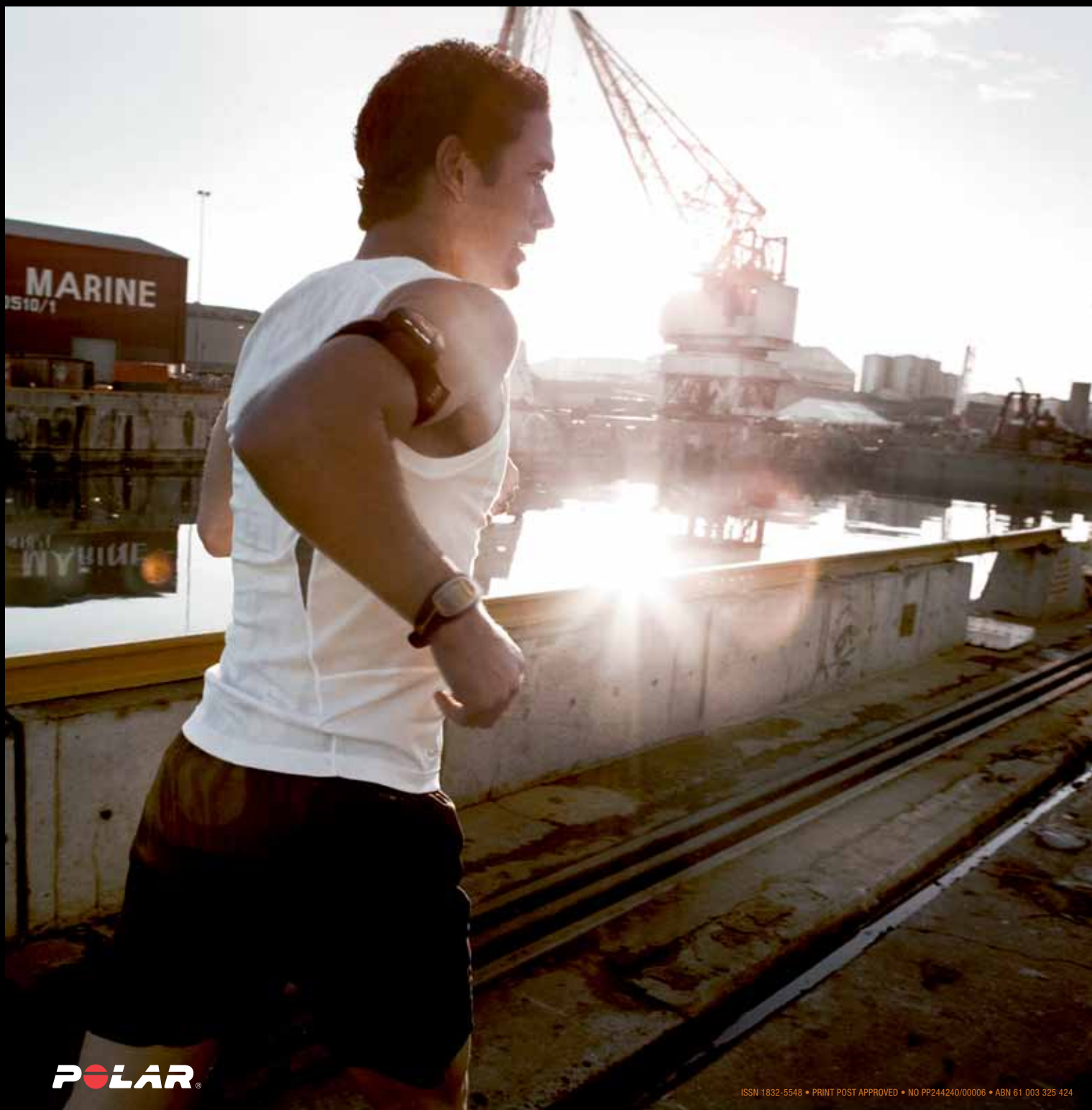


NETWORK

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AUTUMN 2011



POLAR

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- ▶ Heart rate monitoring: the key to efficient training
- ▶ Star power – The strength of celebrity marketing

- ▶ Build rapport fast!
- ▶ Hitting the wall: yoga variations
- ▶ Nutrition for muscle mass gains



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Editorial

Autumn is here, and after a summer of mixed fortunes for many Australians, here's hoping that the arrival of the new season brings with it some happier times. From Cyclone Yasi and the terrible floods in Queensland and Victoria, to the bushfires in Western Australia, I, and the Network team, send our best wishes to all the people who have been affected by the natural disasters over the summer months.

Of course, with Autumn comes the highlight of the Australian fitness calendar – Network's FILEX fitness industry convention (www.filex.com.au). Taking place at the Sydney Convention and Exhibition Centre between 15 and 17 April, our events team has excelled itself by assembling an amazing array of national and international presenters on every fitness-related topic under the sun. It's one weekend that you'll remember for the rest of the year – and benefit from for even longer.

As a taste of what's in store, this issue has features from a selection of FILEX presenters, including some sound guidance on nutrition and hypertrophy from Rebecca Charlotte Reynolds and an interview with medical exercise specialist William Sukala, who believes that the time for talking about the nation's poor fitness is over and that the time for action is here. Gavin Aquilina, Ulrik Larsen, Derek Barton, Kayla Duke, Melissa Cameron and Stacey Dolliver round out our FILEX authors. Like the convention itself, there's something for everyone, so get stuck into it!

See you at FILEX



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NETWORK

ON THE COVER:



As an accurate indicator of the body's physiological adaptation to the intensity of effort, heart rate monitoring can become a highly effective tool for every training program. Read 'Heart rate monitoring: the key to efficient training' by Sian Cvorkov on page 21.

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ASSOCIATE EDITOR

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Perspective

Perspective features the opinions of prominent figures in the fitness industry. Here, fitness educator and consultant *Gavin Aquilina* argues that to rise above industry averages for attracting, converting and retaining members, we need to address their mental and emotional needs.

Over the past 25 years our industry has seen a massive change in its clientele. No longer the sole domain of athletes and those seeking the body beautiful, members now are as likely to be mums, dads, grandparents and even children. But as an industry we have not evolved at the same pace as this 'next generation' of members, and consequently many of them slip through the system.

Figures show that in their very first month of training, when you would expect them to be most motivated to train, only 21 per cent of new members train regularly enough to achieve fat loss, i.e. three or more times per week (Donnelly et al; Hillsdon DM*). With the knowledge that lower attendance leads to higher attrition, this is clearly of concern.

To become members in the first place, people's motivation has to be high, with both the financial and time investments deemed considerable. Why then, do 58 per cent of members (Pollock et al*) not turn up regularly enough to achieve any result? We can point the finger at the member and blame lack of motivation, or we can point it back on ourselves and ask 'How can we better service these people's needs?'

The truth is, their needs are more psychological than physiological. If members adhered to their three-day-a-week training program and followed our nutrition guidance, they would achieve results. If... So, we need to help them overcome the psychological barriers which prevent this adherence. Members need to; feel comfortable in the gym environment; feel confident in what they are doing; feel supported in their new endeavour; feel their needs are being addressed; and understand the direction they are heading with their training.

We need to walk in members' shoes and ask whether their emotional needs are being met. For gym owners this might mean questioning the design and layout of their clubs. Managers and trainers, meanwhile, can design market-specific programs for seniors, new mums, children and athletes which can be promoted and incorporated into marketing materials.

If you asked 100 members at your facility who were lifting weights why they were doing so, what percentage would be able to tell you, in relation to their life stage and specific needs? As a trainer, manager, owner, consultant and presenter, I have learnt that at every level of our industry we need to work on educating our 'end user'. Research shows members to be educated people, but they are too often given one dimensional programs, treated like mushrooms and kept in the dark. We need to increase members' belief in their ability to succeed by providing them with education specific to their goals. Sales people can give prospective clients

educational handouts on training and nutrition specific to their life phase. Trainers can design programs that are periodised for the following six months. By educating members as to *why* they are training in this way, we give them a reason to train three or more times per week.

I have worked with, and presented to, the fitness industry in over 40 countries, and the issues of attracting and retaining members are ever present. To achieve above industry average for attracting and converting members and – even more importantly for the sake of retention – increasing attendance, we have to ask ourselves what we are doing to address their mental and emotional needs, from when they first consider joining, through to when they have been members for five years. Are we making them comfortable at our facilities, increasing their confidence and providing them with direction to their goals?

Our industry is more about psychology than physiology; get the mindset right and the results will follow.

* Full references are available in the online version of this article [1](#)



Gavin Aquilina, BHMS (Sports Science)

In his 21-year fitness career, Gavin has been a club owner, personal trainer and instructor. He is a Life Fitness Academy International and TRX Master Trainer. For the past 17 years he has been involved in educating fitness professionals. He consults internationally to facility owners and equipment distributors and is currently completing his masters in nutrition. For further information email gavin@bfit2.com or visit www.gavinaquilina.com or www.BFit2.com

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Please note: when completing the registration form (centre pages in the FILEX brochure), it is essential to opt in for the Summits and Breakfasts in your Gold Pass registration to guarantee your seat!

Fit Facts

Fit Facts is a compilation of recent research findings, industry happenings and fitness news. Network's enewsletter regularly delivers this sort of information direct to your email inbox.

Exercise eases IBS

A Swedish study has shown that that exercise can improve symptoms in people with Irritable Bowel Syndrome (IBS).

Researchers from the University of Gothenburg divided a group of 102 IBS patients into two groups; one group increasing its physical activity and the other group maintaining its usual levels. The subjects in the active group were advised to undertake moderate to vigorous physical activity of between 20 and 30 minutes three to five times a week, and were given telephone support from a physiotherapist.

At the study's outset and three months into it, participants rated their different IBS complaints, including abdominal pain and quality of life, using a points system. The results clearly showed a link between increased activity and improved symptoms.

Riadh Sadik, a senior physician responsible for the study, said, 'The group with unchanged lifestyle had an average decrease of symptoms by 5 points. The active group on the other hand showed a symptom improvement with an average reduction of 51 points'.

Source: *American Journal of Gastroenterology*



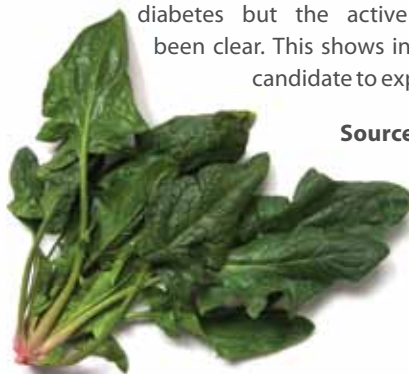
Make like Popeye and eat your greens!

A recent study has provided scientific backup to what Popeye has always known – that eating leafy green vegetables can assist muscle efficiency.

Actually, the study by researchers from the Karolinska Institutet in Sweden found that study participants who consumed a small dose of inorganic nitrate for three days, used smaller amounts of oxygen when exercising. This enhanced performance was attributed by the researchers to increased efficiency of the mitochondria that powers cells; 'Mitochondria normally aren't fully efficient' study co-author Eddie Weitzberg explained; 'No machine is.'

Weitzberg said, 'We're talking about an amount of nitrate equivalent to what is found in two or three red beets or a plate of spinach. We know that diets rich in fruits and vegetables can help prevent cardiovascular disease and diabetes but the active nutrients haven't been clear. This shows inorganic nitrate as a candidate to explain those benefits'.

Source: *Cell Metabolism*



Workout a breath of fresh air

There's good news for boot camp trainers, with a review of previous studies concluding that exercising outside provides additional mental benefits to clients.

Researchers from the Peninsula College of Medicine and Dentistry analysed data comparing the effects of exercising inside with the effects of the same activity in an outdoor setting.

The team reported an overall improvement in mental wellbeing among fresh air exercisers, compared to their indoor counterparts. Using the natural environment

as a gym reportedly engendered feelings of increased energy and positive engagement, as well as decreased tension and negativity. Importantly, this greater enjoyment of the exercise setting also increased likelihood of participants repeating the experience – the personal trainer's client retention dream!

Dr Jo Thompson-Coon, Research Fellow with the Peninsula CLAHRC, said, 'By using the data currently available to us we have added strength to the link between mental and physical well-being and outdoor exercise'. [n](#)

Source: *Environmental Science and Technology*



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Kiwi Korner

News and announcements from the New Zealand fitness industry



Kiwi 2010 awards a great success – 2011 entries open soon

Hot on the heels of the success of the 2010 Fitness Industry Awards, entries for 2011 are due to open soon. FitnessNZ CEO Richard Beddie said, 'Last year the number of entries and the number of attendees at the awards was up substantially – and we plan to repeat this in 2011. We are presently working with the judges to streamline a new nomination process that will enable any member of the public to nominate their club or trainer to be considered for an award, as well as providing marketing materials for clubs and trainers to promote this. We are also looking at introducing even more mystery shopping into the process – something that was extremely well received by entrants last year'. For full details visit www.fitnessindustryawards.co.nz



Klub Kiwi drinks return to FILEX

Kiwis attending the FILEX Convention in Sydney will once again be hosted by FitnessNZ and their preferred suppliers at Klub Kiwi drinks on the evening of Thursday 14 April.

