded how lucky we really are!*

**Jodie:** *OK, when u put it that way...*


## Has the Biggest Loser shed its final kilo?

Link to a news story on the alleged end to the current Australian version of the competitive weight loss TV show.

**Kerrie:** *I hope so. So much unrealistic expectations for the rest of the fitness industry to deliver.*

**De:** *The first season I watched I was grossly overweight and I learnt from that show alone, being healthy is a lifestyle choice not a membership or a shake. ... Biggest Loser showed me that if 60 year old Bob or Marge can do it, so can I.*



 [fb.me/ozfitnetwork](https://fb.me/ozfitnetwork)

 [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)

# EMBRACING CHANGE ALL ROUND!



At Australian Fitness Network we are truly living this year's FILEX slogan 'Embracing Change' in everything we do – including the redesign of this magazine! *Network* isn't the only publication we've overhauled, though – Network eNews, which is emailed to members monthly, has also 'had some work done'...

With a fresh design it still features the latest research findings and fitness happenings to keep you in the know, but it now also incorporates PT, Group Ex/Mind Body and Business-specific articles. A major reason for the shift to a new responsive design is that so many of us are now living on our smartphones and tablets, and the new format seamlessly adapts to whatever gadget you're reading it on.

Every story and article also now enjoys its own page, making it simple to share interesting research and fitness snippets at the click of a button – or tap of a screen.

If you're not receiving Network eNews and think that you should be, please email [info@fitnessnetwork.com.au](mailto:info@fitnessnetwork.com.au)





# MEMBER PROFILE:

**KRISTA DENNIS**

**PT AND POLICE OFFICER, TAS**



## Where do you live and work?

I live in Hobart, TAS, where I work at Hobart Police Station and also at Citywide Fitness in the nearby suburb of Mornington.

## What fitness qualifications do you hold?

Certificates III and IV in Fitness.

## What's your main role in fitness?

I take indoor boot camp and small group training sessions.

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

I've always been an avid gym goer with a great interest in health and fitness. I decided that if I enjoyed exercising so much then perhaps I should become qualified and be able to teach sessions as well. Currently, I work casually as a PT, taking a few sessions a week. I've also returned to work part time in my policing role after the birth of my first baby.

## Describe your typical day

In a word, BUSY! Juggling my policing and personal training roles, looking after our 9-month-old baby and training myself seems to fill every waking moment – but I'm loving the work-work-life balance I have!

One of my days last week went a little like this: get up at 5:45am to train myself at the gym. After that, head home at 7:20 to feed Maverick, our baby, before returning to the gym to instruct a session at 9:15am. This was followed by a quick coffee with the gym girls, after which my afternoon was dedicated to looking after Maverick.

## What skills are needed in your role?

I believe that communication and interpersonal skills will get you far in life, whatever you choose to do. Being able to explain things to clients in a manner they understand is a great asset. I'm also a big believer in the power of organisation: having sessions planned, ensuring your equipment is ready and having the knowledge to be able to adapt something if necessary will make for a happy life!

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

I LOVE the buzz of taking sessions and helping others challenge themselves to reach their health and fitness goals. It's amazing how people work that bit harder when you are there behind them pushing them. The only downside is that I feel like I'm missing out when I take sessions – I always want to jump in and train too!

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

I've not yet faced any major challenges. I love what I do find it so rewarding to train people who smile back at you and appreciate your assistance.

## And your greatest highlight?

It's amazing to receive feedback that you've changed someone's life. I got an email from a client only last week saying how happy they were that I had returned to training – it's such a nice thing to hear.

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

My focus currently is looking after my baby and maintaining my happy work-life balance. In the future I plan to increase the number of hours I work in the fitness industry.

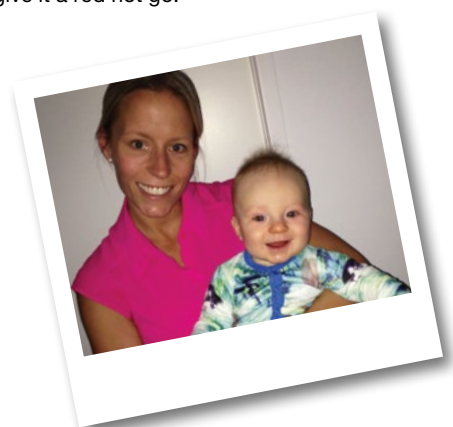
## Who has inspired you in your fitness industry career?

I've been lucky to have great mentors in James and Racheal Kerrison, the owners of Citywide Fitness, who assist me in continually learning new skills. They are top trainers, smart people and a lot of fun to work with.

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

I love the quote 'Go confidently in the direction of your dreams. Live the life you've imagined' from Henry David Thoreau.

As I see it, there's no point in doing something half-heartedly so you may as well give it a red hot go!



Want to be profiled in the next issue? For details email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au)

# UNLIMITED POWER MUSIC

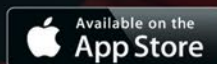
## ONE LOW PRICE!

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



### INCLUDED:

- All of Power Music's professional mixes!\*
- Access to thousands of your favorite hits!
- FREE download, which includes Tempo Power, the #1 Tempo shifting APP in the world.
- Unlimited ClickMix!



Regular Price\*

**\$25<sup>95</sup>**/Mo. or **\$285<sup>95</sup>**/Yr.

**NETWORK MEMBER  
SPECIAL PRICING\***

**\$19<sup>95</sup>**/Mo. or **\$219<sup>95</sup>**/Yr.

\*Pricing in AU Funds. Limited Time Offer.  
Visit [PowerMusic.com/PowerMusic1](http://PowerMusic.com/PowerMusic1) for International Pricing

## VISIT [POWERMUSIC.COM/POWERMUSIC1](http://POWERMUSIC.COM/POWERMUSIC1) TO GET STARTED TODAY!

**IOS Requirements:** IOS 6.0 or later, iPhone 4 or higher, iPod Touch 4th generation or above, iPad 2nd generation or newer  
**Android Requirements:** Android 4.1 or higher



# NOODLE SUPED!

As the sole piece of aquatic apparatus available in some facilities, it's important to find new and creative ways to use the aqua noodle.

**WORDS: MARIETTA MEHANNI**

**T**he noodle has long been a popular piece of apparatus with aqua fitness participants. Initially introduced as a rehabilitation tool, it now serves multiple purposes, being used for cardio and strength training and as a floatation device in both shallow and deep water classes. In some pools, noodles are the only aquatic tool used, in place of aqua dumbbells. It is important therefore, to keep finding new and creative ways to use this versatile piece of kit.

## Hold your noodle!

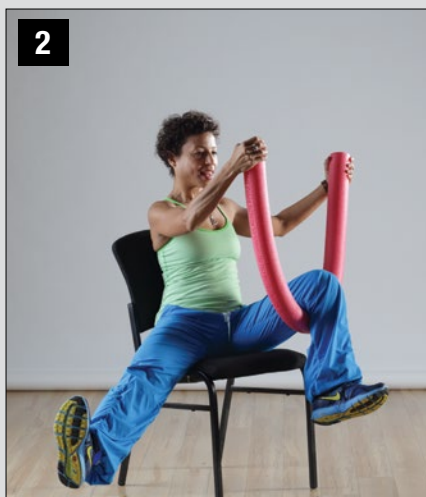
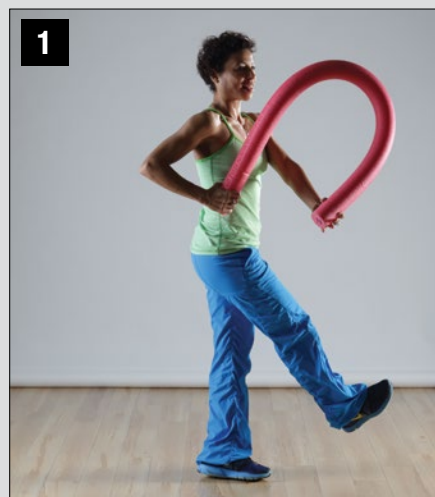
There are several positions in which the noodle can be held:

- Thirds – the hands are positioned at an even third from each end
- Noodle ends – in front of the body or from behind the body ([photo 1](#))
- Sitting on the noodle – underneath buttocks, between legs or under one knee ([photo 2](#))



## The 30-second article

- The way in which the noodle is held can affect outcomes
- Buoyancy-resisted moves can improve core activation as well as strength
- Buoyancy-supported moves enable focus on other areas of the exercise
- The noodle can be used to increase lever length, increasing workload and encouraging greater range of motion
- Over-gripping the noodle can fatigue muscles, so provide participants with opportunities to release the fingers and rest the overworked muscle.



- Noodle under arms – in front of the body or from behind the body.

### Use your noodle!

The unique properties of the aqua environment can be harnessed to great effect with clever use of the noodle.

### Turbulence

Bernoulli's Principle states: 'A stationary body in water will always move towards any turbulence because of the negative pressure drag.'

The more turbulence created by the noodle, the greater the instability in the water. This means that participants will need to work against the turbulence created by their own noodle as well as that created by other participants. This is an effective way to challenge balance because when they move the noodle faster or stronger through the water the participant will feel less stable. This principle can be used for both cardiovascular and strength conditioning.

### Cardio

To incorporate the principle in cardiovascular training, a dynamic lower body movement



***When the noodle is held lower in the water, the exercise requires more strength and repetitions are slower. If the noodle is held closer to the surface, moves can be performed faster, thus making the exercise more cardiovascular.***



is required in conjunction with a powerful upper body action.

An example of this is a single leg kicking across the body and out to the side, accompanied by the upper body action of holding the ends of the noodle (which is positioned behind the back) and swinging the opposite arm horizontally across the body in the opposite direction.

