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NETWORK

WINTER 2015

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK



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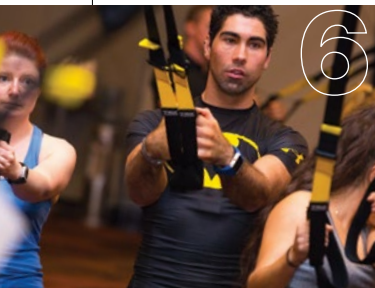
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Needing to get fit and healthy just isn't enough



I don't mean to be rude, but do your clients and members really want to spend time with you? Or are they just there because they feel like they need to be? If it's the latter then odds are they won't be training with you for long.

In his Perspective feature on page 8, Australian Fitness Network's Lifetime Achievement Award winner, Steve Jensen, alludes to the importance of making our clubs, studios and sessions the 'third place' for our clients and members. The third place is the place, aside from home and work, where people choose to spend their time because they like to be there. The key word there is 'like'. Not 'feel obliged' or 'deem it necessary'.

The same sentiment is expressed in this issue's cover story on page 18, in which Leisl Klæbe details the pulling power for clubs of great group exercise. Once people have become part of the group ex tribe, they value the experience too much to ever want to miss a class.

Wendy Sweet, on page 61, also reinforces the importance of treating those who choose to spend time with us as 'guests' rather than customers. It's not enough to show and tell people what they need to do in order to become fitter and healthier – we need to make

them want to spend time with us. You can have all the tools in the world to improve people's lives, but if they don't want to be with you then it's all in vain.

If we are to lead the way towards healthier, happier lives for our members and clients then we need to make their time with us enjoyable as well as effective.

If you struggle to retain clients or members, then perhaps it's time to ask whether you have created that third place, and whether you truly are hosting your guests during the time they spend with you.

Until next time,

Oliver Kitchingman, Editor
 editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

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



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EDITOR

Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 1 June 2015 and conclude on 31 June 2015. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor at 47 Hume Street, Crows Nest NSW 2065 and will be notified by email no later than 7 July 2015. Full terms and conditions can be obtained at fitnessnetwork.com.au/competition-terms-and-conditions

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FILEX 2015 INSPIRES GREATNESS!

The annual FILEX fitness convention, powered by Network, recently brought the brightest and best names in fitness together for one massive weekend of ideas, research and inspiration to lead our industry into the future.

From the 1-day Business Summits and specialty workshops on the Thursday, through to the final sessions on the Sunday afternoon, the Melbourne Convention Centre was buzzing, with thousands of fitness professionals all relishing the opportunity to not only experience new concepts and training, but to bounce ideas and experiences off of fellow delegates from all over Australia, New Zealand and around the world.

An amazing weekend, as the feedback below shows. So, let's do it again!

SAVE THE DATE!

FILEX 2016: 29 April to 1 May 2016

It was a great experience for me and I came back home with a lot of new knowledge that I could not wait to implement in my sessions.

Shatha

Thank you to all involved in creating and maintaining a fabulous event that serves up a nutritious smorgasbord of knowledge, experiences and networking opportunities.

Kerrin

The Gold Pass option was brilliant. I loved the PT Business Summit – worth every minute and cent! The lounge for Gold Pass holders was terrific – great coffee and a fantastic place to network. Can't wait until next year!

Sharon

Great event, fantastic volunteers helping, excellent presenters and too many options for next time – I will want to do more!

Terry

I live in a rural area and am thankful we have this link to the industry. We would be lost without it. Thank you!

Colette

An incredible event that has inspired me professionally and personally. I had been going through a bit of a tough time with the loss of a loved one and FILEX through its inspiration has brought me peace, calm and clarity which I am incredibly grateful for. It was a privilege to come from NZ to Melbourne to enjoy such a fantastic event.

Sheree





A very good event and I love the way you're clearly working to deliver top-quality presenters. Thank you – I really appreciate your eye for presenter and topic quality.

Ian

Great opportunity to network with peers and refresh health and wellness knowledge.

Wayne

Had an amazing time, met some great people and am feeling so inspired. It's definitely paying off in my business already.

Jessica

This was the first FILEX I have attended. I was blown away by the sheer size of the event. The presenters and speakers were amazing and I left with a renewed drive for the fitness profession.

Brock

Loved FILEX 2015 and I really appreciate the event, the organisers, the international presenters, the volunteers. Thank you for bringing this great service to our industry.

Con

My first time getting there even though I have worked in the industry 20 years. I am definitely planning on going again next year.

Karin

Was 3 big, long days, but learnt a lot and was very impressed by my first FILEX and will be attending again next year.

David

Love love LOVE the convention!

Nic

I had the best time rebooting and learning more about our industry. Full of positive people!

Kim

Really enjoyed the convention, catching up with colleagues, the Expo, dinners and industry partying!

Kay

Congratulations to all those involved in putting together a very complex program. I enjoyed the experience again, as I have all past FILEX conventions I have attended. The friendly smiles and assistance provided by everyone involved encouraged me to participate during the convention and I look forward to attending again, thank you very much.

Peter

PERSPECTIVE

REFLECTIONS OF INDUSTRY LEADERS

Australian Fitness Network's Lifetime Achievement Award winner believes we can help shape our industry's future by looking to its past.

WORDS: STEVE JENSEN



I believe it's important – and good for us – to take a few moments every now and then to reflect. We are so busy that days, weeks and even years seem to just disappear. For me, it feels like only yesterday that I began my journey into what was, then, the embryonic world of health and fitness. It was actually 35 years ago and, believe me, much has changed. Interestingly though, some things are returning to how they used to be. Comparing the fitness industry of the late 1970s and 80s to today's diverse range of offerings is quite mind-boggling – but there are many great lessons to be learnt by doing so.

1. Inspiration is effective

In the early days most of the original fitness professionals were simply people who trained regularly and were well educated about what needed to be done in order to achieve weight loss, muscle growth

and strength gains. Seeing people who passionately lived what they preached was inspiring to prospective gym members, and helped make their decision to join easy. Fitness businesses that use this strategy today are finding it hugely increases their closing rates.

2. You should be the third place

The gym/health club became our third place. We all have three places: the first is our home. The second is our work, and the third is the place we choose to be because we like being there; the company is good, we feel part of something and it makes us feel good to be there. Years ago, the gym was that place, and I've noticed recently that we are coming full circle as it's once again becoming the third place for many people.

3. Group workouts work!

Classes and opportunities for people to train with others (just like the old-style circuits and 'hard work' classes) are making a resurgence because we've realised a truth that Les Mills has been espousing for years: that we are all tribal by nature. In addition to group exercise classes, Fitness First now offers Freestyle group training, and businesses like CrossFit, F45 and Orangetheory Fitness are based on the group training model.

4. Focus on the care factor

Customer service has always been important, but it's returned as a priority for many fitness businesses. Reception teams are now re-engaging with members and there has been a return of the gym floor teams, which is creating more value and assisting in boosting retention.

5. You need to understand sales and marketing

This was not a priority in the early days, as sales were easy to come by. But after a short while, it became a big focus. This changed the face of our industry, with subsequent price wars hurting many clubs. Sales and lead management emerged as the keys to long term success, and started the resurgence of the industry. The arrival of

professional overseas chain clubs seemed threatening at first, but was the catalyst for clubs and fitness businesses to raise the bar in terms of the quality of facilities and skills they offered.


6. Qualifications = career path

Prior to the 1980s, formal qualifications to work in the fitness industry were non-existent. The introduction of fitness qualifications to increase the knowledge of fitness professionals, as well as the introduction of CECs, made our industry much more professional. This has enabled the fitness industry to offer a real career path, instead of just a stepping-stone between other jobs.

7. Outsourcing is key

No one is an expert in all areas, so seeking outsourced expertise makes good business sense. Outsourcing to fitness industry experts can ensure that your team learn how to positively generate leads and convert sales.

The key to successful outsourcing is for it to be an ongoing process and for your team members to apply what they've learnt as soon as possible. Companies that train and coach their teams regularly have higher team satisfaction and retention – and make more sales.

I've been fortunate to have met, been taught by and mentored some truly amazing people who have helped me over the years. For this I will always be grateful. My advice for anyone seeking a successful experience in the fitness industry is to be kind to people, be loyal, have integrity, help others, and ask for help when you need it. In the next five years Australia's fitness industry will grow substantially, with many more specialised services being created. The future looks very positive, so let's get out there and keep making a difference! 

Steve Jensen has been involved in the fitness industry for over three decades. As the founder and CEO of Impact Training Corporation and the National Sales Academy he has helped boost the profits of thousands of fitness businesses. In 2015 he was presented with Australian Fitness Network's Lifetime Achievement Award. impact-training.net



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INDUSTRY INSIGHT

| News, views and lessons learnt



More changes to fitness music licensing

A minimum annual licence fee of \$192.50 (including GST) has been introduced for the use of background music by fitness facilities and professionals.

Fitness Australia and APRA AMCOS (Australasian Performing Right Association Ltd and the Australasian Mechanical Copyright Owners Society Ltd) recently agreed on a small number of changes to APRA AMCOS' licence scheme for their fitness clients.

Lauretta Stace, CEO of Fitness Australia said 'We've collaborated with APRA AMCOS in an open process that has allowed us to develop fair licence terms on behalf of our members.'

The new licence scheme now includes a specific reference to fitness instructors who use music in locations other than traditional fitness facilities, such as boot camps. It also covers new industry technologies, such as virtual fitness classes, under the one licence agreement.

The new minimum tariff will only impact fitness facilities and instructors who are paying licence fees of less than \$192.50 for background music with a licence anniversary date of 1 August onwards.

Source: Fitness Australia

Fitness First's industry first

Fitness First has opened a new concept club based on the principals of athlete inspired training. The High Performance Club on Collins Street in Melbourne sells itself as being results-focused and progress driven, designed to help improve members' overall fitness and performance.

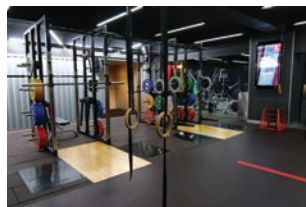
Using fitness analysis technology, the club measures members' fitness across multiple dimensions to develop highly tailored exercise programs. The MoveLab uses video analysis and data testing technology to measure members' current fitness levels, including their strength, agility, body composition and aerobic fitness, and provides digital feedback through motion and performance testing.

Following the testing, members receive a High Performance Score, identifying their specific opportunity to improve their fitness. The fitness team uses these insights to develop tailored exercise programs with an athletic performance focus.

Inspired by the principals of athletic coaching, the fitness team periodically reassess members' fitness gains, and recalibrate the fitness program to ensure continual progress.

The first club of its kind, Fitness First appears to be recognising that not all members want the same thing from their clubs, and clearly believes that there is demand for facilities grounded in exercise science that can help members train like athletes.

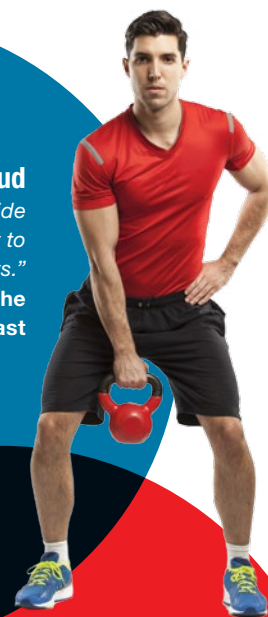
Source: Ogilvy



Let's make our industry proud

"As an industry we need to focus on pride rather than shame – this is the key to changing mindsets and lifelong habits."

Presenter Michael Jordan at the FILEX 2015 Business Breakfast



Booze or snooze?

Have a glass of wine to relax at night if you like, but not too many. After three drinks your brain doesn't go into stage 4 deep sleep, which prevents it from 'cleaning' itself of toxins and impairs your judgement the following day.

Words of wisdom from presenter Paul Taylor at the FILEX 2015 Business Summit



The way we were...



Back in December 1993 the front cover of *Network* magazine featured aerobic champion Michael Betts demonstrating how to use the Slide, the latest training tool from Reebok:

"Slide Reebok involves controlled lateral movement on a low friction surface. As the participant slides from side to side, they are replicating the lateral motions experienced during both sporting and daily activities. While Slide Reebok appears new and unfamiliar, the concept originated over a century ago. Sliding as a form of lateral movement training has its roots in northern Europe and Scandinavia. During the off-season speed skaters would pull down barn doors, coat them with wax, attach blocks to either end and slide back and forth to mimic the skating action....The introduction of Slide Reebok creates a versatile lateral movement training system which not only reduces the risk of injuries, but also provides an exciting low impact cardiovascular workout."

1 thing I've learnt...

Aaron Whear, Managing Director of Career Fitness, careerfitness.com.au

"One thing I've learnt from my 24 years in the fitness industry is that the financial health of your business is directly proportional to the size of your database. Your database is a collection of details about current clients, past clients, and potential future clients.

You need to communicate with the people on your database regularly. This can be done through emails, newsletters, social media posts, private messages, phone calls and snail mail. The purpose of each communication is to educate, inspire, and let people know about the benefits of your services. By doing this, people get to know, like and trust you. This is important because we are much more likely to buy from those who we know, like and trust.

I've been on the databases of businesses who continued to send me good quality information for up to 18 months before I decided to buy from them. What these businesses had done was build credibility over time, to the point where I felt ready to make a purchase. Why? Because I now liked and trusted them and better understood the benefits I would get by using their services. None of this would have been achieved if they hadn't taken the opportunity to add me to their database."



We already offer wellness – now let's sell it



In most aspects of life it's hard to keep up with the rapid pace of change, and if there is one certainty it's that the pace is only going to quicken in the years to come. As Charles Darwin said, 'It is not the strongest nor the most intelligent that survives. It is the one that is most adaptable to change'. As fitness businesses we need to keep this in mind as we have seen massive

changes over the past few years and if we continue to do in five years what we are doing today then we will struggle to survive.

There are currently around 3,500 fitness businesses in Australia, all competing for the same 18 per cent of the population who are either current or past members of clubs. Thomas Plummer, at the FILEX 2015 Business Summit, forecast that by 2020 this number would double to 7,000 fitness businesses.

With this anticipated huge growth there is a strong argument that we need to change our image to one that is softer and thereby less threatening to 70 per cent of the population. So how do we do this? There is no one answer but we could start by incorporating the term 'wellness' into our branding and fitness marketing.

So, what is wellness? The World Health Organisation defines it as 'a complete state of physical, mental and social wellbeing, and not merely the absence of disease and infirmity'. In short, it suggests a more holistic approach when considering someone's health and fitness needs.

The literature suggests there are a number of dimensions of wellness that are all interrelated. The most relevant dimension for us is 'physical wellness' which can be defined as caring for the body through regular exercise, good nutrition and emotional wellbeing.

As an industry we provide a wide array of fitness offerings, including group exercise, personal training, Pilates, yoga, aqua, strength, cardiovascular, functional, and high intensity training. When these offerings are combined with quality nutrition guidance they can go a long way to helping people achieve the third component of the physical wellness dimension – emotional wellbeing.

The bottom line is that we already deliver wellness in the form of fitness programming, nutrition guidance and emotional wellbeing, so why don't we use it in our branding and marketing so that consumers become aware that we are much more than providers of fitness programs?

Nigel Champion

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

KEEP THE GOAL POSTS!

Goal setting isn't just a tool for business growth, it's also vital for keeping employees on track.

WORDS: NICHOLAS BARNETT

Do your team members know exactly what they are aiming to achieve when they come to work in your club each day? Employees should be crystal clear about the organisation's main strategies and goals. The goal and point posts used in Australian Rules football are an ideal metaphor. If you kick the ball between the large (goal) posts you are credited with a goal or six points, provided the ball is not touched before going across the line. If it is touched first or if the ball goes through the outer (point) posts or touches a goal post, you are credited with a point. If the ball touches a point post or goes outside the point posts, it is out of bounds. The object of the game is to get a higher score than your opponents.

But, of course, you know this. The scoring system is clear and well known by all players and spectators. Imagine if someone took away the goal or point posts. There would be a riot until they were returned. Without the goal and point posts the players wouldn't know what to do or where to aim. Too many organisations have not communicated clear strategies and goals to their employees. They need to put back their goal and point posts so their employees know where to aim.

Some recent research by Insync Surveys – involving over 100,000 employees from around 200 organisations – showed that only 54 per cent of the employees of the highest

performance businesses could easily refer to a list of their employer's goals. The figure for low performance organisations was a mere 24 per cent. Further, only 57 per cent of the employees understood how their roles contributed to the organisation's long-term goals and strategies. This is not good enough.

The same research revealed the seven things that are the biggest differentiators between high performance organisations and low performance ones. The setting of clear strategies and goals is one of those seven key business habits.

Most strategic plans comprise dozens, sometimes hundreds, of pages. A discipline that many organisations adopt is to summarise their vision, strategy and main organisation goals on a single page. If you cannot convert your strategy to a single page, and if you cannot explain it simply and clearly, it will not get traction in your organisation. The process of reducing your strategy to a page with your leadership team and others will help add clarity and focus to what is really important. You should then communicate this message to every member of your team.