The event has become so popular that every year a few Aussies try to gatecrash! So, in addition to having a list of guests' names at the ready, FitnessNZ has developed some simple questions to check the validity of Kiwis, including 'what nationality is Russell Crowe?', 'who invented the pavlova?' and 'how do you pronounce 'fish and chips'?'

Kiwis based in New Zealand will receive an invite from FitnessNZ a week before the event. If you haven't received your invite by 8 April, then email fnz@fitnessnz.co.nz with your details.



REPs provisional to full registration well underway

The NZ Register of Exercise Professionals (REPs) has recently started the process of reviewing the almost 800 trainers and instructors that are registered provisionally, with the program of moving them to full REPs registration (which is internationally portable) well under way.

Over 100 trainers have now completed the online assessment process, with as many others completing part of it. 'We expect that 75 per cent of trainers will have been through this by April' said REPs Registrar Stephen Gacsal.

At the same time, REPs partner Skills Active Aotearoa has been developing an assessment pathway for first time registrants that may have undertaken a mixture of overseas training or qualifications from many years ago. By sending a person to REPs pre-employment, this will enable employers to know 100 per cent if a person applying for a job meets the standards to work in the industry.

Of course, anyone from Australia who has current registration with Fitness Australia is automatically recognised by REPs NZ (and vice-versa), making the trans-Tasman move very easy for registered exercise professionals. [\[i\]](#)

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MORE ACTION, LESS RHETORIC:

reclaiming Australia's health and fitness

Medical exercise specialist *Dr William Sukala* believes that enough has been *said* about increasing public fitness levels, and that more needs to be *done*. Here he discusses the health issues facing Australia – and what the fitness industry can do about them.

NETWORK: Bill, you've carved out a niche for yourself in the industry as a medical exercise specialist focused mainly on obesity, diabetes, heart disease and related metabolic conditions. Why should fitness professionals care about special population groups now more than ever?

WS: I still see a defined gap between the medical field and fitness industry that desperately needs to be bridged. As I look at the fitness industry around the world, I see a heavy emphasis on standard fitness training for the apparently healthy population, but comparatively less focus on individuals with medical limitations. This is particularly relevant for the Australian fitness industry because recent estimates show that 61 per cent of the Australian population is either overweight or obese. Add in the fact that the older demographic is the fastest growing subset of the population and you've got a perfect storm brewing for a public health disaster (the beginning of which is already evident). Because people with medical issues can, and do, join fitness facilities, I believe there is a tremendous opportunity to both improve health and grow the special populations niche within the industry.

NETWORK: Where does the fitness industry fit into this? Do you think the medical establishment, tertiary institutions, and government health organisations are doing enough to fight the obesity epidemic?

WS: This is precisely where I see a need for the fitness industry to

rise to the challenge. Clinicians, academics, and government bureaucrats around the world are great at producing research, making recommendations, and creating position stands on health issues, but I believe they're out of touch and bogged down in red tape when it comes to creating and implementing programs that will effect real change. In short, we have an active army of fitness professionals who are out there on the front lines and can be rapidly mobilised to make a direct impact on the obesity epidemic today. However, on a positive note, I have seen an increase in attendees at my medical exercise seminars, which seems to reflect a growing awareness and interest in this niche area.

NETWORK: You've previously said that most people intuitively know what they need to do to improve their health, but they still don't do anything about it. What do you mean?

WS: I'm convinced government health agencies are throwing good money after bad by telling people what they 'should' be doing. Health statistics clearly show a steadily rising number of deaths, which I think underscores the fact that this approach is completely misguided. Stand on a street corner in any major city around the world and ask 100 random people if they should eat less, move more, and quit smoking and, invariably, 99 will say 'yes'. People don't need more information – they got the message ages ago. Instead, we need to get into peoples' minds and give them a 'check up from the neck up.'

I think what Fiona Cosgrove (wellnesscoachingaustralia.com.au) is doing in Australia with motivational interviewing is absolutely spot on because this approach encourages people to come up with their own solutions for change, finding values-based reasons to improve their health. I believe community-level obesity programs, which include motivational interviewing, self-efficacy enhancement, and low barriers to entry (i.e., reasonable price, hours of operation, welcoming environment) are likely to have the greatest impact. Taking it a step further, I see tremendous opportunities in the workplace, where interventions are needed to get workers out of their chairs and into standing workstations!

NETWORK: Speaking of sitting, you've recently been focusing on the emerging science of 'inactivity physiology' and its impact on obesity. What is this, and what does it mean for fitness professionals?

WS: I've spoken extensively on the topic of inactivity physiology to fitness and medical professionals the world over and it always raises a curious eyebrow. Inactivity physiology examines the defined negative health effects of today's excessively sedentary lifestyle. Sadly, society appears to be completely backwards: where many thousands of years ago we sat down to take a break due to our active survival lifestyle, now we have to stand up to take a break! Government health agencies tell us that we need to do a minimum 30 minutes of moderate to vigorous activity at least five times per week, but after subtracting

an eight-hour sleep it's how we spend the remaining 15½ waking hours of the day that really makes a difference. An Australian study of over 4,000 subjects found that those who met the activity guidelines but remained sedentary at other times of the day virtually counteracted the potential health benefits of that activity. The study participants with the highest television viewing times had increased health risks such as higher waist circumferences, systolic blood pressure, blood sugar, and impaired blood lipid profiles. Other studies using objective measures for measuring activity habits (i.e., accelerometers, inclinometers) have shown that only a very small percentage of the population actually do the recommended amount of activity.

From a practical standpoint, we've all had clients who, despite all good efforts, either fail to lose weight or slowly continue to gain. The reason for this may stem from clients inadvertently saving energy or eating imperceptibly larger meals at other times of the day. Also consider the body's innate 'famine buffer' which adjusts energy expenditure to prevent weight loss. Bearing this in mind, one of the most overlooked aspects of weight control is the effect of non-exercise activity thermogenesis (NEAT), or the energy we 'waste' when we're not doing planned exercise. Adding a cumulative four hours a day of standing time doing light domestic chores over one year can burn the equivalent energy stored in 32 kilograms of body fat! The take home message to clients should be 'a little bit of something is better than a lot of nothing!'

NETWORK: You're presenting two sessions at FILEX this year: 'Safely training clients with high blood pressure' and 'Keg vs. 6-pack: research review on belly fat'. What can delegates expect?

WS: My first session will combine lecture and practical components to teach trainers how to take an accurate manual blood pressure reading. I'm amazed at how many trainers rely on automated blood pressure cuffs when, in fact, the machines are quite susceptible to error. A blood pressure reading can tell you a lot about a person if you know what you're looking for. For example, I once had a client who showed up one day with uncharacteristically low blood pressure and

an elevated pulse. After phoning his doctor, I sent him over to the emergency department where they found he was bleeding internally. For this reason, I think it's important for trainers to understand the physiology behind blood pressure and what the numbers mean from a conceptual standpoint. My aim is to go beyond boring textbook information and breathe some real life into blood pressure.

'Belly fat' is now an over-sensationalised catchphrase in the media, with all kinds of belly fat diets, nostrums and pills on the market. The aim of my second session, 'Keg versus 6-Pack' is to discuss the latest research on the science behind belly fat, its impact on health status, and the latest evidence on the best exercise regimens to get rid of it. **W**



Dr William Sukala, PhD, BSc Nut, MSc (ExPhys)

A medical exercise specialist, William has over two decades experience in personal training, clinical cardiac rehabilitation, and obesity and diabetes research. He recently completed his doctoral research in obesity and diabetes in indigenous populations. A health writer and presenter, he has also consulted to industry organisations, including Weight Watchers and the American Council on Exercise. William strives to translate his clinical experience and the latest scientific research into useable information for fitness professionals. For more information visit www.williamsukala.com



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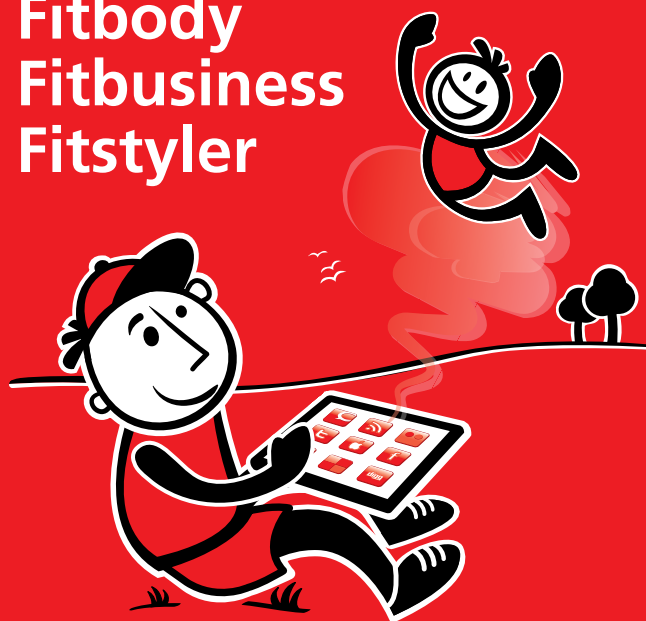
REACHING OUT

Expanding on some of the themes touched upon in this interview, William will be presenting at FILEX 2011. Choose from:

- ▶ Safely training clients with high blood pressure (A4M)
- ▶ Keg vs. 6-pack: research review on belly fat (C2H)

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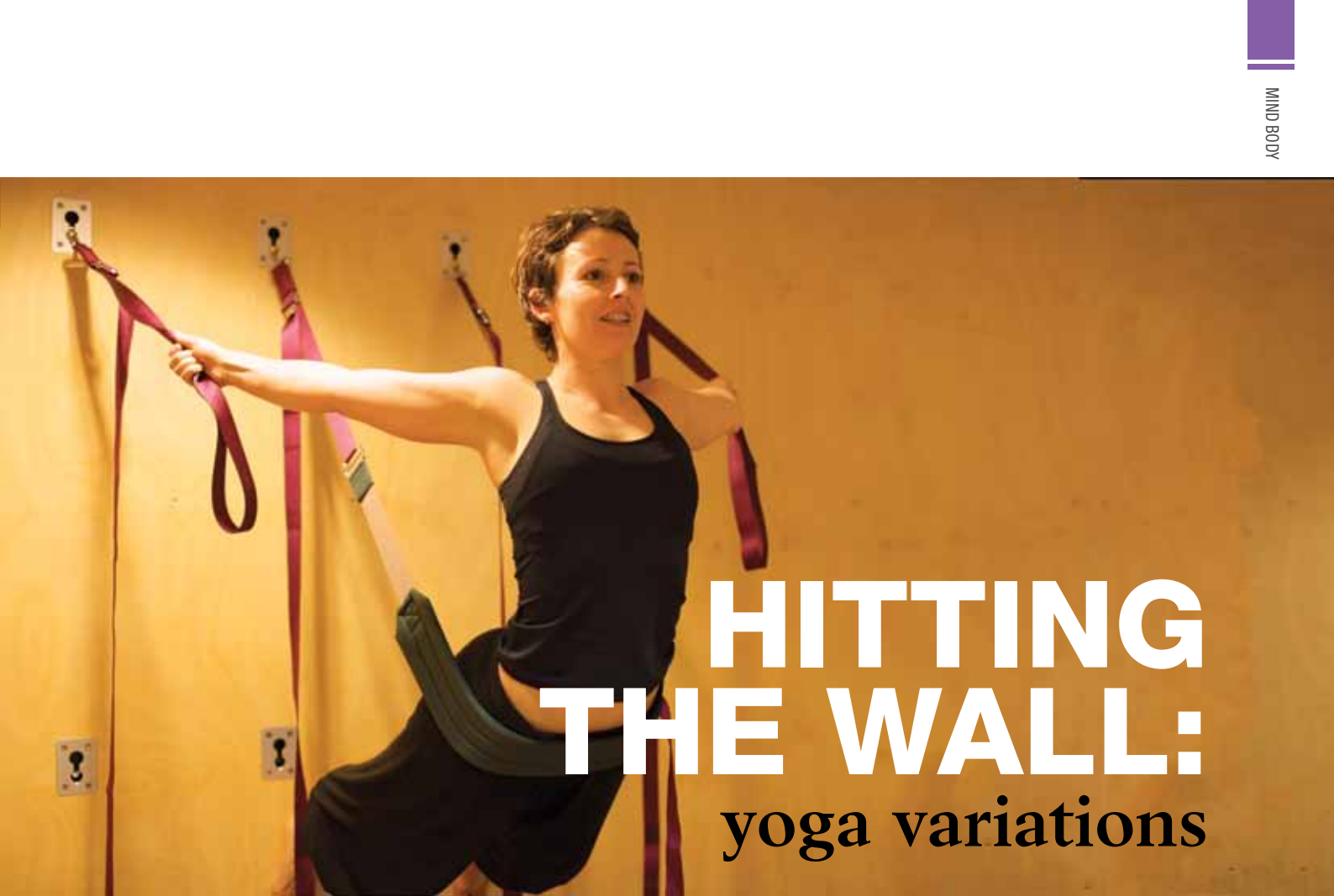
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HITTING THE WALL:

yoga variations

Utilising a wall to assist with balance and support during yoga asanas is nothing new in itself, but the latest development in this technique opens up a world of possibilities says *Christian Ruggeri*.

