



27 TO 29 APRIL 2012
SYDNEY CONVENTION CENTRE

LEADING
THE WAY

BROUGHT TO YOU BY





IS YOUR FITNESS INSURANCE POLICY DUE TO EXPIRE SOON, OR HAS IT EXPIRED ALREADY?

Then why not join or renew with Network Insurance, for just **\$99.95** for 12 months of coverage?

When you join or renew online with Network Insurance, you can print your policy documents instantly, and there is NO paperwork to send in. That's right – no paperwork! Saving time and money, this allows you to focus on what you do best, train your clients and teach your classes.

FOR MORE INFORMATION

visit www.fitnessnetwork.com.au/fitness-insurance or call 02 8412 7400



Authorised representative # 377634



Gallagher Broking Services
A Division of Arthur J. Gallagher (Aus) Pty Ltd

AFSL # 227017



INCREASE YOUR SKILLSETS AND MAXIMISE YOUR FITNESS CAREER WITH NETWORK EDUCATION

As a trainer or instructor, one of the easiest ways to grow your revenue is to expand your skillsets. By doing so, you can offer more services to your clients and class members, and increase your profitability.

Network has worked tirelessly to create a massive library of courses, mostly delivered online, that can help you expand your skill sets – immediately. Courses include:

- ▶ Certificate III (SRF30206) and IV in Fitness (SRF40206)
- ▶ Pilates Teacher Certification
- ▶ Nutrition Coach Certification
- ▶ Indoor Cycling Instructor Certification
- ▶ Strength Coach Certification
- ▶ Pre & Post Natal Exercise Specialist
- ▶ And many more!

For more info visit fitnessnetwork.com.au/education or call us directly on 02 8412 7400



FILEX 2012 LEADING THE WAY



John F Kennedy once said 'Leadership and learning are indispensable to each other' – a sentiment entirely appropriate for the FILEX fitness industry convention, which in 2012 embraces the theme of 'Leading the way'. You – the fitness professional or business owner – lead the way for your clients, members and society at large by encouraging people to live fit, strong and vital lives. And FILEX leads the way in learning for the fitness industry – providing you with cutting-edge presenters from around the world, delivering the most up-to-date and relevant information to help you grow both professionally and personally.

An exciting new initiative at FILEX this year is our inaugural Lifestyle & Exercise Medicine strand. The health and fitness challenges facing the population are greater than ever. Obesity and lifestyle diseases pose an increasingly serious threat to the way our society functions, with medical costs predicted to spiral out of control and potentially bankrupt the health system. All of which makes our job, and the leadership we display, more important than ever before. We hope you will gain insight, knowledge and inspiration to help combat the rise in lifestyle disease from the sessions in this strand, and in doing so, enhance the perception of the fitness industry as a serious contributor to preventative health.

In addition to this new strand, FILEX 2012 provides an incredible opportunity to reignite your passion for making a difference, and to gain new skills and inspiration to keep leading the way to a better life for your clients and members.

This year at FILEX:

- ▶ Registration is available exclusively online
- ▶ Register before 31 December to receive 2011 prices!
- ▶ Brand new FILEX Mobile App to enhance your onsite convention experience
- ▶ You can bring your partner to select FILEX events for FREE.

Through FILEX, and our information and education contributions, Australian Fitness Network has been proudly leading the way in fitness education for 25 years. But while we realise that we have done lots of things right, we're not resting on our laurels: we know that in our fast-changing industry what worked yesterday may not work tomorrow, so we will continue striving to stay at the forefront of fitness and to lead the way for the next quarter of a century, and beyond.

We look forward to welcoming you to FILEX 2012.

Nigel Champion, *Executive Director*
Australian Fitness Network

CEC ANNOUNCEMENT

The FILEX 2012 Convention provides you with 15 CECs which can be used entirely for re-registration with Fitness Australia.



AUSTRALIAN FITNESS NETWORK

In addition to delivering the annual FILEX fitness convention, in 2012 Network is also sponsoring sessions and presenters via the Indoor Cycling Experience (I.C.E). These sessions showcase presenters and content from our indoor cycling course – just one of the many continuing education courses delivered by Network to help you establish and maintain a long and lucrative career in the fitness industry. Find out more at stand O14 at the Australian Fitness & Health Expo or visit www.fitnessnetwork.com.au



5 WAYS TO SAVE \$\$\$ AT FILEX 2012

1

Already know you're attending?

Register before 31 December 2011 and **you'll pay 2011 rates!**

2

Do you want to attend, but we're already in 2012?

No worries – register before 5 March and you'll be able to register as an Early Bird delegate **saving up to \$40!**

3

Have a few friends coming?

Register for the 3-day convention in a group of 5 or more and you'll get access to the group rates, **saving you up to \$50 each!**

4

Do you want to attend Les Mills Ultimate Super Workshop as well as FILEX?

Register for both events and you can get access to the special Les Mills Instructor rates – **saving you up to \$100 off** the Individual rates!

5

Is your gym a current Club Network member?

Speak to your manager about the Convention Cash discounts. You and nine colleagues can **save up to \$60 each off** your registration fees!

FILEX 2012 – STEPS TO ONLINE

With registration now exclusively online, securing your place at FILEX 2012 has never been easier!

STEP
1

REVIEW YOUR FILEX 2012 BROCHURE

Review your FILEX 2012 brochure while having your Program at a Glance (PAAG) handy. Make note of the sessions you wish to attend and their session codes on the PAAG. The session code will help you identify the time and date of your session and make it easier when you are selecting your sessions online.

STEP
2

JUMP ON TO WWW.FILEX.COM.AU

Go to www.filex.com.au and click the 'Register Now' button. If you are a current Network member, have your membership number handy. If you are not a member, or need to renew your membership, head to the Network website to renew online today.

STEP
3

FOLLOW THE PROMPTS

Follow the prompts and complete the details required on the registration page. Don't forget to include your most up-to-date email address! All of your FILEX correspondence will be sent via email in the lead up to the event.

So what are you waiting for? Jump online and book your place at FILEX 2012 today!

WHAT'S NEW AT FILEX 2012

This year's event promises to be our biggest and best yet – and to top it off we are leading the way with a whole list of new initiatives to keep you, our delegates, at the top of your game!

Online registration!

For FILEX 2012, registration will be completed 100% online – saving you time and the hassle of paperwork. More importantly, you will have access to real-time session selection, meaning that you can instantly see what sessions are available and secure your spot straight away – no need to rely on the postman or fax machine to guarantee a seat in your chosen sessions!



Introducing the FILEX Mobile App!

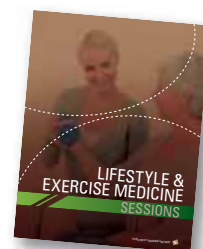
We are excited to bring an added level of technology to FILEX by offering a free mobile app full of useful information to help you plan and navigate the FILEX event.

Compatible with iPhone, Blackberry and other android smart phones, the app will give you full access to session information, presenter credentials, live polling and additional interactions through social media channels, and will also have a note-taking function. It will be available for download a few weeks before the event – so keep your eyes peeled for further information!



The NEW Lifestyle & Exercise Medicine strand!

In an effort to bridge the gap between allied health and fitness professionals, we have added a new strand to FILEX 2012, incorporating special populations and the increasingly popular concept of including exercise in treatment for common lifestyle diseases. Featuring the top minds of our industry and a broad selection of external experts, the sessions in this strand will truly change the way you look at the application of health and fitness. Turn to page 55 for further information.



Bring a friend or family member!

For the first time ever we are opening the doors to both of our Keynote Addresses, Delegate Welcome Drinks and the Australian Fitness & Health Expo to one of your friends, colleagues or family members. A fantastic opportunity to share the atmosphere of FILEX, give them an experience they will never forget and connect them to your passion – fitness!

**Conditions apply*



REGISTRATION SUCCESS

STEP
4

SELECT YOUR SESSIONS

Make your session selections using the codes listed in the brochure and PAAG to secure your place in your preferred session, e.g. A1B – Change-proof your brand by Dan Gregory.

STEP
5

PAYMENT OPTIONS

After reading through the participant waiver, you will progress to the payment section. Here you will need to indicate whether you are paying via credit card (AMEX, MasterCard or Visa) or via direct deposit.

STEP
6

CONFIRMATION

Once confirmed and submitted, your registration will be confirmed and you will be registered as a FILEX 2012 delegate! You will receive a confirmation email and tax invoice within 30 minutes of submitting your registration.

Remember – the earlier you register, the more \$\$\$ you can save!

QUESTIONS?

Contact Network on
02 8412 7400 or
filex@fitnessnetwork.com.au

KEYNOTE ADDRESSES

Brimming with inspiration and thought-provoking messages, the keynote addresses are the perfect way to kick-off and wrap up your FILEX 2012 experience. Start your convention by joining Dan Gregory for a highly entertaining journey in which he reveals the secrets to creativity and innovation. And back by popular demand, Amanda Gore delivers a fun and enlightening closing address in which she supplies the tools to bring out the best in you and your clients!

Friday 27 April 8:30am

How to have ideas on purpose

Dan Gregory

It's been said that 'with our ideas we create our world' – but there are few guidelines for how to generate ideas and too many ways for good ideas to suffer an untimely demise.

The truth is, good ideas already lie inside you. The most innovative companies and individuals are those who are most in touch with themselves.

Apple didn't invent the MP3 player: it took existing technology and gave it the soul of Apple – creating the iPod. John Lennon didn't create rock and roll: he took three chords and taught us to 'Imagine'. And Dick Fosbury took the rather annoying habit of perpetually looking over his shoulder and transformed the sport of high-jump forever.

Invention is not a process of random inspiration, but a discipline of the self – something the fitness industry knows a thing or two about. In this presentation, Dan, the CEO of innovation and engagement company The Impossible Institute, reveals how your ability to work the creative muscle is critical to your success.

SPONSORED BY

**AUSTRALIAN
INSTITUTE
OF FITNESS**



Dan Gregory



Dan is one half of the creative team behind the most successful new product launch in Australian history, as well as one of the most extraordinary brand resurrections achieved anywhere in the world. Working with corporations as diverse as Coca-Cola, Unilever and Aussie Home Loans, he has won awards for creativity and advertising effectiveness worldwide. A regular on ABC TV's *The Gruen Transfer*, Dan is a rare evangelist for truth in a world of spin.

Sunday 29 April 10am

Wake up to what really matters!

Amanda Gore

What really matters in your life? We are living lives of habits and patterns ruled unconsciously by fear! This limits our potential because it drives ALL our behaviours without us even realising it. In this scintillating presentation, Amanda teaches you how to recognise your patterns and habits, feel better about yourself, and bring out the best in others in order to make them feel good.

What really matters is how connected we are; how conscious we are; how aware of others and their feelings we are; and how centred we are at all times.

Working with the latest science from positive psychology and epigenetics, Amanda reveals how to: motivate and encourage others; be authentic, humble and work collaboratively; program yourself for excellence; unlock the secrets and power of non-verbal communication; build strong, lasting relationships; and be open as well as positive. For a happy and successful life and career, this is what really matters!



Amanda Gore



With a degree in physical therapy, a major in psychology and expertise in group dynamics, neurolinguistics and occupational health, Amanda is a speaker like no other! Her thoughtful assessment of what it takes to lead, coach and inspire corporate teams to outstanding results has made her one of the world's most sought-after experts in the field. Amanda blends her expertise in body, mind and spirit to show people how to create joyful communities and become more effective, both professionally and personally.

LOOKING FOR SOMETHING DIFFERENT?

Would you like to help behind the scenes at FILEX 2012?

Be part of the FILEX Event Crew! The Event Crew program gives you the opportunity to work for half of the convention and attend the other half for FREE! Be prepared for some hard work but even more fun in this dynamic team environment.

If you are interested in this unique opportunity at the Australian fitness industry's premier fitness event, visit fitnessnetwork.com.au/filex2012-eventcrew to find out more and apply online today!

Applications close on Friday 17 February 2012.

N.B. Spaces are strictly limited and successful applicants are confirmed on a first come, first served basis.



Early morning Expo workout

6:30am – 8am – Sunday 29 April

Kick start your Sunday morning with an early morning workout at the Australian Fitness & Health Expo. Experience the latest and highest quality commercial fitness equipment from the largest display in the southern hemisphere. Don't miss out on this free workout session and brekkie held on Sunday 29 April at the Sydney Exhibition Centre. Entry is through Hall 5 and will be followed by breakfast.

When registering online, select the Early Morning Expo Workout during the session selection process and reserve your place today!

BROUGHT TO YOU BY



Australian Fitness and Health Expo – get ready for the ultimate fitness weekend!

Get ready for the 2012 Australian Fitness & Health Expo that will sprint into the Sydney Convention & Exhibition Centre from Friday 27 to Sunday 29 April. As the largest health and fitness event in the southern hemisphere, the Expo will be packed with all the latest gym equipment, training aids, apparel, music, boxing equipment and nutritional products. There'll be live demonstrations and the opportunity to get up close and personal with some of Australia's past and present Olympians.

Free entry is included in your FILEX registration. For more information visit www.fitnessexpo.com.au



Exclusive registration rates for Ultimate Super Workshop attendees!

Are you torn between attending the FILEX convention and getting your quarterly program update for your favourite Les Mills program? We have the solution! Les Mills Instructors can attend the Friday and Saturday FILEX sessions, and then attend the Les Mills Ultimate Super Workshop (USW) on Sunday 29 April!

Simply register for the Ultimate Super Workshop with Les Mills Asia Pacific and then you will be entitled to a special registration rate for the FILEX Convention, available exclusively to USW attendees. See the USW ad on page 42 for more details.



Delegate Welcome Drinks

FILEX isn't only about learning – socialising is also high on the agenda! Relax and recharge after your first day of convention by joining fellow delegates, presenters and the Network team at the Welcome Drinks.

The opportunity to network with 2,000+ other like-minded people can be as equally rewarding as the educational program itself!

Don't miss your chance to catch up with old friends and make new ones on Friday 27 April from 6:45pm. Bring along your drink ticket and a smile, and the first drink will be on us!



Klub Kiwi Welcome Drinks

Hosted by Fitness New Zealand for visiting Kiwis, this invitation-only event on Thursday 26 April is a great opportunity to catch up with industry friends for an evening of fun, food and drinks! Meet new and old friends from the homeland as you kick off FILEX 2012 in style!



DANCE-A-PALOOZA!

Everyone is welcome at the Les Mills Dance-a-palooza to raise palooza's of funds for Fit for Good!

On Saturday evening (when else would you hold a palooza?) 28 April in the Grand Ballroom at the Sydney Convention & Exhibition Centre, Les Mills will throw open the doors to everyone to take part in this dance dance dance fundraising marathon! For a \$20 donation at the door, you can dance your little patootie off to the latest SH'BAM™ and BODYJAM® releases delivered by the program creators themselves, 'G' and Rachael Newsham.

More details will be available closer to the event at www.lesmills.com.au and through Network.



PRE-CONVENTION WORKSHOPS

Whether you want to increase your knowledge and expand your areas of expertise, or to simply earn your full CEC requirements around convention time, these innovative pre-convention workshops will increase your skills and enable you to really make the most of your time over the FILEX weekend. Spaces are strictly limited so register early to avoid disappointment!

MOVEMENT 360: A NEW PERSPECTIVE ON HUMAN MOTION PRESENTED BY CHUCK WOLF

To appreciate the integrated chain action of the human body, you need to understand how it moves from the ground up. The majority of training textbooks and programs break the chain and encourage links of isolated movements that are independent of adjacent joints. Join human movement expert, Chuck, to gain a different perspective on true human motion and take away the skills to radically improve your clients' training results.

Date: Thursday 26 April
Time: 9:30am to 4:30pm
Venue: V Club, 48 Drutt Street, Sydney
Cost: Members - \$179
Non-members - \$249

THIS WORKSHOP IS
BROUGHT TO YOU BY



ViPR PLAYGROUND: PLAY, PERFORM AND RECONDITION PRESENTED BY MICHOL DALCOURT

Gain a unique insight into the versatility of the industry's hottest functional training tool, the ViPR, by spending the day with its creator, Michol. Load up your training toolbox with exercises for use with contact sport, sports performance, boot camps, strength work and rehabilitation. Learn about the science behind ViPR and how it uses the fascial lines, before putting the theory into practice and gaining first-hand experience of awesome drills to take back to your clients.

Date: Thursday 26 April
Time: 9am to 5pm
Venue: Wesley Conference Centre,
220 Pitt Street, Sydney
CECs: 8
Cost: Members - \$229
Non-members - \$299

THIS WORKSHOP IS BROUGHT TO YOU BY



rip:60™ CERTIFICATION: STRENGTH, FITNESS AND POWER PRESENTED BY JEREMY STROM

Discover how, using just one piece of equipment, rip:60™ training facilitates a full body workout that can be easily adapted to participants of every level. By demanding integrated muscular strength, rip:60™ encourages efficient movement, forces the body to stabilise and balance throughout the workout, and engages more muscles and more core with every move. Learn how to build awesome rip:60™ programs for every client by gaining a deeper understanding of sequencing, training variables, progressions and the optimisation zone.

Date: Thursday 26 April
Time: 9am to 5pm
Venue: Roman Pilates, Level 1, 21 Belmore Rd, Randwick
CECs: 6 CECs or 2 PDPs
Cost: Members - \$239 Non-members - \$309

THIS WORKSHOP IS BROUGHT TO YOU BY



GP GOLD PASS



GET MORE WITH THE GOLD PASS PACKAGES

The Business and PT Gold Pass packages are the most comprehensive and cost-effective way to experience everything that FILEX 2012 has to offer. Designed for fitness business owners, managers and personal trainers, the Gold Pass provides you with access to the Business Lounge, full registration to the 3-day convention and unlimited access to the Australian Fitness and Health Expo as well as access to the Business or PT-specific events detailed below. Developed to ensure that you receive the most 'bang for your educational buck', the all-inclusive Gold Pass cannot be beaten!



BUSINESS GOLD PASS

Your FILEX Business Gold Pass provides you with access to:

BUSINESS SUMMIT

Thursday 26 April

From Thomas Plummer and Nigel Champion to Rowdy McLean and Darren Hill, the 2012 Business Summit boasts an impressive presenter line-up. What you learn from their collective experience and deep business understanding will strengthen your leadership skills and help you truly engage both staff and members – the key to business profit and success!

SPONSORED BY



BUSINESS BREAKFAST

Saturday 28 April

Attend the Business Breakfast with an open mind and be prepared to tackle one of the industry's most critical success factors – fitness marketing. Trusty chairperson Emmett Williams leads a distinguished panel of industry experts through a discussion on how consumers think, what motivates them to take action, which promotional mediums are most effective, and which offers are most potent. The breakfast wraps with an individual insight into the hottest marketing idea for 2012 from each expert – all delivered over a piping hot brekkie!

SPONSORED BY **customerCall**



PT GOLD PASS

Your FILEX PT Gold Pass provides you with access to:

PT BUSINESS SUMMIT

Thursday 26 April

From Casey Conrad, Darren Hill and Tara Diversi to Steve Jensen and Fiona Cosgrove, the 2012 PT Business Summit has a brilliant line-up of presenters from both within and outside of the fitness industry. By diving into their wealth of knowledge you can take home a mass of instantly useable information to build a better PT business in 2012.

SPONSORED BY



PT BREAKFAST

Saturday 28 April

This annual event tackles some of the toughest questions in the personal training world – do I isolate, or do I integrate? Is there scope for both? Hear the case for curls and marvel as experts attempt to apply the benefits of wood chops to every aspect of daily life. Join Mark Davis and the panel for a lively debate comparing training philosophies and methodologies that can sometimes seem at odds with one another. A thought-provoking start to the day where the debate will be as hot as the breakfast!

Register as a Gold Pass delegate today to get the most out of your FILEX weekend!

THANK YOU TO OUR FILEX 2012 SPONSORS

Thanks to the generous support of our sponsors and event partners, FILEX is the biggest and best fitness convention in the southern hemisphere. Without their financial support and equipment provision, we could not deliver the high quality event for which we have become renowned. We gratefully acknowledge their ongoing support, and urge you to show your thanks by supporting them too.

CO-SPONSORS

Aeromic

Since 1990, Peter Paisley has handmade in excess of 40,000 Aeromics and Cyclemics for use in fitness facilities worldwide. Peter's commitment to improvement continues with the Aeromic AM11 and CM11 – the Cyclemic. Both of these mics include the frame improvements of recent years and a better protected blast-proof capsule with superior sweat resistance – great value at just \$495, including GST. For more information call Aerobic Microphones Australia on 02 8399 1052, email info@aeromic.com.au or visit www.aeromic.com.au



Les Mills Asia Pacific

Les Mills is the premium supplier of ten pre-choreographed group exercise programs, including BODYPUMP®, BODYBALANCE® and the latest additions SH'BAM™ and CXWORX™. Supporting the programs, Les Mills offers a comprehensive system for clubs to maximise their group fitness operations via instructor training, group fitness management and marketing support. Les Mills is the cornerstone of group fitness timetables across the globe, with 13,000 facilities, 70,000 instructors and six million participants experiencing a Les Mills workout every single week. For more information visit www.lesmills.com.au



PTontheNET

PTontheNET was originally created to inspire, educate and unify personal trainers and fitness professionals in the fitness industry. Today it is the leading online fitness resource dedicated to helping personal trainers and fitness professionals on their quest for knowledge. Now packaged with PT Network membership, PTontheNET is your key to successful and ongoing personal growth and career development. To find out more visit www.ptonthenet.com



Trax Music

Consistently delivering fabulous music to the fitness industry for more than 20 years, Trax has the music to satisfy all your needs. If you deliver classes in step, HiLo, circuit training, mind body, aqua, cycling or boxing, Trax has the music to keep your classes full and your participants coming back for more! Boasting a huge catalogue of Original Artist and PPCA-free releases, there's no need to look elsewhere for the soundtrack to your next class. To check out the full range, visit www.traxmusic.com.au



BUSINESS SUMMIT

MYZONE

MYZONE® is a new system designed to enhance member engagement through user-generated content (UGC). It accurately tracks, measures and monetises members' workouts, both inside and outside a club. It monitors heart rate, calories, time and MYZONE® Effort Points (MEPs) using a proprietary MYZONE® Physical Activity Belt and cloud-based technology. In addition to building incentives to drive member loyalty and retention, the MYZONE® system also creates new revenue streams via belt sales, through personal training and membership upgrades. For more information visit www.cfm.net



Ezypay

Award winning Ezypay is a direct debit service provider dedicated to helping fitness facilities regulate cash flow and revenue. Named Telstra NSW Medium Business of the Year 2010, Ezypay continues to innovate and grow to provide customers with the most dynamic and innovative payment collection systems on the market. Ezypay also provides the fitness industry with the most up-to-date research from the annual Australian & New Zealand Fitness Industry Survey. For more information, phone 1300 762 726 or visit www.ezypay.com.au



PT BUSINESS SUMMIT & FRIDAY KEYNOTE ADDRESS

Australian Institute of Fitness

The Australian Institute of Fitness is FIRST in fitness courses and careers. With more courses, campuses, graduates and career partners, the Institute can get you qualified as a personal trainer and started in the fitness industry quickly. You can study full time, part time or online, and your qualifications will be instantly recognised across Australia and around the world. For more information, call the Institute on **1300 669 669**. The Australian Institute of Fitness is also the co-sponsor of the Business Summit.



BUSINESS BREAKFAST

CustomerCall

Do you know what your customers really think of their experience with you? By using principles of Net Promoter Score (NPS), CustomerCall provides analysis to inspire action. By obtaining the answer to the core question 'On a scale of 0 to 10, how likely would you be to recommend a friend or family member?' CustomerCall enables an intelligent philosophy and metric to be instilled at the heart of your business via the use of Record Voice Platforms and real customer voice message analysis. For more information visit **www.cfm.net**. CustomerCall is also sponsoring Michael Jordan's Business sessions.



PRESENTER SPONSORSHIP

Ingrid Owen & Justin Tamsett are sponsored by **Active Management**

Active Management is Australia's premier fitness business coaching company. It runs the highly successful REX Round Table program for club owners and personal trainers. In addition to one-on-one business coaching, Active Management offers a range of services from mystery shopping, staff training and marketing assistance, to help with setting up your social media campaigns. For more information visit **www.activemgmt.com.au**



Lisa Chivers, Mark Davis, Thamsin Dunn, Steve Pettit & Toni Reinikainen are sponsored by **Australian Institute of Fitness**

The Australian Institute of Fitness is FIRST in fitness courses and careers. With more courses, campuses, graduates and career partners, the Institute can get you qualified as a personal trainer and started in the fitness industry quickly. You can study full time, part time or online, and your qualifications will be instantly recognised across Australia and around the world. For more information, call the Institute on **1300 669 669**.



Casey Conrad is sponsored by **Healthy Inspirations**

Healthy Inspirations offers a fully integrated weight loss program for women – as a business for fitness professionals. The systemised program combines real-food eating plans, with a one-on-one diet coaching process and resistance exercise in a small 150 square metre centre. It's a low-cost business that helps the fitness professional deliver superior value and results to 40+ women in their community. Through their passionate group of franchisees in Australia and New Zealand they have helped over 8,000 women lose over 120,000 kilos so far. Visit **www.healthyinspirations.com.au** to find out more.



Emily Friedel is sponsored by **Iron Edge**

Iron Edge, the home of Australian Kettlebells, is the Australian leader in kettlebell education for personal trainers as well as being a one-stop shop for a range of high performance training equipment such as kettlebells, Olympic lifting equipment, sleds, ropes, squat racks, power bands, gymnastic rings and much more. Iron Edge has been supporting personal trainers for many years through both excellence in education and access to wholesale prices on training equipment. For more information, or to sign up for a wholesale account, go to **www.ironedge.com.au**



Michael Jordan is sponsored by **MemberDrive**

CFM is the world's leading member driver, not requiring any outlay from clients, and bearing all the financial risk. For the past 21 years CFM has been purely member driven, and for this reason it will now be known as MemberDrive by CFM. In addition to driving up to 700 new members through your doors in six weeks, MemberDrive also provides: long term cash flow solutions; a boost in secondary spend; referrals from new members; and increased awareness from targeted advertising. For more information visit **www.cfm.net**



Amanda Bracks & Paul Brown are sponsored by **Fit Professionals**

Fit Professionals is Australasia's leading health and fitness recruitment specialist. With over 30 years industry experience, the team at Fit Professionals is dedicated to raising industry standards through quality placements who deliver an exceptional level of service. Our aim is to ensure that your members are looked after by the best, from the front desk staff to personal trainers and club management – and everything in between. We represent exceptional candidates and clients who want to run truly exceptional businesses. For more information, visit **www.fitprofessionals.com.au**



PRESENTER SPONSORSHIP

Mark Buckley is sponsored by **FMA Strength Training**

FMA Strength Training was developed with the core purpose of creating the highest quality trainers in the world. Developed by Mark Buckley, the FMA Strength Training Certification is based on years of research and 'in the trenches' experience. This advanced training system provides the unique skill set needed to work effectively in both the sports rehabilitation and strength and conditioning phases of athlete development – no other course offers such a comprehensive amalgamation of methodologies between these two fields. To learn more about FMA Strength Training – education you can trust – visit www.fmastrengthtraining.com



Jeremy Strom is sponsored by **HF Industries and FreeMotion Fitness**

HF Industries is a family owned and operated company that has been successfully serving the needs of the Australasian fitness market for more than 30 years. HF represents more than 20 international brands, including FreeMotion® Cardio, Strength and FreeMotion® Vertex Vibration, rip:60™ by FreeMotion, Balanced Body® Pilates, HyperWear®, FitWall®, The Original Step®, The HF Vest, PowerBlock®, Trak Handle, Ab Coaster, Marpo Kinetics Rope Climbers, HydroTone and Gerstung Running Squares. For more information visit www.hf.com.au



Steve Jensen is sponsored by **Impact Training Corporation**

Impact Training Corporation (ITC) is the key to achieving phenomenal success in the fitness industry. Commonly known as Australia's most prestigious and successful sales consultancy and mentoring company, ITC teaches the cutting-edge skills required for your team to increase your business' bottom line. ITC mentors will provide you with their expertise and help you advance your career while enhancing your knowledge. Workshops, coupled with one-on-one coaching and strategic planning, have helped to create success for hundreds of businesses worldwide. For more information visit www.impact-training.net



Dan Gregory is sponsored by **The Impossible Institute™**

The Impossible Institute™ is an innovation and engagement company founded to create products, services, systems and brand content – *on purpose* – both deliberately and congruently. The Impossible Institute™ was set up by Dan Gregory in response to a marketing world too focused on building short term liabilities that 'push', when the changes in the market place, our culture, values and the way we connect, demand long term assets that 'pull' and direct the future of organisations. For more information visit theimpossibleinstitute.com



Emmett Williams & Thomas Plummer are sponsored by **MYZONE®**

MYZONE® is a new system designed to enhance member engagement through user-generated content (UGC). It accurately tracks, measures and monetises members' workouts, both inside and outside a club. It monitors heart rate, calories, time and MYZONE® Effort Points (MEPs) using a proprietary MYZONE® Physical Activity Belt and cloud-based technology. In addition to building incentives to drive member loyalty and retention, the MYZONE® system also creates new revenue streams via belt sales, through personal training and membership upgrades. For more information visit www.cfm.net



Michol Dalcourt, Ken Baldwin, Karen Baldwin, Andrew Chadwick & Carl Gunn are sponsored by **QPEC Fitness Solutions**

QPEC (Quality Products, Education and Conditioning) is an industry leader in fitness training, CEC workshops and education. An innovator offering cutting-edge training tools, it is recognised worldwide as a provider of high quality services and equipment to meet all fitness industry needs. QPEC is a distributor of the highest quality reputable products, including ViPR, BOSU®, TWIST, SPRI and Body Bar. For more information on products or workshops call QPEC on 07 3219 2966 or visit www.qpec.com.au



Wayne Seeto is sponsored by **STOTT PILATES®**

Merrithew Health & Fitness™ is dedicated to building high-caliber, multi-disciplinary fitness brands for people of all ages and fitness levels. For over 20 years, Lindsay and Moira Merrithew have built their business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle. STOTT PILATES®, Merrithew's premier Pilates brand, delivers high-caliber education with over 30,000 students trained worldwide. Merrithew Health & Fitness™ also offers a diverse range of fitness programs including ZEN•GA™ Mindful Movement and Athletic Conditioning. To learn more visit www.merrithew.com



Fraser Quelch is sponsored by **TRX®**

TRX®, the training company, and creators of Suspension Training® bodyweight exercise, produce and sell training equipment, education and programs to trainers, clubs, athletes, coaches, sports medicine practitioners, and all branches of the military. TRX Suspension Training® and all new TRX Rip™ Training, deliver functional and innovative training solutions for individuals of all fitness levels and abilities, anywhere. Visit www.trxtraining.com or email aunz@trxtraining.com to learn more.



PRESENTER SPONSORSHIP

Mark McKean is sponsored by **University of the Sunshine Coast**

The University of the Sunshine Coast commenced Fitness Research with an initial grant from the Australian Institute of Fitness. The purpose of the research program is to improve the health of Australians by providing an improved body of fitness knowledge for dissemination, training and implementation by the fitness industry. Enquiries from fitness professionals wishing to undertake postgraduate study in fitness can be made to Dr Mark McKean at USC.



Andrew Simmons is sponsored by **Vision Personal Training**

Vision Personal Training was founded by Andrew Simmons in 1999, with the first studio opening in 2001. Vision now has over 45 studios in NSW, QLD and VIC. The recipient of numerous awards over the years, including the 2008 NSW/ACT Emerging Franchise System of the Year, Vision is proud to have been named National PT Business of the Year 2010. To find out more visit www.visionpt.com.au. Vision Personal Training is also sponsoring Andrew Simmons' FILEX presentation, and co-sponsoring the Business Summit.



Beto Perez, Joy Prouty, Maria Browning & Maria Teresa Stone are sponsored by **Zumba Fitness®**

The Zumba® program is an exhilarating, effective, easy-to-follow, Latin-inspired, calorie-burning dance fitness-party™ that's moving millions of people toward joy and health. Zumba Fitness® blends red-hot international music and contagious steps to form a fitness party that is downright addictive. Since its inception in 2001, the Zumba program has grown to become the world's largest and most successful dance-fitness program, with more than 12 million people of all shapes, sizes and ages taking weekly classes in over 110,000 locations across more than 125 countries. For more information visit www.zumbaaustralia.com



Jennifer Schembri-Portelli, Melissa Cameron & Stacey Dolliver are sponsored by **WETS**

Water Exercise Training Service (WETS) is the industry's leading educator in water-based fitness, delivering nationally recognised training, advice and professional development to group exercise instructors, personal trainers and allied health professionals throughout Australia. With water-based exercise becoming an ever stronger force within the health, wellness and fitness sectors, the WETS team has the experience and expertise to help students master the art of aquatic fitness instruction. To take the splash and discover how you can develop your career, call 03 8774 1722 or visit www.wets.com.au



SESSION SPONSORSHIP

BOXMASTER

BOXMASTER is the latest piece of equipment to revolutionise the fitness industry and bring boxing training back into gyms and fitness facilities. Developed by former Australian top middle-weight boxing champion Rai Fazio, and backed by industry legend Tony de Leede, BOXMASTER provides a turn-key option that – with the support of programmed punch boxing combinations – takes the usually individual exercise of boxing and turns it into a fun and motivational small group exercise format that benefits members of every fitness level, as well as the fitness business owner.



CHISM

The Children's Hospital Institute of Sports Medicine (CHISM) provides a comprehensive, specialised approach to children's fitness, exercise science and sports medicine. CHISM's mission is to provide the highest quality services in paediatric sports medicine and exercise science through clinical care, research, policy development, and education and training. For more information on CHISM's eLearning Certificate IV Specialisation Module: Plan and Deliver Exercise for Children and Young Adolescents (SRF CHA001A), visit www.chism.chw.edu.au



Fitness Australia

Fitness Australia is the national health and fitness industry association working for a fitter, healthier Australia. It is a not-for-profit, member-based association with over 1,300 registered businesses and 24,000 registered exercise professionals Australia-wide. Registration gives exercise professionals credibility, portability and protection. Promote your credentials and show your clients you care about their safety, provide quality service and are committed to meeting industry standards. For more information visit www.fitness.org.au



Indoor Cycling Experience (I.C.E)

The fitness industry is in need of skilled, qualified and innovative indoor cycling instructors. Australian Fitness Network delivers Indoor Cycling Experience (I.C.E) training courses that are approved with Fitness Australia and upon completion give you 15 CECs. With I.C.E training, you'll learn how to create and teach classes, develop an understanding of safe technique for all levels, and gain the skills of effective music interpretation. To find out more visit fitnessnetwork.com.au/ice or call 02 8412 7400.



SESSION SPONSORSHIP

Les Mills Asia Pacific

Les Mills is the premium supplier of ten pre-choreographed group exercise programs, including BODYPUMP®, BODYBALANCE® and the latest additions SH'BAM™ and CXWORX™. Supporting the programs, Les Mills offers a comprehensive system for clubs to maximise their group fitness operations via instructor training, group fitness management and marketing support. Les Mills is the cornerstone of group fitness timetables across the globe, with 13,000 facilities, 70,000 instructors and six million participants experiencing a Les Mills workout every single week. For more information visit www.lesmills.com.au



MILITARYFITNESS.COM.AU

MILITARYFITNESS.COM.AU is an industry leader in delivering military-style physical training sessions to the civilian market. Delivering everything from one-to-one PT sessions, through to pre-season sessions for top level sporting teams, our instructors have withstood the rigours of military training with elite units in the Army or Navy. The **MILITARYFITNESS.COM.AU** team has a 'Never give up' attitude which is instilled in clients to help them achieve undreamt of health and fitness goals.

