

ANNOUNCEMENTS

CAPITALISE ON NETWORK'S BUSINESS PARTNERSHIPS!

As a member of Network you are in the best position to benefit from our carefully cultivated business partnerships with some of our industry's leading companies. Ideally placed to help you get ahead in your fitness business, these guys know their stuff and are ready to share it with you (and, most often, at a discounted price!)

LJ HOOKER BUSINESS BROKING



Australian Fitness Network has formed a partnership with LJ Hooker Business Broking to assist members with the purchase and sale of gyms, studios and related fitness facilities. And, as a preferred partner, Network has negotiated discounted rates for our members with LJ Hooker, who are one of the largest property and business brokers with hundreds of offices throughout Australia.

In addition to core business sales and acquisition knowledge, LJ Hooker Business Broking offers vendors a comprehensive and targeted marketing program and associated sales services that are designed to maximise the potential and interest in your business. If you have a facility or fitness business for sale, speak with LJ Hooker Business Broking to learn more about how they can help you sell your business or expand through acquisition. Please contact Kenneth de Clive-Lowe on 02 9552 1111 or e-mail kdeclivelowe@ljhbb.com.au

PUNCH



Coming soon EXCLUSIVE to Network members – Punchfit's Mega web site.

Under construction now and opening in October/November 2008, www.punchfit.com.au will service all your boxing/kickboxing and group exercise boxing course needs Australia/NZ wide. Covering everything from relevant CEC accreditation to wholesale supplies delivered to your gym door, access to the new site will only be possible using a special code that will be made available to Network members.

Network members will receive exclusive discounts on;

- EQUIPMENT – via our new Punchfit Instructor Supply web shop, which allows special Network discounted wholesale purchases on high quality pre-tested, standard and AAA rated Punch Equipment.
- DVDs AND BOOKS – including home education packages for

our Punchfit Volume 1 DVD and boxing combination manual, at industry only prices.

- COURSES – including a Network corporate rate for boxing and kickboxing accreditations that will be the cheapest price offered by Punchfit in the country.
- BUSINESS MEMBERSHIPS – by popular demand Punchfit will be offering special business memberships offering discounts to Network members if they join within 30 days of completing any of Punchfits accreditation courses.
- ACCESS TO PUNCH FACTORY OUTLET – territory licenses (conditions apply)
- PLUS MUCH MORE

For more information, please call 13 000 LEARN for courses and business memberships and 13 000 PUNCH for equipment and PUNCH FACTORY OUTLET enquires.

ACTIVEUNLIMITED



By signing up, for FREE, to www.activeunlimited.com, Network's personal trainer members have the opportunity to attract new clients,

deliver more sessions and receive ongoing marketing support while working where and when they want.

Providing a placement service to personal trainers, ActiveUnlimited can match your skills to the needs of prospective personal training clients in your area.

Register on www.activeunlimited.com (again, it's FREE!) with details of your qualifications, location and availability and you will be matched with clients in your area. All your sessions will be booked

online in your ActiveUnlimited scheduler, and you can keep up to date with your bookings via SMS or the website on your PDA. The online system also means that clients can confirm when sessions are completed so you are paid for all the work you do – directly into your bank account every fortnight.

ActiveUnlimited has a national marketing and PR campaign, but in addition you will have your own personalised marketing materials. The company will provide business cards and personalised posters to help you promote yourself. There's also a referral program, so any client that comes to the company through you will earn you additional dollars.

For further information contact Karen on 0410 743 151 or karen@activeunlimited.com, or register at www.activeunlimited.com ■

ANNOUNCEMENTS

SPACE OFFERS NETWORK MEMBERS THE CHANCE TO WIN ONE OF 10 SIX-MONTH SUPPLIES OF SPACE ACTIVE SERIES MULTIVITAMINS!

Space Vitamins has launched Australia's first 'super-premium' multivitamin, Space Mens and Womens Active Series. Much more than just another nutritional product, the Space Active Series has been developed specifically to promote optimum health and peak performance in healthy, active individuals who want to look good, feel great and get more out of every day. And fitness professionals can purchase the Space Active Series at low wholesale cost pricing, to sell on to their clients and add an additional revenue stream.

Space's unique combination of high grade vitamins and minerals is designed to promote optimum health and wellbeing to maximise energy levels, vitality and mental alertness be it for work, exercise or play. Based on eight years of scientific research, Space Active Series includes: magnesium to support optimal muscle tissue, nerve and cellular function; B-group vitamins to assist energy release; vitamins A, C, E and selenium to help protect the body against harmful free radicals that may be generated during exercise; and Siberian ginseng that has been

shown to assist mental alertness and athletic performance. Space is easily digestible and is caffeine, gluten, lactose and preservative free.

For your chance to win, simply e-mail info@space-active.com explaining in 25 words or less why you would like to win a six-month supply of Mens or Womens Space Active Series. Entries close Friday 8 August.

All fitness professionals who register and place an order with Space online (at low wholesale cost pricing) during the month

of August will also receive a limited edition Space sports bag. Be one of the first 100 to register and order at www.space-active.com/fitnesspro and receive a free personal nutritional training session where you can have all your questions on multivitamins answered. Space Active Series is also available at leading pharmacies and stockists nationally including all Terry White Chemists.

Get all the info on Australia's first super premium multivitamin at www.space-active.com ■

ON YOUR BIKE! AROUND THE BAY IN A DAY 2008

With the buzz of Cadel Evans' podium finish at the Tour de France still resounding, what better time for you and your participants or clients to don your helmets and set yourself a cycling fitness challenge?

Australia's premier cycling event, Around the Bay in a Day, will take place from 6am onwards on Sunday 19 October around Port Phillip Bay, starting at Alexandra Gardens in Melbourne.

Now in it's 16th year, the event offers 5 distances; 250km; 210km; 100km; 50km and the brand new 80km School Challenge.

Around the Bay in a Day caters to all fitness levels, with the 50km distance perfect for recreational and occasional cyclists who want a challenge without months of training. Entries for the 50km distance close Friday 10 October. Entries for all other distances close Friday 3 October.

