

PT NEWS AND LATEST RESEARCH

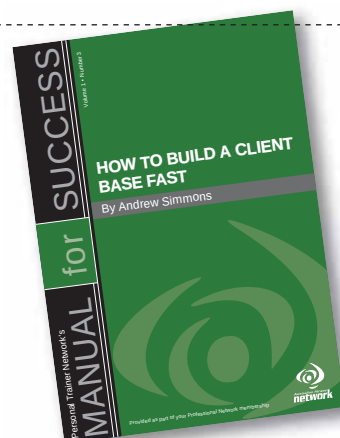
YOUR NEW PT MANUAL FOR SUCCESS IS AVAILABLE TO DOWNLOAD NOW!

The newest PT Manual for Success is now available for download from www.fitnessnetwork.com.au

A specialty publication specifically produced to help personal trainers further their business achievements, the latest Manual is written by personal training guru and entrepreneur, Andrew Simmons, and

provides a fantastic, solid grounding in 'How to build a client base fast'.

Delivered as part of your Professional Membership in a convenient (and environmentally-kind) PDF format, this Manual is now available for downloading directly from www.fitnessnetwork.com.au – just log in (using your surname and 6-digit membership number) and select PT Manual for Success from the Publications drop-down menu on the homepage. By learning from the industry's best, you can join them at the top. ■



SHORT SHARP EXERCISE EFFECTIVE

Research carried out at the University of Glamorgan in Wales has suggested that multiple short bouts of physical activity could provide as much benefit to health as more endurance-based activities such as cycling or running.

Study co-author Professor Julien Baker said; 'Six 30-second sprints three times a week can have the same health and weight-loss benefits as jogging or cycling for up to 45 minutes several times a week'.

As Baker observed, the appeal of a super-quick exercise regime is understandable, and would obviously hold great appeal for those who are short of time, or just plain exercise-averse. He also suggested that the system may be well suited for the ever growing numbers of overweight adolescents, saying 'For children who are overweight or obese, it may be better to put them on an intermittent program of high-intensity exercise for a short period'.

He concluded 'This type of activity may also be used as a defence for cardiovascular disease, and research carried out in the laboratory has shown significant reductions in post-exercise blood pressure. These findings indicate that intermittent exercise may provide similar benefits as prolonged moderate exercise in the treatment for hypertension'. ■

Source: HealthDay News



HOW SHOULD PTS FACE THE TOUGH TIMES?

When presenting, I often get asked 'what is the biggest issue facing personal trainers?'

It has always worried me that the growth of personal training since the early 1990s has occurred during a time of unprecedented economic growth and a rise in the disposable income of middle class Australia. Things were going well and the demographic which is the biggest user of trainers had money to spend on an emerging service that improved their health and lifestyle. The flipside of this, obviously, is what happens when the growth inevitably slows down or turns around. And this is what

we are about to find out.

In many instances, personal training sessions are treated as a luxury spend from after-tax disposable income that comes on top of other health expenses, including dental, optical, health funds and gym memberships. And what's more, it is often the biggest weekly health expense at around \$40 plus per week. When cash gets short, or is perceived as getting short, the PT is often the first thing to get cut as people get tighter with their spending habits.

How can we avoid this? In the clients' eyes you need to reinforce that money spent



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on training is an investment rather than an expense. We must turn it from a 'nice to have' to an essential. Emphasise the medical, health and intangible benefits clients get from their training sessions.

What do we need to focus on to do this?

RETENTION

It is by far cheaper to retain and service the same client base than have to attract and convert new people across to training in this environment. Both would be nice though!

SERVICE

The old cliché about over-delivering has never been truer than now. Do you do client satisfaction surveys? We do this twice annually within the studio as part of the client's mid-year and end-of-year review. This tells us twice per year what we need to improve on in our service.

When did you last re-assess every client? Have you even done it since they commenced training with you? This is a great opportunity to show them the benefits of training with some facts and figures. Focus on more than just weight – go over all their major health indicators with them as well as strength and flexibility. Keep records of everything you can measure and keep them up-to-date.