MILITARYFITNESS.COM.AU

Place of CHI (Corrective Holistic Institute)

Place of CHI represents the C.H.E.K Institute in Australia and is responsible for running all C.H.E.K Advanced Training Programs and seminars. Operated by faculty member Donal Carr and Cathy Carr, Place of CHI's vision is to support students on their path to holistic body-mind health and optimal performance. The C.H.E.K Institute is committed to empowering people with the foundation principles essential for optimal health, performance and wellbeing. Call 02 9986 0840 to order DVDs, books, correspondence courses and tools, and visit www.placeofchi.com to find out about Paul Chek's tour in 2012.



Punch Equipment

Punch Equipment's designers are also accredited instructors in many disciplines, and their boxing equipment design concepts are assessed for safety and durability. Only when these criteria are met will a product be included in the commercial range. That's why – unlike other brands – PUNCH offers a Pre-Test 2-year to AAA lifetime commercial warranty. To view the online catalogue go to www.punchequipment.com or call 13 000 PUNCH (78624) for your nearest stockist.



Indo-Row

Proudly manufactured in the USA since 1988, WaterRower combines its unique design and exceptional handcrafted quality to create the world's most authentic rowing simulator. WaterRower's extensive range of models compliment all varieties of commercial settings. WaterRower has teamed with World Rowing Champion Josh Crosby, and renowned fitness program developer and instructor Jay Blahnik, to present the critically acclaimed program, Indo-Row®. Dubbed The Perfect Calorie Burn, Indo-Row® is a one-of-a-kind indoor rowing workout that will truly change the way you think about group exercise. For more information visit www.indorow.com



V Club

Voted Best Gym in Sydney for four years in a row, V Club is Sydney's hottest dance, yoga and fitness club for men and women. Featuring a unique range of over 130 classes per week, including 360Warrior, Insanity, Zumba, Exotic Dance, Burlesque Dolls and Hip Hop. With six studios including a dedicated hot yoga, pole dance, cycle and Pilates studio, as well as roof-top training, V Club has the innovative fitness programs, state-of-the-art facilities and social events to accelerate the heart rate or still the mind. For more information visit www.vclub.com.au



LANYARDS SUPPLIED BY EZYPAY

Ezypay

Award winning Ezypay is a direct debit service provider dedicated to helping fitness facilities regulate cash flow and revenue. Named Telstra NSW Medium Business of the Year 2010, Ezypay continues to innovate and grow to provide customers with the most dynamic and innovative payment collection systems in the market. Ezypay also provides the fitness industry with the most up-to-date research from the annual Australian & New Zealand Fitness Industry Survey. For more information phone 1300 762 726 or visit www.ezypay.com.au





BUSINESS SESSIONS

BUSINESS SUMMIT

From **Thomas Plummer** and **Nigel Champion** to **Rowdy McLean** and **Darren Hill**, the 2012 Business Summit boasts an impressive presenter line-up. What you learn from their collective experience and deep business understanding will strengthen your leadership skills and help you truly engage both staff and members – the key to business profit and success!



Play a bigger game – What drives motivation, execution and results?

Rowdy McLean

Knowing what you want, why you want it and how to get it are the keys to a great life. Most people lack the tools, motivation and inspiration to grab life with both hands and fulfil their true potential. Sharing his journey from an average childhood to amazing results, Rowdy reveals the four key drivers of success that will allow you to achieve more, be more, and have more than you ever imagined. Learn not to accept the status quo; understand how to overcome fear; and discover how to get from 'cannot' to 'can' to make things happen every time!

Leave a lasting impression

Darren Hill

Lasting impressions matter. Whether you are in leadership, sales, or delivering frontline health services; the key to business success is how you are remembered. Given the vast amounts of information assaulting our senses every day and the mind-blowing amount of data at our disposal, the question is, 'are you memorable?' Author, speaker and behavioural scientist Darren guides you through the science of being memorable, both as a leader and as a business. Discover how to draw people to your service, your product and your message – and how to truly take root in the minds of your customers.

Create a team culture for engagement

Nigel Champion

Having a powerful brand, strong staff and member engagement, great relationships with suppliers and a commitment to your community is only possible if your team members have a common purpose and passion. How can this be achieved? The key is developing a powerful relationship with your staff where they know you will stand by them through thick and thin. Nigel, a pioneer of the Australian fitness industry (and a highly esteemed business owner) discusses the leadership skills to fully engage your team, and achieve a strong, trusted and successful business in the process.

Where there is chaos, there is opportunity

Thomas Plummer

More has changed in the fitness industry during the past few years than in the previous 30. Increased competition, low-priced competitors, the advent of functional training and the decline of traditional price models have all resulted in an industry seeking direction. In this fascinating session, fitness business icon Thomas takes a unique look at the trends that are rocking the industry, and provides original insights into finding opportunity in the chaos.

Engage your staff to increase secondary spend

Expert panel, chaired by Justin Tamsett

In today's market relying on membership dues as the sole source of income is generally insufficient to operate a profitable fitness facility. So, it is critical that owner/operators have a clearly defined secondary income strategy. In this enlightening discussion the panellists will outline their most successful secondary income generators, the marketing strategies they have used and how they created a staff culture that fully embraces the secondary spend concept.

BUSINESS SUMMIT DETAILS

Date: Thursday 26 April
Venue: Doltone House – Jones Bay Wharf, Pyrmont
Time: 8:30am to 5:30pm
Price: Member – \$499 Non-member – \$569
Or included in your Business Gold Pass registration.

CECs: 4

This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.

SPONSORED BY



CO-SPONSORS



SUPPORTED BY



BUSINESS SESSIONS

Featured presenters

Thomas Plummer



A 30-year veteran of the fitness business, Thomas is founder of the Thomas Plummer Company and the National Fitness Business Alliance (NFBA), the world's largest provider of education for fitness business owners. Considered by many to be the most influential person working in the business of fitness today, Thomas speaks in front of over 10,000 people annually, and has authored six bestselling books on the business of fitness.

Ingrid Owen



As vice president of fitness at 24 Hour Fitness, Ingrid oversees responsibilities for personal training, group exercise and youth fitness. During her successful 16-year tenure she has served in a variety of corporate and field level positions. Ingrid holds a bachelor's degree in accounting from Penn State University, an exercise and physiology degree from Temple University and certifications from the American Council on Exercise and the Aerobics and Fitness Association of America.

Casey Conrad



Casey has been involved in the health and fitness industry for 26 years. In addition to authoring *Selling Fitness: The Complete Guide to Selling Health Club Memberships*, she has created and published over 25 other sales, marketing and management training products for the industry, including online platforms for sales and personal training. An ever-popular presenter who offers a wealth of take-home value, Casey has presented in 19 countries and writes for numerous international publications.

FRIDAY 27 APRIL

10:30am – 12pm

Change-proof your brand ♦ A1B

Dan Gregory

The pace of technological development and rapidly shifting communications and management models mean that change is occurring faster than ever. Rather than panicking and changing course, you need to uncover what is fundamental to your business and brand. Dan helps you define and use this core essence and reveals how to: turn your greatest weakness into a competitive advantage; turn truth into profit; drop the corporate speak; and discover why it really is 'all about you'. L

SPONSORED BY



50 new angles, models and methods to make your club rumble! ♦ A1C

Emmett Williams

How would Warren Buffet financially assess your club? To make positive changes to your business, you need to approach it with fresh perspectives. Join Emmett to learn: unique ways to stimulate the dormant demand in your market place; how to sell with retention as your major outcome; what really works in customer engagement management; and how to measure 'loyalty' the Harvard University way – and then enhance it. L

SPONSORED BY



1-DAY WORKSHOP FRIDAY 11:30AM – 6:30PM

Managing a profitable fitness business: a unique challenge ♦ A1A

Justin Tamsett

This workshop is ideal for new business owners or new managers. Regardless of whether you are an independent operator, franchisee or part of a chain, this comprehensive program provides insights into managing a successful business. Learn about the key performance indicators for your business and how to impact them; the factors involved in designing and implementing a successful marketing plan; how to design a marketing piece; a formula for selecting the best staff and holding onto them; and, finally, the secrets to retention. Grab the opportunity to ask Justin questions about leading your business to success and take home comprehensive notes and a long list of action points you can implement to enhance your business. There is no other management training program like this in Australia, and every year it books out – so register early to avoid disappointment! WS

SPONSORED BY



1:30 – 3pm

Simple marketing rules for the independent club owner ♦ A2B

Thomas Plummer

There are two ways to find new clients for your business; either through conventional price drive marketing or through exposure marketing. Join Thomas to find out why exposure is the future of fitness and how it can be applied to retro marketing as well as more recent marketing tools such as websites and Facebook. L

SPONSORED BY



Keep 'em coming all year round: how to fill your calendar with retention events ♦ A2C

Paul Brown

Keeping members engaged is a full time job, but it gets a whole lot easier once you know how. Let Mr Retention fill your calendar with fresh ideas to keep your members loyal, active and involved at your club while also promoting referrals, renewals and driving new traffic through the doors. Take home a swag of strategies along with the tools needed to put them into action. L

SPONSORED BY



Generating referrals from allied health professionals ♦ A2D

Adam Floyd

Want to fill your club with referrals from physios, chiro's and other health professionals? Join physiotherapist Adam for this incredibly useful seminar in which he discusses barriers, relationship marketing, referral tools, self branding and self development. Learn how to develop and maintain a mutually beneficial referral network that will strengthen your business. L

BUSINESS SESSIONS

3:30 – 5pm

Develop your fitness dream team ♦ A3B

Ingrid Owen

Creating a dream team of fitness professionals demands excellence in recruiting, selection and development. The old ways of teaching have passed: the new generation demands engaging, entertaining and exciting learning. Ingrid reveals how 24 Hour Fitness has created a professional, learning-based organisation for over 21,000 team members by using different venues to create an energising and efficient environment. Discover how to develop your team into the employees and leaders you need! **L**

SPONSORED BY 

The four elements of ultimate customer service ♦ A3C

Michael Jordan

With increased competition comes the need to consider the entire customer experience. Using examples and practical tips, Michael explains how to create the ultimate customer experience by meeting tangible needs, informational needs, intangible needs and affiliation needs. Learn how to gauge and record their effectiveness through Net Promoter Scores (NPS) so that your team can provide an improved customer experience that will grow your business. **L**

SPONSORED BY  

5:30 – 6:45pm

POP! Stand out online and crush your competitors ♦ A4B

Casey Conrad

Most prospects visit your website before they even consider calling or visiting – so it must engage and ‘wow’ them. Using case studies and a live assessment Casey identifies the key elements of a truly engaging website. Discover how to make your blog effective from a marketing perspective; how



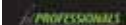
to leverage technology; the keys to driving search engine optimisation; and how to make your website and social media work in synergy. **L**

SPONSORED BY 

Emotional selling ♦ A4C

Amanda Bracks

Want to know the secrets to closing more sales and generating more referrals? Many businesses are overlooking the basic fundamentals of selling by failing to focus on the emotional needs of prospects. In this inspiring session Amanda demonstrates how important connecting with emotion is in marketing and in making the sales process seem easy for both the business and the prospect. **L**

SPONSORED BY 

SATURDAY 28 APRIL

8 – 9:30am

Generate more sales with program marketing ♦ B1A

Casey Conrad

For most club operators, their closing percentage is not a problem; getting enough prospects through the doors is the issue. Program Marketing is the key to attracting more prospects – especially those who would not have otherwise entered your facility – and to converting them into members. Learn why Program Marketing works; what the most popular programs are; how to market and sell them; and how to ensure high conversion rates. **L**

SPONSORED BY 

Run a health check on your business ♦ B1B

Maria Albanese

Does your club have a pulse? Does your bottom line need strengthening? Is your core business strong, and is your management style flexible enough to give you balance in life? Prevention is better than cure, so join Maria for this business health check that enables you to evaluate your business performance against best business practices. **L**

Build a successful wellness profit centre ♦ B1C

Maria-Ann Camilleri

The growth of the wellness industry continues apace. Wellness is all about enhancing the lives of others, so are the goals of wellness and creating a profitable business compatible? Can we have it all? Delivered with Maria-Anne's trademark energy, this session challenges the old business marketing models and examines options for adding wellness to an existing business in order to diversify and grow. **L**



BUSINESS BREAKFAST

SATURDAY 28 APRIL • 7:30 – 9:30AM

The very best of fitness marketing
Expert panel, chaired by Emmett Williams

Attend the Business Breakfast with an open mind and be prepared to tackle one of the industry's most critical success factors – fitness marketing. Trusty chairperson Emmett Williams leads a distinguished panel of industry experts through a discussion on how consumers think, what motivates them to take action, which promotional mediums are most effective, and which offers are most potent. The breakfast wraps with an individual insight into the hottest marketing idea for 2012 from each expert – all delivered over a piping hot brekkie! **PA**

Venue: Dockside Function Centre, Cockle Bay Wharf

Cost: \$99 per person OR included in your Business Gold Pass registration.

SPONSORED BY 

10 – 11:30am

Closing a sale is easy when you know how ♦ B2A

Steve Jensen

To be successful in sales you *must* be able to ‘close’. The good news is that this essential skill is easy – if you know how! Steve demonstrates how to use pre-closing strategies on the phone to ensure each prospect shows and is ready to buy. Discover how to create a solid foundation and use testing techniques that reduce objections and make closing much easier. **L**

SPONSORED BY 

BUSINESS SESSIONS

Managing a Gen Y workforce ♦ B2B

Ryan Hogan

Today's workforce is full of young, talented and enthusiastic people with the potential to make a positive difference in your organisation – but what they want and need to be successful is completely different than past generations. Join Australian Fitness Network's CEO, Ryan, as he explores simple strategies to lead and manage Gen Y staff to success. **L**

SPONSORED BY 

Grow your membership with the power of group ex ♦ B2C

Ingrid Owen

Group exercise is more than a strong retention tool. When fully utilised, it can grow your business through referrals and guest acquisition. With over 24 million member touches annually, 24 Hour Fitness knows how to maximise the impact of its group exercise programming. Join Ingrid as she shares the business know-how of one of the world's biggest fitness chains. **L**

SPONSORED BY 

The pros and cons of franchising ♦ B2D

Andrew Simmons

Fitness franchising has grown rapidly in recent years, but it isn't the business model for everyone. Join Andrew as he discusses the pros and cons of setting up or buying a franchise business, outlines who is best suited to the franchise model, gives a raw account of his personal experiences, and explains what needs to be considered in terms of legal; people management; and lifestyle implications. **L**

SPONSORED BY 

1 – 2:30pm

Create higher returns through layered pricing ♦ B3A

Thomas Plummer

Most traditional price models actually limit your return per member, as well as the type of customer you attract. Thomas reveals how implementing the layered pricing method will allow you to drive up your average returns per member while still offering a lower entry price in order to stay competitive. **L**

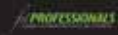
SPONSORED BY 

The secrets of successful women in fitness ♦ B3B

Expert panel, chaired by Amanda Bracks

Amanda chairs a carefully selected panel of five inspirational women who have developed and run

million dollar+ facilities. Join them as they share their three most successful marketing campaigns, three sales strategies they can't do without and three retention programs that have stopped attrition. A not-to-be-missed session packed with take-home value for both women and men! **PA**

SPONSORED BY 

Go guerilla and grow your business ♦ B3C

Michael Jordan

Today's clubs need to be more creative, proactive, intelligent and community-oriented to build their brand and their business. Drawing on his own experiences as a facility owner, as well as knowing the tried and tested techniques of some of the leading clubs worldwide, Michael reveals 30 innovative ways to generate new members and build awareness in your community through guerilla and community outreach marketing. **L**

SPONSORED BY  

3 – 4:30pm

Social media: friend or foe in business? ♦ B4A

Justin Tamsett

Facebook logos, Twitter addresses and YouTube links are everywhere these days – but does social media generate income? Justin, the fitness industry's social media expert, shares the strategy behind having a social media presence, shows how to measure return on investment and increase followers, and reveals applications that work in your business. Discover the link between sales and retention and social media, and take home the know-how to generate income from it. **L**

SPONSORED BY 

The power of one: building a member service culture, one person at a time ♦ B4B

Ingrid Owen

Consumer expectations have changed. If you want to succeed, you must change the way you do business. 24 Hour Fitness has led the industry in this



transformation – from sales and service, to a non-commissioned workforce and the introduction of new technologies, products and services. Join Ingrid as she shares the lessons learnt – sometimes painfully – from challenging nearly every industry norm that exists. **L**

SPONSORED BY 

How video can create a flood of new members ♦ B4C

Steve Brossman

Learn five simple ways to use videos to acquire new members and turn existing ones into raving fans. Steve smashes the 'too hard, too expensive, takes too long' myths by demonstrating how just 30 minutes per day and a \$200 camera will elevate you above discount wars. Learn from the case study of a business which had to hire extra staff just to handle new business. **L**

Australian Fitness & Health Expo time for Business delegates ♦ B4D

SPONSORED BY 

PLENARY SESSION SATURDAY • 5 – 6:30PM

The slow death of the big box fitness centre model ♦ B5A

Thomas Plummer

Our industry is evolving and, in Thomas' opinion, the big box fitness model is dying a slow death and will be a much smaller part of the future of fitness. Come along to hear his analysis of what is killing the old way of doing things, and be stimulated as he explores how we can transition to a smarter business model of fitness centres that can generate higher returns in smaller spaces. **L P**

SPONSORED BY 

BUSINESS SESSIONS

SUNDAY 29 APRIL

Early Morning Expo Workout

6:30 – 8am  **Sunday 29 April**

Check out page 7 for more details

BROUGHT TO YOU BY 

8 – 9:30am

The truth about social media marketing for clubs  **C1A**

Casey Conrad

Most clubs now use Facebook, Twitter, LinkedIn or YouTube to some degree, but many feel frustrated by the lack of new member sales this social networking generates. Social media can be a powerful marketing tool, but it is just one piece of a comprehensive marketing mix. Casey de-mystifies social media marketing and explains the Triple Blitz Formula, a strategy to help clubs drive more sales. [L](#)

SPONSORED BY



Integrating resources for business success

 **C1B**

Ingrid Owen

By using your existing resources more wisely, you can improve member outcomes and strengthen your business. Discover how to drive member retention and acquisition by integrating your group exercise and personal training teams. Join Ingrid to learn the secrets and best practices of 24 Hour Fitness in creating a cohesive culture that is focused on the same objective – helping members achieve their fitness goals. [L](#)

SPONSORED BY



Why members quit and how to retain them

 **C1C**

Xen Angelides

Retention is the nemesis of every club operator – but it doesn't have to be. Join Xen as he explores how to increase the average length of stay through proactive

member engagement. Discover how using a combination of traditional methods such as calls, anniversary specials and 100th visit incentives, combined with emerging technologies can help enhance member retention and extend average length of stay by two to three months. [L](#)

1 – 2:30pm

The induction sales process: change the way you sell training  **C2A**

Thomas Plummer

The first point of in-club contact between a prospective member and the club is an opportunity to impress, establish rapport and sell the benefits of your business. Too often, however, this opportunity is squandered. Thomas explains how, by slowing down the first hour and changing how and who is selling, you can dramatically increase sales and return per client. [L](#)

SPONSORED BY



Effective goal-hitting strategies for your business, clients and life  **C2B**

Paul Brown

Make any task easier, any challenge achievable and any dream come true with the simple but powerful 'purpose-process-pay off' approach. Paul reveals how applying this method to every facet of your business, health and personal life will reap previously unattainable rewards. Discover how these strategies have helped transform ordinary athletes into champions and struggling businesses into market dominators, and learn innovative ways to monitor results for the best possible outcomes. [L](#)

SPONSORED BY



Relaunch your club and boost profit  **C2C**

Steve Jensen

Relaunching your established club can boost membership and profit. It's low cost, has a very high return and is easy to do. Over time, many clubs get tired and stuck in a rut, with staff members just going through the motions. Discover how a club relaunch



every five to six years tops up membership, gets your club's name back out in the marketplace and excites both staff and members. [L](#)

SPONSORED BY



BOXMASTER: the next small group training profit centre  **C2D**

Tony de Leede

Be part of the official launch of this revolutionary piece of boxing equipment! BOXMASTER will be the next profit centre for clubs looking to keep their members motivated and achieving results, while creating an additional revenue stream. Experience a live demonstration of how BOXMASTER works and discover, from industry guru Tony de Leede, how BOXMASTER will benefit you, your business and your members. [IL](#)

SPONSORED BY



PLENARY SESSION

SUNDAY • 3 – 4:30PM

The CBAs of internet marketing for health clubs  **C3A**

Casey Conrad

Do you want to use more internet tools and strategies in your club's marketing, but are unsure which ones to use or how to use them? Learn the three-step 'CBA' process of internet marketing for health clubs. Discover the critical difference between internet marketing and traditional marketing; two website strategies to capture more prospects; and three tools to make your online marketing easier and more effective. [L](#) [P](#)

SPONSORED BY



A personal trainer in a red shirt is assisting a client in a black tank top with a core exercise. The client is in a plank position, resting on a blue exercise ball. The trainer is standing behind the client, with his hands on the client's hips to provide support and guidance. The background shows a gym setting with various exercise machines and a large window. A dashed white line runs diagonally across the image, separating the top and bottom sections.

PERSONAL TRAINING SESSIONS

PT BUSINESS SUMMIT

From **Casey Conrad**, **Darren Hill** and **Tara Diversi** to **Steve Jensen** and **Fiona Cosgrove**, the 2012 PT Business Summit's line-up of brilliant presenters from both within and outside of the fitness industry will help you build a better PT business in 2012.



Lasting impressions

Darren Hill

A key to your success as a personal trainer is how well your programs and your messages are remembered. We live in an information-rich age, which has increased the need to be memorable. For any small business, lasting impressions matter now more than ever. So, in a highly visible and competitive fitness industry, how are you leaving a lasting impression with your clients? Author, speaker and behavioural scientist Darren guides you through the science of being memorable, both as an expert and as a small business. Discover how to draw people to your service, your product and – most importantly – your message.

Getting to 'Go'!

Tara Diversi

Clients often know what to do to achieve their fitness goals – but they simply don't do it! As well as delaying the benefits of training, this can cause a lot of frustration to you, their trainer. The best PTs don't just know the best exercises to prescribe for each individual, they also use the power of influence and persuasion to facilitate positive results. Discover why your clients do what they do, and how you can use the wisdom from consumer psychology, behavioural economics and marketing to become more influential and persuasive in getting your clients to 'Go'.

Use Facebook to grow your PT business

Casey Conrad

Do you have a hard time quantifying whether your Facebook presence is actually helping you reach more prospects? Casey reveals how you can use Facebook to drive more prospects and ultimately get more clients. Learn: simple tricks to gain maximum exposure; new 'programming' features that turn your Facebook into a mini website (and why that's important); how to establish a comments box that will help you reach more potential prospects; how to use 'Tags' to create tremendous social proof with members and their friends; and one simple promotion that will help you generate a killer referral program.

The ultimate conversion: from trial session to paying client

Steve Jensen

Providing trial personal training sessions is one of the easiest ways of generating more clients. Unfortunately, poor sales strategies and closing sequences result in many lost opportunities. Discover how to qualify each trial PT session to maximise your income potential, and learn training strategies proven to encourage the conversion of prospects into clients. Take home a closing sequence with the power to instil the desire to continue training with you in every prospect, and learn how to use a price presentation technique that will make your services indispensable.

Coaching clients to dramatic lifestyle change

Fiona Cosgrove

Most clients know what they should be doing to improve their health and wellbeing, so why aren't they doing it? Fiona provides new tools to break through client stigmas, and explains how to incorporate them into your training business. Learn how coaching can change the way the brain responds, placing the client in a completely different mental state than when they are being 'told' what to do, and enabling a sense of empowerment and enhanced performance. Gain an understanding of how wellness coaching differs from traditional personal training models, by adding value for clients and opening up new markets for your business.

PT BUSINESS SUMMIT DETAILS

Date:	Thursday 26 April
Venue:	Sydney Convention and Exhibition Centre
Time:	8:30am to 5:30pm
Price:	Member – \$399 Non-member – \$479 <i>Or included in your PT Gold Pass registration.</i>
CECs:	4

This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.

SPONSORED BY



CO-SPONSORS



PERSONAL TRAINING SESSIONS

Featured presenters

Chuck Wolf



As one of the industry's top educators, Chuck brings a fresh approach to studying and training the body. He is the director of Human Motion Associates, based in Orlando, Florida, and is a Fellow of Applied Functional Science with the Gray Institute. Chuck consults with a wide range of clients, from those seeking rehabilitation to high level professional athletes.

Dr Jason Karp



Jason is an internationally recognised running coach, speaker and writer. Holding a PhD in exercise physiology, he writes for international running, coaching, and fitness magazines, is the author of four books, and is a frequent presenter at fitness and coaching conventions. The 2011 IDEA Personal Trainer of the Year, he owns RunCoachJason.com, a valuable resource for trainers, runners and running coaches.

Dr Len Kravitz



Len is the program coordinator of exercise science and a researcher at the University of New Mexico where he won the Outstanding Teacher of the Year award. He has previously been named Can-Fit-Pro's Specialty Presenter of the Year and the American Council on Exercise's Fitness Educator of the Year. He has also received the prestigious Can-Fit-Pro Lifetime Achievement Award and the Global Award for his research contributions to the Aquatic Exercise Association.

FRIDAY 27 APRIL

10:30am – 12pm

Build a prosperous and profitable PT business ♦ A1D

Aaron Whear

Join Aaron for this inspirational session and discover the systems to build, service, and retain a highly profitable base of clients who will become raving fans. Learn the secrets to generating an endless supply of enthusiastic and committed clients by developing a powerful and practical business plan, and take home the know-how to keep on track with a simple one-page profit-maximising score sheet. [L](#)

Eccentric exercise: everything you want to know and more! ♦ A1E

Dr Len Kravitz

Join Len for the most comprehensive review ever on eccentric exercise. Topics include the history and physiology of eccentric exercise, the sequence of events leading to DOMS, the repeat bout-effect, gender differences and age applications, rehabilitation, and the mystery of eccentric exercise and metabolism. In this must-attend session, Len also uses multi-media technology to showcase 24 fantastic eccentric exercises and three different eccentric training techniques. [L](#)

Chasing Phidippides: the top 7 lessons for coaching runners ♦ A1F

Dr Jason Karp

Despite the popularity of running, PT certifications don't cover how to run like Phidippides, the ancient Greek hero of the marathon. Imperfect training will prevent your clients from meeting their potential and

can result in injury. In this session, America's running expert takes both a scientific and a coaching view of the training process and discusses the most important lessons for advising and coaching runners. [L](#)

Change the game and impact more lives ♦ A1G

Fraser Quelch

The fitness industry is impacting less than 3% of the population. If this statistic alarms you then it's time to 'change the game'. In this interactive session Fraser examines existing practices and proposes innovative ideas and training methods to positively impact more lives. Learn how to combine movement, play, competition and camaraderie with advanced training principles, and shift how you and your clients view and experience training forever. [L](#)

SPONSORED BY **TRX**
Suspension Training

Training movements, not muscles ♦ A1H

Chuck Wolf

The issue is not whether to perform open or closed kinematic chain activities, but how to incorporate both into an exercise. By analysing functional integrated movement patterns you can synchronise the opening and closing of the kinematic chain, resulting in actions that require force reduction and stabilisation, and force production movement patterns. Join Chuck to learn how to create integrated movement patterns that involve upper and lower extremities and include a strong core component. [IL](#)

ViPR training for sport ♦ A1I

Michol Dalcourt

In this practical session, Michol shares the inside secrets of training for effective skill transfer into sport.

Learn which movement demands are important in sport and how to effectively use ViPR to enhance their training effect. Come prepared to move and take home myriad unique ViPR drills to fill your training sessions with fresh and effective content. [WS](#)

SPONSORED BY **QPEC**

Bodyweight – The only 'equipment' a PT needs! ♦ A1J

Rob Di Francesco & Gary Mullins

Rob and Gary unveil a comprehensive list of over 100 bodyweight exercises, from the basic to the advanced, from the classic to the cutting-edge. Add to your training repertoire with new exercise variations for all major muscle groups. A must-attend session for outdoor trainers or gym-based trainers in need of inspiration. Discover how the only 'equipment' you need is your client's bodyweight! [OD](#)

SPONSORED BY **MILITARYFITNESS.COM.AU**

Lower body rehab essentials ♦ A1K

Tim Keeley

In this, the first of two interactive and practical workshops, the most up-to-date and effective rehab exercises for the lower body are revealed. Tim demonstrates the definitive activation, correctional, strength and stability exercises to help with lower body problems, back pain, sports and training injuries. Both physios and fitness professionals will gain the benefit of this leading physio's knowledge and experience to develop a deeper understanding of exercise rehab. [WS](#)

PERSONAL TRAINING SESSIONS

The vital role of fitness professionals in exercise and lifestyle medicine **A1L**

Garry Egger

Lifestyle medicine is defined as 'the application of environmental, behavioural, medical and motivational principles to the management of lifestyle-related health problems in a clinical setting'. Exercise and nutrition are the 'penicillin' of lifestyle medicine, and fitness professionals play a vital part in combating the factors associated with modern chronic diseases. Garry discusses the causes and nature of such factors and highlights the role of the fitness industry in managing them. [L](#)

Working with menopausal clients **A1M**
Shira Kramer

Do you train female clients over the age of 40? Shira discusses the safety, medical, physical and psychological issues demanding consideration when working with women in their menopausal years, as well as those with osteoporosis. Featuring a variety of exercise examples, this session delivers the take-home skills to design programs or provide class modifications for women during this important life stage. [L](#)

Ladies and gentlemen, please take your seats **A1N**

Jennifer Schembri-Portelli

Exercising on a chair is finally gaining the recognition it truly deserves. Join JSP as she provides theoretical knowledge and practical exercise ideas using a ball, scarf and a chair to improve functional mobility, strength and fitness – while still having a lot of fun! Take away the skills to work with those most in need of exercise, in retirement homes, community facilities and local gyms. [WS](#)

SPONSORED BY



1:30 – 3pm

Generating referrals from allied health professionals **A2D**

Adam Floyd

Want to fill your club with referrals from physios, chiro's and other health professionals? Join physiotherapist Adam for this incredibly useful seminar in which he discusses barriers, relationship marketing, referral tools, self branding and self development. Learn how to develop and maintain a mutually beneficial referral network that will strengthen your business. [L](#)

Marathon training 101 **A2E**

Dr Jason Karp

From the time the ancient Greek runner Pheidippides ran from Marathon to Athens to announce the Greeks' victory



in the Battle of Marathon, humans have had a compelling interest in endurance; an interest which, judging by the increasing popularity of marathon running, is growing ever stronger. Jason addresses the cardiovascular, muscular and metabolic factors that influence marathon performance and discusses how best to train clients to successfully prepare for a marathon. [L](#)

Back strong and beltless **A2F**

Donal Carr & Cameron Nell

Donal and Cameron examine the pros, cons and controversies of using a weight belt. Explore the history and original uses of weight belts and learn how they were first introduced to the fitness industry. Learn how the inner and outer unit stabilisation systems work, understand their role in movement, and discover how to enhance the weight belt that nature has already provided for you. [L](#)

SPONSORED BY



The neuroscience of behaviour change **A2G**

Paul Taylor

How many of your clients want to remain exactly the same? The answer is 'none', highlighting the fitness industry's role as a facilitator of change. Presenting a neuroscience-based model that has been successfully used to increase the pass rate in US Special Forces training by 30%, Paul explores change, why it is hard and what we can do to help clients foster change and achieve their goals. [L](#)

Fitness vs. fatness: what is best for the obese client? **A2H**

Dr Robbie Parker

Should physical activity programs focus on a client's fitness rather than fatness? Can aerobic exercise or resistance training influence the markers of inflammation associated with obesity, the development of cardiovascular disease and the onset or management of type II diabetes? Join Robbie as he examines current research looking at whether exercise can influence

these elements, as well as metabolism, insulin levels, abdominal adiposity and hormonal activity that might be conducive to greater fat loss. [L](#)

SPONSORED BY **chism**
the child's hospital is a member
Institute of Sports Medicine

Upper body rehab essentials **A2I**

Tim Keeley

In this, the second of two interactive and practical workshops, in-depth demonstrations and instructions on effective rehab of the shoulder and upper body are revealed. Tim demonstrates correct technique in the activation and execution of correctional, strength and stability exercises, and shares his extensive knowledge to help personal trainers and physios develop a broader understanding of exercise rehab for upper body problems, shoulder and back pain, and training injuries. [WS](#)

Suspended Rotation Training: MMA-style workout for maximum results **A2J**

Jeremy Strom

Welcome to the latest development in training tools: Suspended Rotation Training. Using MMA-specific movement patterns, Jeremy delivers the tools to help clients run faster, jump higher, be more agile and increase strength and stamina using the rip:60™. Discover how the unique functionality of rotation in the straps fires the core and prepares the body for real life movement – in or out of the ring! [WS](#)

SPONSORED BY **HF INDUSTRIES**
Office Team 2018



Outdoor motivation! **A2K**

Katrina Cochrane

Outdoor training provides a great opportunity to inspire and motivate clients – but to keep energy and results up, you need inspiration. Join Katrina as she introduces fresh exercise techniques using a variety of low-cost equipment to implement straight away in your individual and group training sessions. Leave this session energised and ready to escalate your clients' results. [OD](#)

PERSONAL TRAINING SESSIONS

Kettlebell essentials for trainers **A2L**

Emily Friedel

Learn the essential skills necessary to teach your clients how to use kettlebells safely and effectively. In addition to an introduction to performing the foundational kettlebell lifts – the swing, clean and press – Emily also provides an arsenal of excellent teaching cues and explains how to recognise and correct common mistakes to ensure the safe transference of knowledge to clients. [WS](#)

SPONSORED BY **IRONEDGE**

Older adults: the best is yet to come **A2M**

Thamsin Dunn

There is no such thing as an average 65-year-old. Join Thamsin to gain an understanding of how biological and chronological age differ and influence the profile of the older adult PT client. Learn how to conduct functional fitness testing and how to monitor and measure improvements in order to achieve the common goals of independence and functionality, while reducing disease risk and symptoms. [L](#)

SPONSORED BY **AUSTRALIAN INSTITUTE OF FITNESS**

PTs on trial **A2N**

Ken Baldwin

What would you do if a client injured themselves and decided to sue you and your business? Could you afford hundreds of thousands of dollars in costs and legal fees? Do you know what you are covered for and what difference your certifications make to the outcome? This session is not about selling insurance, it is about risk management, PAR Q's and risk of liability statements. If you want to be proactive about liability, this session is not-to-be-missed! [L](#)

SPONSORED BY **QPEC**



Punchfit® thrash boxing: roundshield workout **A2S**

Scott Williams

Experience the best Punchfit® has to offer in this high-intensity boxing session. Discover the essential moves to increase fat burn, strength and endurance for your clients through explosive, authentic boxing techniques. Learn how to incorporate roundshields in your boxing session to further intensify the workout. Take home the skills to deliver a highly motivating workout that will get your clients boxing their way to premium fitness. [WS](#)

SPONSORED BY **PUNCH**

3:30 – 5pm

Communicate and grow your PT business with online networking **A3D**

Amelia Burton

Are you looking for a unique way to connect with your clients outside of their session, increase your credibility and promote your PT business – all while making money? Join Amelia and learn five gold nuggets of online networking: how to create a passive income online; communication techniques to reach your target market; e-marketing strategies for business growth; how to create a blog; and how to get the best results from e-newsletters. [L](#)

Female training advantages **A3E**

Dr Len Kravitz

In this original lecture, Len reviews recently published research and technology documenting unique female training advantages. Gender differences in fat metabolism, muscle fibre changes, muscle strength, muscular endurance, body composition, hormones and other physiological factors are discussed, and resistance and aerobic training programs for women presented. A must-attend session for trainers with female clients striving to attain optimal benefits from their training. [L](#)

Heavy pressing: will it damage your shoulders? **A3F**

Mark Buckley

When it comes to heavy lifting, there is much confusion about what is safe and unsafe. Heavy pressing movements have been demonised and blacklisted by many 'authorities' in the past due to their potential to cause shoulder injury. Join Mark as he dispels the myths and shows you how to safely get your client under the bar and moving some serious weight. [L](#)

SPONSORED BY **FMA**



Everything you should know about fascia **A3G**

Michol Dalcourt

Muscles have long been thought to be the only relevant system in movement: 'Strengthen the muscular system if you want to jump higher, prevent knee injury or move quicker' was the common thought. But with new research comes a new understanding and perspective. In this thought-provoking and solution-driven session, Michol explores why we need to train the fascial system – and how to do it effectively. [L](#)

SPONSORED BY **QPEC**

Strength training alternatives for blockbuster results **A3H**

Paul Wright

Bored with the same old exercises? Paul provides an extensive list of 'alternative' exercises and options that are often neglected. With a little imagination, a concern for safety, and a sound knowledge of anatomy, you can use an expanded library of exercises to keep every training session interesting. Paul also expands on his theory that the best exercises have Eastern Bloc names such as Bulgarian Step-Ups and Romanian Deadlifts... [IL](#)

Anatomy of a lunge **A3I**

Chuck Wolf

Explore the biomechanics of the basic lunge movement pattern and develop an understanding of why lunges are an effective training tool, from the foot through to the hip. Learn how to transform the traditional lunge into an integrated three plane movement to enhance performance for all populations, from seniors to high level athletes. Discover nearly two dozen variations to lunges and a rationale of when to apply each in a training program. [IL](#)

PERSONAL TRAINING SESSIONS

Prime your clients for rapid skill development **A3J**

Mark Davis

Vestibular input is a key contributor to motor learning and human performance. Strategic placement of exercises that facilitate the vestibular system can have a profound effect on your client's ability to 'get it'. Explore how vestibular facilitation can accelerate skill development. Join Mark, an innovative physio and trainer of trainers, to workshop simple, fun and effective strategies that you can use with clients straight away. [IL](#)

SPONSORED BY



TRX® Rip™ Training foundations **A3K**

Fraser Quelch

This high intensity workshop provides an introduction to the exciting new Rip™ Training program. Join Fraser as he explores the foundations and essential elements of Rip™ Training, including basic science, foundational movements and exercise progressions and regressions. The session culminates with an intense movement-based workout that will provide a great Rip™ Training starting point for you and your clients. [WS](#)

SPONSORED BY



Reduce shoulder injuries with Indian Clubs **A3L**

Scott Howe

Join Scott to gain an in depth understanding of how and why shoulder injuries occur, what can be done to prevent them, and how the Indian Clubs apparatus can accelerate the strengthening of the shoulder girdle, rotator cuff and core. Take away the know-how to safely incorporate practical exercises using Indian Clubs in your training sessions. [OD](#)

360 Warrior™ **A3M**

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help clients feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help clients achieve accountable results! [WS](#)

N.B. This session is repeated on Saturday from 10 – 11:30am and Sunday from 8 – 9:30am.