It is important to keep your main goals



to a minimum. As the old saying goes 'if everything is important then nothing is important'.

Most organisations spend millions of dollars developing and communicating important messages to their potential customers. These millions are spent on branding, imagery and creating one-liners that will excite and grab the attention of potential customers. Yet very few organisations spend much money or effort attempting to develop and communicate their strategy and main goals to the people required to execute them. This is a big mistake. Organisations should continually seek new ways, new techniques, and new communication mediums to spread their main messages internally. The investment will be well worth it.

Having set and communicated clear organisation goals, it shouldn't be too difficult for managers to agree goals for those who report to them and align those

“


Too many organisations have not communicated clear strategies and goals to their employees.

”

goals to those of the organisation. It's important that the goal setting process for employees be a two-way discussion and not just a demand or direction from the top. Employees who have input into setting their personal goals as well as the goals of their team are far more likely to buy-in to those goals and have a greater desire to achieve or exceed them.

Setting clear strategies and goals, and linking them to those of individual employee roles, is one of the main drivers of employee engagement. And increasing employee engagement is crucial to providing a better place to work, reducing employee turnover,

and increasing productivity, customer engagement and loyalty. Combined, these result in greatly improved organisation performance.

If someone asked you right now what your organisation's main aims are, what would you say? If you can't answer immediately, it's time to put the goal posts back. 

Nicholas Barnett is a director, business leader and strategist with over 35 years' experience. He is CEO of insyncsurveys.com.au and author of *7 Business Habits That Drive High Performance* (Major Street Publishing, \$29.99) which can be purchased at 7businesshabits.com



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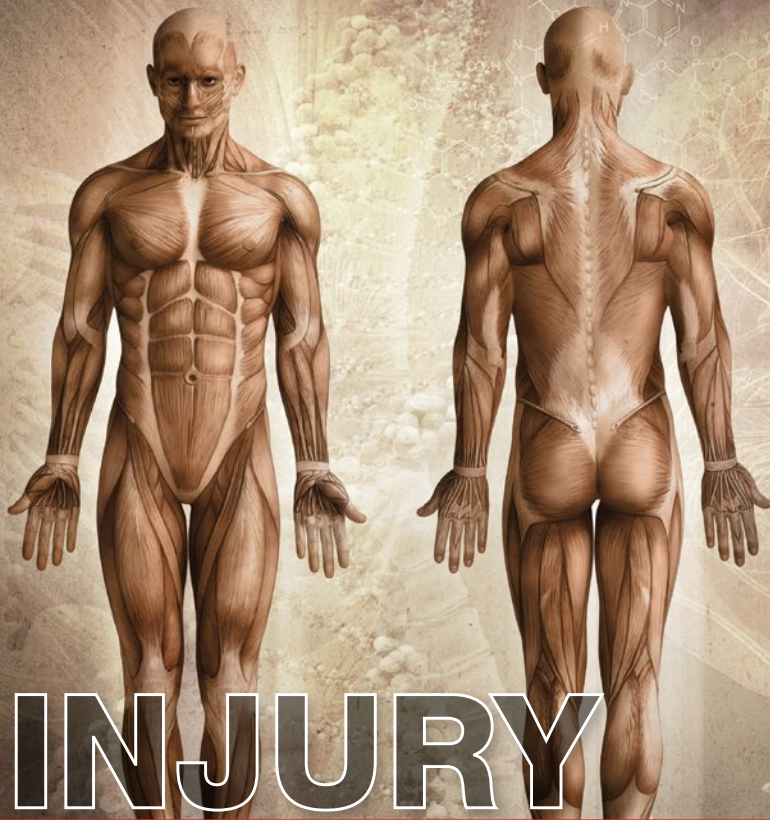
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INJURY & REHAB

A REVOLUTION IN FITNESS AND PAIN RELIEF?

What if the principles we have been taught do not honour the principles of the body – and even create conflict within it?

WORDS: DOUGLAS HEEL

A new training client comes to you with pain and dysfunction that they have had for a long time. Desperate to find an answer, they've been to many therapists and trainers before with limited or no success. They are frustrated and have resigned themselves to living in their state of discomfort. They are tough to work with because they hurt when they move, and fear doing more damage. As such, your efforts with them achieve limited results.

This is a story I hear continually, all over the world. As they say, insanity is doing the same thing over and over and expecting different results. Sound familiar?

We have learnt to have incredibly low and limited expectations of what we and our clients can achieve, both in movement and function, and in overcoming pain and dysfunction. The body is such an amazing thing, yet the results we expect are so limited. Somehow we believe the constant struggle and fight with our body is 'just the way it is'.

But what if the principles we have been taught do not honour the principles of the

body? In fact, a lot of them violate these principles and create a conflicted state in the body. So, no matter how good we get at them, no matter how many different tools we have, we are still using them the wrong way for the body and what it needs.

It may sound like I'm up for a fight, but all I really want to do is share a different way of looking at the body in order to give it what it needs to perform and overcome pain and dysfunction.

The ideas I share are under a system called Be Activated, which focuses on the priorities of the body. Put simply, the body will sacrifice anything else in order to breathe and move – functions that constitute our drive to survive.

Be Activated is the science and art of getting your client's body to work the way it is meant to, and in doing so allowing it to break free of pain and dysfunction. From here it can move into higher states of performance on all levels. For each client what this means will be different. Performance to an 80-year-old woman is to be able to safely and confidently get out of



The 30-second article

- We have learned to have incredibly low and limited expectations of what our bodies can achieve
- The body often 'cheats', with certain areas compensating for others
- A cheating body will lose strength, power, flexibility and endurance
- Be Activated is the science of getting your client's body to work the way it is meant to, and in doing so allowing it to break free of pain and dysfunction.

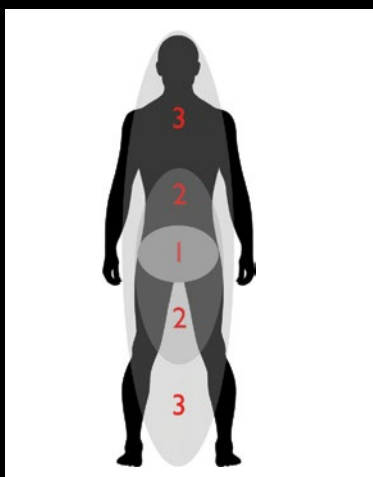
a chair and walk around. For an athlete, it is the pursuit of athletic excellence, whatever their level may be.

We also talk a lot about building the body's resilience to stress and environmental pressures. It's all fine if you are strong and powerful today, but add a little stress and

pressure and your body breaks down, reducing your levels of performance and increasing your risk of injury. We see this in the gym, we see this on the sports field.

In Be Activated we use measurables in everything we do, providing us with a constant feedback loop. We have a before, an intervention and an after. When we do the right thing the body responds immediately, so we know if what we are doing is successful or not. This honours another principle of the body: it only knows where it is at right now because of where it just was, so if we keep reflecting back, the neural and physiological system has a chance to recognise its patterns and learn new ones.

An aligned body functions in a 1-2-3 sequence.



Not only can we overcome patterns of pain and limitation in our clients, but we can decrease their risk of injury, improve their quality of life, and enable their body to go from strength to strength.

The Be Activated system begins with a simple '123' approach. A body has two priorities for survival, to breathe and to move: without both we will die. All movement begins with the diaphragm, psoas, and glutes working in unison (Zone 1). It will find ways to meet its priorities and will sacrifice anything else in order to do this. Imagine looking at someone's body and realising that their calf, which limits them in movement patterns, is actually 'cheating' by functioning as their butt! No matter how you train the client, their body will just get better and better at this compensatory cheat. But the wonderful things about cheats is they always get found out at some point. This will be when the calf is so tired and exhausted because it (in this case) is doing the job of the glute and the hamstring, while also doing a poor version

of its own job. To do this it has shortened and tightened and works upside down. In Be Activated, we call this a 333 Leg. When it breaks down it could result in cramping calves, achilles tears and pain, ankle injuries and plantar fasciitis.

When we cheat we lose strength, power, flexibility and endurance, leaving our bodies less resilient, and at risk of poor performance, pain and dysfunction, both in the way we move and the way we behave.

With high stress and environmental pressures, compensations are inevitable nowadays – for everyone. To reverse this process you must give the body what it really needs in order to function correctly. Be Activated is, in a sense, the rebooting of the body to return it to its original natural physiology.

Think of the perfect body state as a '123' state, in which the body expands through movement. Cheat patterns create a collapsing, imploded state in which the body collapses in on itself and destroys itself. We code it all: 223, 233, 333 leg and 333 arm... and '0', which is a state of overwhelm in which the body cannot effectively find a way to meet its priorities (flight or fight), and instead freezes. In an imploded state, the body doesn't have the space or structure it needs to move, and so creates poor movement patterns and limitations.

With the 123 system of assessment we are able to establish why the body is doing what it is doing, by understanding which structures are driving the body's function. When you understand the why, the how is easy!

Now we can match the stories our clients bring, with their physiological measures. Making sure that the signs (that which we measure and see) match the symptoms (the story they tell). From this foundation we can start working to facilitate change. The actual activation techniques, applied in the right way, can seem impossible, magical and weird. The results can be immediate and dramatic. I've been called a white witch, a magician performing voodoo; but I remind everyone very quickly that we can all do this. My goal is to share what I've learnt.

What does this mean? We can all help our clients create immediate, measurable changes that make them feel and function better right now. As I've said, we measure everything, so we know we are being effective. But more important than what we measure is how our client feels. Just because it's exciting that their hamstring released and went 50 degrees further, if they don't feel better, it has no value.

I teach this process to doctors, physiotherapists, chiropractors, osteopaths, trainers, coaches... just about anybody with a willingness to learn. You can learn this

What they say

As the creator of the Be Activated system you may expect Douglas Heel to report extraordinary results. But what of those who've done the course?

"The Be Activated program is by far the best course I've taken on how to improve sports performance and movement for my clients. I did some quick activation work last night on one of my athletes before a game. I had an audience of coaches, parents and athletes oohing and aahing throughout the process, and picked up five new clients"

Ava Faipea, sports coach

"I activated a client with knee trouble today. She can't remember when she could last lunge, weight bearing on one knee and touch the floor with the other. She thinks it might have been at school... She was 50 last month! Within six minutes of activating her, she could lunge again. I used the same activation on a fellow trainer who couldn't flex his knee past 80 degrees, and within minutes he managed a 150 degree flexion. Game-changing."

Ross Young, physiotherapist.

Australian Fitness Network's Education Manager, Alisha Smith, attended a recent Be Activated workshop in Sydney. Read about her experience on page 36.

in two days. Your application will always be tailored to your scope of practice, whether you use it for hands-on therapy and rehabilitation, training movement, or coaching. The principles and techniques will always apply and be relevant.

In short, Be Activated is a results-driven system that works with the body's priorities to achieve immediate, measurable results. Some of the techniques may sound crazy, until you experience them: then they make perfect sense. We use hamstring flexibility as a measure of our effectiveness in activating the diaphragm, and the back of the neck to fire the glutes. By adopting this system, you could too. **IV**

Douglas Heel has a background in physiotherapy and kinesiology. The developer of the pioneering Be Activated system for achieving both immediate and long-term results, he uses the approach in his own practice with elite sportspeople and teams, and also trains fitness and health professionals globally in how to use the method. douglasheel.com

TRAINING FOCUS:

TRX EXERCISES

Bel Fong, senior course coordinator for fitnessU (and crazy triathlete!), selects three of her favourite TRX suspension trainer exercises.

1



TRX hamstring curl (photo 1)

Start: begin with feet slightly or directly under the anchor point in a strong supine plank.

Action: draw ankles in towards the hips with the goal of knees on top of the hips as feet come in. Focus on tension in the core and control in the hips. Aim for full extension in the knees and hips.

End: return to start position.

TRX lunge (Level 1) (photo 2)

Start: begin by adjusting the suspension to mid-calf level in single handle mode, or putting one foot through both foot cradles. Start about three or four feet in front of the anchor point. Have both hands on the ground either side of your foot.

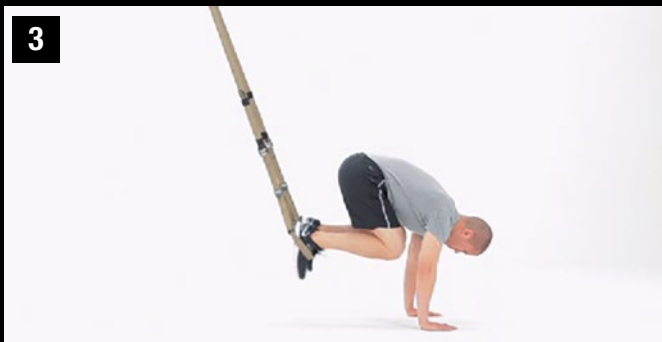
Action: stand up by driving that leg into the ground. The goal is to get your shoulders and hips to move at the same time.

End: return to start position.

2



3




TRX atomic push up (Level 3) (photo 3)

Start: begin from a hands and knees position while core is engaged.

Action: extend the legs and hips up to a strong plank; pull the knees in towards the chest, allowing the hips to rise, then extend back out to a plank and lower down into a push up. Repeat.

End: return to start position.

Progression: you can focus on strength by adding isometric holds at the top of the crunch or at the bottom of the push up, or on conditioning by increasing tempo. 



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MAKE GROUP EX A DRAWCARD FOR YOUR CLUB

By hosting group ex-focused 'mass member' events you can create an amazing atmosphere and make Group Ex a real drawcard for your facility

WORDS: LEISL KLAEBE

If you can make members and prospective members want to be a part of what you are doing, and if you can make them feel like they will be missing out if they don't participate in your group fitness events, then you have successfully made group fitness a drawcard for your members.

So, how can you create that feeling?

Macquarie University Sport has established a hearty tradition of mass member participation events four times a year to coincide with Les Mills Quarterly releases, and in addition to this we also run one other mass member event each year.

The quarterly events take place over one day. At each event we raise money for our nominated charity, Special Olympics, and we invite Special Olympic Athletes to attend the classes.

Quarterly event statistics

- 10-18 classes on offer that day
- 20-36 Group Fitness Instructors deliver the classes
- 350-630 members and friends attend
- up to 15 membership sales directly related to the event.

Our mass member events also feature one huge class, attended by between 150 and 180 members and friends. Recent events have included BODYATTACK® Gold with Les Mills Trainer Chris Hutton (at which every attendee was given a free event t-shirt); the Biggest BODYPUMP® Class Ever with Master Trainer Jako Mistic; and the Zumba Do it in a Dress session, at which everyone attending wore school uniform.

As long as you deliver the event as professionally and passionately as you have promoted it, you're on track to making group exercise a major drawcard for your members. It becomes a tribe of like-minded people all coming together. If the event you host is memorable, energising, powerful and, importantly, fun, why wouldn't members want to attend the next one? Drawing the members back becomes easy. Group exercise becomes a



BODYATTACK Gold mass member participation event



The Chillout Zone – Super Summertime Saturday

powerful drawcard and your business as a whole benefits.

Each group fitness event that we hold has a theme, and all studios are decorated to reflect this. Everything from the front Customer Service desk to the downstairs Health Club desk are decked out to promote the event, and frontline staff dress in themed costumes on the day. Instructors and members also dress up, and we turn one of the smaller studios into a Chillout Zone where people can relax between classes, socialise with their friends and refuel, before getting amongst it again. And why is this necessary? Well, it's not uncommon for members to do three or more classes on the day!

Spread the word far and wide!

Six weeks prior to the launch, our marketing machine kicks in, with posters going up around the centre, social media promotion on Facebook and Instagram, event publicity on digital screens around the centre and on the Macquarie University campus, press coverage in local newspapers, and a huge Super Saturday banner at the entrance to the centre. Our website has a dedicated page where members can register for classes. This page also offers information on the event, a class rundown, membership deals on the day, prize information, profiles of Master Trainers and special guests and details of instructor launch teams.

Group Fitness Instructors are key to getting the message out to members and getting them excited about the event. Word-of-mouth is one of our most effective tools. The reputation of the events, and the post-event Facebook and Instagram posts, are an effective way to hook people in and draw them into our group fitness tribe.

Know what you want to achieve

A major factor in the success of the event is detailed and timely preparation – and going all out in our promotion of it. It's important to be clear about what your goals are: do you want to primarily recruit new members? Do you want to add value to your current member experience to engage them and build retention? Or do you want to more generally promote your club? Make sure your goals are SMART. You need to find ways to measure the success of your events, track progress over time and report the results to your club manager. You truly can harness the power of the masses to build your business by making group fitness a drawcard rather than just 'something else my gym does'.

