

PT NEWS AND LATEST RESEARCH

FIGHT SKIN CANCER WITH CAFFEINE AND EXERCISE



New research has indicated that a combination of exercise and caffeine may help the body to protect itself from skin cancer.

A team from Rutgers, the State University of New Jersey, reported that adding caffeine to a workout regime resulted in the increased destruction of precancerous cells, which had been created through being damaged by

ultraviolet-B radiation from the sun.

Australia has the highest rates of skin cancer in the world. It is the most common form of cancer in Australia, with half of Australians developing a skin cancer at some point in their lives. 75 per cent of these cancers are basal cell carcinomas which are the least dangerous type of skin cancer.

Tests carried out on mice found that both exercise and caffeine independently resulted in a protective effect. When the two were combined, this effect was found to increase. Study spokesperson Dr Allan Conney from Rutgers cancer research laboratory said, 'We think it likely that this will extrapolate to humans, but that has to be tested'.

The mice were exposed to ultraviolet-B light, causing some cells to become pre-cancerous. Damaged, pre-cancerous cells are programmed to self-destruct in a process called apoptosis, but some cells do not do this. The researchers separated hairless mice into four groups of caffeine, exercise,

caffeine and exercise, and a control group which partook in neither.

Whereas the mice that drank caffeine displayed a 95 per cent increase in apoptosis in damaged cells and the exercising group showed a 120 per cent increase, the dual group displayed a huge 400 per cent increase.

'The most dramatic and obvious difference between the groups came from the caffeine-drinking runners, a difference that can likely be attributed to some kind of synergy,' reported Conney, although he admitted that the reason for the effects was not entirely clear. 'We need to dig deeper into how the combination of caffeine and exercise is exerting its influence at the cellular and molecular levels, identifying the underlying mechanisms. With an understanding of these mechanisms we can then take this to the next level, going beyond mice in the lab to human trials,' he said. ■

Source: IHRS, www.molechecks.com and *Proceedings of the National Academy of Sciences*

OBESITY LINKED TO KIDNEY DISEASE



New research published in the *Clinical Journal of the American Society of Nephrology* has found that chronic kidney disease patients who are obese, are more likely than

their normal-weight counterparts to suffer a condition that increases their risk of heart problems and death.

The condition – hyperparathyroidism – involved increased levels of parathyroid hormone (PTH). Normal levels help maintain healthy bone structure, however elevated PTH levels can result in bone abnormalities, increased heart disease risk and death. In chronic kidney disease patients, hyperparathyroidism is caused by decreased kidney function.

Researchers studied 496 patients who had moderate to severe kidney disease, but who were not yet on dialysis, and found a significant link between hyperparathyroidism and obesity; the larger

the body mass, the higher the PTH levels.

Lead study author Dr Csaba Kovesdy, of Salem VA Medical Centre in Salem, Virginia, said, 'We knew that in people with normal kidney function obesity leads to impairment in vitamin D metabolism and elevated PTH levels, but this phenomenon was never studied in patients with chronic kidney disease. Since both obesity and hyperparathyroidism are very complex problems in chronic kidney disease, establishing an association between the two is important because of potential prognostic and therapeutic implications'. ■

Source: *Clinical Journal of the American Society of Nephrology*

PT NEWS AND LATEST RESEARCH

AFL STARS GET PERSONAL



Health conscious Australians could soon find themselves squatting, stretching and sprinting for their favourite AFL stars, as players across the country sign up for the Australian Institute of Fitness' Master Trainer personal training course.

With 13 campuses nationwide, the Australian Institute of Fitness has recently attracted past and present AFL players from Richmond Tigers, Hawthorn Hawks, Port Adelaide Power,

Adelaide Crows, North Melbourne Kangaroos, and more than half of the Fremantle Dockers team – all looking to formalise their knowledge and experience of the fitness industry.

While recovering from a full knee reconstruction after injury at the end of the 2006 season, Kangaroos forward Leigh Harding took the time out to study the Masters Trainer course at the Institute; 'A personal training course is something I've always wanted to do. The course run at the Australian Institute of Fitness really fit into my lifestyle as I was able to do the course part time' Harding said. Now recovered, he is a vital member of the 2007 Kangaroos team, but plans to start personal training sessions as soon as the football season is over.

Darren Mead, former Port Adelaide centre half-back enrolled at the Institute as a natural career progression after retiring from football. Mead played for Port Adelaide from 1997 until 2002. When he lost out on the assistant

coaching position, he found himself at a career and life crossroads. 'I had a short time to decide on my next phase of life and friends mentioned the Australian Institute of Fitness. As I have a football background I had an edge in fitness and knowledge of weights, running programs and healthy eating habits, so studying to be a master trainer was a natural progression,' he said.

The Institute offers an intensive eight-week integrated training system that sees students engage in practical evaluations and interactive workshops in an in-house gym providing essential hands-on experience.

'The Australian Institute of Fitness attracts people from all walks of life, so it is fitting that professional athletes are looking to the Institute to strengthen their knowledge and broaden their extensive fitness experiences,' said Greg Hurst, Executive Director, Australian Institute of Fitness (NSW). ■

Source: PINQUE PR

DAILY WALK TO BEAT DIABETES?