PRESENTED BY



Concentrated core for radical results **A3Q**

Michael Steel

Join Michael for this antidote to 'bland' body conditioning. In 60 minutes of concentrated core conditioning, Michael introduces a range of speed, agility, strength and endurance exercises in a teachable format designed to radically alter your attitude to core training and radically improve your clients' results! [WS](#)

5:30 – 6:45pm

Capture the female training market **A4D**

Edwina Griffin

Explore the psychology of the female market and discover how to successfully market your training services to women. Join Edwina to learn how to create a loyal female customer base, how to tailor your marketing and programs to the needs of the female market, how to overcome the main objections from female clients and how to build your business model in the process. [L](#)

The fat burning zone: fact or fiction? **A4E**

Dr Jason Karp

Is there really such a thing as a 'fat burning zone' – a specific range of heart rates in which you must exercise to burn fat? What happens if you venture out of the zone? Jason examines the legend of the fat burning zone, the specifics of fat use during and after exercise, and reveals truly effective techniques for losing fat and becoming a better fat-burning machine! [L](#)

Applied strongman training for every client **A4F**

Joseph Coyne

Applied strongman training has become increasingly popular with professional sports teams and trainers. Joseph examines how, where and when to use strongman training with a range of individuals, from rehabilitation and athletic clients, to those striving to lose fat. Discover applied strongman exercise variations (with a focus on 'the sled') and how to effectively program strongman training in this unique session. [L](#)



Flatten your Abs Forever **A4G**

Jo Rushton

Before mechanical or physical stress can reap results in abdominal training, all of the support systems of the body need to be operating in the zone of 'homeostatic normal'. Jo explores the relationship between diet, health and abdominal wall aesthetics and explores the intimate relationship between internal organs and the musculoskeletal system. If a client has ever struggled to flatten their abs, come along and find out why! [L](#)

SPONSORED BY



Suspended Rotation Training: the key to power! **A4H**

Jeremy Strom

Suspended Rotation Training focuses on building flexibility, strength, stability and balance in each and every client. A favourite training tool of elite athletes, it can replicate everyday movement patterns such as pushing, pulling, twisting, lunging and squatting. Join Jeremy to learn the principles of Suspended Rotation Training and gain an understanding of how adding rotation can provide variety to progressive movement patterns. [L](#)

SPONSORED BY



Self myofascial release: the forgotten tool **A4I**

Ian O'Dwyer

Join Ian to gain an understanding of how the foam roller can be used in self myofascial release (SMR) for personal training clients. Discover why SMR is part of a systematic approach to helping clients move and feel better and explore the components of this system, including mobilisers, fun games and functional strength. It doesn't take weeks to help someone change if you give them what they need – it takes minutes! [IL](#)

PERSONAL TRAINING SESSIONS



BOSU® Crush It! A4J **Greg Sellar & Jay Blahnik**

Test your strength, weaknesses and your limits in this workout designed for every client, from weekend warriors to athletes. Compete against yourself and rate your athletic skill in the areas of balance, agility, core, cardio and strength. After each measurable challenge, learn drills to improve athletic ability in that area of fitness, and take home the skills to integrate the challenges and drills into goal-specific workouts for all fitness levels. [WS](#)

Pelvic floor three ways A4L **Shira Kramer, Marietta Mehanni & Michelle Wright**

What happens when a physio, a personal trainer and a group exercise instructor get together and talk about the pelvic floor? You get a three dimensional view of how to integrate pelvic floor awareness into any fitness modality. The female fitness market – which includes many recent mothers and older women – is a large one, so join Shira, Marietta and Michelle to gain a better understanding of this important element of training. [L](#)

MMA Fitness: pad training for cage fitness A4M **Dee Rynkiewicz, James McNeill & Marcelo Rezende**

Take a step beyond basic boxing and kick-boxing and learn how incorporating simple Mixed Martial Arts (MMA) techniques from the cage can create high octane workouts for your one-on-one and group sessions. The MMA Fitness team leads you through authentic, modified MMA pad drills and techniques, showing you how to offer options from beginners through to hard core clients to ensure everyone is challenged. Bring your inner warrior! [WS](#)

Strong to the core A4P **Lisa Westlake**

Get clients on the ball to condition their bodies inside and out. Lisa revises and then builds on basic fitball exercises to add fresh variety and benefit to your classes or one-on-one ball programming. Featuring a series of innovative exercises that unite strength, balance and core stability, emphasis is placed on form, teaching cues, and appropriate modifications and progressions to benefit clients of all levels. [WS](#)

Pumping iron, treading water A4T **Jennifer Schembri-Portelli**

To the untrained eye, identifying the muscles used when performing water-based exercise can be confusing. Is it possible for gym-based exercises to be successfully transferred to the pool? Avoid that sinking feeling when a client, athlete or sporting team requests a detailed water program by absorbing valuable take-home information from aqua guru, JSP. Leave confident in your ability to prescribe water exercise for all your clients. [L](#)

SPONSORED BY 

SATURDAY 28 APRIL

PT BREAKFAST
SATURDAY 28 APRIL • 7:30 – 9:30AM

The great debate: Isolation vs. Integration B1F **Expert panel, chaired by Mark Davis** **With Tony Boutagy, Michol Dalcourt, Mark McKean & Paul Taylor**

As PTs enter new markets and boldly battle to change the lives of millions, some questions remain. Do I isolate? Do I integrate? Is there scope for both? Tough questions to consider over bacon and eggs.

In this debate some of the best in the business argue the virtues of their preferred training approach. Hear the passion and feel the pump as the case for curls is put forward. Marvel as experts attempt to apply the benefits of wood chops to every aspect of daily life.

This lively debate compares training philosophies and methodologies that can sometimes seem at odds with one another. Join Mark and the panel around the breakfast table as these industry greats duke it out. Plus, you can get involved in the debate as the floor is opened to questions. A thought-provoking start to the day with plenty of spice. [PA](#)

Venue: The Star Room – IMAX Theatre Complex, Darling Harbour.

Cost: \$99 per person OR included in your PT Gold Pass registration.



8 – 9:30am **7 secrets to slump-proof your PT business B1E** **Heidi Dening**

Do you sometimes feel that no matter what you do, no matter how many workshops you go to or books you read, your PT business is going nowhere? You are not alone – but you don't have to feel this way for one more day! Heidi reveals the seven secrets that have taken her from working crazy hours with little return, to having the work/life balance that all personal trainers dream of. [L](#)

The science of longevity B1G **Dr Len Kravitz**

In the last decade, the increasing life expectancy of humans has generated intense focus and research on the biological mechanisms of old age and longevity. In this research-driven presentation, the science of ageing, as well as anti-ageing strategies to slow down ageing, are discussed. Len also presents exciting new research on the world's longest living people and inspiring new interventions to extend lifespan. [L](#)

The PT's guide to diabetes B1H **Dr Morwenna Kirwan**

Type II diabetes is the fastest growing chronic disease in Australia. Morwenna explains the best approach to training diabetic clients effectively and empowering them to better manage their condition. Develop a deeper understanding how exercise and nutrition affect glycaemic control, and learn what self-care behaviours your diabetic clients should be doing to reduce their risk of long-term complications and improve their quality of life. [L](#)

Explaining shoulder pain B1I **Seamus Dalton**

Join rehabilitation specialist Seamus for this fascinating exploration of shoulder pain. In this cutting edge session he explains shoulder mechanics, discusses common injuries, advises how to individualise exercise prescription, and reveals how to be a smart-shoulder trainer. A must-attend session if you want to really understand how to help clients with their shoulder issues. [L](#)

PERSONAL TRAINING SESSIONS

Hip and knee imbalance: the power of iso-integration B1J

Ulrik Larsen

Join Ulrik to learn about 'iso-integration' – a unique new corrective exercise concept created by sports physiotherapists of the Rehab Trainer Group to overcome classic muscle imbalances of the hip and knee. Designed for exercise professionals to use during gym and group training sessions, it guarantees an immediate improvement in a client's biomechanics, thereby reducing pain, preventing injury and enhancing muscle development. Gain a fresh perspective on managing muscle imbalance. [IL](#)

Correct lifting and rehab: a physio's guide B1K

Paul Wright

Have you ever been unsure about the safest or most effective way to perform lifting exercises? Do you need more options and more confidence in your exercise selection? In this practical session, physio Paul expands on the correct technique for many common lifts and evaluates the risks, rehabilitation uses and tips for these exercises. Gain a clear understanding of the technique and variations of exercises you use with clients every day. [IL](#)

BOSU® multiplicity B1L

Julz Arney & Jay Blahnik

Get ready to multiply your options, multiply the challenge and multiply the fun! Discover dozens of brand-new, interactive athletic drills, skills and challenges using multiple BOSUs that can be used in personal training, boot camp, circuit training, interval training, sport conditioning and kid's fitness workouts. Work solo, in partners and in teams, and take away an entire library of new BOSU® exercises to use with clients straight away. [WS](#)

Outdoor team extreme B1M

Karen Baldwin, Ken Baldwin, Andrew Chadwick & Carl Gunn

Kick off the second day of FILEX with a bang! Join the QPEC training team to challenge every component of fitness in this unique equipment-based workshop. Be pushed to the extreme – using your strength, speed, agility and power to elevate your heart rate and ultimately, test your endurance. Take home a wealth of dynamic and engaging drills to challenge your clients' fitness. Consider this session your morning wakeup call! [OD](#)

SPONSORED BY **QPEC** 

Boxing for fitness: the next frontier B1N

Christian Marchegiani

Where to from here for boxing? Before it became a contact sport, boxing was used as a form of fitness to build strength, power, endurance and cardiovascular fitness. From powerhouse combinations to anaerobic conditioning, Christian shows you how to combine speed, power and agility to condition your clients' bodies. Take away the basic principles of boxing training to create intense and physically demanding sessions. [WS](#)

The inner runner B1O

Dr Jason Karp

In addition to the physical benefits of running, there are numerous psychological, emotional, cognitive and spiritual upsides. In this unique workshop running guru Jason investigates the inner side of running. During this invigorating group run, he explores what it means to be a runner and how running can help you become the person you want to be. Experience how running enhances creativity, productivity and imagination. An amazing way to start your day! [OD](#)

N.B. this session is repeated on Sunday 29 April from 8 – 9:30am

10 – 11:30am

The pros and cons of franchising B2D

Andrew Simmons

Fitness franchising has grown rapidly in recent years, but it isn't the business model for everyone. Join Andrew as he discusses the pros and cons of setting up or buying a franchise business, outlines who is best suited to the franchise model, gives a raw account of his personal experiences, and explains what needs to be considered in terms of legal, people management and lifestyle implications. [L](#)

SPONSORED BY 

Unstable surface training: fact or fallacy?

B2E

Mark Buckley

Is unstable surface training (UST) a valued tool or just another gimmick? Mark explores this controversial topic and addresses the big issues: should UST be banned from commercial gyms? Does UST have a place in athlete development? What is the 'benefit to risk' profile of UST? This session is a must for any trainer serious about getting results and protecting clients from fads and misinformation! [L](#)

SPONSORED BY 



Maximum results from metabolic conditioning B2F

Suzanne Cox

With so many different conditioning methods to choose from, it's hard to know the best way to achieve success with a broad range of clients. Metabolic conditioning for an overweight client will differ greatly from that of an athlete, and specific diseases and conditions will also influence programming. Suzanne explores a range of options, works through safe and effective guidelines, and provides examples that can be immediately implemented with clients. [L](#)

Flexibility highways in motion B2G

Chuck Wolf

When a joint or soft tissue has had prolonged immobility, the proprioceptors become desensitised. If a client's soft tissues cannot control the range of motion, they may be set up for increased risk of injury. In this session, Chuck explores movement pattern progressions that enhance the proprioceptors of the soft tissues to maintain strength within each of the six flexibility highways, resulting in enriched movement performance. [IL](#)

Dynamic slings and optimal 3D function B2H

Trish Wisbey-Roth

Layered over the deep stabilising muscles are dynamic slings which both counter the effects of gravity and carry the large external loads associated with dynamic function. Discover how to efficiently recruit the posterior, anterior and lateral dynamic muscular/fascial slings of the body to optimise three-dimensional function for work, daily activity or sporting function. A must-attend session if you work in rehab and performance optimisation. [L](#)

PERSONAL TRAINING SESSIONS

CHISM SYMPOSIUM SATURDAY • 10AM – 12PM

Fitness, physical activity and children: risks and benefits B2I

Dr Robbie Parker, Dr Carolyn Broderick, Dr Damien McKay & Nancy van Doorn

In this dynamic CHISM Symposium, paediatric sports medicine staff specialists and exercise physiologists discuss the role of physical activity and fitness in children in light of new and emerging research. For example, although it is relatively easy to measure, aerobic fitness does appear to be an accurate tool for screening children with a clustering of cardiovascular risk factors. The symposium has also been made that there may be optimal fitness cut-off points associated with specific health outcomes in this population. Other emerging research suggests that improvements in fitness from childhood to adolescence are associated with a lower risk of becoming overweight or obese during adolescence. The symposium also addresses the issue of whether there is such a thing as too much physical activity for some children, leading to musculoskeletal problems during childhood and adolescence. [L](#)

PRESENTED BY  **chism**
the children's hospital a westnet
Institute of Sports Medicine

Revolutionise small group sessions with rip:60™ B2J

Jeremy Strom

Join Jeremy as he shares a unique way to revolutionise your small group training programs that's guaranteed to deliver results. Explore how the addition of rotation through functional and multi-planar movements can develop integrated strength and capitalise on developing stability. Ideal for small group training, suspended rotation training provides a lively and inclusive format that achieves remarkable results for you and your clients. [WS](#)

SPONSORED BY  **HF INDUSTRIES**
WHERE YOUR STORY...  **FREEMOTION FITNESS**

Go ballistic with kettlebells: the art of power endurance B2K

Emily Friedel

Discover the correct technique for kettlebell ballistic lifts, including the one arm swing, clean, high pull and push press, and learn how to incorporate them into programs that will develop incredible power endurance in your clients. Emily explains how to simultaneously do resistance and cardio training – perfect for any client who wants all-round fitness or for athletes who need complementary conditioning training. [WS](#)

SPONSORED BY  **IRONEDGE**



Our great outdoors! B2L

Lisa Chivers

Let's celebrate being in the lucky country! Join Lisa as she shares her tried and tested ideas for individual, small and large group training in the great outdoors. Explore how to use ordinary equipment and smart training techniques to create extraordinary workouts in nature's own backyard. Learn how maximising the Australian environment will result in maximal client motivation. [OD](#)

SPONSORED BY  **AUSTRALIAN INSTITUTE OF FITNESS**

360 Warrior™ B2M

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help clients feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help clients achieve accountable results! [WS](#)

N.B. This session is repeated on Friday from 3:30 – 5pm and Sunday from 8 – 9:30am.

SPONSORED BY  **Red**

Build an effective health and medical referral network B2N

Max Martin

In 2011, Fitness Australia, ESSA and SMA released the Adult Pre-Exercise Screening Tool. To complement the processes outlined in this tool, and enable you to build better relationships with medical and allied health practitioners, Fitness Australia has developed strong referral pathways between the fitness industry and the health sector. Join Max as he provides a thorough outline of these exciting developments and how they can benefit your business. [L](#)

PRESENTED BY  **Fitness Australia**

Stagger, swagger and strut: improving senior movement through functional training B2O

Alisha Smith

They're in your classes, your PT sessions and your gyms. They're older and bolder than ever before. Yet while we're helping them get fitter, are we helping them live better? Join Alisha as she shows you how to assess and train your older adult participants so they can strut through their senior years! [WS](#)

SPONSORED BY  **Australian Fitness Network**

MMA Fitness: cage conditioning drills B2T

Dee Rynkiewicz, James McNeill & Marcelo Rezende

Learn the best, most effective conditioning drills, as used by MMA fighters, to challenge your clients and class participants as never before. The MMA Fitness team guides you through a range of drills that are easily incorporated into one-on-one and group sessions, and that present a challenge to everyone from the newest to the most experienced participant. Find new ways to create impact with your boxing and kickboxing sessions, boot camp training and sports conditioning clients. [WS](#)

1 – 2:30pm

Become a machine of behaviour change B3D

Troy Morgan

Ideal for businesses of all sizes, this session provides a model for transforming your personal training operation into a machine of behaviour change, from the client's or member's very first contact. From physical displays and steps you can take to facilitate behaviour change, to practical ways of building systems with staff, discover how you can create real results for clients and members. [L](#)

Periodisation: the golden formula of training, stress and recovery B3E

Dr Jason Karp

Training results are determined by the alternation between stress and recovery. Periodisation is a proven method for structuring programs with training cycles that optimise stress and recovery. Jason provides an overview of the theory of periodised training, reviews research findings, discusses the use of training cycles, and provides examples of how to properly periodise training programs to use with your clients. [L](#)

PERSONAL TRAINING SESSIONS

Movement quality: the latest research ■ B3F **Mark McKean**

New technologies allow us to measure movement in more ways than ever before, including joint coordination and timing, angular velocities, body sway and movement efficiency. Mark provides the latest evidence in support of movement for good health and the benefits of regular exercise, and reviews the latest results from motion analysis, balance assessment, drag factors and interactive computer games. Gain a new perspective on training goals and training methods. [L](#)

SPONSORED BY  University of the South Coast
The heart of south coast

The science of Suspension Training® ■ B3G **Fraser Quelch**

In this cutting-edge programming session, Fraser reviews the growing body of emerging research examining the effectiveness of Suspension Training®. Learn what Suspension Training® really is; why this exciting modality is being adopted by the most elite athletes and progressive physical therapists in the world, and the impact that it can have on your clients. [L](#)

SPONSORED BY  TRX
Suspension Training

Put your best foot forward ■ B3H **Chuck Wolf**

Upright movement begins with actions of the foot, yet this is the region most overlooked by fitness professionals. Learn simple, useful assessment techniques of foot actions and how the muscles and actions of the foot affect the hip, gluteal complex, and thoracic spine. By changing body angles, utilising reaches, and understanding how the foot functions, you can evolve traditional exercises into truly three dimensional chain reaction movements. [IL](#)

Kinesio taping to fix shoulder problems ■ B3I **Thuy Bridges**

From the Beijing Olympics to the Australian Tennis Open, Kinesio Tape has been taking the world by storm at the elite level. Now the secrets of Kinesio Taping are being introduced to the fitness industry. Learn how to assess and tape the shoulder for instant results that will amaze your clients and allow them to train to their maximum potential, free from pain. [IL](#)



Dynamic slings: practical application ■ B3J **Trish Wisbey-Roth**

Join Trish in this interactive, hands-on workshop and learn how to incorporate retraining of the dynamic slings of the body into clients' sessions. Methods of progressing training for the posterior, anterior and lateral dynamic slings of the body are discussed, and graded progressions illustrated. [WS](#)

Please note: Participation in B2H – Dynamic slings and optimal 3D function at 10am on Saturday is highly recommended before attending this session.

Throwdown showdown – Battleground boot camp! ■ B3K **Jay Blahnik**

It's time to get competitive and get ready to rumble! Discover new boot camp ideas designed to amplify camaraderie and competition, while maximising results and fun! You won't even realise you're working out, but you'll push your limits as you work in partners and tribes to take your team to the championship! Take home ideas to put a surge of new energy into your boot camp and circuit classes! [WS](#)

ViPR athletic ■ B3L **Michol Dalcourt**

Join Michol for this fantastic session combining the robust ViPR training tool with Australia's great outdoors. In this session, guaranteed to get the blood-pumping, discover how to maximise ViPR's potential in the outdoor environment, with flipping, tilting and throwing moves. Take home a wealth of inspiration for creating fun and energetic outdoor sessions with your clients. [OD](#)

SPONSORED BY  QPEC

Exercising for two ■ B3P **Lisa Westlake**

Drawing on over 20 years of working with mums-to-be, Lisa identifies the key physical and emotional considerations affecting prenatal women and their all-important exercise implications. Develop a sound understanding of exercise programming for pregnant women and take home a repertoire of appropriate exercises to suit different women and different stages of pregnancy. [L](#)

3 – 4:30pm

1 to 50: the new client formula ■ B4E **Vito La Fata**

Do you want more clients and greater cash flow? Learn the winning fitness campaign launch formula to explode your sales, skyrocket your members and boost the average revenue per member by thousands of dollars while creating happier, healthier clients. Take home the skills to maximise your passion and profitability and take ownership of your marketplace. [L](#)

27 tips to break through fat loss plateaus ■ B4F **Tony Boutagy**

Join Tony as he explains a number of tips, techniques and methods for accelerating fat loss and breaking thorough inevitable plateaus. Fat loss is discussed from both a scientific and traditional, holistic perspective, covering a wide range of topics from optimising sleep and nutrition to exercising and taking herbs. Take home the skills to create a selection of fat loss, strength and aerobic workout plans for clients of every level. [L](#)

The 3 roadblocks your clients must overcome to reach their goals ■ B4G **Kamahl Barhoush**

The key to your clients' success is shifting their mindset and beliefs around healthy lifestyles. Kamahl details the practical steps to break through the three roadblocks faced by most clients. Discover how, by committing to the success of your clients and helping them live a meaningful life free from procrastination and self-sabotage, you can become a truly successful and effective trainer. [L](#)

Strengthening hip and pelvic function ■ B4H **Merrin Martin**

In this interactive session, Merrin shares the optimal tests for checking hip and pelvic function. Covering a range of strengthening exercises, from beginner to advanced, the session includes progressive exercises for the gluteus medius, gluteus maximus and hip external rotators. Take home the know-how to motivate clients to achieve their goals sooner and improve compliance in tricky hip and pelvic rehabilitation programs. [IL](#)

The global system: movement is more than fascia ■ B4I **Chris Gellert**

Awaken a new dimension of understanding as Chris explores the theoretical and practical perspectives of the interaction between muscles and fascia of the lumbo-pelvic girdle. Learn how the latest research connects with the synergistic interaction between the local and global muscle systems. Discover how, when these systems are functioning optimally, intersegmental motion and movement is flawless. [IL](#)



PERSONAL TRAINING SESSIONS

MC² = comprehensive programs for time-poor clients **B4J**

Jeremy Strom

A well-rounded training program should include resistance, aerobic and flexibility components. Time-poor clients have great intentions but often lack the time and energy to commit to a comprehensive program. Enter MC². Jeremy demonstrates how, by using a circuit of integrated functional training equipment including cardio, strength and whole body vibration, you can deliver programs that optimise calorie burn in 30 minutes! **WS**

SPONSORED BY **HF INDUSTRIES** Make Your Move **PREEMOTION FITNESS**

Training footwear: comfort vs. injury vs. performance **B4K**

Dr Michael Kinchington

Backed by billions of advertising dollars, today's gel, air and wave footwear innovations profess to promote speed, improve performance, tone legs and butts, and even help you run like a Masai. So which shoe is right for you or your client? To what extent does footwear determine comfort, cause injury and help performance? In this innovative session, Michael investigates the complexities of training footwear, and unravels the mystery of the ultimate training shoe. **L**

One-on-one partner training **B4L**

Ken & Karen Baldwin

Join the QPEC team as they lead an innovative session based on the TWIST training principle 'Competition + Play = Hard work and Fun'. Discover innovative balance, strength and movement exercises that test your ability to read and react, and effectively transfer body weight while having fun. Ideal for P Ts and group exercise instructors, take home the skills to improve your client's fitness, performance and movement patterns. **WS**

SPONSORED BY **QPEC** 

Cardio games: put the fun into outdoor training! **B4M**

Chad Davis

Unless exercise is fun, most clients will not stick to a fitness regime. Chad demonstrates how to appropriately train clients of all fitness levels in the outdoor environment and, just as importantly, how to ensure they have lots of fun doing so. By combining fun cardio games with the unique properties of the natural environment, you can help clients develop a fitness habit for life. **OD**

Exercise for anxiety, depression and mood

B4N

Lisa Champion

Join Lisa to learn about the latest research into the effectiveness of exercise to combat anxiety, depression and low mood disorders. Whether it's to benefit those with diagnosed mood disorders, or simply to help manage the moodiness and stress that are a part of everyday life, you will come away with proven strategies to help your clients use exercise as a tool to manage mood. **L**

SPONSORED BY **Australian Fitness network**

GX® Kickboxing **B4S**

Doug Rouessart

Become part of the group exercise revolution with Punchfit® GX® Kickboxing. Requiring only a pair of Punchfit Hybrid® Gloves and a pair of quickwraps, GX® exercise transitions are quick and easy, making classes and sessions flow smoothly and deliver more bang for their buck. Challenge yourself in this physically demanding session and take home the inspiration to deliver modified Muay Thai workouts to your clients and participants. **WS**

SPONSORED BY **PUNCH**

PLENARY SESSION
SATURDAY • 5 – 6:30PM

The ultimate metabolic and calorie burning makeover **B5B**

Dr Len Kravitz

Applying the newest research on spontaneous physical exercise and metabolism, Len reveals how to complete a metabolic profile for your clients. In this engaging lecture, he explains the components of metabolism and calorie burning, factors that affect RMR, and the latest biomedical research understandings on metabolism and caloric expenditure. Plus, learn 15 ways to physiologically boost metabolism and seven fabulous calorie burning workouts. **L P**



PLENARY SESSION
SATURDAY • 5 – 6:30PM

Bridging the gap: blending traditional exercise with functional movement patterns **B5C**

Chuck Wolf

The functional revolution has caused considerable controversy regarding the what, how, when, and why of this method of training. Chuck explores what constitutes a functional training program and reveals how to blend traditional exercises with functional movement patterns through the lens of biomechanical principles and concepts. Functional integrated movement patterns are demonstrated and rationale provided of when, how and why to use them. **P WS**

PLENARY SESSION
SATURDAY • 5 – 6:30PM

Back on track: understanding bad backs **B5D**

Seamus Dalton

Join Seamus, one of Australia's leading back rehabilitation specialists, as he explores the complex world of back pain. Learn about the pathology of back pain and gain an insight into the patterns of movement that predict certain injuries. Be challenged to consider whether you are helping or hurting your client's backs. Hear from the 'doctor's mouth' how you can help to prevent and improve back pain in your clients. **L P**

PLENARY SESSION
SATURDAY • 5 – 6:30PM

Equipment boot camp – reloaded! **B5E**
Michol Dalcourt, Fraser Quelch, Jeremy Strom & the QPEC Team

Back by popular demand! Don't miss this opportunity to be trained by a team of all-star presenters using their favourite training equipment – the ultimate equipment-based boot camp! From BOSU® Stax and TRX Rip Trainer, to ViPR and rip:60™, take home a tonne of training ideas to implement with your clients. Put down your notebook, lace up your trainers and prepare to work hard in this high intensity session! **WS P**

SPONSORED BY **HF INDUSTRIES** Make Your Move **PREEMOTION FITNESS**
TRX Suspension Training **QPEC** 

PERSONAL TRAINING SESSIONS

SUNDAY 29 APRIL

Early Morning Expo Workout

6:30am – 8am  Sunday 29 April

Check out page 7 for more details

BROUGHT TO YOU BY 

8 – 9:30am

Small group personal training: a recipe for success  C1D

Amanda Coombe

Amanda guides you through a step-by-step approach to establishing a successful small group personal training program to be used with your existing client base, and to attract those who would not usually consider personal training. Learn how to tap into the highly lucrative weight loss and pain management markets, and in doing so, take your personal training business to new heights. [L](#)

The titanic towers of muscle strength and hypertrophy  C1E

Dr Len Kravitz

Using interactive computer-technology, Len illustrates the intricate mechanisms involved in muscle force production for strength and hypertrophy. Learn about specific applications to training, including: muscle metabolism; motor unit recruitment; volume versus intensity training considerations; and age-related phenomenon of muscle. In this state-of-the-art research discussion, discover what really happens to muscles as they grow and get the lowdown on the best training program designs for strength and hypertrophy. [L](#)

Elite performance: the biomechanics and physiology of speed  C1F

Michol Dalcourt

Join Michol as he analyses two sprinters to see how their similarities and differences illustrate crucial principles of biomechanics and training methodology. Increase your understanding of: basic and fundamental laws of gravity and ground reaction force; tissue mechanics and loading; momentum of mass; and the myriad forces affecting motion. Take home optimal speed training techniques for applying to clients of every level, from athletes to general clientele. [L](#)

SPONSORED BY 

Unravelling knee pain  C1G

Jenny McConnell

Join Jenny to explore the whys, wherefores, dos and the don'ts of knee pain. Learn what structures contribute to both patellofemoral and osteoarthritic pain and analyse which factors are the major

contributors. Discover which clients are at the highest risk as well as appropriate exercises to minimise the likelihood of new clients developing knee problems. [L](#)

Equal, but not the same: considerations for training female clients  C1H

Donal Carr & Cameron Nell

With an average 60% female clientele, it is essential for personal trainers to understand female clients' postural and biomechanical differences, as well as hormonal and nutritional requirements, in order to help them achieve their goals. Join Donal and Cameron for this exclusively female-focused session as they explore postural considerations; orthopaedic concerns; hormonal and nutritional considerations; and program design strategies. [L](#)

SPONSORED BY



Hard core: training for gain not pain  C1I

Anna-Louise Bouvier

Well-known physio and former Fitness Presenter of the Year, Anna-Louise, takes you through the ins and outs of core training. From how to get your clients training their core in their everyday life, to techniques for progressing them into functional training, this session provides the information you need to combine core training and injury prevention knowledge and use it to maximum effect. [L](#)

TRX® body blast  C1J

Fraser Quelch

This empowering group strength workout set to music switches on your core like nothing you've ever encountered. Starting with a warm-up to get you fired up, the heart of the workout includes demanding exercises for lower and upper body strength and additional moves to target the core. Characterised by fun and smooth exercise transitions, this dynamic class plan can be adapted to challenge every participant. [WS](#)

SPONSORED BY 

The inner runner  C1K

Dr Jason Karp

In addition to the physical benefits of running, there are numerous psychological, emotional, cognitive and spiritual upsides. In this unique workshop running guru Jason investigates the inner side of running. During this invigorating group run, he explores what it means to be a runner and how running can help you become the person you want to be. Experience how running enhances creativity, productivity and imagination. An amazing way to start your day! [OD](#)

N.B. This session is repeated on Saturday from 8 – 9.30am

360 Warrior™  C1L

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help clients feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help clients achieve accountable results! [WS](#)

N.B. This session is repeated on Friday from

3.30 – 5pm and Saturday from 10 – 11.30am.