When it comes to our quarterly events, not all events are created equal. In each 12-month period we choose two easy buy-in themes and two more involved ones that have a WOW factor. For example, Super Summertime Saturday and Super Sporty Saturday are easy for members to dress up for and get involved in. Super Ninja Saturday and Superhero Saturday require more time, money and thought for members to theme their costumes, but the studio decoration and the instructor costumes are much more impressive. We hire a photographer for the event and often prior to the event, so that we can use our own Group Fitness Instructors in the promotional material.

If you have a mascot for your club then involve them in the event – and if you don't have one, then why not create one? We have a Mac Warrior (who we involve in the group fitness launch events) and a Mini Mac Warrior (who we use for BORN TO MOVE events).



Superhero Saturday – featuring the Macquarie University Sport Group Fitness Team



Super Spooky Saturday



Super Spooky Saturday with Master Trainer Jako Mistic



Macquarie Uni's fitness facility mascot 'Mac Warrior'

Your mascot can have fun with the members on the day and help promote group fitness and the club. If your event is showcasing Les Mills classes, then you could even invite some Les Mills Master Trainers to attend.

Deliver – and excite!

Make sure that you deliver – and over-deliver if possible – on your promises! If you establish your events strongly, members will come regardless of the theme, the date or the time. When you encourage your members to get tribal and get involved in your events then group fitness becomes a powerful drawcard for your club.

Excite your team by getting them involved early. Urge them to release details one at a time to members in the lead up to the event; by doing so you can pique the interest of your target market. I have a group fitness instructor Facebook page on which I release one detail at a time and ask my team to focus on promoting that in class during



The 30-second article

- Mass member participation events can create real buzz and showcase your club
- Themed group exercise classes can be the centrepiece of the events
- Market the event internally and externally and be clear about your desired outcomes
- The events can work to retain members, recruit new ones and increase staff engagement.

the week, for example, let them know that they can try a brand new Hula Hoop class at the event; that there are prizes to be won in every class; that they can bring a friend for free, and so on. Don't swamp your members with too many promotional drawcards at once – offer them up, one at a time.

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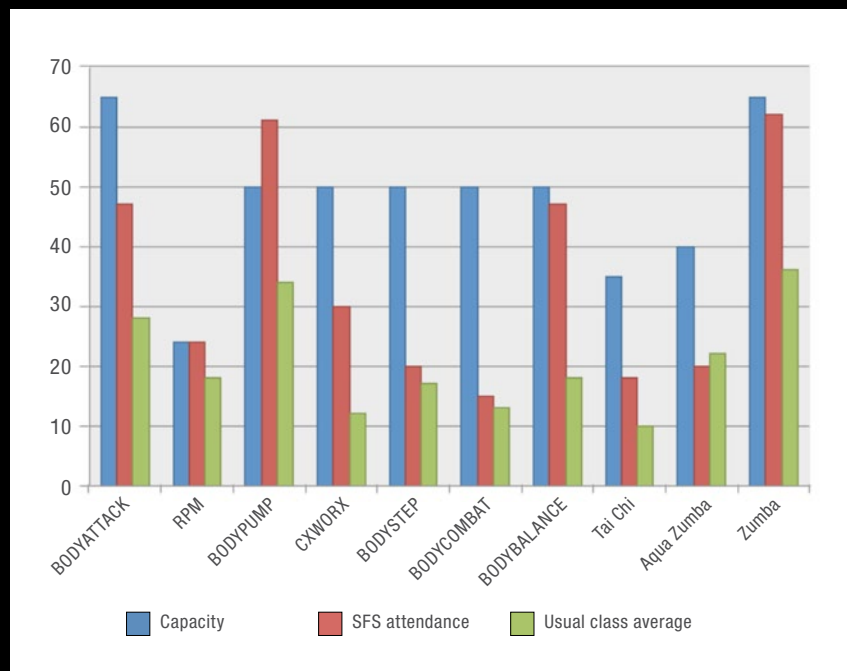
competition among your team by regularly posting class booking numbers once classes are open for the event. Who can pull the biggest numbers to their class on the day?

The statistics in Table 1 speak for themselves.

Your events will expose members to classes – and instructors – that they may not ordinarily encounter – which can work as a great promotion of your group exercise timetable. The events are also an opportunity to showcase your facility to friends of members, and to impress them with how much fun group fitness can be. It is important to create an environment that feels like a second home, a place of community, sharing and like-minded people. By doing so, you can make group fitness a real drawcard for your facility. 

Leisl Klaebe is Group Fitness Team Leader at Macquarie University Sport and Aquatic Centre in NSW. mq.edu.au

Table 1. Super Fairytale Saturday class attendance statistics



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Muesli

Power Bars

When that mid-morning or afternoon hunger sets in, make sure you're prepared with healthy emergency foods to help keep you on the right track. Fresh fruit, trail mix or yoghurt make a terrific snack, and so do these delicious home-made muesli bars that will take the edge off any hunger and are much healthier than the traditional store-bought versions. These bars take around 5 minutes to mix up from your favourite bircher muesli combo, then all you need to do is bake them. Like most muesli bars, I've made mine with rolled oats.

What's great about it?

The soluble fibre can help lower blood cholesterol, and because they are low GI they can provide lasting energy. If you're on a gluten-free or paleo diet, just substitute the oats for nuts, seeds and sun-dried fruit.

These muesli bars provide a good source of protein to help keep you fuller for longer, and I've used a little olive oil which is kind to the arteries and anti-inflammatory to the body.

Serves 16

Time: 35 mins

Ingredients

3 cups (350g) natural bircher muesli (see Inspiration below for gluten-free)
½ cup (50g) LSA – (ground linseed, almonds and sunflower seed)
3 organic eggs
1 teaspoon vanilla extract or paste
½ teaspoon ground cinnamon
¼ cup (60ml) olive oil or macadamia nut oil
¼ cup (60ml) honey

Preheat oven to 160°C fan forced.

Combine muesli, LSA, eggs, vanilla, cinnamon, olive oil and honey in one large bowl until mixed through. Spoon into a baking tin lined with baking paper. Bake for 25 to 30 minutes until golden. Cool then cut into 16 pieces.

Inspiration

- For gluten-free or paleo diets substitute bircher muesli with 3 cups combined (almond meal, seeds, walnuts and sun-dried fruit).
- Double the protein to 10grams per serve and add 3 tablespoons of Healthy Chef Pure Native WPI Protein.
- For those with egg allergies, replace with mashed banana in the recipe.
- These bars will keep in an airtight container for up to five days.
- Store in the fridge.

RECIPES FOR WINTER

The Healthy Chef shares her favourite way to start a Winter's day and an energising snack that will see you waving goodbye to store-bought muesli bars forever.

RECIPES: TERESA CUTTER





Steel Cut Oats Porridge

There's no better way to start a cold Winter's morning than with a bowl of steel cut oats porridge, slowly simmered with vanilla and cinnamon and topped with sweet ripe banana and steaming hot milk. I love the creamy and chewy texture of steel cut oats and warmth and goodness that you get from every mouthful. Steel cut oats are less processed than rolled oats and also have a lower GI. When serving this porridge, it's important that you accompany it with extra steaming hot milk to pour over, so that eating it is a purely delicious comfort food experience. I'm a banana fan through and through, so I often top mine with lots of banana, but you can finish them off with other seasonal fruits such as poached vanilla pear, roasted apple or quince. A light sprinkling of LSA or roasted hazelnut can also add a lovely flavour and texture.

What's great about it?

This is a protein-packed power breakfast that will energise and revitalise your body. Oats are

a great source of soluble fibre that will keep you regular, lower cholesterol and fill you up for hours. Cinnamon improves insulin's efficiency, which helps regulate blood sugar levels.

Serves 4
Time: 30 mins

Ingredients

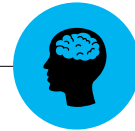
1 cup milk (your choice, plus extra to serve)
3 cups water
1 teaspoon vanilla bean
1 whole cinnamon stick
pinch of sea salt
1 cup steel cut oats
2 bananas, sliced
small handful raisins or muscatels
2 tablespoons roasted chopped hazelnuts, walnuts or LSA
Extra hot milk to serve
Honey to serve

Combine oats, water, milk, vanilla, salt, raisins and cinnamon into a pot. Bring to the boil, and then

reduce the heat to a low simmer. Cook partially covered, stirring the pot with a spoon every now and then until the porridge is creamy and tender. This normally takes around 20 to 25 minutes. Add more milk if necessary – it's important the porridge is lovely and velvety, not stodgy, so the more milk the better! Discard cinnamon stick. Divide into serving bowls and top with sliced banana and roasted nuts, if using. Pour over extra hot milk and accompany with a little honey on the side. Enjoy.

Inspiration

- Pump up the protein to more than 15g per serve by adding 1 tablespoon of whey protein isolate, such as Healthy Chef Natural WPI.
- Go green and stir through ½ teaspoon of Healthy Chef Organic Matcha (powdered green tea) for an antioxidant boost.
- When buying steel cut oats, choose organic oats that don't contain sugar or artificial additives.



THE PSYCHOLOGY OF CLIENT RETENTION:

EMBRACE YOUR INNER SHERLOCK

The more you can find out about your clients, the more you can help them engage with fitness.

WORDS: KATE SWANN & KRISTINA MAMROT

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



The 30-second article

- By showing genuine interest in your clients, most will happily tell you all about their lives
- Don't be afraid to ask questions – if you step on any toes, your client will be quick to let you know
- Everything you learn will increase your understanding of how you can help clients achieve their goals
- By demonstrating interest in your clients and helping them open up, you will achieve the first steps to true engagement.

In the previous article in this series we discussed how to use empathy to develop ninja listening skills. Here, we're going to take our cue from Sherlock Holmes and become detectives...

So, what does being curious and listening hard to the smallest of details have to do with personal training? Everything, people, everything.

As psychologists, when we engage new clients we like to find out as much as we can about them. It's like detective work – and it's great fun! Most people love talking about their favourite subject – themselves. And if you're genuinely interested in learning more about them, they'll be only too pleased to fill you in.

Don't be afraid to be guided by your natural curiosity. If you stomp over any boundaries or step on any toes, your client will be quick to let you know. They'll shoot you a speedy frown, or brush away your question – your cue to respect their boundaries and back off.

Of course, we're not suggesting you psychoanalyse your clients – that's our job. We're talking about digging out your magnifying glass, putting on your deerstalker and finding out what makes them tick when it comes to their fitness and health.

Ask your client:

- What's worked in the past, and why?
- What hasn't worked, and why?
- What do they find fun, and why?
- What are the obstacles going to be, and why?
- What's going to be a cinch, and why?
- What are their short term, and long term, goals?

The twists and turns the conversation can take are endless, and provide great opportunities to further engage your client. Everything you learn will increase your understanding of how you can help them achieve their goals.

Let's take a look at detective work in action.

PT So tell me what made you decide to join the gym?

CLIENT Well, I'm a bit thick around the girth at the moment, and my partner's worried about my health and has been nagging me to do something about the weight. I used to work out at the gym when I was younger, and I really loved it. But life got kind of hectic... I don't really know how or why, but I gradually stopped going. Anyway, I've been driving past your gym every day for years, and finally decided to drop in and join.

PT Good for you!

CLIENT [Surprised] Thanks!

PT But I'm curious. Why is your partner – wife, girlfriend?

CLIENT Wife. Her name's Sarah.

PT OK – why's Sarah worried about your health?

CLIENT Oh! I'm fine. But there's a history of heart problems in my family, and she stresses about it.



PT ✓ *I'm not surprised! Who has ticker trouble?*

CLIENT ✓ *[Slowing down, and becoming thoughtful] Well, my dad had a massive heart attack when I just finished school, and died. And his dad died young too of a heart attack.*

PT ✓ *That's awful. That must have been terrible for you.*

CLIENT ✓ *Yeah, it wasn't great.*

PT ✓ *How old was your dad?*

CLIENT ✓ *Five years older than me.*

PT ✓ *No wonder Sarah's worried.*

CLIENT ✓ *Yeah...*

PT ✓ *And are you worried too?*

CLIENT ✓ *I am, actually. But I don't talk about it at home because she gets pretty wound up.*

PT ✓ *Sounds like she's got good reason to get wound up. What does your doctor say?*

CLIENT ✓ *Well, she's put me through tests, and everything's fine. But she says I need to look after my diet, my stress levels, and get fit.*

PT ✓ *Right. Sounds like we're on a mission then.*

CLIENT ✓ *Yeah! We are.*

PT ✓ *OK, let's get started with the assessment.*

In this interaction, the trainer was confident in letting his curiosity guide him to each question. Keeping the conversation naturally flowing, he was able to find out:

- that the client loved the gym when he was younger
- there's a history of heart trouble for men in the family
- the name of the client's wife
- the client's concern about his health and the fact that he can't talk about it at home
- the client has been checked by his GP.

On top of that, by demonstrating interest in his client's world and helping him open up, the PT made his client feel that he really cared. And just like that – the first steps to engagement have been achieved.

In the next issue we'll look at how to further develop your engagement skills. **N**

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 pscounselling.com.au



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AUSTRALIAN FITNESS NETWORK'S PERSONAL TRAINER OF THE YEAR ADRIANO MELI

2015 FITNESS INDUSTRY AWARD WINNERS



Acknowledging those who give so much to the fitness industry, and to the wider community.



The Fitness Industry Awards, coordinated by Australian Fitness Network, acknowledge the work of individuals and organisations who give so much to the industry, and to the wider community, in an effort to change more lives for the better. Presented annually during the FILEX fitness industry convention, the awards showcase truly inspirational figures and groups.

On 10 April, before thousands of industry peers at the Melbourne Convention Centre, Network announced the 2015 award winners:

Steve Jensen – Lifetime Achievement

Managing director and owner of Impact Training Corporation and the National Sales Academy, Jensen has influenced and trained literally thousands of fitness professionals around the globe through his legendary sales and communications workshops.

YMCA Australia – Inspiration Award

The YMCA inspires, influences and helps thousands, if not millions of Australians to enjoy healthier lifestyles – many of whom may not have been able to do so on their own. Over the last four years, for example, the YMCA has raised more than \$800,000 from the annual Swimathon, with all funds used to help people with disabilities enjoy access to the water.

Paul Taylor – Presenter of the Year

Consistently delivering world class presentations to FILEX and other conference delegates around the world, Paul is a highly regarded exercise scientist, educator and creator of the BioAge fitness testing software.

Denise Green – Group Exercise Instructor of the Year

An industry veteran of more than 29 years, Denise is a much loved instructor and manager at Inspired Life Total Health Club in Kalgoorlie, WA. She has consistently worked hard at developing herself and her team, and has also been instrumental in developing a number of community-focused efforts.

Adriano Meli – Personal Trainer of the Year

With a Masters in Exercise Physiology, Adriano is a sought-after personal trainer and practitioner at Bee Active Personal Training in Sydney. Well known for helping his clients achieve their goals, he is also committed to raising the profile of the fitness industry in the eyes of allied health professionals.

Jennifer Schembri-Portelli – Author of the Year

The founder of Water Exercise Training Service (WETS), Jennifer has been a high quality and regular contributor to a number of Australian Fitness Network publications for more than two decades. Read her latest words of advice for aqua instructors on page 46.

Commenting on this year's awards, Network's CEO, Ryan Hogan, said: 'We were truly blown away by the quality of applications and would like to extend our warm congratulations to all award winners on their very well deserved recognition.'



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RESEARCH REVIEW:

DO PILATES AND NORDIC WALK THE WALK?

What impact do Pilates and Nordic walking have on overweight or obese clients?

WORDS: ASSOCIATE PROFESSOR MIKE CLIMSTEIN & JOE WALSH

Title: Effects of Nordic Walking versus Pilates exercise programs on blood glucose and lipid profile

Author: Dr. Hagner-Derengowska et al. (Clinical Neuropsychology, Faculty of Health Sciences, Nicolaus Copernicus University in Toruń, Poland)

Source: *Menopause: The Journal of The North American Menopause Society*. Volume 22 (11), 1-9. ncbi.nlm.nih.gov/pubmed/25803666

Introduction: I've recently made the move back to Sydney's Northern Beaches where I've joined my local health and fitness facility. I continue to be amazed at the Pilates 'following': young and mature-aged alike, participants seem to be continually queuing up to enter the group exercise studio, regardless of different instructors or time of the day. I just can't understand the attraction, but as so many others do, I decided it was worth investigating. We initially sourced an article on the cardio-metabolic benefits of Pilates and, as always, we attempted to find the most recent research published. Now, this particular journal, *Menopause: The Journal of The North American Menopause Society*, is not in our usual repertoire of publications, but it had a very interesting (and appropriate) article in which Dr Hagner-Derengowska and her colleagues investigated the beneficial effects of Pilates in, no surprises here, post-menopausal women.

Methods: A total of 196 post-menopausal females who were overweight or obese volunteered to participate in this study. Study participants were divided into three groups, 88 individuals were non-randomly assigned to a Pilates group, 88 individuals were assigned to a Nordic walking group and the remaining

20 were assigned to a control group. The researchers chose Pilates as it represented resistance exercise and Nordic walking as it represented dynamic/aerobic exercise.