A new US study has reported that a half-hour daily dose of moderate exercise, such as walking, may be more effective than rigorous exercise to protect against cardiovascular disease and diabetes.

Lead author and exercise physiologist Cris Slentz, of Duke University Medical Centre, reported, 'On the surface, it seems to make

sense that the harder we exercise, the better off we'll be, and by some measures that's true. But our studies show that a modest amount of moderately intense exercise is the best way to significantly lower the level of a key blood marker linked to higher risk of heart disease and diabetes. More intense exercise doesn't seem to do that.'

For a six-month period, study participants were placed into one of four exercise groups: high amount/high intensity; low amount/high intensity; low amount/moderate intensity; or a non-exercising control group.

No amount of physical activity was found to significantly alter levels of low-density lipoprotein ('bad' cholesterol), but the length and intensity of exercise positively affected levels of high-density lipoprotein

('good' cholesterol). Some of the benefits of moderate exercise also appeared to last considerably longer than those gained through intense training.

Low amount/moderate intensity exercise was also found to significantly lower levels of triglycerides, a good indicator of insulin resistance and a marker for diabetes. Lower triglyceride levels equate to a lower risk of heart disease and diabetes. 'A proper exercise program appears to be able to lower a person's insulin resistance in just a matter of days. We were also amazed to see that the lower triglyceride levels stayed low even two weeks after the workouts ended,' commented cardiologist Dr William Kraus. ■

Source: Journal of Applied Physiology

LOG-ON TO FITNESS



American researchers have undertaken a study which utilised the internet to increase levels of participation in physical activity.

In the study, 249 sedentary adults were recruited to partake in an experimental exercise program. The participants were divided into three groups; a supportive and motivational internet-based program; a print-based version of this internet-based program; or internet links to credible online exercise programs administered by medical and fitness professionals.

After 12 months, the participants in all groups had increased their levels of exercise by between 80 and 90 minutes a week. The three approaches displayed no significant

differences in their ability to motivate participants. Whereas the web-based program gave e-mail feedback, the print-based version gave feedback via post, and all three programs offered assessment tools, motivational strategies and techniques for overcoming barriers to exercise.

Although the internet-based program was not revealed to be more effective, it was shown to be equally effective, cheaper, and more tree-friendly than printed resources.

Source: Choice Health Reader

PT NEWS AND LATEST RESEARCH

AUSTRALIAN INSTITUTE OF FITNESS WELCOMES INDUSTRY REVIEW

The Australian Institute of Fitness in Victoria has welcomed the State Government's plans for a sweeping investigation into the fitness industry's training programs.

A recent audit of 13 private Victorian colleges which train gym instructors and personal trainers found that four had serious breaches of standards and eight had problems complying with basic standards. The Australian Institute of Fitness was found

to be fully compliant, but welcomed the audit; 'It is in the Institute's interests to back a full investigation as any non-compliance by fitness colleges affects the public's confidence in the entire industry's ability to deliver programs to the highest standards' said education director Vicki Tuchtan. 'We were part of the audit, which was extremely thorough, and we passed with flying colours'.

Tuchtan said the Institute was found to demonstrate good practice and offer excellent staff training and professional

development. The audit found that its assessment practices were robust and of a high standard with graduates deemed of high quality and in demand.

'We trust that this review by the State Government will stamp out poor practices and poor quality providers and result in an industry that trainers, students and the public can confidently rely on'. ■

Source: PINQUE PR

GROUP EXERCISE & MIND BODY NEWS

FOCUS ON HEALTH, NOT IMAGE

A recent study carried out by researchers at Ohio State University has found that women with body image issues would prefer to hear group exercise instructors emphasising the health, rather than the aesthetic, benefits of exercise.

Psychology professor at Arizona State University, Michelle Shiota, said, 'Women with body image issues are likely to have a fairly low sense of control about their physical appearance'. Lead study author and professor of health behavior at OSU, Brian Focht, surveyed 99 subjects with high social physique anxiety, a condition whereby the sufferer is paranoid that their body and image are being constantly criticised by others.

Study participants took one of four fitness classes, but were not told prior to the class

to which one they had been allocated. The four classes featured various combinations of instruction technique and presence or absence of mirrors. The aim was to discover whether the emphasis placed by the instructor on appearance or fitness affected the women's enjoyment of the class, and if the presence of a mirror in the studio played any role.

The study, published in *The Psychology of Sport and Exercise*, found that the mirror played little or no role in affecting attitudes, but that a health orientated class and instruction resulted in a far happier group of participants who claimed to be more likely to take the class again. Shiota was unsurprised at the mirror findings, saying, 'If people are kept busy doing something novel, their attention is going to be on that. In many ways, the absence of the mirror would be more surprising than the presence to most people'.

Social physique anxiety is a very common condition, and can make sufferers afraid of wearing close-fitting and minimalist clothing such as swimsuits or gym attire. Barbara Brehm, professor of exercise at Smith College in Northampton, Massachusetts and author of the study *Understanding Social Physique Anxiety* said, 'The more people's bodies stray from the 'ideal' body type, the more likely they are to experience anxiety about their appearance, but even attractive people experience social physique anxiety'.