PRESENTED BY



Kettlebell complexes: all round fitness  C1M

Emily Friedel

Kettlebell training offers the flexibility to transition easily from exercise to exercise, and in kettlebell speak, the linking of multiple exercises is called a complex. Discover how kettlebell complexes can train many aspects of fitness simultaneously: strength, power, endurance, mobility, cardiorespiratory fitness and coordination. Take home exercises and simple complexes that are not only fun but highly effective. [WS](#)

SPONSORED BY 

Maximising fitness for teenage boys  C1O

Toni Reinikainen

Join Toni for this research-driven session examining the physical, cognitive and emotional development of boys between the ages of 10 and 16. Discover why chronological age is not a good factor on which to base programming for children and adolescents. Learn how to develop fitness programs to accommodate the wide variety of development levels within this age group, while maximising results. [L](#)

SPONSORED BY 

1 – 2:30pm

BOXMASTER: the next small group training profit centre  C2D

Tony de Leede

Be part of the official launch of this revolutionary piece of boxing equipment! BOXMASTER will be the next profit centre for clubs looking to keep their members motivated and achieving results, while creating an additional revenue stream. Experience a live demonstration of how BOXMASTER works and discover, from industry guru Tony de Leede, how BOXMASTER will benefit you, your business and your members. [IL](#)

SPONSORED BY 

PERSONAL TRAINING SESSIONS

Increase cash flow with online revenue streams **C2E**

Mirielle Ryan

If you want to expand your training business or have dreamt of being your own boss, then this session is for you. Join Mirielle to learn how the latest breakthroughs in the world of membership sites, newsletters, micro-memberships, retention, traffic and online marketing can benefit your business. Learn how to create a passive income stream to supplement your client training revenue, and sit back and enjoy the cash flow! [L](#)

Boosting physio business or delivering safe exercise? **C2F**

Jenny McConnell

The exercises you choose for your clients should not be good for a physio's business! Join one of Australia's leading physios to discover the effect of the 'starting position' on musculoskeletal mechanics and symptoms. Both PTs and physios can benefit from learning how a client's inherited 'raw material' affects their ability to move, stretch and stabilise and how this information can optimise exercise prescription and minimise injury. [L](#)

Obesity: the brain hypothesis **C2G**

Paul Taylor

Discover the latest scientific findings from the world of neuroscience, which demonstrate that not only is obesity a brain-based issue, but that it has much wider implications than we ever imagined. Paul presents research from his own clinical trial, proposing a solution to a wider problem that is important to every fitness professional. This session will truly open your mind to the critical role of the brain in combating obesity and improving fitness. [L](#)

Cardiovascular disease, blood pressure and exercise **C2H**

Suzanne Cox

Cardiovascular disease is a prominent condition in today's society, and is often accompanied by other co-morbidities such as high blood pressure. Discover how you can play a key role in prevention and treatment. Suzanne investigates how cardiovascular disease influences exercise prescription and practical considerations for programming. Take home concepts to implement immediately with your clients. [L](#)

Myofascial matrix **C2I**

Chuck Wolf

Postural organisation is controlled by the central nervous system in conjunction with the skeletal, muscular and fascial systems. Join Chuck to benefit from the latest research findings and gain an understanding of the importance of the fascial matrix



in integrated movement patterns and postural alignment. Discover the key fascial matrix linkages that produce efficient and effective actions to enhance movement. [IL](#)

Strong, stable hips: balancing flexibility and strength **C2J**

Mark McKean

Good, stable hip function requires a complex balance of flexibility around the hip and lumbar spine, combined with strong supporting muscles. Join Mark as he explores the scientific stance on the ideal or normal range of motion and the strength required to achieve strong, stable hips. Discover how you can use these standards to improve clients' function and reduce pain and injury. [IL](#)

SPONSORED BY



Mobilisers – The fundamentals: enhancing the myofascial systems **C2K**

Ian O'Dwyer

Most training involves the body being 'told' to move in a conscious manner. When we stop to look, listen and learn from this amazing machine, we can unlock the 'mobilisers' and give the body movement that it welcomes. Discover how mobilising movement patterns increase the stabilisation and mobility of joints and directly affect the body's everyday movements and performance. Learn how to apply these mobilisers to your clients' training. [WS](#)

MC² training: one helluva half hour! **C2L**

Jeremy Strom

MC² is an unprecedented training protocol designed to increase fitness and optimise caloric expenditure in a 30-minute period. Join Jeremy as he shows you how this versatile program can be implemented with your clients to improve profits and increase retention. Combining cardio, strength and whole body vibration training in one comprehensive program, MC² can deliver your members and clients a uniquely engaging experience. [WS](#)

SPONSORED BY



The 10-min stretch transformation **C2T**

Jay Blahník

Inspired by stretching from yoga, athletics and rehabilitation, Jay shares a variety of unique, cutting-edge stretch sequences designed to take 10 minutes or less and to work in almost any setting. Perfect for ending a client's workout, or joined together to create amazing total body yoga-inspired stretch routines, these sequences will transform the body, relax the mind, improve posture and increase strength. [WS](#)

PLENARY SESSION

SUNDAY • 3 – 4:30PM

Change clients' thinking to change their world **C3B**

Michelle Bridges

By changing the way clients think, we can stimulate real and long lasting behaviour change. If both trainer and client can agree on what needs to be done to reach a goal, why do these actions so often fail to materialise? Join Michelle as she discusses: drills for mind change; changing the way clients think about nutrition, exercise and themselves; self sabotage; and fear of failure and success. [LP](#)

PLENARY SESSION

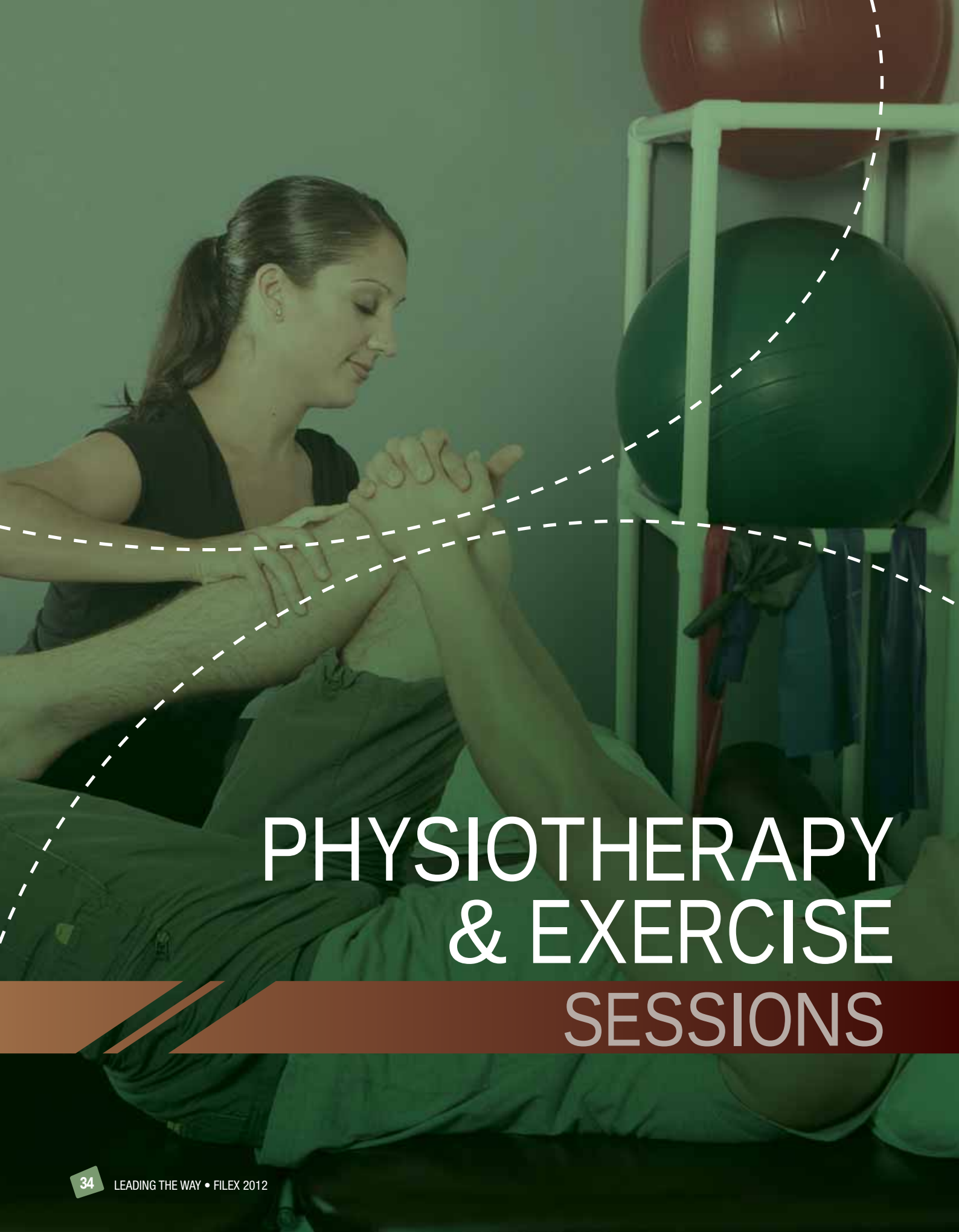
SUNDAY • 3 – 4:30PM

Putting the core into cardio **C3C**

Anna-Louise Bouvier

Get two for the price of one by learning how to integrate high level core stability with high level cardio. Anna-Louise demonstrates how, with the right cues and the right feedback, you can get your clients working their cores to the max while driving their cardio engines hard! A must-attend session for personal trainers and group exercise instructors. [WS P](#)



A physiotherapist, a woman with dark hair in a ponytail wearing a black sleeveless top, is assisting a male patient. The patient is lying on his back with his legs raised and bent at the knees. The physiotherapist is holding both of the patient's hands, which are clasped together above his head, to provide support and guidance during the exercise. The background shows a gym or clinic environment with a white metal rack holding a red exercise ball on top and a green exercise ball below it. Blue resistance bands are hanging from the rack. The entire image has a green tint, and a white dashed line curves across the scene from the bottom left towards the top right. At the bottom, there are two overlapping geometric shapes: a brown trapezoid on the left and a dark red rectangle on the right.

PHYSIOTHERAPY & EXERCISE SESSIONS

PHYSIOTHERAPY & EXERCISE SESSIONS

Featured presenters

Seamus Dalton



A consultant in rehabilitation and sports medicine, Seamus is one of Sydney's leading shoulder and back rehabilitation specialists. He was a member of the IOC Medical Commission during the Sydney Olympics, was the doctor for the Australian Men's Basketball Team from 2005 to 2009, and is currently the team doctor for the Sydney Kings basketball team. Seamus is widely published, and lectures internationally on shoulder and back rehabilitation.

Jenny McConnell



A specialist musculoskeletal physiotherapist, Jenny has researched, published and presented widely on the topics of patellofemoral, lower limb, shoulder and lumbar spine problems. An editorial board member of the Clinical Journal of Sports Medicine and British Journal of Sports Medicine, in 2006 she received the prestigious F.E. Johnson Memorial Fellowship by the NSW Sporting Injuries Committee and in 2009 was awarded a member of the Order of Australia honour for services to physiotherapy.

Trish Wisbey-Roth



Trish is one of Australia's first specialist sports physiotherapists focusing on lower back, pelvic and hip problems. A Fellow of the Australian College of Physiotherapy, Trish has travelled with Australian and Olympic teams. She created the BOUNCE Back system as a simple and effective method of enabling other tertiary trained health professionals to use the process of graded functionally progressive rehabilitation with patients.

FRIDAY 27 APRIL

10:30am – 12pm

Lower body rehab essentials A1K

Tim Keeley

In this, the first of two interactive and practical workshops, the most up-to-date and effective rehab exercises for the lower body are revealed. Tim demonstrates the definitive activation, correctional, strength and stability exercises to help with lower body problems, back pain, sports and training injuries. Both physios and fitness professionals will gain the benefit of this leading physio's knowledge and experience to develop a deeper understanding of exercise rehab. WS

Working with menopausal clients A1M

Shira Kramer

Do you train female clients over the age of 40? Shira discusses the safety, medical, physical and psychological issues demanding consideration when working with women in their menopausal years, as well as those with osteoporosis. Featuring a variety of exercise examples, this session delivers the take-home skills to design programs or provide class modifications for women during this important life stage. L

1:30 – 3pm

Upper body rehab essentials A2I

Tim Keeley

In this, the second of two interactive and practical workshops, in-depth demonstrations and instructions on effective rehab of the shoulder and upper body are revealed. Tim demonstrates correct technique in the

activation and execution of correctional, strength and stability exercises, and shares his extensive knowledge to help personal trainers and physios develop a broader understanding of exercise rehab for upper body problems, shoulder and back pain, and training injuries. WS

3:30 – 5pm

Strength training alternatives for blockbuster results A3H

Paul Wright

Bored with the same old exercises? Paul provides an extensive list of 'alternative' exercises and options that are often neglected. With a little imagination, a concern for safety, and a sound knowledge of anatomy, you can use an expanded library of exercises to keep every training session interesting. Paul also expands on his theory that the best exercises have Eastern Bloc names such as Bulgarian Step-Ups and Romanian Deadlifts... IL

Prime your clients for rapid skill development A3J

Mark Davis

Vestibular input is a key contributor to motor learning and human performance. Strategic placement of exercises that facilitate the vestibular system can have a profound effect on your client's ability to 'get it'. Explore how vestibular facilitation can accelerate skill development. Join Mark, an innovative physio and trainer of trainers, to workshop simple, fun and effective strategies that you can use with clients straight away. IL

SPONSORED BY  AUSTRALIAN INSTITUTE OF FITNESS ...

5:30 – 6:45pm

Pelvic floor three ways A4L

Shira Kramer, Marietta Mehanni & Michelle Wright

What happens when a physio, a personal trainer and a group exercise instructor get together and talk about the pelvic floor? You get a three dimensional view of how to integrate pelvic floor awareness into any fitness modality. The female fitness market – which includes many recent mothers and older women – is a large one, so join Shira, Marietta and Michelle to gain a better understanding of this important element of training. L

SATURDAY 28 APRIL

8 – 9:30am

Explaining shoulder pain B1I

Seamus Dalton

Join rehabilitation specialist Seamus for this fascinating exploration of shoulder pain. In this cutting edge session he explains shoulder mechanics, discusses common injuries, advises how to individualise exercise prescription, and reveals how to be a smart-shoulder trainer. A must-attend session if you want to really understand how to help clients with their shoulder issues. L



PHYSIOTHERAPY & EXERCISE SESSIONS

Hip and knee imbalance: the power of iso-integration ■ B1J

Ulrik Larsen

Join Ulrik to learn about 'iso-integration' – a unique new corrective exercise concept created by sports physiotherapists of the Rehab Trainer Group to overcome classic muscle imbalances of the hip and knee. Designed for exercise professionals to use during gym and group training sessions, it guarantees an immediate improvement in a client's biomechanics, thereby reducing pain, preventing injury and enhancing muscle development. Gain a fresh perspective on managing muscle imbalance. IL

Correct lifting and rehab: a physio's guide ■ B1K

Paul Wright

Have you ever been unsure about the safest or most effective way to perform lifting exercises? Do you need more options and more confidence in your exercise selection? In this practical session, physio Paul expands on the correct technique for many common lifts and evaluates the risks, rehabilitation uses and tips for these exercises. Gain a clear understanding of the technique and variations of exercises you use with clients every day. IL

10 – 11:30am

Dynamic slings and optimal 3D function ■ B2H

Trish Wisbey-Roth

Layered over the deep stabilising muscles are dynamic slings which both counter the effects of gravity and carry the large external loads associated with dynamic function. Discover how to efficiently recruit the posterior, anterior and lateral dynamic muscular/fascial slings of the body to optimise three-dimensional function for work, daily activity or sporting function. A must-attend session if you work in rehab and performance optimisation. L

1 – 2:30pm

Kinesio taping to fix shoulder problems ■ B3I

Thuy Bridges

From the Beijing Olympics to the Australian Tennis Open, Kinesio Tape has been taking the world by storm at the elite level. Now the secrets of Kinesio Taping are being introduced to the fitness industry. Learn how to assess and tape the shoulder for instant results that will amaze your clients and allow them to train to their maximum potential, free from pain. IL

Dynamic slings: practical application ■ B3J

Trish Wisbey-Roth

Join Trish in this interactive, hands-on workshop and learn how to incorporate retraining of the dynamic slings of the body into clients' sessions. Methods of progressing training for the posterior, anterior and lateral dynamic slings of the body are discussed, and graded progressions illustrated. WS

Please note: Participation in B2H – Dynamic slings and optimal 3D function at 10am on Saturday is highly recommended before attending this session.

3 – 4:30pm

Strengthening hip and pelvic function ■ B4H

Merrin Martin

In this interactive session, Merrin shares the optimal tests for checking hip and pelvic function. Covering a range of strengthening exercises, from beginner to advanced, the session includes progressive exercises for the gluteus medius, gluteus maximus and hip external rotators. Take home the know-how to motivate clients to achieve their goals sooner and improve compliance in tricky hip and pelvic rehabilitation programs. IL

PLENARY SESSION SATURDAY • 5 – 6:30PM

Back on track: understanding bad backs ■ B5D

Seamus Dalton

Join Seamus, one of Australia's leading back rehabilitation specialists, as he explores the complex world of back pain. Learn about the pathology of back pain and gain an insight into the patterns of movement that predict certain injuries. Be challenged to consider whether you are helping or hurting your client's backs. Hear from the 'doctor's mouth' how you can help to prevent and improve back pain in your clients. L P



SUNDAY 29 APRIL

8 – 9:30am

Unravelling knee pain ■ C1G

Jenny McConnell

Join Jenny to explore the whys, wherefores, dos and the don'ts of knee pain. Learn what structures contribute to both patellofemoral and osteoarthritic pain and analyse which factors are the major contributors. Discover which clients are at the highest risk as well as appropriate exercises to minimise the likelihood of new clients developing knee problems. L

Hard core: training for gain not pain ■ C1I

Anna-Louise Bouvier

Well-known physio and former Fitness Presenter of the Year, Anna-Louise, takes you through the ins and outs of core training. From how to get your clients training their core in their everyday life, to techniques for progressing them into functional training, this session provides the information you need to combine core training and injury prevention knowledge and use it to maximum effect. L

1 – 2:30pm

Boosting physio business or delivering safe exercise? ■ C2F

Jenny McConnell

The exercises you choose for your clients should not be good for a physio's business! Join one of Australia's leading physios to discover the effect of the 'starting position' on musculoskeletal mechanics and symptoms. Both PTs and physios can benefit from learning how a client's inherited 'raw material' affects their ability to move, stretch and stabilise and how this information can optimise exercise prescription and minimise injury. L

PLENARY SESSION SUNDAY • 3 – 4:30PM

Putting the core into cardio ■ C3C

Anna-Louise Bouvier

Get two for the price of one by learning how to integrate high level core stability with high level cardio. Anna-Louise demonstrates how, with the right cues and the right feedback, you can get your clients working their cores to the max while driving their cardio engines hard! A must-attend session for personal trainers and group exercise instructors. WS P



GROUP EXERCISE SESSIONS

GROUP EXERCISE SESSIONS

Featured presenters

Joy Prouty



Joy is an internationally renowned fitness instructor, known for her innovative teaching style and program development for over 35 years. She serves on the American College of Sports Medicine's Summit Committee and is the owner of Fitness Programming, Inc, based in Florida. Along with her business partner, Josie Gardiner, Joy has joined forces with Zumba creator, Beto Perez, to develop Zumba Gold, the Latin-inspired workout for boomers.

Rebecca Small



With 20 years fitness industry experience, Rebecca has a background in sports science and is a qualified naturopath, nutritionist and herbalist. Having presented in 37 countries, Rebecca has trained an estimated 350,000 fitness professionals worldwide and is in constant demand for her cutting edge fitness concepts. A fitness education specialist, Rebecca often appears in both industry and mainstream publications, providing fitness and dietary advice.

Dan Cohen



Drawing inspiration from a range of martial arts disciplines, Dan co-created the powerful BODYCOMBAT® program with Rachael Newsham. A successful kickboxing competitor for several years, Dan won the 1996 British Masters kickboxing competition. He is passionate about supporting and guiding BODYCOMBAT® instructors across the world, and is also one of the driving forces behind the creation of the LES MILLS™ core-training program, CXWORX™.

FRIDAY 27 APRIL

10:30am – 12pm

Group Fitness Management – Mentoring Mastery ♦ A1P

Michelle Dean

The ultimate goal of a great manager is to develop their team towards mastery. To achieve this, you must implement an in-house training, coaching and assessment plan. Learn the skills and get the resources that allow time-poor GFM's the ability to assess their team quarterly. This session takes all the ego and fear out of delivering and receiving feedback. Help mentor your instructors to become the best that they can be. **L**

SPONSORED BY 

Stomp the yard! ♦ A1Q

Alissa Hall

Alissa shows you how to fuse the arts of stomping, body percussion and tap dancing to create a truly innovative group exercise class! Derived from the African American form of stepping, and performed to assorted musical styles, this percussive dance allows participants to use their entire bodies as instruments to produce fast-paced, creative rhythms and sounds through a mixture of footsteps, spoken words and handclaps. **MC**

Super step ♦ A1R

Rebecca Small



Join Rebecca to learn the art of teaching advanced step. Discover how achieving the right mix of complex combinations, comfortable rhythm changes, logical direction changes and thoroughly rehearsed teaching progressions can make the journey feel effortless, and the peak at the end powerfully enjoyable. If you are in search of a rush, a buzz, and this inspirational

feeling of 'Wow', then this is the class for you. Advanced instructors only. **WS**

Indo-Row®: the perfect calorie burn ♦ A1S Jay Blahnik & John Pirlo

Indo-Row® is a one-of-a-kind rowing workout that truly changes your concept of what is possible in the group exercise arena. Working in teams, partners and as one crew, experience world-class coaching and discover how to instruct a transformational total-body workout that will leave clients demanding more! Easy to learn, Indo-Row® is perfect for group exercise instructors and personal trainers. **MC**

SPONSORED BY 

1:30 – 3pm

Zumba Gold® ♦ A2Q

Joy Prouty

The percentage of the Australian population aged over 65 is set to dramatically increase in coming decades. Zumba Gold® takes the exciting Latin and international dance rhythms of the original Zumba® program and brings them to the active older adult, the beginner and special populations. Discover how modifying Zumba® movements for the senior population can help you reach a whole new market. **MC**

SPONSORED BY 

New body revival ♦ A2R

Effe Diamond

Experience a dynamic mix of low impact aerobics and strong muscle conditioning. Structured to achieve cross training benefits, this session reveals a class format designed to cater to group fitness participants of all levels, making it an ideal addition to any group

fitness timetable. Join Effe for this fresh and fun workshop and take home a gymbag-full of inspiration and new moves! **WS**

Punchfit® thrash boxing: roundshield workout ♦ A2S

Scott Williams

Experience the best Punchfit® has to offer in this high-intensity boxing session. Discover the essential moves to increase fat burn, strength and endurance for your clients through explosive, authentic boxing techniques. Learn how to incorporate roundshields in your boxing session to further intensify the workout. Take home the skills to deliver a highly motivating workout that will get your clients boxing their way to premium fitness. **WS**

SPONSORED BY 

3:30 – 5pm

360 Warrior™ ♦ A3M

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help participants feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help participants achieve accountable results! **WS**

N.B. This session is repeated on Saturday from 10 – 11:30am and Sunday from 8 – 9:30am.

PRESENTED BY 

GROUP EXERCISE SESSIONS

Concentrated core for radical results ♦ A3Q

Michael Steel

Join Michael for this antidote to 'bland' body conditioning. In 60 minutes of concentrated core conditioning, Michael introduces a range of speed, agility, strength and endurance exercises in a teachable format designed to radically alter your attitude to core training and radically improve your participants' results! **WS**

Dance about it – Funky, fierce and fit! ♦ A3R

Julz Arney

This 60-minute workout moves fast, hits hard and brings the fun back to getting fit! With hip hop, Latin and club-style dance moves, Julz encourages and inspires you through a groovy warm up, two complete routines, a dance challenge and a flirty dance cool down – always emphasising energy over perfection. Whether you have experience with dance exercise or not, everyone is welcome! **MC**

Indo-Row®: the perfect calorie burn ♦ A3S

Jay Blahnik & John Pirlo

Indo-Row® is a one-of-a-kind rowing workout that truly changes your concept of what is possible in the group exercise arena. Working in teams, partners and as one crew, experience world-class coaching and discover how to instruct a transformational total-body workout that will leave clients demanding more! Easy to learn, Indo-Row® is perfect for group exercise instructors and personal trainers. **MC**

SPONSORED BY 

ChiBall moves – Shake your chi! ♦ A3V

Lydney Gladdis

For centuries, music and dance have been used to reach a state of higher consciousness. Join Lydney for this dynamic session using ChiBall Dance to stimulate the body, calm the mind and awaken your chi. Expressing the softness of yin energy and the strength of yang energy, this session provides the take-home inspiration to deliver classes that will leave participants feeling inspired, motivated and energised **WS**

5:30 – 6:45pm

MMA Fitness: pad training for cage fitness ♦ A4M

Dee Rynkiewicz, James McNeill & Marcelo Rezende

Take a step beyond basic boxing and kick-boxing and learn how incorporating simple Mixed Martial Arts (MMA) techniques from the cage can create high octane workouts for your one-on-one and group sessions. The MMA Fitness team leads you through authentic, modified MMA pad drills and techniques, showing you how to offer options from beginners

through to hard core clients to ensure everyone is challenged. Bring your inner warrior! **WS**

Step, jump and fly ♦ A4N

Karen Finucane



In this step master class, Karen shares ideas on how to create a dynamic, athletic workout with energetic combinations to challenge every participant's heart rate. Discover how to add intensity to your classes and put the fun and excitement back into step with creative choreography that is also very achievable for you to teach and for your participants to follow. **MC**

CXWORX™ ♦ A4O

Matt Sadler

Showcased at FILEX last year, the latest Les Mills program CXWORX™ is an intensely challenging 30-minute core workout. If you have ever questioned the value of group exercise as part of your training regime, this CXWORX™ session will eliminate those doubts. Proven in its effectiveness by a study at Pennsylvania State University, make up your own mind as you participate in the CXWORX™ workout and follow-up educational element. **WS**

SPONSORED BY 

Strong to the core ♦ A4P

Lisa Westlake

Get participants on the ball to condition their bodies inside and out. Lisa revises and then builds on basic fitball exercises to add fresh variety and benefit to your classes or one-on-one ball programming. Featuring a series of innovative exercises that unite strength, balance and core stability, emphasis is placed on form, teaching cues, and appropriate modifications and progressions to benefit participants of all levels. **WS**

SATURDAY 28 APRIL

8 – 9:30am

Boxing for fitness: the next frontier ♦ B1N

Christian Marchegiani

Where to from here for boxing? Before it became a contact sport, boxing was used as a form of fitness to build strength, power, endurance and cardiovascular fitness. From powerhouse combinations to anaerobic conditioning, Christian shows you how to combine speed, power and agility to condition your clients' bodies. Take away the basic principles of boxing training to create intense and physically demanding sessions. **WS**

stomp fx™ – The Mix ♦ B1S

Greg Sellar & Michael Steel



Limited step experience, or been teaching for a while and need fresh inspiration? With a combined focus on

athletic programming and choreographed routines, Greg and Michael provide the opportunity to switch off your head and turn on the workout, while satisfying those who like their step full-on and fierce. Take home great routines set to some of the best 'hands in the air' tracks from past and present. **MC**

BODYCOMBAT® ♦ B1T

Dan Cohen, Rachael Newsham & Sharyn Sue See

Les Mills BODYCOMBAT® is the non-contact martial arts-inspired group fitness program. Disciplines such as boxing, karate and Muay Thai feature in this intensely challenging 55-minute, equipment-free workout. Experience how Dan, Rachael and Australian head program coach Sharyn Sue See – who between them have achieved the highest ranks in a variety of martial arts – powerfully fuse the different disciplines together for a powerful group exercise experience. **MC**

SPONSORED BY 

Strength and grace:

floor barrè fitness ♦ B1U

Joanna Nicholas

Traditionally a classical ballet conditioning class incorporated into dancers' training schedules, floor barrè has many benefits including strength, suppleness, stability and coordination. But it's not just for dancers! Join Joanna as she reveals how to apply floor barrè's physically demanding workout to your classes. Take home the skills to help participants develop strength, grace and improved performance. **MC**

SPONSORED BY 

10 – 11:30am

360 Warrior™ ♦ B2M

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help participants feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help participants achieve accountable results! **WS**

N.B. This session is repeated on Friday from 3:30 – 5pm and Sunday from 8 – 9:30am.

PRESENTED BY 

Australian Fitness & Health Expo time for Group Exercise delegates ♦ B2R

SPONSORED BY 

GROUP EXERCISE SESSIONS

Aero classic! ♦ B2S

Rebecca Small

Be a part of the aerobics revival! Remember when aerobics was dance-free and challenged participants with its interesting moves and directional variations? Choreographed from a modern perspective, and focusing on symmetry and moves that flow, this session is suitable for intermediate level instructors. Step back in time with Rebecca and enjoy an aerobics class like it used to be – nothing fancy, no cutesy moves – pure aerobics! **MC**

MMA Fitness:

cage conditioning drills ♦ B2T

Dee Rynkiewicz, James McNeill & Marcelo Rezende

Learn the best, most effective conditioning drills, as used by MMA fighters, to challenge your clients and class participants as never before. The MMA Fitness team guides you through a range of drills that are easily incorporated into one-on-one and group sessions, and that present a challenge to everyone from the newest to the most experienced participant. Find new ways to create impact with your boxing and kickboxing sessions, boot camp training and sports conditioning clients. **WS**

1 – 2:30pm

BODYSTEP® ♦ B3Q

Mark Nu'u & Chris Hutton

The first of the 10 Les Mills programs, and the original 'step' program, BODYSTEP® has evolved over the past 20 years into the athletic program it is today. Join program director Mark and Australian head program coach Chris as they lead a superb mix of cardio, speed and strength training. Whether you are a freestyle or a Les Mills instructor, experience the blend of simple and choreographed movements that enables BODYSTEP® to achieve results, fast! **MC**



SPONSORED BY **LES MILLS**

Studio Athletica ♦ B3R

Greg Sellar

Taking inspiration from the continuous evolution of the personal training industry, Greg introduces Studio Athletica, athletic training for the group exercise studio. Learn how to draw on current PT-focused methodologies, and bring them alive with some group ex flair! A perfect session for fusion instructors looking to make the crossover from the gym floor to the studio, or for studio instructors looking to update their programming. **WS**



Tribal rhythm strength and conditioning ♦ B3T

Kathy Popplewell

Immerse yourself in a unique blend of strength and conditioning to tribal rhythms and primal beats as you rise up and connect as one tribe! Discover how to combine dynamic moves, breath and dance to dive deep into your body and bring to the surface inspired movement, power and inner strength. Learn how to engage participants' primal instincts in this uplifting and dynamic mind-body experience. **MC**

3 – 4:30pm

Ultimate instructor assessment ♦ B4Q

Stephen Parker

Join Stephen for this essential session in which he reveals the tools necessary for effectively assessing group exercise instructors. Learn the points to look for and discover the techniques for delivering effective feedback to your instructors and taking them to the next level in their teaching. Take away the skills to execute every assessment with ease and perfection! **L**

Fun and effective group fitness for older adults ♦ B4Q

Paula Todd

If you are looking for ideas to inspire and entertain your older adults whilst delivering first-class fitness training, this master class will tick all the boxes for you. Paula will take you through a 60 minute class and then discuss the class design and choreography, so you will understand not just the how, but also the WHY of what you are teaching in your classes. Loads of take-home value for instructors who work with 'fit active' clients **MC**

Welcome to my House:

the Clubbers guide to Group Ex ♦ B4R

Nathan Short & Alissa Hall

House music is taking over the charts, and it's time for group exercise instructors to embrace its sound to captivate and motivate participants! Learn how to build a strong yet simple routine around this powerful genre – from house to dubstep and every sub-genre in between – while generating self-confidence and holistic health in participants. Explore every corner of the club with your finger lights and build one huge finale routine! **WS**

GX® Kickboxing ♦ B4S

Doug Rouessart

Become part of the group exercise revolution with Punchfit® GX® Kickboxing. Requiring only a pair of Punchfit Hybrid® Gloves and a pair of quickwraps, GX® exercise transitions are quick and easy, making classes and sessions flow smoothly and deliver

more bang for their buck. Challenge yourself in this physically demanding session and take home the inspiration to deliver modified Muay Thai workouts to your clients and participants. **WS**

SPONSORED BY **PUNCH**

PLENARY SESSION SATURDAY • 5 – 6:30PM

S-Express: step into the future ♦ B5G

Greg Sellar, Rebecca Small & Michael Steel



The 'S-Express' team unleash their combined step personalities for one almighty session! Led by the 'Queen of step' herself, join Rebecca, Michael and Greg as three unique teaching styles come together to inspire a new generation of steppers. Re-discover why step has remained strong for over 20 years; rejoice in the art of delivery; appreciate the technicalities of choreography breakdown and construction; and – above all – have fun! **MC P**

PLENARY SESSION SATURDAY • 5 – 6:30PM

Roll up to unwind ♦ B5I

Lisa Westlake

Get on the ball to stretch, relax and release. Mobility, flexibility and relaxation unite in a unique session that uses the power of music, the magic of movement, breath and soothing relaxation to relax the body and calm the mind. Take home the know-how to help participants lengthen and release every muscle in their bodies as relaxation techniques leave them feeling calm, refreshed and ready for anything. **MC P**

SUNDAY 29 APRIL

8 – 9:30am

360 Warrior™ ♦ C1L

Alissa Hall

Join Alissa and discover the ultimate fun, quick and highly effective 30-minute workout guaranteed to get great results. Help clients feel like warriors by improving their cardio, strength, speed, agility, balance, flexibility, power and co-ordination through the innovative use of common gym equipment. Take home a functional workout plan that will expand your training program and help clients achieve accountable results! **WS**

N.B. This session is repeated on Friday from 3:30 – 5pm and Saturday from 10 – 11:30am.

PRESENTED BY **7**



GROUP EXERCISE SESSIONS

Functional bodyweight Group X ♦ C1R

Rebecca Small

Functional conditioning exercises that use only body weight are taking the fitness world by storm. In this fantastic equipment-free conditioning session, Rebecca teaches you all about functional training, its methodology and its group ex studio applications. Take home the teaching methods, cueing techniques and brand-new choreography to apply to your classes tomorrow. **WS**

Fresh'n'funky kids fitness

on a budget ♦ C1S

Dee Reynolds

Join Dee as she demonstrates a wealth of creative, innovative fitness ideas to captivate the imagination of primary school-aged children. Using inexpensive household items instead of traditional sporting equipment, these fresh and funky fitness games and activities will ensure a successful children's fitness class by maintaining the kids' attention and keeping them buzzing with excitement from warm up to cool down. **MC**

1 – 2:30pm

Get your bounce on! ♦ C2Q

Marietta Mehanni

In this energetic and exhilarating session, Marietta reveals how to use fit balls to breathe new life into traditional and often under-valued exercises. Literally bounce outside your comfort zone to discover a new way to engage the core and improve balance while gaining a great cardiovascular workout. Whether you have previous experience of fit ball cardio fitness or not, this session is not to be missed! **MC**

Zumba Fitness® Party 'Feel the Music'

Experience ♦ C2R

Beto Perez & the Zumba Performance Team

Get down and dance with The Zumba Performance Team! The Zumba program is a global 'fitness revolution' with over 12 million enthusiasts worldwide. Why? Because it's the best and healthiest party around, packed with Latin passion, exotic rhythms and sexy beats. Discover new choreography techniques to deliver a non-stop, get-down-and-dance, calorie burning workout to your participants. Feeling the music and getting fit never felt so good! **MC**

SPONSORED BY  **ZUMBA**
fitness

PLENARY SESSION

SUNDAY • 3 – 4:30PM

Dance Mash Up! ♦ C3E

Julz Arney, Alissa Hall, Zosha Piotrowski & Rebecca Small

Dust off those dancing shoes and get your heart pumping in this sensational wrap up to your FILEX weekend! Zosha kicks things off with some dynamic dance aerobics, then hands the baton to Rebecca to guide you through some disco beats before Alissa takes you on a heart-racing burlesque journey. Finish this amazing session on a high as Julz takes you through MTV-worthy moves in an easy-to-follow format that will leave you smiling, sweating and wanting more! **MC P**



FILEX 2012 IS A GREEN EVENT!