### Strength

Bernoulli's Principle can also be applied to strength-based movements, whereby the lower body is stationary and the upper body creates the turbulence, with the aim of remaining stationary. An example of this is standing with feet wide apart while holding the noodle at 'thirds' and circling it in front of

the body. The goal is to keep the feet firmly planted on the pool floor while challenging the upper body to move the noodle quickly, thus creating more turbulence.

### Buoyancy

Archimedes Principle states: 'When a body is wholly or partially immersed in a fluid it experiences a vertical upward force equal to the weight of the fluid displaced and acting through the initial centre of gravity of the fluid displaced.'

Because the noodle is a buoyant object, it can be used to help float the body as well as create resistance when forced under water. When the noodle is held lower in the water, the exercise requires more strength

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

EOFY  
DISCOUNTS\*  
\*SELECTED ITEMS

[www.fitnessaudioshop.com.au](http://www.fitnessaudioshop.com.au)

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

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

Luke in Sydney - 0466 110 464  
Paul in Melbourne - 0410 587 544  
Dan in Brisbane - 3257 1040  
Gary on the Gold Coast - 5540 7800

Manny in Canberra - 6239 2722  
Peter in Newcastle - 0412 613 834  
Roger in Adelaide - 0409 300 900  
Ronnie in Perth - 0438 938 033

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



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

**Aeromic**  
AUSTRALIA

**fitnessaudio**

Email: [info@fitnessaudio.com.au](mailto:info@fitnessaudio.com.au)  
JP's Blog: <http://blog.fitnessaudio.com.au>



and repetitions are slower. If the noodle is held closer to the surface, moves can be performed faster, thus making the exercise more cardiovascular.

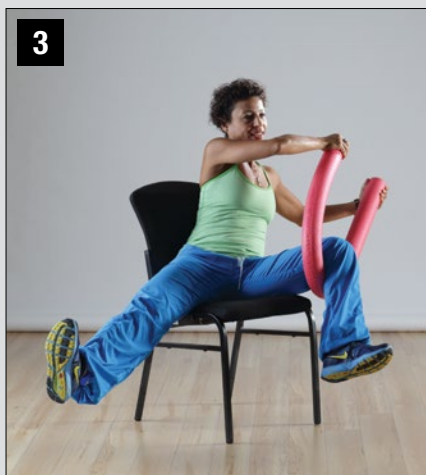
### Buoyancy resisted

This refers to any movements that move in the opposite direction of the buoyancy, e.g. pushing or holding the noodle down in the water. This is effective for strength-based exercises and also an excellent way to encourage the use of core stabilisers.

An example of this is holding the noodle in 'thirds' under the water while in a prone suspended position. Arm and leg actions, such as a baby crawl with a push-pull upper body action, can challenge the abdominals and upper body muscles due to the noodle being forced under the water to suspend the body.

### Buoyancy supported

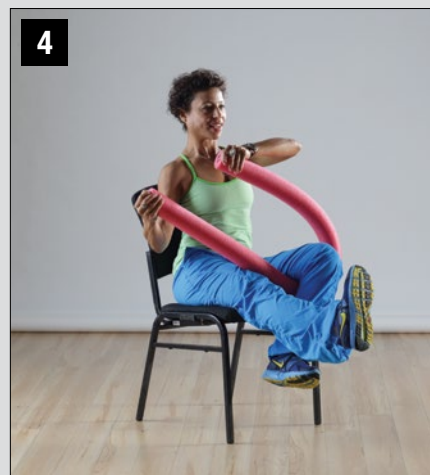
The noodle's highly buoyant properties effectively support the body in any position with minimal effort. The advantage of this is that the focus can be shifted away from trying to stay afloat to concentrating on the execution of the exercise, e.g. noodle underneath the knee and swinging the



opposite leg in and out while holding onto the noodle and pulling across the body in the opposite direction (photos 3 & 4).

### Increased lever length

When the noodle is held in front of the body at thirds, the noodle effectively increases the lever length of the arm. This increases the workload of all the upper body muscles when performing upper body actions. It is also a great way to encourage participants



to work through a greater range of motion, as they will feel the muscles in the upper back work when they pull the noodle up against the body. Swinging type motions from side-to-side will create more turbulence because of the increased length of the arm lever, thus making it more challenging to perform.

### Cardio

Depending on how it is used, the noodle

## Aeromics are gettin' tougher than tough!

There's a new feature on the Aeromic and Cyclemic head-worn microphones for fitness instructors. They now come with a Carbon Collar™ around the capsule. It is acoustically transparent and protects the mesh in front of the capsule from getting clogged or wet from makeup, sweat and spit. The capsule's protective mesh no longer touches the skin so it will last longer and cost less to maintain.

This latest development provides exceptional capsule protection while preserving the Aeromic's crystal clear sound. And if Instructors do bend it closer to the mouth then the capsule will be at less of a risk because of the Carbon Collar™.

We can retrofit a Carbon Collar™ to any Aeromic or Cyclemic that has a Lo Sensitivity Capsule for just **\$22.00** plus shipping. We fit them to all new mics supplied from April 2014 onwards without any increase in cost.

So, if things are gettin' rougher than rough with your current Group Fitness microphones, change over to Aeromics because they're gettin' tougher than tough!



Aerobic Microphones Australia  
Ph: 02 8399 1052

Email: [info@aeromic.com.au](mailto:info@aeromic.com.au)

Web shop: <http://www.fitnessaudioshop.com.au>

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

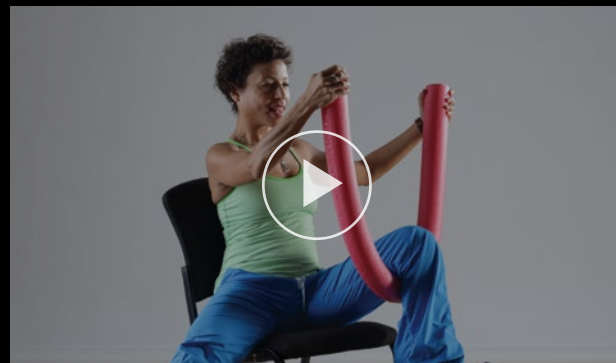


can be a very effective tool for elevating heart rate. To achieve this, faster movements are necessary, which means that the noodle is required to push through water at greater speeds. The depth at which the noodle is held will determine how quickly it can move through the water. The deeper the noodle is submerged, the slower the action, and the greater the focus, therefore, on strength. Conversely, the shallower the noodle is held, the faster the exercise can be performed. To encourage participants to move at the desired speed, indicate that they need to keep up with the speed at which you are teaching the exercise. Moving at a specific tempo with the music helps participants realise the depth at which they need to hold the noodle in order to keep up and thus move the noodle at a speed that will effectively induce a cardiovascular response.

### Give the fingers a break!


Participants often over-grip the noodle, resulting in muscular fatigue in the fingers, hands, wrist and forearm muscles. Provide participants with opportunities to release the fingers and rest the overworked muscle by:

- using a buoyancy-assisted move that allows the noodle to float while performing a lower limb or stabilisation activity
- including exercises in which the noodle supports the body and the arms are allowed to move freely
- teaching participants to not hold the noodle too firmly or continuously, and encouraging them to use their palms or bodyweight to assist with controlling the noodle.



 **Watch this video!**

Watch Marietta demonstrate the versatility of the noodle in the online version of this article at [fitnessnetwork.com.au/resources-library/noodle-suped](http://fitnessnetwork.com.au/resources-library/noodle-suped)

Super up your noodle moves and you can deliver an innovative workout that elevates your participants' strength gains and cardio fitness. 

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

**ASK ABOUT OUR  
MONTHLY SPECIALS!**



# OH! Magazine

**It's the member magazine your club  
(and members) always wanted – for FREE!**

With articles from celebrity chef Pete Evans, Michelle Bridges, Paul Taylor, Joanna McMillan and lots more industry experts, your members will be wowed by the calibre of authors writing for your club, and the quality of information provided every month.

Distribute the magazine exactly as is FOR FREE or, from as little as \$99 per issue, you can pay to customise it to include your branding.



**EXCLUSIVE  
NETWORK MEMBER  
DISCOUNTS ON  
CUSTOMISATION!**

**FOR FULL DETAILS**

visit [ohmagazine.com.au](http://ohmagazine.com.au) or phone Analee Matthews on **0411 314 503**.



# Looking to buy, sell or trade-in your commercial fitness equipment?

Use our free, quick & easy service that gives you 3 to 5 new equipment quotes, connects with potential buyers, or gets the best trade-in available from our supplier database.

## BUY - Get at least 3 quotes



Purchasing the right fitness equipment at the right price is a crucial decision for your business. We help source new and used or refurbished commercial fitness equipment suppliers that tick all the right boxes in terms of specifications and budget.

## SELL - Connect with buyers



Selling your fitness equipment is often more difficult than you think, especially if you have quite a few pieces to move. With a database of thousands, we can connect you with buyers without commissions or kickbacks. What have you got to lose?!

## TRADE-IN - Best deal available



Thinking about updating your existing range of fitness equipment? Our unique service can source suppliers that can offer trade-in solutions for your old equipment and quote for supply and install of new equipment for your studio or gym.

**the** SupplierConcierge  
CONNECTING FITNESS BUYERS WITH SUPPLIERS

[thesupplierconcierge.com.au](http://thesupplierconcierge.com.au)  
1300 496 546





# IS YOUR BUSINESS LEGALLY FIT?

Nothing puts a spanner in the works of a business like a legal complication. Here are some points to consider when establishing, buying or running a fitness business.

**WORDS: LEON PONTE**

**Y**ou might be about to launch a new fitness business, or maybe you run an established one. Perhaps you're expanding, buying or franchising an existing enterprise. Either way, you have a detailed, thoroughly researched business plan.

You've worked out (excuse the pun) the type of fitness services to offer, your training methodology, your unique selling proposition or market niche and your mission and values.