This year, So You Think You Can Dance Australia grand finalist, Demi Sorono and



two-time World Triathlon Champion, Emma Carney, will join up to 15,000 other riders in the event, and will be taking on the Around the Bay in a Day sponsorship challenge as well the physical challenge. To show your support, you can sponsor Demi or Emma online at www.thesmithfamily.com.au/atbsponsoronline and help them raise funds for The Smith Family's Learning for



Life program. The Smith Family is aiming to raise \$600,000 through rider sponsorships to provide education support for 1,600 disadvantaged Aussie kids.

For more information, event registration and enquiries, visit www.aroundthebay.com.au or call toll free on 1800 616 600. For fundraising enquiries call Belinda Griffiths on 03 9473 4308 or 0407 688 675. ■

ANNOUNCEMENTS

THE FUTURE OF NETWORK ONLINE HAS ARRIVED

Log onto www.fitnessnetwork.com.au and you're in for a welcome change. Network's architects and builders have been in, demolished the old website and rebuilt a new, sleeker, infinitely more user-friendly one. The new site has been a work in progress for several months now, and we've been itching to show you, so you can imagine how pleased we are to finally unveil it. We could tell you about how cool and clear the design looks, and how much simpler it is to navigate and access information and resources, but you'll find

that out for yourself in a minute when you click on www.fitnessnetwork.com.au

But there is one particular thing that I'd like to tell you about – our new Virtual Publications feature. You've been able to download articles from our previous sites for some time now, but this fantastic new feature allows you to virtually thumb through our publications online just as you can with the printed copies – great for when you've misplaced your latest issue of *Network* magazine. The most recent issue is up there for browsing now, and we're working to get the back catalogue up there in this format in the near future.



But don't take my word for how cool this is – check it out for yourself by selecting the 'Publications' tab on the homepage of www.fitnessnetwork.com.au – bookmark it to your 'Favourites' menu today. ■

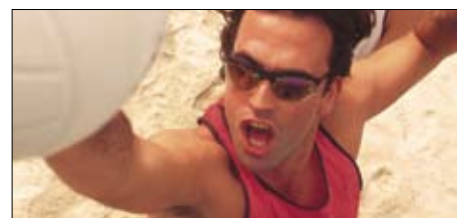
ENTRIES OPEN FOR NSW SPORTS SAFETY AWARDS

NSW Sporting Injuries Committee Chair, Jon Blackwell, has announced the opening of nominations for the eleventh annual NSW Sports Safety Awards. 'The 2008 awards will celebrate 11 years of safety in sport and recognise outstanding achievement in the prevention of sports related injuries' said Blackwell; 'I encourage all schools, sporting clubs and organisations as well as sports injury researchers to nominate their safe sport initiatives for these prestigious awards'.

Gold, silver and bronze awards and sports equipment gift vouchers up to the value of \$3,000 are issued at a state, club and school level across the three categories of education and promotion; safe sport practices; and applied research.

'State sporting organisations, schools, universities and regional clubs were among the winners of the 2007 awards which received the largest number of entries since they began in 1998. There are many different ways to implement or adopt safe sport practices and often simple initiatives can make a significant difference in creating a safe sporting environment' Blackwell said, adding 'The FE Johnson Memorial Fellowship prize worth \$20,000 is also on offer for outstanding achievement by an established NSW researcher in the field of sports medicine. The David Garlick Memorial Scholarship worth \$10,000 will be awarded for the best new talent in applied sports medicine research'.

The NSW Sports Safety Awards are an annual event run by the NSW Sporting



Injuries Committee, a non-profit statutory organisation, which provides sports insurance and promotes injury prevention and safe sport practices within the community.

The 2008 awards presentation ceremony will be held on Friday 14 November at ANZ Stadium, Homebush. Award nominations close on Monday 8 September 2008. Nominations forms are available from the website at www.sportinginjuries.nsw.gov.au or by calling 02 4321 5392. ■

PT NEWS AND LATEST RESEARCH

CUSTOMISED INSOLES RELIEVE PAIN IN THE FOOT

A recent review has shown that customised insoles known as foot orthoses can help to alleviate arthritic and other foot pain.

The Cochrane Systematic Review found that orthoses were beneficial for those suffering from a variety of conditions including highly arched feet and overly prominent big toe joints, although the degree of their effectiveness would need to be gauged through further research.

Affecting an estimated one in four people, and particularly older people, foot pain is a widespread complaint, the effects of which can range from physically disabling individuals, to impairing mood

and the ability to look after oneself. In most cases, those suffering foot pain will receive a mixture of treatments, including customised orthoses, which are individually tailored by being molded to a cast of the patient's foot.

Focusing on the findings of 11 trials involving over 1,300 people, the Cochrane researchers discovered that foot orthoses had the ability to decrease pain within three months in adults with rheumatoid arthritis and in children with and early onset juvenile form of the disease. Benefits were also evident in those with prominent big toe joints.

Lead researcher Fiona Hawke, of the Central Coast campus of the University of Newcastle, NSW, said, 'Custom foot

orthoses can be an effective treatment for a variety of conditions, but there are still many causes of foot pain for which the benefit of this treatment is unclear. There is also a lack of data on the long term effects of treating with orthoses'. ■

Source: *The Cochrane Library*



PT NEWS AND LATEST RESEARCH

CAN TOO TRAINS AUSSIES TO GLORY WHILE RAISING \$1.6 MILLION FOR CANCER RESEARCH

Can Too, an Australian non-profit program that matches fitness incentives with a good cause, recently kicked off its 2008 training season for the Blackmore's Running Festival, set to take place on 21 September, 2008. Having raised \$1.6 million for Cure Cancer Australia since its inception in 2005, while training more than 1,000 Australian men and women to participate in endurance running and swimming events, Can Too aims to have raised \$2.5 million for cancer research by the end of 2008.

Can Too allows novices and experienced athletes alike to receive free professional coaching as part of a team to run or swim in various events – including Half-Marathon, Marathon and 9km runs; as well as 1km and 2.7km 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, every single dollar raised by Can Too participants goes directly to Cure Cancer Australia, which funds Australian scientists working in all areas of cancer research.

If you, or any of your clients are keen runners looking for an incentive to run that marathon you've always had at the back of your mind, then Can Too provides the perfect training environment, with the added benefits of fantastic group support and the knowledge that as you reach your fitness goals, you will also be helping a great cause, Cure Cancer Australia, get closer to reaching it's goals.