To help conserve our precious environment, session notes from our presenter faculty will be available online for delegates to download. Once downloaded, you have the flexibility to print them or to read them via your laptop, iPad or smartphone – saving the environment and your wallet!

Don't forget to bring your notes, in either hard or soft copy, to the convention as NO notes will be distributed onsite.

Sessions notes will be available online from **16 April – 21 May 2012**.

All delegates will receive the link and login details via email shortly before the notes are available online.

LEG MILLS



C H A N G I N G
L I V E S

U L T I M A T E
S U P E R
W O R K S H O P

S Y D N E Y
CONVENTION & EXHIBITION CENTRE
D A R L I N G H A R B O U R

28 & 29 APRIL
2012

Registrations open March 2012
www.lesmills.com.au

A full-page photograph of a male cyclist in a white and black jersey riding a stationary bike in a studio. The bike has 'SPINNING' written on its frame. The scene is dimly lit with a blue tint, and a dashed white line curves across the upper half of the image. A solid magenta bar is at the bottom.

INDOOR CYCLING SESSIONS

INDOOR CYCLING SESSIONS

FRIDAY 27 APRIL

10:30am – 12pm

I.C.E 2.0 – Advanced riding positions **A1T**
Effe Diamond, Lesley Gray & Tony Zonato

Join the Indoor Cycling Experience (I.C.E) Master Trainer Team as they carve out class plans using advanced riding positions. Discover innovative techniques as Effe, Lesley and Tony demonstrate the skills necessary to be an effective and motivating indoor cycling instructor. Ride away with new templates that will breathe fresh life into any freestyle cycle session – right from your very next class! **MC**

SPONSORED BY 

1:30 – 3pm

Schwinn Cycling®: HIIT it! **A2T**
Jay Blahnik

High Intensity Interval Training (HIIT) continues to grow in popularity across all workout platforms – but to ensure your indoor cycling participants attain maximum benefit from it, you need to know the best way of executing this style of training. Learn the science and, more importantly, the psychology of HIIT, and experience new ways to deliver, measure, recover and repeat high-intensity intervals that produce outstanding results! **WS**

3:30 – 5pm

The cycling coach **A3T**
Zosha Piotrowski

Join Zosha as she takes you through the ultimate coaching session on a bike. Using creative cueing and individual training within a group, learn how to help each participant feel like they are on a personal ride with you. Cycling requires a strong mind body connection to push through to new levels: discover new methods to achieve these goals and become a the best cycling coach you can be! **MC**



5:30 – 6:45pm

Pro race: indoor cycle competition **A4Q**
Andrew Conolly

By recreating the drama and feel of a competitive bike race, you can help push participants to new heights. Join Andrew as he demonstrates how to simulate professional bike races such as Le Tour De France, by providing 'competitors' with individual race plans. With a countdown clock at the front of the class, participants are spurred on to race each other, while getting fit and enjoying the buzz of competition! **MC**

SATURDAY 28 APRIL

8 – 9:30am

Pedal to perfection **B1V**
Effe Diamond

Learn how to guide your participants towards obtaining maximum workout benefits by helping them fine tune their pedalling technique. This workshop will focus on how you can effectively coach your participants towards correct muscle recruitment throughout the pedal stroke, making them more aware of the physical indicators that promote pedalling efficiency. Effective pedalling = an incredibly effective workout. **WS**

SPONSORED BY 

10 – 11:30am

Riding the threshold **B2U**
Rachel Kalwy

Empower your participants and create a ride that encourages all levels of fitness to 'ride the lactate threshold'. By using energy systems correctly, you can ensure every participant has an amazing workout. Take home solid information on energy systems and some great technical cues that will increase participants' success and give them an awesome, calorie-chomping ride! **WS**

1 – 2:30pm

Schwinn Cycling®: 10 minutes to your next 10 rides **B3S**
Julz Arney

By making class design super-quick you can focus on what you love most – delivering a knockout ride! Julz reveals a simple system for creating an endless cache of cycling workouts that are easy to remember, a blast to instruct and physiologically effective. Learn to create stages of work based on the Schwinn® Cycling intensity scale and discover new ways to categorise your music for easy plug and play. **WS**



3 – 4:30pm

Journey to the rhythm **B4T**
Karen Finucane

Join Karen for this truly inspiring cycle workout. Discover how, by using the rhythm of the music, you can guide your class through a journey of highs and lows, driving them from one destination to the next. Learn how to motivate participants to push themselves to their limits and beyond by encouraging them as they embark on a challenging, yet uplifting, training experience. **MC**

PLENARY SESSION SATURDAY • 5 – 6:30PM

Schwinn Cycling®:
 Ride One, Get One FREE! **B5H**
Julz Arney & Jay Blahnik

Here's a ride well worth the price of admission! Julz and Jay team-teach an awesome workout packed with motivation, energy and style. Then wipe the sweat from your eyes as your Schwinn® Master Trainers hand you not only one detailed handout breaking down all the components of this ride, including cueing, imagery and coaching how-to's, but a second complete ride ready to use in your next class. It's the ultimate cycling 2-for-1! **WS P**

SUNDAY 29 APRIL

1 – 2:30pm

Australian Fitness & Health Expo time for Indoor Cycling delegates **C2S**

SPONSORED BY 

A photograph of an indoor swimming pool with a teal tint. In the foreground, a male instructor in a black tank top and swim cap stands at the edge of the pool, gesturing with his right hand. Several people are in the water, some holding blue and white inflatable rings. Lane lines are visible in the background. A dashed white line curves across the image. A blue geometric shape is at the bottom left.

AQUA FITNESS SESSIONS

AQUA FITNESS SESSIONS

FRIDAY 27 APRIL

10:30am – 12pm

Classically deep ● A1X

Marietta Mehanni

Classical music has the power to profoundly move people. Discover how combining this genre with weightless movement creates a winning combination. Using classical music to provide endless creative choreography ideas, Marietta demonstrates how to use the highs and lows of familiar tracks to entertain and elevate intensity and physical vibrations. This deep water workout has to be experienced to be believed. **MC D**

1:30 – 3pm

Body mind balance for baby boomers ● A2X

Laraine Dunn

No longer is it acceptable to sit and knit your older age away. Today's seniors are out there, on a mission to be fit and well. Join Laraine as she taps into the body mind balance needed for a healthy and vital life. Learn how to program an amazing aqua class with the right blend of fitness, function, flexibility, mindfulness and meditation for optimal levels of baby boomer wellbeing. **WS S**

3:30 – 5pm

Create aqua choreography that works! ● A3X

Melissa Cameron & Stacey Dolliver

Are you eager to put your awesome choreography to music, but just don't know where to start? In this land-based workshop Melissa and Stacey teach you how to map out your music, and to recognise how your aquatic exercise selection can be effectively matched to particular components of the music. Take home the inspiration, know-how and comprehensive notes to implement in your next class! **L**

N.B. Please note this session will be held at the Sydney Convention and Exhibition Centre.

SPONSORED BY



5:30 – 6:45pm

Pumping iron, treading water ● A4T

Jennifer Schembri-Portelli

To the untrained eye, identifying the muscles used when performing water-based exercise can be



confusing. Is it possible for gym-based exercises to be successfully transferred to the pool? Avoid that sinking feeling when a client, athlete or sporting team requests a detailed water program by absorbing valuable take-home information from aqua guru, JSP. Leave confident in your ability to prescribe water exercise for all your clients. **L**

N.B. Please note this session will be held at the Sydney Convention and Exhibition Centre.

SPONSORED BY



SATURDAY 28 APRIL

10 – 11:30am

Don't get 'board' by the wall! ● B2X

Jennifer Schembri-Portelli

Discover an aqua interval class that uses energetic skills by the wall for the cardiovascular component, and exercises with the humble kickboard for the strength element! It is now widely recognised that interval training combining short, high bursts of speed with slow recovery phases is most suited to the aquatic environment. Jennifer demonstrates how this versatile and well-designed aqua program is suitable for all population groups. **WS S**

SPONSORED BY



1 – 2:30pm

Aqua Zumba® Pool Party ● B3W

Maria Browning & Maria Teresa Stone

Salsa in the water already existed, so the Zumba® Team took up the challenge to create something never seen before: Aqua Zumba®! This invigorating Zumba® Pool Party, featuring Latin and international dance rhythms, showcases a uniquely challenging workout that everyone can do. Take home the inspiration to enable not only those that are fit, but also those with disabilities or physical limitations, to join in the Zumba® experience! **MC S**

SPONSORED BY



3 – 4:30pm

Sports specific intervals in the deep ● B4X

Margaret Ryall-Egan

Intervals, middle distance running, fartlek training, pyramids and shuttle runs are all land-based training techniques that can prove challenging when applied to deepwater running. Margaret opens up the mystery box and demonstrates how to 'get participants off their legs' while maintaining and improving fitness; improving range of motion and technique; lessening the chance of injury; and speeding up recovery times. **WS D**

PLENARY SESSION SATURDAY • 5 – 6:30PM

Let's twist again! ● B5X

Dominic Gili & Marietta Mehanni

Join Marietta and Dom as they present the pool party of a lifetime! Journey back to a time when great songs had their own dance moves that everyone knew. Think Nutbush! Think Greased Lightning! Take home the inspiration to deliver a session packed with music for all ages and a great workout incorporating the fun elements of classic pop songs that will have participants begging for more! **MC S P**

SUNDAY 29 APRIL

8 – 9:30am

Noodles galore! ● C1W

Naomi Ling

Bend the noodle, sit on the noodle, twist the noodle, hold the noodle...! Naomi explores the many and varied aqua exercises using this fun, cheap and easily accessible piece of fitness equipment. Enjoy this fun and eye-opening session and discover the many ways in which the noodle can be used to deliver both cardio and muscle conditioning workouts to your participants. **MC D**

1 – 2:30pm

Cardio unlimited ● C2W

Mary Gies

Kick, stamp, jump and twist your way to cardio nirvana! Using a mix of Latin, techno and rock music, Mary provides new ideas to add spice to your aqua cardio classes. Discover how focusing on arm and hand technique can add intensity to a host of moves, and learn to layer and develop moves that add structure and challenge stamina. Take home the skills to keep participants' hearts pounding! **WS**

PLENARY SESSION SUNDAY • 3 – 4:30PM

Deep water double up! ● C3G

Melissa Cameron & Stacey Dolliver

This workshop will have you seeing double as you explore how to effectively adapt deep water movements through the use of assorted pieces of equipment. Melissa and Stacey share creative and motivating choreography that – along with the comprehensive notes provided – will fill you with the inspiration to get your participants out of the shallows and moving in the deep! **WS D P**

SPONSORED BY



A photograph of three people in a gym setting, seen from behind, holding orange balls up in the air with both hands. They are wearing white tank tops. The image has a purple tint and is overlaid with white dashed lines. A green horizontal bar is at the bottom.

MIND BODY SESSIONS

MIND BODY SESSIONS

Featured presenters

Julz Arney



Initially carving out her unique space in the fitness industry as a dance-fitness expert, Julz has evolved into a die-hard yoga practitioner. As the education programs director and lead Master Trainer for Schwinn® Cycling, Julz manages a team of top industry educators, training thousands of instructors annually. Julz has been awarded CanFitPro's International Presenter of the Year and has been recognised by IDEA as one of the top three instructors in the world.

Leslee Bender



A graduate of The Gray Institute of Applied Functional Science, the founder of The Pilates Coach and The Bender Method of training, Leslee has been involved in the fitness industry for over 25 years. She has presented at every major fitness conference in the US and internationally, and has produced over 25 DVDs and authored several articles for industry publications worldwide. Leslee was an IDEA Finalist for Presenter of the Year 2010.

Zosha Piotrowski



A key program developer for the Network Pilates courses, Zosha's years of experience and intricate knowledge of numerous areas of the fitness industry have facilitated her journey to becoming a popular international presenter and key lecturer for numerous education and group exercise courses. A former Australian Fitness Network Presenter of the Year and writer and host of *Pilates TV*, Zosha now resides in Hong Kong where she focuses on working with special populations.

FRIDAY 27 APRIL

10:30am – 12pm

Australian Fitness & Health Expo time for
Mind Body delegates ♦ A1U

SPONSORED BY 

Acoustic yogahhh ♦ A1V

Julz Arney

Acoustic music has layers, depth, clarity, character and, most importantly, breathing room. Learn to weave this simple concept into your next yoga class to achieve an uncluttered approach to class design and delivery, partnered with the perfect soundtrack of stripped down hits. This workshop comes with a dozen music playlist recommendations that you can have on your iPod by tonight. Say, ahhh... **WS**

Pilates, posture and the third
dimension ♦ A1W

Zosha Piotrowski

Join Zosha for this complete conditioning class, using the foundations of Pilates while exploring inspiration from other movement techniques such as myofascial lines and mobilisers, Feldenkrais and the Alexander technique. Discover how to apply principles of posture into 3D movement that can be taught in both group exercise and mind body classes as well as in personal training sessions. **WS**

BRING YOUR OWN MAT

Please bring your own mat to every
Workshop and Master class session

1:30 – 3pm

Pilates: exploring planes, progressions and
play ♦ A2U

Claire Norgate

This innovative session mixes theory and practical to develop a greater understanding of why we need to train in all planes of movement. Claire then explores the art of progressing your Pilates movements while still delivering a fun, fluid workout. Take home great new variations of upper and lower body routines and gain a deeper insight how Pilates can be used as corrective exercise. **WS**

Buddha boot camp ♦ A2V

Leslee Bender

This fun-filled session combines flowing combinations of mind body-inspired exercises with rhythmic music to deliver a tranquil experience that will challenge participants of every level. Learn how both the core and gravity play a role in training the body for pure function, and discover how flexibility and function can be one and the same when using tri-planar movements. **WS**

3:30 – 5pm

Perfecting posture through
Pilates ♦ A3U

Kayla Duke

With good posture and alignment we look better, feel better and appear more confident. Kayla guides you through a Pilates-based workout focusing on movements and muscle control that will correct participants' posture and alignment with ease. Take home the know-how to design posture-corrective classes that work all muscle groups, every time. **MC**

ChiBall moves – Shake your chi! ♦ A3V

Lynley Gladdis

For centuries, music and dance have been used to reach a state of higher consciousness. Join Lynley for this dynamic session using ChiBall Dance to stimulate the body, calm the mind and awaken your chi. Expressing the softness of yin energy and the energy of yang energy, this session provides the take-home inspiration to deliver classes that will leave participants feeling inspired, motivated and energised. **WS**

The art of alignment in yoga ♦ A3W

Duncan Peak

Join Duncan to learn the art of body alignment principles for yoga, sport and everyday life. These techniques, employed by successful athletes, can be applied effectively to any exercise regime and encourage optimal neuro-function to allow greater health and wellbeing. Gain a unique understanding of how to achieve optimal alignment for you, your clients and participants. **WS**

5:30 – 6:45pm

STOTT PILATES®: Programming for
osteoporosis management ♦ A4K

Wayne Seeto

Clients with osteoporosis face unique challenges when exercising. Begin this session by learning the causes of osteoporosis, the different forms of the condition and how clients are affected. Then the biomechanical foundation of STOTT PILATES® will be used to create effective programs to cater to this population. Explore how balance and resistance props can assist clients and learn how to effectively modify a matwork routine for them. **IL**

SPONSORED BY  MERRITHEW HEALTH & FITNESS®

MIND BODY SESSIONS



Yoga for women ♦ A4R

Kathy Popplewell

The modern woman can be very hard on herself and her body. Kathy explores ways to weave messages of self care into your yoga class using verbal cues, poses, transitions and music that helps women rediscover the deliciousness of living in their own bodies. Learn how to empower participants by exploring the sensuality of feminine movement, and how to arrive at a nourishing and balanced place in body and mind. **MC**

Dance and stretch with Spirals ♦ A4S

Michael King

Join Michael for this creative Spirals session combining dance-based movements and stretching techniques. Using the balls provided, discover movements that focus on the upper body to enhance both mobility and stability. Learn exercise combinations to specific choreographed tracks that will help motivate participants to work towards longer, leaner and more flexible bodies. **MC**

SATURDAY 28 APRIL

8 – 9:30am

Pre-Pilates spine mobilisation ♦ B1W

Michael King

For many participants and clients, it is necessary for the spine to be 'prepared' before it is challenged with exercise. In this pre-Pilates session, Michael demonstrates how breath and soft roller-assisted stretching can be used to effectively mobilise the spine. Take home fantastic techniques for use as a preparation or cool down in either mind body classes or personal training sessions. **WS**

Progressive restorative Pilates ♦ B1X

Leslee Bender

Taking inspiration from Joseph Pilates, Leslee makes modifications for today's exercisers. Discover which Pilates exercises are contraindicated for both the cervical and lumbar spine. Learn modifications and variations to aid participants' success, and experience how the ChiBall® and ChiBolster® can protect the lumbar spine and de-activate the hip flexors during flexion exercises. **WS**

10 – 11:30am

Pilates toys ♦ B2V

Zosha Piotrowski

Join Zosha for this Pilates master class designed for instructors who want to boost their current repertoire of exercises. Using foam rollers, gliders and bands, this class provides a selection of take-home exercises that can progress from the mat to the equipment and that explore Pilates principles using small and manageable equipment. **MC**

Lower body yoga therapy ♦ B2W

Bernadette McGree

Let's get hip! Many lower body injuries – such as knee, feet and lower back – stem from the hips. Join Bernadette to learn Universal Principles of Alignment™ from Anusara™ Yoga which can be applied to every body position, and every injury, to open up the hips and therapeutically help return the body to its 'optimal blueprint'. **WS**

1 – 2:30pm

Tribal rhythm strength and conditioning ♦ B3T

Kathy Popplewell

Immerse yourself in a unique blend of strength and conditioning to tribal rhythms and primal beats as you rise up and connect as one tribe! Discover how to combine dynamic moves, breath and dance to dive deep into your body and bring to the surface inspired movement, power and inner strength. Learn how to engage participants' primal instincts in this uplifting and dynamic mind-body experience. **MC**

The power of tai chi: relax and energise ♦ B3U

Ming Shao

If you have only heard or read about tai chi's ability to relax, de-stress and energise the mind and body without working up a sweat, then this session presents the ideal opportunity to experience it for yourself. Ming's expertise in tai chi and Chinese medicine combine to create a powerful tai chi experience like no other. Be inspired to introduce the simple but effective exercises to your participants. **MC**



STOTT PILATES®: matwork strength and conditioning ♦ B3V

Wayne Seeto

Discover a series of simple movements that increase overall strength and stability through the core and periphery, using only the body's own resistance. Wayne adds fundamental Pilates principles to less traditional moves to focus on strength, alignment, functionality, correct biomechanics and improved performance. Particular attention is paid to balancing mobility and muscular balance in the lower kinetic chain, specifically the knee, hip, ankle and foot. **WS**

SPONSORED BY MERRITHEW HEALTH & FITNESS®

3 – 4:30pm

Transformational posture ♦ B4U

Leslee Bender

Have you ever investigated the causes of a client's postural issues? From understanding the chain reaction of foot mechanics, to successfully managing excessive lordosis and kyphosis, to learning about the dangers posed by flexion on the floor, you will come away from this thoughtful session with the take home skills to transform posture and create a stronger back. **WS**

Flow: Pilates evolved ♦ B4V

Michael King

As elements in our lives continually change, we should also change the ways in which we challenge ourselves and our class participants. Join Michael as he adapts the Pilates principles and original moves with new, evolving choreographic variations. Take home the skills to improve participants' posture by challenging them with off-the-mat standing variations. **WS**

MIND BODY SESSIONS

Purna yoga: focus on balance and strength ♦ B4W

John Ogilvie

Discover a powerful sequence that strengthens the arms, shoulders, core and pelvic floor, while activating the bandhas, or locks. John shows you how to safely progress from the most basic balances into more advanced poses. Take home a sequence that encourages students of every level to build strength, create muscular balance and renew focus for the body, mind and spirit. **MC**

PLENARY SESSION SATURDAY • 5 – 6:30PM

Roll up to unwind ♦ B5I

Lisa Westlake

Get on the ball to stretch, relax and release. Mobility, flexibility and relaxation unite in a unique session that uses the power of music, the magic of movement, breath and soothing relaxation to relax the body and calm the mind. Take home the know-how to help participants lengthen and release every muscle in their bodies as relaxation techniques leave them feeling calm, refreshed and ready for anything. **MC P**

PLENARY SESSION SATURDAY • 5 – 6:30PM

ChiBall yoga sculpt ♦ B5J

Lynley Gladdis

East meets West in this fusion of modern resistance training and yoga. ChiBall Yoga Sculpt presents a challenge on many levels; core stability, global strength, balance and flexibility. Join Lynley to experience this complete body workout and take home the inspiration to tone, shape and strengthen participants of every fitness and ability level. **MC P**



SUNDAY 29 APRIL

8 – 9:30am

Delicious yogahhh ♦ C1T

Julz Arney

Yoga is yummy for the body, mind and soul, and popular yoga teachers know how to turn their classes into cravings participants can't live without! In this workshop designed for group fitness instructors making the transition to yoga teachers, Julz reveals six secrets to make your next fitness yoga class a real treat, while delivering a delicious yoga workout for you to enjoy. **WS**

Power Pilates mini-sets ♦ C1U

Taryn Polovin

Are you in need of a new Pilates repertoire? Guiding you through four different 20-minute Power Pilates workouts, Taryn provides plenty of take home choreography designed to be easily slotted into a group exercise class or PT session. Each workout in this dynamic master class covers all the key Pilates elements, but with different and interesting focuses. **MC**

Pilates warm ups: prime the body for strengthening ♦ C1V

Lesley Gray

Experience four different Pilates warm ups that effectively bring your participants into their optimal alignment. Discover how carefully sequenced mobility movements and dynamic muscular releases create a body that is ready to be strengthened. Learn how to heighten body awareness and mindfulness as well as encourage proper breathing technique. Take home the know-how to create an interesting and effective Pilates warm up. **WS**

1 – 2:30pm

The 10-min stretch transformation ♦ C2T

Jay Blahnik

Inspired by stretching from yoga, athletics and rehabilitation, Jay shares a variety of unique, cutting-edge stretch sequences designed to take 10 minutes or less and to work in almost any setting. Perfect for ending a client's workout, or joined together to create amazing total body yoga-inspired stretch routines, these sequences will transform the body, relax the mind, improve posture and increase strength. **WS**

Pilates for the rehabilitation of chronic back pain ♦ C2U

Allan Menezes

Pilates has long been touted as a magic bullet for rehabilitation – but only if it is taught properly. Join Allan, Pilates pioneer and founder of The Menezes Method, as he guides you through a floor routine of essential movements. With clear explanations of the muscle mechanics behind each movement, you'll take home the confidence and knowledge to enhance your instructing technique. **MC**

Multi-planar vinyasa ♦ C2V

Claire Norgate

Discover the ins and outs of moving through the sagittal, frontal and transverse planes, while experiencing a great yoga workout. Most traditional vinyasa flows through the sagittal or flexion/extension planes. Join Claire and explore how vinyasa can flow through other planes and be adapted to suit different needs and different bodies while maintaining the intensity that participants crave. **MC**

PLENARY SESSION SUNDAY • 3 – 4:30PM

Studio Pilates®: toning and stability ♦ C3F
Tanya Winter

Pilates classes are so much more than an opportunity to relax. Put yourself to the test and experience Studio Pilates® – a workout with a real difference. Join Tanya as she incorporates special equipment to dramatically increase resistance for improved body toning and core stability. Take home a wealth of inspiration from this revolutionary Pilates workout. **MC P**



BRING YOUR OWN MAT

Please bring your own mat to every Workshop and Master class session



NUTRITION & FAT LOSS SESSIONS

NUTRITION & FAT LOSS SESSIONS

Featured presenters

Tara Diversi



Tara is an accredited practising dietitian with additional training in psychology and business. She is the author of four books; *Presenting for Change*, *Marketing Health*, *Client Behaviour* and *The Good Enough Diet*. She lectures at the University of Sydney while continuing to remotely manage her dietetic business in Cairns.

Dr Joanna McMillan, PhD



Joanna is one of Australia's best-known nutrition and healthy lifestyle experts. She holds a PhD in nutritional science and was a fitness leader for 15 years. She is a regular on the Nine Network, an author of several books, writes for *Sunday Life* and *Essential Kids*, and leads her company Dr Joanna Pty Ltd. Joanna is a firm favourite at FILEX and was named Presenter of the Year in 2006.

Matt O'Neill



Director of the SmartShape Centre for Weight Management, Matt is an accredited practicing dietitian and the nutritionist on Channel 7's *Sunrise* and *Morning* shows. As the creator of the Metabolic Jumpstart weight management system, he has provided 10,000 participants with metabolically matched diet plans. Matt is a dynamic presenter with a mission to jumpstart the nation to eat well and move more.

FRIDAY 27 APRIL

10:30am – 12pm

Fuelling happiness: mental health and nutrition A10

Tara Diversi

Many different factors influence our happiness, but in life some of these are beyond our control. One of the happiness contributors we can control is the food that we eat. Join Tara as she reveals the food and nutrients that positively affect mood disorders and general wellbeing. Supplements and drug-nutrient interactions are discussed, and simple tools to immediately implement into client's dietary plans are provided. L

1:30 – 3pm

Fitness vs. fatness: what is best for the obese client? A2H

Dr Robbie Parker

Should physical activity programs focus on a client's fitness rather than fatness? Can aerobic exercise or resistance training influence the markers of inflammation associated with obesity, the development of cardiovascular disease and the onset or management of type II diabetes? Join Robbie as he examines current research looking at whether exercise can influence these elements,

as well as metabolism, insulin levels, abdominal adiposity and hormonal activity that might be conducive to greater fat loss. L

SPONSORED BY  **chism**
the children's hospital at westmead
Institute of Sports Medicine

Get lean! A20

Dr Joanna McMillan

The bottom line to losing weight is energy in vs energy out – but the whole truth is more complicated. Dietary habits, movement, sleep, stress management and emotional state of mind all affect weight control. If you don't consider all these factors you'll fail to achieve long-term success with clients. Joanna provides an overview of these factors and how you can implement real strategies to go beyond kilojoule-controlled plans. L

3:30 – 5pm

Is sugar making us fat? A3P

Susie Burrell

The role played by sugar in weight control continues to be controversial, with health professionals continually debating whether sugar has a role in long term weight gain. Susie outlines the underlying carbohydrate biochemistry involved in metabolism and the behavioural food intake implications sugar intake has. Take home a greater understanding of the appropriate role of sugar in the diet in terms of weight control. L



5:30 – 6:45pm

The fat burning zone: fact or fiction? A4E

Dr Jason Karp

Is there really such a thing as a 'fat burning zone' – a specific range of heart rates in which you must exercise to burn fat? What happens if you venture out of the zone? Jason examines the legend of the fat burning zone, the specifics of fat use during and after exercise, and reveals truly effective techniques for losing fat and becoming a better fat-burning machine! L

SATURDAY 28 APRIL

8 – 9:30am

Find your inner mojo B1P

Dr Joanna McMillan

Do your clients ask 'how can I have more energy?' Modern life taxes us mentally, but not necessarily physically, and finding the motivation to move and eat well can be a challenge. Joanna identifies the five key areas that she has found impact on your 'inner mojo' – that state where you are firing on all cylinders and can tackle whatever life throws at you. Food, drink, fitness, philosophy and fun! L



NUTRITION & FAT LOSS SESSIONS



Snack strategy – How to optimise meal timing B1Q

Matt O'Neill

Optimising meals and snacks can boost muscle growth, fat loss and performance. But when, what and how often should you advise clients to eat? Matt reveals the techniques to help you establish personal snacking strategies for clients, matching their body's needs and desired results. Plus, discover how common snacks and brand-name foods on your shopping list stack up nutritionally. **L**

10 – 11:30am

Diets and weight loss: why they all work but none of them work B2P

Prof. Garry Egger

To positively impact obesity we need to consider two aspects of weight control. The first is at the individual level, and involves understanding the vast options related to diet and exercise programs. The second is the environmental drivers of obesity at the population level. Join Garry to learn how focusing on the former and neglecting the latter will lead to weight loss failure in the long term. **L**

1 – 2:30pm

Water, sports drinks and energy drinks: facts, fables and fibs B3N

Dr Len Kravitz

Sports drinks and energy drinks are multi-billion dollar industries. How good are these products? When is water the best hydration fuel and when are sports drinks truly needed to optimise exercise performance? Len discusses the many physiological mysteries of water in the human body; the need for hydration during exercise; hydration and disease; and hydration and mental performance; and answers pertinent questions about hydration, sports drinks and energy drinks. **L**

Australian Fitness & Health Expo time for Nutrition & Fat Loss delegates B3O

SPONSORED BY 

3 – 4:30pm

27 tips to break through fat loss plateaus B4F

Tony Boutagy

Join Tony as he explains a number of tips, techniques and methods for accelerating fat loss and breaking through inevitable plateaus. Fat loss is discussed from both a scientific and traditional, holistic perspective, covering a wide range of topics from optimising sleep and nutrition to exercising and taking herbs. Take home the skills to create a selection of fat loss, strength and aerobic workout plans for clients of every level. **L**

The good enough diet: is near enough good enough to lose weight? B4P

Tara Diversi

To ensure long term weight loss success, we need to change what we tell our clients. In this session, based on the book The Good Enough Diet, Tara shares strategies to motivate your clients to lose fat, while allowing them to keep their lifestyle (and sanity). Take home 'good enough' weight loss tips and tricks to achieve fantastic results for every client. **L**

PLENARY SESSION SATURDAY • 5 – 6:30PM

The future of fat loss B5F

Matt O'Neill

Two billion adults are overweight or obese. What are you going to do about it? In this thought-provoking session, Matt explores what government, industry and individuals must do to help reduce the health epidemic threatening the future functioning of our society. Discover what you and your fitness business can do to offer clients, companies and the community a fighting chance at achieving fat loss. **L P**

SUNDAY 29 APRIL

8 – 9:30am

Empowering self-care in clients with eating and body issues C1Q

Tamika Hilder

Understand the psychology behind eating and body image issues and learn how to support clients with these conditions. Discover the importance of understanding client mindset and learn how self-care can promote healthy eating and exercise in ways which nurture and nourish the body. By guiding their focus away from external body image to internal self-love, acceptance and empowerment, you have the ability to transform clients' lives. **L**

1 – 2:30pm

Appetite for results: breakthroughs in craving management C2N

Matt O'Neill

Are cravings blowing your client's diet and cancelling out the calories they burn during training sessions? Matt shares the latest research on cravings management and shows you how to teach clients to harness their hunger hormones. Take home the essential skills to help clients eat less, cut calories and keep their nutrition plans on target. **L**

PLENARY SESSION SUNDAY • 3 – 4:30PM

Paleo diets – The pros and cons C3D

Dr Joanna McMillan

Paleo diets have become popular in the fitness industry, but are they a good idea? In this session Joanna takes a look at what exactly a paleo diet is; the differences between ancient diets and a typical modern diet and whether this could provide a blueprint for how we should eat today; and discusses the pros and cons of adopting this approach for yourself and with clients. **L P**





LIFESTYLE & EXERCISE MEDICINE SESSIONS

LIFESTYLE & EXERCISE MEDICINE SESSIONS

Featured presenters

Prof. Garry Egger, PhD



Garry has worked in public, corporate and clinical health for over four decades. He is the author of 30 books and over 150 peer-reviewed scientific and research articles. He is a professor of health and human sciences at Southern Cross University and an advisor to the World Health Organisation. In the 1990s Garry initiated the GutBusters men's 'waist loss' program, which developed into the Professor Trim's Weight Loss Program. He is also an initiator of the Australian Lifestyle Medicine Association (ALMA).

Dr Morwenna Kirwan, PhD



Morwenna is an exercise scientist focusing her research on behavioural health psychology. In addition to her PhD in diabetes management, she also holds bachelors and masters degrees in exercise science. Morwenna has over a decade of experience in the fitness industry as a high level gymnastics coach, personal trainer, group fitness instructor and lecturer of fitness courses at both university and TAFE level. She also manages her own yoga and Pilates studio.

Dr Robbie Parker, PhD



Robbie is an exercise physiologist with a research background in exercise and weight loss. He is director of the Children's Hospital Institute of Sports Medicine (CHISM) at The Children's Hospital at Westmead, NSW and an independent board director of Fitness Australia. Robbie has presented at numerous national and international conventions, and is a previous recipient of Australian Fitness Network's Lifetime Achievement Award and Fitness NSW Outstanding Contribution to the Fitness Industry Award.