“It acts like a partner, supporting the body while it lengthens, stretches and opens”

Regardless of the discipline practiced, most yoga students are familiar with using a wall as a means to assist with balance or to provide support during certain asanas (poses). But it's the Iyengar practice of yoga, a style known for its use of props, which has pushed the idea of wall support to a new level.

It might appear daunting at first, but the latest yoga prop to arrive in Australia – the Yoga Wall – is a safe and supportive apparatus that helps students expand their practice. With the first ‘walls’ now opening in Australia, this evolution of wall-yoga is set to increase in popularity among yoga practitioners.

How does it work?

As well as being a dedicated wall space, the Yoga Wall is primarily made up of a system of belts that slide into wall fixtures set at three different heights – ankle, waist and above-head height. The

belts can be adjusted to various lengths, are usually formed into large loops, and lock against the wall at the height required by the pose. Slings may also be clipped on to the belts when the body is suspended upside down during full inversions.

Most Yoga Wall poses are related to the floor work usually practiced in a regular class, so they feel very familiar. The key difference is that the apparatus helps participants achieve the correct action of the pose more precisely.

During a class the teacher or instructor should, naturally, provide verbal instructions and demonstrate the asana, before working through the class to ensure that students are executing the poses safely and correctly.

Depending on the theme of the day's practice, the class can be structured with a combination of floor and wall work, or can simply be dedicated to using the prop. Most new students will get the hang of the Yoga Wall within one session, though of course they should be encouraged to work at their own pace and take longer, if necessary, in order to feel confident.

Awareness, stability, tranquility

The Yoga Wall offers myriad benefits to all students from beginners to advanced. What really gives it the edge over performing a pose in a normal floor class is that it helps you



understand the correct 'action' of an asana. This means that rather than simply forming the shape of the pose with the body, the practitioner is made more aware of how it should really feel – how to move the skeleton to achieve proper alignment and how to activate and release particular joints and muscles by making adjustments to the body.

It also helps create stability and tranquillity in a pose. Because our minds are typically undisciplined, constantly roaming and easily distracted, achieving this stability in a pose has a profound impact on steadying the nervous system and the breath. This mind body connection is one of the most important benefits of a Wall practice.

Silent partner

The Yoga Wall offers considerable versatility, and can be used to hang from, lean on or push against. In this respect, it acts like a partner, supporting the body while it lengthens, stretches and opens. This enables poses to be held for longer, increasing

the flow of energy through the body, and facilitating a far more intense release than can be achieved without the prop's support.

Experienced students often discover that a Yoga Wall allows them to do things they can't usually do in a floor class, such as turn completely upside down and hang Batman-style! Meanwhile, students with injuries, such as neck and back problems, may find that a wall liberates them from the limitations of unsupported floor work and provides remedial relief for their condition.

For athletes, a Yoga Wall practice may be as good as a deep tissue massage, allowing for muscular and connective tissue release. And for office workers, working with the prop will help release areas such as shoulders, spine and joints. But Yoga Wall isn't just for experienced yoga practitioners or athletes – it's a fun and challenging workout for yoga students of all levels or anyone who wants to benefit from a deep, restorative stretch.

Poses using the Yoga Wall

DOWNWARD FACING DOG

The belt stabilises the pelvis while the heels are placed up the wall. This allows for full extension of the spine and unlocks muscular tension from the back, shoulder and neck. The belt encourages the pelvis to tilt upwards, which allows the sit bones to open and, in turn, deepens the hamstring stretch. A steady, powerful and exhilarating pose that strengthens the cardiovascular system and quiets the mind.



STANDING FORWARD BEND

In this pose you can lean your centre of gravity forward into the support of the belt. This allows for a greater release through the spine and stronger leg activation. You also gain a sense of how gravity affects you in the pose and, accordingly, can make subtle adjustments so that some parts of the body hold firm while others release.



FULL INVERSION (SIRSASANA)

Here, the sling arrangement fully supports the body, allowing the participant to receive the healing and remedial influence of turning upside down. The gravitational pull opens and lengthens the spine and neck and stretches the internal organs. The cardiovascular, circulatory and lymphatic systems, in particular, benefit from this pose.

**REVERSE TRIANGLE POSE**

With the heel wedged against the wall, the belt is able to stabilise and align the pelvis. With the pelvis held square and stable, the torso has more freedom to lengthen into the twist. The upper arm can hold the second belt which further accentuates the twist, creating space through the trunk of the body. [\[V\]](#)

**Christian Ruggeri**

With eight years fitness industry experience, and 15 years of management to his name, Christian is general manager of Elixir Health Clubs, one of the first fitness venues in Australia to feature a Yoga Wall. To find out more about the Yoga Wall, email christian@elixr.com.au, call 02 8113 8800 or visit www.elixr.com.au

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Research Review

HOW SAFE IS EXERCISE DURING PREGNANCY?

Title: Physical Activity and injuries during Pregnancy

Author: Dr Catherine Vladutiu et al (Dept of Epidemiology, Univ. of North Carolina, USA)

Source: *Journal of Physical Activity and Health* (2010). 7, 761-769.

Introduction: The website TopNews.us recently published a story about a research study which found a significant increase in the birthrate, attributed by a midwife to the cold US winters; 'You've got to find some way to keep yourself occupied' one midwife was quoted as saying.

Which brings us nicely to the study at hand. Dr Vladutiu and her colleagues report that approximately 65 per cent of pregnant women in the US participate in at least some form of 'leisure time physical activity'. Physical activity and exercise have been shown to be highly beneficial for women's health, decreasing their risk of developing heart disease, stroke, type 2 diabetes, cancer (colorectal and breast) and osteoporosis, and also improving their wellbeing. Dr Vladutiu further reports that during pregnancy, regular exercise increases energy and controls excess weight, which in turn reduces the risk of developing gestational diabetes. In spite of these numerous benefits, women continue to report a fear of exercising while pregnant. The purpose of this study, therefore, was to determine the incidence and types of injuries occurring as a result of participation in physical activity while pregnant.

Methodologies: Women with less than 20 weeks gestation who were aged 17 years and older and carrying a single gestation were recruited to participate in the study. While they were pregnant, the women completed two telephone interviews, two clinic visits and two self-administered questionnaires. The medical records for all births were attained after delivery. Subjects were asked if they participated in any non-work, recreational activity or exercise that caused at least some increase in breathing and heart rate. If the respondent answered 'yes' they were asked to report the number of sessions for the week, duration of each session and perceived intensity for each activity. Subjects were then asked whether they suffered any injury as a result of their physical activity or exercise during pregnancy. A positive response then led to questions about the date, type

of injury, body part injured, activity at the time of occurrence and level of medical attention received.

Results: A total of 1,460 pregnant women participated in the study; 94 per cent reported participating in physical activity during their pregnancy (rated as either fairly light, somewhat hard, or hard) and 70 per cent reported engaging in exercise during their pregnancy (also rated as fairly light, somewhat hard or hard). A total of 3.3 per cent of the women reported a fear of injury as a barrier to participation.

Thirty-four (two per cent) of the women reported experiencing at least one injury during their pregnancy (44 total injuries reported); the overall rate of physical activity-related injury was 3.2 per 1,000 physical activity hours. The most common type of injury was a bruise/scrape (n=24) followed by a strain (n=10) and sprain (n=7). The majority of injuries occurred to the ankle (21 per cent), knee (16 per cent), back (14 per cent) and abdomen (9 per cent). There were six injuries that required



hospitalisation, all of which were associated with falls. The majority (67 per cent) of these injuries occurred while walking.

Discussion: The authors concluded that the two per cent injury rate is low and that two thirds of the injuries occurred from 'non-exercise' physical activities, and two thirds of all of the injuries were attributed to falls (all of the injuries requiring hospitalisation were attributed to falls). This finding is in agreement with other studies that have reported falls as a leading cause of maternal injury, most likely attributable to musculoskeletal changes during pregnancy and a change in the body's centre of gravity.

Pros: Excellent study, the findings of which should provide further confidence for women to continue exercising during their pregnancy. However, all pregnant women are strongly advised to speak with either their GP or obstetrician to discuss the appropriateness of initiating exercise.

The American College of Obstetricians and Gynaecologists 'Exercise and Pregnancy' guidelines are available free online

at www.acog.org/publications/patient_education/bp119.cfm Sports Medicine Australia also has a free pamphlet available on exercise in pregnancy available at <http://sma.org.au/wp-content/uploads/2009/10/WIS-ExPreg.pdf>

Cons: It will be beneficial to conduct a large-scale national study to confirm these findings. Also, as falling is recognised as the primary cause of maternal injury, would there be benefit in a falls prevention program in this cohort? [17](#)



**Dr Mike Climstein, PhD FASMF FACSM
FAAESS DE**

Dr Mike has an academic appointment with the School of Exercise Science, Australian Catholic University (NSW) and a clinical appointment as Director of Chronic Disease Rehabilitation at the Vale Medical Clinic, NSW. He is recognised as one of Australia's leading clinical exercise physiologists working with patients suffering from a wide array of chronic diseases and disorders. For more information on any of the Research Reviews email mike.climstein@acu.edu.au

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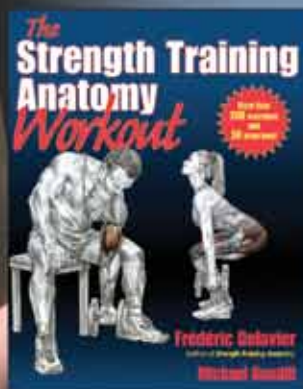
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HEART RATE MONITORING: the key to efficient training

Heart rate monitoring is not only an important component of cardiovascular fitness assessment; as an accurate indicator of the body's physiological adaptation to the intensity of effort, it can become a highly effective tool for every training program, says *Sian Cvorkov*.

Monitoring your client's heart rate is the safest and easiest way to keep them training at the right intensity; reducing their chance of injury or overtraining, and ensuring they get the desired results. Using a heart rate monitor provides you and your client with an accurate gauge of the intensity of their exercise. By constantly monitoring their heart rate you can ensure they are training in a manner that is tailored to their particular goal. You will learn to identify when their workouts are effective, when they are over- or under-training, and even when they may be getting sick or need recovery. For these reasons, it's worthwhile refreshing your knowledge of maximum heart rate (Max HR).

What is maximum heart rate?

Maximum heart rate (Max HR) is the highest number of times the heart can contract in one minute. Max HR is the most useful tool in determining training intensities, because it can be individually measured or predicted. Factors influencing max heart rate include:

- ▶ Type of activity (sport/ muscle group-specific)
- ▶ Ageing process
- ▶ Exercise history
- ▶ Genetics.

There are three ways to determine a maximum heart rate:

1. VO_2 max test
2. Sub maximal heart rate test
3. Age-predicted maximum heart rate formula.

VO_2 MAX TEST

VO_2 max is the maximum capacity of the body to transport and utilise oxygen during incremental intense exercise. It is measured as milliliters of oxygen used in one minute per kilogram of body weight.

Accurately measuring a VO_2 max involves a physical effort sufficient in duration and intensity to fully tax the aerobic energy system. The exercise intensity is progressively increased while measuring ventilation, oxygen and carbon dioxide concentration of the inhaled and exhaled air. VO_2 max is reached when oxygen consumption remains at a steady state despite an increase in workload. As a result, this test is extremely strenuous and must be performed under the instruction of an exercise physiologist or doctor.



VO₂ max tests are generally considered the best indicator of an individual's cardiovascular fitness and aerobic endurance. Theoretically, the more oxygen used during high level exercise, the more energy can be produced.

SUB MAXIMAL HEART RATE TEST

A sub maximal test is not as specific as the VO₂ max test, but it is arguably the next best option and can be performed readily in the field. Here are a few examples of how you can perform a sub max HR test:

Example 1: Running

Ensure the heart rate monitor is set to display heart rate in beats per minute. Your client must first perform a 15 to 20-minute warm up with their heart rate gradually reaching 85 per cent of their maximum heart rate (220 minus age, see age-predicted maximum heart rate formula below).