OPPORTUNITY FOR TRAINERS

Can Too also employs qualified personal trainers and running and swimming coaches across Sydney, and with the program expanding all the time and opening up in Melbourne at the end of the year, trainers who are interested in getting involved with coaching participants should touch base with Can Too via www.cantoo.org.au

Training for the Blackmore's Running Festival marathon and half marathon programs has started already and the training for the 9km Bridge Run starts this month. In each program, participants are given twice weekly professional group training sessions at various locations around Sydney.

Programs are specifically tailored to prepare participants for their particular



race distance, and in addition to providing coaching in a supportive team environment, the programs 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 Can Too founder Annie 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 people who join Can Too – we get many who have never run or swum in their lives and go on to reach their own personal running or swimming glory, while raising thousands of dollars for cancer research in the process' she said.

'Can Too is all about making what seems impossible, become achievable – including finding a cure for cancer. No matter what level of experience you begin with, Can Too is all about helping you to set goals and then giving you the tools to reach those goals. For many of our participants, the combination of personal achievement as well as raising

money for such an important cause is totally life changing'.

Cure Cancer Australia's executive director, Lyn Stroud, says the Foundation is overwhelmed by the amazing amount of money raised to date by Can Too in such a short time.

'What began in 2005 with one training location and only a handful of runners has grown to be one of our major sources of fundraising – having already funded 21 bright young Australian researchers to date' said Lyn, who has herself completed nine Can Too training programs.

'Can Too has been really successful because it is a program where everybody wins. Not only are participants accomplishing fitness goals they may never have thought possible, they are helping researchers to push the boundaries towards finding a cure for cancer' she said.

Can Too training locations are located all over Sydney with programs available to men and women over the age of 18. Can Too also trains for ocean swim events in the summer. To sign up to a Can Too training program near you, visit www.cantoo.org.au ■

PT NEWS AND LATEST RESEARCH

COGNITIVE BEHAVIOUR THERAPY HELPS CHRONIC FATIGUE

Recent research reveals that cognitive behaviour therapy can be effective in the treatment of chronic fatigue syndrome (CFS).

Depending on the severity of the condition, CFS can potentially be long-lasting and cause great distress and disability. It remains something of a medical mystery, with the consequence that patients may be treated in a number of very different ways. In cognitive behaviour therapy (CBT), psychological techniques are used to counteract the potentially recovery-impairing effects of negative

thoughts with more realistic alternatives. In the case of treatment for CFS, cognitive behaviour techniques are combined with the prescription of a gradual increase in physical activity.

In the systematic review by Cochrane researchers, data from 15 studies involving over 1,000 CFS patients was looked at. The effects of CBT were compared with those of regular care and other psychological therapies. The review suggested that CBT was more effective than the other techniques at reducing the severity of symptoms, as long as patients continued with treatment.

The researchers said that further research was needed to compare the effectiveness of CBT with other treatments involving relaxation therapy and exercise, and proposed that CBT may be effective if combined with other forms of treatment.

Lead researcher Jonathan Price, of the UK's University of Oxford, said, 'CFS is a challenging illness for patients, and there is ongoing controversy about its causes. There remain unanswered questions, but the available evidence is clear – CBT can help many people with CFS'. ■

Source: The Cochrane Library

OLDER CANCER PATIENTS BENEFIT FROM RESISTANCE TRAINING

Recent research has shown that older cancer patients can exhibit increased strength and task-performance abilities after undertaking a program of resistance training.

Involving eight male and female patients aged over 65 years, a team led by Catherine Jankowski, PhD, tested ways to fight the loss of function that affects older people, especially those who have had treatment for cancer.

The study subjects completed three exercise machine circuits, three times a week for four months. Nine other older people constituted a control group who continued their daily routines without additional exercise.

The results indicate that the participants in the exercise group displayed significantly greater strength in the chest press and leg press than their control group counterparts. The exercise group also exhibited superior upper body physical functioning performance, which translated to an improved ability to perform everyday tasks including dressing, walking up stairs, vacuuming and carrying groceries.

Participants' daily walking levels were monitored by the study researchers to identify whether or not the strength training had any negative side effects such as fatigue or restriction of their usual day to day physical activities. Through the use of pedometers they were also able to confirm that those in the exercise group and those in the study group didn't have any significant

differences in the amount of walking, or incidental exercise, in their usual daily lives. None of the subjects were regular exercisers prior to the study.

Jankowski said, 'What study participants did in the gym had a significant effect on their ability to do day-to-day things. It's clear that exercise can help seniors live independently as long as possible'. Explaining the importance of the study, she noted that more people now survive cancer, but that the treatment which allows them to do so, combined with some lasting effects of the disease, can result in compromised physical function; 'People are surviving cancer and living into older age – but how do we prepare to help them with quality of life?' ■

Source: IHRSA

CHICKEN OR THE EGG? DIABETES OR DEPRESSION?

A new study has shown that, just as people with type 2 diabetes are at greater risk of developing depression, those suffering depression also have an increased risk of developing diabetes.

Dr Stuart Weiss, assistant clinical professor of medicine at New York University School of Medicine, said, 'Doctors should have their sensitivity increased toward picking up on the potential for more of their diabetes patients and more of their depression patients having susceptibility to the other disorder'.

Although the link between type 2 diabetes and depression has been long established, the question of which comes first – or which leads to which – has not been conclusively proved. The study's lead author, Dr Sherita Hill Golden, an associate professor

of medicine and epidemiology at Johns Hopkins University School of Medicine, said, 'There have been studies that show people with diabetes are twice as likely to have symptoms of depression as those who don't, and it could either be because depression itself leads to the development of type 2 diabetes or it could be that having diabetes leads to the development of depression', she continued; 'There are several studies showing that depression and depressive symptoms lead to the development of type 2 diabetes, but only a couple of studies showing that diabetes itself leads to depression. We wanted to look to see whether or not we could tease out the chicken-and-egg situation'.