Most of us are familiar with Pilates classes (as I note, they seem to be ubiquitous these days) – but fewer of us are familiar with Nordic walking. In a nutshell, it is fitness walking with specially designed poles and a learned technique to create a low impact, total body workout. Widely used overseas as a form of sports cross training, health and fitness professionals undertake certified training in order to teach their clients (visit nordicwalking.com.au for more information).

All of the respective exercise groups' 60-minute sessions were supervised three times a week, with heart rate recorded via heart rate monitor. The exercise groups were also advised to complete 'homework' exercise for the same amount of time while at home (although the details were not specified). The Nordic walking group completed approximately 3.6 kilometres for each supervised session. The outcomes for this study included weight, body mass index (BMI), lipid profile (total cholesterol, high-density lipoproteins, low-density lipoproteins, triglycerides) and blood glucose.

Results: Let me preface the findings by saying that both Pilates and Nordic walking resulted in numerous significant benefits, illustrated in Table 1, which is a great result for both modes of exercise.

Three of the parameters in the Nordic walking group had significantly better changes compared to the Pilates group; the fasting plasma glucose, total cholesterol and low-density lipoprotein cholesterol. The authors also commented that a substantially greater number of women (both exercise



The 30-second article

- Researchers investigated the physiological effects of Pilates and Nordic walking in overweight or obese post-menopausal women
- Pilates was chosen as being representative of a static exercise and Nordic walking was selected as a dynamic/aerobic exercise
- Weight, BMI (body mass index), lipid profile and blood glucose were measured
- The Nordic walking group had significantly better changes than the Pilates group in three areas.



groups) at the conclusion of the study met target (i.e. recommended) lipid values, which is another good finding.

Pros: This was a good study despite a couple of basic limitations. It is evident from this study that performing dynamic exercise such as Nordic walking could result in significantly better improvements, to key health indices, compared to performing Pilates.

Cons: Given the popularity of Pilates among younger as well as older individuals, it would have been interesting to have a subgroup of younger Pilates participants in the study. It would also have been beneficial if the researchers had reported the exercise intensity (i.e. heart rate) of both activities, as participants used heart rate monitors, although the authors primarily used the M51 monitors to estimate energy expenditure (this data is also not reported). Additionally, although only a 10-week exercise program, it would have been beneficial if the investigators had assessed body composition (i.e. lean mass and fat mass) as BMI does not take tissue into account, only weight and height, which is very discriminatory.


There was a second intervention included in this study, in which the researchers provided all participants with the same diet (total caloric value 1,500 kcals) which consisted of 60 per cent carbohydrates, 20 per cent fat and 20 per cent protein. Therefore the benefits seen in this study, particularly with regard to weight loss and subsequently BMI, is also a reflection of the dietary intervention. It would have been helpful to have, for example, one half of the participants in each group maintain their normal diets so that it would be clearer how much of the benefit could be attributed to the exercise and how much to the dietary changes. 

Table 1: Physiological effects of Nordic walking and Pilates

Parameter	Nordic walking	Pilates
Weight (kg)	-6.4%	-1.7%
BMI (kg/m ²)	-6.4%	-1.7%
Fasting blood glucose (mmol)	-3.8%	-1.6%NS
Total cholesterol (mmol)	-10.4%	-5.3%
High-density lipoprotein (mmol)	+9.6%	+3.1%
low-density lipoprotein (mmol)	-12.8%	-7.5%
Triglycerides (mmol)	-10.6%	-6.0%

NS = non-significant improvement

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

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

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Fitness Audio partner with PlayZone App for Cycling Studios

Fitness Audio has announced a new global partnership with PlayZone of Denmark. Available for Apple or Android for US\$4.99, the PlayZone app allows you to import and play class playlists and have two digital timers running, one showing accumulating class time and the other descending time for the track being played. Aerobic Microphones is packaging up its new Fitness Audio AeroLink Bluetooth Receiver with a universal grip stand to hold a smartphone, iPad Mini or iPad on a mic stand so that instructors can be totally cordless. For details, call Andrew on 02 8399 1052 or visit goo.gl/dANBo5



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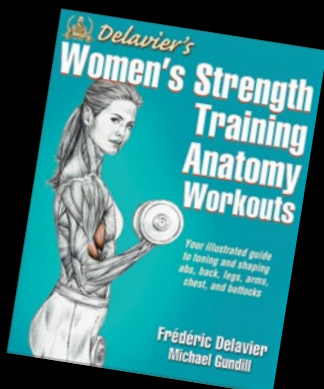
Is your website mobile ready?

The latest reports suggest that if you are conducting a search on your phone, Google will rank mobile-friendly websites higher in search results, meaning that a responsive website can be good for search engine optimisation. In 2014, 90% of smartphone users browsed the web daily. With mobile download speeds and data packages both increasing, a business without a responsive website is in danger of being left behind in favour of those that are easily accessible on the go. Get mobile ready by speaking to GYMLINKsites on **1300 496546**.



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The team at Vision Personal Training prides itself on its extensive face-to-face and online training and development. Whether you want to become the best trainer you can be, mentor other personal trainers or even manage or own a studio, Vision caters to you. Vision's ongoing training and development includes its Trainer Experience Program; nine-week Mentor Program; online ongoing trainer development; weekly mentoring by your manager/franchise owner; sales training; and studio management training. For more information visit visionpersonaltraining.com/careers



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YOGA FOCUS:

HINGEING AT THE HIP

Not every participant has the flexibility or proprioception to perform every yoga pose. By instructing hingeing at the hip, everyone can participate fully in class.

WORDS: LISA GREENBAUM

YogaFit creates multi-level classes that cater to everybody and every body. When we set up various poses and flows, we use what we refer to as SPA or Seven Principles of Alignment. With these safety principles in mind, we teach the safest and most comfortable options for each pose, for everyone in the room. Examples of this include teaching Mountain Pose with feet hip-width apart. Many people are comfortable performing this with feet together, but everyone is comfortable doing so with a wider stance and more stability. We will see this same pattern in the roll up/roll down from standing to Forward Fold. Though some have the proprioception to keep their bodies safe throughout this action, many do not.

Hingeing at the hip is the safest method to reduce strain in our lower backs and encourage core strengthening, while also teaching functional movement skills. When we teach our clients to fold at the hips and bend at the knees, we are showing them how to safely move through a neutral spine, reducing strain in their backs and promoting core and leg strength. To come back up, we instruct bending at the knees and lifting from the chest in order to keep a neutral spine: in this way we are teaching our clients how to lift properly using their legs and core strength for support over their back.

One of my favourite objections to yoga is 'I can't touch my toes!' Well guess what – everyone can touch their toes if they bend



Hingeing at the hip

their knees enough! It is the hip hinge that allows this. Flex at the hip joint, soften the knees and allow the belly to move towards the thighs, at the same time lifting through the pelvic floor muscles and engaging the transverse abdominus, ensuring internal core support. Practicing our Forward Fold in this way encourages a more central hamstring stretch while enabling the muscles of the mid/lower back to relax. This stretch can be enhanced by gently drawing up and engaging through the quadriceps.

Easy cues for participants to remember include: 'Folding at our hips, like closing a door or closing a book.' You can also ask participants to take their first two fingers to the crease of their hips and feel their bodies fold over their fingers as they move into Forward Fold. By teaching hingeing at the hip, you can set your clients up for success by promoting safe movement patterns. **N**

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

**Want to become a
YogaFit instructor?**

The YogaFit Fundamentals (parts 1 & 2) 15-CEC course, powered by Australian Fitness Network, is taking place across the country this Winter. Upcoming dates: 5 to 7 & 12 to 14 June, Perth; 19 to 21 & 26 to 28 June, Brisbane; 10 to 12 July & 31 July to 2 August, Melbourne; and 17 to 19 & 24 to 26 July, Sydney. For the next level, YogaFit Level 3: 9 to 10 June, Perth; and 15 to 16 July, Sydney; and YogaFit Kids: 24 June, Brisbane. fitnessnetwork.com.au/yogafit

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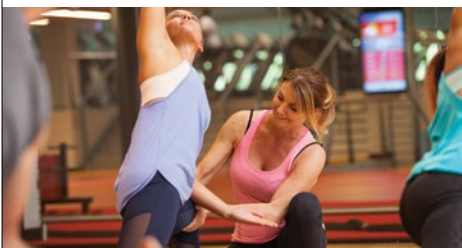


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Winter's coming... so let's plan!



In my home town of Toronto in Canada, Winter means something very different than it does Down Under. It means unpacking the mittens, boots and touques (pom pom hats) as we reacclimatise to sub-zero temperatures and lots of snow. In the fitness industry it means clubs, studios and classes are full as outdoor workouts remain only for the brave hearted (or foolhardy...)

In the Australian fitness industry, and at Network, the change isn't as extreme, but things are a bit different at this time of year. With FILEX done and dusted and the financial year coming to an end, it's time to evaluate, plan and prepare. At Network HQ we are working on a number of new initiatives that you can expect to see rolled out over the coming months:



Leadership, coaching and mentoring

In partnership with our good friends at Melbourne-based Fire Up Coaching, we are incredibly excited to bring to the fitness industry the very first Diploma in Leadership, Coaching and Mentoring. The skills you'll learn in this life-changing Diploma will enable you to confidently and positively impact all areas of people's lives – whether you're a personal trainer, fitness instructor or member of the club management team. Our first Diploma course starts in September 2015 in Sydney and Melbourne. Find out more at networkdiploma.com.au

Network LIVE/QFit/WAFIC

Over the past two years we have worked hard to grow our suite of live events from one – being FILEX – to four, catering to the entire Eastern Seaboard and Perth in Western Australia. For our regional events, including WAFIC in Perth (12-13 September), the recently acquired QFIT in Brisbane (24-25 October) and Network LIVE in Sydney (17-18 October), we have sourced the best presenters in Australia to compile an accessible and exciting program. For more information visit networklive.com.au



Network Membership

Finally, behind the scenes we are working on a revamp of our Membership services department to assess what exactly it looks like to be a Network Member in this day and age. In the coming months we will be looking for your feedback on what direction Network Membership should take, with the purpose of shaping the future of your career. If you have any immediate thoughts or feedback on the future of your Network Membership, feel free to contact me at the email address below.



Stay warm, stay fit!

Ryan Hogan, CEO
ceo@fitnessnetwork.com.au





Inspiration in your Gymbag!

Check out Network's online Member Gymbag for a wealth of inspiration to fire-up your members and clients! As a Network Member you have access to loads of resources, including posters you can print off and put on your walls, and memes for social media and online comm's.

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

In your expert opinion...



Stephen Parker, Group Ex instructor & Director of Fitness for Life

Q I'm ready to learn a new Group Ex program to instruct, but not sure which one to choose?

A Good on you for adding another string to your bow! Here are a few considerations to help you make your decision.

Firstly, love what you do! It may seem obvious but it's crucial to select a program that you love participating in yourself. You'll be a better teacher when you have a genuine interest in the workout, and your desire to learn will also be greater.

Next up, be a star! Choose a program that you are technically good at. Even if you love to participate in a workout, you may not have leading technique or execution.

Then consider how much work you could get instructing the program and how many classes are available on the timetables in your area. I recommend teaching a minimum of two classes per week per program to build your skills and maintain program fitness.

Finally, teach me grasshopper! Another big consideration is the availability of post-training mentoring by an experienced instructor. Line up someone who is willing to mentor you for at least three months after your training. Also, get to know your fellow program teachers. Build relationships with them, participate in their classes and see what and how they teach. This will also create a network of cover instructors.

Upskilling is essential for keeping our industry moving forward and having fitness professionals with knowledge and experience. Most accredited training will also carry CEC/PDP points which are essential for your professional registration (and training expenses are tax deductible.) All the best with your decision and training!

Got a fitness question for Network's industry experts?

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



WHAT'S ON?

As the days get shorter and those social engagements of the warmer months fade away, why not take the opportunity to fill your days with some top notch professional development? Network presents a wide range of ongoing education opportunities, many with CECs/PDPs attached. Details on all of these can be found at fitnessnetwork.com.au/calendar



Schwinn Cycling Instructor Certification

4 July Sydney, NSW
15 August Melbourne, VIC



YogaFit Fundamentals Instructor Training (parts 1 & 2)

5 to 7 & 12 to 14 June Perth, WA
19 to 21 & 26 to 28 June Brisbane, QLD
10 to 12 July & 31 July to 2 August Melbourne, VIC
17 to 19 & 24 to 26 July Sydney, NSW



YogaFit Level 3

9 & 10 June Perth, WA
15 & 16 July Sydney, NSW



YogaFit Kids

24 June Brisbane, QLD



Animal Flow Level 1 Instructor Workshop

20 & 21 June Melbourne, VIC
11 & 12 July Sydney, NSW
1 & 2 August Brisbane, QLD



FIRE UP Coaching's Mindset Coaching Workshop

12 & 19 June Melbourne, VIC
24 & 25 July Sydney, NSW
7 & 8 August Brisbane, QLD



WAFIC

12 & 13 September Perth, WA



QFIT

24 & 25 October Brisbane, QLD



Network LIVE

17 & 18 October Sydney, NSW





GETTING SOCIAL

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

Husbands' physical activity predicts wives' mental health

A Yale University study found that if you exercise regularly, you won't only improve your own mental (as well as physical) wellbeing, but also that of your spouse.

Kathy: Now that's interesting... Ladies, if you are not into going to the gym, just make your partner go... it turns out that's good for YOU too ☺

Hayley: If you are around a partner you're going to influence each other and your moods. Exercise is great for improving mental health... It makes sense that if your wife or husband is physically active, you're both going to experience a more positive relationship!

An affectionate tongue-in-cheek tribute to Aerobics Oz Style

The triplej breakfast radio hosts travelled back in time to appear in a classic Aerobics Oz Style workout with the legendary Wendi Carroll, Michelle Dean and crew.

Wendi: Just went on the morning show with Matt and Alex. Had lots of fun. Thanks for posting AFN x

Michelle: Haha!!! Brilliant. ...Good old AOS... Good for a laugh x

Gazza: Flashback 6am television!



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CONFRONTING, OVERWHELMING AND ASTONISHING

Network's Education Manager, Alisha Smith, recently attended the Be Activated Level 1 Workshop, delivered by South African body 'Shaman' Douglas Heel. Here's what happened.

"Walking into the Be Activated workshop alongside a bunch of other unsuspecting health and fitness professionals, I was totally unprepared for how amazing, controversial and utterly life changing the next two days would be.

Having watched hours of video footage of past presentations and heard first-person accounts of the impact of his work, I was expecting improvements in my own mobility, strength and performance – but the level achieved was phenomenal. After just 60 seconds of hip activations, so intense that I was reduced to sobs under Douglas' hands, I achieved a physical goal

I'd been trying for years to master – flat-to-the-floor middle splits.

In 16 hours with Douglas, each as confronting, overwhelming and astonishing as the last, I'd had almost every concept of human movement and functional anatomy challenged. From the very foundation of the initiation of movement, through to how to actually activate my lagging and uncooperative glutes (hint: if you're not looking to the back of your neck for answers, you're looking in the wrong place), Be Activated, purely and simply, made sense.

Perhaps the most unexpected change was what I experienced psychologically, as the physical and emotional trauma I'd encountered throughout life was literally wrung from every tight, sore, obstinate muscle in my body. Walking out at the end of day two, I felt more powerful, mobile and

connected to my body than ever before, and more positive, weightless and aware than I'd been in years. Be Activated Level 1 promises to change your body – and it will – but it also has the power to change your life, if you let it."

See feature on page 14 for an introduction to the unique Be Activated system.





MEMBER PROFILE:

MARIAN ROBERTSON GROUP EXERCISE INSTRUCTOR, NSW



Working as Event Crew at FILEX 2015



Where do you live and work?

Queenscliffe, near Manly on Sydney's Northern Beaches.

What fitness qualifications do you hold?

I became a qualified fitness instructor in 1989.

What is your main role in the fitness industry?

Group exercise instructor specialising in teaching older adults

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

I moved to Australia from the UK in 1979 when I was in my mid-twenties. I was a registered nurse and soon started working in Royal Prince Alfred Hospital (RPA) in Sydney. I was always into keeping active (I've since played competitive squash and tennis and have been playing golf for 20 years), but my interest in helping others get fit started in the nurses' home next to the RPA. With a tiny cassette player by my side I started teaching, mostly grapevines and easy steps, to four or five fellow nurses. I ended up leading a class of 40 girls every week. So, I decided to do

the right thing and became registered and qualified in 1989.

After that I started hiring local community halls to teach group exercise classes for the over 40's and then the over 50's, which I kept up for the next 25 years. I then decided to take a break from my own business of teaching and worked for 18 months at Virgin Active setting up the Young at Heart program there. After that I started some volunteer work with a cerebral palsy organisation. I'd stepped aside from the fitness industry for a little while, but it wasn't something I could stay away from for long, despite facing a rather big challenge.