Now, on a running track or other open environment, get your client to perform a two-minute run at maximal effort, recover for two minutes (either remaining stationary or walking slowly) and

then perform a second two-minute run at maximal effort. Take note of the highest heart rate value reached either in the first or second interval and add five additional beats to the highest value. This number can be used as the client's maximum heart rate.

Example 2: Cycling

Client must perform a 15 to 20-minute warm up, as per running test example above.

Now, at the base of a hill which has a steady gradient of approximately four to five per cent, get your client to perform a three to four-minute seated climb at maximal effort, in a gear that allows you to maintain a cadence of 60 to 70rpm (these conditions can also be replicated on an indoor cycle). Take note of the highest heart rate value reached and add five additional beats to the highest value. This number can be used as the client's maximum heart rate.

AGE-PREDICTED MAXIMUM HEART RATE FORMULA

The age-predicted maximum heart rate formula is a simple way to get an estimate of a maximum heart rate with some

TABLE A: HEART RATE ZONE

Target zone	% HR Max*	Duration**	Physiological benefit/ effect
5 – MAXIMUM	90-100	0-2 mins 15-30 sec intervals	Benefits: Maximal or near-maximal effort for race-specific speed and skills. Feels like: Very heavy breathing and muscular fatigue. Recommended for: Very experienced and fit athletes. Short intervals only, usually in preparation for competition.
4 – HARD	80-90	5-20 mins 1-5 min intervals	Benefits: Increased ability to sustain high speed endurance and tolerance to lactic acid. Feels like: Heavy breathing and onset of muscular fatigue. Recommended for: Experienced exercisers as part of a balanced exercise program or event preparation.
3 – MODERATE	70-80	10-40 mins 5-30 min intervals	Benefits: Enhances general training pace, improves aerobic power and ability to complete longer moderate-intensity effort. Feels like: Fast, controlled breathing. Recommended for: Building fitness and strength for regular physical activity and deeper aerobic conditioning.
2 – LIGHT	60-70	30+ mins Long slow distance	Benefits: Increased metabolism, improved long slow distance endurance and prepares the body for higher intensity workouts. Feels like: Comfortable, controlled breathing. Recommended for: Everybody – to build a successful base aerobic fitness level for general activity and enjoyment of exercise.
1 – VERY LIGHT	50-60	Up to 20 mins Warm up and cool down	Benefits: Helps to warm up and cool down, assists in active recovery. Feels like: Very easy, little strain. Recommended for: Recovery and cool down after more intense sessions. Limited aerobic fitness benefits occur in this zone.

*Target Zones are fully customisable. Those who do not know their maximum heart rate can use HR Max = 220 minus their age as a general guide.

**Durations are example only and may change depending on activity.

accuracy in adults. It is an extremely safe and effective way to establish a training zone for beginners and individuals training for a healthier lifestyle or for recreational sport.

The formula used to identify the age-predicted maximum heart rate is: 220 minus age. For example, the age-predicted Max HR for a 26-year-old is: 220-26 years = 194 bpm (beats per minute).

It should be remembered that there may be some discrepancy when using the age-predicted formula, especially in those who have been fit for many years or in older people. The formula will give an estimate to work from, but if you want to know a more accurate heart rate then a VO_2 max test, or a sub-maximal test, should be performed.

ESTABLISH CLIENT'S HEART RATE ZONE

Once you have identified your client's maximum heart rate, you can set their heart rate zone limits. The secret to training effectively and efficiently is to ensure that your client is working in the right heart rate zone for their exercise goals. In each zone their body will experience a different physiological effect; as a general rule, when exercise intensity is increased the duration of the activity or efforts should decrease (see Table A).

IMPROVING INDIVIDUALITY

The Karvonen Method, which takes into account resting heart rate, individualises your client's training heart rate range. Here's how you do it:

Start by asking your client to measure their resting heart rate several mornings in one week to get a good idea of what their TRUE resting heart rate is.

Assuming you are working out a training range between 60% to 80%, use this formula:

- STEP 1** $220 - \text{age} = \text{MaxHR}$ (or use Max HR as determined by testing)
- STEP 2** $\text{Max HR} - \text{Resting Heart Rate (RHR)} = \text{Heart Rate Reserve (HRR)}$
- STEP 3** $\text{HRR} \times 60\% = \text{Training range \%} + \text{RHR} = \text{Low end of Training Range}$
- STEP 4** $\text{HRR} \times 80\% = \text{Training range \%} + \text{RHR} = \text{High end of Training Range}$

Remember, if your client's improved CV fitness is resulting in a lowering of their RHR, it's important to redo the equation every few months to keep their training range as accurate as possible.

Most clients have limited time each week in which to train with you. A heart rate monitor allows you to help them make the most of each training session. By training more efficiently within a limited time, they will gain an advantage over those who may have more time but less knowledge about the way their body functions during certain exercise phases.

Register for Polar Training Zone: Basic Heart Rate Training online course accredited for 2 CECs and 1 PDP. For more information visit www.polartrainingzone.com.au or www.fitnessnetwork.com.au/cecs [\[i\]](#)



Sian Cvorkov

With a diploma in fitness, Sian has been working in the fitness industry for many years. She is employed by the leading heart rate monitor company, Polar, to write specialised courses in heart rate training. Sian is passionate about health and fitness and trains regularly in cycling, running and kickboxing. For more information visit www.pursuit-performance.com.au or call 08 8100 8604.



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STAR POWER

The strength of celebrity marketing

Linking your fitness business to a celebrity – be they international or local – can be a great way of raising your company profile says marketing expert *Derek Barton*.

Some say Michael Jordan helped make Nike and others say Nike helped make Michael Jordan. I say it was a little of both.

I vividly remember the first time I saw the Nike commercial featuring Michael Jordan flying through the air in slow motion from the foul line, his right arm high above him holding the ball like the statue of Liberty holding her torch. Then, as he hovered over the rim, he slammed the ball through the net for the most amazing dunk I had ever seen. WOW. Air Jordan was born. I watched that ad over and over again, saying to myself, 'How does he do that?'

The subtle answer from Nike is simple; by wearing our shoes. Yep, wear Nike shoes and you can fly like Michael. Even though I'm a marketing guy, I bought into their message. I figured if one of the greatest basketball players of all time wears Nike, then a weekend warrior like me should do the same. Cha-ching, another sale for Nike.

Celebrities are used to bring credibility and 'cool' to a brand. Back in 1993 McDonalds also used Michael Jordan, this time with Larry Bird, in its 'Nothing but net' commercial. In 2010, the company recreated the ad using basketball greats Dwight Howard and LeBron James. People love those commercials and therefore they love McDonalds.

So, does celebrity marketing work? It does for me, both as a consumer and as a marketer. When I was the head of marketing for Gold's Gym, from 1985 to 2005, I used my celebrity contacts as a means to help build that brand. I didn't have as big a budget as my competitors, so I had to out-think them.

What I lacked in budget, I made up for in my knowledge of PR. I knew the power of product endorsement. Living in Los Angeles we have our share of celebrities. Many would come into the famous Gold's Gym in Venice, 'The Mecca of Bodybuilding' as it was called. I took advantage of that celebrity pool as well as some other showbiz contacts, and gave them all free memberships. One year at a time, no lifetime memberships. I gave their significant others memberships too, but thanks to my famous football legend friend, Lyle Alzado, I learned to give their significant others only three-month passes. True celebrities stay celebrities. Their significant others, however, can change as frequently as you or I change our socks...



I learned quickly that if you take care of celebrities, they will take care of you. Armed with free memberships and Gold's Gym sportswear, I gladly gave our celebrity members and their significant others free gifts. Yes, they could afford everything I gave them, but like anybody, they appreciated a free gift. And their appreciation would hit the public airwaves in a manner I could never have afforded with conventional 'advertising'. One day I'd hear a popular radio DJ mentioning that he trains at Gold's, the next day I'd see Carl Weathers who played Apollo Creed in the *Rocky* movies wearing a Gold's Gym t-shirt on *Saturday Night Live*. Then in the movie, *White Men Can't Jump* Wesley Snipes wears a Gold's Gym tank top, and in *Men in Black* Will Smith shows his Gold's Gym VIP membership card. What a concept: be nice to someone, they will be nice to you back.

The celebrities in your back yard

I know what you're thinking, 'I don't live in LA, and I have no celebrities around me'. On the contrary – you just need to amend your definition of celebrity. Every town has a high school or university with an athletic director or coach who you can 'comp' (supply with free or discounted service or apparel). Suggest becoming the official gym to their school and offer a special rate for their sports teams. Support or sponsor them and they will support you. Donate your old equipment to your local fire and police departments. Word will get around, and you may find your club mentioned in a local news story

"I learned quickly that if you take care of celebrities, they will take care of you"

in which the fire chief is explaining how his team is in better shape thanks to generous community leaders like you.

I also learned that there were many celebrities in our gym that weren't really celebrities by the standard definition, but they had stories worth celebrating. There was the member in a wheelchair who was determined to walk. A great news story, especially when he stood up and walked out of his chair forever. We even used him in one of our print ads.

A Russian defector walked into Gold's Gym Venice back in the early 1990s. He said he wanted to see two things: Washington DC and Gold's Gym Venice. I welcomed him and gave him a free membership. Boy, was he happy. The next thing I know, one of the sportscasters that I comped asked me to let him know if there were any newsworthy things happening in our gym. Before I knew it, a camera crew was in our gym filming our new Russian member working out. Great publicity, and worth far more than the cost of Oleg's membership.

An 84-year-old woman who had never lifted weights before came to train at one of our gyms. She went on to achieve the world record in the bench press in the Senior Olympics and won over 50 Gold Medals. We made her a celebrity and those news stories continued to make us one too. I learned that radio and television, and later the internet, needed content 24/7/365. I gave it to them.

Offer your club to the media

When I started at Gold's, I sent out flyers to all the casting agencies in Los Angeles. I offered our gym as a film location for TV shows, movies and commercials. I also told the casting agencies that if they needed the next Arnie or Stallone we had them here. When they cast our members, they would ask what our fee was. I simply said, 'It's a free service, but if you could put a Gold's Gym shirt on them, I'd appreciate it'. They gladly did so, and we entered the world of product placement.

I also contacted fitness magazines and local newspapers to let them know they could film at our clubs, and that we were their resource for health and fitness. Camera crews and photographers became a mainstay and Gold's became the most photographed gym in the world. The brand really started to grow from its exposure in all media just because we provided a service to them.

Is it worth it?

Does hitching your wagon to a celebrity star ever backfire? It can, if your celebrity falls from grace – think Tiger Woods. But even though some of his sponsors abandoned him, companies like Nike stayed loyal. It's a chance you take when you play the celebrity game. But, you can bet when Nike thought about their most famous celebrity's downfall, the good far outweighed the bad for them. No matter what Tiger does off the course, the guy can play golf, and when he's on the fairway you see the Swoosh logo on his shirt and his hat. He is Nike – and Nike is Tiger. From Michael Jordan to Tiger Woods, Nike is synonymous with superstar athletes. The message we receive loud and clear is that Nike equals serious sportswear and footwear.

Of course, you can be successful without using celebrities; Apple, for example, tends to let its products speak for themselves. But for me and many others, linking your brand to a celebrity – whether they are international or local – can be a great way of raising your company profile. 



Derek Barton

Derek is a marketing, advertising, branding and customer service expert. The former senior vice-president of marketing for Gold's Gym, he helped build Gold's into one of the industry's most respected and recognised brands.

During his tenure, Gold's Gym received numerous awards for its innovative marketing, and was listed in America's Greatest Brands book. Derek now runs his own marketing consulting and entertainment production company.



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Derek is heading to Australia to share his marketing and branding know-how at FILEX 2011. Choose from:

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Kirsten Joyner Barberini, Pilates for Life

"I now have a vibrant and attractive website that came together in a matter of weeks and I have support whenever I need it as I learn my way around the management system."

Jenny Balla, Amphibiously Fit

"Gymlink created a personalized and professional website full of character to represent myself and my business with quick and helpful customer service."

Pen Lomas, Penny Lomas Personal Training

"I am absolutely delighted with my website - this is a big step for my business. I'll be recommending you to everyone."

Lesley Grey, Zumba Newport

NUTRITION FOR

muscle mass gains

Many exercisers – predominantly young men trying to ‘get big’ – seek nutritional assistance from the various potions and pills on the market. Protein powders? Creatine supplements? A drink made with moon dust? Nutritionist *Dr Rebecca Charlotte Reynolds* asks whether these actually work, and looks at ‘normal’ foods and drinks that aid muscle mass gains.



When discussing ‘muscle mass gains’, it’s helpful first of all to define exactly what we mean by the term. We’re talking about skeletal muscle, like the biceps, and we’re talking about increasing the size of the muscle cells, not the number. This process of hypertrophy correlates with an increase in muscle strength. In addition to the aesthetic reasons of many younger male exercisers, muscle hypertrophy is also practiced by athletes, such as sprinters, who need to increase their power output, and by people who want to improve their mobility and quality of life after illness or during ageing.

