

These days,  
there are no  
guarantees with  
your marketing  
campaigns  
- so we thought  
we'd introduce  
one!

## The GymLink Lead Maximiser Program™

with a

**100% MONEY BACK  
GUARANTEE\***

**If your business needs more  
members or clients,  
MAKE GymLink  
part of your marketing mix.**

- 🕒 53,000 qualified leads in the last 12 months for Gyms, Health Clubs & PT's
- 🕒 Up to 2 million visitor hits per month
- 🕒 1000 word business promotional page
- 🕒 Web & email links
- 🕒 24/7 editing access
- 🕒 Free job placements
- 🕒 10% Network Member discount

\*If your investment is not returned within a 12month period through new membership or client sales, GymLink will refund your listing fees in full.

**GYMLINK.COM.AU**

www.gymlink.com.au | enquiries@gymlink.com.au  
Telephone 1300 854 991 | Fax 02 9938 6659

# Training the athletic population:

## The strength and conditioning coach

Successful managers of health clubs, training centres, and recreation centres know that in order to stay competitive in today's market they must continually adapt their services and programs to meet the needs and demands of their current and prospective members. Sport conditioning has boomed in the last five years and continues to show tremendous growth. Dr



Len Kravitz, in the IDEA Fitness Programs and Equipment Survey, listed sport conditioning as one of the top ten programs with the greatest increase in growth. The growth trend is further evidenced by significant scientific research into sport performance related factors, development of new training equipment, and the growth in the profession of the strength and conditioning coach.

### The role of the conditioning coach

In the United States, strength and conditioning coaching has gained respect and evolved to the point where the majority of high schools have fully equipped weight rooms and full time strength and conditioning coaches dedicated to the athletic development of the schools athletes.

At a professional level, more and more athletes and professional teams are turning to sport conditioning, as a means of raising their level of play. This trend is transcending the world of professional athletics though and is trickling down to minor level and community based aspiring athletes who are turning to the experts of their local gyms, health clubs and local training businesses for guidance. It is a noticeably growing target market for trainers looking to distinguish themselves from the pack. Athletes who receive proper guidance, instruction and training advice are noticeably bigger, stronger and faster due to advances in training methods, techniques, science, and the critical eye of a knowledgeable and educated conditioning coach. Today, athletes can also turn to sport conditioning to improve their skills and toolbox of moves for offensive and defensive tactics.

### Training for performance - a separate set of training skills, tools, and knowledge

Conditioning for athletic performance requires a set of skills and knowledge that begins where traditional fitness programs end. Athletes require a base level of fitness from which to build and it is the role of the strength and conditioning coach to build on this foundation and to safely and progressively guide the athletes' development onwards with the end result of improving performance.

Skills and gains made in the weight room, or on the training floor, must be transferable to an athlete's specific sport playing environment. A look at typical

characteristics of a sport and a typical health club based program illustrates the division between traditional and athletic/performance based training styles and the need for a training paradigm that better produces transferable results.

To help differentiate between the skill sets of a sports conditioning specialist and a personal trainer, it helps to examine the sport environment and a fitness oriented weight room and establish the goal and demands unique to each.

**1. Purpose:** Primary fitness goals include improving health, disease prevention and of course appearance – to look better. The primary goal of sport conditioning is to improve the abilities of athletes. Both of these drive exercise design and program content. Fitness programs target cardiovascular, isolated strength, flexibility and body composition. To improve performance, sport conditioning trains balance, agility, speed, quickness, reactivity, coordination, movement skills, athleticism, linked system strength™ and anaerobic conditioning.

**2. Movement based vs. isolated movements:** Sport conditioning fosters whole body movement skills to help participants move more athletically on the playing field. In a fitness environment, it is often desirable to isolate body parts in attempts to overload.

**3. Multidirectional vs. unidirectional:** Sport requires players to move at various angles and in various movement patterns, demanding the production and absorption of force. Athletes train to be creative with deceptive offensive manoeuvres, while defensive positions train for lateral movement to contain opponents. Most exercises in the health club setting are performed in only one direction as an effort is made to make exercise execution safe and simple.

**4. Various planes and range of motion vs. pre-defined range of motion**  
Athletic performance requires the ability to move and produce force through various planes and range of motions. Most health club based strength machines define the starting and finishing point as well as the exact plane of movement.

**5. Neural vs muscle based exercises:** To prepare participants for real life movement and complex sport skills, sport conditioning exercises use neural complexity as another overload variable, challenging participants to solve the puzzle of how to best coordinate mechanics to succeed at an exercise.

**6. Varied tempos and speeds vs. controlled speed:** There are not many sporting activities in which the goal is to move slowly at a consistent pace. Athletes need to move explosively. In a health club most exercises are performed at a pre-defined tempo as dictated by the mechanics of the machines or the space available to train.