RETEST AND REVIEW

My clients get a 20-minute review every 12 weeks to keep a check on their progress. For some clients we have collected information

in 25 or more checks over a period of 5 or more years. This is a great motivator and excellent retention tool. We also do a full review annually.

When was the last time you had a goal-setting review with your clients? The end of the year is a great time to do this. Show them the value of having you as their coach and trainer.

PRICING

Perhaps it is best to hold off on any price rises for 6 months. This takes away the question in the clients eyes of considering whether they are able to afford training. In these times of a slow economy people think and make decisions based upon sentiments and feelings rather than making rational decisions based on their actual financial situation.

KEEP THE ROUTINE

This summer may not be the best time to take a 4-week break. People love routine. A big break gives them the chance to reconsider training that an uninterrupted weekly routine does not. People tend to get 'rusted' on to routines and see them as part of their everyday life. I am taking a smaller break this summer for that reason and getting clients back to training as soon as possible after 4 January, whereas normally I would break until around the third week of January. And if you do take an extended break, avoid the likelihood of clients falling out of the habit by getting a PT colleague

or associate to cover your sessions, thus ensuring the routine remains unbroken.

Other points to consider:

- Health funds – can they claim training? If so, have they? Remind them they can often get some money back from funds for shoes, memberships or even training if you are registered with their fund.
- Buddy training – maybe they can double up with a friend to share the cost.
- Programming – if they need to stop sessions, convert them over to a 'program only' client and do a new program for them every 4-6 weeks. Keep the connection and link to them in any way you can.
- Small group – offer a small group option for about \$10-\$20 per person. This would allow cash-conscious clients to do two sessions per week for less cost than one PT session – and again, it keeps you training them. Always think about options to keep them on as active clients. ■

Andrew Verdon, Dip. Ex Sci
Andrew owns a successful personal training studio in Sydney. He combines a business background with over a decade of hands-on experience in the fitness industry. He also held the position of strength and conditioning coordinator for the 2004 and 2008 Australian Olympic sailing teams. For more information, call 02 9908 2499 or visit www.beyondstudio.com.au

NUTRITION NEWS

SNACKING AFTER SWEATING COULD HINDER FITNESS GOALS

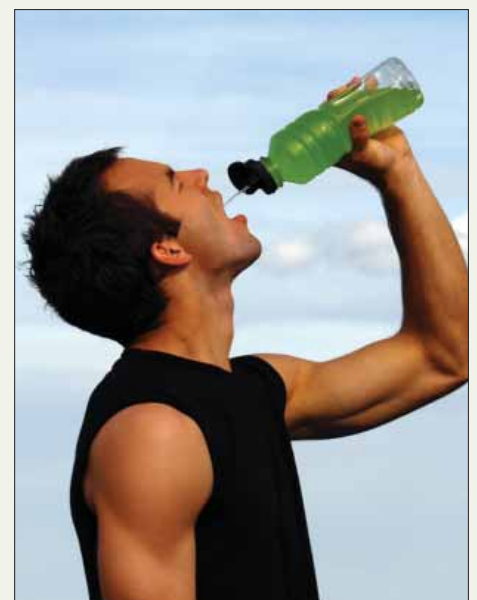
Recent research has shown that following a hard workout with the consumption of replenishing calories could negate the benefits of the exercise.

Although refuelling with high energy bars or 'sports' drinks is recommended for high performance athletes, lead study researcher, Barry Braun, director of the Energy Metabolism Laboratory at the University of Massachusetts, said the opposite was true for everyday gym goers who are looking to achieve weight loss or generally improved health.

Co-author of a paper published in the *Journal of Applied Physiology* and two papers appearing in the *Journal of Applied Physiology, Nutrition and Metabolism* that

detail the findings, Braun stated; 'If people are going to go out and exercise to benefit their health, they should not be eating back the calories immediately upon finishing, or within a couple of hours of finishing. In order to maintain the benefits, you need to be in this calorie deficit. Athletes are always advised to do exactly the opposite. That's great for athletes, but for the other 99.9 percent of the world, that's probably the wrong thing'.

In the study ten overweight young women and men walked on a treadmill for one hour daily, burning approximately 500 calories each time. One half of the group was given a high-calorie carbohydrate drink immediately post-workout, and the other half of the group went without refuelling.