You've found the perfect location for your new business or next facility, and you know what equipment you need (and what you definitely don't need!).

You have a team of trainers (employed or contracted), a number of facilities or you franchise your fitness business.

You've picked a name for your business, had your logo professionally designed and agonised over the colour scheme that best represents what you do.

Your website, facebook, twitter and

other social media and marketing are all integrated.

Everything seems just right.

But what if something goes wrong – will you be legally covered? Simply taking on board the advice of apparently successful family, friends, colleagues and clients (even though they have no specific expertise in the matters they are advising you on) is not enough to ensure you are protected. Ironically, you probably cringe when you see people at your fitness facility doing 'exercises' that their unqualified mates told them about. You know that with the advice of a professional they could be achieving their goals much more safely and effectively. But are you making the same mistake with your business?

Myriad legal issues affect the day-to-day operations of fitness businesses. This is the first in a series of articles addressing a number of areas you should consider when establishing, expanding, buying, reconfiguring or running a fitness business. Topics to be covered in future issues include:

## Structure

What sort of structure (e.g. sole trader, company, trust, partnership) should be used for operational, liability, asset protection, succession, taxation and related issues?



What should you consider and what sort of agreements should you have in place if you're going into business with a partner (including your best friend or a family member)? For instance, after a number of years your business partner may decide that he wants to spend more time with his young children and no longer wants to work as many hours in the business as you do. How would you address that? Wouldn't it be better to address potential future issues such as this when you first go into business with your partner, rather than having to deal with the awkwardness later on?

You've built up a successful business, but you have been sued and are at risk of losing your house. How did that happen?

You plan on paying your spouse a salary, even though he is a stay-at-home parent, because one of your friends advised you that it would save you tax. Is there a structure that will allow you to legally do so?

## Your brand

Your mate told you that all you need to do to start your business is register a business name or incorporate a company. This is partly correct, but registering a business name (or company) alone gives you absolutely no proprietary interest or exclusive rights to that name.

You've also spent a lot of time and money on signage, advertising, setting up your website, facebook Page and other social media and marketing promotions. People are starting to recognise and know your business by its name, logo and slogans. Then you receive a letter from a firm of solicitors advising that the use of your name and logo is infringing the rights of its client and you have seven days to cease using your name and logo. They are also demanding that you pay damages.

Alternatively, you propose to expand into another State, but find out that another fitness business there is already using your name. Disaster! How do you protect against these things happening to your business?

## Premises and lease

You've found the perfect premises in terms of location, size and layout. You sign a lease and then find out you can't operate 24/7 or do the other things you wanted to do to the premises. Or worse yet, you can't operate

your business at all. Can you just give the keys back? What are your rights and obligations at the beginning, during and end of the lease?

## Permits and authorities

What would happen if a local council officer interrupted one of your regular high attendance sessions and told you that you weren't authorised to do what you were doing and had to stop? Do you have all the required permits and authorities to operate your business?

## Membership agreements

They're basically all the same aren't they? So you base yours on a form used by a well known fitness chain. After all, it must be OK if they're using it – isn't it?

The Consumer Affairs departments in each State, as well as the Australian Competition and Consumer Commission, have issued guides or circulars about membership agreements, including terms they consider to be in breach of the law. Does your agreement comply?

## Employees/Contractors

It doesn't matter what you call them because you have the same rights and obligations with both, other than the manner in which you pay them – right?

## Website hosting

You have a disagreement with – and stop paying – the company that hosts and controls your website, and the next morning they shut it down. Unfortunately, you don't have access to the necessary licences and code to move it to another host. What do you do now, and how do you protect against your website being held to ransom?

## Standard form agreements

All equipment, finance/supply agreements, facility management systems, direct debit, personal guarantees and franchise agreements are 'standard' aren't they? So there's nothing to be concerned about?

## Insurance

You've taken out insurance, but one of your trainers (who has no qualifications in massage) injures a client while giving

him a massage as part of the session. Will your insurance cover you in that or similar situations? Oh well, it doesn't really matter because the trainer was a contractor and you can't be sued, can you? There goes your house again.

## Franchise agreements

You've always dreamt of setting up your own independent fitness business, but you're currently running a 24/7 fitness franchise. Your best mate then invites you to become involved in the perfect opportunity to set up a new independent fitness business on the other side of town – but you need to act fast. Does your franchise agreement prevent you from doing so? And what happens at the end of the franchise agreement?

## Laws

Your mate told you that the Australian Consumer Law doesn't apply to your business because you're only providing fitness services. What laws actually apply to your fitness business?

## Buying an existing fitness business

All of the points above – and a lot more – apply when buying an existing fitness business. All of these will be addressed in the upcoming series of articles and will assist you in making your business legally fit. **N**

**Leon Ponte, Juris Doctor (Law)**, is a founding principal of the Melbourne-based law firm, Ponte Earle – Business Lawyers for Business®. He has a strong personal interest in the fitness industry, holding Certificate III and IV, and has provided advice to fitness facilities, personal trainers and suppliers to the industry. [pontearle.com.au](http://pontearle.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 appear in the next issue.

*The content of this feature is provided for your information and the author and Australian Fitness Network accept no liability. For specific advice on legal matters relating to your fitness business, contact a practicing legal professional.*



CEC  
ARTICLE

# MORE THAN KNOWLEDGE

## DEVELOPING A PERSONAL TRAINING PEDAGOGY

Achieving short and long term success  
with your clients requires more than an  
in-depth understanding of fitness.

WORDS: WENDY SWEET



### The 30-second article

- Pedagogy refers to the science of instructing or coaching
- It requires the teacher to be both knowledgeable *and* engaging
- Having proven effective in sports coaching, the practice is increasingly important in the health and fitness sectors
- Motivational interviewing adopts a more empathetic, client-centred approach that empowers clients to make their own decisions
- The most successful PTs are educative and authoritative at first, but later empower clients to make their own decisions.



**T**he term 'pedagogy' is not typically associated with the personal training industry. With the continuing expansion of PT services into wellness and health behaviour change though, today's trainers cannot afford to neglect this important dimension of their role. But what exactly is it?

## More than knowledge

In ancient Greece a 'pedagogue' was someone who was an expert in the art of instruction, in 'life-preparing knowledge', including social skills, cultural norms and wellbeing. Today, the art of pedagogy refers to 'the science of instructing or coaching'. It is a term synonymous with teaching practices, from maths and English to physical education. All new teachers are trained in 'the art of teaching', and underlying this is the understanding that teaching is a *relational* practice – a co-construction between the teacher and pupil rather than a one-way 'solo performance'. Great teachers know that to be successful in teaching requires not only purposeful communication, but also *shared* understanding. As such, the practice of teaching requires the teacher to be both knowledgeable *and* engaging. This is the scaffolding that holds the relationship together.

Teachers who understand pedagogical practices know that it is not just about how they feed-back to students, but also how they 'feed-forward'. How they talk, what they say and their body language while they say it drives student learning and, more importantly, motivation of students to learn. In pedagogical terms this is known as the teacher's emotional (caring) and embodied (within the body) engagement with students, both within and around the classroom. For teachers in today's classrooms, 'the art of teaching' means being able to draw on a multiplicity of social, cultural, emotional and communicative behaviours, all of which are internationally recognised as enabling 'best-practice' student learning.

## From the sportsfield...

Sports coaching also has its set of pedagogical practices and personal trainers with Sport and Exercise Science degrees will be familiar with the many evidenced recommendations about how sports coaches can best apply their craft with their athletes. Sport coaching pedagogy has emerged from a huge number of studies situated within sports psychology about the 'science of the athlete-coach relationship'. Propelled by the coaching success of long-time San Francisco 49ers coach, Vince Lombardi, ('Winning isn't everything, but striving to win is'), sports coaches the world over turned to Reiner Marten's pedagogy of coaching in the early 1980s. Although

Martens was specifically researching how to best coach youth athletes, he was one of the first sports-coaching researchers to evaluate and bring attention to ways in which coaching styles and taxonomies (principles) of sports coaching practices impacted on athlete achievement.

Martens' recommendations to coaches included ditching the more authoritarian, demanding style of communication and, instead, applying a more co-operative, teaching and relational style. As well as identifying the need to adequately convey knowledge, motivation and empathy, Martens paved the way for many coaches around the world to be more reflective of their coaching styles and adopt new philosophies of coaching. This opened the door to new research on sports coaching pedagogy. Many quantitative (statistical) studies have since followed, resulting in numerous and various models of coaching pedagogies now taught to coaches worldwide. But while a broadening of perspectives on ways that coaches might practise the art of coaching has resulted from these numerous studies, criticism is also emerging about the lack of attention paid by these statistically-framed studies to social, cultural, behavioural and situational variables (such as athlete motivation; barriers in the home etc) that almost always impact on the coach and athlete in the coaching setting (Cushion, Armour & Jones, 2006).

## ...to health and fitness

Over the past few years health promotion pedagogies have also been promoted to exercise professionals. With the rise of obesity, diabetes and cardiovascular disease in the general population, health behaviour-change interventions in population health promotion are increasingly in the spotlight. Strategies derived from behaviour-change success in drug and alcohol addiction cessation programs over a decade ago have prompted new behavioural coaching pedagogies being taught and implemented in a range of medical health promotion settings (such as in General Practice).

Leading the charge has been motivational interviewing strategies. Health promotion practitioners who apply motivational interviewing techniques adopt a more empathetic, patient-centred counselling approach. Patients are empowered to make their own decisions about ways in which they can change their own behaviour. Specific questions asked by the practitioner also help to resolve issues concerning overcoming barriers to participation, as well as strategies to prevent relapse. With this approach, problem-solving in ways which help the patient stick to the intervention

remains at the forefront of the practitioner-patient interaction.