The study analysed information from participants in the Multi-Ethnic Study of Atherosclerosis trial. Data from the trial subjects



PT NEWS AND LATEST RESEARCH

linked treated type 2 diabetes with a 54 per cent heightened risk of developing symptoms of depression, whereas those with untreated diabetes displayed no heightened risk of developing depressive symptoms. The reason for this surprising result was unclear, but the study authors speculated that the monitoring involved with the treatment of diabetes could somehow contribute to depression.

The study also found that increased levels of depressive symptoms were linked with a 42 per cent greater chance of developing

diabetes during the follow-up period. The more acute the symptoms of depression were, the greater the chance of developing diabetes. Even after allowing for factors such as overweight, smoking, and sedentary lifestyles, the diabetes risk was still 34 per cent higher in depressed subjects.

Golden said, 'Those with depression are more likely to consume more calories, be less physically active and are more likely to smoke, so they just have poor overall health behaviours in general. That seems to be

one component of treating depression that needs to be addressed'.

'For people who are being treated for symptoms of depression, it's important also to think about some treatment modalities that can also help them adopt healthy behaviours. And certainly among people who have treated diabetes and who are at risk of developing depression, we need to be aware of that increased risk' Golden concluded. ■

Source: HealthDay News

GROUP EXERCISE & MIND BODY NEWS

NEW TRAX WEB SITE IS HERE!



After a lot of hard work behind the scenes, the new TRAX music site is ready for your online listening and purchasing pleasure!

For the past 20+ years TRAX has been consistently providing top notch music for group exercise instructors and has long been regarded as an industry leader both in

Australia and overseas. We're very excited to finally offer the capability for our members to instantly preview our wide selection of music online before purchasing! Featuring all the new music releases for every type of class alongside choreography DVDs from Evolution, Aerobic microphone belts and other useful products, the all new and improved TRAX site is waiting for you right now!

Check out www.traxmusic.com.au today and remember your Network member

discount code: DC0608 which you can use at the checkout. Tune in and enjoy! ■



KINNIE HO'S TOP TIPS

G'DAY TO ALL GROUP EX INSTRUCTORS!

Here's a fact that you and I know very well; that aerobic classes generally contain some degree of movement repetition to music, right? Yet there is probably something more repetitive than movement in our group fitness classes – I'm referring to the format in which we teach.

Irrespective of the type of class you teach, the following stages of a typical one hour class follows in this conventional sequence:

1. Warm up
2. Main workout
3. Cool down (may include core/abdominal component)
4. Stretch.

Have you ever wondered what the purpose is behind this typical class format? Let's break it down.

Warm up: usually lasts about 5 to 10

minutes. The warm up stage is intended to prepare the muscles, increase body temperature and heart-rate and mobilise joints to prevent injury.

Workout: this main section of aerobic activity explores and targets improvement in cardiovascular fitness and muscle conditioning of specific muscle groups. Safety is an important consideration with the use and handling of equipment.

Cool down: helps to bring the heart-rate down to near-normal and to facilitate blood circulation freely back to the heart. As you would know, stopping abruptly, especially during a high intensity stage of the class, could place undue stress on the heart.

Stretch: is more than improving on flexibility; after a workout, stretching provides many benefits, ranging from reducing muscle tension and soreness

and decreasing risk of injury to muscles, joints and tendons to increasing mental and physical relaxation.

As fitness professionals, it is important to understand why such a format exists and to be able to regularly convey this to your class participants, in particular newcomers. Many of you reading this who have been teaching for a long time will realise that this aspect can often be overlooked, especially when instructors become too consumed with performance, delivery and creating that WOW experience. Without doubt, these presentation elements are incredibly important, but so are the reasons why we teach classes with a warm-up first and cool-down last.

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

Kinnie Ho

GROUP EXERCISE & MIND BODY NEWS



MEDITATION, YOGA MIGHT SWITCH OFF STRESS GENES

A new study claims to have made progress in understanding exactly how relaxation techniques manage to benefit health.

The study's researchers claim that practices such as meditation, yoga and prayer improve wellbeing by affecting the activity of the genes that determine how the body responds to stress.

Co-senior study author Dr Herbert Benson, an associate professor of medicine at Harvard Medical School and president emeritus of the Benson-Henry Institute for Mind/Body Medicine at Massachusetts General Hospital, said that the changes were evident in both longstanding practitioners and in newer participants; 'It's not all in your head', he said; 'What we have found is that when you evoke the relaxation response, the very genes that are turned on or off by stress are turned the other way. The mind can actively turn on and turn off genes. The mind is not separated from the body'.

Dr Gerry Leisman, director of the FR Carrick Institute for Clinical Ergonomics, Rehabilitation and Applied Neuroscience at the UK's Leeds Metropolitan University, concurred, saying; 'It's sort of like reverse thinking: If you can wreak havoc on yourself with lifestyle choices, for example, [in a way

that] causes expression of latent genetic manifestations in the negative, then the reverse should hold true. Biology is not entirely our destiny, so while there are things that give us risk factors, there's a lot of 'wiggle' in this. This paper is pointing that there is a technique that allows us to play with the wiggle'.

The relaxation response was first identified by Benson four decades ago, and he has spent the intervening years studying the various practices which invoke it, including yoga, tai chi, meditation, repetitive prayer, breathing exercises, progressive muscle relaxation, biofeedback and guided imagery.

'Previously, we had noted that there were scores of diseases that could be treated by eliciting the relaxation response -- everything from different kinds of pain, infertility, rheumatoid arthritis, insomnia' said Benson, adding that he believed his latest study to be the first dedicated to looking at gene expression is affected by mind states.

For the study, gene-expression patterns in 19 long-term practitioners were compared with those of 19 healthy control subjects and 20 new practitioners who had undergone eight weeks of relaxation-response training. Analysis revealed that the longstanding practitioners had over 2,200 genes activated

differently when compared with the control subjects, and that the newcomer practitioners had 1,561 genes activated differently, compared to the long-timers. Of the differently activated genes, 433 were shared between long-term and short-term practitioners.

Changes in cellular metabolism were also detected, along with responses to oxidative stress and other processes in both groups of practitioners. It was theorised that these processes could contribute to cellular damage linked to chronic stress.

