

PRODUCT SHOWCASE

The saying goes that there's nothing new under the sun, but if you visited the recent Australian Fitness Expo in Sydney then you'd have to disagree. As the size of this year's Expo proved, our industry is growing and with this growth comes constant innovation in order to stay one step ahead of the game. The following pages give you a taste of just some of the latest industry offerings – and remember that the Fitness Expo is coming to Melbourne between 9 and 11 November 2007 so you can see a whole lot more there, visit www.fitnessexpo.com.au to find out more.

BECOME AN ELITE PT ONLINE

Network Education will be launching Cert III and Cert IV online in July 2007. This exciting and stimulating course will allow you to study from home and work at your own pace! This flexible delivery mode allows YOU to be in control of your learning as you work towards becoming an Elite Personal Trainer. To take advantage of this great program, phone Network on 02 8424 7200 for more information.



See our ad on **page 12**

ADD SOME TRAX TO YOUR CLASSES



Trax Music's latest releases were the hit of FILEX with delegates and presenters alike raving about the latest offerings. Best sellers included Michelle Dean's Hilo 2007, a long awaited Punch Harder 4 – ideal for the hard boxing, circuit or hi energy class – and the big hit of the weekend Rock On! In all, Trax released 10 new CDs for FILEX – check them out at www.traxmusic.com.au or call 02 84247200 and we can e-mail you our latest catalogue. If you're looking for great new choreography ideas, Trax also has a bunch of fantastic new DVDs from Marcus Irwin's Evolution label.

See our ads on **pages 24 & 63**

POWER IT UP!

HQH's newest release into Australasia, the Total Gym® PowerTower™, was an instant success at the recent 2007 Australian Fitness Expo. Designed for commercial use and high-level training, the PowerTower™, modeled on the sleek GTS™, has an electronically activated incline control that allows for an increase or decrease in resistance during the exercise in progress, without interruption of the movement.

This is a piece of equipment for those who simply want the best, for commercial or home use. For more information phone HQH toll free on 1 800 552 8789 or visit www.hqh.com



See our ad on **page 36**



NETWORK 07 – YOUR TOTAL FITNESS EVENT!

The countdown to Network 07 has begun! Returning to Melbourne after a two year absence, this intimate end-of-year event will provide you with world-class education at the Melbourne Exhibition and Convention Centre. Being held from the 9 to 11 November, this event will be one not to be missed! Keep your eye out for your Network 07 Convention Brochure which will be arriving in your mail box with your Specialty Publications in August.



See our ad on **page 10**

BLACK DIAMOND SHORTS



Punch Equipment has introduced a new trainer short into its assortment of apparel. The new shorts come with a spandex crotch that allows for greater leg mobility. They come in microfibre white and black or all black. With velcro closure and six inch splits up the sides of the legs you will be ready for any activity from surfing or martial arts to wrestling or yoga! The shorts have a RRP of \$59.99 – call 02 9557 1717 or visit www.punchequipment.com now for your nearest stockist.

See our ads on **pages 20 & 55**

CERT IV IN FITNESS PILATES

Launched in 2007, Network's Cert IV in Fitness Pilates (91313NSW) is a dynamic and vibrant program developed by some of the leaders in the Australian fitness industry. This nationally recognised qualification certifies you as competent to teach anywhere in Australia. This terrific program is delivered in daytime and evening sessions to accommodate a variety of lifestyle needs. For more information phone Network on 02 8424 7200.



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THE COMPLETE MEMBERSHIP DRIVE PACKAGE



Creative Fitness Marketing provides the complete membership drive package for your club. In a 4 to 6 week time period, this package incorporates centralised telemarketing, direct mail, on-site professional sales consultants, in-house graphic design, an innovative and effective corporate outreach program, shopping centre demonstrations, media releases, Club Open Days and TV and radio. This unique marketing approach has been specially designed to target the untapped 40+, deconditioned, family and corporate segments into health and fitness centres, whilst involving no financial outlay or risk to the club. Due to the competitive advantage our clients receive through using our services, CFM has an exclusivity policy which means we only work with one club per market. For more information visit www.creativefitness.net or call 03 9614 3277.