For some obese clients though, this doesn't always work. A 2011 study on motivational interviewing practices, by the UK's Sarah Hardcastle and Martin Hagger in Australia, suggest that consistently effective approaches for facilitating lifestyle change in primary healthcare settings are yet to be determined, especially with overweight and obese patients. The authors concluded that to be more effective, interaction needs to occur more frequently (rather than once a month) and, for women especially, acknowledgement of feelings and perspectives relating to their circumstances needs to occur in order to facilitate self-motivation to change.

## Pedagogy and PT

So where does all this leave personal trainers with respect to their own pedagogical practices in facilitating behaviour change with clients? One-on-one personal training is known to be effective in changing attitudes towards physical activity as long as trainers have intervention strategies that work in the short term as *well as* in the longer-term (McLaren, 2003). This proved to be the case for 12 of New Zealand's most experienced self-employed trainers in a study that I undertook in 2008. By targeting these experienced and highly sought-after trainers who worked in a range of community fitness settings (both rural and urban), I set out to explore the intervention strategies that each had learnt to implement in order to be most effective in changing client behaviour and getting results. None had any prior training on models and theories of behaviour change, but each had learnt to develop their own pedagogies of instruction as they learnt what worked and what didn't. They learnt to do this not only in order to keep new clients engaged, but because 'getting results' was the key to their career success. Business was driven by word-of-mouth.

This meant that every trainer had identified that it was *how* they interacted with new clients in the first sessions that mattered. Most explained this as learning to 'cut to the chase' by finding out the client's previous barriers to both exercise participation and healthy nutritional adherence. With this knowledge, problem-solving could occur. Trainers also found that exercise coaching style was important. With clients expecting them to be authorities on exercise and nutrition, they arrived at a style of communication that was 'educational, friendly and firm'. The trainers interviewed found that in the first six weeks they used a more authoritative style of leadership and coaching. They did the thinking for the client, especially in the early sessions,


and used their exercise prescription skills to write programs for clients. Because the trainer was the expert on weight loss, each learnt that educating clients and developing self-efficacy (confidence) for nutritional change as well as exercise was paramount. Strategies were very much based on establishing a motivational climate for clients both in and between sessions. The style of this differed based on the client's physical activity history. On the whole, those clients with a history of physical activity and sport participation were communicated to more intensely. Trainers also described the importance of client accountability – 'questioning, probing, problem-solving, dealing with relapse', especially for weight loss clients. Achieving this was described as paramount to client success, especially in the early stages of behaviour change.

While none of the trainers in the study knew each other, they had all learnt similar strategies to effect consistent behaviour change with weight loss clients. In other words, they had learnt how to support their clients into new behaviours by using a range of coaching strategies which differed for early intervention compared with longer-term intervention. These strategies were

educative and authoritative at first, but became empathetic and more relational over time, empowering clients to make their own decisions. Many described this longer term involvement with their client as having become their 'life coach'.

What each trainer had developed was their personal pedagogy of coaching – which varied according to the client's training background, self-confidence to achieve their goals and their motivation. All knew though, that underpinning everything was a motivational style that was specific to their role as a personal trainer. This style was described as 'friendly, firm, educative and always positive, motivational and giving feedback'. Interestingly, this aligns with Professor Stuart Biddle's recent report for Fitness First staff that 'motivation to exercise' requires people to feel competent in what they are doing as well as being supported and feeling that they are making progress.

A number of exercise psychology, weight loss and health promotion studies now acknowledge that improving a client's self-efficacy (confidence) for exercise and using strategies to prevent relapse offers the most successful approach for behaviour change. What is less apparent in the clinical evidence,

however, is the exact nature of *how* clients should be supported and communicated to in exercise settings, especially when age, gender, ethnicity and prior exercise history differ. The trainers in my study had worked out that coaching individuals in behaviour-change required skills that they had not been equipped with when they were training to become PTs, but which they had developed and found to be fundamental to both their success and that of their clients. As fitness professionals heed the findings from the Australian and New Zealand Fitness Industry Survey, that the main reasons for people hiring a trainer are to get better results and increase their motivation to exercise, it makes sense that personal trainers need to think about developing a pedagogy of coaching which will really make a difference. 

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

**Wendy Sweet, MSplS**, lectures in sports science and exercise prescription at Waikato University in New Zealand. A 30-year veteran of the fitness industry, 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.



## MEMBERSHIP

### EARN YOUR FREE CEC!

Every issue of *Network* magazine includes an article linked to a FREE 1-CEC exam, which you can complete at [fitnessnetwork.com.au/cecs](http://fitnessnetwork.com.au/cecs). This quarter, the multiple-choice exam is based on 'More than knowledge: developing a personal training pedagogy' and two other online articles by Australian Fitness Network's Author of the Year, Wendy Sweet.

To earn yourself 1 CEC, simply log on to [fitnessnetwork.com.au/cecs](http://fitnessnetwork.com.au/cecs), click on the FREE tab and select 'Engage, educate and excite' from the list – or choose any other CEC exam you'd like to do. Read the linked articles online, successfully complete your exam, print your certificate and you're done!

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





# GET THE GEAR DESIGNED FOR YOU



**TRAINING EQUIPMENT**

**ENGINEERED FOR  
PERSONAL TRAINERS**



**SHOP NOW**

**at [fitnessnetwork.com.au/shop](http://fitnessnetwork.com.au/shop)**

special Network Member  
discount code:

**network2014**

save **25%** at check out

off full priced items til 30 June 2014 with your code



# CHOREO+

## WINTER 2014

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

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

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



### **Dubstep Dance** with Nathan Short

Dubstep is an electronic dance music style that has gradually moved from the alternative scene to gain popularity in mainstream music. It is best known for its use of heavy synthesisers, growling bass lines and wrecking ball-like sway at 70BPM. The unique sounds and fluctuating tempo in dubstep inspires dance choreography that is larger than life and sometimes plyometric in nature. A great way to mix things up in any dance class.





### **STRIKE Training: Muay Thai** with Dee and James McNeill

Not all boxing is solely reliant on the upper body. Known as the art of fighting with eight limbs, Thai Boxing is known predominately for its use of elbows and knees to stop an opponent in their tracks. Its popularity as a fitness training method continues to grow and in this video Dee and James demonstrate a range of authentic, simple to teach moves to incorporate into your next pad training session.



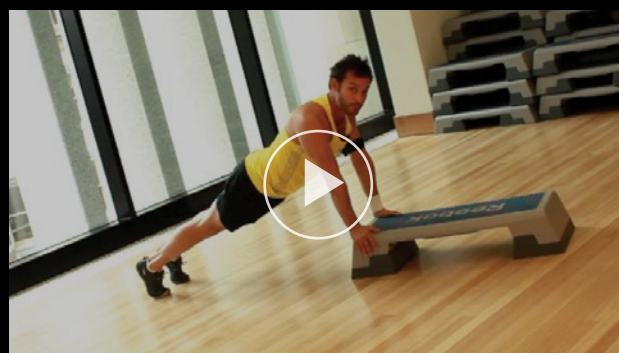
### **Foam Roller Pilates** with Wendi Carroll

Discover the benefits of combining the foam roller with Pilates practice. By instructing clients and participants to perform the leg float and arm float series on the foam roller, they will have to use more postural awareness and core control. The unstable surface quickly makes muscular imbalances apparent. Ideal for use by both personal trainers and group exercise instructors, it's very easy to add progressions to create greater challenge.



### **Tabata Training for Indoor Cycle** with Amanda Ryan

Learn how to incorporate Tabata high intensity interval training into your indoor cycle class. Consisting of 8 x 20 second intervals at maximum intensity, each followed by 10 seconds of rest, this form of training increases metabolic rate, improves aerobic and anaerobic fitness levels and increases the body's ability to burn fat as fuel. Best suited for an advanced class, it works best when using a music track specifically designed for Tabata, i.e. with a voiceover that counts out the work phase and recovery time.



### **High Intensity Core Training** with Stephen Parker

One of the many benefits of having a strong and conditioned core is the improvement to posture. This sequence will strengthen the core if performed at least three times a week. A progression teaching method can be used to increase intensity and complexity. Start with the base move of a plank, then slowly layer in the next progression. You can stop at any level to best suit your client/class fitness abilities. The final sequence will contain a degree of impact and upper body work while maintaining a neutral spine.



### **FREE Group Ex download!**

Power Music and Australian Fitness Network are giving every Network Member a FREE 30-minute download containing 15 minutes of warm up music and 15 minutes of cool down. Download your 'Network Exclusive Essential Warm up & Cool down' mix today at [powermusic.com/network](http://powermusic.com/network)

# Because sometimes simple is better



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

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

***Network Insurance. Simple is better.***

**1300 493 832 | [FITNESSNETWORK.COM.AU/FITNESS-INSURANCE](https://fitnessnetwork.com.au/fitness-insurance)**





# INJURY & REHAB

## WHY DOES BAD SHOULDER POSTURE LEAD TO INJURY?

Poor shoulder posture, leading to injuries, can't simply be remedied with the old advice to 'pull the shoulders down and back'.

WORDS: JENNY DOYLE

**H**ow many times have you heard the advice to 'Fix your posture by pulling your shoulders down and back'? I've heard it said on countless occasions by parents, personal trainers, gym class instructors and healthcare professionals. In many instances, however, this advice is incorrect.

Many clients in our physiotherapy clinic have been referred to us by their gyms after following instructions to pull their shoulders back while doing simple resistance work with free weights or participating in weights-based classes. This action can cause more damage than good, as muscles the individual is not used to using, specifically the upper trapezius and rhomboids, are

over-recruited and become fatigued. This leads to muscular spasms and associated neck pain and reduced movement. It's a common occurrence in those returning to the gym after a period away.

Everyone's posture is different, so when addressing this issue it should be taught on a one-to-one basis and fully explained to the client so they understand how to address and change their posture to reduce risk of injury and pain and to improve performance. Pulling the shoulders 'down and back' and fixing them there is not a sustainable posture.