FRIDAY 27 APRIL

10:30am – 12pm

The vital role of fitness professionals in exercise and lifestyle medicine ♦ A1L

Garry Egger

Lifestyle medicine is defined as 'the application of environmental, behavioural, medical and motivational principles to the management of lifestyle-related health problems in a clinical setting'. Exercise and nutrition are the 'penicillin' of lifestyle medicine, and fitness professionals play a vital part in combating the factors associated with modern chronic diseases. Garry discusses the causes and nature of such factors and highlights the role of the fitness industry in managing them. L

Working with menopausal clients ♦ A1M

Shira Kramer

Do you train female clients over the age of 40? Shira discusses the safety, medical, physical and psychological issues demanding consideration when working with women in their menopausal years, as well as those with osteoporosis. Featuring a variety of exercise examples, this session delivers the take-home skills to design programs or provide class modifications for women during this important life stage. L

Ladies and gentlemen, please take your seats ♦ A1N

Jennifer Schembri-Portelli

Exercising on a chair is finally gaining the recognition it truly deserves. Join JSP as she provides theoretical knowledge and practical exercise ideas using a ball, scarf and a chair to improve functional mobility,

strength and fitness – while still having a lot of fun! Take away the skills to work with those most in need of exercise, in retirement homes, community facilities and local gyms. WS

SPONSORED BY  **wets**
Western Exercise Training Society

1:30 – 3pm

Fitness vs. fatness: what is best for the obese client? ♦ A2H

Dr Robbie Parker

Should physical activity programs focus on a client's fitness rather than fatness? Can aerobic exercise or resistance training influence the markers of inflammation associated with obesity, the development of cardiovascular disease and the onset or management of type II diabetes? Join Robbie as he examines current research looking at whether exercise can influence these elements, as well as metabolism, insulin levels, abdominal adiposity and hormonal activity that might be conducive to greater fat loss. L

SPONSORED BY  **chism**
The Children's Hospital at Westmead
Institute of Sports Medicine

Older adults: the best is yet to come ♦ A2M

Thamsin Dunn

There is no such thing as an average 65-year-old. Join Thamsin to gain an understanding of how biological and chronological age differ and influence the profile of the older adult PT client. Learn how to conduct functional fitness testing and how to monitor and measure improvements in order to achieve the common goals of independence and functionality, while reducing disease risk and symptoms. L

SPONSORED BY  **AUSTRALIAN INSTITUTE OF FITNESS**

3:30 – 5pm

Female training advantages ♦ A3E

Dr Len Kravitz

In this original lecture, Len reviews recently published research and technology documenting unique female training advantages. Gender differences in fat metabolism, muscle fibre changes, muscle strength, muscular endurance, body composition, hormones and other physiological factors are discussed, and resistance and aerobic training programs for women presented. A must-attend session for trainers with female clients striving to attain optimal benefits from their training. L

All stressed out: depression and the role of exercise ♦ A3N

Dr Morwenna Kirwan

Anti-depressants are the most widely prescribed medication in Australia. Stress can be a precursor to anxiety, which in turn can precede depression. Join Morwenna as she outlines the physiological and behavioural links between stress, anxiety and depression and explores the key role that exercise plays in improving mood and quality of life. Take home scientifically validated strategies to help clients improve their mood, cope with stress and deal with depression. L

Australian Fitness & Health Expo time for Lifestyle & Exercise Medicine delegates ♦ A3O



LIFESTYLE & EXERCISE MEDICINE SESSIONS

5:30 – 6:45pm

STOTT PILATES®: programming for osteoporosis management ■ A4K

Wayne Seeto

Clients with osteoporosis face unique challenges when exercising. Begin this session by learning the causes of osteoporosis, the different forms of the condition and how clients are affected. Then the biomechanical foundation of STOTT PILATES® will be used to create effective programs to cater to this population. Explore how balance and resistance props can assist clients and learn how to effectively modify a matwork routine for them. IL

SPONSORED BY  MERRITHEW HEALTH & FITNESS™

Pelvic floor three ways ■ A4L

Shira Kramer, Marietta Mehanni & Michelle Wright

What happens when a physio, a personal trainer and a group exercise instructor get together and talk about the pelvic floor? You get a three dimensional view of how to integrate pelvic floor awareness into any fitness modality. The female fitness market – which includes many recent mothers and older women – is a large one, so join Shira, Marietta and Michelle to gain a better understanding of this important element of training. L

SATURDAY 28 APRIL

8 – 9:30am

The PT's guide to diabetes ■ B1H

Dr Morwenna Kirwan

Type II diabetes is the fastest growing chronic disease in Australia. Morwenna explains the best approach to training diabetic clients effectively and empowering them to better manage their condition. Develop a deeper understanding how exercise and nutrition affect glycaemic control, and learn what self-care behaviours your diabetic clients should be doing to reduce their risk of long-term complications and improve their quality of life. L

Find your inner mojo ■ B1P

Dr Joanna McMillan

Do your clients ask 'how can I have more energy?' Modern life taxes us mentally, but not necessarily physically, and finding the motivation to move and eat well can be a challenge. Joanna identifies the five key areas that she has found impact on your 'inner mojo' – that state where you are firing on all cylinders and can tackle whatever life throws at you. Food, drink, fitness, philosophy and fun! L

CHISM SYMPOSIUM SATURDAY • 10AM – 12PM

Fitness, physical activity and children: risks and benefits ■ B2I

Dr Robbie Parker, Dr Carolyn Broderick, Dr Damien McKay & Nancy van Doorn

In this dynamic CHISM Symposium, paediatric sports medicine staff specialists and exercise physiologists discuss the role of physical activity and fitness in children in light of new and emerging research. For example, although it is relatively easy to measure, aerobic fitness *does* appear to be an accurate tool for screening children with a clustering of cardiovascular risk factors. The suggestion has also been made that there may be optimal fitness cut-off points associated with specific health outcomes in this population. Other emerging research suggests that improvements in fitness from childhood to adolescence are associated with a lower risk of becoming overweight or obese during adolescence. The symposium also addresses the issue of whether there is such a thing as too much physical activity for some children, leading to musculoskeletal problems during childhood and adolescence. L

PRESENTED BY  **chism**
the children's hospital at westmead
part of aapm healthcare

10 – 11:30am

Build an effective health and medical referral network ■ B2N

Max Martin

In 2011, Fitness Australia, ESSA and SMA released the Adult Pre-Exercise Screening Tool. To complement the processes outlined in this tool, and enable you to build better relationships with medical and allied health practitioners, Fitness Australia has developed strong referral pathways between the fitness industry and the health sector. Join Max as he provides a thorough outline of these exciting developments and how they can benefit your business. L

PRESENTED BY  **Fitness Australia**
the national fitness organisation

Stagger, swagger and strut: improving senior movement through functional training ■ B2O

Alisha Smith

They're in your classes, your PT sessions and your gyms. They're older and bolder than ever before. Yet while we're helping them get fitter, are we helping them live better? Join Alisha as she shows you how to assess and train your older adult participants so they can strut through their senior years! WS

SPONSORED BY  **Australian Fitness Network**

Diets and weight loss: why they all work but none of them work ■ B2P

Garry Egger

To positively impact obesity we need to consider two aspects of weight control. The first is at the individual level, and involves understanding the vast options related to diet and exercise programs. The second is the environmental drivers of obesity at the population level. Join Garry to learn how focusing on the former and neglecting the latter will lead to weight loss failure in the long term. L

1 – 2:30pm

The science of inactivity physiology ■ B3M

William Sukala

Government health recommendations promote 30 minutes of activity per day – but what about the other 23½ hours? In this hard-hitting lecture William blows the lid wide open on the emerging science of 'inactivity physiology' and discusses recent advances in our understanding of the health risks associated with prolonged sitting. L

Exercising for two ■ B3P

Lisa Westlake

Drawing on over 20 years of working with mums-to-be, Lisa identifies the key physical and emotional considerations affecting prenatal women and their all-important exercise implications. Develop a sound understanding of exercise programming for pregnant women and take home a repertoire of appropriate exercises to suit different women and different stages of pregnancy. L

3 – 4:30pm

Exercise for anxiety, depression and mood ■ B4N

Lisa Champion

Join Lisa to learn about the latest research into the effectiveness of exercise to combat anxiety, depression and low mood disorders. Whether it's to benefit those with diagnosed mood disorders, or simply to help manage the moodiness and stress that are a part of everyday life, you will come away with proven strategies to help your clients use exercise as a tool to manage mood. L

SPONSORED BY  **Australian Fitness Network**

Fun and effective group fitness for older adults ■ B4Q

Paula Todd

If you are looking for ideas to inspire and entertain your older adults whilst delivering first-class fitness training, this master class will tick all the boxes for you. Paula will take you through a 60 minute class and then discuss the class design and choreography, so you will understand not just the how, but also the WHY of what you are teaching in your classes. Loads of take-home value for instructors who work with 'fit active' clients. MC

LIFESTYLE & EXERCISE MEDICINE SESSIONS

SUNDAY 29 APRIL

8 – 9:30am

Equal, but not the same: considerations for training female clients C1H

Donal Carr & Cameron Nell

With an average 60% female clientele, it is essential for personal trainers to understand female clients' postural and biomechanical differences, as well as hormonal and nutritional requirements, in order to help them achieve their goals. Join Donal and Cameron for this exclusively female-focused session as they explore postural considerations; orthopaedic concerns; hormonal and nutritional considerations; and program design strategies. L

SPONSORED BY



The holy grail: how to influence client behaviour change C1N

Chad Timmermans

Getting clients to do their homework is the ultimate challenge, and can make the difference between goals being reached or missed. Learn the fundamentals needed for client motivation; discover what to do when clients have discrepancies between what they want and how they behave; and explore the 'disconnected values' model of behaviour change. Empower clients by bringing motivation out of them, rather than forcing it upon them. L

Maximising fitness for teenage boys C10

Toni Reinikainen

Join Toni for this research-driven session examining the physical, cognitive and emotional development of boys between the ages of 10 and 16. Discover why chronological age is not a good factor on which to base programming for children and adolescents. Learn how to develop fitness programs to accommodate the wide variety of development levels within this age group, while maximising results. L

SPONSORED BY



1 – 2:30pm

Obesity: the brain hypothesis C2G

Paul Taylor

Discover the latest scientific findings from the world of neuroscience, which demonstrate that not only is obesity a brain-based issue, but that it has much wider implications than we ever imagined. Paul presents research from his own clinical trial, proposing a solution to a wider problem that is important to every fitness professional. This session will truly open your mind to the critical role of the brain in combating obesity and improving fitness. L

Cardiovascular disease, blood pressure and exercise C2H

Suzanne Cox

Cardiovascular disease is a prominent condition in today's society, and is often accompanied by other comorbidities such as high blood pressure. Discover how

you can play a key role in prevention and treatment. Suzanne investigates how cardiovascular disease influences exercise prescription and practical considerations for programming. Take home concepts to implement immediately with your clients. L

Fit for two: training for a healthy pregnancy

C2N

Liz Dene

Join Liz to learn the latest research on training during pregnancy. Explore the physiology and mechanics of gestation and learn the best exercise choices from Pilates to resistance training and cardio conditioning. Walk away with an easy-to-follow exercise and nutrition program for each trimester. If you train this special group you can't afford to miss this session. L

PLENARY SESSION

SUNDAY • 3 – 4:30PM

Change clients' thinking to change their world C3B

Michelle Bridges

By changing the way clients think, we can stimulate real and long lasting behaviour change. If both trainer and client can agree on what needs to be done to reach a goal, why do these actions so often fail to materialise? Join Michelle as she discusses: drills for mind change; changing the way clients think about nutrition, exercise and themselves; self sabotage; and fear of failure and success. L P

Support Fit for Good at FILEX!

www.fitforgood.org.au

Bring your GOOD QUALITY second hand exercise shoes, footy boots and exercise clothing to FILEX and we'll distribute them to Australians in need around the country!

Please ensure:

- shoes and clothing are machine washed and in good condition (no holes, rips or tears)
- shoes have insoles and laces.

Just drop them in the Fit for Good collection bins in the Convention Centre and we'll give your old workout gear a new lease of life – while enhancing the lives of those in need.

fitforgood

Plus, attend the Les Mills Dance-a-palooza on Saturday night where all proceeds will be donated to Fit for Good!

See page 7 for more details





CAREER GROWTH & DEVELOPMENT SESSIONS

CAREER GROWTH & DEVELOPMENT SESSIONS

FRIDAY 27 APRIL

10:30am – 12pm

Fuelling happiness: mental health and nutrition A10

Tara Diversi

Many different factors influence our happiness, but in life some of these are beyond our control. One of the happiness contributors we can control is the food that we eat. Join Tara as she reveals the food and nutrients that positively affect mood disorders and general wellbeing. Supplements and drug-nutrient interactions are discussed, and simple tools to immediately implement into client's dietary plans are provided. L

Group Fitness Management – Mentoring Mastery A1P

Michelle Dean

The ultimate goal of a great manager is to develop their team towards mastery. To achieve this, you must implement an in-house training, coaching and assessment plan. Learn the skills and get the resources that allow time-poor GFM's the ability to assess their team quarterly. This session takes all the ego and fear out of delivering and receiving feedback. Help mentor your instructors to become the best that they can be. L

SPONSORED BY 

1:30 – 3pm

The neuroscience of behaviour change A2G

Paul Taylor

How many of your clients want to remain exactly the same? The answer is 'none', highlighting the fitness industry's role as a facilitator of change. Presenting a neuroscience-based model that has been successfully used to increase the pass rate in US Special Forces training by 30%, Paul explores change, why it is hard and what we can do to help clients foster change and achieve their goals. L

PTs on trial A2N

Ken Baldwin

What would you do if a client injured themselves and decided to sue you and your business? Could you afford hundreds of thousands of dollars in costs and legal fees? Do you know what you are covered for and what difference your certifications make to the outcome? This session is not about selling insurance, it is about risk management, PAR Q's and risk of liability statements. If you want to be proactive about liability, this session is not-to-be-missed! L

SPONSORED BY 

Australian Fitness & Health Expo time for Career Growth & Development delegates A2P

SPONSORED BY 

3:30 – 5pm

All stressed out: depression and the role of exercise A3N

Dr Morwenna Kirwan

Anti-depressants are the most widely prescribed medication in Australia. Stress can be a precursor to anxiety, which in turn can precede depression. Join Morwenna as she outlines the physiological and behavioural links between stress, anxiety and depression and explores the key role that exercise plays in improving mood and quality of life. Take home scientifically validated strategies to help clients improve their mood, cope with stress and deal with depression. L

SATURDAY 28 APRIL

8 – 9:30am

The science of longevity B1G

Dr Len Kravitz

In the last decade, the increasing life expectancy of humans has generated intense focus and research on the biological mechanisms of old age and longevity. In this research-driven presentation, the science of ageing, as well as anti-ageing strategies to slow down ageing, are discussed. Len also presents exciting new research on the world's longest living people and inspiring new interventions to extend lifespan. L

Find your inner mojo B1P

Dr Joanna McMillan

Do your clients ask 'how can I have more energy?' Modern life taxes us mentally, but not necessarily physically, and finding the motivation to move and eat well can be a challenge. Joanna identifies the five key areas that she has found impact on your 'inner mojo' – that state where you are firing on all cylinders and can tackle whatever life throws at you. Food, drink, fitness, philosophy and fun! L

The only constant is change B1R

Steve Pettit

The dynamic nature of the fitness industry means we are constantly managing change. How successfully you are doing it will impact your long-term success. Join Steve to learn the best way to manage, instigate and respond to change and leave this session feeling empowered to embrace change from both a business and personal perspective. L

SPONSORED BY 



10 – 11:30am

Build an effective health and medical referral network B2N

Max Martin

In 2011, Fitness Australia, ESSA and SMA released the Adult Pre-Exercise Screening Tool. To complement the processes outlined in this tool, and enable you to build better relationships with medical and allied health practitioners, Fitness Australia has developed strong referral pathways between the fitness industry and the health sector. Join Max as he provides a thorough outline of these exciting developments and how they can benefit your business. L

PRESENTED BY 

NLP and the fitness connection B2Q

Samantha McDonald

NLP (neuro linguistic programming) has long been recognised as a tool with the ability to enhance strong positive mindsets in people, and elevate them to success. Discover how this extremely useful skill can be used to train and coach clients to peak performance. Samantha provides specific tools to take home and use with your clients – and yourself – immediately. L

1 – 2:30pm

The secrets of successful women in fitness B3B

Expert panel, chaired by Amanda Bracks

Amanda chairs a carefully selected panel of five inspirational women who have developed and run million dollar+ facilities. Join them as they share their three most successful marketing campaigns, three sales strategies they can't do without and three retention programs that have stopped attrition. A not-to-be-missed session packed with take-home value for both women and men! PA

SPONSORED BY 

CAREER GROWTH & DEVELOPMENT SESSIONS

The science of inactivity physiology ■ B3M William Sukala

Government health recommendations promote 30 minutes of activity per day – but what about the other 23½ hours? In this hard-hitting lecture William blows the lid wide open on the emerging science of ‘inactivity physiology’ and discusses recent advances in our understanding of the health risks associated with prolonged sitting. L

3 – 4:30pm

How video can create a flood of new members ■ B4C

Steve Brossman

Learn five simple ways to use videos to acquire new members and turn existing ones into raving fans. Steve smashes the ‘too hard, too expensive, takes too long’ myths by demonstrating how just 30 minutes per day and a \$200 camera will elevate you above discount wars. Learn from the case study of a business which had to hire extra staff just to handle new business. L

Exercise for anxiety, depression and mood ■ B4N

Lisa Champion

Join Lisa to learn about the latest research into the effectiveness of exercise to combat anxiety, depression and low mood disorders. Whether it's to benefit those with diagnosed mood disorders, or simply to help manage the moodiness and stress that are a part of everyday life, you will come away with proven strategies to help your clients use exercise as a tool to manage mood. L

SPONSORED BY 



Ultimate instructor assessment ■ B4O Stephen Parker

Join Stephen for this essential session in which he reveals the tools necessary for effectively assessing group exercise instructors. Learn the points to look for and discover the techniques for delivering effective feedback to your instructors and taking them to the next level in their teaching. Take away the skills to execute every assessment with ease and perfection! L

SUNDAY 29 APRIL

8 – 9:30am

The holy grail: how to influence client behaviour change ■ C1N

Chad Timmermans

Getting clients to do their homework is the ultimate challenge, and can make the difference between goals being reached or missed. Learn the fundamentals needed for client motivation; discover what to do when clients have discrepancies between what they want and how they behave; and explore the ‘disconnected values’ model of behaviour change. Empower clients by bringing motivation out of them, rather than forcing it upon them. L

Spotting fitness quackery and misinformation ■ C1P

William Sukala

Miracle diets, supplements, and infomercial exercise gadgets are everywhere! With so many self-styled experts and gurus out there, it can be almost impossible for our clients to sift through the snake oil and separate fact from fiction. In this insightful and incendiary session, Bill confronts these issues head-on and provides a useful framework for critically and scientifically evaluating health products, pills and potions. L

Empowering self-care in clients with eating and body issues ■ C1Q

Tamika Hilder

Understand the psychology behind eating and body image issues and learn how to support clients with these conditions. Discover the importance of understanding client mindset and learn how self-care can promote healthy eating and exercise in ways which nurture and nourish the body. By guiding their focus away from external body image to internal self-love, acceptance and empowerment, you have the ability to transform clients' lives. L

1 – 2:30pm

Build instant rapport ■ C2O

Benay Wettle

Join Benay as she reveals how to quickly build rapport and establish trust with prospects and clients.



Discover how to identify the indicators of being ‘in rapport’ with someone, and learn to effectively utilise body posture and movement, voice patterns, and language to connect with people at the unconscious level. Take home brand new skills to build rapport like never before! L

Planning for success: the art of project management ■ C2P

Steve Pettit

Do you realise that each and every day, in some way, you manage projects? Join Steve to learn about the art of project management and how it can change the way you plan in order to achieve consistent success. Discover the skills to work smarter, not harder. If you are trying to build your business, or simply want to achieve personal success, this session provides the structure and process for guaranteed positive outcomes. L

SPONSORED BY 

PLENARY SESSION
SUNDAY • 3 – 4:30PM

Change clients' thinking to change their world ■ C3B

Michelle Bridges

By changing the way clients think, we can stimulate real and long lasting behaviour change. If both trainer and client can agree on what needs to be done to reach a goal, why do these actions so often fail to materialise? Join Michelle as she discusses: drills for mind change; changing the way clients think about nutrition, exercise and themselves; self sabotage; and fear of failure and success. L P



PRESENTER BIOGRAPHIES

PRESENTER BIOGRAPHIES

Maria Albanese

With over 15 years experience in the fitness industry, Maria's primary roles have been as an instructor and the manager of North Adelaide Fitness Centre, the most awarded fitness facility in Australia. The club's accolades include SA Fitness Business of the Year 2008-2011, Australian Fitness Business of the Year 2009-2010 and finalist in the 2011 Telstra Business Awards.

Xen Angelides

The founder of X-Factor Human Performance Systems, Xen is a global business development consultant, a 30-year veteran of the fitness industry, and an accomplished educator and professional speaker. As a certified results coach and master practitioner of neuro linguistic programming (NLP) and neurological re-patterning, Xen has helped many people transform their thinking and performance.

Julz Arney

Initially carving out her unique space in the fitness industry as a dance-fitness expert, Julz has evolved into a die-hard yoga practitioner and education programs director and lead Master Trainer for Schwinn® Cycling. Julz has been awarded CanFitPro's International Presenter of the Year and has been recognised by IDEA as one of the top three instructors in the world.

Karen Baldwin

With over 20 years fitness industry experience, Karen is a director of QPEC, a company specialising in fitness products, education, conditioning and CEC courses. An Australian Master Trainer for Combine 360, BOSU®, ViPR and Twist Sports Conditioning, she regularly presents in Australia, New Zealand and the US.

Ken Baldwin

An ex-military physical training instructor with over 25 years experience in the fitness industry, Ken is a Master Trainer for Combine 360, ViPR, BOSU®, Twist Conditioning and Schwinn Cycling. A director of QPEC, a company specialising in fitness products, education and conditioning, he regularly presents internationally on topics ranging from aquatic fitness to boot camps.

Kamahl Barhoush

With 18 years fitness business experience, Kamahl now focuses on coaching and mentoring fitness business owners to help them bring out the best in their clients and boost their business success. The effectiveness of his business model is reflected in the 97 per cent satisfaction rating among his community of fitness business owners.

Leslee Bender

A 2010 finalist for IDEA instructor of the year, Leslee has 25 years of experience presenting to the international fitness industry. She is a graduate of The Gray Institute of Applied Functional Science and creator of the first biomechanically safe method of Pilates with a mini ball. The founder of The Bender Method, she has created over 25 DVDs and authored several publications.

Jay Blahnik

A former IDEA Fitness Instructor of the Year, Jay has been named by the US fitness industry as an 'icon and innovator'. He is a Nike Athlete, a member of Gatorade's G Series Fit Team, a BOSU® Development Team member and the program developer for Schwinn Indoor Cycling. He has consulted for Apple, Starbucks and GE, is an Advisor for Equinox Fitness Clubs and is one of FILEX's most popular international presenters.

Tony Boutagy, BHMS

Tony is the director of the Sydney-based Boutagy Fitness Institute, a strength training facility for personal training clients and an educational centre for personal trainers. He is a PhD candidate in sports science and a former recipient of Australian Fitness Network's Author of the Year award.

Anna-Louise Bouvier, BAppSc (physio)

Anna-Louise is one of Australia's leading mind body experts. A physiotherapist, author, speaker and media commentator, her Physiocise practices consult to over 1,200 people a week, including elite athletes such as the Wallabies and Brumbies. She is the *Today Show's* Feel Good Physio and appeared on the ABC documentary *Making Australia Happy*. Her most recent book is *The Feel Good Body*.

Amanda Bracks

Amanda is renowned in the fitness industry as a strong leader with extraordinary sales and lead generation skills. An award winning manager, she has consulted to thousands of people Australia-wide on sales, customer service, leadership, retention, marketing and business development. She is the author of the books *Changing Lives* and *Inspiration*.

Michelle Bridges

Best known as a trainer on Channel Ten's *The Biggest Loser* show, and the author of multiple bestselling books on diet and exercise, Michelle has nearly 25 years industry experience. She also owns and runs the online health and fitness business 12 Week Body Transformation, and has worked throughout Australia and internationally training Les Mills Instructors.

Thuy Bridges, BAppSc (physio)

An author, educator and clinician, Thuy is director of PhysioWISE clinics. She is also a certified Kinesio Taping instructor, Anatomy Trains associate lecturer and Trigenics instructor. Thuy's dynamic presentations provide essential information for health, movement and fitness professionals alike.

Dr Carolyn Broderick, MBBS, FACSP

Carolyn is a staff specialist in paediatric sports medicine at the Children's Hospital Institute of Sports Medicine (CHISM) at Westmead, NSW. Formerly team physician to the Australian Olympic Team, she currently holds the position with the Australian Federation Cup Tennis Team. Part of an IOC expert panel on age determination in elite adolescent sport, Carolyn's current research interests include exercise prescription for children with chronic disease and sports injury surveillance in children.

Steve Brossman

Steve is a former Australian Fitness Leader of the Year and was the first non-American IDEA Instructor of the Year. He has over 30 years experience in the fitness industry as a club owner, presenter and consultant and has taught hundreds of business owners how to use videos and digital marketing to increase their profits.

Paul Brown

An international club consultant, operator and owner since 1989, Paul is known globally as 'Mr Retention' for his pioneering systems for maximising membership growth and club profitability. Creator of Face2Face Retention Systems, he has trained thousands of health club owners, managers, fitness trainers, sales and reception staff. Paul is also an award winning international keynote and feature presenter, author and past national aerobics champion.

Maria Browning

An international presenter and lead education specialist for the Aqua Zumba program, Maria has choreographed and performed six volumes of continuing education DVDs. She is a former competitive synchronised swimmer, and has choreographed the Colombian synchronised swimming team. Maria has over twelve years experience teaching both land and water-based group exercise, and is certified by AEA, ACE and AFAA.

Mark Buckley, BPhEd

With over 15 years of clinical and practical fitness industry experience, Mark is the founder of the FMA Strength Training Certification, head of musculoskeletal rehabilitation for a hospital-based program, and co-owner of the Olympic Gym in Dunedin, NZ. An international presenter, he is also a consultant and trainer to professional athletes.

Susie Burrell, BSc

Susie is one of Australia's leading dietitians, with degrees in both nutrition and psychology. She has a nutrition practice in Sydney and regularly appears on Channel 7's *Today Tonight* and *Sunrise*. The consultant dietitian to supplement supplier BSc (BodyScience), Susie recently released her second book *Lose Weight Fast*.

Amelia Burton, BScHm

Amelia has over 14 years experience as a personal trainer, health club owner, corporate speaker and online trainer. She runs a series of health and fitness websites, and regularly appears on television. Combining her knowledge as a trainer with her writing and communication skills, Amelia is recognised as one of Australia's most successful health and fitness bloggers.

Melissa Cameron

An instructor, training facilitator and member of the Water Exercise Training Service (WETS) team, Melissa is passionate about aquatic exercise and the possibilities it presents. Through her work with WETS, Melissa aims to bring youthful energy, innovation and inspiration to both the aqua arena and the fitness industry at large.

Maria-Ann Camilleri, MBA

Maria-Ann is a senior executive with experience managing companies across the globe. She has incorporated her love of mind body exercise and academic research with her unique business skills to create a template for building successful mind body businesses, both as start-up companies and as additions to existing businesses.

Donal Carr

A personal trainer for 20 years, Donal is a C.H.E.K Faculty, Level 4, Holistic Lifestyle Coach 3 and director of Place of CHI, the Sydney-based international affiliate for the C.H.E.K Institute in Australia. Place of CHI runs advanced training programs and stocks all C.H.E.K products. Donal has been presenting internationally for over ten years.

Andrew Chadwick

A ViPR trainer, Twist Sports Conditioning Master Coach and BOSU® trainer, Andrew has been training fitness professionals for over a decade. A former army PTI, he also coaches seniors and juniors Aussie Rules football and has played over 170 games at senior club level. He is strength conditioning coach for the Queensland State Gaelic Football team and runs Fit as a Fiddle Personal Training in Brisbane.

PRESENTER BIOGRAPHIES

Lisa Champion, MSc (Exercise Science)

Lisa is a multi-talented educator, trainer and author with a passion for inspiring others to move with ease and integrity. She is co-creator of the PERFECT PRACTICE™ Training System and specialises in helping exercisers and athletes get their movement foundations right. As a director of Australian Fitness Network, and more recently as the founder of Fit for Good – the fitness industry's charitable foundation, she has positively influenced the fitness industry in Australia for more than 24 years.

Nigel Champion, BHMS

Nigel is a pioneer of the Australian Fitness Industry. In the early 1980s, he co-created Australia's first fitness leader training program, which evolved to become the Australian Institute of Fitness (NSW). Nigel went on to co-create Australian Fitness Network to service the ongoing needs of fitness professionals. Nigel is also a board member of Les Mills International and author of several fitness education and sports coaching texts.

Lisa Chivers, BHMS

Lisa is a Sydney-based consultant specialising in innovative fitness education. She has trained fitness professionals around the world including the UK, China, Taiwan and Australia. A former education manager for Australian Fitness Network, Lisa is the national Master Coach for the Australian Institute of Fitness, leading a team of 50+ coaches.

Katrina Cochrane, BHMS

Katrina has over 16 years industry experience and has worked both nationally and internationally with elite athletes and sporting teams. She is the managing director of her own personal training and strength and conditioning business and also instructs group exercise. Renowned for her motivational and inspirational skills, Katrina is also a Lead Coach with the Australian Institute of Fitness, NSW.

Dan Cohen

Drawing inspiration from a range of martial arts disciplines, Dan co-created the powerful BODYCOMBAT® program with Rachael Newsham. A successful kickboxing competitor for several years, Dan won the 1996 British Masters kickboxing competition. He is passionate about supporting and guiding BODYCOMBAT® instructors across the world, and is also one of the driving forces behind the creation of the LES MILLS™ core-training program, CXWORX™.

Andrew Conolly, BASc (Psych)

Having represented Australia internationally in rowing, and graduated with a degree in psychology, Andrew has a passion for training and a wealth of knowledge and experience. He is known for his distinctive approach to training in which he uses psychological strategies to create truly unique indoor cycling experiences.

Casey Conrad, BA

With 26 years health and fitness industry experience, Casey is the author of *Selling Fitness: The Complete Guide to Selling Health Club Memberships*, and has created and published over 25 other sales, marketing and management training products for the industry, including online platforms for sales and personal training. She has presented in 19 countries and writes for numerous international magazines.

Amanda Coombe, BEd (Hons)

Five-time winner of the Tasmanian Exercise Professional of the Year award, Amanda is a highly regarded expert in lifestyle coaching and personal training. She is the founder of Personal Best Fitness, Tasmania's leading personal training facility and is a recognised leader in corporate health programs.

Fiona Cosgrove, MSc (ExSci) MA (Coun)

Fiona has over 25 years experience in the health and fitness industry, as a club owner, university lecturer, corporate and keynote presenter and wellness coach trainer. She is the national general manager of The Golden Door group of health retreats and is the director of Wellness Coaching Australia, through which she inspires others to use wellness coaching to encourage lasting behavioural change.

Suzanne Cox, BHMS

Suzanne is an accredited exercise physiologist who works with a wide range clients in both clinical and gym environments. She is also a senior presenter at the Australian Institute of Fitness in NSW, and the founder of Absolute Conditioning. Suzanne is currently studying for a masters in exercise science (rehabilitation).

Joseph Coyne, BEd (PE)

The only Active Release Techniques accredited exercise physiologist in Australia, Joseph has helped train four world champion athletes and numerous national, state and professional sportspeople. He has presented at a number of international fitness, and strength and conditioning events, written for major publications and is on the advisory board for Obesity Prevention Australia.

Michol Dalcourt

An educator, author, trainer, inventor and industry leader in human movement and performance training, Michol is also a former recipient of the PTontheNet Presenter of the Year award. Based in California, he is the author of numerous articles on human design and function, the creator of a series of performance videos and the developer of the RMA model, an athletic model for high-performance training.

Dr Seamus Dalton, FAFRM FACSP

A consultant in rehabilitation and sports medicine, Seamus is one of Sydney's leading shoulder and back rehabilitation specialists. He was a member of the IOC Medical Commission during the Sydney Olympics, doctor for the Australian Men's Basketball Team from 2005 to 2009, and has previously served as team doctor for the Sydney Kings. Seamus is widely published and lecturers internationally on shoulder and back rehabilitation.

Chad Davis, BEd

Chad's passion for health and fitness led to his playing 31 games in the AFL for the Mighty Saints between 1999 and 2002. Following his sporting career, he spent some time working as a PE teacher before discovering his true calling – running his own Step into Life outdoor training business in which his focus is firmly on improving the fitness and health of the community.

Mark Davis, BAppSc (physio)

A physiotherapist with extensive experience in gym-based rehabilitation, Mark is the founder of Springboard Physiotherapy and Rehabilitation. He has over 25 years experience in the fitness industry and has developed effective rehabilitation systems for individuals, sports and industry. Mark is a Regional Master Coach with the Australian Institute of Fitness and was the recipient of the 2011 Network Fitness Presenter of the Year Award.

Michelle Dean

Currently the training manager, national accounts manager and SH'BAM™ head program coach for Les Mills Asia Pacific, Michelle has 23 years experience as an instructor and 16 years as a manager and educator. She was awarded 2007 FLEX Presenter of the Year, was the 1990 Female World Aerobics Champion and also hosted Aerobics Oz Style. Michelle now works with industry leaders to create resources that allow clubs to fully benefit from the power of group exercise.

Tony de Leede

Tony has been a key figure in the fitness industry for over 30 years. His achievements include owning and operating successful fitness companies both internationally (23 Australian Body Works fitness clubs in the US) and nationally (as partner and managing director for Fitness First Australia, he took the company from 11 to 86 clubs during his tenure). His latest venture, Fit n Fast, is a unique budget/time-efficient group of clubs.

Liz Dene, BHMS

Liz is a nutritionist and exercise specialist with over 17 years' industry experience. She regularly presents for Byron Yoga and is a senior presenter for the Australian Institute of Fitness, NSW. She has worked with numerous organisations, from Australian Fitness Network to the Australian Rugby Union Wallabies team. Liz has also been a guest nutritionist on Channel 7's *Morning Show* and is currently pursuing a masters degree in human nutrition.

Heidi Dening, BEd (PE)

Since 1997 Heidi has owned and directed Jump Start Outdoor Training. From working out of her garage by herself to a studio with 10 staff, Jump Starts' client retention rates triple industry standards, and trainer retention rates quadruple it. This has earned Heidi the acknowledgement of being Australia's most successful businesswomen in the personal training industry.

Effe Diamond

A cluster group fitness manager for Fitness First, Effe is a popular and well respected group fitness instructor with over 16 years industry experience and a passion for developing, educating and training instructors. An accomplished and sought-after presenter in both freestyle and indoor cycle, she is an Australian Fitness Network Master Trainer for the Indoor Cycling Experience (I.C.E) program.

Tara Diversi, MSc (Nutr&Diet), MBA

Tara is an accredited practising dietitian with additional training in psychology and business. She is the author of four books: *Presenting for Change*, *Marketing Health*, *Client Behaviour* and *The Good Enough Diet*. Tara lectures at the University of Sydney and remotely manages her dietetic business in Cairns.

PRESENTER BIOGRAPHIES

Stacey Dolliver, BBus

Stacey is the manager of the Staff Health and Fitness Centre at the Royal Hobart Hospital and also runs her own fitness business. She is a fresh, vibrant freestyle and aqua exercise instructor, dance instructor, presenter and personal trainer. Since starting her own business in 2009, she has had great success in helping clients achieve fitter and healthier lifestyles.



Kayla Duke

Currently based in Singapore, Kayla is group exercise country manager with California Fitness. She choreographs and instructs many programs, trains and assesses instructors and presents nationally and internationally. Australian Fitness Network's Author of the Year 2010, Kayla regularly appears on television and in print and online fitness media.

Laraine Dunn, MSc

Laraine's fitness industry accolades – Australian Fitness Industry Lifetime Achievement and Australian Fitness Professional of the Year – reflect her passion for her work. Her areas of specialty range from aquatic exercise to healthy ageing. Laraine's diverse expertise includes delivering innovative classes and presenting at international conferences.

Thamsin Dunn, BAppSc (Human Movement)

Thamsin is an exercise scientist with over seven years' experience training high risk older adults. She combines a scientific background with a love of communicating to excel as both an older adults exercise specialist and as Regional Master Coach, a fitness coach with the Australian Institute of Fitness, SA/NT.

Garry Egger, MPH PhD MAPS

Garry has worked in public, corporate and clinical health for over four decades. The author of 30 books and over 150 peer-reviewed articles, he is a professor of health and human sciences at Southern Cross University and an advisor to the World Health Organisation. In the 1990s Garry created the GutBusters program, which developed into the Professor Trim's Weight Loss Program. He is an initiator of the Australian Lifestyle Medicine Association (ALMA).

Karen Finucane

A cluster group fitness manager for Fitness First, Karen has 20 years industry experience as a personal trainer, fitness counsellor, group fitness instructor and fitness journalist. She has presented convention sessions and training workshops throughout Australia, New Zealand, Asia, Africa, Canada and the US. Karen was integral to the development and running of the Fitness First Finishing First instructor development program.

Adam Floyd, BSc (physio), BPE (hons)

Known as 'the rehab guru' to the fitness industry, Adam owns and operates Regenerate Health, which incorporates a physiotherapy centre and a commercial rehabilitation gym in Perth, WA. A physiotherapist and exercise physiologist, Adam has presented at national and international fitness industry events for the past 11 years.