The resistance/nutrition combo

As health and fitness professionals we know that the single most effective way to increase muscle size is through resistance training. By progressively increasing the work load on a muscle to exceed its pre-existing capacity for work, the muscle increases its size and therefore its ability to do work. A ‘noticeable’ increase in muscle size takes a minimum of about a month, with an increase in body weight of between two to four kilograms per month being achievable – but only if enough energy and protein are provided in the diet (carbohydrate also helps, but isn’t essential, as we shall see).

So, what constitutes adequate energy and protein? When someone increases the amount of resistance exercise they do, their dietary energy requirements go up because their muscles are using more energy to create the forces to lift weights, as well as to repair and grow. An extra 2,000 to 4,000kJ/day (475 to 950 calories) in food and drink is usually enough, although each client’s requirements will vary depending on the amount of fat stores that can be used to provide the energy, as well as the level of training. If a client isn’t training hard enough to match their increased energy intake, the extra energy will be converted to fat, not muscle. And, providing this extra energy only in the form of dietary fat and carbohydrate will not allow muscles to increase in size – protein is vital, partly because muscles are mostly protein! It’s clear, then, that the body needs both resistance exercise and increased protein and energy to increase muscle mass.

Protein-rich ‘normal’ foods

Fortunately, most balanced, omnivorous diets (i.e. when both plants and animals are consumed) provide sufficient protein for muscle mass gains. Dietary protein – like all protein – is made up of amino acid building blocks. Foods that provide higher amounts



of protein include: dairy, meat, fish, eggs, bread, certain breakfast cereals, pasta, legumes, rice, tofu, and nuts/seeds. If someone eats enough protein-rich foods – particularly dairy – then there is no need for potions and pills. It is estimated that 1g of protein per kg of bodyweight per day is what is required for a sedentary person. Up to 2g of protein per kg of bodyweight per day is what is required for athletes. So, a dedicated gym-goer might need 1.5g per kg of bodyweight per day. For an 80kg person, this equates to 120g of protein per day. The chart below shows how this might be achieved;

Food	Protein content
Cup (250mL) of 0.1 per cent fat milk	9g
Large lean rump steak weighing about 150g	50g (approx)
20 almonds	5g
1 cup (200g) canned and drained chickpeas	13g
100g tofu	12g
1 large egg	6g
100g canned tuna	22g
2 slices of multigrain Burgen bread	13g

It is evident that animal foods generally provide higher amounts of protein. To find out how much protein a food contains visit www.calorieking.com.au

Nutrition timing

The timing of resistance training nutrition can also affect increase in muscle size. There is evidence that eating a moderate protein, high carbohydrate snack *within* two hours both before and after a resistance training session, can aid muscle mass gains (within one hour is preferable). Snacks which fulfil these criteria include: fruit with yoghurt; a bowl of low GI cereal with milk; a grainy bread sandwich with lean ham (preferably free-range) and salad; homemade smoothies with banana, yoghurt, honey and skimmed milk powder. Note the use here of the word 'snack' – eating larger meals near training can cause nausea and cramping.

There's still a place for supplements

Although it's clear that those seeking hypertrophy can consume sufficient protein from 'normal' foods, protein supplements can help if someone isn't eating enough total protein or the right type of protein. For example, there is evidence that dairy protein, which is called whey, may be the most effective protein at promoting muscle mass gains, so low fat milk protein shakes/powders/bars may be useful. It should be noted, however, that there is insufficient evidence that amino acid supplements provide any benefits.

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Supporting growth with 'ready energy'

Now, we mustn't forget about carbohydrates. While carbs are not vital for increasing muscle mass, they can make the process feel easier by increasing the intensity and duration of resistance exercise. They do this by providing 'ready energy' to muscle cells in the form of glucose – and also result in the production of insulin, a potent growth-promoting hormone (including promoting the growth of fat tissue!). Low glycemic index (GI) carbohydrates provide energy for longer, so are even more effective at giving the muscle cells some 'oomph'!

Non-protein supplements

So, what about non-protein supplements, including: creatine, caffeine, HMB, colostrum, nitric oxide, chromium, and hormones like 'andro'? Supplement marketers are very skilled at using strategies that play on emotions and promote 'quick fixes' – just like those who sell weight loss diets! And, like most weight loss diets, most non-protein supplements are a waste of money. There is only weak evidence for any benefits resulting from HMB and colostrum supplementation, and even weaker evidence for nitric oxide and chromium supplementation.

Two compounds, though, have some evidence supporting their use in promoting muscle mass: creatine and caffeine. Taking creatine supplements (especially in the form of creatine monohydrate) can increase muscle performance, exercise capacity and mass/strength gains. However, the strongest evidence is for improved recovery between repeated bouts of high intensity exercise and performance of high intensity exercise, so unless someone is engaging in hard resistance/power training, these supplements may have limited use. The evidence for direct stimulation of muscle mass is limited, and any initial weight increase (usually of about 1kg) with creatine supplementation is due to fluid retention (creatine is stored in the muscle with water). There is some inconclusive evidence about the adverse effects of creatine supplementation and more long-term research is needed.

Caffeine is found in varying amounts in tea, coffee, chocolate, cola drinks, some energy drinks and tablets, and may enhance

performance during power exercise of between one and five minutes if consumed before or during exercise. There is inadequate evidence about caffeine benefiting exercise of 10 to 20 seconds in duration (e.g., weightlifting reps), although caffeine here may alter perceptions of fatigue. The dose at which more caffeine doesn't result in any further benefits is 3mg/kg and there are several side effects that may occur, including anxiety and dehydration. This amount is equivalent to 210mg for a 70kg person – that's three cups of coffee, two espresso shots or four cans of cola!

Finally, various hormones have been implicated in enhanced exercise performance, e.g., growth hormone and androgens like testosterone and its precursors DHEA-S (dehydroepiandrosterone) and androstenedione ('Andro'). None are recommended for supplementation here, especially for professional athletes.

Understand the limitations

There are limits with using nutrition to increase muscle mass. A client's genetics will partly determine how effective a training and nutrition program will be, and their intensity of training will affect how easy it is for them to take in enough kJ and protein. Although fitness professionals can offer a degree of guidance when it comes to a client's nutrient intake, it should be remembered that their area of expertise lies with physical activity, and that specific dietary advice falls under the realm of other professionals, including dietitians and sports dietitians.

COMING SOON: Look out for an upcoming CEC course developed by Rebecca for the Network Nutrition Coach series. [\[7\]](#)

FURTHER READING

For further information visit these web pages:

- ▶ www.sportsdietitians.com.au/content/514/IncreasingMuscleMass/
- ▶ www.ausport.gov.au/ais/nutrition/factsheets/body_size_and_shape2/increasing_muscle_mass
- ▶ www.ajcn.org/content/93/2/402.abstract?etoc 'Omega-3 fatty acids stimulate muscle protein synthesis in older adults'
- ▶ www.ajcn.org/content/93/2/322.abstract?etoc 'Exercising before protein intake allows for a greater use of dietary protein-derived amino acids'



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Dr Rebecca Charlotte Reynolds, PhD

Rebecca finished her PhD investigating the effect of the glycemic index on hormones, appetite and acne vulgaris at Sydney University in 2009. She has since worked in community-based obesity prevention at The World Health Organization's Collaborating Centre on Obesity Prevention, in nutrition education for fitness professionals at Australian Fitness Network, and for public health nutrition students at Deakin University. For more information email rebecca@nutritionundressed.com.au or visit www.nutritionundressed.com.au

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Meet Colin Millington: **NETWORK AMBASSADOR**

As the newest recruit to Network's nationwide team of Ambassadors, Colin Millington, co-owner and a director for Personal Best Fitness in Hobart, is now 'our man in Tassie'. *Network* caught up with Colin for a chat.



"I can honestly say that I don't have a worst aspect of my job because I love my work and the industry that I'm involved in"

Where do you live?

I live with my daughter Sofie in a beautiful 1896 weatherboard house in Sandy Bay, a suburb approximately 2km from Hobart CBD. We enjoy water views of the River Derwent and the casino.

What is your main role in the fitness industry?

I'm a health club owner, so my main role is to ensure that our facility maintains its high standard of excellence and meets our clients' and staff needs.

I am also a personal trainer and have been training some of my clients for nearly a decade. I particularly enjoy working with the 40+ market as I relate well to them. I'm also a member of the Tasmanian Regional Industry Council for Fitness Australia.

What are your qualifications?

I'm a Level 3 Registered Exercise Professional and am also a spin, fitbar, group exercise instructor and Smartshape coach. On a different note, I also have an accounting background with the Australian Taxation Office.

How did you get into this industry and how did you arrive at where you are today in your career?

I started taking aerobic classes in 1982 and became a fitness leader in 1986. I subsequently established the Tasmanian United Fitness Leaders Association in 1987, which later became Fitness Tasmania. This was while I was working in the Australian Taxation Office, a 38-year 'stint' during which I established a fitness centre for the 400 staff. I finished with the ATO in 2002, at which point my focus shifted entirely to the fitness industry.

During my 30 years in the fitness industry I have presented at FILEX and Network conventions and also organised and promoted one-day fitness seminars in Tasmania. I was an aerobics competitor and became the first accredited aerobics coach in Tasmania in 1994, as well as the director of the Tasmanian Aerobics Championships from 1988 to 1993. I

was also the Tasmanian coordinator for Network between 1989 and 1995, so I'm really happy to be back on board with Network as the Ambassador in Tassie.

Describe your typical day

Being a director and co-owner of Personal Best Fitness with Amanda Coombe, my 'typical' day varies considerably. For instance, Tuesdays and Thursdays are my main PT days, on which I start at 7:15am and finish around 6:45pm with a few coffee breaks!

In my role as a personal trainer I do individual or small group personal training sessions. Twice-weekly, I work with a client who had a stroke and who lives at an aged care facility; I find these sessions extremely stimulating and rewarding. I also take a weekly circuit class with a group of clients in their 40s and 50s.

On the business side of things, I also oversee the maintenance of the gym equipment, televisions and computers as well as some specific cleaning tasks that are not done by our cleaning contractors. I'm on call seven days a week to assist in ensuring Personal Best Fitness runs smoothly and exceeds our members' and clients' expectations.

What skills are needed in your role?

Leadership and people skills, because we have over 900 members and 24 staff. The ability to listen to our staff and members and to act on feedback is

also crucial, as it enables us to provide a five-star experience to our members.

What are the best and worst aspects of your job?

The best thing about my job is the relationships I have developed with all of my clients and the team who work at Personal Best Fitness. I can honestly say that I don't have a worst aspect because I love my work and the industry that I'm involved in.

What has been your greatest career challenge to date?

Moving Personal Best Fitness from operating out of another health club and into our own premises, while continuing to operate and grow the existing business and care for our daughter, who was three at the time. We had six months to complete planning approvals, structural works, purchase equipment, paint and fully equip our new facility and recruit staff. But we did it, and we opened in January 2006.

And your greatest highlight?

I can't name just one highlight, so I'm going to list a few!

1. Winning the 1991 Tasmanian Fitness Leader of the Year Award

2. Winning the mixed pairs category in the Tasmanian Aerobics Championships in 1993
3. Winning the Tasmanian Fitness Business of the Year in 2008, 2009 and 2010
4. The birth of our daughter Sofie.

What's your main focus now and what are your goals for the future?

Ensuring that Personal Best Fitness continues to lead the way in delivering cutting-edge personal training and that our members and staff feel valued and recognised.

My specific goal is to win the 2011 Tasmanian Fitness Business of the Year. I am also looking forward to my Ambassador role with Network, and to enjoying quality time with my daughter.

If you live in 'the natural state' and have any questions about anything Network-related, from course dates to FILEX queries, you can email Colin at tas.ambassador@fitnessnetwork.com.au. To find out more about Network's other Ambassadors, read 'Meet your Network Ambassadors'. Simply type 'Ambassadors' into the 'Search the site' field at www.fitnessnetwork.com.au 

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BUILD RAPPORT FAST!

The limited time we spend with prospective clients means that making the best impression and establishing a connection with them as quickly as possible is critical, says *Kris Tynan*.

Every interaction you have with prospective clients should be based upon a relationship of mutual trust and respect. Given the time constraints of a typical appointment, you need to establish professional rapport as quickly as possible. The following nine rapport-building fundamentals will help you do just that.

1 Get your **greeting** right. Be ready for your prospect; use their name, smile and take the initiative with a confident (but not bone-crushing) handshake. A welcoming phrase like 'pleased to meet you' or 'welcome to the studio' also makes a very positive first impression.

2 When you sit down with your prospect be aware of the **desk or table barrier**. Position them at 45 degrees to you so that you are still able to write or use a keyboard without the actual desk or table being physically between you.