NUTRITION NEWS

The researchers reported that the non-refuelling group exhibited increased insulin efficiency of up to 40 per cent, but that this significant benefit was entirely absent in the high-carb consuming group.

The results prompted the researchers to conduct a second study into the effects of different types of calorie. In the subsequent study, participants cycled for 75 minutes. Directly following the physical activity, one half of the group consumed a meal high in

carbohydrates, and the other half of the group had a low-carb meal which contained the same amount of calories. The results showed that the participants who consumed the low-carb meal displayed an increased ability for insulin to clear sugar from the blood; 'It seems as though giving people back carbohydrates blunts or diminishes this exercise benefit' Braun said.

In a third study, researchers focused on the timing of nutrient intake, with participants being given identical meals

prior, immediately after or three hours after 75 minutes of cycling. In this case, the effectiveness of insulin was recorded as being the same, regardless of the time of consumption. 'That really didn't make a whole lot of difference, which surprised us. What did seem to matter was whether you ate back calories, and whether those calories were mostly carbohydrates' Braun noted. ■

Source: *HealthDay News*

MED-STYLE DIET PLUS NUTS HELPS HEART

A recent Spanish study has shown that a Mediterranean-style diet enriched with nuts could assist in the management of metabolic syndrome (a group of health problems including abdominal obesity, high cholesterol, high blood pressure and high glucose levels), which is a risk factor for cardiovascular disease).

The latest study built on existing research which has pointed to the positives of the Mediterranean diet in relation to lowering the risk of metabolic syndrome. In the latest study, 1,224 people between the ages of 55 and 80 and at high risk for cardiovascular disease, were randomly divided into three groups – two of which were Mediterranean diet-based, and the other of which was a control group. The first Mediterranean diet group received one litre of virgin olive oil each week, while the other group received 30 grams of mixed nuts daily. Both groups received quarterly education about the

Mediterranean diet, while the control group received advice on a low-fat diet.

At the outset of the study, 61.4 per cent of participant fulfilled the criteria for metabolic syndrome. A year later, at the conclusion of the study, the control group displayed a 2 per cent reduction in prevalence of metabolic syndrome, whereas the olive oil group exhibited a 6.7 per cent reduction and the mixed nut group a 13.7 per cent reduction.

Although there were no significant weight changes during the study period, the number of participants with large waist circumference, high triglycerides or high blood pressure decreased significantly in the Mediterranean diet/mixed nuts groups when compared with the control group participants. The researchers said that these results suggested that the Mediterranean diet with mixed nuts improves features of metabolic syndrome such as oxygen-related cell damage, chronic inflammation and insulin resistance.



Lead study author Dr Jordi Salas-Salvado, of the University of Rovira i Virgili, concluded; 'Traditionally, dietary patterns recommended for health have been low-fat, high-carbohydrate diets, which generally are not palatable. The results of the present study show that a non-energy-restricted traditional Mediterranean diet enriched with nuts, which is high in fat, high in unsaturated fat and palatable, is a useful tool in managing the metabolic syndrome'. ■

Source: *Archives of Internal Medicine*

CLUB CORNER

THE NEW CLUB NETWORK MANUAL FOR SUCCESS IS AVAILABLE TO DOWNLOAD NOW!

The new *Club Network's Manual for Success* is now available for download from www.fitnessnetwork.com.au

An invaluable quarterly publication produced specifically to help fitness facility owners and managers make the most of their businesses, the latest Manual is written by international fitness educator and employment specialist, Donna Hutchinson, and gives the lowdown on the all-important subject of 'How to attract, hire and integrate the 'right' people to your team'.

Delivered as part of your Club Network membership in a convenient (and environmentally-kind) PDF format, the Manuals are written by experts in their fields, and comprehensively address issues of major significance to fitness clubs. Past topics covered include member retention, branding and risk management, to name just a few. All Manuals are available for downloading directly from www.fitnessnetwork.com.au – just log in (using your surname and 6-digit membership number) and select *Club Network's Manual for Success* from the Publications drop-down menu on the homepage. By using Network's library of specialist information, you can gain the skills to give your club the professional edge. ■



ANNOUNCEMENTS

FITNESS EXPO SCOOPS AWARDS AND MAJOR SPONSOR

The Australian Fitness Expo is fighting fit after winning two prestigious awards at the recent Exhibition and Event Association of Australia (EAAA) Awards for Excellence.