Director of the Texas A&M Health Science Centre's Institute of Biosciences and Technology, Robert Schwartz, however, critiqued the limitations of the findings bought about by the small size of the study, but also went on to describe the study as 'unique and very exciting', saying, 'It demonstrates that all these techniques of relaxation response have a biofeedback mechanism that alters gene expression. You're getting the response most probably in the immune cell population. We all are under stress and have many manifestations of that stress. To adequately protect ourselves against stress, we should use an approach and a technique that we believe evokes the relaxation response 20 minutes, once a day'. ■

Source: HealthDay News/ PLoS One

NUTRITION NEWS



SUSIE'S NUTRITION BITES

COACHING CLIENTS TO WEIGHT LOSS SUCCESS

'Weight loss' is one of the most frequently cited health related goals, with thousands of clients attending gyms and seeing personal trainers each week in search of this seemingly elusive result. So, why is sustainable weight loss so difficult for our clients? As trainers we help them train, motivate them to push harder and provide them with helpful tips on what and when they should be eating, and yet so many of them fail to achieve their weight loss goals. If this scenario sounds familiar, perhaps it is time to re-evaluate the way you are giving clients this information.

The concept of 'coaching' clients to behavioural change success has gained

momentum in recent years as there has been more and more interest in the field of 'positive psychology', a branch of psychology that seeks to help individuals reach their full potential in all areas of their lives including work, relationships and most importantly for us, in health and fitness.

One of the key assumptions of positive psychology is that all individuals are programmed to seek improvements in their lives. In order to do this they need to firstly identify what these improvements are to be able to develop action plans to achieve these goals.

In the context of health and fitness related goals, this means that the job of

a fitness 'coach' is not to solely motivate and direct clients but to actively involve them in the process and have them direct the interaction. In the example of fat loss, if a client is not achieving their personally identified goals, it is then up to the weight loss coach to again clarify the clients goals and help them identify the barriers or reasons the goals have not been achieved. Then, the client's failure or success in losing body fat becomes an issue about which they can feel personal ownership and responsibility. ■

For more information on weight loss coaching and related courses visit www.susieburrell.com.au/Articles/Weight_Loss_Coaching_Brochure.pdf

THE SWEET SMELL OF DE-STRESS

A recent South Korean study has found that inhaling the aroma of coffee may help to alleviate feelings of stress.

The trial carried out by researchers at Seoul National University used sleep deprived, and therefore stressed, laboratory rats as its subjects. The researchers reported that inhaling the aroma of roasted coffee beans caused the activation of a number of genes, including some that produce proteins with beneficial antioxidant activity.

Dr Peter Martin, director of the Institute of Coffee Studies at Vanderbilt University, said, 'The meaning of it is not totally clear yet. What it does show is that coffee smells do change the brain to some degree, and it behooves us to understand why that is happening'.

The study, led by Han-Seok Seo, included details showing increased activity in 11 genes and decreased activity in two genes in the rodents that smelled the coffee, compared to those which did not smell it. The effect of this process was the easing of stress in the sleep-deprived rats.

Seo said, 'These results indirectly explain why so many people use coffee for staying up all night, although the volatile compounds of coffee beans are not fully consistent with those of the coffee extracts. In other words, the stress caused by sleep loss via caffeine may be alleviated through smelling the coffee aroma'.



Martin explained, 'They used the latest in technology to see how brain expression of RNA (the molecule that carries out the instructions encoded in genes) changed. This is just the beginning of a very interesting line of investigation'.

The antioxidants within liquid coffee are polyphenols and those in the smell are heterocycle compounds. Commenting on the study, Joe Vinson, a chemistry professor

at the University of Scranton in Pennsylvania said, 'There are two ways to get things into your system, and the quickest way is to smell them. Caffeine gets into the brain via the blood stream. Here, aromatic molecules get into the brain through the olfactory system. The levels in the air are parts per million, so obviously these are minor components in the air. But they are doing something'. ■

Source: Journal of Agricultural and Food Chemistry

NUTRITION NEWS

GOOD CHOLESTEROL GOOD FOR THE AGEING MIND

New European research has found that 'good cholesterol' may be of benefit to the ageing mind.

The study of around 3,700 British women and men found that low levels of high-density lipoprotein (HDL) cholesterol were associated with memory decline by the age of 61. Globally, rates of Alzheimer's are increasing, prompting scientists to explore risk factors in a bid to improve prevention of the disease.

Lead study author, Dr Archana Singh-Manoux of the French National Institute for Health and Medical Research and the University College London, said, 'Considering the way the population is ageing – the 65-plus age group being the fastest-growing age group – we are facing a dementia time bomb'.

Blood cholesterol readings and results from a basic memory test were taken when study participants were 55 years old (on average) and six years later when the average age was 61 years old.

Participants with low HDL cholesterol (less than 40 mg per decilitre) at the age of 55 displayed a 27 per cent higher risk of memory loss than their counterparts with high HDL (at least 60 mg per decilitre). By the age of 60, participants with low HDL had a 53 per cent higher risk of memory loss than those in the high HDL category.



HDL cholesterol is generally associated with health benefits as it takes excess cholesterol back to the liver for waste management. In contrast, low-density lipoprotein (LDL) cholesterol can accumulate in the artery walls, narrowing and hardening them.

Although unable to explain why higher levels of HDL protect memory function, Singh-Manoux theorised that it may be because it defends against the formation of beta-amyloid plaques in the brain which are key indicators of Alzheimer's disease.

Professor Henry Brodaty, director of the

Dementia Collaborative Research Centre in NSW, commented, 'People who have high levels of cholesterol have higher rates of Alzheimer's disease several years later', and added, of the study, 'It's an interesting finding. The good cholesterol may have an effect in lowering the level of Abeta production, which is a factor in Alzheimer's disease. There is a general maxim in this field, 'What's good for your heart is good for your brain', and here is more evidence for that'. ■

Source: Arteriosclerosis, Thrombosis and Vascular Biology

ACCOUNTABILITY OF FOOD DIARY ASSISTS WEIGHT LOSS

A new US study has added further credence to the commonly held belief that keeping a diary of everything eaten throughout the day can assist weight loss.