Can you tell us more about this challenge?

A couple of years ago I noticed that my fitness regime was getting noticeably harder to maintain. I thought it was my age, so I went to the doctor and had a blood test which revealed that I had lymphoma. I was very surprised as I had no other symptoms. Fortunately for me it's slow growing. I had some treatment last March and I'm feeling really well now. I recently decided that I wanted to go back and re-register to teach older adults again.

What are the best aspects of teaching Group Ex?

Exercising to music is amazing: it has always motivated me to work harder and the class time just flies by. I love watching people smile, being happy and singing along to Elvis and The Beatles, not realising they are investing in their health.

Any specific highlights?

A career in fitness has many highlights, but one that always stands out for me is taking a fitness routine at my two girls' primary school with over 100 kids dancing in front of me (my daughters in the front row). I'm

really happy that my girls (now grown up!) now also work as fitness instructors in their spare time.

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

I recently volunteered as Event Crew at FILEX – which was amazing (and I got through it, hooray!). I am positive I can still help people improve their fitness levels and start enjoying their lives to the full.

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

Always try and live in the present, and do your best at whatever life throws at you.

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

I would love to host Paul McCartney and Michael Jackson because I love their music and always play some in my classes. Jamie Oliver too, because I love his recipes, and last but not least Mrs Lisa Champion – she's a lovely lady and always takes time to say hello and ask how things are. **W**



Marian's ever-supportive husband and daughters

Want to be profiled in the next issue?

For details email editor@fitnessnetwork.com.au

RECOGNISING PROFESSIONAL KNOWLEDGE AND SKILLS

A revamped registration system aims to enhance your professional and public profile.

WORDS: LAURETTA STACE

Your clients trust you with their fitness and health. Now it's time for you to be recognised for your commitment to client safety, industry standards and providing quality service.

To achieve this recognition, Fitness Australia has enhanced its exercise professional registration system and overhauled its website, fitness.org.au.

The Register of Exercise Professionals

The enhanced system is based on industry research identifying the four core job roles for exercise professionals, and an acknowledgement that an extensive list of categories was confusing to consumers and other stakeholders like health professionals.

The categories are:

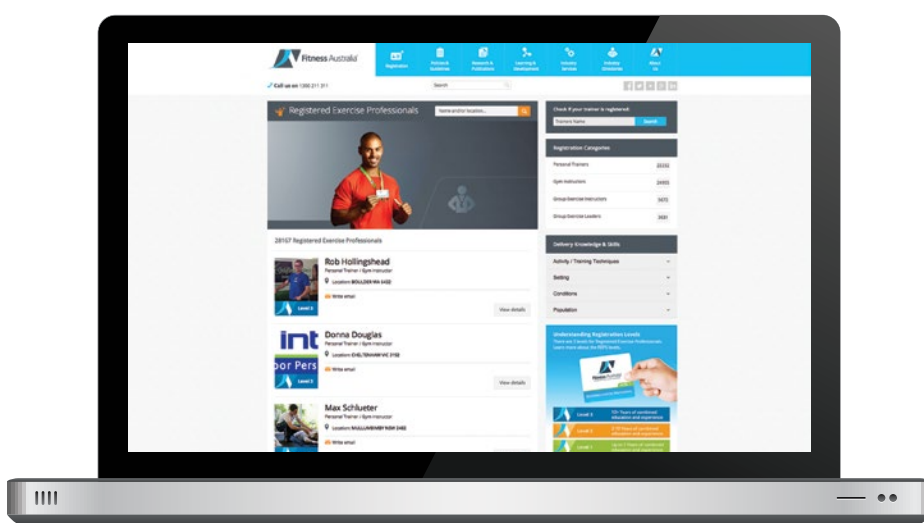
- Personal Trainer
- Gym Instructor
- Group Exercise Instructor
- Group Exercise Leader.

Verifying your knowledge and skills

In addition to your registration category, your online exercise professional registration profile will display a new delivery knowledge and skills listing that represents the continuing education you've attained over time.

Delivery knowledge and skill areas might include settings, activities, population groups or client conditions you're able to work with, based on your qualifications and continuing education. For example, a GP can find a local trainer who's registered and has verified knowledge and skills to work with older adults or pre and post-natal women.

Categories that are not being carried forward under the enhanced system (Aqua, Older Adults, Children) are now profiled through the delivery knowledge and




skills listing, as they represent settings or population groups that a registered exercise professional might work with.

The delivery knowledge and skills listing is extensive, with over 60 choices, including:

- Activities, such as Bootcamp, Strength & Conditioning, Kettlebells training
- Setting, such as Aqua, Outdoor
- Conditions, such as Diabetes, Asthma
- Population groups, such as Children, Older Adults, Women.

Registered trainers and instructors can log in to their profiles and add new skills to their CEC Diaries, where they'll be able to upload relevant documentation as evidence that they've completed approved CEC

programs and events. This is the first time that registered exercise professionals will have a public profile of continuing education programs they have completed. 

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



“

For example, a GP can find a local trainer who's registered and has verified knowledge and skills to work with older adults or pre and post-natal women.

”



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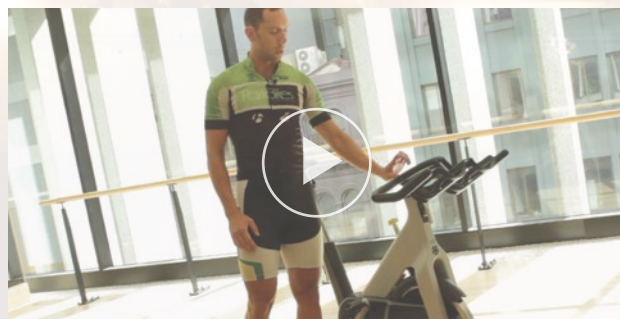
GROUP EX, MIND BODY AND TRAINING INSPIRATION

This quarter we look at some Winter warm ups across a range of class types. |



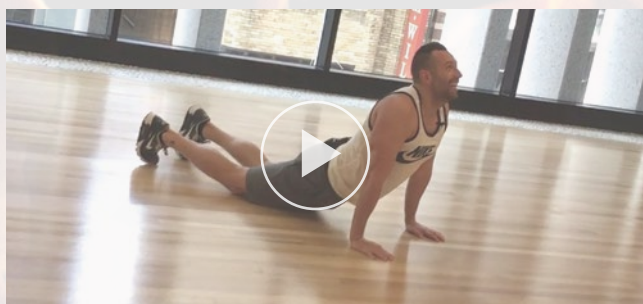
DANCE FITNESS: Let's Get Ready to Dance! with Amy Townsend

Ideal for any dance or movement class, this warm up gets the blood pumping through a series of movements and dynamic stretches. Remember: the warm up is not just a chance to physically prepare your class, but to mentally prepare them as well. Be exciting, be enthusiastic and give your participants the best opportunity to get the most from their workout!



Bike Set-Up with James Lamb

Taking the time to help your participants achieve the correct bike set-up will prevent overuse injuries. Being seated in the most efficient position on the bike will also improve performance and maximise the benefits achieved in each class. As an added bonus, it will also reduce the amount of time you need to spend coaching and correcting form during class.



Mobility Warm Ups with Greg Sellar

The purpose of your warm up phase isn't necessarily to increase core body temperature. The most important thing is to make your warm up or exercise prep relevant to what you're about to do. This mobility warm up shows sequencing for the major joint series – the shoulders, hips, spine, knees and ankles – as well as some posterior chain work for complete activity readiness.

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 **Move, Stretch and Breathe**
with **Searle Choudree**

Discover how to wake the body up and get the muscles primed and ready for movement. These movement patterns work through the different fascia lines of the body and allow your body's proprioceptors to give feedback to your balancing muscles. Learn how controlled breathing allows the body to relax and go further into a stretch.



 **Time to play with Balloon-irates!**
with **Wendi Carroll**

What happens if 40 people turn up to your Pilates mat workout but you only have 20 rings? Here's a simple solution. Balloons embody fun, and participants will love playing and warming up with them! Discover some great exercises, and be inspired to create more of your own. But beware: some people have a fear of popping balloons, so check this prior to the class commencing!



PRESENTER PROFILE: **AMY TOWNSEND**

The owner and director of Aussie Bodz in Coogee, NSW, Amy's career is consumed by health, fitness and the performing arts. With Certificates III and IV in Fitness, she is a registered fitness professional who works as a group trainer, fitness presenter and dance teacher.

Amy has recently developed a high intensity dance-fitness program, UMOVE, which has a specific focus on cardio, conditioning and coordination in a positive and energising environment. She is passionate about helping people find the right exercise regime so they can learn to love their healthy lifestyle. Holding the belief that you never regret a workout, Amy applies Jerry Rice's philosophy to her lifestyle: 'Today I will do what others won't, so tomorrow I can do what others can't!'

Her enthusiasm and love for this industry are what drive Amy each day to stay healthy and motivate others to do the same. aussiebodz.com.au



Watch these videos at fitnessnetwork.com.au/choreo

STAY ON THE TREADMILL: TIPS TO REDUCE EQUIPMENT DOWNTIME

By investing in well-built equipment you can minimise downtime – and damage to your brand.

WORDS: JACK TRUMMER

‘OUT OF ORDER.’ Those are three words no fitness facility owner or member wants to see. Recurring equipment problems can seriously damage the brand of your club. In addition to provoking a torrent of complaints at your front desk, ‘OUT OF ORDER’ signs can have a significant impact on member recruitment, retention and ancillary revenues. To prevent this from occurring, you must find ways to reduce the number and duration of equipment outages. That means sourcing equipment that ticks the boxes of dependability, longevity and ease of service. Here are five features to look for that can drive service time down and satisfaction up.

1 Built-in diagnostics

Diagnostics give you a critical window into the performance status of your equipment, alerting you to potential service issues before they are compounded by additional factors. By improving the speed and accuracy of error detection, such diagnostic tools cut down on warranty costs and major repairs.

2 Networked fitness

By networking all of the treadmills within a fitness facility and then studying their usage trends, you can optimise the layout and configuration of your club to reduce equipment wear and tear. For instance, you can monitor whether a popular treadmill is being overused. To reduce the strain on valuable equipment, you may rotate treadmills at that location from time to time, or influence traffic patterns to encourage a more even distribution of equipment usage.

3 High quality production and assembly

You should source equipment from established manufacturers with state-of-the-art production processes. You get what



you pay for. The better the materials and assembly of your equipment, the less time and money you’ll spend on service issues. Rollers, for instance, are among the items most frequently replaced on a treadmill due to bearings failures caused by friction and impact. Look for a manufacturer that makes its rollers from raw, cold-rolled steel and uses high-quality bearings that significantly reduce the rate of roller replacement.

4 Easily replaceable and reversible parts

Even with proper maintenance and care, certain treadmill parts will inevitably become worn after extensive use. Look for treadmills that are designed so that service technicians can swap out the belt and deck without having to disassemble the trim strips or side frame, and without having to move the treadmill from its location. Some even have reversible decks, allowing club owners to double the life

of the running surface by simply flipping the deck over to the other side.

5 Easy-to-clean surfaces

Designing treadmills so that they are easy to clean sounds simple, but it’s amazing how many manufacturers get this wrong. Treadmills should be free of small cracks and seams where food and dirt particles can become lodged and impossible to reach.

Eliminating ‘OUT OF ORDER’ signs in your facility starts with selecting the right equipment. By making the right choices, not only will your service costs drop, but your members will thank you for making sure their favourite machine is always ready and waiting for them. **M**

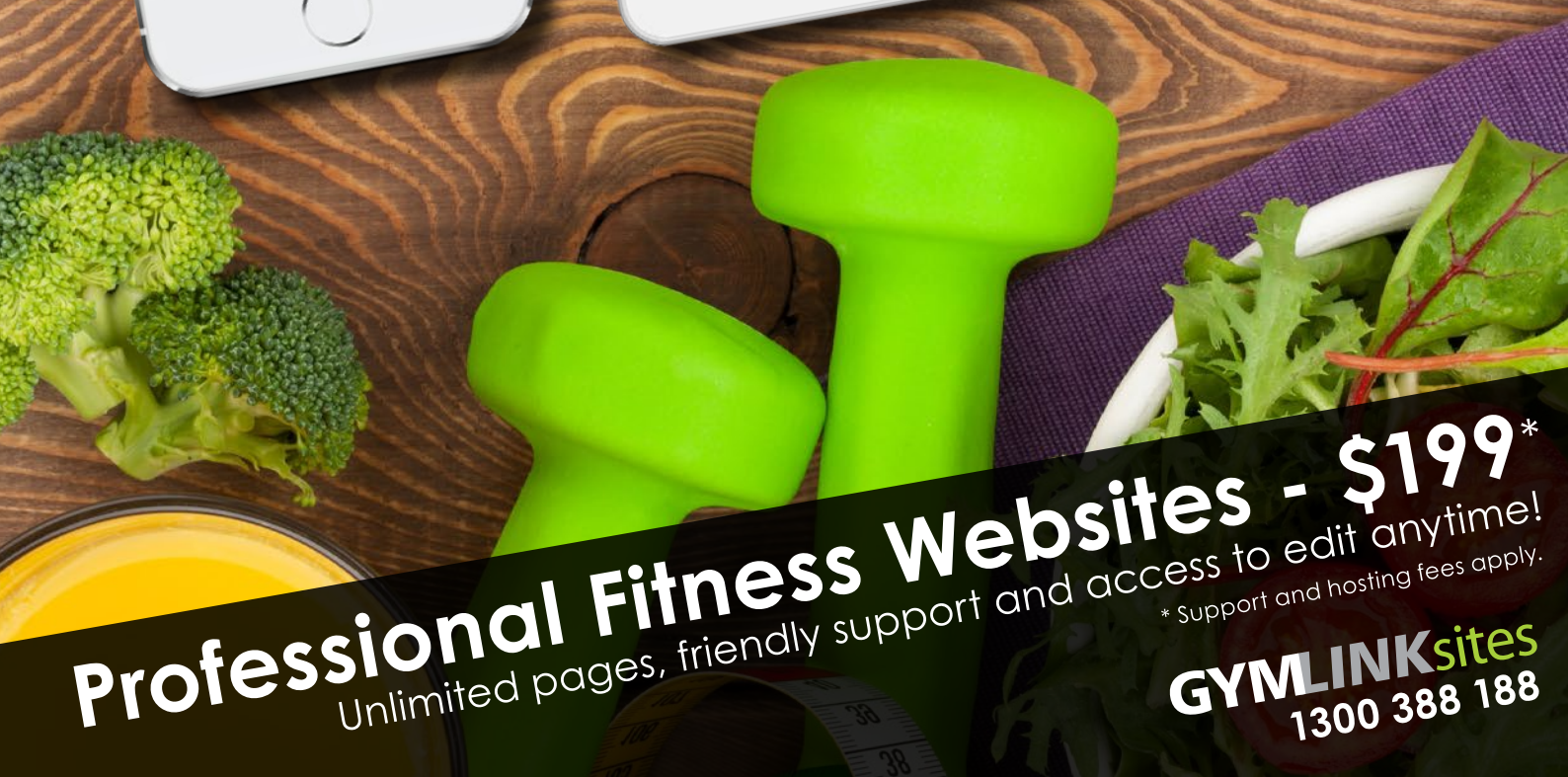
Jack Trummer is vice president of sales for the Americas and APAC region for fitness equipment brand Precor. Precor recently launched its new Experience Series treadmill, which is based explicitly on operator, exerciser and service technician feedback. precor.com/en-au/coaching-centre

“ ‘OUT OF ORDER’ signs can have a significant impact on member recruitment, retention and ancillary revenues. ”

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WHAT IS...?

KX BARRE HIIT

What happens when you cross the training method du jour with a dance-inspired fitness routine?

High Intensity Interval Training (HIIT) – essentially a series of very short, super-intense, cardio-strength intervals interspersed with short recovery periods – has been enjoying its time in the fitness limelight for a while now. Barre workouts, which feature ‘sculpting and toning’ moves to create long, lean muscles, have also been gaining legions of grippy sock devotees. It was only a matter of time before the two collided to create a workout combining the best of both worlds.

Recent studies have shown that short HIIT sessions can be more effective at improving heart health, building muscle and assisting fat loss than *longer* moderate-intensity workouts. According to Aaron Smith, founder and CEO of the KX Group, it’s drawing people because it’s efficient and effective; ‘One short HIIT session will torch fat, build long, lean muscle, and boost your metabolism more than any other workout.’

So how does this intense style of training fit in with what could be viewed as a more genteel form of exercise, with its roots in ballet training?

Smith, together with the KX team, developed Barre HIIT by fusing ballet barre exercises, functional Pilates training and cardio fitness – and then adding a high intensity twist.