In order not to exacerbate participants body image concerns, fitness instructors should emphasise attainable goals, such as lifting a heavier weight than in the previous week's class, rather than qualitative goals such as tighter abs, said Shiota. ■

Source: Arizona State University



KINNIE HO'S TOP TIPS!

HELLO TO ALL GROUP EX INSTRUCTORS!

In this issue of E-news I would like to reiterate the importance of communication and rapport building prior to commencing a class workout. There is a common 'three minute' theory that many service-based industries use to highlight the importance of customer service. This theory draws on the point that creating and delivering a positive impression at the initial stage of meeting with your 'clients' is as significant as the service that follows – this is certainly no different for a group exercise instructor. Given that our industry has a high percentage of customers repeatedly coming back for our

'services', there exists a risk of familiarity breeding contempt. It is essential therefore for instructors to create and maintain a professional and positive image in participants' minds prior to the class as much as during and after it. I am certain most of you either have a certain script or standard introduction for your classes, so consider the following simple tips as helpful reminders on creating a positive atmosphere and an enriching experience for your members before the workout.

Arrive early – this allows you to chat with members while you set up. Furthermore, that extra time permits you to acknowledge new participants and engage in light conversation



GROUP EXERCISE & MIND BODY NEWS

to help calm any nerves. For some people, attending a group fitness class for the first time can pose quite a challenge, so use the spare time you have to reassure any newcomers and help them prepare for the workout.

Seek feedback – it can be useful to use the spare time you may have to find out from class participants valuable information such as what kind of workouts they enjoy, what they find challenging and what they dislike. If you find yourself standing around with a group of members waiting for the last class to finish, then use the opportunity to ask these questions. Such an approach can be a great conversation starter among class participants!

Back-to-back classes – like many of us that teach consecutive classes, communication time in between classes is a luxury most of us cannot afford to be relaxed about. Therefore, without compromising the safety of your participants, ensure you still cover the necessities of a class introduction from introducing yourself, describing the type of class being taught and/or components, reassuring newcomers and organising any equipment required for the workout.

Eyes and smiles! – make eye contact with people and smile when you walk into the room. It sounds obvious, but sometimes instructors walk straight into a studio and

start to adjust the stereo system and arrange the equipment without acknowledging anyone. If you are running late for the class or the last class finished over-time, a simple 'hello' with a smile and eye contact with your class members can help to effortlessly diffuse any tension and create a positive atmosphere.

From the moment you walk into a room, it is essential you create a positive impression and the introduction segment of your class is no exception.

Until next E-News, stay healthy and happy to all ya Groovy Group Ex instructors! ■

Kinnie Ho

TAKING YOGA TO THE WORKING MASSES



A New York company is helping to increase worker productivity by taking its mind body practices to the workplace.

It sounds like a typical New York story, but this one makes a lot of sense and the success of the business model speaks for itself. A

recent poll showed that only one in four employees in the US deemed themselves to be 'truly engaged' at work. With such high rates of worker stress, dissatisfaction and its associated loss of productivity, founding her company Balance Integration Corp to deliver yoga and on-site stress relief in office blocks across Manhattan and beyond seemed like a natural remedy to 'Work-life satisfaction guru' Tevis Gale. 'We create employees who thrive. All our programming is intended to unleash employee productivity, and happiness' she said.

'If we can help people feel better and think better, no matter where they are in the company chain, they're going to start to feel better and start contributing a lot better and then the entire company starts to work better' said Gale, who also has a degree in business administration and has spent many years working for some of America's top companies.

Balance Integration Corp has a staff of 15 directors and support staffers, 60 fitness and yoga teachers and also works with about 200 freelance instructors. The services that the company provides include workshops, on-site classes and newsletters with wellbeing tips. Depending on the service provided, fees are anywhere upwards of several hundred dollars. The success of the business in New York has seen it expand to San Francisco, Los Angeles and Colorado.

'You can go to Harvard Business School and learn how to be a fantastic businessperson, but no one ever teaches people how to better manage themselves through the course of a workday. It's all about learning techniques so that if a curveball comes your way, you know how to calm yourself in the midst of everyday chaos' Gale said. ■

Source: IHRSA

NUTRITION NEWS



SUSIE'S NUTRITION BITES

SUSIE'S NUTRITION BITES

With one in four Australian children battling weight issues, there is a huge potential market in child and adolescent activity programs for those who have completed specific training in developing exercise programs for children and adolescents.

Once children or teens have started participating in regular training sessions for weight management at a gym, or with

a trainer, they are also likely to become interested in making positive nutrition changes.

It is commonly assumed that excessive food intake is the sole cause of childhood obesity but it is actually the amount of activity children do on a day-to-day basis that has significantly declined over the past twenty years with the increasing use of DVD's, the internet and video-based

entertainment. Emphasising the importance of limiting screen time to no more than two hours each day to clients is a crucial element of managing weight loss. Reminding parents that children and adolescents need to be active for at least an hour each day is also extremely important.