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PREMIER TRINITY KFS II DMX

The next release of Reebok's 'Kinetic Fit System' running shoes, the Premier Trinity KFS II DMX has it all. The KFS refers to four strategically placed expansion joints, which allow the upper to move independently through the gait cycle for a more customised fit, and overall, giving a longer lasting shoe. Also featuring forefoot DMX Foam for superior impact cushioning and Dual Density Medial posting for added stability and pronation support, the Premier Trinity KFS II DMX is a must in anyone's exercise arsenal and is available in July. Visit <http://alliance.reebok.com.au> to purchase all your Premier Running footwear at 35% off Recommended Retail Prices!



See our ad on **page 16**

FITNESS AUDIO MINI MIXER

Introducing the new HRX-32 Mini Mixer from Fitness Audio. A purpose made voiceover Music Mixer for use in fitness studio sound systems on a budget. Connect one or two wireless mic receivers and a CD Player into the sockets on the back, and rack mount it for an extra \$55. There's an auto selecting iPod input socket in the front panel and an iJax hook-up cable is supplied. It's style matches the Fitness Audio UHF Receiver and connects to either a Power Amp or Powered Speakers and is priced at \$297 in the FAB Guide at www.fabguide.com.au. For stockists and more information call John Penhallow at Aerobic Microphones 02 9313 4995, or e-mail john@aeromic.com.au



See our ad on **page 23**

LET NETWORK MANAGE YOUR CECs



Take the hassle out of keeping track of how many CECs you have and let us do it for you! As part of your membership in 2007, Network will keep a running total of how many CECs you've accumulated. When your re-registration period is approaching all you will need to do is send us an e-mail or give us a call, and we'll tell you exactly how many CECs you have under your belt! To enrol into this program or to find out more, e-mail cec@fitnessnetwork.com.au or phone 02 8424 7200.

THE FITNESS EXPO IS HEADING TO MELBOURNE!



Following the success of the Australian Fitness Expo and FILEX in

Sydney, the event is again scheduled for Melbourne between 9 and 11 November 2007. To be held in association with the Network 07 convention this highly targeted marketing platform is designed for companies seeking to expand their profile and market share in the Victorian fitness marketplace. Over 8,000 health and fitness professionals and fitness enthusiasts on the lookout for the latest developments and future industry trends are expected to attend. The Melbourne Fitness Expo will showcase the latest in fitness equipment, corporate and domestic gym equipment, training aids, sports clothing, sports nutrition, beverages and supplements, athletic footwear, aerobics music, educational resources and more. For more information call Ashley Robertson on 03 9261 4564, e-mail arobertson@divexhibitions.com.au or visit www.fitnessexpo.com.au

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IT CAN COST YOU NOTHING TO IMPROVE CASH FLOW...



RegalCroft offers automated billing solutions to businesses

that depend on regular payments or subscriptions from their customers, and want to improve cash flow. RegalCroft's HandiPay billing system directly debits your customers fees effortlessly and accurately. By utilising the latest interactive web-based billing technology the system can be run at no cost to clients. RegalCroft follows up your overdue accounts and achieves a collection rate of up to 98 per cent. HandiPay frees you up from chasing members for payment, allowing you to get on with running your businesses. For more information call 1300 301 789 or visit www.regalcroft.com.au

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FREE 'GUIDE FOR A LOWER BODY WORKOUT'