The awards recognise outstanding achievement within the Australasian exhibition and events industry and showcase members' innovation, performance and success throughout the year.

Australia's largest and most successful health and fitness expo, the Australian Fitness Expo, took home two awards including Best Trade Show over 10,000 square metres and Best Australian Show.

'To receive recognition from the industry as not only the best trade, but also the best Australian show is a real thrill and demonstrates the commitment of our team to continually provide a relevant and cutting edge exhibition' said Ashley Robertson, exhibition manager of the Australian Fitness Expo.

The Expo is the industry's largest, and covers everything from fitness and training equipment to spa, yoga and everything in between. The expo attracts more than 17,000 trade and consumer visitors and

connects attendees with manufacturers, suppliers and retailers in the health and fitness industry.

'Winning these two awards reflects our position as the pinnacle event for the fitness industry and our understanding of the exhibitions marketplace. We are committed to the success of our exhibitors and the enjoyment of our visitors – winning these awards is testament to this' Robertson said.

Meanwhile, still flush from its success at the awards ceremony, the Australian Fitness Expo announced the signing of industry online gateway, GymLink Australia, as the major sponsor for its 2009 exhibition at Darling Harbour.

'As the leading fitness industry expo, it makes perfect sense for us to team up with GymLink who are the country's leading health and fitness industry website portal' said Robertson.

With the common focus of connecting people to all areas within the health and fitness industry, the two entities are a match made in fitness heaven and the sponsorship deal will provide an opportunity for the amalgamation of industry knowledge, insight and opportunity in one central location.



'It's a natural progression for GymLink Australia to take on the role as major sponsor for the 2009 Australian Fitness Expo and provides the perfect platform for us to launch the 2009-2010 Fitness Suppliers Directory and communicate with our target audiences' said Craig Mac, managing director of GymLink Australia.

'We are thrilled to welcome GymLink on board as the major sponsor and look forward to working closely with the team to maximise resources and ensure a relevant and focused industry event for both visitors and exhibitors' Robertson said.

GymLink, now in its fifth year, continues to grow in all areas of operation; 'Our confidence for future growth in the Australian fitness industry remains extremely high and, as the major sponsor of the 2009 Australian Fitness Expo, we look forward to welcoming visitors to the exhibition floor' Mac said. ■

Source: PINQUE PR

AUSTRALIA TAKES THE LEAD IN THE GLOBAL WOMEN'S SPORT MOVEMENT

The International Working Group on Women and Sport (IWG) has announced the 5th IWG World Conference on Women and Sport which will be held from 20 to 23 May 2010, at Sydney Convention and Exhibition Centre as well as in Sydney Olympic Park. Her Excellency Ms Quentin Bryce AC, Governor-General of the Commonwealth of Australia will act as Patron in Chief of the event.

'The IWG offers women a platform on which to display their vigour and tenacity; their leadership and creativity; and their boundless sense of fun' said Ms Bryce; 'It was not so long ago that women were excluded from many sports; indeed today they still lag inexcusably behind men in sponsorship, media coverage and opportunities for professional play. Nevertheless, societies around the globe are changing and government and non-government organisations support and promote their participation'.

The International Working Group on Women and Sport was established in 1994 at the 1st World Conference on Women

and Sport held in Brighton in the UK. The group is an independent coordinating body consisting of representatives of key government and non-government organisations. It aims to be a catalyst for the advancement and empowerment of women and sport globally.

It will be the first time the IWG World Conference has been held in Australia or the Oceania Region. 'IWG Conferences are landmark events that raise the profile of women and sport issues and highlight the host community's contribution to success in this area' said Johanna Adriaanse, Chair of the IWG and senior lecturer at the University of Technology, Sydney; 'There is no doubt that this conference will be the most significant women's sport event in the history of our country'.