- Positive food changes families can make to assist in weight management include:
- Always eating breakfast. Good breakfast

NUTRITION NEWS

options include an egg on wholegrain toast, a breakfast drink or wholegrain cereal

- Aiming for just one packaged snack food in the lunchbox
- Swapping fruit juice drink for flavoured milk packs at school
- Encouraging the drinking of water over other drinks
- Stopping the consumption of all fruit juice
- Aiming to stop eating by 8pm each day
- Eating at meal times and morning and afternoon tea times only
- Having one treat, such as takeaway or high fat food, once each week
- Choosing wholegrain or flat bread for school sandwiches and filling with lean meat rather than high fat spreads
- Swapping all yogurt and milk to low fat varieties. It is recommended that all children over the age of two years drink low fat milk. ■

Susie Burrell

Susie is a sports and paediatric dietitian who specialises in fat loss, childhood obesity and sports nutrition. She is the obesity dietitian at The Children's Hospital at Westmead, and is also the consultant sports dietitian to a number of elite sporting teams including the St George Illawarra Dragons, Parramatta Eels, Illawarra Hawks Basketball, Sydney University Sport and Randwick Rugby Club. For more information and to subscribe to Susie's weekly newsletter, visit www.susieburrell.com.au

DIET MAY CONTROL COLON CANCER



New research has indicated that people who have suffered colon cancer may be able to significantly lower the risk of their cancer returning by eating a diet high in fish, poultry, vegetables and fruit.

Assistant Professor Of Medicine at the Dana-Farber Cancer Institute in Boston, and lead study author Dr Jeffrey Meyerhardt, said, 'We know a lot about how certain dietary things affect the risk of developing colon cancer in the first place but we didn't know, before this study, how diet affected persons who already have cancer'.

One thousand and nine chemotherapy patients with stage three colon cancer (spread to the lymph nodes), who had already had surgery to remove the cancer, answered dietary questionnaires both during and after the period of their treatment.

Two main diets were identified by the researchers, namely Western, which comprised high meat, fat, refined grains

and desserts intake, and Prudent, which comprised more fish, poultry, vegetables and fruit. Those patients who fell into the Western diet category were found to have a significantly higher risk of recurrence and death than Prudent dieters.

Patients in the highest 20 per cent of a Western dietary pattern had nearly three and a half times the risk of recurrence or death than those in the lowest 20 per cent. They were also 2.9 times more likely to suffer recurrence of their cancer.

'This is not a substitute for standard therapy, but it's not unreasonable for oncologists to use this data to start talking about diet. There are benefits in other regards, such as benefits for heart disease, and it does give us some initial information that may affect people's outcome' Meyerhardt said. ■

Source: *Journal of the American Medical Association*

SKIN SOOTHED WITH GREEN TEA



A new US study suggests that in addition to its antioxidant properties, green tea may also be beneficial for the skin.

Researchers at the Medical College of Georgia found that green tea slowed the growth of skin cells in mice which were genetically predisposed to psoriasis. The findings, published in *Experimental Dermatology* prompted researchers to theorise that the beverage could be used in the treatment of psoriasis and other inflammatory skin conditions, such as lupus-related skin lesions and dandruff.

Dr Stephen Hsu, lead study researcher, explained in a prepared statement; 'Psoriasis, an autoimmune disease, causes the skin to become thicker, because the growth of skin cells is out of control. In psoriasis, immune cells, which usually protect against infection, instead trigger the release of cytokines, which causes inflammation and the overproduction of skin cells.'

Hsu suggested that green tea may help in the treatment of inflamed skin by regulating the gene protein Caspase-14, which regulates the life cycle of skin cells. 'That marker guides cells by telling them when to differentiate, die off and form a skin barrier. In people with psoriasis, that process is interrupted, and the skin cells don't die before more are created, and the resulting lesions form' said Hsu. ■

Source: *HealthDay News*

NUTRITION NEWS

OBESITY SOCIALLY CONTAGIOUS



A recent US study has added credence to the theory that eating trends leading to obesity, and at the other end of the spectrum, thinness, may often be socially contagious.

Study author and professor at Harvard University, Dr Nicholas Christakis, said, 'This reinforces the idea that because people are interconnected, their health is interconnected. It takes seriously the embedded-ness of people within social networks and gives new meaning to the concept of public health'.

The study, published in the *New England*

Journal of Medicine, involved evaluating over 12,000 socially interconnected people in New England, who had been part of a major three-decade cardiovascular study. Because that study had involved repeated measurements, including BMI over its duration, the researchers were able to study and apply the data to the obesity study.

It was found that both thin people, and overweight and obese people tended to be socially grouped together, and that the groups extended to three degrees of separation – that's to say, if an individual was overweight, so was their friend's friend's friend. Researchers also found that a person was 57 per cent more likely to become obese if they had a friend who became obese over a certain time period.

The degree of closeness between individuals hugely affected the odds on becoming obese as well; if one sibling became obese, the other was 40 per cent more likely to follow suit, and in marriages one partner's weight gain resulted in a 37 per cent likelihood of their partner joining them. The team also found that, outside of marriage and de facto relationships, people were more likely to be influenced

by members of their sex, rather than by the opposite sex.

Chairman of the department of psychiatry and behavioural sciences at the University of Miami, Dr Julio Licinio, said, 'Trying to address the problem on an individual level has been so hard, and it may be because we're not addressing the network, which could be family, neighbourhood, community, school. This is a fascinating way to look at the problem, and it may be a very good reason why treatments have been so difficult, because we're only addressing one member of the network'.