Good posture is a position you are able to maintain: it is where the body is most efficient, whether it be a static position or a dynamic movement. The body should be



## The 30-second article

- There's no one-size-fits-all approach to good posture
- Good posture is a position you are able to maintain, where the body is most efficient
- Bad shoulder posture is a result of modern lifestyles
- Shoulder injuries often occur when people go 'too hard, too soon' with high intensity training
- We should encourage clients to have postural assessments and train them to create strong foundations for high intensity training.

neither tense nor loose. It might take a little effort sometimes to correct your posture, but it shouldn't actually be difficult. Your shoulders sit where the sum of the forces of gravity, your soft tissues (muscles and ligaments) and your bones put them.

### Why is poor posture so common?

Most people's shoulders sit forward because of western lifestyles – long periods sitting in front of computers, using smartphones, watching TV, driving, stress and anxiety. These activities result in a forward shift of the humeral head, a protracted neck and flexed thoracic spine. Over time the pectorals get shorter and tighter, while the scapula-stabilising muscles become long and weak. This can cause reduced rotator cuff strength and stability, increased loading through the anterior structures at the glenohumeral joint, and dysfunctional scapula movement. The cycle becomes perpetual.

Most physical activity and exercise that takes us out of these postures is beneficial. Injuries occur, however, when people start performing high intensity exercise and high level movement patterns without sufficient knowledge, fitness and physical preparedness. In other words, when they go too hard too soon.

When clients do technical and high intensity exercises, such as kipping pull ups and overhead presses/squats, they are heavily loading an unstable and biomechanically inefficient joint. This, in turn, causes loading through the biceps insertion and glenohumeral joint. It's not surprising, therefore, that pain and injuries can result.

### Not perfect, but pain-free

How many of your clients have perfect posture? None – there is always something

that can be improved. It's unlikely that they will ever achieve perfect posture, but by providing clients with guidance, you can help put their bodies in a pain-free and mechanically advantageous position for the tasks they regularly perform.

Posture is a position that your clients need to be able to maintain or get into time and time again, whether it be for everyday activities or for exercise and sport. Initially, they need to be taught the correct way to do this, but unless you are paid to follow them around for the rest of their lives, they will need to be able to modify it themselves.

One way to encourage them to do this is by telling them to follow these steps:

1. Choose a movement/position or activity that you find causes pain or stiffness, e.g. rotating your head/lifting weight
2. Note the amount of effort it takes to perform this movement or task
3. Try to correct your posture to what you think is a better position
4. Re-test the movement and again note the amount of pain, stiffness or effort it takes to perform
5. Note whether it is easier or less painful. If so, you are in a better posture for performing that task. If not, it's not quite right for you.

### What does the research say?

The shoulder joint is known for its huge amount of multi-planar mobility (enabled by the shallow socket in which it sits) and generally poor stability. It is held in the socket largely and foremost by the muscular unit surrounding it.

The results of studies into shoulder pain experienced by gymnasts can be extrapolated to some CrossFit gymnastic movements, such as the kipping pull up.



***Good posture is a position you are able to maintain: it is where the body is most efficient, whether it be a static position or a dynamic movement.***



One study looked at swinging forces through the shoulders in gymnasts and speculated that delayed timing of muscle activation as a result of poor technique could lead to a SLAP lesion (superior labral tear from anterior to posterior) in the shoulder. This injury is commonly seen among the CrossFit community and occurs when there is repetitive and excessive loading through the glenoid labrum and long head of biceps



tendon, which results in a glenoid labrum tear. It has been hypothesised that this occurs at the bottom of the swing, at which point muscle activity is low and subsequent stress through the non-contractile structures such as the labrum and ligaments is high. This, coupled with large biceps tendon tension, could increase risk and certainly cause SLAP lesions, especially when performing numerous reps during an AMRAP (as many rounds/reps as possible) workout. The study authors suggested that the athletes, in order to pre-hab themselves,

should do proprioceptive training so that they could recognise the correct position of the humeral head in the glenoid fossa.

### What other factors cause shoulder injuries?

Fatigue and flexibility also contribute to the high volume of shoulder injuries incurred by everyday fitness clients.

When the body gets tired, it loses form





when performing a movement, as the body takes the path of least resistance. This means that as the muscles surrounding the shoulder joint get tired your shoulder position will be compromised.

Lack of flexibility is a very common problem, with many people having tight pectoralis minor and major, latissimi dorsi and upper trapezius. As these muscles are used in pulling, pushing and overhead movements, they experience a large amount of overuse. When these muscles are tight they worsen the kyphotic thoracic spine posture, making it difficult for the individual to put their arms overhead without extending through the thoracic spine. This means that at the end of the range of the movement, i.e. when you are hanging and swinging under the bar, you are performing an end of range stretch against your whole body weight, which is a huge load to put through the joint. In addition to this, reduced flexibility results in inhibition and weakening of the scapular stabilisers, such as the lower trapezius and serratus anterior.

### What can we do to prevent injuries?

Encourage clients to have a postural assessment with a good physiotherapist, and have their general posture and flexibility assessed.

Heighten your awareness of clients' form and exercise technique. If they experience pain or discomfort, they are probably doing something wrong and are at risk of injury. You need to help them create a strong foundation on which to build.

Educate clients about working on their mobility and soft tissue

flexibility (daily if possible), through the use of sustained passive stretches to the latissimi dorsi, pectoralis and upper trapezius, and maintain thoracic spine mobility. Use trigger point and myofascial release tools such as spikey balls and foam rollers.

Incorporate rotator cuff strength and control exercises to clients' programs. These exercises should be performed at varying degrees of shoulder abduction. Using theraband or tubing will also improve their motor control.

There are many benefits associated with high intensity training, but they may be short-lived unless the participant works to improve their posture, strength and flexibility prior to getting started. **N**

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

**ptonthenet**

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

## Why PTontheNet is essential for your PT business:

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

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

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

**BEST  
VALUE!**



For more information or to sign up visit  
**[fitnessnetwork.com.au/pton](http://fitnessnetwork.com.au/pton) or call 1300-493-832**

**Australian fitness  
network**

POWERED BY **fitpro**

# SUPPLIER SHOWCASE

From training tools and skills workshops, to pumping tunes and small business help, there's something here to invigorate your fitness enterprise.



## The tools you need for the ultimate workout

Australian Fitness Network has partnered with Spartan Sports to develop a superb range of equipment for personal trainers and their clients. Launched at FILEX, and put to the test in sessions throughout the weekend, the range is now available online at [fitnessnetwork.com.au/shop](http://fitnessnetwork.com.au/shop). PLUS, check out the ultimate fitness Tool Kit Bag which comes complete with everything you need to deliver a fun and effective workout. To receive your exclusive 10% Network Member discount off full priced items, enter the promo code 'network2014' at the checkout.

## More power to you!

Power Music 1 is a new premium digital music subscription service that provides unlimited access to Power Music mixes and ClickMix custom mixes. For less than the price of one CD you get all of Power Music's professional mixes, access to thousands of your favourite hits, FREE download featuring the number one tempo-shifting app in the world, and unlimited ClickMix. Network Members can subscribe to Power Music 1 for the special low price of just \$19.95 per month! This special offer won't be around forever, so get started today at [PowerMusic.com/PowerMusic1](http://PowerMusic.com/PowerMusic1)



## Functional Movement workshop from Elixr

Elixr Education presents the Functional Movement System (FMS) Workshop (20 Fitness Australia CECs.) Simplifying the concept of movement and its impact on the body, the FMS screening is based on exercise science, years of innovation and current research to allow exercise professionals and medical therapists to evaluate movement patterns and identify functional limitations and asymmetries. Suitable for exercise professionals, personal trainers, exercise instructors, medical therapists and physicians, the FMS Level 1 & 2 Combined Course (\$1,100) is taking place between 27 and 29 June at Elixr Health Club, Bondi Junction, Sydney. Contact [education@elixr.com.au](mailto:education@elixr.com.au) or 02 8113 8808.



## Space-efficient group training system

The Modular Group Trainer (MGT) offers a modern, space-efficient solution to clubs of all sizes looking for a group training or functional circuit. There are five main stations to choose from: Half Rack, Stretching, Boxing, Dual Pulley and Rebounder. The stations are separated by monkey bars that come in a variety of lengths, and these are ideal for bodyweight exercises, or to hang suspension bands, Olympic rings and boxing bags from. Being modular, clubs can start small and then expand the MGT over time as class sizes grow. For more information visit [internationalfitness.net](http://internationalfitness.net)





## Are you financially fit?

Many fitness business owners spend most of their time and energy in the area where they are strongest (delivering fitness services) and so marketing and money-management suffer. Others neglect to market their businesses because they are weighed down by other admin demands, such as bookkeeping, which in most cases are not their core strengths. Outsourcing your bookkeeping requirements frees up valuable time and resources. To find out how easy it is visit [vertaccount.com](http://vertaccount.com) or call 02 8599 1760.



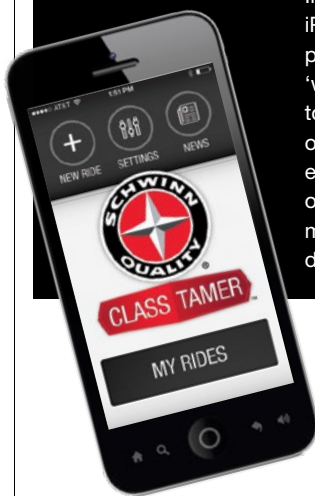
## Because we were born to move

BORN TO MOVE™ is a series of LES MILLS programs designed specifically for young people, from toddler age through to teens, fostering and cementing positive physical habits so they're hardwired for a lifetime. BORN TO MOVE™ builds confidence and develops skills using simple moves, role playing, stories, games, team building, performance, problem solving and the magic of music. Backed by research, fuelled by science, in its essence BORN TO MOVE™ is about getting our young people moving. To get licensed or trained in the program visit [lesmills.com.au/borntomove](http://lesmills.com.au/borntomove) or call 02 6282 8192.