3 Ensure your own **body language** cannot be interpreted as unapproachable, defensive or dominating. Classic examples are crossed arms (defensive and, again, a barrier), hands on hips (aggressive), or leaning back with hands behind your head (superior). For more on this, read 'What does your body language say about you?'. Simply type 'Body language' into the 'Search the site' field at www.fitnessnetwork.com.au.

4 Eliminate any **distracting mannerisms** you may have. These include things like pen clicking, hair twiddling, fiddling with jewellery or foot swinging or tapping.

You may need to ask friends or colleagues for help with this as many people are totally unaware of the behaviours they exhibit.

5 Give your prospect your **full attention**. This involves looking at them as they speak and nodding or making appropriate approval noises to show you are listening. Be aware, however, that unlike Western cultures, some societies can view direct eye contact as rude and disrespectful, especially to authority figures such as teachers or one's elders. This holds true for Japanese and other Asian cultures, Indian, Latin American, Caribbean, African, Maori, Pacific Island and Aboriginal cultures. Therefore, don't assume that if someone doesn't look at you they are not interested in what you are saying – it may just be a cultural difference.

6 A 'fast track' to rapport building is to physically **match and mirror** your prospect's body language. Focus on the big stuff, like their posture or the position of their arms and legs, i.e. if they have crossed legs, cross yours, if they have one hand

"A 'fast track' to rapport building is to physically match and mirror your prospect's body language"

"Listen to the words your client uses to pick up clues as to which processing style they prefer"

up to their face, do the same. If you are new to this you may be concerned that your prospect will spot what you are doing and be offended. In reality, if it is done subtly, the other person will be totally unaware that you have adopted similar body language to them. Matching and mirroring helps build rapport on a subconscious level because it makes the other person feel that you are similar to them in some way – and we all like, and feel connected to, people who we feel are like ourselves.

7 You are probably well aware that asking **'open' questions** will elicit more information than closed questions that merely require a yes or no answer. Asking if they have used a gym or had a personal trainer before is good to start with, but following it up with a more open query like 'Can you tell me

about your previous experience using a personal trainer?' will allow your client to answer more fully.

8 To gain rapport once they have answered these questions, and to let them know that they have been not only heard, but more importantly *understood*, get into the habit of **paraphrasing or summarising** what your client tells you. See examples of paraphrasing in point 9.

9 Listen to the words your client uses (called predicates) to pick up clues as to which **processing style** they prefer. Although we all use all three styles, some of us relate better to things in a visual way, some in an auditory way and some kinaesthetically.

Visual predicates include: 'see what you mean', 'get the picture', 'watch out for', 'shed some light', 'make it clear', 'vision is bright', 'eye to eye' and 'looks great'. People who relate well visually will be able to 'picture that', things will 'look good' to them and they'll understand things 'clearly'. Examples of a visual paraphrase might be: 'It looks as though you are making good progress' or 'You're not seeing any change in the muscle stiffness you have'.

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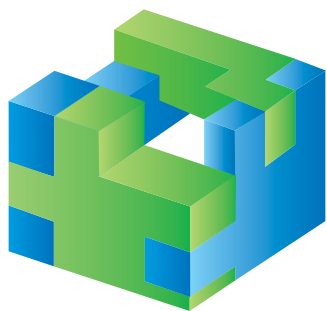
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Kinaesthetic people tap into their emotions and feelings which is a slower process than translating pictures or sounds. They will use phrases like 'feels okay', 'slipped through', 'pull some strings', 'come to grips with', 'stay in touch', 'explore possibilities', 'not following you' and 'gut instinct'.

They'll want to 'touch base' next week and they will be able to 'grasp' what you mean. Kinaesthetic paraphrasing could be: 'I get the feeling you are struggling to do the exercises' or 'So it's your gut instinct that you are on the right track?'

Auditory people relate better to words and sound. They use phrases like 'sounds good', 'tell me more', 'rings a bell', 'speak to me', 'voice an opinion', 'hold your tongue', 'loud colours' and 'unheard of'. They'll 'hear' what you are saying and ask you to 'tell' them how to do something. Auditory paraphrases might include: 'It sounds to me that you are still experiencing a problem with this' or 'So I am hearing that you are pleased with your food intake but not so happy with the exercise'.

By adopting the processes above and tailoring your behaviour to match the style that best suits each individual you interact with, your prospects will relate much better to what you are saying, enabling you to speedily gain rapport with them – and turn them into clients.

Kris is the author of The Interactive Instructor, a book full of practical advice to enable personal trainers and instructors to communicate with customers more confidently. Two free copies of the book are up for grabs by emailing Kris directly on kris.tynan@xtra.co.nz. The book is available through www.lightenup.co.nz/interactiveinstructor 



Kris Tynan

In her 20 years in the fitness industry, Kris has consistently focused on improving gym floor contact between instructors and members. She was a board member of the UK Fitness Industry Association for five years and is a regular convention presenter and fitness publication contributor. For more information or to contact Kris go to www.lightenup.co.nz

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STEP COMPLETE:

Fully engage every participant

A staple of club timetables worldwide, step has proven itself a popular and effective group exercise format. To continue the evolution of this freestyle classic, instructors need to mentally and physically cater for every participant, says *Kayla Duke*.

Step has long been established as a great cardio workout with a strong focus on the lower body. The fact that what began as a freestyle workout continues to be widely offered in this format is a good indicator that instructors have been delivering enjoyable and suitably challenging choreography over the years. This exercise modality cannot rest on its laurels, however; along with the stiff competition posed by a plethora of other group exercise classes, instructors are faced with the challenge of providing participants with more than the basic tap change and occasional kick or curl offered in step's early days. While there is certainly a place for simple, clean choreography on the timetable, we also need to keep classes for more advanced participants fresh and interesting – think, out with the tap change and in with changes to rhythm and direction, new moves and different styles.

Engage mentally and physically

To meet the needs and expectations of participants, and keep them returning to class each week, we must provide variety, with challenges and rewards for the mind as well as the body. People come to group exercise classes for a variety of reasons. Many want to be entertained, to go away feeling reinvigorated and relaxed, while also achieving fitness and body tone. Step is an ideal medium for introducing fun choreography that brings focus to the mind while giving a great body workout. Your aim should be to get participants totally absorbed in their workout, with their minds cleared of all other worries for the duration of the class. So, not only do we need to be creative and up-to-date, but we must be able to present our choreography in a manner that achieves maximum participation, both mentally and physically, from every participant.

Clear instructions and smooth flowing choreography and learning curves are essential. Participants must be able to follow instructors at their own level in order to gain a sense of achievement as well as a great workout. Many of our participants



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want, and may also demand, step choreography that is not easy to come up with, let alone convert into appropriate learning curves. So, do we break down fabulous moves we’ve seen on YouTube, or is it better to build up choreography by adding onto the base moves we already know well? The truth is, there is no right or wrong way – it’s a matter of instructor preference. If you’ve only ever used one of these methods, it may be worthwhile trying the other one – you never know, perhaps you’ll discover a better way of doing things!

Sample exercises

Photos 1 to 9 illustrate an example of breaking down moves that are a little bit different.

- ▶ Knee lift, toe tap, turn over the board
- ▶ Kick ball-change kick ball-change
- ▶ Box step in front of the board.

We simply start with three knee repeaters and two basics. By layering more and more, one move at a time, this progresses to:

- ▶ 3 knee repeater, 2 basics
- ▶ Knee toe tap knee, 2 basics
- ▶ Knee toe tap over the board, 2 basics



- ▶ Knee toe tap over the board, march x 4 basic
- ▶ Knee toe tap turn over the board, march x 4 box step
- ▶ Knee toe tap turn over the board, kick ball change x 2, box step.

When stuck for ideas in step choreography, one easy way to come up with something different is to look at another style of class and see how the moves can be translated to the step platform, e.g. an aerobics class to get ideas for an athletic step group or a dance class to challenge the mind and body. A dance move that I have taken to the step is illustrated by the learning curves above, and photos 6 to 11 show a continuation as a kick ball change. From here I move into a box step and a quick chassé over the board. These are typical jazz dance or Broadway dance-style moves.

Multi-level instruction

It may be assumed that most step classes in Australia these days are multi-level – arguably the most challenging and potentially the most rewarding type of class to teach. When we have beginners and advanced participants in the one class, options and progressions showing smooth step-by-step learning curves are the key. As instructors, we need to read our participants and know when to progress, and how many layers of learning curves are needed. The more mixed the group, the more learning curves are necessary



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"Step is an ideal medium for introducing fun choreography that brings focus to the mind while giving a great body workout"

and the clearer the instructions need to be to keep everyone working at the level that is best for them. We need to make our beginners feel comfortable and our advanced participants feel challenged. If this is achieved they will come back for more.

We also need to make sure the workout element is evident, because

it should be assumed that in addition to the fun, social element, this is still the primary purpose of a step class. I often find that more advanced participants are inclined to use less energy. At the advanced level there is more choreography and faster moves, so participants often focus on the legwork to the extent that the arms are forgotten about. This decreases the workout level and is something we should actively discourage. A good way to work past this is to choreograph arm lines into your step routines and reinforce their importance throughout the class.



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As new programs come and go from facility timetables, step remains – and continues to be represented at fitness conventions worldwide. I hope the ideas and suggestions above will help you keep step strong and effective in your club, and that together we can continue the evolution of this fantastic freestyle program. **■**



Kayla Duke

Currently based in Singapore, Kayla is group exercise country manager for California Fitness. She instructs, choreographs programs, trains and assesses instructors and regularly presents nationally and internationally. Before beginning her career in the fitness industry, Kayla danced for 17 years in stage productions, giving her a truly unique presentation style. Kayla was named Network's Author of the Year at the FILEX 2010 fitness industry convention.



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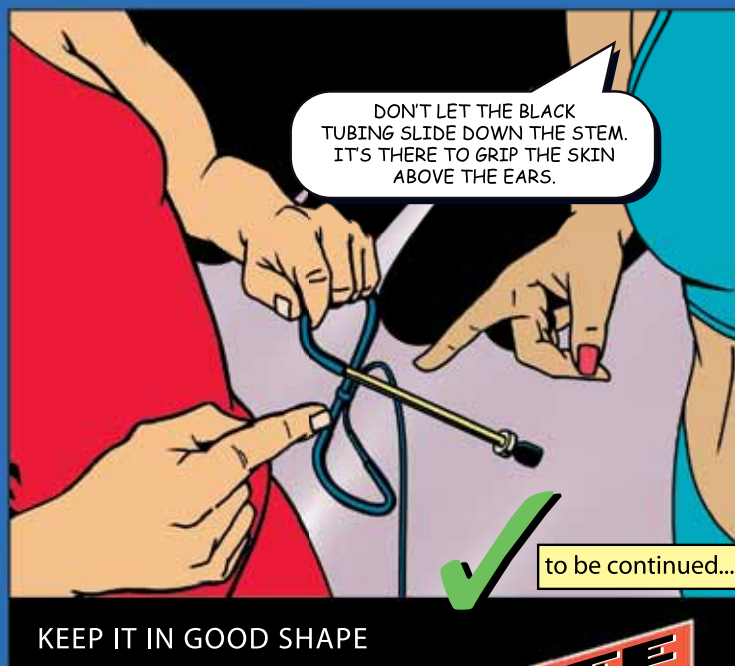
Kayla will be applying her freestyle skills to the aqua environment when she presents at FILEX 2011. Choose from:

- ▶ Contemporary Aquilates (A2W)
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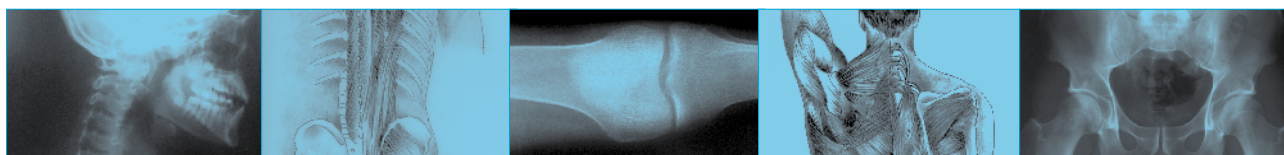
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THE GYM JUNKIE'S SHOULDER



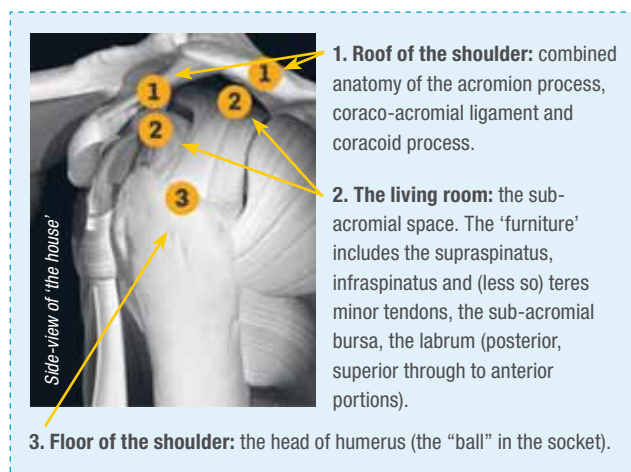
As the most muscular of all body parts, the shoulder is highly susceptible to imbalance. Personal trainers need to understand and promote good practice in order to discourage 'hypertrophy at the price of good biomechanics' says *Ulrik Larsen*.