The research authors suggested that people's inclination to be influenced by those around them could result in 'copycat' behaviour, even if was not deliberate. 'It brings up another component of our environment that influences obesity. This would need to be proven, but it suggests that, to be effective in treating obesity, we have to not just treat the person who's obese but also the social network' commented Dr Samuel Klein, director of the Centre for Human Nutrition at Washington University School of Medicine. ■

Source: *HealthDay News*

CLUB CORNER

GOODLIFE SOLD TO MACQUARIE



Health club chain Goodlife has been sold to Macquarie Bank's leisure trust in a \$60 million deal.

The sale represents Macquarie Leisure Trust Group's first venture into the fitness industry. It is hoping that by purchasing Goodlife, which has 18 fitness facilities in Queensland, Victoria and New South Wales, it can secure itself a firm base from which to build its fitness industry presence. Despite owning leisure facilities such as AMF Bowling and the Dreamworld fun park in Queensland, until now Macquarie has not invested in fitness. Rising disposable incomes coupled with increased public awareness regarding health and fitness, however, have clearly created the right market conditions for the group.

Macquarie Leisure chairman, Neil Balnaves, said 'We are delighted with the acquisition of Goodlife as it is an ideal platform for Macquarie Leisure to become a major player in the Australian health and fitness market'. Macquarie chief executive, Greg Shaw, added, 'We see significant opportunities to expand the portfolio in Australia's metropolitan markets over the next three years, particularly as health club ownership in Australia is highly fragmented and market penetration of approximately nine per cent is well below that of other developed countries at approximately 15 per cent'.

Shaw indicated that the emerging Asian market would also provide a potential growth area; 'In the medium-term, Asia is likely to provide strong growth opportunities with penetration rates of below one per cent and an emerging middle class with high levels of disposable income available for leisure activities' he said. The acquisition of Goodlife by Macquarie is hoped to be completed by early September. ■

Source: AAP

FITNESS CHAIN MAKES BRW HOT FRANCHISE LIST

The growth of franchising, both in the fitness industry and in other sectors, continues apace. This was illustrated when fitness business, Beach House Health and Fitness Centres, was ranked second in *BRW* magazine's Hot Franchises list. *BRW*, Australia's leading business magazine, lists the 60 fastest growing franchises in Australia and describes franchising as 'one of Australia's fastest growing and dynamic business sectors'.

Beach House, which has clubs in Victoria, New South Wales, Queensland, Tasmania, South Australia and Northern Territory, reported an average annual revenue growth of 132.13 per cent over three years and came second only to the South Australian pizza chain, Caffè Primo. ■

Source: www.brw.com.au

PT NEWS AND LATEST RESEARCH

BALLY GOES BELLY-UP

The US fitness industry was shaken recently when one of the country's largest fitness providers, Bally Total Fitness, filed for bankruptcy protection.

In recent years the company has been troubled with falling membership and increasing debts; in March of this year it reported falling membership and predicted further declines throughout 2008, and as of 31 December 2006, it listed US\$396.8 million (AUS\$486.67m) of assets and US\$761.3

million (AUS\$933.7m) of debts. The situation reached a head when Bally Total Fitness Holding Corp and 40 affiliates filed for Chapter 11 protection from creditors with the US Bankruptcy Court.

Bally is seeking approval of a 'reorganisation' plan and said that memberships and operations at its 375 fitness facilities would not be affected by this process. The company plans to continue paying vendors and employees. It is hoped that the 'reorganisation' process will reduce its debts

by US\$150million (AUS\$184m) and generate US\$90million (AUS\$110.5m), although Bally stated that existing stockholders would not receive anything for their shares.

The company claims to have organised US\$292million (AUS\$358m) financing to fund operations both during and after the Chapter 11 process and expressed its desires to emerge from the proceedings as soon as it possibly could. ■

Source: IHRSA

ONE-THIRD OF US CLUB MEMBERS NOW BOOMERS



The growth of the boomer fitness market is nothing new, but the extent to which it has grown in recent times is clearly illustrated by the fact that more than a third of fitness facility members in the US are now aged 55 or over.

Colin Milner, CEO of the International Council on Active Ageing (ICAA), said that

today's seniors have very different ideas about ageing to those held by previous generations; 'Exercise was actually a bad word. The term 'exercise' meant hard work. It was what you did in the military or body builders did at Muscle Beach and women were told that if they did it they weren't womanly or it would hurt their reproductive organs' he said.

Milner attributes the change in attitude to the fitness pioneers of the boomer generation, such as Jane Fonda and aerobics maestro Ken Cooper. He claims that 37 per cent of American fitness club members are now boomers, and that retirement communities add another unknown percentage to this figure; 'Nine out of the 10 top builders in the US are building active adult communities and they will typically put in anywhere between a 20,000 and 40,000 square-foot (1,850 and 3,700 square metre) fitness center'.

Robyn Stuhr of the American Council on Exercise (ACE) said that the trend towards older fitness members was also being reflected in the age of personal training clients whose average age increased from 36 to 42 over the past decade. In response to this, ACE has embarked upon a scheme to help match the American Association of Retired Persons (AARP) 38 million members to personal training services. 'Our trainers say they're starting to see more middle-age and older clients and we've actually been looking at developing more curriculum about working with those groups' she said.