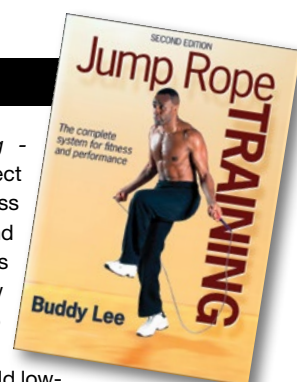
## Organise and energise your cyclists!

Designed with input from Schwinn's global team of Master Instructors, the Schwinn® Class Tamer™ Music Player App for iPhone and iPad is the premier music player for group exercise professionals. FREE from iTunes, the app intuitively organises 'what to say', 'what to play' and 'what to do' with large, easy-to-read fonts and controls, creating a tool that helps keep you organised – and your class energised. Schwinn's group cycling education programs for fitness professionals have helped tens of thousands of indoor cycling instructors prepare and lead motivating, fun and effective workouts worldwide. For course details visit [fitnessnetwork.com.au/Schwinn-cycling](http://fitnessnetwork.com.au/Schwinn-cycling)



## Jump to it!

*Jump Rope Training - 2nd Edition* is perfect for athletes, fitness professionals and fitness enthusiasts looking to add new components to training programs, increase fitness, or add low-cost elements of fun to workouts. Workouts for a variety of skill and fitness components are included, including endurance, strength, power, speed, agility, and balance. It includes the latest on rehabilitation of sport injuries and optimising body composition for athletic performance. To get you started, the book presents sample sport-specific training programs for over 40 sports. To receive your 15% Network Member discount, enter the promo code 'FITAUS' at the [humankinetics.com](http://humankinetics.com) checkout.



## The headup from Aeromic!

Aerobic Microphones Australia (AMA) proudly introduces a further refinement of the current Aeromic and Cyclemic headworn mics in the form of a new carbon protector around the capsule. Designed to protect the mesh from getting clogged or wet, this development will prevent users having to get their mics re-meshed at their own expense. Made in Australia, the Aeromic and Cyclemic sell for around \$495 and can be ordered with connectors for many brands of wireless transmitters including AMA's Fitness Audio brand. For more information or to order visit [aeromic.com.au](http://aeromic.com.au), call 02 8399 1052 or email [info@aeromic.com.au](mailto:info@aeromic.com.au).



## Training the trainer

The Punchfit® Trainer Course is the first level of Punchfit's authentic boxing courses. Learn boxing and padwork techniques, training and group fitness class structures and drills covering the six basic punches, building to over 30 boxing combinations, so you can safely conduct fun and innovative padwork sessions. Successful course completion earns participants 8 CECs (Fitness Australia) or 2 PDPs (Physical Activity

Australia), plus the entitlement to purchase Punch Equipment® at wholesale prices. To receive your 15% Network Member discount on courses, enter the promo code 'network' at [punchfit.com.au](http://punchfit.com.au)



# A WORLD OF INSPIRATION AT YOUR FINGERTIPS



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

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

Australian Fitness Network. Informing, educating and inspiring fitness  
professionals for over 25 years.

**1300 493 832 | [FITNESSNETWORK.COM.AU/CECS](https://www.fitnessnetwork.com.au/CECs)**





# HELP CLIENTS BREAK THE YO-YO DIETING CYCLE

For clients to achieve long term fat loss you must help them understand the psychological issues involved.

WORDS: KATE SWANN & KRISTINA MAMROT

**A**s a fitness professional you encounter them every day – the clients whose desperation to lose weight and achieve the perfect figure sees them embarking on the latest fad diets: no carbs, no sugar, no protein, and even the no food diet.

Yes, the weight comes off. But it doesn't take long for the individual to regain all their previous weight – and more. At which point they get on board with the latest miracle diet. Ad infinitum... This is the world of the yo-yo dieter. So how can personal trainers help to break this cycle?

The simple answer usually provided to the weight conscious client is to eat less and exercise more. It's all about energy consumption versus output, right? Of course, this is over-simplifying the problem. Often the basic problem of eating too much is only a symptom of what is *really* going on in a person's mind.

As psychologists specialising in working with overweight and obese clients, we know yo-yo dieting is often an outward sign of a bigger internal issue. For some people, eating is closely connected with emotions, such as sadness or depression. Yo-yo dieters seem to believe that quickly losing weight will change the way in which they are perceived, both by themselves and by others. However, as fast as they lose the weight they regain it, leading to increased feelings of depression and anxiety about their inability to keep the kilos off. It doesn't just serve no benefit, therefore – it actually exacerbates the problem.

## Emotional eating

For a personal trainer to be able to help their client, it is very important to have an understanding of the psychological issues involved. It is essential for someone trapped in the yo-yo diet cycle to understand

why they overeat – and this is where you have the ability to support your client in maintaining a healthy lifestyle.

Yo-yo dieting can be very harmful for a client's long term wellbeing. Initially, they may set out to eat less and eat right, and establish a regular fitness regime. However, this success is often short-lived for a number of reasons, usually involving emotional issues.



**Research into yo-yo dieting even suggests that a person who is quick to lose weight will not only regain the previous amount, but also an additional 10 per cent.**



### Deprivation

A yo-yo dieter can often begin to feel deprived of what they have given up in order to achieve their weight goal, and may find themselves reverting to the bad habits that led to them gaining weight in the first place. This can set up a vicious cycle of quick weight loss followed by rapid weight gain when the diet is abandoned. Research into yo-yo dieting even suggests that a person who is quick to lose weight will not only regain the previous amount, but also an additional 10 per cent.

### Stress

However, it is not only feelings of deprivation that can cause a client to regain weight. Yo-yo dieting is often associated with reactions to stressful situations. These people are more likely to eat when they find themselves in a tough place and need some form of support. Unfortunately this support comes in the form of food. Beyond the physical symptoms, a yo-yo dieter will quickly become depressed about their inability to keep the weight off.

### Low self-esteem

Yo-yo dieting can also be found amongst people who suffer from low self-esteem. For a variety of reasons a person may feel ashamed and lack confidence within themselves. This in turn can lead them to turn to food as a way of providing themselves with an easily accessible form of comfort.

### Working with binge eaters

As a personal trainer you can help clients who are emotional binge eaters to understand their motives for eating the way they do.

### Stop, question, take note

Helping clients identify the emotions that lead them to reach for that block of chocolate. Advise them to stop and think about why they are eating. Are they feeling sad, lonely or anxious? Are there other reasons? Being able to recognise a pattern of emotions experienced before, during or after a binge is a good way to start managing binge eating.

As is often said in other areas of management, you can't manage what you can't measure – so recommend to your client that they keep a diary of the binge-related feelings




### The 30-second article

- Yo-yo dieting is often an outward sign of a bigger internal issue
- Those who lose weight too quickly often put it back on, plus an extra 10 per cent
- Understanding why they overeat is the key to clients achieving sustainable fat loss
- Feelings of deprivation, stress and low self-esteem set these dieters up to fail
- PTs can offer support and practical solutions to break the yo-yo dieting cycle.

they experience. By doing so they are empowering themselves to recognise their behaviour and the reasons why they engage in it. Acknowledgement and understanding leads to change.

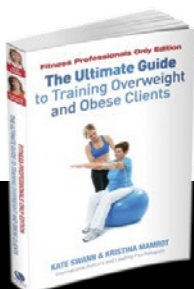
### Embrace alternatives

Suggest alternative strategies to your client that can help them stay on target. Once a person is able to identify the feelings they are experiencing, it will be easier for them to find an alternative activity that can make them feel better. This could be any of a range of things, from socialising with friends or reading a book, to going for a walk or having a workout at the gym. Regardless of what their alternative is, you can help them work at finding another activity that can soothe their overwhelming emotions just as well as (if not better than) eating.

It is important for a yo-yo dieter to receive support to help them deal with their problem. As a personal trainer you are in a unique position to offer one-on-one support and to suggest alternative strategies for managing emotional cravings. By doing so, you can help clients break this frustrating and emotionally debilitating cycle. 

See 'Developing Healthy Eating Habits' Client Info Handout on page 66.

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



# WIN

one of 10 copies of *The Ultimate Guide To Training Overweight And Obese Clients* by Kate Swann and Kristina Mamrot. Email [editor@fitnessnetwork.com.au](mailto:editor@fitnessnetwork.com.au) explaining, in 50 words or less, why the book would help you in your work with overweight clients.





# wafic

western australian fitness industry convention

**15– 17 AUGUST 2014**

PERTH CONVENTION & EXHIBITION CENTRE

## **WAFIC IS BACK** **AND IT'S GOING TO BE** **BETTER** **THAN EVER!**

Get ready for 3 days of groundbreaking sessions presented by industry experts all eager to share their knowledge and give you the tools you need to take your career to the next level.

Held from 15 – 17 August at the Perth Convention and Exhibition Centre, and co-located with the Fitness Show WA, this is your chance to network, experience new ideas and be inspired, all while earning CECs.

For information on presenters and sessions, and to book your place, visit

**WAFICPERTH.COM.AU**

POWERED BY  **Australian fitness network**

SUPPORTED BY



RUN IN  
CONJUNCTION WITH

**FITNESS**   
SHOW 2014

# FITNESS RESEARCH UPDATE

## WEARABLE TECHNOLOGY AND GROUP EX

Unobtrusive technology is enabling us to more accurately gauge the physical effects of group exercise classes.