Emily Friedel, BSc

Emily is a world champion kettlebell lifter and Australia's first 'Master of Sport' in the discipline. She has been using kettlebells with her personal training clients for over five years and is passionate about helping other trainers use kettlebells safely and effectively.

Chris Gellert, MSc (physio)

The president and CEO of Pinnacle Training & Consulting Systems, Chris is a physical therapist with 11 years experience, a personal trainer with 15 years experience and a certified strength and conditioning coach. A seasoned fitness presenter and education provider, he consults, writes for international publications and websites, and teaches seminars on human movement.

Mary Gies, BA

As a long-time participant and devotee of aquatic exercise, Mary has a personal understanding of the unique psychological and physical benefits which aquatic exercise can provide. Keen to share her knowledge and love of aquatic exercise with others, Mary's specialities are aqua choreography with a high energy dance-feel.

Dominic Gili

A dynamic and motivational presenter, Dom is the owner of Aquagility Fitness. A qualified workplace trainer and a lecturer for the Australian Institute of Fitness, NSW, he also presents instructor training workshops nationally. Dom's passion for education and development motivates him to help instructors achieve their full potential.

Lynley Gladdis, BED

Holding diplomas in dance teaching and remedial massage, Lynley has over 20 years fitness industry experience, focusing predominantly on mind body programs. A well respected and popular international presenter, Lynley heads the education division of ChiBall World and trains ChiBall Teachers and Master Trainers at both a national and international level.

Amanda Gore

With a degree in physical therapy, a major in psychology and expertise in group dynamics, neuro linguistics and occupational health, Amanda is a speaker like no other! Her thoughtful assessment of what it takes to lead, coach and inspire teams to outstanding results has made her one of the world's most sought-after experts in the field. Amanda blends her expertise in body, mind and spirit to show people how to become more effective and more joyful.

Lesley Gray

With 28 years industry experience, Lesley is a 'tribal leader' of the group exercise realm. She has been a club owner, group exercise manager, instructor trainer and mentor. A Network Indoor Cycling Experience (I.C.E) Master Trainer, she is also a group exercise coach and assessor for the Australian Institute of Fitness, NSW. Lesley lives by her mantra 'do it right to get the best results'.

Dan Gregory

Dan is one half of the creative team behind the most successful new product launch in Australian history, as well as one of the most extraordinary brand resurrections achieved anywhere in the world. Working with corporations as diverse as Coca-Cola, Unilever and Aussie Home Loans, he has won awards for creativity and advertising effectiveness worldwide. A regular on ABC TV's *The Gruen Transfer*, Dan is an evangelist for truth in a world of spin.

Edwina Griffin, BSocSc

Founder of Real Body Management, and owner of Fitwomen, Fitmen, Fitmum, Adventurewomen and the Sanctuary of Light brands, Edwina was named 2010 NSW Exercise Professional of the Year. A business mentor for the Australian Businesswomen's Network, she presents internationally on vitality and performance and is a featured expert at the Women of Global Change Summit.

Carl Gunn, BEd (PE)

Carl has over 20 years experience in rehabilitative biomechanics for injury therapy and general health enhancement. Located on QLD's Sunshine Coast, he runs a successful personal training business focusing on exercise rehabilitation, and assessment and testing for corrective functional movement. Building on his biomechanics background, Carl has recently added ViPR training and education to his skillset.

Alissa Hall

An instructor of numerous movement disciplines, from ballet and pole dancing to Pilates and freestyle, Alissa is passionate about fitness and dance. As part of the elite Fitness Aerobics Team Synergy, she has been a World Championship finalist for seven of the past eight years. Alissa has appeared in countless live shows, television shows and advertisements as well as the Sydney Olympics Opening Ceremony.

Tamika Hilder

Tamika is an authentic, dynamic, down-to-earth presenter and therapist who healed herself of bulimia and the thyroid condition Hashimoto's disease. She uses her deep understanding of the mind body connection to help her clients overcome mental and emotional blocks in their health, fitness and life goals.

Darren Hill

A behavioural scientist, Darren's experience of studying people has made him one of Australia's most authoritative voices on the topic of behavioural dynamics within business. A contracted author with international publishers Wiley, Darren's practical and grounded messages about human behaviour are insightful, credible and delivered with a twist of humour.

Ryan Hogan, BComm

Australian Fitness Network's CEO, Ryan has 15 years experience in the fitness industry. With a keen understanding of business, sales and management trends, he is an enthusiastic and passionate educator. Ryan's no-nonsense approach ensures that his presentations have maximum take home value. He also teaches to packed group exercise classes at some of Sydney's leading health clubs.

Scott Howe

An ex-marine, and the founder of Exemplar Conditioning, Scott is passionate about reducing the significance of shoulder injuries. In his role as head strength coach for the Sydney Swans AFL team, he works specifically to condition players' shoulders through the use of Indian Clubs and kettlebells.

PRESENTER BIOGRAPHIES

Steve Jensen

Steve has been involved in the fitness industry for more than two 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. Steve is a certified DISC presenter who presents at conventions worldwide. He is also the creator and master presenter of the popular Public Speaking and Presentation Mastery courses.

Michael Jordan, BA Bus

The owner of a successful Queensland-based club, Michael is also the marketing director for six Feelgood Fitness clubs and the Australasian business development manager for Creative Fitness Marketing. He is an international speaker, and has consulted with over 200 fitness clubs in Australia, New Zealand, the UK, US and Canada.

Rachel Kalwy

Rachel's industry experience encompasses many areas, ranging from group fitness instruction and management, to running her own successful personal training business. She also oversees nine PT departments in her role as a senior cluster personal training manager with Fitness First. Rachel is passionate about the development of new trainers and group fitness instructors.

Jason Karp, PhD

Jason is an internationally acclaimed running coach, speaker and writer. He contributes to numerous international running, coaching, and fitness magazines, is the author of four books, and is a frequent presenter at fitness and coaching conventions worldwide. The 2011 IDEA Personal Trainer of the Year, he owns RunCoachJason.com, a valuable resource for trainers, runners and running coaches.

Tim Keeley, BPhy

With over 13 years experience, Tim is the principal physiotherapist at his Physio Fitness clinic in Sydney's Bondi Junction, and director of Physio Fitness Australia which operates four clinics inside Fitness First clubs across Sydney. He specialises in lower back pain, sports, fitness and training injuries and places an emphasis on corrective rehabilitation which bridges the gap between physio and personal trainer.

Michael A Kinchington, PhD

Michael is a podiatric physician with clinical and research credentials. He consults to professional sporting teams, organisations and elite athletes, and places a strong focus on prevention and rehabilitation of lower limb musculoskeletal injuries. A specialist in footwear development, Michael has conducted research into foot motion and footwear modelling and completed a PhD investigating risk factors for lower limb injury in professional sportspeople.

Michael King

Michael has worked with Pilates techniques since 1979, when he was a dancer at the London School of Contemporary Dance. He opened his first Pilates studio in London in 1982, and was the director of the Pilates studio for the Houston Ballet, Texas. Michael also taught at the Voight Centre in LA, and was the founder of the Pilates Institute UK.

Morwenna Kirwan, PhD

Morwenna is an exercise scientist focusing her research on behavioural health psychology. In addition to her PhD in diabetes management, she holds bachelors and masters degrees in exercise science. Morwenna has over a decade of experience in the fitness industry as a high level gymnastics coach, personal trainer, group fitness instructor and lecturer of fitness courses. She also manages her own yoga and Pilates studio.

Shira Kramer, BPhy

Shira is a highly qualified physiotherapist and the founding director of BeActive, a well established clinic specialising in women's health and pre- and postnatal exercise. With postgraduate qualifications in physiotherapy for exercising women, she regularly presents at conferences and universities as well as to local community and ethnic groups.

Len Kravitz, PhD

A researcher, exercise scientist and internationally acclaimed presenter, Len is the program coordinator of exercise science at the University of New Mexico where he has won the Outstanding Teacher of the Year award. He has previously been named Can-Fit-Pro's Specialty Presenter of the Year and the American Council on Exercise's Fitness Educator of the Year. He has also received the prestigious Can-Fit-Pro Lifetime Achievement Award and the Global Award for his research contributions to the Aquatic Exercise Association.

Vito La Fata

Creator of Fitness Profit Systems and co-creator of Fitness Profit Solutions, Vito was named as a 'Top Ten Rising Star' of the US fitness industry in 2011. He is an authority on marketing, programming and membership generation campaigns, and has written and presented for IDEA, Club Industry and IHRSA. Vito is also the owner of Fitness Evolution fitness facilities in Orange County, California.

Ulrik Larsen, BPhy

An Australian sports physiotherapist specialising in sports injury management, Ulrik has 20 years experience working with personal trainers and their clients across Australia and the UK. His passion for helping personal trainers to manage clients with injuries led him to develop the Rehab Trainer course, which educates PT's to effectively overcome muscle imbalance and injury in their clients.

Naomi Ling, PhD

A national and international presenter, Naomi is an accomplished martial artist and is known for her energetic, fun and loud instructing style. She is a lecturer and examiner for the certificate III in group exercise and aqua leader module with Career Fitness, and is a contributor to *Network* magazine. Naomi also mentors new instructors to help them deliver the best group exercise experiences possible.

Christian Marchegiani, BSc

Boxing coach and founder of THUMP Boxing, Christian developed the world's first multi-level accreditation system in boxing. From small studio to global phenomenon, THUMP Boxing is now taught in 10 countries. Christian has been presenting at FIFLEX for the past five years and is recognised as one of Australia's leading boxing coaches, working with the Sydney Swans and Australian cricketers.

Max Martin, BAppSc

Max is an accredited exercise physiologist, a fitness professional, and a dynamic educator. An experienced practitioner in the musculo-skeletal rehabilitation field and the director of Corrective Exercise Australia, he has published internationally peer-reviewed papers in exercise physiology.

Merrin Martin, BAppSc (physio), BSpSc (ExSci)

Merrin is the founder of Active Anatomy Health Professional Workshops. She has extensive lecturing experience within the health industry and is regarded as an expert at managing injuries and educating fitness professionals. A regular convention and workshop presenter, Merrin's diverse industry experience encompasses physiotherapy, Pilates, exercise rehabilitation, personal training and massage therapy.

Jenny McConnell, AM, FACP, BAppSci(Phty)

A specialist musculoskeletal physiotherapist, Jenny has researched, published and presented widely on the topics of patellofemoral, lower limb, shoulder and lumbar spine problems. An editorial board member of the *Clinical Journal of Sports Medicine* and *British Journal of Sports Medicine*, in 2006 she received the prestigious F.E. Johnson Memorial Fellowship by the NSW Sporting Injuries Committee and in 2009 was awarded a member of the Order of Australia honour for services to physiotherapy.

Samantha McDonald

Samantha is an accomplished speaker, writer, trainer and coach, with a passion for showing people how to bring out the best in themselves. The owner of Dare Coaching Academy, she is an internationally recognised trainer of neuro linguistic programming, which helps people change their mindset and program themselves for success.

Bernadette McGree, BSc

Bernadette has taught and presented yoga and Laughter Yoga in the US, China and Australia. She has demonstrated yoga in instructor DVDs, presented at fitness conventions and delivered Laughter Yoga Leader training. The founder of *multki bhukti* and Lindfield Laughter Club, she uses humour and warmth to build self-esteem from the heart.

Dr Damien McKay MBBS, BAppSc, Dip Paed

Damien is chief resident medical officer at the Children's Hospital at Westmead. Initially trained as a physiotherapist, Damien subsequently studied medicine and is now a paediatric rheumatologist and a paediatric sports medicine clinical fellow at the Children's Hospital Institute of Sports Medicine (CHISM) at Westmead, NSW. Damien is part of an IOC expert panel on age determination in elite adolescent sport and his research interests include exercise prescription in children with rheumatic disease.

Mark McKean, PhD

Mark is chief investigator for Australian Institute of Fitness Research, based at the University of the Sunshine Coast, a role in which he supervises postgraduate students in fitness research. Mark works as an exercise and sport scientist, accredited exercise physiologist, strength and conditioning coach and journal editorial board member, and also presents and lectures on exercise and sport.

PRESENTER BIOGRAPHIES

Rowdy McLean

Renowned for his steely determination to succeed, Rowdy challenges the status quo to make things happen and get things done. At the age of 24 and with no money in the bank, he started a business in competition to one of Australia's largest conglomerates. He retired ten years later. A master storyteller and regular on the international presenting circuit, Rowdy shares his expertise and experiences as a highly successful CEO, entrepreneur and 'socialpreneur'.

Joanna McMillan, PhD

Joanna is one of Australia's best-known nutrition and healthy lifestyle experts. She holds a PhD in nutritional science and was a fitness leader for 15 years. She is a regular on the Nine Network, an author of numerous books, writes for *Sunday Life* and *Essential Kids*, and leads her company Dr Joanna Pty Ltd. Joanna is a firm favourite at FILEX and was named Presenter of the Year in 2006.

James McNeill, BEc

James is co-founder of MMA Fitness, Australia's first nationally accredited Mixed Martial Arts course designed for fitness professionals. An experienced Thai boxing, boxing and karate coach, James works as a personal trainer, group exercise instructor, MMA fighter coach, and also provides technique development for the Gracie Barra MMA Fight Team.

Marietta Mehanni

Marietta is an award winning Australian presenter and Australian Fitness Network Ambassador with over 20 years of teaching experience in both land- and water-based group exercise. Marietta is also the World Master Trainer and education coordinator for Gymstick International and a pelvic floor ambassador for Continence Foundation Australia.

Allan Menezes

Allan is Australia's Pilates pioneer and leading Pilates presenter. His analysis has led him to create the Menezes Method, a bio-mechanical approach that challenges much received wisdom about Pilates. He is also a bestselling author, presenter of 17 DVDs, and a member of the advisory board of the Pilates Union UK.

Troy Morgan, BSc (Exercise Science)

The owner of Queensland's Fitness Business of the Year 2010, Troy turned his vision for Willows Health & Lifestyle Centre into a successful facility that incorporates traditional fitness services and an allied health centre. His extensive experience in health and fitness, together with his motivational approach, has resulted in Troy becoming a highly sought after professional speaker for both corporate and community organisations.

Cameron Nell

A corrective high performance exercise kinesiologist and holistic lifestyle coach trained at the C.H.E.K Institute, Cameron also has extensive experience in neuro linguistic programming and Bowen therapy. He takes a holistic view to teaching, incorporating a range of modalities into an effective protocol to help his clients attain optimal health and vitality.

Rachael Newsham, BSM

An inspiring educator, Rachael is passionate about upskilling the worldwide tribe of LES MILLSTTM instructors. She is the co-program director of BODYCOMBAT[®] and has attended a Wing Chun Kung Fu school, gone through Muay Thai training in Thailand and been tutored in other martial arts. She is also program director for SH'BAMTM, and has helped drive the huge success of this dance fitness program.

Joanna Nicholas, BSc (Human Movement)

A group fitness instructor, personal trainer, programming consultant, presenter and writer, Joanna has over a decade's experience in the fitness industry and over 15 years of dance training. A passionate teacher, she is the Master Coach for the Australian Institute of Fitness, WA, and an aerial instructor for She Moves Dance Fitness Studios.

Claire Norgate, MEd

Claire has spent the past 30 years studying health and wellness and has a passion for simplifying the complexities of the human body. Her varied occupations, including those of midwife, yoga teacher and academic, have inspired her to share her knowledge with her peers. Claire currently runs a successful personal training business, teaches group exercise classes and develops instructor training courses.

Mark Nu'u

Program director for BODYSTEP[®] since 1994, Mark has had a profound influence on the development of modern step aerobics. His passion and intuitive understanding of step exercise has helped evolve it into the highly disciplined and fun group exercise format it is today. A former international-level aerobics competitor, Mark has an energetic, friendly and inspiring presentation style.

Ian O'Dwyer

The founder of OD on Movement and Fitness Personally, Ian is regarded as one of the top trainers on functional movement in the world, delivered over 250 workshops internationally. A co-founder of PTA Global, Ian was instrumental in the development and rollout of certificate III and certificate IV in Fitness for the largest online Personal Training website in the world, and was a member of the development team for ViPR.

John Ogilvie

John is one of Australia's most respected and experienced yoga teachers, and founder of Byron Bay's yoga school, Byron Yoga Centre, now celebrating its 24th year of teaching Purna Yoga. John oversees a teacher training program which attracts students from around the world, who come to learn from his 25 years of experience.

Matt O'Neill, BSpSc, MSc(Nut&Diet)

Director of the SmartShape Centre for Weight Management, Matt is an accredited practicing dietitian and the nutritionist on Channel 7's *Sunrise* and *Morning* shows. As the creator of the Metabolic Jumpstart weight management system, he has provided 10,000 participants with metabolically matched diet plans. Matt is a dynamic presenter with a mission to jumpstart the nation to eat well and move more.

Ingrid Owen, BSc (Ex&Phys)

As vice president of fitness at 24 Hour Fitness, Ingrid oversees responsibilities for personal training, group exercise and youth fitness. During her successful 16-year tenure she has served in a variety of corporate and field level positions. Ingrid holds a bachelor's degree in accounting, an exercise and physiology degree and certifications from the American Council on Exercise and the Aerobics and Fitness Association of America.

Robbie Parker, PhD

Robbie is an exercise physiologist with a research background in exercise and weight loss. He is director of the Children's Hospital Institute of Sports Medicine (CHISM) at The Children's Hospital at Westmead, NSW and an independent board director of Fitness Australia. Robbie has presented at numerous conventions worldwide, and is a previous recipient of Australian Fitness Network's Lifetime Achievement Award and Fitness NSW Outstanding Contribution to the Fitness Industry Award.

Stephen Parker

With a background in classical dance, Stephen has been in the fitness industry for 15 years and currently works as a group fitness manager. Having successfully competed in Sport Aerobics, he is now focusing on helping fellow instructors develop their freestyle teaching skills. Stephen is committed to doing all he can to see more freestyle group exercise classes on club timetables.

Duncan Peak

Duncan is the founder of Power Living Australia Yoga, with three successful Sydney studios and teacher training courses in Australia and New Zealand. Formerly an elite paratrooper and competitive athlete, Duncan is now one of Australia's most popular yoga teachers and presenters, and has trained some of Australia's biggest sporting personalities.

Beto Perez

Beto is the creative genius behind the incredibly successful Zumba[®] group exercise formula. A passionate fitness instructor in Colombia, he created Zumba[®] by chance when he forgot to bring his usual aerobics music to class. After moving to the US and overcoming many obstacles, Beto teamed up with business partners to transform Zumba[®] into a worldwide movement with 10 million weekly class attendees. He still teaches master classes around the world and produces music for Zumba[®]'s popular soundtracks.

Steve Pettit, BPhEd, BCom

Steve is a highly respected industry figure, with extensive experience of executive fitness management. He has worked with the world's leading fitness providers including, Les Mills Asia Pacific, Zest Health Clubs and Les Mills International. Steve is now CEO of the Australian Institute of Fitness, QLD, and he is currently completing his MBA.

Zosha Piotrowski, BSpSc (Exercise Science)

Zosha's years of experience and intricate knowledge of the fitness industry have facilitated her journey to becoming a popular international presenter and key lecturer for numerous education and group exercise courses. A former Australian Fitness Network Presenter of the Year and writer and host of *Pilates TV*, Zosha now resides in Hong Kong where she focuses on working with special populations.

PRESENTER BIOGRAPHIES

Thomas Plummer



A 30-year veteran of the fitness business, Thomas is founder of the Thomas Plummer Company and the National Fitness Business Alliance (NFBA), the world's largest provider of education for fitness business owners. Considered by many to be one of the most influential people working in the business of fitness today, Thomas speaks in front of over 10,000 people annually, and has authored six bestselling books on the business of fitness.

Taryn Polovin, BAppSc (Exercise & Sport Science)

With a background in both exercise science and sports nutrition, Taryn has been involved in the fitness industry for over fifteen years. She is an international instructor trainer, fitness presenter and the host and creative director of the international TV show *Aerobics Oz Style*.

Kathy Popplewell

Life lover, free spirit and mind body specialist Kathy is the founder of vibrance.com.au. She travels Australia facilitating Vibrance training and events which incorporate health and fitness tools including yoga, laughter, dance and personal development. With her 'fitness that feels good and celebrates the way you groove' philosophy, Kathy helps people to live, love and laugh naturally.

John Pirlo

John has over 14 years' industry experience. Starting as an instructor, coach and personal trainer, he was thrust into the role of club manager, and now owns four successful fitness facilities in NSW. His roles include Australian Indo-Row, SCHWINN and NAUTILUS Master Trainer. John has presented training, workshops and events throughout Australia and Asia.

Joy Prouty



Joy is an internationally renowned fitness instructor, known for her innovative teaching style and program development for over 35 years. She serves on the American College of Sports Medicine's Summit Committee and is the owner of Fitness Programming, Inc, based in Florida. Along with her business partner, Josie Gardiner, Joy has joined forces with Zumba creator, Beto Perez, to develop Zumba Gold, the Latin-inspired workout for boomers.

Fraser Quelch, BPE



Hailing from the mountains of Canada, Fraser is the director of training and development for TRX and is the creator and lead educator of the revolutionary TRX Suspension Training Program. Recognised as the 2011 IDEA Program Director of the Year, Fraser is a dynamic and high-energy international presenter who combines an animated and entertaining style with his expertise in the fields of functional training and endurance athletics.

Toni Reinikainen, BSc (Sports & Exercise Science)

The Master Coach for the Australian Institute of Fitness in VIC and TAS, Toni has worked in the fitness industry for the past eight years. A strength coach and the director of TDR Fitness, he has worked with many regional and state sporting teams. Toni is currently completing postgraduate research in developing junior fitness qualities with the Brisbane Lions Football Academy.

Dee Reynolds

Dee owns the multi-award winning children's fitness businesses funkyfit kids® and funky yoga kids™. Combining her passion for group fitness management with her experience as a child care director, Dee develops and presents fitness-based self esteem-building programs for children in kindergartens, primary and secondary schools.

Marcelo Rezende, BBus

The co-founder of MMA Fitness, Marcelo also runs a Brazilian Jiu Jitsu Academy. Passionate about fitness, he has assisted the conditioning of elite sports teams such as the Brumbies, Sydney Roosters and the Manly Sea Eagles. Marcelo is founder and director of the NSW Brazilian Jiu Jitsu Federation and coach for many martial arts champions including UFC fighters Mark Hunt and Jamie Tehuna.

Doug Rouessart

Doug is a personal trainer, coach of the Australian karate team and a professional Punchfit presenter. He specialises in boxing and kickboxing and is the national auditor for the Punchfit GX program. Doug is a respected presenter and highly motivational trainer.

Jo Rushton

With a multidimensional approach to health, fitness and wellbeing, Jo combines her skills as C.H.E.K Exercise Coach and Holistic Lifestyle Coach with her own knowledge and experiences that have evolved over a decade of searching for health, empowerment and inner peace. She passionately believes that wellbeing is a state in of optimal integration between body, mind and spirit.

Margaret Ryall-Egan

Margaret has been involved in the fitness industry for over twenty years. Specialising in water-based training, she is passionate about deepwater training and rehabilitation, and is the inventor of Ryall's Buoyancy Belts and the 'Rippers' training tool. The 2005 NSW Fitness Professional of the Year, Margaret is an international presenter and educator. She has deep water trained athletes from numerous sporting codes.

Mireille Ryan, BSc

A personal trainer and fitness writer, Mireille is the founder of Health Guru Boot Camp and the 'Busy Mums Fitness Club' website. She has appeared in magazines such as *Grazia*, *Good Health*, *Weight Watchers* and *Reps*, and is a writer for *Ultrafit* magazine. She was named 2010 Australian Exercise Professional of the Year.

Dee Rynkiewicz, BBus

Since 1998 Dee has educated thousands of instructors in Australia and Asia. She has developed training programs for new instructors and elite industry trainers and presenters, specialising in martial arts and yoga-based programs. She works actively as a Les Mills Senior Trainer and skills coach for the MMA Fitness Presenting Team.

Jennifer Schembri-Portelli, BEd

For some, clocking up 22 years in the same job is a sobering milestone, but for business entrepreneur and highly respected trainer Jennifer, it's a cause for celebration! In addition to her experience as a lecturer, researcher and aqua instructor, JSP is the director of WETS (Water Exercise Training Service), an innovative company providing education, equipment and leadership in all things aquatic.

Wayne Seeto, BSc (OT), MSc (physio)



A STOTT PILATES® lead instructor trainer and rehab specialist, Wayne has worked in the fitness industry for over 15 years and is a recognised leader in his field. Based at the STOTT PILATES® Corporate Training Center in Toronto, Wayne is a featured performer in several award-winning workout videos and has presented and taught the STOTT PILATES® method internationally.

Greg Sellar



Greg was named International Fitness Showcase International Presenter of the Year 2010, having presented in 34 countries over the last 17 years. He is a Master Trainer for fitness brands GRAVITY, Total Gym, BOSU®, fitness fx, LIVESTRONG Indoor Cycling, Kranking, Gliding, Fitness Industry Education and Physical Company. He runs a fitness consultancy through his website www.gregsellar.com, and regularly contributes to online and print media.

Ming Shao, BEd (Phys Ed), MTCM (Acup&Mox)

With over 35 years experience in the Chinese martial arts, Ming's unique expertise in the health and healing arts of tai chi and Qigong (Chi Kung) is unparalleled in the southern hemisphere. The programs he has developed deliver faster and more powerful results than traditional methods. Ming has been the Australian tai chi and Kung Fu team coach for nine years, successfully training numerous champions.

Nathan Short

Nathan has been working in the fitness industry for five years while also studying for a bachelors degree in exercise science. As part of the Les Mills Asia Pacific BODYJAM™ team, he has an immense passion for empowering people through the use of euphoric music, simple dance movements and cleverly layered choreography.

Andrew Simmons, BSpSc

Andrew is the founder of Vision Personal Training, Australia's largest PT studio franchise. With 45 studios in NSW, VIC and QLD, Vision was voted National PT Business of the Year 2010, and NSW Emerging Franchise System of the Year 2008. Andrew was named Personal Trainer of the Year in 2003. He has presented for the Australian Institute of Fitness since 1995 and is the author of the bestselling book, *Fat Loss Take Control* and its follow-up, *Ready, Set, Go – 3 Steps to Better Health*.

Rebecca Small

With 20 years fitness industry experience, Rebecca has a background in sports science and is a qualified naturopath, nutritionist and herbalist. Having presented in 37 countries, Rebecca has trained an estimated 350,000 fitness professionals worldwide and is in constant demand for her cutting edge fitness concepts. A fitness education specialist, Rebecca often appears in both industry and mainstream publications, providing fitness and dietary advice.

Alisha Smith

Alisha is Australian Fitness Network's highly skilled education manager and an Indoor Cycling Experience (I.C.E) Master Trainer. With extensive fitness industry experience as a personal trainer, group exercise instructor and fitness manager, she is dedicated to, and passionate about, fitness education, training and development.

PRESENTER BIOGRAPHIES

Michael Steel



Actively involved in instructor training and development, and recipient of the Fitness Professional's UK Fitness Leader of the Year award, Michael is at the forefront of many of the industry's established freestyle and pre-choreographed training programs. He combines his trainer expertise with his business acumen in his international business development role for Total Gym and GRAVITY.

Maria Teresa Stone

Born in Mexico and now based in Australia, Maria taught her first group exercise class fifteen years ago. Since then she has not stopped learning and growing as a fitness educator and presenter. She has managed fitness facilities in Mexico and the UK, and presented at fitness conventions worldwide. A Zumba® Education Specialist (Master Trainer), she helped launch the program in New Zealand and Australia in 2009.

Jeremy Strom



Jeremy is the education director for FreeMotion Fitness. He has worked in the fitness industry for over 15 years as a coach, personal trainer and fitness director. Jeremy has presented continuing education lectures worldwide on topics ranging from integrated functional training, to whole body vibration and program design. He is committed to the advancement of functional fitness equipment and training protocols.

William Sukala, PhD

Bill is a clinical exercise physiologist with two decades experience in both clinical and preventive health care settings. He currently lectures in clinical exercise physiology at Southern Cross University. Bill is an international presenter, author, and industry consultant, and holds a PhD in the area of diabetes and obesity research. In 2011 he was named Australian Fitness Network's Author of the Year.

Justin Tamsett, BED

An industry stalwart since 1988, Justin received Fitness Australia's Presidential Award for Industry Contribution in 2006. He has facilitated the Australian Fitness Round Table Program since 2004, and as managing director of Active Management he consults with clubs and personal trainers in sales, customer service, retention and marketing. He was named Australian Fitness Network's Presenter of the Year in 2008, his Aussie larrikin style making him a sought after speaker at conferences worldwide.

Paul Taylor, MSpSc MSc

Paul is the creator of BioAge software, and the director of The Body-Brain Performance Institute, where he provides Peak Performance programs to executives in leading international companies. He is also the joint founder/owner of Acumotum, a Melbourne-based studio focusing on body and brain fitness. Paul has masters degrees in exercise science and in human nutrition and is completing a third masters in neuroscience.

Chad Timmermans, MAppSc (sport psychology)

Chad's expertise is in the area of applied exercise psychology. Using his unique expertise, along with his background working as a personal trainer, he consults to gyms and personal training businesses in Australia, New Zealand and the US, helping fitness professionals understand the psychology of retention. He also works as a sport psychologist with professional teams and Olympic athletes.

Paula Todd, BSc

A fitness professional for over 16 years, Paula brings a wealth of knowledge and experience to her educational presentations. She is a group exercise instructor, gym instructor and personal trainer with a passion for working with older adults. Paula has also worked as a professional counsellor and social worker.

Nancy van Doorn, MSc (ExPhys)

Nancy has completed a bachelors of health and sports science at UNSW and a master of exercise physiology at Sydney University. An exercise physiologist at the Children's Hospital Institute of Sports Medicine (CHISM) at Westmead, NSW, she runs the Paediatric Exercise Physiology Laboratory. Nancy's research interest is in using exercise to help prevent and treat chronic disease in children and adolescents.

Lisa Westlake, BAppSc (physio)

Lisa is a physiotherapist, fitness instructor, author and highly regarded national and international presenter. She was named Australian Fitness Network's Presenter of the Year in 2003 and Author of the Year in 2009. Lisa passionately spreads the word about health and fitness through her writing, fitness DVDs, convention appearances, lectures and her media work. Her sessions are always fun, innovative and inspirational.

Benay Wettle

Benay holds a diploma in life coaching and is a certified neuro linguistic programming (NLP) practitioner. Through her workshops and her blog, DefineYourOwnReality.com, Benay helps people change their thinking to get what they truly want from life. Her energetic, practical and warm approach to behaviour change makes her a popular and effective educator.

Aaron Whear, BAppSc (PE)

Aaron is renowned for his practical and profitable solutions for fitness professionals and business owners. His unique approach to the problems faced by fitness businesses has won him accolades throughout Australia and overseas. The ideas and inspiration he shares have turned many struggling operations into highly profitable businesses.

Emmett Williams, BComm

Emmett is managing partner of CFM, an international fitness industry supplier with three distinct company divisions; MemberDrive, CustomerCall and MYZONE. Emmett has worked with thousands on independent clubs worldwide over the past 10 years, owns seven independent clubs in Australia, and currently lives in Chicago, where he works with some of the biggest and most well regarded brands in US fitness industry.

Scott Williams

Scott has presented and taught in the areas of boxing, kickboxing, boot camp and personal training since 1993. A powerful speaker and respected trainer, he has been a professional presenter for Punchfit since 2005. 'Succeed', the personal training business Scott and his business partner established four years ago, was awarded the ACT Micro-Business Award in the 2009 Telstra Small Business of the Year awards.

Tanya Winter, BSc (physio)

Tanya is a physiotherapist who specialises in Pilates for rehabilitation and fitness. She is co-founder of the Studio Pilates International and has facilitated over 25,000 Pilates workouts, both for fitness in the gym setting and injury rehab. An industry expert, she now focuses on sharing this knowledge through her Pilates Education courses for fitness professionals.

Trish Wisbey-Roth

Trish is one of Australia's first specialist sports physiotherapists focusing on lower back, pelvic and hip problems. A Fellow of the Australian College of Physiotherapy, Trish has travelled with Australian and Olympic teams. She created the BOUNCE Back system as a simple and effective method of enabling other tertiary-trained health professionals to use the process of graded functionally progressive rehabilitation with patients.

Chuck Wolf, MSc (Exercise Physiology)



As one of the industry's top educators, Chuck brings a fresh approach to studying and training the body. He is the Director of Human Motion Associates, based in Orlando, Florida, and is a Fellow of Applied Functional Science with the Gray Institute. Chuck consults with a wide range of clients, from those seeking rehabilitation to high level professional athletes.

Michelle Wright, BED

Michelle is CEO of mishfit, a personal training company that specialises in working with pregnant and postnatal women and uses women's health physiotherapists to provide a holistic approach to health education. Michelle is a regular contributor to magazines and websites, and runs workshops educating women on pelvic floor awareness.

Paul Wright, BAppSc (physio)

Paul has been one of Australia's leading health and fitness educators for more than 20 years, having lectured nationally and internationally on areas such as injury prevention, rehabilitation, resistance training and health business management. A former Network Presenter of the Year and Author of the Year, he has produced more than 17 educational DVDs and recently launched PhysioProfessor.com, an online education portal for health professionals.

Tony Zonato

Tony is an accomplished group fitness instructor, personal trainer and group fitness manager. His zeal for fitness is evident in his indoor cycle classes, which have been described as 'high energy rock concerts on wheels'! Tony's energy and enthusiasm is surpassed only by his passion to share his industry experience and knowledge.



FREQUENTLY ASKED QUESTIONS

HOW DO I REGISTER FOR FILEX?

Registration and session selections are available exclusively online. Head to www.filex.com.au and follow the prompts to complete your registration.

Payment can be made using Visa, MasterCard, AMEX or via direct bank deposit. A tax invoice will be issued to the person attending the convention via email, along with confirmation of registration and Convention Information Guide.



IS THERE A CLOSING DATE FOR REGISTRATIONS?

No. However, registrations submitted after 18 April 2012 will incur a \$50 administration fee. Please note: there is a chance that some sessions may be booked out before the convention commences.

IS THERE A NO-SHOW POLICY?

For registered delegates who do not attend FILEX 2012 and do not provide written notification to Australian Fitness Network prior to the event, no refund or credit is available. Please refer to the cancellation policy below for further information.

EARLY BIRD REGISTRATION

Register and pay by Monday 5 March 2012 and save up to \$50 per person!

FILEX is the best investment you can make in your fitness career, and by taking advantage of the Early Bird price, you'll not only save money on your registration fee, you can also enter to win a 2-night holiday for two.

The prize includes return economy airfares for two people and hotel accommodation for two nights at a fantastic mystery destination, donated by the OzAccom Group. The winner will be drawn on Sunday 29 April at the Keynote Address – but take note: you must be present to win!

CAN I TRANSFER MY REGISTRATION TO SOMEONE ELSE?

Yes. You may transfer your registration to someone else; however, a \$29 administration fee will be incurred. Full details of the transferee must be provided to Network in writing in order for transfers to be organised.