**7. Unpredictable vs. predictable environments:** Sport is organised chaos in that, no matter how much planning and practice is put in place, no one knows what will happen from one second to the next. Unpredictability leads to read-react-response sequences that demand joint reactivity and whole body reaction skills. Exercises performed on the health club floor are both predictable and easy to repeat with the same perfect technique each time.

**8. Anaerobic conditioning vs aerobic fitness:** Sport conditioning is structured to challenge the anaerobic energy systems to improve athletes' power and sprint endurance. Athletes also need to rehearse coordinating complex skills while under fatigue. Commercial health club programs focus on submaximal aerobic fitness for general health adaptations.

**9. Active coaching vs unsupervised exercise:** While health clubs have excellent group exercise instructors and personal trainers, the bulk of the health club setting is designed to allow a maximum number of participants with minimal supervision. It is the critical eye of the sport conditioning specialist that will optimise results and prevent all injuries during workouts with intense, dynamic exercise.

continued on page 8

brings you the  
**Brisbane  
Business Summit**

9 – 10 November 2006  
Brisbane Convention Centre

Do not miss this unique opportunity to gain the keys to optimal performance for your fitness business! These two intensive days of lectures, panel discussions and networking opportunities will leave you armed and ready for your most successful business year ever!

For further information or a brochure please contact:

**Brisbane Business Summit**  
Australian Fitness Network  
02 8424 7200  
www.fitnessnetwork.com.au

**Brisbane Fitness Expo**  
Diversified Exhibitions Australia  
03 9261 4500  
www.fitnessexpo.com.au





# Premier KFS DMX

womens



mens

featuring

strategically placed  
expansion joints

allowing upper panels to

move independently  
through the gait cycle

Visit the Reebok Alliance website at  
<http://alliance.reebok.com.au>  
to purchase your Reebok Premier  
Running Footwear at 35% off RRP.

## Training the athletic population: The strength and conditioning coach

continued from page 7



**10. Risk-benefits:** Riding a stationary bike, strength training on machines, and doing bridge work on a ball is all very low risk activity. It produces positive yet minimal benefits in the scope of real life demands. Sport conditioning is higher risk exercise that also produces the highest results. Programs containing multidirectional movement, deceleration, direction change, velocity variations, unpredictability, instability and whole body actions generate incredible skill and performance improvements. A sport conditioning specialist designation teaches the art of coaching, how to assess mechanics and how to make simple yet effective modifications to keep all participants challenged but safe.

In summary, there are differences between personal trainers and sports conditioning coaches. They use most of the same principles in exercise prescription but change what they do according to the environment. Sports conditioning coaches step things up a level by looking at athletic movements and competition conditions.

Certificate IV Personal Trainer Provides:	A Certified Sport Conditioning Specialist (SCS) Provides:
<ul style="list-style-type: none"> <li>• An effective workout based on the needs of each individual client</li> <li>• Correct demonstration and education in exercise technique</li> <li>• A safe, healthy and enjoyable client exercise environment</li> <li>• Client encouragement to pursue a happy and balanced lifestyle</li> <li>• Client communication that is genuine, honest and professional</li> <li>• Support and encouragement for all exercisers</li> </ul>	<ul style="list-style-type: none"> <li>• Cutting edge conditioning advice and programming for athletes and clients of all ages</li> <li>• Exercise and drill design that promotes athleticism and builds on enhanced movement, strength and balance to help individuals and team reach their goals.</li> <li>• A specialised approach to conditioning based on knowledge and execution of sport conditioning concepts</li> <li>• Exercise design that develops whole body athleticism and transfers to improvements in sport and fitness for athletes of all abilities. ♦</li> </ul>



Peter Twist

Peter has published over three hundred papers and delivered hundreds of lectures on sport specific conditioning at sport and fitness conferences all over the world. As the former strength and conditioning coach of the NHL's Vancouver Canucks, Peter was the recipient of the NSCA's President's Award in 1998. He has coached hundreds of professional athletes in his capacity of president of Twist Conditioning which specialises in athlete training.

For more information on Twist Sports Conditioning Certifications please visit [www.qpec.com.au](http://www.qpec.com.au) or contact QPEC Fitness Solutions on 1800 858 151



**Don't miss the opportunity to learn more strength and conditioning training techniques from Peter Twist in his 1-day workshop and lectures at Network 06:**

- The future of sports conditioning (A1A) 1-Day Workshop
- BOSU2 – Double the fun (B1D)
- Strength ball training (B4D)
- Sport balance (C3D)
- Competition + play = hard work and fun! (C5B)

Visit [www.fitnessnetwork.com.au/network](http://www.fitnessnetwork.com.au/network) for program information or to register online.

**Remember – you'll save \$\$\$ if you register as an Early Bird by 29 September!**