Milner concluded; 'In the fitness industry, there's the old saying 'use it or lose it. But even if you've lost it, you can still find it again, no matter how old you are'. ■

Source: IHRSA

10 YEARS IN BUSINESS FOR OUTDOOR TRAINING SUCCESS STORY!

Network Club member, Jump Start Outdoor Training in Cammeray, NSW was the first outdoor health and fitness business of its kind when it launched in 1997. Here, Jump Start's founder, Heidi Denning, looks back at what has made her fitness business so successful over the past decade.

We are located in a lovely area with a supportive community and access to a dozen different outdoor training areas. Unusually, for an outdoor training business, Jump Start took out a lease on a shop front, providing a place for clients to meet their trainers before starting their training session. This has created a central hub for everything that goes on, and adds a professional feel that gives trainers and clients security and a sense of belonging. Over the last decade I have seen many outdoor trainers come and go – I am one year into a new 10 year lease, so trainers and

clients know I am here for the long haul, and therefore feel secure. It has also been great for marketing purposes, as I get a lot of clients who happen to see the business in passing.

STAFF AND CLIENTS – THE LIFEblood OF THE BUSINESS

Our client breakdown reveals the popularity of outdoor training with women – two-thirds of our clients are women, and one-third men, and although ages range from 25 to 80, the average age is mid-forties. Most of our clients have previously joined fitness facilities, but have decided that outdoor training pushes their buttons – after working in air-conditioned offices all day some people just want to be out in the fresh air to keep fit.

When it comes to hiring staff, I always look for personality because you can't teach this. Jump Start now has ten trainers who are all smiley and happy, with bubbly personalities. They genuinely care for their



clients, and enjoy helping them to achieve their goals in an outdoor setting (though maybe slightly less so when we have cold, wet winters like this one!).

The best client retention strategy you can employ is to do an exceptional job every time, and to exceed clients' expectations with the way you treat and train them. It may sound corny, but it works! If your client is happy with the product or service they are receiving and is made to feel part of something special, they will not look elsewhere. For Jump Start,

PT NEWS AND LATEST RESEARCH

this has involved offering services outside the normal personal training packages. We put together five-week challenges, we take clients on fun runs/walks to Vanuatu, and we get our clients involved in our charity work with underprivileged kids.

My best marketing campaign is my internal referral campaign. We have found that the best time for clients to refer their friends, families and colleagues is in the first nine months of them training with us. After this time, they run out of potential people who would take up the service we offer. So we send out gift vouchers for our clients to give away, and we consistently talk with them in this initial period about the possibility of knowing someone who may also like to improve their health and fitness. Since none of us have sales backgrounds, it has been a

challenge to put this in our dialogues, but we are getting better and better at it.

I still take it very personally when we lose a client or a trainer. I put my heart and soul into everything I do here, so when people don't want to stay, it upsets me. Obviously with ten trainers and 170 clients there is always going to be turnover, so my challenge on a week to week basis is decreasing the chances of this happening by being the best that I can be, and of course trying not to take it so personally!

SPECIALISE

At Jump Start we always have a lot of pregnant clients, and we therefore make sure that we have all the latest training and health tips for this population. Once these ladies have their babies they then move into our 'Mums with Bubs' service. They are

always really happy with the way in which we have helped them through such an important time in their lives. We call these babies our Jump Start Juniors, and they wear gorgeous little beanies declaring it!

WHAT'S NEXT?

My aim is to get all my business systems working so well that I don't have to spend time on them – they should just run themselves. I also want to be able to provide the Jump Start trainers with a work/life balance that ensures they can make the money they deserve to live the life they deserve. On a personal note, I would love to take a few months out in 2010 to travel (starting with a fabulous marathon in the south of France that goes through 52 wineries), so I am going to have to get everything ship-shape in order to do this! ■

KEY FINDINGS FROM THE 2007 NEW ZEALAND FITNESS INDUSTRY SURVEY

Fitness New Zealand, the industry association for the health and fitness industry, conducts an annual survey of the New Zealand fitness industry. With over 400 exercise facilities and over 440,000 New Zealanders now members of these facilities, participation in fitness now rates as the most popular structured physical activity in New Zealand. Here are some key findings of the survey.

1. PARTICIPATION RATES

Overall, participation rates continued to climb; more than one in ten (10.7 per cent) of the New Zealand population have a membership to a health and fitness facility. With 441,000 members of fitness facilities nationwide, this now rates as New Zealand's most popular structured physical activity.

Note: The above figures do not include casual visits to facilities, which are estimated to add between 15 to 20 per cent to the above numbers.

Compared to the rest of the Asia Pacific region, New Zealand still rates number one, with Australia a close second (9 per cent in 2006). New Zealand now has the seventh highest participation rate in the world (the US tops the list at just over 15 per cent).

2. NZ REGISTER OF EXERCISE PROFESSIONALS

The number of individuals registered with the New Zealand Register of Exercise

Professionals (REPs) continues to rise. Just over two thirds (68 per cent) of all exercise professionals are registered with REPs, up from just over half (51 per cent) at the same time last year.