An expected audience of over 700 delegates will feature top decision makers of the women's sport movement, members of the United Nations, the International Olympic Committee, National Olympic Committees, national and international sport federations as well as leading government representatives, academics, athletes and coaches.



The conference aims to foster promotion of opportunities for girls and women in sport and physical activity throughout the world. 'It is important to encourage women's participation and achievement in sport; providing a safe space in which women play, think, change and reach their full potential' said Ms Bryce.

'I am delighted with the support of Her Excellency, Quentin Bryce' Ms Adriaanse said; 'Together with our other patron, Justice Michael Kirby of the High Court of Australia they strongly reflect the values of the women's sport movement. The World Conference aims to leave a powerful legacy in terms of gender equality and human rights'. ■

Source: International Working Group on Women and Sport

ANNOUNCEMENTS

CAN TOO FITNESS PROGRAM LAUNCHES IN MELBOURNE

After raising \$2.5 million for cancer research while training 1,500 Sydneysiders to running and swimming glory, Can Too, an Australian non-profit program that matches fitness incentives with a good cause, is set to launch in Melbourne, with the first training program kicking off in March 2009 to prepare Melbournians for the 10km and half marathon events in Run Melbourne 2009.

Founded by former social worker and running enthusiast Annie Crawford in 2005, Can Too provides novices and experienced athletes alike with professional coaching as part of a team to run or swim in various endurance events, including Half Marathon, Marathon and 9km runs; as well as 1km and 2km ocean swims. In return, participants raise sponsorship dollars that go towards funding cancer research through Cure Cancer Australia. Thanks to Can Too's principal supporter, the Macquarie Group Foundation, money raised by Can Too participants goes directly to Cure Cancer Australia, which funds Australian scientists working in all areas of cancer research.

A Melbourne launch has been on the cards since Can Too's inception in 2005, according to Crawford, an accredited running coach who founded the non-profit program after losing her own father to bowel cancer; 'We really wanted to get the recipe for success right before expanding the program to new locations. As Can Too has grown in Sydney, so too have the number of enquiries from Melbourne, so we're thrilled to finally be able to bring Can Too to our southern counterparts! Clearly Melbourne is a great city of runners and we are really



excited to join them and hopefully use the Can Too program to develop some new running devotees as well!

Can Too Melbourne's initial running program kicks off with Run Melbourne training out of Albert Park, followed by a program for the Melbourne Marathon. 'Our aim is to introduce a high-quality program in Melbourne, and allow it to grow organically' said Crawford, 'We would love to add a swimming program as well if there is a demand for it'.

Can Too's Training for Run Melbourne (June 2009) kicks off in March 2009 and training for the Melbourne Marathon's three distances kicks off in May for the 42km Marathon program, July for the 21km Half Marathon program and August for the 10km program. In each program, participants are given twice-weekly professional group training sessions, including a Wednesday night track session and a Saturday morning road running session.

Programs are specifically tailored to prepare participants for their particular race distance and aside from providing coaching in a supportive team environment, include guest talks from physiotherapists, nutritionists, cancer patients and researchers, as well as training guidelines and fundraising support. In return, participants must raise a minimum amount of fundraising dollars for Cure Cancer Australia, although according to Crawford, they usually raise more; 'One

of the most rewarding elements is seeing people surprise themselves with their own ability, both physically and on the fundraising side. It's not just experienced athletes who join Can Too – we get many participants who have never run in their lives and go on to reach their own personal running goals, while raising thousands of dollars for cancer research in the process' she said.

Cure Cancer Australia's Executive Director Lyn Stroud says the foundation is overwhelmed by the staggering amount of money raised to date by committed Can Too participants and supporters.

'What began in Sydney in 2005 with one training location and only a handful of runners has, to date, enabled 30 bright young Australian researchers to get their ideas off the ground and headed towards breakthroughs in cancer research' said Stroud, who herself has completed 10 Can Too training programs; 'By launching in Melbourne, Can Too is providing a whole new group of people with the opportunity and inspiration to get off the couch and reach their own personal fitness goals whilst taking another step towards helping to find a cure for cancer'.