Barre training addresses the three components of functional fitness – balance, coordination and endurance. Using the barre and bodyweight to perform functional activities (pushing, pulling, squatting), barre exercises are performed in a variety of functional positions, from standing and sitting, to kneeling and single leg balance. When combined with the high octane nature of HIIT, the body uses fat and carbohydrates as its primary sources of fuel throughout both aerobic (cardio) and anaerobic (strength) training.

So what does a KX Barre HIIT session look like? The intensity of the 50-minute class, which combines high performance dynamic Pilates, ballet barre exercises and weights and bodyweight strength exercises, is increased by recruiting more muscle fibres in a short amount of time, and having shorter downtime between sets. In a nutshell, it targets the whole body through continuous, precise, controlled movements and functional exercises.

Currently located in studios across Melbourne, it may not be long before KX Barre HIIT goes national. **M**

MORE?

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TIPS FROM THE POOL DECK

THE POWER OF PREP

Preparation for an aqua fitness class involves more than just selecting the right music and moves.

WORDS: JENNIFER SCHEMBRI-PORTELLI

Choosing the exercises and tunes is not the only preparation you need to do for your upcoming aqua class. Your mental preparation will also have a huge impact on its success or failure.

Have you ever been preparing for your aqua fitness class and found the following thoughts drifting into your head?

- I can't be bothered
- I don't have enough energy
- It will be too hot on pool deck
- It shouldn't be my job to set up and pack up the equipment
- I'm over teaching aqua.

And, interestingly enough, your prediction turned out to be true?

Your thoughts become reality

Entering a situation with negativity only creates more negativity.

Luckily, we are free to choose how we feel and react to situations. In this situation you can use your free will to create a more positive experience for yourself and your participants. When an instructor truly enjoys teaching, their participants will benefit and feel enthused by their passion.

Affirmations are an effective way of improving self-confidence, positivity and general mental wellbeing. Can you remember *why* you chose to become an aqua instructor in the first place? Remind yourself that participants choose to attend the class and embrace what you have to offer, so you are making a positive difference to their lives. Begin the class focusing on the outcomes that have positive fitness, wellness and social benefits. Have a genuine belief that you are doing something that not only benefits participants who attend the class, but also yourself, and the class will ooze excellence.

Transform

Give your mind and body a refresher by participating in someone else's aqua class. Perhaps experiencing all those wonderful soothing, therapeutic qualities we love about the water from the perspective of participant will reignite your aqua instructing passion and your creativity!

As much as regular repetition of the same move allows participants to become proficient, evidence demonstrates that change is also important for the mind and body. A fresh stimulus challenges the body and promotes the development of strength, coordination, balance, posture and general fitness. Get in the water, get inspired and incorporate your new ideas into the plan for your next class.

Steps to making it happen

Challenge yourself to create one or two (or eight!) new aqua moves you've never used before, maybe grabbing a piece of equipment and seeing what you can come up with. Practise the new moves until you're confident enough to implement them in your next class.

Demonstrate with technical skill, but also recognise your own personality, passion, flair and commitment; doing so is an important part of class preparation that will shine through to your participants, taking you from being a good to a great aqua instructor. **N**

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



Remind yourself that participants choose to attend the class and embrace what you have to offer, so you are making a positive difference to their lives.



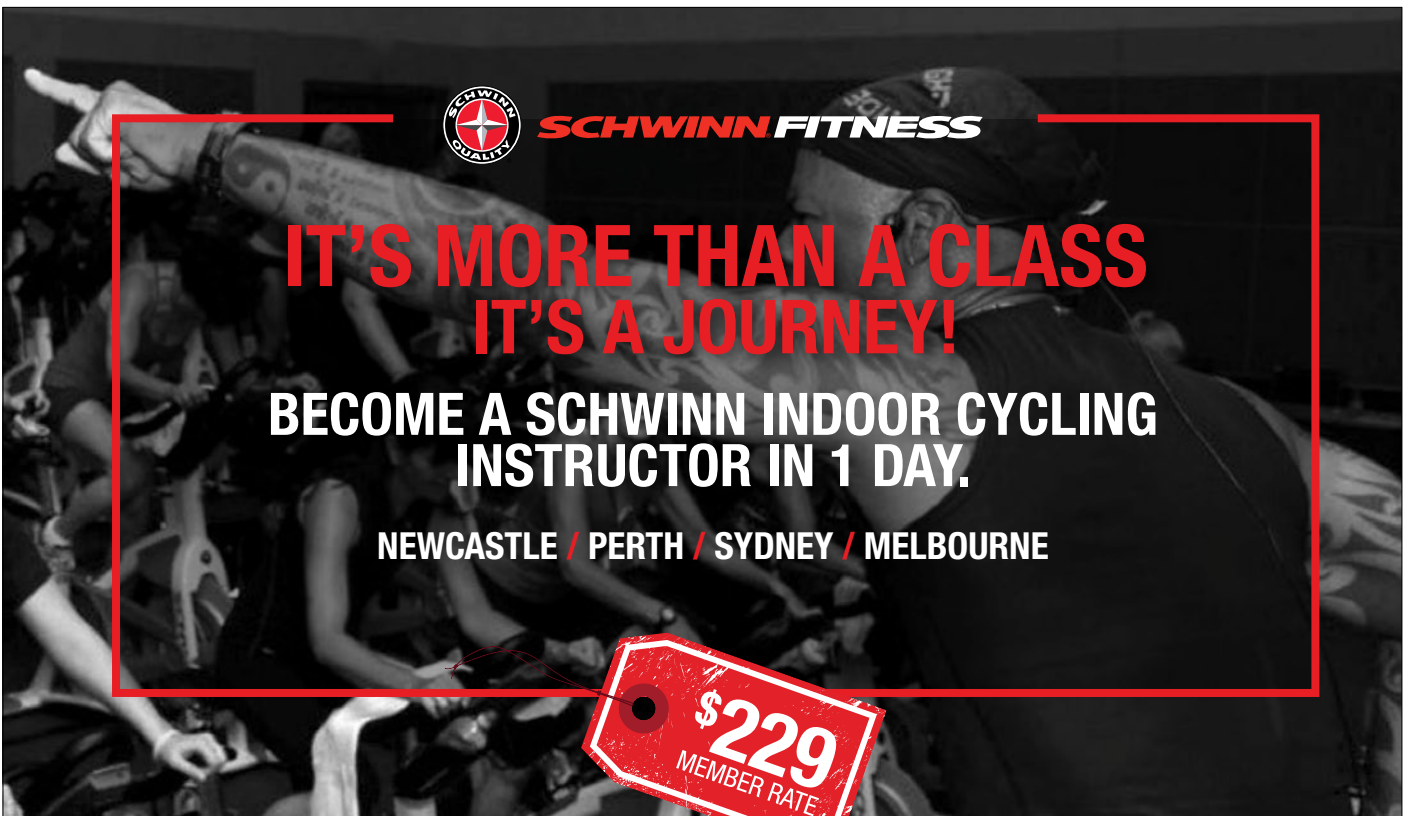
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FAREWELL FISH OIL?

WHAT YOUR CLIENTS SHOULD KNOW ABOUT ALGAE SUPPLEMENTS

Many clients take omega-3 supplements in the form of fish oil. But could it be better to cut out the 'middlefish' and go straight to the source?

WORDS: RYAN ANDREWS

If you or your clients are confused about omega-3 supplements, you're not alone. With all the options out there, not to mention the conflicting advice, it's no wonder that people walk out of the vitamin store empty-handed – or buy supplements but leave them to collect dust in the medicine cabinet.

But there are some potential benefits to various supplements. Here's why algae oil supplements might be a good option for some people.

What is algae, anyway?

One of the most abundant forms of life in the world, algae are marine-based photosynthesising organisms – living things that inhabit water and make energy from sunlight.

In other words, they're plants in water. But because they lack many of the features of land-based plants (leaves and roots), algae are categorised differently.

There are simple algae – one-celled organisms – and then there's seaweed, which is just a bunch of algae that decided to go into business together.

Why are algae so good for you?

In essence, algae have three components that make them nourishing to eat:

- **Phytochemicals:** we know that these plant pigments, including chlorophyll, can be beneficial to human health, although we don't know all of the phytochemicals or exactly how they work.
- **Omega-3 fatty acids:** these include

eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Most of your clients probably associate omega-3s with fish oil supplements, but in fact they originate in algae.

- **Marine minerals:** algae absorb minerals like iodine, magnesium, potassium, and calcium. Consuming iodine from dietary sources such as seaweed is essential for thyroid health.

What your clients should know about algae oil supplements

Sure, there may be green stuff growing in your goldfish tank, but I don't recommend you lick it (leave it for the plecostomus, those funny fish that suction their way along the panes of the aquarium).

Algae oil supplements are produced under strictly controlled laboratory conditions

– meaning they've got a respectable concentration of the nutrients listed above.

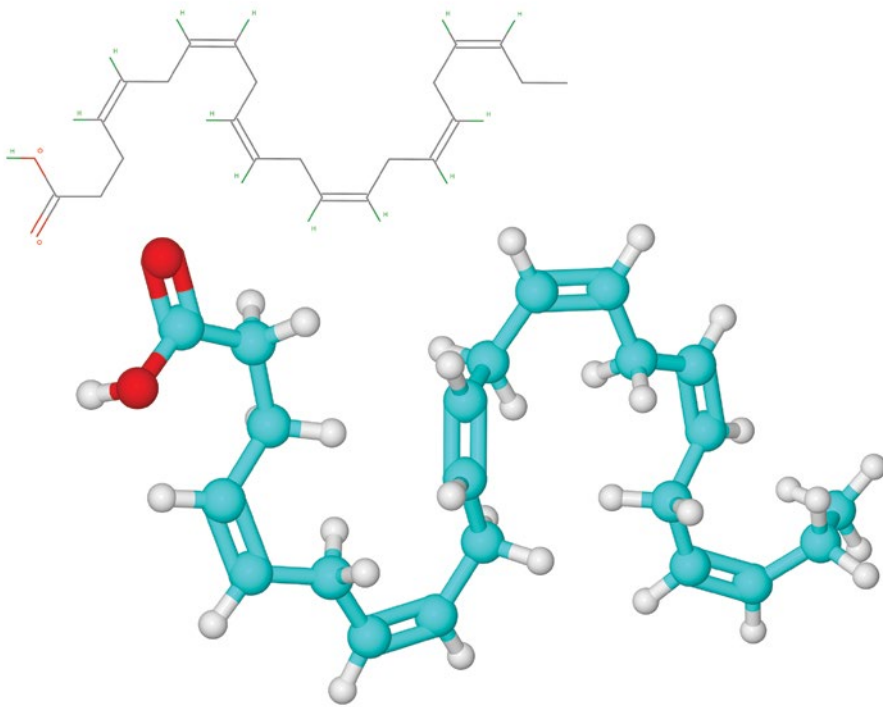
Specifically, algae oil supplements may be your clients' best bet at increasing their intake of omega-3 fatty acids.

Omega-3s can improve:

- cardiovascular function
- nervous system function
- immunity
- memory and concentration
- mood
- neurotransmission
- insulin sensitivity and nutrient partitioning
- body composition.

Human beings evolved on diets consisting of marine life, wild game and/or inland plants. This type of diet provided sufficient omega-3 fats, which resulted in an omega-6/omega-3 ratio that's estimated to have been between 2:1 and 8:1 for our ancestors.





The 30-second article

- With all the options and conflicting advice, many people are confused about which omega-3 supplements to buy
- The typical modern diet doesn't deliver sufficient omega-3 fatty acids, which benefit cardiovascular health, the nervous system, memory, mood, and more
- There's evidence that the human body metabolises omega-3s — and particularly DHA — better from algae oil than from fish oil
- Clients may also prefer algae oil over fish oil because of issues like overfishing and contamination.

In the developed world, the typical diet has evolved to provide an omega-6/omega-3 ratio that's closer to 10:1 (or more). This is likely due to the shift in dietary staples, which generally do not include foods like flax, hemp, walnuts, perilla, green leafy vegetables, chia, fish and algae.

Sure, you could tell your clients to eat more fish — which tend to be included in some of the healthiest traditional diets — but with algae, you cut out the middleman (or, more accurately, the middlefish).

Fish contain high levels of EPA and DHA because they eat algae that contain it. You'll be a hero if you tell your clients to get these important nutrients directly from the original source. And you can avoid some of the heavy metals that accumulate in fish that are higher in the food chain.

How does algae oil compare to fish oil?

In terms of efficacy, the two supplements appear to be similar.

Supplementing anywhere between 200mg and 2000mg of algae oil per day appears to elevate blood levels of DHA and EPA. This dose may also have a favourable influence on blood lipids, control inflammation, and moderate blood pressure.

One thing that often confuses people is the difference in recommended doses between algae and fish oil. A typical algae oil dose is 200mg, whereas fish oil's is around 1200mg. A discrepancy like that can be a barrier to choosing, buying, and taking a supplement.

Here's how to explain it to your clients: the omega-3s, and particularly the DHA, in algae seems to respond quite favourably in the human body, making the algae beneficial to health even at much lower doses.

This does give algae oil a bit of an advantage over other options, especially since there's evidence that, as omega-3s go, DHA is the main player in delivering health benefits to the brain, blood, and organs. That said, more research needs to be done to confirm optimal dosing levels for algae oil supplements.

Why not just eat flax?

Another omega-3 fat, alpha-linolenic acid (ALA) is very concentrated in flax and chia. Why not just stick with these whole foods?

You could, but while the human body is capable of turning ALA into EPA, the conversion rate varies and tends to be low. It's not a big surprise, then, that if you depend on flax and chia, you'd likely see an

ARE ALL ALGAE SUPPLEMENTS CREATED EQUAL?

With all the different algae supplements on the market, you may be wondering which kind is best. Here are some tips:

Pay attention to sourcing

Where the omega-3 in the algae supplement comes from will vary, depending on the manufacturer. Powders, including spirulina and chlorella, are simply dried algae. Algae oils are made by extracting moisture from one or more microalgae.

Consider contaminants

Algae can accumulate heavy metals, including mercury, and some algae are grown in environments that contain other toxins as well. Most algae oils go through a process that removes contaminants (and they tend to be created and sold by people who care about this issue).

Make sure there's been a quality check

Whether you go with an oil or a powder, check the manufacturer's website to confirm that they're reputable and have a process for removing contaminants (or sidestepping them entirely). Some companies check for this, and some don't. If the supplements you buy are contaminated, the health risks will outweigh potential benefits.





Most of your clients probably associate omega-3s with fish oil supplements, but in fact they originate in algae.



increase in your ALA level (which might have some benefits), but EPA and DHA could still be low.

Various factors diminish our ability to convert ALA into EPA, including:

- a diet high in saturated fat, trans fat, cholesterol, and sugar
- elevated blood sugar
- genetics
- high stress
- deficiency of zinc, magnesium, calcium, biotin, vitamin C, vitamin B3, or vitamin B6
- excessive vitamin A or copper
- unbalanced fatty acid ratios (too much omega-6)
- medications
- high alcohol intake
- gender (women seem to convert ALA to EPA better than men)
- advancing age (older people don't convert ALA to EPA as well).

So, while flax can be a moderate help in improving fatty acid balance, it probably won't do much good for clients whose overall diets are poor.

Why not just stick with fish oil?

Fish oil supplements may seem more familiar to your clients, but once you clue them in, they may be inspired to replace it with algae oil.

Beyond the lighter dosing you get with algae, the following reasons may affect their decision:

1. Overfishing

If everyone decided to eat more fish and/or take fish oil, we wouldn't have enough fish.

One study found that if current overfishing and pollution patterns continue, we can expect to see a complete collapse of world fish populations by 2048.

Ninety per cent of the small fish caught in the world's oceans each year are processed to make fishmeal and fish oil. While these species, including anchovies, sardines, mackerel and menhaden, do tend to be more resilient to fishing pressure since they reproduce faster, that's not enough to slow the overall decline in marine populations.

According to the United Nations, two-thirds of the world's fish are already either depleted or fully exploited. You have to wonder if some of this might be due to the recent 3,000 per cent increase in fish oil sales.

And fish farms aren't the answer: around one

kilogram of wild fish is required to produce half a kilogram of farmed fish, because many larger farmed fish consume diets containing smaller wild fish.

The problem touches other aspects of the human diet, as well. Along with factory-farmed fish, pigs and poultry consume 28 million tons of fish each year (roughly fifty times the amount of seafood eaten by Australians).

2. Contaminants

Fish concentrate not only EPA and DHA from algae, but environmental contaminants like polychlorinated biphenyls (PCBs) and the pesticides DDT and Dieldrin.

Over the past 20 years the ocean's mercury levels have risen about 30 per cent. This means people around the world could be increasingly exposed to mercury from eating seafood and taking fish oil.

Important note for your female clients: about 6 per cent of US women exceed the amount of mercury that the Environmental Protection Agency says is safe during pregnancy. In the US, while most fish oil supplement companies verify that they have met the strictest US standards for eliminating contaminants, there are still unpurified fish oil supplements available that contain unsafe levels.