Five of the best exercises for the lower body can be

found on this year's *National Guide to Fitness & Health 2007/08*. These exercises incorporate and work major muscle groups throughout the lower body, promoting total body development. The guide, produced by Pro-Visual Publishing in association with Australian Fitness Network, provides step-by-step instructions for each exercise and photographs to demonstrate the correct positions. It is designed for all fitness levels and is suitable for use in schools, clubs, for personal trainers, groups or individuals. The chart was launched to coincide with the recent Australian Fitness Expo and all Club Network members have received their copy already. For more information on obtaining a copy of this useful resource, phone 02 82722611 or e-mail enquiries@provisual.com.au

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PLAN AND DELIVER EXERCISE FOR CHILDREN AND ADOLESCENTS

The Children's Hospital Institute of Sports Medicine (CHISM) is a campus of Australian Fitness Network (provider number 90497) and comprises a small team of paediatric specialists. CHISM offers the Certificate IV in Fitness Specialisation Module SRFCHA 001A Plan and deliver exercise for Children and Adolescents, which is an elective unit of the Certificate IV in Fitness (SRF40204). The CHISM Module is run either by face-to-face or online correspondence modes and is accredited with Fitness Australia (15 CECs) and with REPS New Zealand (50 CECs Assessed and 25 CECs Non-assessed). For more information contact Dr Robbie Parker on robertp@chw.edu.au



See our ad on **page 30**

NEW INTEGRITY RAPTOR SERIES



Australia's own Integrity Strength Systems were delighted with the response to the release of the new Integrity Raptor Series at the recent Australian Fitness Expo. Utilising space frame technology the dramatic combination of unique angles and stainless features immediately entice the senses when viewed for the first time. Of course according to the head of the Integrity design team, Ken Townsend, producing a visually stunning range of equipment is only half the challenge, 'when we set out to design a new product, our primary objective is to produce something that is consistent with the elevated biomechanical and durability standards that transcend the Integrity range. Our second objective is to ensure that each machine is a visual feature in itself and is immediately identifiable with the Integrity range as a whole.' For more information on how and why Australia's Integrity Strength Systems is taking on the world and winning, please visit www.integritystrength.com or phone 1300 666 058.

See our ad on **the back cover**

MORNING CARDIO WORKOUTS

Part of Human Kinetics' popular *Morning Workout* series, *Morning Cardio Workouts* (\$29.95 RRP) explains how to maximise the benefits of a morning exercise routine. The various options – including walking, running, stepping, elliptical training, and swimming – allow you to diversify routines, eliminate boredom, and help your clients remain dedicated to their fitness goals. You'll learn how to combine activities for recovery, injury prevention, and cross-training. *Morning Cardio Workouts* also includes nutrition advice to maximise energy upon waking and tips to make workouts even more effective and enjoyable for your clients or members. Visit www.FitnessNetworkCentre.com or phone 08 8372 0999 to order.



See our ad on **pages 39**

EVER DREAMED OF BEING A LES MILLS GROUP FITNESS INSTRUCTOR?



With the new Group Exercise Leader (GEL) course, becoming a Les Mills Instructor is simpler than ever. GEL can be mapped against the Group Exercise component of the Certificate III in Fitness (SRF30206).

Successful completion of GEL (along with passing Les Mills program training and gaining a first aid certificate) will enable registration with Fitness Australia as a choreographed Group Exercise Leader (LMAP). Become a fully qualified Instructor or train your staff to fill your Instructor requirement by calling LMAP on 02 6282 8192 or e-mailing training@lesmills.net.au

See our ads on **pages 40 & 67**

SHARE YOUR PASSION FOR FITNESS AS A COURSE COACH WITH THE AUSTRALIAN INSTITUTE OF FITNESS

Imagine being part of an amazing team of highly successful personal trainers and educators, helping to shape the future of the fitness industry with the Australian Institute of Fitness. With campuses in St Leonards and Parramatta and a Distance Education campus we're always on the lookout for potentially extraordinary coaches (course lecturers). Ideally you'll have a degree, a strong personal training background and a desire to soar in a company that offers the best in career opportunities, development and training. If you fit the bill and want to find out more, e-mail your resume to david.hatch@fitness.edu.au



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