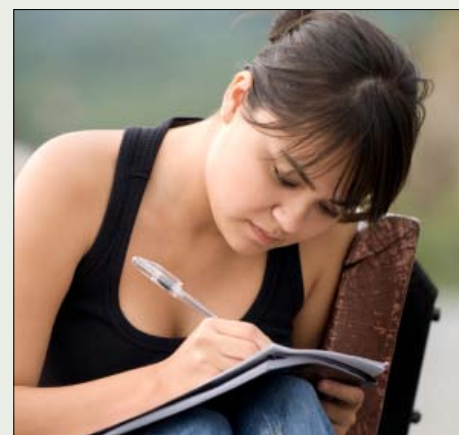
The study, carried out by researchers at the Kaiser Permanente Centre for Health Research, in Portland, Oregon, found that keeping a food diary could help individuals lose up to twice as much weight.

The researchers studied 1,700 women and men who were classified as being either overweight or obese, and whose average weight was 96kg (212 pounds). Over a 20-week period, the subjects attended weekly meetings and were encouraged to eat around 500 fewer calories daily and to take part in moderately intense exercise for half an hour or more a day. Additionally, the low-sodium, low-fat DASH dietary plan,

emphasising fruit, vegetables and low-fat dairy foods, was advocated.

During the period of the study, participants were asked to maintain a food diary, logging every meal, snack and drink consumed and to record their exercise time. By the end of the 20 weeks the average weight loss was 6kg (13 pounds), with those who abided by the food and exercise diary achieving the best results. Study co-author Dr Victor Stevens, a senior investigator at the Kaiser Permanente Centre said, 'The more food records they kept, the more they lost. Those who kept no food records lost about 9 pounds (4kg), and those who kept six or more per week lost about 18 pounds (8kg). That's a whopping difference'.

Conceding that the method might not spark the imagination of those seeking weight loss, Stevens said 'It's not fun to write down what you eat; it just works'. He



attributed the success of the system to the self-accountability it demands; 'It makes you accountable to yourself. They handed in the food diaries, and we took a quick look. They also got on the scale every week at the meeting. And you can't fake that'. ■

Source: American Journal of Preventive Medicine

CLUB CORNER

ANYTIME FITNESS TO HIT AUSTRALIA: 350 NEW CLUBS EXPECTED

US fitness chain Anytime Fitness has announced that it has reached an agreement with a brother-sister team of fitness industry veterans, Justin McDonnell and Jacinta McDonnell Jimenez, to serve as master franchisees for all of Australia and New Zealand. McDonnell and Jimenez plan to open 350 Anytime Fitness clubs in Australia within the next five years, including at least five clubs in the year ahead. The first club will likely open this summer in NSW, with plans for expansion into New Zealand pending. McDonnell and Jimenez will pay a franchise fee and monthly royalties for each club they open.

Anytime Fitness co-founder Chuck Runyon said, 'We're extremely excited that Justin and Jacinta are joining our team. We had several candidates who applied for the territory rights, but our choice was clear. Justin and Jacinta demonstrated the fitness industry expertise, the financial backing and the passion for Anytime Fitness' business model that made them the most qualified applicants'.

McDonnell and Jimenez' became interested in Anytime Fitness over a year ago, when they read about America's fastest-growing fitness club franchise. Six weeks later, they flew to Minnesota, met with Anytime Fitness corporate staff and spent the next week touring more than 50 Anytime Fitness clubs.

Jimenez said, 'We were immediately struck by the atmosphere in the clubs. The attentive staff, the happy members, everything about the clubs told us that these are well-run clubs with great potential'.

'We grew up in a family that runs health clubs in Australia' said McDonnell, 'We know what works and we know what members want. Anytime Fitness focuses on convenience and affordability – that's what people are looking for these days, but they also demand quality exercise equipment in a clean, friendly environment. Australians are just as busy as Americans. The model works in America and it will work in Australia and New Zealand, too'.

McDonnell and Jimenez have owned a number of different clubs during their

careers, with their first industry experience being working at Club Fitness, a facility owned by their parents, where they did everything from cleaning to managing the facility. 'We've always been passionate about helping others improve their own health and wellbeing. I truly believe it's one of the most important things you can do' said Jimenez.

Anytime Fitness currently has nearly 800 clubs open in 46 states in the US, plus another handful of clubs in Canada. The Australian clubs will be the first Anytime Fitness centres to open outside of North America. Founded in 2002 and nearly doubling in size in 2007, Anytime Fitness is the fastest-growing fitness club franchise in the world. Open 24 hours a day, 365 days a year, Anytime Fitness provides its members with convenient and affordable fitness. State-of-the-art security and surveillance systems ensure member safety during unstaffed hours at the clubs. Anytime Fitness expects to open its 1,000th club and achieve system-wide sales in excess of US\$100 million in 2008. ■

Source: Anytime Fitness

SMALL BUSINESS OWNERS DEVELOP YOUR MENTAL MUSCLE!

Your ticket to small business success is available now. Business Support Solutions is offering access to the best business information available for the Australian fitness industry. Fitness Australia is in the process of conducting two-day workshops in major centres Australia-wide. Commencing in June of this year, the first workshops have already taken place in Hobart and Adelaide and have the rest of Australia in their sights.

Sydney	25 and 26 July
Darwin	8 and 9 August
Townsville	22 and 23 August
Brisbane	5 and 6 September
Melbourne	19 and 20 September
Bendigo	26 and 27 September
Perth	17 and 18 October
Canberra	31 October and 1 November

Places are limited, so visit www.fitness.org.au to find out more and register online today. ■

BUSINESS LEADERS PLAN TO IMPROVE THE HEALTH OF THE NATION

During a recent meeting of the health club industry Round Table in Canberra, chaired by Sydney's Justin Tamsett and Will Phillips from the US, fitness facility leaders from Australasia had the question posed; if 'you' were Prime Minister, what would you do to change the health of the nation? The top recommendations were;

1. Abolish fringe benefit tax on companies who invest in the health of their staff
2. Make gym memberships tax-deductible

3. Ban fast food outlets
4. Rebate by insurers based on health club visits
5. Design a KPI on how healthy we each should be
6. Registered fitness leaders should become 'Health Providers' with similar credibility to doctors
7. Make it compulsory for employers to ensure a 'wellness work/life' balance
8. Bring milk back into schools and possibly fruit
9. Government to sponsor SHOCK campaigns – the cost of inactivity
10. Publish national WAIST guidelines.