'Registering as an exercise professional and an exercise facility is still a relatively new idea in New Zealand, but now common practice overseas, so we are very pleased that the industry has embraced registration so well' says FitnessNZ CEO Richard Beddie. 'Within only four years, REPs has established itself as the industry benchmark for both exercise facilities and exercise professionals. Our advice to the public is clear – if your trainer or club isn't registered – find another one!'

3. RESISTANCE TRAINING MOST POPULAR

For the first time since the survey was conducted, strength training rated as the most popular activity that facilities provided, with almost all (99 per cent) of facilities offering strength/resistance training facilities.

The popularity of resistance training is partly due to the increased research showing the benefits of such activities. Resistance training is also now far more diverse than simply 'weight training', and includes programs designed for age groups such as the elderly to improve strength, balance and bone density.

4. KEY ISSUES FOR THE INDUSTRY

Like many business in New Zealand, finding and keeping good staff continues to be the

number one issue for the industry. Given that New Zealand's very tight labour market is likely to continue in the medium term, this issue is likely to remain. Wage rates grew just over 4 per cent during the year, slightly higher than the national average of all industries.

Other common concerns within the industry were a lack of government support for increasing physical activity levels, and a general misunderstanding of the key role that exercise can play in addressing many lifestyle related conditions.

5. SUNBEDS IN DECLINE

Consistent with the trend in the last five years, the number of facilities offering sunbeds has continued to decline. In 2007, just over half of all facilities offered sunbeds, down from around three quarters in 2000.

Tanning is one of the few services in decline, the other being aqua aerobics, with just under a quarter (22 per cent) of all facilities offering this, compared with 25 per cent last year.

6. PERSONAL TRAINING

A very large majority (94 per cent) of exercise facilities now offer personal training. This growth has been at a consistent rate of over 10 per cent every year for the last five years. More facilities now offer personal training than group exercise. There are also more than twice as many personal trainers as there are gym instructors in the New Zealand fitness industry.

For more information on this summary, visit www.fitnessnz.co.nz or e-mail Fitness New Zealand at fnz@fitnessnz.co.nz ■

ANNOUNCEMENTS

WORKOUT FOR YOUR BONES A SUCCESS!

Osteoporosis Australia has expressed its gratitude to all the Australian Fitness Network members who took part in 2007's Workout for Your Bones, Osteoporosis Australia's campaign to coincide with National Healthy Bones Week this August.

Members right across the country helped to spread the message that bones love exercise! The week was also about raising money for medical research into osteoporosis, a debilitating disease that results in brittle bones that break easily. We all need to maintain healthy bones throughout our adult years, and regular weight bearing exercise is one of the keys to building strong bones. This research is vital if we are to reduce the incidence of osteoporosis in the Australian community –



one in two Australian women over the age of sixty and one in three men will suffer at least one osteoporotic fracture.

Workout for Your Bones activities allowed fitness facilities to engage their clients with the issue of osteoporosis, and raise money for this worthy cause.

If you are one of the many who took part in Workout for Your Bones, thank

you, and don't forget to return the money raised this week. Reebok have generously supplied some great prizes for the top fundraisers, and Osteoporosis Australia will be announcing the winners as soon as all the funds are collected. Stay tuned!

For more details or to express your interest in future events, e-mail workout@osteoporosis.org.au ■

FOR SALE!

Do you have something to sell? A fitness business? Equipment? A studio? Or maybe you're looking to buy something fitness-related?

Whatever your fitness needs, be sure to check out the For Sale page on www.fitnessnetwork.com.au (under the Shop menu option). Remember, it's for members only, so you'll need to log in first! ■

10TH ANNUAL FITNESS NSW INDUSTRY AWARDS

Nominations for the 10th Annual Fitness NSW Industry Awards close in the next few days. If you believe that a fitness professional or fitness business you know is worthy of industry recognition, get your nomination in for New South Wales' prestigious industry awards by 10 September.

The 10th Annual Fitness NSW Industry Awards will recognise individual and business excellence in the NSW fitness industry. The categories are:

- Fitness NSW Fitness Professional of the Year
- Fitness NSW Personal Training Business of the Year
- Fitness NSW Small Business of the Year
- Fitness NSW Medium Business of the Year
- Fitness NSW Large Business of the Year
- Fitness NSW Best Community Health and Fitness Program

Winners and finalists have the unique opportunity to publicly promote their

strengths to the fitness industry as outstanding professionals and businesses supported by Fitness NSW.

A copy of the awards nomination form can be downloaded from www.fitness.org.au/lib/pdf/Award_Nomination_Form.pdf. Alternatively, call Fitness NSW on 8338 3000 for a copy. Nominations close 10 September 2007.

The Award Winners will be announced on Friday 5 October at a cocktail event at Doltone House in Pyrmont, Sydney. ■

Source: Fitness NSW

FITNESS FIRST TO SPONSOR AUSTRALIAN OLYMPIC TEAM



Fitness First Australia will sponsor the Australian Olympic team at both the Beijing and the London Olympic Games after signing an agreement with the Australian Olympic Committee. The deal allows Fitness First to have the exclusive rights to the Australian Olympic team recovery centre. Located 15 minutes from the Olympic Village, the recovery centre in Beijing will be supplied with the most advanced exercise machines and equipment by the health club chain.