Even the average gym client can spot the rounded shoulders, collapsed chest and 'no-neck' characteristics of those who pump heavy iron night and day. Perhaps it is harsh to single out this obsessive minority for criticism; is it possible that these extreme athletic physiques are simply worse versions of the average muscular physique?

An eye trained in assessing pathomechanics (mechanical forces that adversely change the body's structure and function) will soon come to the conclusion that, in fact, very few shoulders actually look 'OK'. We all sit at computers, get stressed, and let muscle tension get the better of us. Muscle imbalance will always take its toll on the very fragile non-muscular structures of the shoulder, even if you don't have huge muscles. And if you have well-developed muscles, are you OK to ignore the twinge in your shoulder when lifting a 100kg barbell?

The roof, the floor and the furniture of the shoulder

To appreciate the deep and underlying biomechanics of the shoulder, let's start by introducing the image of the house:



The poor biomechanics of a bad house

The majority of 'niggling' impingement problems felt by your clients will be the result of either the 'roof caving in', or an 'unstable floor'. Here's what's probably going on:

ROOF CAVING IN DUE TO MUSCULAR IMBALANCE AROUND THE SCAPULA

A repetitive and perpetual downward force of the acromion process onto the ball is the most common destructive pattern in active shoulders. The roof of the shoulder is literally crushing down onto the furniture. This movement is specifically called 'downwards rotation' or 'anterior tilt' of the scapula, and is primarily created by pectoralis minor, levator scapulae and the rhomboids. These muscles will dominate over the critical serratus anterior muscle, resulting in scapular winging and poor control of protraction and retraction during the movement. Therefore, any simple push-pull exercise has the potential to include too much downward force of the roof into the living space, and the most common 'furniture' that gets damaged is the supraspinatus tendon. Tearing, rubbing, and scuffing of this tendon accounts for most shoulder pain in your clients.

The scapular renovator muscles that normally need to be called in to prevent the roof caving in onto the living space are the serratus anterior, lower trapezius and the upper trapezius (this is quite controversial in the fitness industry, but not for many physiotherapists).

In combination, these shoulder renovators mainly produce upward rotation (and posterior tilt) of the scapula. By itself serratus anterior produces scapular protraction during the pushing movement, and lower trapezius produces posterior tilt and depression during the pulling movement. Together they are the perfect antidote to the dominance of pectoralis minor, rhomboids and levator scapulae. Without activation and strengthening of these muscles, no true and lasting improvement of shoulder pain is possible.

UNSTABLE FLOOR MOVING DUE TO MUSCULAR IMBALANCE WITHIN THE GLENOHUMERAL JOINT

You could liken this pattern to the furniture riding up into the ceiling as the floor lifts and sways out of control. Here, the imbalance is between the internal and external rotators of the rotator cuff. Specifically, the external rotators of the cuff (infraspinatus and teres minor) gradually dominate over the lone internal rotator (subscapularis), creating destructive anterior shearing and superior movement forces. This explains why simply prescribing external rotator cuff strengthening exercises can make a shoulder worse.



Subscapularis here plays a critical role as a shoulder renovator by preventing anterior shear and elevation of the ball in the socket.

During chest press the glenohumeral joint may 'lurch' anteriorly, while the scapula moves into downward rotation/ anterior tilt – a dangerous combination for the supraspinatus tendon and other fragile 'shoulder furniture'.

The glenohumeral renovator muscle that normally needs to be called in for a renovation of the glenohumeral joint (such that the floor stops moving excessively and riding up into the living space) is subscapularis.

The more recent physiotherapeutic research into glenohumeral dysfunction and injury is prolific in the focus on subscapularis as the main muscle that needs activation and retraining for effective rehab of rotator cuff dysfunction.

Subscapularis is the perfect humeral depressor and posterior glider. It counter-balances the external rotation force of infraspinatus, teres minor and to some degree posterior deltoid, thereby preventing anterior shearing and elevation into the sub-acromial space. It may also enhance serratus anterior biomechanical efficiency.

Overcoming muscle imbalance

Although currently lacking formal research to validate its effectiveness, the pioneering technique of iso-integration (using thera-tubing during a movement to overcome muscle imbalance) is at the cutting-edge of muscle activation work. It can be applied to most joints, not just the shoulder.

Let's apply the concept to overcome common shoulder muscle imbalances with two exercises: the one-arm dumbbell row and the chest press.

ONE-ARM DUMBBELL ROW

Classic pathomechanics: Imbalanced rowing action from the

scapular retractors, demonstrating excessive elevation and downward rotation during the main movement (dominant rhomboids and levator scapula over lower trapezius). The tubing will optimise scapular retraction and isolate lower traps.



Tubing requires the arm to sustain internal rotation force during the one-arm dumbbell row movement, thereby indirectly improving lower trapezius function. Note the pronated hand position.

Action: Hold tubing on tension from in front of client during movement (the more muscular the client, the more tension is required). Dumbbell and tubing are held together in the hand, as the movement is performed.

Effect: The direct effect of the tubing is to activate the glenohumeral internal rotator subscapularis, but by reverse-origin insertion it will pull the scapula away from an elevated and downwardly rotated position towards a more pure retraction movement, thereby indirectly activating lower trapezius. Most commonly, the client will feel an improved contraction of this muscle, and hence improved latissimus dorsi action. In terms of muscle biomechanics, the middle-lower trapezius will tend to grow at the same rate as the upper trapezius/rhomboids and levator scapula. Trigger points and pain in the neck (even headaches) will also be reduced.

CHEST PRESS

Classic pathomechanics: During the lowering phase of the chest press, the scapula prematurely ceases to retract; instead the scapula lurches into downward rotation/ anterior tilt, and the glenohumeral joint shears anteriorly, possibly into external rotation and excessive horizontal extension. Effectively the roof is caving in and the floor is shifting at the same time! This movement is the reason that bench press remains one of the most damaging movements in the gym for the fragile supraspinatus and other furniture under the shoulder roof.



Tubing will directly activate the subscapularis, thereby improving muscle balance and preventing injury to the supraspinatus tendon under the roof of the shoulder.

Action: During chest press, tubing is held in the hand or attached to the barbell, on the side of the shoulder pain, with the tension directed overhead by the trainer.

Effect: The direct effect of the tubing is to activate the glenohumeral internal rotator subscapularis, which will pull the glenohumeral joint posteriorly and inferiorly away from the acromion process. It will neutralise any external rotation and horizontal extension pathomechanics, and activate serratus anterior to function eccentrically during the lowering phase. Consequently, it prevents downward rotation and anterior tilt of the scapula. In terms of muscle biomechanics, the pectoralis minor is prevented from dominating over pectoralis major, so this becomes an extremely useful tool in the optimisation of muscle development around the chest.

Importantly, if there is any pain at all during chest press, the tubing needs to be applied in an attempt to reduce the pain, hence its value as a rehab drill for the retraining of subscapularis and serratus anterior.

In summary, everything possible should be done to prevent the spiral into muscle imbalance and degenerative change in the fragile furniture of the shoulder. It is recommended that massage and iso-integration are used regularly during workouts with this objective in mind. Prevention is much better than cure, especially since this method will also help your client

build their musculature in the way they desire. Flexibility of the dominant power muscles and activation of the deeper stability muscles will ensure the equilibrium is maintained. **[7]**



Ulrik Larsen, B Phty

An Australian sports physiotherapist specialising in sports injury management, Ulrik has decades of experience working with personal trainers and their clients, including elite athletes and their coaches. His passion for giving fitness professionals competence to manage clients with injuries led him to develop the Rehab Trainer course, which is now delivered internationally through his network of similarly-minded physiotherapists. For more information visit www.rehabtrainer.com.au or call 0423 861 342.



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SPECIAL POPULATIONS

A golden business opportunity

By being too generalised in the service you offer, you may be jeopardising your business success. To develop a truly great fitness business you need to find your niche and target specific populations, says *Paul Wright*.

"The more generalised you are, the less of an expert you will appear to your potential client"

Having been involved in the health and fitness industry for many years, I continue to be amazed at the number of business opportunities that are not fully explored by personal trainers and other health professionals. One such opportunity is the area of special populations and the impact that targeting these groups can have on the success of your fitness business.

The term 'special populations' has been used in the health and fitness industries for many years, and essentially refers to the various groups of people that have some special requirement or condition that requires more complex training, education or care on the part of the fitness professional.

Common examples of special populations in the fitness environment include people with chronic low back pain, diabetes, osteoarthritis, hypertension, cardiac issues and orthopaedic problems, as well as pregnant women. However, we can also look at specific orthopaedic populations, such as post-ACL reconstruction or post-knee replacement, as examples of groups with specific needs and requirements.

General or specific?

I firmly believe that the majority of fitness professionals make the mistake of being too generalised in their businesses and present themselves as a 'one stop shop', which ultimately leads them to be branded as a 'commodity'



– where the only thing that differentiates them from their competition is price. You need to ask yourself the following question if you are to develop a truly great fitness business: are you a commodity?

Do your business cards have a range of target groups on them, such as weight loss, rehabilitation, post-pregnancy, work injuries and sports conditioning? The more generalised you are, the less of an expert you will appear to your potential client or health industry referrer.

I once saw a sign on the back of a personal trainer's car window that said 'XYZ Personal Training and Wedding Make-Up'. Now I don't know about you, but I would not be racing to that trainer for my new fitness program – let alone my wedding

“The more specialised your skill set, the higher fees you can charge”

make-up (I prefer to do my make-up myself anyway...). This generalisation has immediate implications to your perceived level of professionalism, your marketing and ultimately the rates you can charge for your services.

Finding your niche

A good place to start when considering whether focusing on a special population is right for you and your business, is to ask yourself the following questions:

1. Do I present myself as an expert in a specific area or condition, and if so, is there a market for this service in my area?
2. Am I already well known for my knowledge and expertise with a specific group or target market?
3. Do I achieve higher levels of success with a specific type of client?
4. Is there an area or special population group that I am highly interested in and passionate about?
5. When I attend conventions and educational events, is there a specific topic area that I gravitate towards?

Based on the answers to these questions, I believe most fitness professionals will begin to identify a specific target market – their own special population – and assuming there are enough of these people around, you may have found your golden niche.

An even better outcome would be if you had already researched this niche and determined that this target market is massively underserved in your area. The people in this market would be actively looking for a professional like you to provide them with the service they need.

There are many benefits to being highly specific in your marketing to special populations:

- ▶ The more specialised your skill set, the higher fees you can charge. People will pay much more to be seen by the expert than by a general all-rounder (look at the fees specialists charge compared to general practitioners in the medical model).
- ▶ You can develop specific programs for your target market. People will pay more for a specifically defined program or course of action than they will session by session. Their compliance and your success rate will also be higher.
- ▶ Your marketing becomes easier as you can target your special population more easily. As an expert in post-pregnancy, for example, you can target mothers groups and obstetricians, and set up joint ventures with local baby shops where you can provide free initial consultations for every customer that spends a certain amount of money.
- ▶ You can sell a specific line of problem-solving products to your target market. In the case of the post-pregnancy expert, pregnancy belts and even jogging prams are examples of these product lines.

In my business, Get Active Physiotherapy, our name says it all. We are located in health and fitness clubs and primarily serve younger, active, sports-involved patients. Our marketing is directed to sports clubs, gym members, runners and other active exercising individuals who become highly frustrated if they cannot exercise with the frequency and intensity they are used to. Because we specialise in solving their problem, they come to us rather than a more generalised practice. You can do the same for your business.

The area of ‘special populations’ is a potential gold mine for personal trainers and health professionals with specific skills in these areas. Identify your passion and your expertise and get your targeted message out there now. **n**

FREE BUSINESS-BUILDING MATERIALS

For more information about building and maintaining a successful fitness business, you can download Paul's free 60-minute MP3 'How to Ethically Increase Profits from Your Health Business' from www.MyHealthBusinessProfits.com where you can also request to have a CD recording posted to you.



Paul Wright, BAppSc (Physio), DipEd (PE), AdvDip (Bus Mgmt)

Paul is the owner of Get Active Physiotherapy with two clinics in St Leonards (Sydney) and can be reached on 02 9966 9464 or via his website www.GetActivePhysio.com.au

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Product Showcase

Product Showcase throws the spotlight on a selection of the fitness industry's latest offerings. For ALL that's new in the world of fitness, head to the Australian Fitness & Health Expo at the Sydney Exhibition Centre between 15 and 17 April to check out the industry suppliers below*.