CLUB CORNER

The discussion was held on the eve of news that Australia is now, allegedly, the world's fattest nation – while obesity is also sky-rocketing in New Zealand costing the country hundreds of millions per annum.

'While New Zealand is playing around with low-producing projects like the Green Prescription the country would achieve far better results if the public were rewarded directly in their pockets' said Paul Richards, leader of New Zealand's largest privately owned health club chain, Club Physical.

'Surely it is severely counter-productive to penalise businesses who invest in their staff's wellness. At present companies are required to pay fringe benefit tax on gym memberships'.

'Kiwis who make the effort to take responsibility for their health through regular exercise should be rewarded for it. If investment in a structured exercise programme, such as a gym membership were to become tax-deductible, it would be a clear statement of the Government's

endorsement of the benefits of exercise and attract thousands more! Recent studies have shown that an unfit worker will cost the economy eight times as much in sick-days. Canada has somewhat taken the lead recently, making investments in kids exercise and fitness programmes a tax-deductible expense. While it might seem harsh banning fast food outlets, stricter guidelines such as those pertaining to the use of sugar and the types of oil used could be a start'. ■

Source: Club Physical

AUSTRALIA'S OVERWEIGHT MEN IGNORED BY BUSINESS

Half the men who are overweight or obese in Australia are not actively incorporating dieting or weight watching into their lifestyle according to new research by The Leading Edge, a leading Australian insights consultancy. The report, based on a trend index of 1,210 18 to 64-year-old Australians, hypothesised that men are less likely to acknowledge their weight issue because marketing, advertising and media currently neglects them and focuses predominantly on women.

'The trend index found weight issues were the second biggest concern for the Australian public, after the environment, with 78 per cent currently dieting or watching their weight' stated Chris Meredith, a senior consultant with The Leading Edge; 'This seemingly high figure, however, is masking a more significant issue; men are being ignored. Currently 47 per cent of women actively incorporate dieting or weight watching into their lifestyle, compared to 33 per cent of men.

'Yet the latest ABS figures (Australian Bureau of Statistics, Australian Social Trends 2007) show not only are rates rising, but almost two thirds of men are either overweight or obese. This means there are twice as many overweight men than there are men actually taking any steps to address the problem' Meredith continued.

'The Leading Edge believes men are being thrown to the curb in favour of women, who are the targets of most weight loss marketing from manufacturers, retailers and grocery stores. Whilst there are some new products aimed at men trickling onto the market there is still a long way to go to catch up with the plenitude of low-fat/ low-calorie products that are targeted at women'.



The trend index also showed that when it came to the issue of weight, people were very self-centred. Australians are much more concerned with their own weight (39 per cent of men and 44 per cent of women) than they are about anyone else's weight in their family. The results showed only 12 per cent of males and 10 per cent of women are most worried about the weight of their spouse/partner/defacto. And if women are more concerned about themselves than the men in their life; partners, father or sons, then products and services targeted at women are not likely to be bought by women for men. This, coupled with a lower concern rate amongst men and the lack of products or services targeted at men, suggests that the situation is unlikely to change.

Meredith commented, 'There is a large

(and potentially even larger) market here that businesses should be actively looking at targeting. Marketers could start by thinking about the occasions that men would be consuming food and drinks products and then be engaging with men in a relevant way with a healthier product. It could be a potential gold mine. Coke Zero is an excellent example of making a low-cal product relevant to men. Diet Coke was positioned as a product for females, whereas Zero is targeting a male audience and has been a huge success. According to ACNielsen, research conducted after the first five weeks of Coke Zero's entry to the market showed the product achieved the highest level of household penetration ever for any beverage, confectionary or personal care launch in Australia'. ■

Source: Markson Sparks PR

BOOK REVIEW

Title: *Practical Sports Nutrition*

Author: Louise Burke

Reviewed by: Peter Lawler

Publisher: Human Kinetics 2007

Details: Hardback, 530 pages

RRP: \$110.00 Network member price \$99.00 (if purchased online at www.fitnessnetworkcentre.com/products/showproduct.cfm?isbn=073604695X)

Whenever the description 'hardback' appears in the opening credits you can assume it is a heavyweight, academic text that is expensive but sheer class. This book is also special because it was written by one of our very own – Louise Burke from the Australian Institute of Sport. It was only in April 2002 that I purchased her edited *Clinical Sports Nutrition* (published by McGraw Hill), a formidable 760-page paperback that weighs enough to constitute a surrogate dumbbell. Does this woman never sleep? Louise Burke PhD, APD, FACSM and sleep deprived, is the head of the Department of Sports Nutrition in Canberra. She has served as Olympic dietician from 1996 to 2004, edited the *International Journal of Sports Nutrition and Exercise Metabolism* and was a tri-athlete back in the 1980s – what a woman!

The obvious question to ask at this point is – if the author edited a 760-page tome on sports nutrition does this new encyclopaedia have any fresh content full of vitamins and minerals for you to absorb? Let the Preface respond:

'Our knowledge and practice of sports nutrition have become increasingly sophisticated over the last 15 years. Today we expect specialised nutrition information for varying sports and exercise activities. It is no longer sufficient to consider the generic athlete or general issues in sports nutrition. Instead we now appreciate sports participants have different nutritional needs. These differences are a consequence of diversity in training needs as well as specific nutrition strategies for competition' (pg vii with amendments).