CANCELLATION POLICY

The following policies will be strictly adhered to and apply to the FILEX 2012 Convention and associated events:

1. Australian Fitness Network must be notified in writing for all cancellations or transfers.
2. If notified up to, and including, Friday 13 April 2012, a full refund less \$100 administration fee will be granted.
3. For pre-convention events, a full refund less 25% of the registration fee will apply, if notified in writing up to and including Friday 13 April 2012.
4. You may transfer your registration to another person for a fee of \$29.
5. If notified after Friday 13 April 2012, no refunds or credits are available.
6. If you have registered but do not attend FILEX 2012 and have not notified Australian Fitness Network in writing prior to 13 April 2012, no refund or credit is available.

WHAT DOES MY REGISTRATION INCLUDE?

Your FILEX 2012 3-day registration fee includes:

- Opportunity to earn 15 CECs
- Entry into allocated convention sessions
- Entry to the Keynote Addresses
- Unlimited entry into the Australian Fitness & Health Expo
- Access to online session notes for the presentations that you attend (if provided by the presenter)
- Access to the FILEX 2012 Mobile App
- Convention Handbook
- Entry to the Delegate Welcome Drinks, including one complimentary drink.

CAN I ATTEND INDIVIDUAL SESSIONS OR JUST ONE OR TWO DAYS OF THE CONVENTION?

No. FILEX 2012 is only available as a 3-day event.

CAN I ONLY ATTEND THE PRE-CONVENTION WORKSHOPS?

Yes. You may attend the pre-convention workshops without attending the 3-day convention. Simply complete the additional events section on the FILEX registration page at www.filex.com.au. Please note: registration into a pre-convention workshop does not entitle you to attend any of the main convention sessions, but does provide access to the Australian Fitness & Health Expo.

CAN I BRING MY CHILDREN?

For safety reasons, and as a courtesy to presenters and other delegates, children are not allowed in the convention sessions. When accompanied by an adult, children are permitted in the Australian Fitness & Health Expo. There are no crèche facilities at the Sydney Convention Centre.

QUESTIONS?

Contact Network on
02 8412 7400 or
filex@fitnessnetwork.com.au



TRAVEL & ACCOMMODATION

PREFERENTIAL RATES FOR FILEX DELEGATES



Our friends at The OzAccom Group are committed to providing you with preferential rates for your stay during FILEX 2012. With properties available to suit all budgets and, most importantly, in close proximity to the Sydney Convention Centre, the team at OzAccom are ready to take care of all your accommodation needs for FILEX 2012.

To take advantage of discounted rates check out www.filex.com.au, find the 'Other info' tab and click on the 'Travel and accommodation' link to book online or contact OzAccom for more information.

Phone: 1800 814 611 (toll free) or 07 3854 1611 **Fax:** 07 3854 1507 **Email:** ozaccom@ozaccom.com.au **Web:** www.filex.com.au

FILEX 2012 HEADQUARTER HOTEL

PARKROYAL Darling Harbour ■ ■ ■

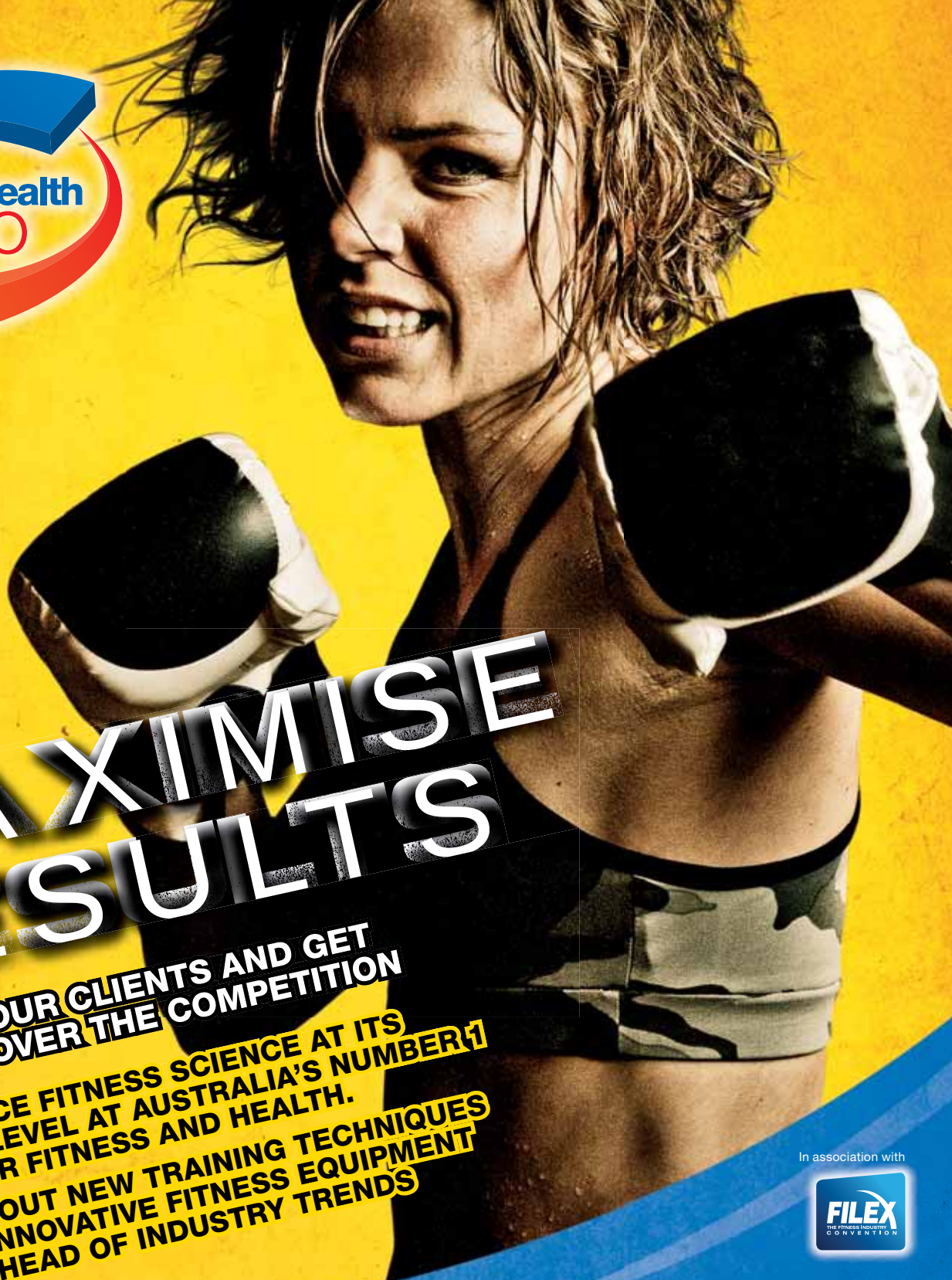
From \$175 per night (buffet breakfast included)

You'll always be in the centre of the action at PARKROYAL Darling Harbour hotel, with a convenient location just minutes away from the city's top sights and attractions as well as a six-minute walk to the Sydney Convention Centre.

The friendly, well-informed hotel associates at PARKROYAL Darling Harbour are always on hand to share their knowledge of the city's best-kept secrets with you. Explore the neighbourhood and feel the buzz of energy at the bustling Town Hall train interchange and surrounding malls.

For more information, get in touch with The OzAccom Group using the contact details above.





MAXIMISE RESULTS

INSPIRE YOUR CLIENTS AND GET AN EDGE OVER THE COMPETITION

EXPERIENCE FITNESS SCIENCE AT ITS HIGHEST LEVEL AT AUSTRALIA'S NUMBER 1 EVENT FOR FITNESS AND HEALTH.

- CHECK OUT NEW TRAINING TECHNIQUES
- TRIAL INNOVATIVE FITNESS EQUIPMENT
- STAY AHEAD OF INDUSTRY TRENDS

In association with



Sponsored by



Supported by



**FRI 27 APRIL (INDUSTRY ONLY)
SAT 28 APRIL – SUN 29 APRIL (INDUSTRY & PUBLIC)
SYDNEY CONVENTION & EXHIBITION CENTRE**

FREE ENTRY (CODE: FILEX) AT FITNESSEXPO.COM.AU

this is the session code
A = Friday, B = Saturday,
C = Sunday
The number indicates the time
period of the day. The last
letter indicates the strand.

the type of session (for example, lecture, plenary, and so on). See right for more

grey bars are breaks
between sessions.
These are great times to
visit the Australian Fitness &
Health Expo

The screenshot shows a portion of a course schedule table. The table has columns for 'Strand' and 'Business'. The rows are color-coded: blue for sessions and light grey for breaks. Callouts with arrows point to various elements of the table:

- the strand**: Points to the 'Business' header.
- the page number to see for a detailed session description**: Points to the 'A1E' code.
- the name of the session**: Points to the session title 'Eccentric exercise: everything you want to know & more! L'.
- the session presenter**: Points to the presenter's name 'Dr Len Kravitz'.

Strand	Business
10:30am – 12pm	A1E • Eccentric exercise: everything you want to know & more! L Dr Len Kravitz
12 – 1:30pm	Break
Strand	PT
1:30 – 3pm	A2E • Marathon training 101 L Dr Jason Karp

SESSION TYPES:

L – Lecture
WS – Workshop
OD – Outdoor
SS – Super session (2 parts)
IL – Interactive lecture
MC – Master class
P – Plenary
PA – Panel
S – Shallow water
D – Deep water



PROGRAM AT A GLANCE



BROUGHT TO YOU BY



CO-SPONSORS

**FRIDAY 27 APRIL 2012**

8:30 – 10am	KEYNOTE ADDRESS How to have ideas on purpose, presented by Dan Gregory • Sponsored by Australian Institute of Fitness																								
10 – 10:30am	Break																								
	Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Lifestyle & Ex. Med	Lifestyle & Ex. Med	Nutrition	Development	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Mind Body	Aqua
10:30am – 12pm		A1A • Managing a profitable fitness business: a unique challenge <i>WS</i> Justin Tamsett <i>Sponsored by Active Management</i>	A1B • Change-proof your brand <i>L</i> Dan Gregory <i>Sponsored by The Impossible Institute™</i>	A1C • 50 new angles, models & methods to make your club rumble! <i>L</i> Emmett Williams <i>Sponsored by MYZONE</i>	A1D • Build a prosperous & profitable PT business <i>L</i> Aaron Whear	A1E • Eccentric exercise: everything you want to know & more! <i>L</i> Dr Len Kravitz	A1F • Chasing Phiedippides: the top 7 lessons for coaching runners <i>L</i> Dr Jason Karp	A1G • Change the game and impact more lives <i>L</i> Fraser Quelch <i>Sponsored by TRX®</i>	A1H • Training movements, not muscles <i>IL</i> Chuck Wolf	A1I • VIPR training for sport <i>WS</i> Michol Dalcourt <i>Sponsored by QPEC</i>	A1J • Bodyweight – The only ‘equipment’ a PT needs! <i>OD</i> Rob Di Francesco & Gary Mullins <i>Sponsored by MilitaryFitness.com.au</i>	A1K • Lower body rehab essentials <i>WS</i> Tim Keeley	A1L • The vital role of fitness professionals in exercise & lifestyle medicine <i>L</i> Garry Egger	A1M • Working with menopausal clients <i>L</i> Shira Kramer	A1N • Ladies & gentlemen, please take your seats <i>WS</i> Jennifer Schembri-Portelli <i>Sponsored by WETS</i>	A1O • Fuelling happiness: mental health & nutrition <i>L</i> Tara Diversi	A1P • Group Fitness Management: Mentoring Mastery <i>L</i> Michelle Dean <i>Sponsored by Les Mills Asia Pacific</i>	A1Q • Stomp the yard! <i>MC</i> Alissa Hall	A1R • Super step <i>WS</i> Rebecca Small	A1S • Indo-Row®: the perfect calorie burn <i>MC</i> Jay Blahnik & John Pirlo <i>Sponsored by Indo-Row®</i>	A1T • I.C.E 2.0 – Advanced riding positions <i>MC</i> Effe Diamond, Lesley Gray & Tony Zonato <i>Sponsored by I.C.E</i>	A1U • Australian Fitness & Health Expo time for Mind Body delegates	A1V • Acoustic yogahhh <i>WS</i> Julz Arney	A1W • Pilates, posture and the third dimension <i>WS</i> Zosha Piotrowski	A1X • Classically deep <i>MC D</i> Marietta Mehanni
12 – 1:30pm	Lunch Break • Australian Fitness & Health Expo Time																								
	Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Development	Nutrition	Development	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Aqua
1:30 – 3pm		A1A • Managing a profitable fitness business: a unique challenge <i>WS</i> Justin Tamsett <i>Sponsored by Active Management</i>	A2B • Simple marketing rules for the independent club owner <i>L</i> Thomas Plummer <i>Sponsored by MYZONE</i>	A2C • Keep ‘em coming all year round: how to fill your calendar with retention events <i>L</i> Paul Brown <i>Sponsored by Fit Professionals</i>	A2D • Generating referrals from allied health professionals <i>L</i> Adam Floyd	A2E • Marathon training 101 <i>L</i> Dr Jason Karp	A2F • Back strong & beltless <i>L</i> Donal Carr & Cameron Nell <i>Sponsored by Place of Chi</i>	A2G • The neuroscience of behaviour change <i>L</i> Paul Taylor	A2H • Fitness vs. fatness: what is the best for the obese client? <i>L</i> Dr Robbie Parker <i>Sponsored by CHISM</i>	A2I • Upper body rehab essentials <i>WS</i> Tim Keeley	A2J • Suspended Rotation Training: MMA-style workout for maximum results <i>WS</i> Jeremy Strom <i>Sponsored by HF Industries & FreeMotion Fitness</i>	A2K • Outdoor motivation! <i>OD</i> Katrina Cochrane	A2L • Kettlebell essentials for trainers <i>WS</i> Emily Friedel <i>Sponsored by Iron Edge</i>	A2M • Older adults: the best is yet to come <i>L</i> Thamsin Dunn <i>Sponsored by Australian Institute of Fitness</i>	A2N • PTs on trial <i>L</i> Ken Baldwin <i>Sponsored by QPEC</i>	A2O • Get lean! <i>L</i> Dr Joanna McMillan	A2P • Australian Fitness & Health Expo for Career Growth & Development Delegates	A2Q • Zumba Gold® <i>MC</i> Joy Prouty <i>Sponsored by Zumba Fitness®</i>	A2R • New body revival <i>WS</i> Effe Diamond	A2S • Punchfit® thrash boxing: roundshield workout <i>WS</i> Scott Williams <i>Sponsored by PUNCH Equipment</i>	A2T • Schwinn Cycling®: HIIT it! <i>WS</i> Jay Blahnik	A2U • Pilates: exploring planes, progression and play <i>WS</i> Claire Norgate	A2V • Buddha boot camp <i>WS</i> Leslee Bender	A2W • Body mind balance for baby boomers <i>WS S</i> Laraine Dunn	
3 – 3:30pm	Break																								
	Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Lifestyle & Ex. Med	Nutrition	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Mind Body	Aqua
3:30 – 5pm		A1A • Managing a profitable fitness business: a unique challenge <i>WS</i> Justin Tamsett <i>Sponsored by Active Management</i>	A3B • Develop your fitness dream team <i>L</i> Ingrid Owen <i>Sponsored by Active Management</i>	A3C • The four elements of ultimate customer service <i>L</i> Michael Jordan <i>Sponsored by CustomerCall & MemberDrive</i>	A3D • Communicate and grow your PT business using online networking <i>L</i> Amelia Burton	A3E • Female training advantages <i>L</i> Dr Len Kravitz	A3F • Heavy pressing: will it damage your shoulders? <i>L</i> Mark Buckley <i>Sponsored by FMA Strength Training</i>	A3G • Everything you should know about fascia <i>L</i> Michol Dalcourt <i>Sponsored by QPEC</i>	A3H • Strength training alternatives for blockbuster results <i>IL</i> Paul Wright	A3I • Anatomy of a lunge <i>IL</i> Chuck Wolf	A3J • Prime your clients for rapid skill development <i>IL</i> Mark Davis <i>Sponsored by Australian Institute of Fitness</i>	A3K • TRX® Rip™ Training foundations <i>WS</i> Fraser Quelch <i>Sponsored by TRX®</i>	A3L • Reduce shoulder injuries with Indian Clubs <i>OD</i> Scott Howe	A3M • 360 Warrior™ <i>WS</i> Alissa Hall <i>Presented by V Club</i>	A3N • All stressed out: depression and the role of exercise <i>L</i> Morwenna Kirwan	A3O • Australian Fitness & Health Expo time for Lifestyle & Exercise Medicine delegates	A3P • Is sugar making us fat? <i>L</i> Susie Burrell	A3Q • Concentrated core for radical results <i>WS</i> Michael Steel	A3R • Dance about it – Funky, fierce and fit! <i>MC</i> Julz Arney	A3S • Indo-Row®: the perfect calorie burn <i>MC</i> Jay Blahnik & John Pirlo <i>Sponsored by Indo-Row®</i>	A3T • The cycling coach <i>MC</i> Zosha Piotrowski	A3U • Perfecting posture through Pilates <i>MC</i> Kayla Duke	A3V • ChiBall moves – Shake your chi! <i>WS</i> Lynley Gladdis	A3W • The art of alignment in yoga <i>WS</i> Duncan Peak	A3X • Create aqua choreography that works! <i>L</i> Melissa Cameron & Stacey Dolliver <i>Sponsored by WETS</i>
5 – 5:30pm	Break																								
	Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Lifestyle & Ex. Med	Nutrition	Group Ex	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Aqua
5:30 – 6:45pm		A1A • Managing a profitable fitness business: a unique challenge <i>WS</i> Justin Tamsett <i>Sponsored by Active Management</i>	A4B • POP! Stand out online and crush your competitors <i>L</i> Casey Conrad <i>Sponsored by Healthy Inspirations</i>	A4C • Emotional selling <i>L</i> Amanda Bracks <i>Sponsored by Fit Professionals</i>	A4D • Capture the female training market <i>L</i> Edwina Griffin	A4E • The fat burning zone: fact or fiction? <i>L</i> Dr Jason Karp	A4F • Applied strongman training for every client <i>L</i> Joseph Coyne	A4G • Flatten your abs forever <i>L</i> Jo Rushton <i>Sponsored by Place of Chi</i>	A4H • Suspended Rotation Training: the key to power! <i>L</i> Jeremy Strom <i>Sponsored by HF Industries & FreeMotion Fitness</i>	A4I • Self myofascial release: the forgotten tool <i>IL</i> Ian O'Dwyer	A4J • BOSU® Crush It! <i>WS</i> Greg Sellar & Jay Blahnik	A4K • STOTT PILATES®: Programming for osteoporosis management <i>IL</i> Wayne Seeto <i>Sponsored by STOTT PILATES®</i>	A4L • Pelvic floor three ways <i>L</i> Shira Kramer, Marietta Mehanni & Michelle Wright	A4M • MMA Fitness: pad training for cage fitness <i>WS</i> Dee Rynkiewicz, James McNeill & Marcelo Rezende	A4N • Step, jump and fly <i>MC</i> Karen Finucane	A4O • CXWORX™ <i>WS</i> Matt Sadler <i>Sponsored by Les Mills Asia Pacific</i>	A4P • Strong to the core <i>WS</i> Lisa Westlake	A4Q • Pro race: indoor cycling competition <i>MC</i> Andrew Conolly	A4R • Yoga for women <i>MC</i> Kathy Popplewell	A4S • Dance & stretch with Spirals <i>MC</i> Michael King	A4T • Pumping iron; treading water <i>L</i> Jennifer Schembri-Portelli <i>Sponsored by WETS</i>				
6:45pm	Delegate Welcome Drinks																								

Strand	Business	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Nutrition	Development	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body		
8 – 9:30am	B1A • Generate more sales with program marketing L Casey Conrad <i>Sponsored by Healthy Inspirations</i>	B1B • Run a health check on your business L Maria Albanese	B1C • Build a successful wellness profit centre L Maria-Ann Camilleri	7.30-9.30 B1D • Business Breakfast: The very best of fitness marketing PA Expert Panel, chaired by Emmett Williams <i>Sponsored by CustomerCall</i>	B1E • 7 secrets to slump-proof your PT business L Heidi Dening	B1F • The great debate: Isolation vs. Integration PA Expert Panel, Chaired by Mark Davis	B1G • The science of longevity L Dr Len Kravitz	B1H • The PT's guide to diabetes L Morvenna Kirwan	B1I • Explaining shoulder pain L Seamus Dalton	B1J • Hip & knee imbalance: the power of iso-integration IL Ulrik Larsen	B1K • Correct lifting and rehab: a physio's guide IL Paul Wright	B1L • BOSU® multiplicity WS Jay Blahnik & Julz Arney	B1M • Outdoor team extreme OD Karen and Ken Baldwin, Andrew Chadwick and Carl Gunn <i>Sponsored by QPEC</i>	B1N • Boxing for fitness: the next frontier WS Christian Marchegiani	B1O • The inner runner OD Dr Jason Karp	B1P • Find your inner mojo L Dr Joanna McMillan	B1Q • Snack strategy – How to optimise meal timing L Matt O'Neill	B1R • The only constant is change L Steve Pettit <i>Sponsored by Australian Institute of Fitness</i>	B1S • stomp fx™: The Mix MC Greg Sellar & Michael Steel	B1T • BODYCOMBAT® Dan Cohen, Rachael Newsham & Sharyn Sue See <i>Sponsored by Les Mills Asia Pacific</i>	B1U • Strength and grace: floor barre fitness MC Joanna Nicholas <i>Sponsored by Australian Institute of Fitness</i>	B1V • Pedal to perfection WS Effe Diamond <i>Sponsored by I.C.E</i>	B1W • Pre-Pilates spine mobilisation WS Michael King	B1X • Progressive restorative Pilates WS Leslee Bender			
9:30 – 10am	Break																										
Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Nutrition	Development	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Aqua	
10 – 11:30am	B2A • Closing a sale is easy when you know how L Steve Jensen <i>Sponsored by Impact Training</i>	B2B • Managing a Gen Y workforce L Ryan Hogan <i>Sponsored by Australian Fitness Network</i>	B2C • Grow your membership with the power of group ex L Ingrid Owen <i>Sponsored by Active Management</i>	B2D • The pros and cons of franchising L Andrew Simmons <i>Sponsored by Vision Personal Training</i>	B2E • Unstable surface training – fact or fallacy? L Mark Buckley <i>Sponsored by FMA Strength Training</i>	B2F • Maximum results from metabolic conditioning L Suzanne Cox	B2G • Flexibility highways in motion IL Chuck Wolf	B2H • Dynamic slings and optimal 3D function L Trish Wisbey-Roth	B2I • CHISM Symposium: Fitness, physical activity and children: risks and benefits L <i>Presented by CHISM</i>	B2J • Revolutionise small group sessions with rip:60™ WS Jeremy Strom <i>Sponsored by HF Industries & FreeMotion Fitness</i>	B2K • Go ballistic with Kettlebells: The art of power endurance WS Emily Friedel <i>Sponsored by Iron Edge</i>	B2L • Our great outdoors! OD Lisa Chivers <i>Sponsored by Australian Institute of Fitness</i>	B2M • 360 Warrior™ WS Alissa Hall <i>Presented by V Club</i>	B2N • Build an effective health & medical referral network L Max Martin <i>Presented by Fitness Australia</i>	B2O • Stagger, swagger & strut: improving senior movement through functional training WS Alisha Smith <i>Sponsored by Australian Fitness Network</i>	B2P • Diets & weight loss: why they all work but none of them work L Garry Egger	B2Q • NLP & the fitness connection L Samantha McDonald	B2R • Australian Fitness & Health Expo for Group Ex delegates	B2S • Aero classic! MC Rebecca Small	B2T • MMA Fitness: cage conditioning drillsWS Dee Rynkiewicz, James McNeill and Marcelo Rezende	B2U • Riding the threshold WS Rachel Kalwy	B2V • Pilates toys MC Zosha Piotrowski	B2W • Lower body yoga therapy WS Bernadette McGree	B2X • Don't get 'board' by the wall! WS S Jennifer Schembri-Portelli <i>Sponsored by WETS</i>			
11:30am – 1pm	Lunch Break • Australian Fitness Expo Time																										
Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex. Med	Nutrition	Nutrition	Development	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Mind Body	Aqua
1 – 2:30pm	B3A • Create higher returns through layered pricing L Thomas Plummer <i>Sponsored by MYZONE</i>	B3B • The secrets of successful women in fitness PA Amanda Bracks & panel <i>Sponsored by Fit Professionals</i>	B3C • Go guerrilla and grow your business L Michael Jordan <i>Sponsored by CustomerCall and MemberDrive</i>	B3D • Become a machine of behaviour change L Troy Morgan	B3E • Periodisation: the golden formula of training, stress and recovery L Dr Jason Karp	B3F • Movement quality: the latest research L Mark McKean <i>Sponsored by University of the Sunshine Coast</i>	B3G • The science of Suspension Training® Fraser Quelch <i>Sponsored by TRX®</i>	B3H • Put your best foot forward IL Chuck Wolf	B3I • Kinesio taping to fix shoulder problems IL Thuy Bridges	B3J • Dynamic slings: practical application WS Trish Wisbey-Roth	B3K • Throwdown showdown – Battleground bootcamp! WS Jay Blahnik	B3L • VIPR athletic OD Michol Dalcourt <i>Sponsored by QPEC</i>	B3M • The science of inactivity physiology L William Sukala	B3N • Water, sports drinks & energy drinks: facts, fables and fibs L Dr Len Kravitz	B3O • Australian Fitness & Health Expo for Nutrition & Fat Loss delegates	B3P • Exercising for two L Lisa Westlake	B3Q • BODYSTEP® WS Mark Nu'u & Chris Hutton <i>Sponsored by Les Mills Asia Pacific</i>	B3R • Studio Athletica WS Greg Sellar	B3S • Schwinn Cycling®: 10 minutes to your next 10 rides WS Julz Arney	B3T • Tribal rhythm strength and conditioning MC Kathy Popplewell	B3U • The power of tai chi: relax and energise MC Ming Shao	B3V • STOTT PILATES®: matwork strength and conditioning WS Wayne Seeto <i>Sponsored by STOTT PILATES®</i>	B3W • Aqua Zumba® Pool Party MC S Maria Browning & Maria Teresa Stone <i>Sponsored by Zumba Fitness®</i>				
2:30 – 3pm	Break																										
Strand	Business	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex Med.	Development	Nutrition	Group Ex	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Mind Body	Aqua
3 – 4:30pm	B4A • Social media – friend or foe in business? L Justin Tamsett <i>Sponsored by Active Management</i>	B4B • The power of one: building a member service culture, one person at a time L Ingrid Owen <i>Sponsored by Active Management</i>	B4C • How video can create a flood of new members L Steve Brossman	B4D • Australian Fitness & Health Expo time for Business delegates	B4E • 1 to 50: the new client formula L Vito La Fata	B4F • 27 tips to break through fat loss plateaus L Tony Boutagy	B4G • The 3 roadblocks your clients must overcome to reach their goals L Kamahl Barhoush	B4H • Strengthening hip and pelvic function IL Merrin Martin	B4I • The global system: movement is more than fascia IL Chris Gellert	B4J • MC² = comprehensive programs for time-poor clients WS Jeremy Strom <i>Sponsored by HF Industries & FreeMotion Fitness</i>	B4K • Training footwear: comfort vs. injury vs. performance L Dr Michael Kinchington	B4L • One-on-one partner training WS Ken & Karen Baldwin <i>Sponsored by QPEC</i>	B4M • Cardio games: Put the fun into outdoor training! OD Chad Davis	B4N • Exercise for anxiety, depression and mood L Lisa Champion <i>Sponsored by Australian Fitness Network</i>	B4O • Ultimate instructor assessment L Stephen Parker	B4P • The good enough diet: is near enough good enough to lose weight? L Tara Diversi	B4Q • Fun and effective group fitness for older adults MC Paula Todd	B4R • Welcome to my House: the Clubbers guide to Group Ex MC Nathan Short & Alissa Hall	B4S • GX® Kickboxing WS Doug Rouessart <i>Sponsored by Punch Equipment</i>	B4T • Journey to the rhythm MC Karen Finucane	B4U • Transformational posture WS Leslee Bender	B4V • Flow: Pilates evolved WS Michael King	B4W • Purna yoga – focus on balance and strength MC John Ogilvie	B4X • Sports specific intervals in the deep WS D Margaret Ryall-Egan			
4:30 – 5pm	Break																										
Strand	Business		PT		PT		Physio		PT Prac		Nutrition		Group Ex		Cycle		Mind Body		Mind Body		Aqua						
5 – 6:30pm	B5A • The slow death of the big box fitness centre model L P Thomas Plummer <i>Sponsored by MYZONE</i>		B5B • The ultimate metabolic and calorie burning makeover L P Dr Len Kravitz		B5C • Bridging the gap: blending traditional exercise with functional movement patterns WS P Chuck Wolf		B5D • Back on track: understanding bad backs L P Seamus Dalton		B5E • Equipment boot camp – reloaded! WS P Michol Dalcourt, Fraser Quelch, Jeremy Strom & the QPEC Team <i>Presented by QPEC, TRX®and HF Industries & FreeMotion Fitness</i>		B5F • The future of fat loss L P Matt O'Neill		B5G • S-Express: step into the future MC P Greg Sellar, Rebecca Small & Michael Steel		B5H • Schwinn Cycling®: Ride One, Get One FREE! WS P Julz Arney & Jay Blahnik		B5I • Roll up to unwind MC P Lisa Westlake		B5J • ChiBall yoga sculpt MC P Lynley Gladdis		B5K • Let's twist again! MC S P Dominic Gili & Marietta Mehanni						
6:30pm	Dance-a-poloza! • Brought to you by Les Mills Asia Pacific																										

6:30-8am	Early Morning Expo Workout • Brought to you by Australian Fitness & Health Expo • Pre-bookings are essential!																						
Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex Med.	Lifestyle & Ex Med	Development	Nutrition	Group Ex	Group Ex	Mind Body	Mind Body	Mind Body	Aqua
8 – 9:30am	C1A • The truth about social media marketing for clubs L Casey Conrad <i>Sponsored by Healthy Inspirations</i>	C1B • Integrating resources for business success L Ingrid Owen <i>Sponsored by Active Management</i>	C1C • Why members quit and how to retain them L Xen Angelides	C1D • Small group personal training: a recipe for success L Amanda Coombe	C1E • The titanic towers of muscle strength & hypertrophy L Dr Len Kravitz	C1F • Elite performance: the biomechanics and physiology of speed L Michol Dalcourt <i>Sponsored by QPEC</i>	C1G • Unravelling knee pain L Jenny McConnell	C1H • Equal, but not the same: considerations for training female clients L Donal Carr & Cameron Nell <i>Sponsored by Place of Chi</i>	C1I • Hard core: training for gain not pain L Anna-Louise Bouvier	C1J • TRX® body blast WS Fraser Quelch <i>Sponsored by TRX®</i>	C1K • The inner runner OD Dr Jason Karp	C1L • 360 Warrior™ WS Alissa Hall <i>Presented by V Club</i>	C1M • Kettlebell complexes: all round fitness WS Emily Friedel <i>Sponsored by Iron Edge</i>	C1N • The holy grail: how to influence client behaviour change L Chad Timmermans	C1O • Maximising fitness for teenage boys L Toni Reinikainen <i>Sponsored by Australian Institute of Fitness</i>	C1P • Spotting fitness quackery and misinformation L William Sukala	C1Q • Empowering self-care in clients with eating and body issues L Tamika Hilder	C1R • Functional bodyweight Group X WS Rebecca Small	C1S • Fresh ‘n’ funky kids fitness on a budget MC Dee Reynolds	C1T • Delicious yogahhh WS Julz Arney	C1U • Power Pilates mini-sets MC Taryn Polovin	C1V • Pilates warm ups – prime the body for strengthening WS Lesley Gray	C1W • Noodles galore! MC D Naomi Ling
9:30 – 10am	Break																						
10am – 11:30am	KEYNOTE ADDRESS Wake up to what really matters, presented by Amanda Gore																						
11:30am – 1pm	Lunch Break • Australian Fitness Expo – Last chance to shop!																						
Strand	Business	Business	Business	Business	PT Business	PT	PT	PT	PT	PT	PT	PT	Lifestyle & Ex Med.	Nutrition	Development	Development	Group Ex	Group Ex	Cycle	Mind Body	Mind Body	Mind Body	Aqua
1 – 2:30pm	C2A • The induction sales process: change the way you sell training L Thomas Plummer <i>Sponsored by MYZONE</i>	C2B • Effective goal-hitting strategies for your business, clients & life L Paul Brown <i>Sponsored by Fit Professionals</i>	C2C • Relaunch your club and boost profit L Steve Jensen <i>Sponsored by Impact Training</i>	C2D • BOXMASTER: the next small group training profit centre IL Tony deLeede <i>Sponsored by BOXMASTER</i>	C2E • Increase cash flow with online revenue streams L Mireille Ryan	C2F • Boosting physio business or delivering safe exercise? L Jenny McConnell	C2G • Obesity: the brain hypothesis L Paul Taylor	C2H • Cardiovascular disease, blood pressure and exercise L Suzanne Cox	C2I • Myofascial matrix IL Chuck Wolf	C2J • Strong, stable hips: balancing flexibility and strength IL Mark McKean <i>Sponsored by University of the Sunshine Coast</i>	C2K • Mobilizers – The fundamentals: enhancing the myofascial systems WS Ian O'Dwyer	C2L • MC®: one helluva half hour! WS Jeremy Strom <i>Sponsored by HF Industries & FreeMotion Fitness</i>	C2M • Fit for Two – training for a healthy pregnancy L Liz Dene	C2N • Appetite for results: breakthroughs in cravings management L Matt O'Neill	C2O • Build instant rapport L Benay Wettle	C2P • Planning for success – the art of project management L Steve Pettit <i>Sponsored by Australian Institute of Fitness</i>	C2Q • Get your bounce on! MC Marietta Mehanni	C2R • Zumba Fitness® Party 'Feel the Music' experience MC Beto Perez & The Zumba® Performance Team <i>Sponsored by Zumba Fitness®</i>	C2S • Australian Fitness & Health Expo time for Cycling delegates WS	C2T • The 10-min stretch transformation WS Jay Blahnik	C2U • Pilates for the rehabilitation of chronic back pain MC Allan Menezes	C2V • Multi-planar vinyasa MC Claire Norgate	C2W • Cardio unlimited WS S Mary Gies
2:30 – 3pm	Break																						
Strand	Business			PT			Physio			Nutrition			Group Ex			Mind Body			Aqua				
3 – 4:30pm	C3A • The CBAs of internet marketing for health clubs L P Casey Conrad <i>Sponsored by Healthy Inspirations</i>			C3B • Change clients' thinking to change their world L P Michelle Bridges			C3C • Putting the core into cardio WS P Anna-Louise Bouvier			C3D • A Paleo diet – The pros and cons L P Dr Joanna McMillan			C3E • Dance Mash Up! MC P Julz Arney, Alissa Hall, Zosha Piotrowski & Rebecca Small			C3F • Studio Pilates® – toning & stability MC P Tanya Winter			C3G • Deep water double up! MC D P Melissa Cameron & Stacey Doliver <i>Sponsored by WETS</i>				
FILEX 2012 ENDS																							