Tony de Leede, Fitness First Australia's

managing director, said, 'Fitness First is proud to sponsor the Australian Olympic team who will compete for Australia at the world's most prestigious sporting event. Supporting the Olympic movement and our involvement in the games reinforces our commitment to the importance of exercise and health and to showcase our position as the world's largest health club operator. Fitness First will join forces with the AOC to manage and staff the Australian Team's Recovery Centre which is an integral part of post training and competition – it truly is an honour to be able to support the Australian athletes at this level'.

When it comes to the London Games in 2012, the group will be able to draw upon the resources of the UK Fitness First operation.

Craig Phillips, secretary general of the Australian Olympic Committee said, 'Athens was the first time that we provided dedicated recovery services to the Olympic Team. It was an outstanding success and played a significant role in our athletes' fantastic performances in the team sports in particular. The AOC is excited about our partnership with Fitness First and the prospect of delivering an even better quality Team Recovery Centre in 2008. There is no doubt that this initiative will give our athletes a much needed edge over their competitors. It will help them cope with the environmental challenges in Beijing'. ■

Source: IHRSA

BOOK REVIEW

Book title: Yoga Anatomy

Written by: Leslie Kaminoff

Reviewed by: Peter Lawler

RRP: \$34.95. Network members: \$31.90 (if purchased online at <http://www.fitnessnetworkcentre.com/PRODUCTS/SHOWPRODUCT.CFM?ISBN=9780736062787>)

This is the third title to be reviewed in Human Kinetics 'Anatomy' series, the previous titles being *Bodybuilding Anatomy* by Nick Evans and *Stretching Anatomy* by Nelson and Kokkonen. There are blatant editorial strictures apparent in this mini series that results in all of the titles being very consistent, benign and Labrador-friendly! Leslie Kaminoff's book is alluring – gloss paper, soft-hued pastel drawings, austere dialogue, all formatted as one exercise per double page to make it easily digestible making it a very marketable product!

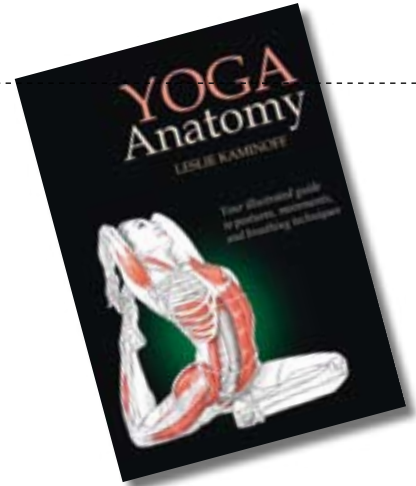
Acceptance of yoga has come a long way since the Dark Ages, having gained widespread respect and trust in the sporting world, much like Pilates. Once upon a time, a yoga-devotee had to possess the flexibility of a wilting liquorice strap in high summer, capable of meditating through a cyclone, muttering Sanskrit whilst drifting in the astral domain. But no more!

The introduction portrays the essentials of yoga. The first is breathing, which is discussed at great length and reveals itself

to be a complicated action, best not to think about it late at night or you won't get any sleep. This is followed by a great chapter about the spine described as, 'The full glory of nature's ingenuity... from an engineering perspective, it's clear that humans have the smallest base of support, the highest centre of gravity and the heaviest brain (proportional to body weight) of all the mammals... the spine exhibits an extraordinary resolution between the contradictory requirements of rigidity and plasticity... if you were to remove all the muscles attached to the spine it would not collapse, why?... intrinsic equilibrium.' (pages 18-19). Fascinating stuff.

Kaminoff proceeds to identify the types of spinal movement – flexion, extension, axial rotation and lateral bending. Where yoga is different is the integration of movement and conscious breathing. The relationship between the spine and breathing is known as 'mahamudra.' Thank you.

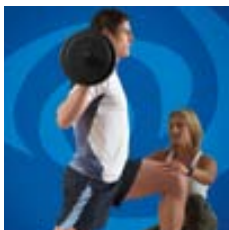
The exercises, or asanas, appear in Chapter 3. The author decided to view some of them from a fresh perspective – namely from beneath. The models performed on a large sheet of plexiglass with the photographer on the floor below them. The photos were then sketched and coloured, resulting in some unique images. The book also conveniently explains how to pronounce the Sanskrit names of each exercise, which goes some way to helping us overcome the embarrassment of ignorance!



To assist the reader's passage through the exercises, the author applies a rigid format: classification and level of exercise, key structures, joint actions, working, lengthening, obstacles, balance issues advisory notes and breathing. Exercises are classified by their starting position, of which there are five: standing, sitting, kneeling, supine and prone. This book is genuinely helpful to athletes and inquisitive coaches looking for some great stretches from the Mysterious East. Although most of the exercises detailed are possible to perform, there are a few here that will kill you quietly. I advise you strongly to steer well clear of the lethal 'Kurmasana' family – the turtle poses. It makes you wonder how turtles live so long.

Thankfully there are heaps of exercises – sorry asanas – that coaches and athletes will find effective, challenging and therapeutic.

STRONGLY RECOMMENDED – A GOOD BOOK. ■



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