Although algae contain some contaminants, potential for highly concentrated levels is limited.


3. Karma-light supplementation

Some people choose not to eat animals and thus prefer to get their omega-3s from plant foods.

Summary and recommendations

Most clients will benefit from omega-3 supplementation because their omega-6 intake is so high. The fish oil supplement recommendations that exist today are based on a high omega-6 intake. In general, humans would need fewer omega-3 supplements if our diets were more balanced.

Most algae oil supplement manufacturers recommend between 300 and 500mg/day. While that may be enough for those with a balanced fat intake from food, some clients might get bigger health benefits by consuming up to 1000mg/day of combined EPA/DHA per day from algae, split between two doses. Specific conditions may warrant more or less, so be cautious (too much EPA/DHA can lead to problems, as well).

Finally, clients who do decide to go down the algae oil route should keep the supplements away from light and high temperatures and store them in a dark, cool place. 

Ryan Andrews is a coach at Precision Nutrition (PN), the world's largest private nutrition coaching and certification company. He's also co-creator of PN's Certification program for fitness professionals. precisionnutrition.com

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MEND BEFORE YOU STRENGTHEN

CORRECTIVE EXERCISE

PROGRAMMING

Before you focus on clients' strength, you need to work on reconditioning and rejuvenating damaged tissues.

WORDS: JUSTIN PRICE

With almost 90 per cent of personal training clients experiencing muscle and joint pain, corrective exercise programming should be a mainstay of today's fitness regimens. Following the rule of gradual progression that underpins all successful program design, clients' movement imbalances and musculoskeletal deviations should be addressed logically and sequentially. Reconditioning and rejuvenating damaged tissues should be a priority before attempts at dynamic stretching or strengthening movements are made.

When designing a corrective exercise program, incorporate activities that accomplish the following goals in the order listed below:

1. regenerate and release the fascia, muscles and tendons
2. realign and increase blood flow and range of movement to structures
3. strengthen the muscles and challenge the nervous system.

In other words, effective corrective exercise programming should begin with the introduction of self-myofascial release techniques, progress to stretching, and then to strengthening exercises (Price, 2010).

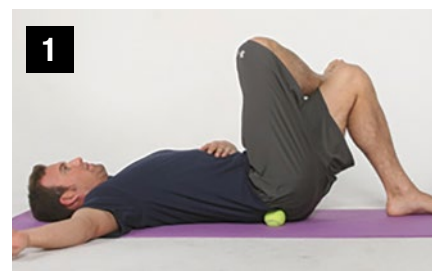
Self-massage

Self-massage regenerates and rejuvenates soft tissues that have become adversely affected by chronic malalignments (Abelson, 2003). These types of exercises are usually easier for clients to perform than more complex, movement-based exercises. Moreover, in addition to promptly reducing painful symptoms, the success clients achieve with self-massage helps build their confidence.

Two popular kinds of self-massage are:

1. self-myofascial release
2. trigger point massage.

Self-myofascial release (SMR) is a massage technique of applying continual pressure to an area of the fascia that contains restrictions or lacks movement. The sustained pressure stimulates circulation to the area, reduces pressure build-up from sluggish blood flow, and restores suppleness to the myofascial tissue (Barnes, 1999). Trigger point massage differs slightly from SMR in that it is intended to target a very specific area of a muscle (or the surrounding fascia). Trigger points are so-called because they trigger a painful response to the surrounding area when stretched, moved, or touched. Both



Using a tennis ball to help recondition the soft tissues of the buttock

techniques are very effective for preparing the soft tissue structures of the body for movement at the beginning of any corrective exercise program or exercise session.



Teach clients how to use massage aids such as foam rollers, tennis balls, golf balls, squash balls, or trigger point therapy sticks (such as a Theracane®) and electronic massage devices, as well as their hands and fingers, to perform self-massage. Recommend techniques that clients can replicate at home, the office, or anywhere they feel completely comfortable.

An example of a self-massage technique would be using a tennis ball to help recondition the soft tissues of the buttock area (i.e. glutes and hip rotators) (photo 1).

Stretching

Once the self-massage techniques have helped deconditioned soft tissue structures become more fluid and healthy, it is time to use stretching to increase the comfortable range of motion for the muscles, fascia, tendons, ligaments and joints. Stretching involves elongating and lengthening muscle fibres (and their accompanying soft tissues and fascia) in order to restore blood flow and elasticity to those structures (Walker, 2007). Many different types of stretching exercises can help facilitate flexibility/mobility and



When a client's muscles cannot activate correctly, it is important to get them firing again before attempting to engage them in dynamic movements.



retrain movement in those parts of the body that have become dysfunctional as a result of chronic malalignment (Alter, 1996).

Three common stretching techniques are:

1. passive
2. active
3. dynamic.

Each technique, which should be used in the order listed above, offers a unique benefit to clients as they prepare for the next stage of their corrective exercise program.

Passive

Passive stretching involves holding a static position for a predetermined amount of time to achieve an increased range of movement around a joint or number of joints. Passive stretches are a good choice to use at the beginning of a stretching program. An



Seated lower back stretch

example of a passive stretch would be a seated lower back stretch (photo 2).

Active

Active stretching involves a concept

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Standing calf stretch

known as reciprocal inhibition, which is based around the notion that in order for one muscle group to relax, its antagonist muscle or muscle group must contract (e.g. contracting the quadriceps to enable the hamstrings to relax). A passive stretch, such as a standing calf stretch (photo 3), can be turned into an active stretching exercise by activating the tibialis anterior (i.e. pulling the toes of the back foot up toward the shin).

Dynamic

Dynamic stretching mimics functional movements. It involves the use of concentric activation (i.e. contraction) of certain muscles to move bones while other muscles eccentrically load (i.e. lengthen with tension like a bungee cord) to allow joint motion to occur with minimal stress to the joint. This type of stretching helps clients learn to perform a desired range of movement in a controlled and coordinated manner. An example of a dynamic stretch would be adding a step backward to the calf stretch pictured in photo 3. These types of stretches help clients progress from the stretching to the strengthening components of their programs more successfully.

Strengthening

Once progress has been made toward improving the overall condition of a client's dysfunctional soft tissue structures, begin incorporating strengthening exercises into their program.

Following are four effective corrective exercise strengthening strategies:

1. isometric
 2. concentric
 3. eccentric
 4. kinetic chain multi-planar/dimensional.
- Follow the order detailed above to ensure your clients benefit from each type of strengthening exercise as they progress through their corrective exercise program.

Isometric

Isometric contraction occurs when a muscle becomes activated, but stays the same length (i.e. it does not shorten or lengthen). This is the easiest type of movement for the nervous system to coordinate. Once the nervous system has generated an isometric muscle contraction, it is able to continually keep motor units firing to the muscle(s) involved in that contraction to maintain a state of activation. When a client's muscles



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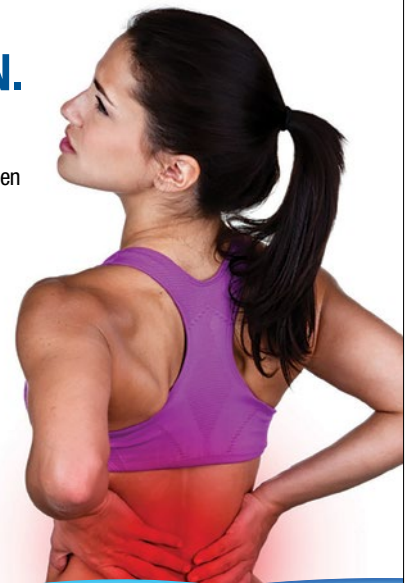
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Contracting the gluteus maximus to outwardly rotate the legs



Single leg lift



Side lunge with reach

cannot activate correctly, or have shut down as a result of chronic malalignment issues, it is important to get those muscles firing again before attempting to engage them in dynamic movements. An example of an isometric exercise would be instructing your client to stand with their feet abducted and contracting their gluteus maximus to help outwardly rotate their leg (photo 4).

Concentric

Concentric muscle action involves shortening a muscle to bring the origin and insertion points of that muscle closer together, and results in the movement of a joint (e.g. contracting your biceps will bring your forearm closer to your shoulder and flex the elbow joint).

Eccentric

Eccentric muscle action involves the lengthening of a muscle to slow down parts of the body as they move (e.g. the biceps lengthen to slow extension of the elbow joint when lowering a heavy box from shoulder to waist height). Clients unable to perform an eccentric contraction correctly may experience more stress to a joint and/or pain if they attempt an eccentric movement. Therefore, concentric exercises are usually better choices when initially progressing corrective strengthening exercises from isometric to concentric/eccentric.

Both concentric and eccentric strengthening exercises can be performed using a single joint, or many joints (i.e. a multi-joint movement). Begin with single joint movements like a single leg lift exercise (photo 5) that involves using the glutes to lift and lower the leg using just the hip joint (as long as the lower back does not arch and engage the lumbar erectors).

Progress to multi-joint movements when you feel confident your client has control over each joint involved in the sequence (e.g. add an opposite arm lift to the exercise above to incorporate spine extension).

Kinetic chain and multi-planar/ dimensional movements

Once a client can control a muscle or group of muscles both concentrically and eccentrically, and the joints those muscles cross, teach them how to use those muscle(s) as part of a kinetic chain (e.g. a series of motions or movements created by muscles working in sequence) (Whiting, 2006). For example, the gluteal complex, which includes the gluteus medius, minimus

The 30-second article

- Most personal training clients experience muscle and joint pain
- Corrective exercise programming should begin with the introduction of self-massage techniques, progress to stretching, and then to strengthening exercises
- Self-myofascial release and trigger point massage are effective self-massage options.
- After self-massage has proved effective, introduce passive stretching, before progressing to active and then dynamic stretching.
- Once the condition of the client's soft tissue structures has improved, incorporate strengthening exercises into their program.

and maximus, controls hip, leg and foot function (due to attachments of these muscles on the upper and lower leg). When working together as a kinetic chain, these muscles help slow forces to the feet, ankles, knees and hips by transferring the weight of the body to these structures at the right speed and rate, such as in the side lunge with reach (photo 6).

When groups of muscles are working efficiently as part of a kinetic chain, progress to whole-body, multi-planar exercises that move the body in all different directions such as forward and backward (the sagittal plane), side-to-side (the frontal plane) and in rotation (the transverse plane). Performance of these types of exercises correctly and efficiently is the ultimate goal of corrective exercise programs. Clients that have progressed to this highest level should be free from pain, highly functional, and able to execute well-coordinated, dynamic movements. **N**

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

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

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THE NATURAL WAY TO WORK OUT?

A diverse fitness market has diverse needs in terms of equipment as well as training methods.

WORDS: BONNIE KUPRECHT



The terms fitness, wellness and health have become quite the trio these days, being used synonymously and interchangeably. And rightly so in many cases.

The maturation and evolution of the fitness industry have also led to diversification and fragmentation, meaning that there is no 'one fitness fits all'. And in addition to having different concepts of what fitness, wellness and health are, we also all have different approaches to achieving our goals. With around 3,500 fitness facilities in Australia, it's clear that there's a club or studio to cater to all tastes, budgets and personal aims these days. Shiny metal and loud music do it for some, while others can find such 'traditional' resistance training environments a little intimidating. Sure, they can go to Pilates classes, but in 2015 that probably won't cut it as the only resistance training alternative.

With terms like 'balance', 'vitality', 'spirituality', 'energy', 'de-stress' and 'lifestyle' increasingly featuring in mainstream media, as well as in our industry, the diverse aspirations of the modern marketplace are clear.

One example of this diversity is the widespread embracing of exercise rooted in other cultures. Devotees of yoga's pure use of the body for resistance acclaim its ability to achieve intense and effective workouts via slow, low impact, fluid moves. But this purity is no longer practiced solely in Ashrams and incense-filled studios – the influence of yoga has permeated many aspects of the fitness industry, with PTs and group exercise instructors incorporating elements of the practice into warm ups, cool down and workouts.

If variety is key in today's exercise and wellness world, then what variants are exercisers looking for? Put simply, many are seeking programs, methodologies and equipment that better reflect their own lifestyles, mindset and preferences.

With the continued growth of the mind body market, a heightened societal appreciation of natural materials and produce, and an increase in older clients and members (Boomers now make up the fastest growing member segment for many fitness facilities), more and more people are being drawn to working out in more 'natural' environments and with equipment based on natural materials and elements. This doesn't

mean bench pressing tree trunks though: by combining traditional exercise equipment with a more natural aesthetic, you can unite the best of both worlds.

The US-designed WaterRower rowing machine, for example, which features an ethically sourced wooden frame and unique water tank for true rowing-on-water simulation and resistance, has been gaining a steady fan base over the past 25 years. While customers can select from different types of wood

to match home interiors, its most notable point of difference is its simple use of water as resistance. This natural element matches exerciser input by increasing resistance the harder the cable is pulled. Catering to all levels of fitness and experience, no settings are necessary beyond switching on the monitor and positioning your feet in the footstraps.

The German-based company Nohrd, meanwhile, has introduced a range of products that complement the WaterRower in their use of wood and water resistance. Stand-up units, such as the SlimBeam, offer functional training in a sleek wooden casing, with a number of accessory fixtures to enable a broad variety of exercises in the smallest of spaces, making it ideal for either small studio or home use. In the case of its stall bars, the company takes this classic piece of wooden equipment and makes it its own, with add-ons like a fold-out bar or leather bench. Its Grinder upper-body training machine features multiple workouts based on the grinding movement of hoisting sails, again utilising water as a natural form of resistance. Among other equipment, kettlebells also get made over in the form of hand-stitched leather pellet-filled Swing bells, which, as well as being aesthetically pleasing, are designed to provide extra movement within each exercise, resulting in stimuli for the connective tissue. Put it this way: if you know someone who invests in their fitness and wellbeing, but that you could never envisage 'pumping iron', this is the sort of equipment that may well appeal to them.

A diverse market has diverse needs. While many will continue to be drawn to traditional style equipment, there is also a demand in 2015 for fitness tools that are both effective and more natural in style. **N**

Bonnie Kuprecht is head of marketing for WaterRower Germany. In her two decades with the company she has seen the growth of the brand from its beginnings to its current dominance as the number one rower in Europe. The Nohrd brand was introduced to complement the WaterRower range and to offer a more natural way of training. waterrower.com.au



“

More and more people are being drawn to working out in more 'natural' environments and with equipment based on natural materials and elements.

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ARE YOU PLAYING HOST TO YOUR GUESTS?

When you work in the 'people business', treating your lifeblood as customers is no longer enough.

WORDS: WENDY SWEET

“Waiting for Winter” – that’s what we do in our family. As Summer ends, anticipation of the ski season grows. Winters spent up the mountain mean different things to each family member: a part-time job as a host for my university-age daughter; athlete training and coaching for my competitive son; social connections and a sense of place for me; time out as well as time to work out for my office bound, time-poor husband. We all have a different lens that we look through when it comes to this alpine environment.


The snow arrives. The mountain opens. The ski-field has new owners. They are in the tourism game, focused on delivering a magical customer experience. They know that making a profit in a seasonal business that relies on the nature-gods is tough. They also know that in a competitive environment it’s the ‘customer experience’ that must set them apart from their competitors. It must be exceptional. Getting this right or wrong makes the difference between profit or loss.


We approach the ski-lodge in this Winter wonderland. Unbeknownst to us, we have started the ‘customer journey’. It started with the greeting in the car park by the attendant as we exited our car: ‘Have an awesome day’. We thought it was a one-off, but we heard the same greeting time and time again, day after day. A customer host greets us as we enter the ski lodge. It’s 7:45am. She is vibrant, smiling; ‘Welcome to Cardrona. We’re glad you made the time to visit us today.’ Thirty years in the fitness industry, countless gyms visited and I have never been greeted like this. I feel welcomed. I feel special. I feel acknowledged that yes, I have made the time to be here. I notice her name badge. Her title is ‘Cardrona Host’. As I order

my wake-up coffee, I reflect. If she and her team are hosts, then we are the guests. It’s a game-changer. Even the barista’s happy, greeting me with a warm ‘Hi, can I take your order?’ Coffee and smiles at 8am.

I wander outside. Ski instructors and coaching staff appear. I listen, watch and learn. They greet their ‘guests’ with high fives, warmth. They seem high on life and I get the sense they love their job. The lifties are the same. The lift queues are building. It’s school holidays in Australia and New Zealand, so it’s busy. Lifties keep the skiers spirits high. They are entertaining to watch. They greet you each and every time as you get the lift, also conscious of their health and safety role. They are motivated and motivating... yes, there is a difference. They know their job, and it’s just as much about ensuring the delivery of a customer, oops, I mean ‘guest’ experience, as it is about how to de-ice a chairlift. They are trained as hosts. They focus on the guests. It seems that instinctively they know that the experience that each skier and snow-boarder has each time they pass through the lift queue are their reason for being. But they are young and new, so I know it’s in their training.