To sign yourself or one of your clients or participants up to one of Can Too's upcoming Melbourne running programs, or for information on becoming a trainer with Can Too, visit www.cantoo.org.au ■

Source: Dani Lombard Public Relations

BOOK REVIEW

Book title: Essential Ultimate

Authors: Michael Baccarini and Tiina Booth

Reviewed by: Peter Lawler

Details: Paperback, 175 pages, published by Human Kinetics 2008

RRP: \$29.95 (Network members: \$27.50 if purchased online at <http://www.fitnessnetworkcentre.com/products/showproduct.cfm?isbn=0736050930>)

Decades ago, in the last millennium when I lived in Tamworth, a VW Kombi parked at Viaduct Park where I was training. The side door slid open and out poured multiple burly men, seemingly hundreds of them (it was a big Kombi...) I assumed they were about to embark on a kamikazi game of football, but no, the burly boys were there to throw a Frisbee! What a waste of sweat I uttered to myself (there was no one else to talk to), an infantile Frisbee for infantile minds. Wrong! Wrong! Wrong!

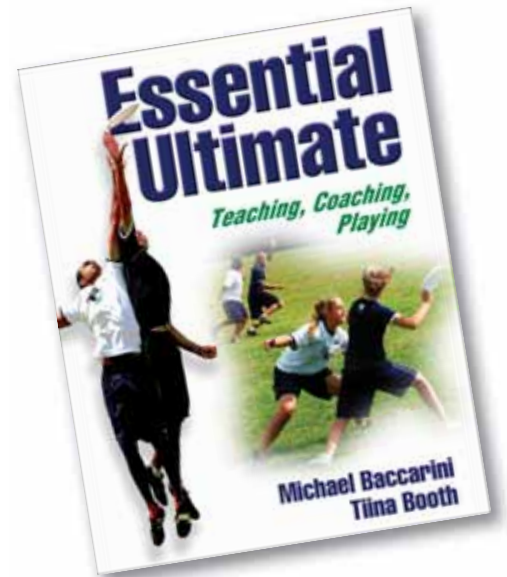
Here I am in the new millennium (which is showing signs of wear and tear already), writing a review for the Ultimate sport, as Frisbee Throwing is now titled. World Championships are held every two years and forty nations contest them. It seems the sport originated in the late 1960's in Massachusetts. A player's association was formed in 1979 – the UPA (Ultimate Players Association) and the global association is the WFDF (World Flying Disc Federation). The game is played by two teams of seven

on a rectangular field 40 yards wide and 120 yards long (the USA will go metric one day) including the end zones of 25 yards each. A score is attained by catching the Frisbee in the end zone. A team has seven members. So, now I know!

This is the era of 'going out and having fun' (unquote). Most athletes hate warming up – it's boring, 'I hate jogging' (some barely move during their mandatory two laps). Most just love to squat there doing static stretching and chatting to friends while ignoring enemies. These are generalisations, I know, but there is some semblance of truth in the assertions. However, if a footy appears during warm-up, well – then you see some elevation of energy and enthusiasm. Now the footy is under threat, enter the Frisbee!

I am blissfully ignorant about this sport but I am enthusiastic about this book by Michael and Tiina (with two 'i's)! Part I presents the principles of throwing and reads like a tennis manual – forehands, backhands, switch grips, throwing in the wind (with Bob Dylan?!). This is followed by principles of catching, offensive skills teamwork with manoeuvres resembling a basketball whiteboard. This game has tactics? It seems so! Naturally, if there is the OFF fence there has to be the DEE fence – the art of blocking. It's all here folks!

Finally, Part II emerges at Page 126. Here you will confront Ultimate fitness. Multi pages heavily endowed with photographs



demonstrate specific fitness requirements for this growing sport with lunges and multi-directional movements prominent. The beauty of the exercises selected is that none require equipment – all are possible and permissible in the rollin' meadows and virgin fields of your neighbourhood.

For coaches looking for a non-footy, let's have fun warm-up, 'Essential Ultimate' is a suitable, challenging alternative. There is ample evidence of athleticism in this book that should create a modicum of interest in this sport for interesting coaches. Try Ultimate for a change. ■

RECOMMENDED – IT'S DIFFERENT and REFRESHING.