### The 30-second article

- Emerging technologies have improved the ability to more accurately gauge energy expenditure
- For this study, 30 individuals participated in four different Les Mills pre-choreographed group exercise classes
- BODYATTACK™ and BODYCOMBAT™ classes produced the highest mean values for heart rate, step count, METS (energy cost), total energy expenditure and RPE
- Participating in a combination of these classes can enable individuals to meet ACSM's minimum daily activity guidelines.

**Research paper:** SenseWear Armbands Differentiate Contribution of Select Group Exercise Programs to Daily Activity Requirements

**Research team:** Aimee L Harvey, Mark R McKean PhD, Brendan J Burkett PhD

**Published:** *Journal of Fitness Research*, Issue 3.1, 2014

**Read more:** [fitnessresearch.edu.au/journal-view/sensewear-armbands-differentiate-contribution-of-83](http://fitnessresearch.edu.au/journal-view/sensewear-armbands-differentiate-contribution-of-83)

**Introduction:** Fitness centres provide an opportunity for increased activity through group exercise, with 81 per cent of fitness businesses within Australia offering group exercise classes. Les Mills International is the world's largest provider of pre-choreographed group exercise classes and delivers more than three million workouts weekly in 14,000 fitness facilities across 80 countries. However, there is little empirical evidence of the contribution of group exercise programs towards daily physical activity.

Emerging technologies such as the BodyMedia SenseWear MF-SW Armband (SWA), which measures physical activity and movement data from a tri-axial accelerometer along with physiological sensors (skin temperature and galvanic skin response) have improved sensitivity for detecting subtle changes in energy expenditure, particularly for complex

movements. The small, relatively unobtrusive size may provide a more realistic measure of group exercise class activity.

This study used SenseWear Armbands to differentiate and quantify physical activity in different group exercise classes towards ACSM (American College of Sports Medicine) guidelines on daily activity. This new knowledge will be beneficial to public health professionals, fitness professionals and allied health professionals who recommend group exercise programs. It will also allow group exercise participants to specifically choose a class related to their fitness goals and daily activity requirements.

**Methods:** Using a crossover design, 13 males and 17 females completed four group exercise classes; BODYPUMP™ (release #82), BODYCOMBAT™ (release #52), BODYBALANCE™ (release #57) and BODYATTACK™ (release #77) in a randomised order over seven days. Participants were experienced in, or instructors for, Les Mills International group exercise programs, and had no existing medical conditions or injuries. All sessions were at similar times of day with a minimum of 24 hours rest between each class in the same air-conditioned group exercise studio. Participants followed similar dietary patterns before participating in each class. Instructors were Les Mills International certified and instructed classes as per the defined choreography. Participants wore a Polar RS400 heart rate monitor



**Table 1. Measured variables for group exercise classes, by gender expressed as mean (95%CI).**

Variable		BODYCOMBAT™	BODYPUMP™	BODYBALANCE™	BODYATTACK™
Heart rate (BPM)	M	145.9 (136.3,155.5)a	129.4 (117.9,140.9)a	99.8 (89.7,109.8)a	145.0 (136.9,153.1)a
	F	137.7 (130.7,144.6)a	123.0 (116.6,129.3)a	98.4 (93.1,103.8)a	144.9 (139,150.8)a
Energy expenditure (J)	M	2498.1 (2303.8,2692.5)ab	1153.3 (1494.3,1612.2)ab	1068.2 (1009.9,1126.6)ab	2550.7 (2398.6,2702.8)ab
	F	1890.0 (1751.2,2030.5)ab	1112.8 (1026.9,1198.7)ab	713.5 (636.6,790.3)ab	2035.8 (1890.2,2181.3)ab
Step count	M	5575.5 (5344.6,5806.5)ab	898.9 (783.8,1013.9)ab	171.9 (126.8,217.1)a	5701.8 (5528.3,5875.3) ab
	F	5167.1 (4964.3,5369.9)ab	747.2 (640.8,853.6)ab	156.6 (124.6,188.6)a	5516.5 (5434.4,5598.7)ab
METs (energy cost)	M	7.9 (7.5,8.3)ab	4.9 (4.8,5.1)ab	3.7 (3.5,4)ab	7.6 (7.4,7.9)a
	F	7.5 (7.2,7.7)ab	4.3 (4.1,4.5)ab	3.2 (2.9,3.5)ab	7.5 (7.2,7.8)a

<sup>a</sup> indicates a significant difference ( $p<0.05$ ) between the classes for each variable when considering measures for each gender on a row-by-row basis.

<sup>b</sup> indicates a significant difference ( $p<0.05$ ) between genders for indicated variable for the specific class.

(Polar Electro Oy, Kempele, Finland) and a BodyMedia SenseWear MF-SW Armband (SWA) (BodyMedia, Philadelphia, PA). Participants also completed a six-question post-participation survey regarding the four group exercise classes and their perceived benefits.

**Results:** Key results are shown in Table 1.

**Discussion:** The ACSM recommends that most adults engage in moderate intensity cardiorespiratory exercise for at least 30 minutes a day on at least five days a week or vigorous intensity cardiorespiratory exercise for at least 20 minutes a day on at least three days a week. A combination of moderate and vigorous intensity exercise on three to five days a week is recommended for most adults to achieve and maintain health and fitness benefits.

BODYATTACK™ and BODYCOMBAT™ classes produced the highest mean values for heart rate, step count, METs (metabolic equivalents), total energy expenditure and RPE (rate of perceived exertion), and were the only two classes to record effort at above 9.0 METs for short periods of time. The average METs for the entire class fell into the vigorous category of 6.0-9.0. Both genders achieved over 5,000 steps during BODYCOMBAT™ and BODYATTACK™. Average step count per minute for BODYATTACK™ was 103.7 for males and 100.3 for females. BODYCOMBAT™

resulted in 101.4 steps per minute for males and 93.9 steps for females.

Male and female participants found participating in BODYATTACK™ and BODYCOMBAT™ enjoyable, and believed it would help them achieve better coordination and aerobic fitness. In terms of marketing, BODYATTACK™ is described as 'a high intensity sports-inspired cardiovascular workout' and BODYCOMBAT™ as 'high intensity martial arts-inspired cardio'. The measured subjective and objective data support these profiles. Public perception and medical, exercise, and allied health professional recommendations of these classes for co-ordination and aerobic fitness, as well as contributing to reduced body fat, are accurate.

Average METs for both BODYPUMP™ and BODYBALANCE™ was in the moderate category. BODYPUMP™ recorded slightly higher average METs than BODYBALANCE™ (4.9 as opposed to 3.7 for males, and 4.3 as opposed to 3.2 for females.) When compared, METs for BODYBALANCE™ were 24.7 per cent lower than BODYPUMP™ for males and 26.8 per cent lower for females. This is supported by the survey results where both genders reported the BODYPUMP™ class to be more difficult than the BODYBALANCE™ by equal amounts of 1.2 out of 5. When completed two to three times per week, both BODYPUMP™ and BODYBALANCE™ also meet ACSM guidelines for resistance,

flexibility and neuromotor exercise as both programs contain a range of exercises for all the major muscle groups as well as training balance, agility, coordination, gait and flexibility.

**Conclusions:** SenseWear Armbands appear to be a valid tool to differentiate responses between different group fitness classes, with data matching participant feedback regarding level of difficulty and complexity. Results showed all classes placed into either vigorous or moderate exercise intensity categories, according to average METs. Based on the results of this study, if participants perform three cardiovascular classes (BODYCOMBAT™ or BODYATTACK™), along with two BODYPUMP™ and one BODYBALANCE™ class each week, they will meet all minimum daily activity guidelines made by the ACSM for maintaining cardiorespiratory, musculoskeletal and neuromuscular fitness. **N**

**Fitness Research** is a partnership between Australian Fitness Network, the University of the Sunshine Coast and the Australian Institute of Fitness. Its mission is to improve the health of Australians through an improved body of fitness knowledge. Access current and back issues of the *Journal of Fitness Research* at [fitnessresearch.com.au/journal](http://fitnessresearch.com.au/journal)



# DEVELOPING HEALTHY EATING HABITS

By being aware of the emotions attached to your eating behaviours, and following these steps, you can get on the path to healthy food habits.

## 1

Identify the emotions that trigger your non-hungry eating. For example, are you angry, sad, lonely, or scared? Then make a list of alternative things to do when you experience non-hungry eating emotions and stick it on the fridge and the pantry. These alternatives may be reading a book, going for a walk or having a workout. The primary reason why people overeat is to soothe their overwhelming emotions.

## 2

Map the events that lead to binge-eating episodes. With knowledge comes the power to change. So you know that you're likely to binge eat at night when everyone else has gone to bed. But do you know why? Work out what you were thinking, doing and feeling right before your last binge episode. Chances are one or more of these things will be a trigger for an out-of-control eating episode. When you work out what the trigger is, you can make some changes.

## 3

Write down why losing weight is important to you and commit to reading your list before every single meal or snack. It sounds like a chore, but it works! First, write down your list of five or ten reasons why you want to lose weight. Enter it into your phone, laminate a copy of it and keep it with you in your wallet, or paste it onto your fridge or inside the pantry door. The important thing is to read it, read it, read it – before every meal or snack.

## 4

Move! A positive approach to exercise is an important part of developing healthy habits – it goes hand-in-hand with healthy eating. When it comes to reasons and excuses for not exercising, lack of motivation to pound the pavement or hit the gym is right up there with feeling too tired. The fact is, exercise actually creates energy *and* motivation, and improves mood.

## 5

Plan ahead. Some people dread weekends or meals out because they know they are likely to overeat and then struggle to get back to healthy eating afterwards. But a healthy eating regime shouldn't stop you from going out and enjoying yourself. When you plan ahead you stop pretending that you're not going to treat yourself. Instead, you accept that this is your reality, and you plan for it. You know you're going to indulge, so give yourself permission to do so, but in moderation.