They also seem to know the ‘regulars’, those of us who keep paying for season passes – our ‘membership’ to this mountain environment. And this membership is access to the lift without having to queue at the ticket office each day. Any ‘extra’ is paid for. Athlete coaching, ski-instruction, coffee and food are not covered in our annual ‘membership fee’, but we pay happily. Why? Because we value the experience, the coaching, the facility, the staff, the environment. We are made to feel special. Our son gets the training and therefore the results from the high-performance ski coaches. They are some of the best trainers in the country, and



 **The 30-second article**

- Treating our members and clients as guests instead of customers is a game-changer
- How staff interact with and relate to guests is critical
- The fitness industry is a ‘people business’, so we should look to and learn from other comparable industries
- We need to help all of our guests feel a sense of belonging, making their time in our facilities count socially as well as physically.

the world. We pay willingly, knowing that they are the best.

It’s a slick well-oiled ski business. But more than that, this ski-field gives us and others a sense of ‘place’. This is enhanced through the ability of all staff to acknowledge us as their ‘guests’. From the welcoming hosts at the front end, to the motivating, knowledgeable, technical coaches that train our son – PTs on snow. It’s all the same. The service costs more, but it’s worth it. Others must think so too. The High Performance Coaching Academy is booked solid. These ‘trainers’ know their roles, understand the goals of the athletes and engage with each and every one of them in ways, technically and socially, that keep the athletes returning.

This is a business that seems to have, at its heart, a recognition that how staff interact with and relate to the guest is critical. The owners know they are in the ‘people business’. Just as we in the fitness industry

are. And being in the 'people business' means that each and every staff member or contractor should view each fitness facility member or client as a guest – and themselves as hosts.

I have been in and out of fitness facilities for over 30 years. I am now a paying member of a leading health and fitness club. I don't always feel like their guest. As I walk past staff or trainers, I'm often invisible. Sometimes the staff are young, unsure of their ability to communicate, hesitant in their relational skills. I'm worried that this also means that they aren't great motivators. And with the increasing health and social burden of ageing baby boomers, as well as the overweight and obese market, society has never needed great health and fitness motivators more. This is supported in the findings of the Australasian Fitness Survey conducted by Ezy pay, in which over 70 per cent of those surveyed who had hired a personal trainer acknowledged that they did so for one primary reason: motivation.

It is imperative that as the fitness industry moves into the next decade, we don't stand




As I order my wake-up coffee, I reflect. If she and her team are hosts, then we are the guests. It's a game-changer.



still. This means looking and learning from other comparable industries. We are in the people business. Our reason to exist is motivation. It is also to keep our guests returning, year after year, season after season. While technical skills are critical for fitness professionals, so too are customer-service skills. We are in danger of having a generation of younger fitness professionals who are qualified to prescribe exercise programs, but don't know how to 'meet and greet'.

Owners and managers must hunt out the people who are effective at both – and love what they do. On-the-job training needs to ensure that staff and contractors learn the importance of engaging 'guests' in the fitness experience and giving them a

sense of belonging. In Maslow's 'Hierarchy of Needs' this need sits underneath self-esteem and self-actualisation. That's what people strive for throughout their lives. In the fitness industry we can help all of our guests feel a sense of belonging. Sometimes all it takes is a focus on acknowledging that we are hosting them for a short time in their day, and to treat and respect them as our guests, making their time in our facilities count socially as well as physically. 

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



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FITNESS RESEARCH UPDATE



CAN LOW LOADS STRENGTHEN OLDER CLIENTS' BONES?

Higher-load resistance training has been shown to help maintain and improve bone mineral density, but can low-load training have the same effect?

Research paper: Low-load very high-repetition resistance training maintains lumbar spine bone mineral density in active post-menopausal women

Research team: Vaughan P Nicholson, Mark R McKean, Gary J Slater, Ava Kerr, Brendan J Burkett

Published: *Calcified Tissue International*

Read more: DOI 10.1007/s00223-015-9976-6

Introduction: Age-related reductions in bone mineral density (BMD) occur at most skeletal sites after the third or fourth decade in men and women and such reductions are typically accelerated in women after menopause. Fortunately, it is now well established that resistance training can help maintain and improve bone mineral density in post-menopausal women. Typically, high-intensity (or high-load) training interventions using training loads over 75-80 per cent of one-repetition-maximum (1RM) have been more successful at improving BMD when compared to low-load training (<50 per cent 1RM) interventions, although the low-load interventions assessed have also used relatively low repetition ranges. Interestingly, when training volumes are equivalent both low- and high-load training may be similarly effective at improving BMD.

Low-load very high-repetition resistance programs such as BODYPUMP™ are available in over 14,000 fitness facilities

globally. This pre-choreographed group class uses light weights and very high (80-100) repetitions for each exercise, so it provides a platform to assess the effect of low-load very high-repetition resistance training and as recent trends indicate that a growing number of over 55s are undertaking fitness facility-based activities, the apparent effectiveness of such activities warrants examination. Furthermore, social factors are a key motivator for exercise participation in middle-aged and older adults so participation in a group class may promote greater compliance among participants and provide prolonged benefits.

Methods: Apparently healthy women aged between 58 and 75 years were invited to take part in the study. All participants were recruited through local advertising and an adult education facility. All participants were physically active non-fallers who had not undertaken formal resistance training in the previous year. All women were at least five years post-menopausal and provided details of medical history and current medication use. Exclusion criteria included: acute or terminal illness, myocardial infarction in the past six months, recent low impact fracture, osteoporosis, use of hormone replacement therapy (HRT) and other medications known to affect bone metabolism in the previous two years, or any condition that would interfere with moderate intensity exercise participation. A total of 50 women took part in the intervention and were allocated to either the intervention group (PUMP) or

control group (CON). PUMP participants were instructed to attend two BODYPUMP™ classes per week for six months.

Participants were tested on two occasions: the first assessment was conducted prior to the beginning of training and the second assessment was conducted immediately after the six-month intervention. Body composition assessments were performed using dual energy x-ray absorptiometry (DXA – see feature on DXA in *Network* Autumn 2015). Participants were overnight-fasted and had not undertaken any exercise on the morning before measurements. Bone mineral density of the lumbar spine (antero-posterior L2-4) and hip (femoral neck, total hip and trochanter) were assessed. Assessment of 1RM was conducted for the incline leg-press (Calgym, Australia) and Smith machine bench press (Elite, Australia).

Dietary intake was assessed from self-reported three-day food records completed at baseline and follow-up. Participants were instructed to record the type and amount of all food, drink and supplements consumed over three consecutive days. All records were entered into FoodWorks 7 (Xyris Software, Australia) and daily consumption of total energy (kJ), protein (g/kg body weight) and calcium (mg) were analysed. Energy expenditure derived from exercise and physical activity was estimated by a seven-day activity diary. A metabolic equivalent value was assigned to each activity and was used to determine the average amount of



The 30-second article

- After our third or fourth decade, we experience reductions in bone mineral density; this is typically accelerated in women after menopause
- Resistance training can maintain and improve bone mineral density in post-menopausal women
- The researchers used BODYPUMP™ classes to assess the effect of low-load very high-repetition resistance training on bone mineral density in older women
- DXA scans were used to assess the bone mineral density of the lumbar spine and hip prior to and after the six-month study
- Low-load high-repetition resistance training was found to go some way to limiting reductions in lumbar spine bone mineral density.

energy used for exercise/planned physical activity during the program for both groups.

Results: Mean BODYPUMP™ attendance was 48 (± 12) classes over 26 weeks (range = 16–52 classes) resulting in an attendance compliance of 89 per cent. There was an increase in the amount of weight lifted during BODYPUMP™ (in terms of percentage 1RM) for squats from week one to week five. There was no significant difference in the amount of weight lifted between week 13 and 26 for squats. Significant increases were only evident for chest press from week one to five. There were no evident increases from week five to 13 or week 13 to 26.

Discussion: It was hypothesised that BMD would be maintained in the PUMP group following six months of low-load very high-repetition training. This hypothesis was only partially supported by the significant reduction in lumbar spine BMD in the control group and the small non-significant improvement in PUMP. It should be noted that the small improvement of 0.01g/cm² observed for BODYPUMP™ is less than the smallest detectable difference for the lumbar spine. Other low-load protocols have also typically failed to demonstrate substantial positive changes in lumbar spine BMD in similar-aged cohorts. To our knowledge, only one study has reported positive changes in lumbar spine BMD following a low-load resistance training program. In that study, participants aged 55–74 years trained for 40 weeks at either 40 per cent (3x16 reps) or 80 per cent (3x8

reps) 1RM and all groups achieved similar gains in lumbar spine BMD, although gains tended to be higher for men than women. It should be noted that the majority of women in that study were on hormone replacement therapy (HRT), and although a subgroup analysis was performed to compare HRT and non-HRT participants, there was no control group for direct comparison.


There were no evident training effects at any hip site in this study, which is in contrast to many previous resistance training studies in post-menopausal women. The results of previous low-load resistance training are disparate, as one study reported no improvement in BMD at the hip after six months of training, while another reported improvements at the total hip and trochanter but no change at the femoral neck. The conflicting results of these two studies are likely related to the large difference in training volume as participants completed just one set of 13 repetitions at 50 per cent 1RM compared to three sets of 16 repetitions at 40 per cent 1RM. The lack of improvement or maintenance in BMD observed at the hip and total body in this study are likely due to a number of factors, including high baseline BMD levels, the lack of progressive overload in the program, the activity levels of the control group, the exercises used in the program and low calcium intake of participants. The hip BMD values in this cohort at baseline were generally higher than age-matched reference values which suggests the current training protocol was not enough to generate further improvement in those with normal BMD. There was also minimal progression in the weight lifted during the BODYPUMP™ intervention, particularly in the second half of the program. The lack of progression was largely due to reported apprehension and fear of injury associated with lifting heavier weights. This overall lack of progression would have reduced the potential for osteogenic outcomes as strain thresholds would not have been repeatedly exceeded.

The relatively low levels of calcium intake in this cohort may have also influenced BMD. Although caution is warranted when determining calcium intake from three-day food records, the mean calcium intake was below 1000mg for the majority of participants and it is recommended that adults over 51 years intake 1000–1200mg of calcium per day. Furthermore, a significant reduction in calcium intake occurred between baseline and follow-up, which could have limited positive changes in BMD.

Our hypothesis that fat-free soft tissue mass would increase in the BODYPUMP™ group was not supported by the results. It

appears that training with loads less than 30 per cent 1RM twice per week does not promote improvements in fat-free mass. The overall training volume may have been too low to promote changes and although hypertrophic changes have been seen following low load resistance training, to our knowledge there have been no reports of improvements in total body fat-free mass in older adults following low load training.

1RM max strength increased in the PUMP group for both leg-press and Smith machine bench press. There was an 11 per cent improvement for leg press and 14 per cent for bench press. These gains are modest, particularly for leg press when compared to previous low-load resistance training programs of similar durations. The modest gains are largely due to the lack of load progression over the course of the program and potentially due to participants not training to voluntary muscle failure, which is imperative when training with light loads.

Conclusion: This study provides the first evidence that low-load resistance training performed with a very high number of repetitions can limit reductions in lumbar spine BMD in active post-menopausal women. This form of training does not have evident impacts on hip BMD or fat mass and fat-free soft tissue mass. These findings suggest that resistance training of varying loads can limit bone mineral density declines if the training volume is adequate in untrained middle-aged and older women. Undertaking low-load high-repetition resistance training in this manner may be more attractive to older adults who are fearful of training with heavy loads or those that prefer a group training environment. However, due to the relatively complex lifting movements involved with BODYPUMP™ and the reported pain/injuries associated with training it is unlikely to be suitable for a number of individuals. Further work should assess the effectiveness of such training over a longer period of time with a greater emphasis on individualised progressive overload and more specific loading of the hip and lumbar spine. 

Acknowledgements

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NZ NEWS



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

Is your fitness business trading fair?



The recently implemented 'unfair contract terms' changes to the Fair Trading Act came into effect in New Zealand on 17 March 2015, meaning that some common practices in the fitness sector need to be revised. The new law affects everything from transferring and freezing policies, through to what happens if a member wishes to terminate their membership before an already agreed minimum term has been reached.

For some businesses, the modifications needed may only be a simple rewording of certain clauses to ensure they reflect both the facility's and the consumer's needs, but for others the changes will need to be more comprehensive. Analysis by ExerciseNZ leads us to believe that almost all agreements used in New Zealand prior to March will require some adjustments in order to be compliant with the recent changes to the Fair Trading Act.

If you think that the changes only apply to the 'big gyms', think again. The changes apply to any 'standard form consumer contract', which includes membership agreements used by gyms, health clubs, studios and

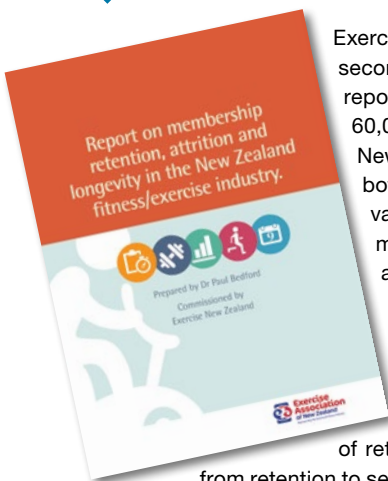
other exercise facilities, but also pre-written agreements used between trainers and clients.

The Commerce Commission, which is responsible for enforcing the new laws, has indicated it will prosecute businesses that breach it, and will be reviewing several industries including the exercise industry. Fines for breaching the law could be as high as \$200,000 for individuals and \$600,000 for businesses.

We don't want to see any businesses falling foul of the law, so ExerciseNZ has developed a best practice guide for membership agreements to ensure exercise facilities stay compliant with all New Zealand laws. For more information on how to be compliant, contact ExerciseNZ on 0800 66 88 11 or email info@exercisenz.org.nz.

Richard Beddie
CEO, ExerciseNZ

Retention research released



ExerciseNZ has just released its second member retention research report, which includes analysis of over 60,000 individuals spread around New Zealand. The report shows both trends in retention across various demographics (age, gender, membership type) as well as detailed analysis of the factors driving retention.

What's very clear is that the market has changed substantially from 2006, which is when we last did comprehensive analysis of retention in New Zealand. Everything

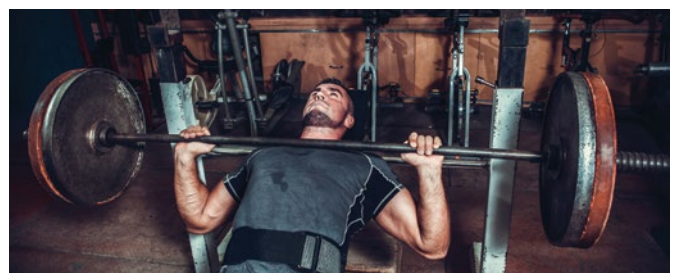
from retention to seasonal sales patterns has changed.

Report author Dr Paul Bedford, otherwise known as the Retention Guru, was commissioned to undertake the report in late 2014, and all those that took part have received the report for no charge.

Health and safety on the agenda

Given the growing requirements of health and safety law in New Zealand, ExerciseNZ is working to establish industry practice guidelines for a series of common scenarios from a health and safety perspective. Topics already identified include unstaffed facilities, pre-screening clients, casual visitors and privacy vs health and safety considerations with regards use of cameras.

The intention is to develop a series of hands-on guides to common industry issues that can be used by facilities and exercise professionals as they develop their own policies and practices.



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by Dr Kate Marsh

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Fundamentals of Structural Assessment
by BioMechanics Method



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by Chuck Wolf



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A Guide to PCOS: What Every Fitness Professional Needs to Know
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Trax Music (PPCA-free)



FreeBox 6



Battle of the Divas

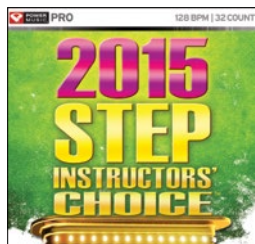


FreeRide 24



H2O Beats 3

Power Music (PPCA-free)



Instructors' Choice
2015 – Step



Instructors' Choice
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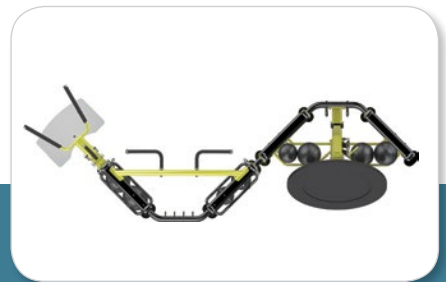
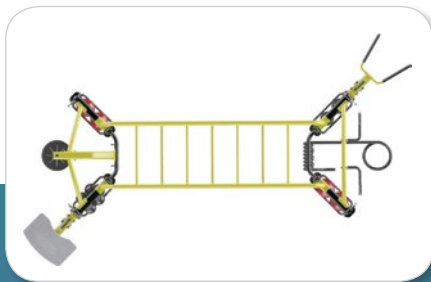
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