The publishers claim this is a first to provide specific nutritional knowledge for specific sports – a cursory glance at the Contents page affirms the contention. There are 14 chapters in all, 11 of them focusing on specific sports. They are:

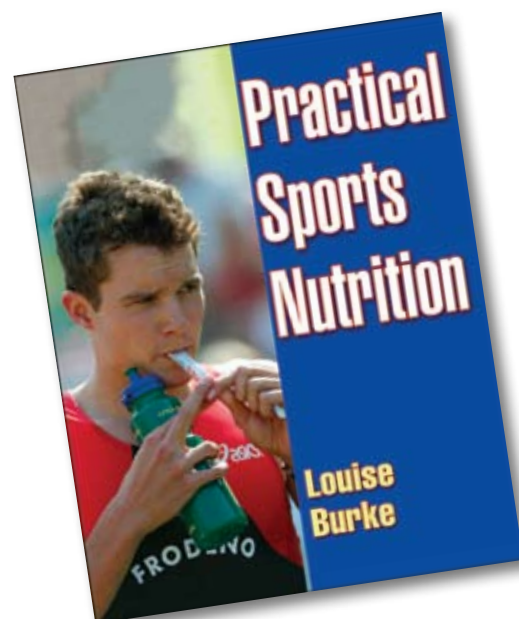
- Road Cycling and Triathlon
- Middle and Long Distance Running

- Swimming and Rowing
- Sprinting and Jumping
- Field Based team Sports
- Court and Indoor Team Sports
- Racquet sports
- Strength and Power Sports
- Weight Making Sports
- Gymnastics
- Winter Sports – written by Nanna Meyer and Susie Parker-Simmons.

The initial trio of chapters focus on the general issues of training and competitive nutrition, the cultural factors and sports supplements. Chapter 1 addresses the goals of sports nutrition, with the author devising ten for training and a mere nine for competition. These are essentially commandments issued by 'she who must be obeyed'... I love training commandment number 10: 'Enjoy food and the pleasure of sharing meals.' I abide by it assiduously.

Invigorated by a quality meal shared with insincere friends, it's time to leap to Chapter 3 – 'Sport Foods and Supplements.' The author's concerns about supplements pertain to the cost and the risk of contamination. While all athletes are advised to read the label before ingestion, it's what is not on the label that is the risk. A laboratory in Cologne tested 634 supplements purchased from 215 suppliers in 13 countries via normal outlets. Ninety-four of the supplements contained hormones or pro-hormones not listed on the label, and 94 contained one or more steroids. Offending countries included the USA and the United Kingdom no less. Can this be attributed to poor manufacturing protocols or is it a deliberate ploy to boost sales by boosting results illegally? The AIS has published a cautious list of supplements in three groups. Group C, 'Supplements that have no clear proof of beneficial effects' is the one to pay attention to. Ginseng, bee pollen, Carnitine and Inosine feature prominently – they always do. In Group A however Caffeine, Creatine, Vitamins C and E and Glucosamine have a firm foothold on approval.

And now to the First Eleven. A word that appears constantly in these reviews is format. It is about to appear again. Whatever the sport in whatever chapter, the reader flows through an identical listing of discussion points. Starting with competition, the prose flows to training, physique and physiology, lifestyle and culture, dietary surveys, nutritional issues and challenges, sports foods and supplements. There is security



and comfort in routine. This only comes to a crashing halt in the final fulsome chapters of weight-making and winter sports.

The chosen chapter for deeper and more meaningful examination is the lucky Chapter 7 – Sprinting and Jumping. This chapter has a strange, unexpected beginning. The author discusses sprinting, both competition and training, lists world records and talks generally about all events with a duration of one minute or less. She continues into psyche and physiology of speed athletes:

'Sprinters tend to be outgoing and flamboyant. This is shown by the rituals seen at high level meets where the men strut around the track – often with bared torsos – during the warm-up or the post race laps and where the women adorn themselves with jewellery and painted nails.' (pg 174).

And:

'Body height or more particularly leg length, plays a role in sprint performance by influencing stride length. Hurdlers need to be tall, or at least to have proportionally long legs, to aid hurdle clearance' (pg 174).

Finally, discussion begins on nutrition. Why has it taken so long? Was she distracted by the shimmering bare torso? The news on nutrition for the speed people is disappointing: 'The nutritional issues faced by sprinters and jumpers have not been as well developed for research or educational activities as the characteristics of other sports.'

Nevertheless, Burke is courageous enough to identify the 'challenges'. She dispels the practice of strength athletes

BOOK REVIEW

imbibing a high protein diet either via food or supplements. The challenge is the timing of the ingestion not the volume. There is no strong evidence that a high carbohydrate diet impacts on a single sprint performance. There is however, strong evidence that a low carbohydrate diet impacts on multiple sprints in a training session that creates glycogen depletion. In reading this book it is obvious that our Louise will not state anything unless there is scientific evidence that suggests improvement or effect. This reluctance has created a cautious but validated text; the chapter continues:

'There is evidence that a high intake of carbohydrate is important in enhancing recovery between bouts of intermittent sprint training, such as back-to-back sessions of interval based track work.' (pg 178).

Alas, disappointment emerges because Louise is aware of the skimpy research that has investigated the carbohydrate needs of sprinters and jumpers – the attention of scientists has been focused on endurance sports. Louise responds meekly:

'It appears prudent to advise sprinters and jumpers to consume at least a moderate intake of carbohydrate in daily eating patterns and to avoid carbohydrate restricted diets.' (pg 178).

The chapter concludes with discussion of sport food and supplements likely to benefit performance of sprinters and jumpers. Once again, our Louise is cautious – sports drinks and bars, liquid meals, sport gels, caffeine, creatine, citrate and bi-carbonate get the stamp of approval, but inosine does not! Why? Too much Uric Acid induces gout.

Creatine is the shining light for sprinters:

'Muscle creatine, or more specifically phosphocreatine, is the critical power source for sprint and jump events, in both training and competition. Muscle concentrations of creatine are depleted in six seconds with max sprinting, resulting in decline in speed. There is no evidence that training creates an adaptation to creatine storage in the muscles, but the evidence is strong that there is a positive response to oral intake which is especially important for vegetarians.'

The green light is certainly shining for creatine provided the consumer is aware of the possible side effects of large dosing – muscle cramps, strains and injury and water retention.

There is much to interest track and field coaches in this massive text. The chapters on distance running, strength and power sports, weight-making sports and triathlon are thorough, cautious and informative. Louise never states anything unless it has been scientifically verified.

I cannot conclude this review without reference to the Appendix. From Pages 360 to 482 tabulated stats bewilder the reader and salivate a cricket tragic! Essentially, the stats pertain to research studies into dietary intake and the respective benefits of supplements, vitamins, caffeine, carbohydrate... actually, just about anything one cares to ingest to enhance performance. It is an extraordinary supplement in itself, befitting a text that is so meticulous. Louise, you are a wonder woman!

EXPENSIVE... BUT EXCEPTIONAL! ■

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