## 6

Keep a food and exercise journal. It may seem boring and time-consuming, but it will keep you honest and on track.

## 7

Don't despair if you break your diet – forgive yourself for being human and restart the next day. This is probably one of the most important tools when it comes to losing weight. A binge, or going off the rails a little, isn't really a big problem. It's what happens after you've eaten an entire family pack of salt and vinegar chips and washed them down with six beers, that matters. You can either use this binge as an excuse to eat everything in sight for the next eight weeks, or you can excuse your temporary lapse and get straight back on your healthy eating plan.

**Kate Swann** and **Kristina Mamrot** are Melbourne-based psychologists specialising in treating overweight and obesity. [Facebook.com/YourWeightLossExperts](https://Facebook.com/YourWeightLossExperts) and [yourweightlossexperts.com](https://yourweightlossexperts.com)







## research *n.* 1. Diligent and systematic investigation to discover facts or principles

The *Journal of Fitness Research* is an online resource designed to increase the fitness industry's ability to change more lives for the better.

Featuring quality, original, fitness-specific research published by the Fitness Research team at the University of the Sunshine Coast, the journal is a fantastic resource for every fitness professional. And what's more, it's completely free.

Access current and back issues at [fitnessresearch.edu.au/journal](http://fitnessresearch.edu.au/journal)

*Fitness Research is a partnership between Australian Fitness Network, the University of the Sunshine Coast and the Australian Institute of Fitness.*



## MEMBERSHIP



## Network magazine iPad App FREE for Network Members!

Network magazine's iPad app features a selection of past and current editions in a user friendly, easy to read format.

FREE for Network Members, you can download by simply heading to [fitnessnetwork.com.au/mag-app](http://fitnessnetwork.com.au/mag-app) (on your iPad, not your computer), logging in and clicking download!

If you have any technical issues or would like some more information on Network Membership, please call our friendly team on 1300 493 832.



[fitnessnetwork.com.au/mag-app](http://fitnessnetwork.com.au/mag-app)

# NETWORK CATALOGUE

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

## Spartan Sports

In partnership with renowned fitness equipment provider Spartan Sports, Australian Fitness Network is proud to offer a superb range of training equipment for personal trainers – with Network Members receiving 10% off all full priced items by entering the promo code **network2014** at the checkout. And for a short time we've upped this discount to an amazing 25% – but hurry, this extra special discount ends on 30 June.



1. Resistance Band Medium  
**Full price** \$37.99  
**Network Member price** \$28.49
2. Jump Rope  
**Full price** \$19.99  
**Network Member price** \$14.99
3. Agility Ladder  
**Full price** \$50  
**Network Member price** \$37.50
4. Foam Roller 30cm  
**Full price** \$50.00  
**Network Member price** \$37.50
5. Medicine Ball 6kg  
**Full price** \$94.99  
**Network Member price** \$71.24
6. Massager Spiky Balls (7cm & 9cm)  
**Full price** \$10  
**Network Member price** \$7.50
7. Kettlebell 12kg  
**Full price** \$69.99  
**Network Member price** \$52.49
8. Parachute  
**Full price** \$64.99  
**Network Member price** \$48.74

### SEE THE FULL RANGE ONLINE

Check out the full range of training gear at [fitnessnetwork.com.au/shop](http://fitnessnetwork.com.au/shop) – and remember to use the discount code **network2014**





# Network Continuing Education

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

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

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



**4** CECs  
CPDs  
**\$79**

**Insights into Functional Training**  
by Chuck Wolf

Discover how bridging the gap between traditional training methods and integrative exercise can boost your clients' performance.



**5** CECs  
CPDs  
**\$99**

**Beyond Eating for Two: Nutrition for Pre-conception and Pregnancy**  
by Dr Kate Marsh

Help your pre-natal clients avoid unnecessary weight gain with up-to-date and effective nutritional advice.



**9** CECs  
CPDs  
**\$179**

**Corrective Exercise Business Professional**  
by The Biomechanics Method



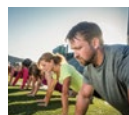
**3** CECs  
CPDs  
**\$54**

**Born Barefoot, Born to Run**  
by Lee Saxby for Vivobarefoot



**5** CECs  
CPDs  
**\$99**

**Exercise and Nutrition for Type 1 Diabetes**  
by Dr Kate Marsh



**2** CECs  
CPDs  
**\$42**

**Commanding Boot Camp Success**  
by Rob Di Francesco



**3** CECs  
CPDs  
**\$54**

**Post-Natal Ab Rehab**  
by Dianne Edmonds



**5** CECs  
CPDs  
**\$99**

**Eating Green: Meeting Nutritional Needs on a Vegetarian Diet**  
by Dr Kate Marsh



**5** CECs  
CPDs  
**\$78**

**Stronger for Longer: Concurrent Strength Training**  
by Jason Schulman



**5** CECs  
CPDs  
**\$78**

**Calories, Cookies and Carrots: Nutrition for Kids**  
by Gabrielle Maston

**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.

## Coming soon!

- Insights into Mental Health and Exercise by Remind Mental Health Training and Education
- Functional Ageing and Exercise by Functional Ageing Institute

## 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

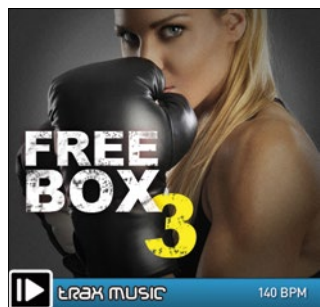
### Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music.

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

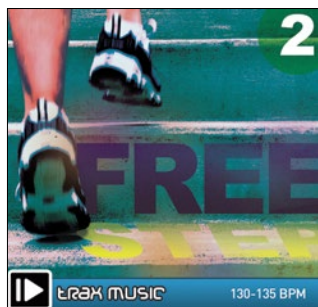
Power Music also features ClickMix which allows you to create your very own, custom mix – at whatever BPM you like and perfectly 32-count phrased. An industry first, this allows you to truly use the music of your choice for your classes.

To purchase the albums below, and to view the entire range, visit [powermusic.com](http://powermusic.com) – remembering to use the code **network2014** at the checkout to receive your discount.

#### Trax Music (PPCA-free)



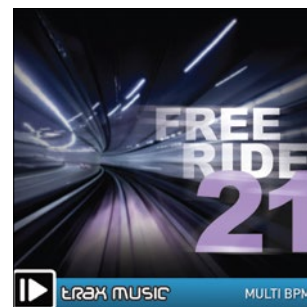
FreeBox 3



FreeStep 2



H2O Beats 2



FreeRide 21

#### Power Music (PPCA-free)



TOTAL HITS! Vol.13



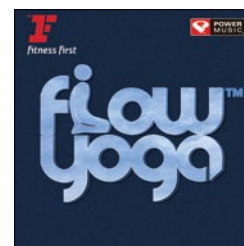
Instructors' Choice  
2014 – Step



Instructors' Choice 2014  
– Hi-Lo



Mashup Party! Vol.9



Fitness First – Flow Yoga



Best of 2013  
PowerMix



The Instrumental Series:  
Pop + Dance Vol 4



Total Hits! Vol 12



Tabata PowerMix  
Vol 4



Schwinn Indoor  
Cycling Master  
Trainer Series



#### Power Music 1

All of these new PPCA-free music releases, and hundreds more, are available on Power Music 1, our NEW premium digital music subscription service. For a limited time Network Members can subscribe for the special rate of \$19.95 per month. Visit [PowerMusic.com/PowerMusic1](http://PowerMusic.com/PowerMusic1) to get started today!

#### SEE THE FULL RANGE ONLINE

Check out the full range of Power Music at [australia.powermusic.com](http://australia.powermusic.com) – and remember to use the discount code **network2014**





Reasons to love your  
Network Membership...

...#5: You have 4 great  
discounts using  
1 simple code

Network's partnerships with key suppliers have enabled us to provide you with discounts on a range of industry-leading fitness equipment, group exercise music, clothing and footwear.

- ▶ 10% off training equipment from Spartan Sports
- ▶ 10% off CDs, downloads and more from PowerMusic
- ▶ 20% off compression clothing from CW-X Conditioning Wear
- ▶ 30% off footwear from VIVOBAREFOOT

To access the discounts using the code **network2014** visit **fitnessnetwork.com.au** and click on the 'Shop' tab.

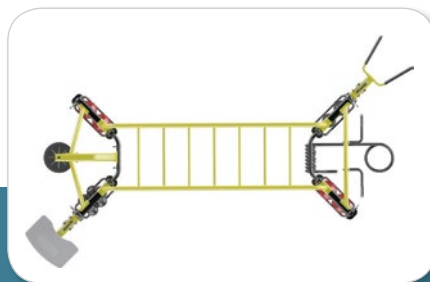
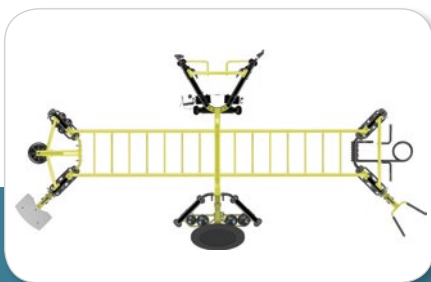
**Network Membership. Helping you be the best you can be.**



# SUPER DUTY.....



.... Modular Group Trainer.



## **SUPER DUTY** from International Fitness

Our Modular Group Trainer offers a modern, space-efficient solution to clubs of all sizes. Choose any combination of five main stations – Boxing, Stretching, Rebounder, Dual Pulley and Half Rack.

The stations can be connected together by monkey bars – ideal for body weight exercises and mounting suspension bands. The modular design allows you to start small and expand the system as your business grows.



## International Fitness

[www.internationalfitness.net](http://www.internationalfitness.net) Phone 1300 666 058

INNOVATIVE FUNCTIONAL MODULAR