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Boot Camps Australia Pty Ltd	E7	Kapai Puku	E4	Sweat Central	H37
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Brasil Sul	J50	Leisure Concepts Aust	P56	Tanita Australia	S63
Brasilfit	G42	Leluu / Performax /		Technogym Australia	o20
BSC	i12	Arena Champion / TNF	D41	TechnoTan	L27
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California University of Pennsylvania	L50	Life Fitness Australia	R32	The Australian Lung Foundation	C51
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Creative Fitness Marketing	N44	MAX International	G20	ULO Health Fitness	M54
DebitSuccess	N31	Max's	F42	Ultimate Body Applicator	J58
Deep Muscle Chinese Massage	E53	Meet Your Personal Trainer.com.au	L46	Ultimate Nutrition	L11
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EYE Fitness	N45	Next Generation Supplements	J28	WaterRower	N27
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Ezy Client Pty Ltd	C44	Nordic Academy Australia	E48	Wedderburn	S61
Ezypay	S34	Nutrition Systems	K11	Wellcentred Exercise Studio	C8
Fashion Brazil	D7	Omniblend Pty Ltd	G27	Wisdom for Living (Int) Pty Ltd	F48
Female For Life	i52	On Running	B11	Withings / Household Technology	D54
FFA PaySmart	S20	Optimum Nutrtion	H12	www.mobipost.com.au	S57
Fitdesigns	K48	Oscar Mimosa	C2	Xercise Pro	L57
Fitlink Australia	D16	Oxyfit Brazil	H52	Yes! Fitness Music	B42
Fitness Institute Australia	i35	Peak Pilates	P53	Zumba Fitness, LLC.	D22
FiveFingers Australia	H39	Plum Running PTY LTD	C38		
		POLAR	K42		

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STAND N24

See our ad on page 36

FILEX 2011 – 15 to 17 April

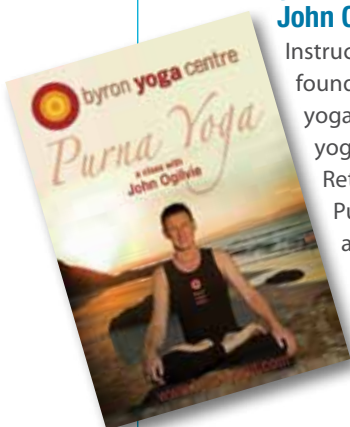
FILEX 2011 offers an exceptional opportunity to grow your fitness knowledge and get inspired to make 2011 your best career year to date. Featuring over 250 sessions delivered by leading presenters from around the globe, the 3-day program at the Sydney Convention & Exhibition Centre provides you with an abundance of opportunities to expand your skills. Book your seat before 8 April to avoid paying late fees. Visit www.filex.com.au or phone 02 8412 7400 for further information.



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STAND D53

See our ad on page 14

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STAND E54

See our ad on page 23

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STAND J36

See our ad on page 46

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See our ad on page 7

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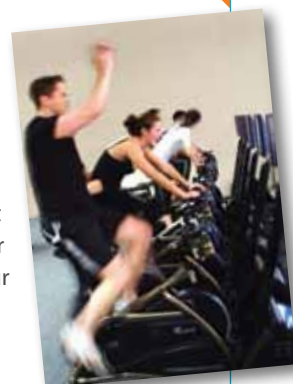
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STAND N45

See our ad on page 9

See our insert with this issue

Fitness website design specials



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GymLink Australia now offers fantastic marketing services specific to the fitness industry. This full graphic design service includes web and logo design and business branding, plus a variety of corporate identity and promotional literature packages.

STAND G30

11,000 fitness club members have their say!



The 2011 Australian and New Zealand Fitness Industry Survey, produced by Ezypay, has again provided the most comprehensive guide to the state of the industry. Over 400 clubs provided information on salaries, facilities and marketing activity, and 11,000 club members revealed their satisfaction levels, preferred referral incentives and what would make them join a new club. Ezypay has also compiled an industry trend report and chaired a panel of industry experts to discuss the findings. To find out more and to purchase your copy go to www.fitnesssurvey.com.au

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STAND S34

See our ad on page 29

See our insert with this issue

Check out the latest fitness resources

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STAND E16

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STAND C30

See our catalogue insert and ad on page 20

See our ad on pages 24 & 25



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Spotlight on...



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AQUA DEXTROUS:

to deep or not too deep?



By designing routines with movement patterns that are suitable for use in both shallow and deep water you can cater to all participants while maximising pool space, say *Melissa Cameron* and *Stacey Dolliver*.

Have you ever instructed a shallow water class in which some participants chose to work in the deep – or vice versa? It's a situation we have both experienced in our regular classes, and for this reason we have explored the concept of designing routines with movement patterns that are suitable for use in both shallow and deep water. This has a number of benefits, including:

- ▶ Variety. Using both the deep and shallow ends of the pool at the same time allows variety for both the participants and the instructor.
- ▶ Maximising pool space. There are instances when the number of participants you have for a class require you to use both the deep and shallow ends of the pool. In addition, some pools have a very sharp drop-off going into the deep end.
- ▶ Participant preference/ suitability. For example, a participant in your shallow water class may have back problems and therefore prefer exercising in the deep water.

Deep vs Shallow

Participants often ask 'Do you get a better workout exercising in shallow or deep water?' We believe that a lot of it comes down to the individual; the effort they put in, their movement technique and their ability, i.e. they get out what they put in.

There are, however, some discrepancies between the two that will alter the results of the participants' workout, including;

DEEP

- ▶ Hydrostatic pressure (the pressure exerted by the water on the submerged body) increases as the depth of the water increases. Therefore, there is a greater degree of hydrostatic pressure when exercising in deep water as opposed to shallow water.
- ▶ Participants who have back injuries often prefer deep water as there is limited impact on the body.
- ▶ The property of buoyancy plays a major role when exercising in deep water, as participants need to remain afloat. Keep in

mind that participants who are lean/ have a high muscle mass, will be inclined to sink and may struggle to exercise in the deep. Therefore, ensure they have adequate equipment to assist them to perform moves with correct technique. Alternatively, of course, they may prefer to work in the shallow water.

SHALLOW

- ▶ Participants have an opportunity to anchor feet down to the pool floor, therefore using their core stabilising muscles more effectively.
- ▶ The pool floor can be used as a medium to rebound off/ propel from in the shallow water. Many participants love the feeling of being able to jump freely when performing turbulent movements.
- ▶ There is greater opportunity to create 'white water', allowing participants the satisfaction of visually witnessing the effects of their hard work.

The importance of music selection

Whenever you participate in a land-based aerobics class, music is an integral part of the class; however the benefits of using music are often overlooked in aqua exercise classes. Don't be afraid to play around with different tempos and beats. Rather than just using music in the background, incorporate it as a major element of the class. Use it to motivate both yourself (as the instructor) and your participants. Let the music determine the movement!

Music plays a major role when participants are exercising in varying water depths within the one class, as it ensures all participants perform the movement patterns for the same length of time and assists in maintaining the intensity level.

The importance of movement selection

When choreographing any aqua exercise class it is vital that you keep in mind the properties and principles of movement in water. Don't be afraid to come up with new movement patterns or ideas, but do be cautious about their application in water.

REMINDERS

- ▶ Keep the focus on how the movement feels when immersed in water and allow this to dictate the movement selection, rather than incorporating moves that look/ feel good on land but lose their effect in the water.
- ▶ Unless you have successfully mastered the art of levitation, it is important to demonstrate suspended moves using the AquaFrame, so that participants can see how the move should be carried out.
- ▶ Do not over-complicate the choreography. There is not necessarily a direct correlation between elaborate choreography and the intensity of the workout!

As you play with the movements, consider the variety of options that just one move presents – begin with a base movement and then provide options. As with land-based exercises, altering the speed and intensity of a movement pattern has the power to adjust the effect of the whole routine. Explain these movement modifications (options) to your participants to allow them to tailor the routines to their needs. The more you educate them on how to utilise water when exercising in it, the more they will gain from the class. [n](#)

The moves

Check out the following moves, specifically designed to be used in both the shallow and deep:

Combination 1 (8 counts)

Shallow Option

Weighted base for the first three arm movements, then add mermaid legs (double leg front flick kick) when the arms slide backwards as the participants become more confident.

Arm combination on the following beats – arms begin out to the front ([photo 1](#)):

- 1 – slide right arm out to the side ([photo 2](#))
- 2 – bring arm back to starting position ([photo 1](#))
- 3 – slide left arm out to the side ([photo 3](#))
- 4 – bring arm back to starting position ([photo 1](#))
- 5 – open both arms to the side ([photo 4](#))
- 6 – bring both arms back to starting position ([photo 1](#))
- 7 – slide both arms backwards, via sides of the body ([photo 5](#))
- 8 – bring arms back up together ([photo 6](#)).

Deep Option

Legs begin in a tuck position when both arms are out to the front ([photo 7](#)); they extend to a star position as the arms travel to the side ([photo 8](#)), then draw back to tuck as the arms return to the centre. Similar to the shallow option, when the arms slide backwards the legs perform a mermaid (forward flick) action.

Combination 1 – Shallow option



Combination 1 – Deep option

7



8



Combination 2 (8 counts)

Shallow Option

Legs wide and weighted, heels glued to the floor. Arm combination on the following beats:

- 1 – both arms punch together to the front and cross over (photo 9)
- 2 – pull arms back to the sides (photo 10)
- 3 – both arms punch out to the side (photo 11)
- 4 – pull arms back to the sides (photo 12)
- 5 – both arms punch together to the front and cross over (photo 9)
- 6 – pull arms back to the sides (photo 10)
- 7 – punch both arms to the pool floor (photo 13)
- 8 – pull arms back to the sides (photo 14).

As the participants become confident with the arm combination, start to jog and continue with the arm combination.

Deep Option

Use the same arm lines as in the shallow, change the lower body movement to legs in a seated position, 90° angle at the hips and knees, feet parallel to the floor OR deep water jogging.

For TWO MORE full combinations, read the online version of this article. Simply type 'Aqua dextrous' into the 'Search the site' field at www.fitnessnetwork.com.au



Combination 2

9



10



11



12



13



14



Combination 3**Shallow option**

Start with the right foot tapped next to the left with the right heel off the floor (photo 15) – body is angled and arms out to the sides. Body changes on the following beats:

- 1 – Change to left leg tapped and body angled in the opposite direction (photo 16)
- 2 – Change back to the starting position (photo 17)
- 3 – Change back to left leg tapped (photo 16)
- 4 – Pause (don't move)

This move is more 'dancy' than a normal twist, so more of a hip/knee action. Incorporate a Latin-style arm action – with aqua hands.

Deep option

Long lever version of the shallow option – keep the legs as long as possible and squeeze together.

**Combination 4 (16 counts)****Shallow option**

You need to pick up your right leg to press it down on the first count (photo 18):

- 1 – Stomp the right leg to the pool floor (photo 19)
- 2 – Pick it back up again (photo 18)
- 3 – Repeat the right leg stomp (photo 19)
- 4 – Change legs so that the left leg picks up (photo 20)
- 5 – Stomp the left leg to the pool floor (photo 21)
- 6 – Pick it up again (photo 20)
- 7 – Repeat the left leg stomp (photo 21)
- 8 – Pick up the left leg again (photo 22)
- 9 – Jog (photo 23)
- 10 – Jog (photo 24)
- 11 – Jog (photo 23)
- 12 – Pause (don't move)
- 13 – Jog (photo 24)
- 14 – Jog (photo 23)
- 15 – Jog (photo 24)
- 16 – Pause (don't move).

Deep option

Same as shallow.





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REACHING OUT

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- ▶ 'Extra'ordinary aqua (A4V) (Melissa)
- ▶ Aqua synergy (B1X) (Stacey)

For program information see page 46 of your FILEX brochure or visit www.filex.com.au where you can view the entire brochure and register online.



Melissa Cameron & Stacey Dolliver

Although her background is in dance, Melissa is passionate about aquatic exercise. As an instructor, training facilitator and member of the WETS (Water Exercise Training Service – www.wets.com.au) team she strives to progress the reach and image of the aqua industry. Stacey is a vibrant Hobart-based freestyle and aqua exercise instructor, dance instructor, presenter, personal trainer and life coach with a passion for empowering people to realise their potential. Together, Melissa and Stacey's mission is to promote aqua exercise to a younger instructor and participant market.

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Network Community



As I sit here writing this edition of Network Community, I can't help but be amazed at how time flies! FILEX is right around the corner and we are gearing up for another great convention. The Network Events team has outdone itself with this year's program – some feat considering the incredible line-up we enjoyed in 2010.

If you are planning to attend FILEX – 15 to 17 April at the Sydney Convention Centre – this year's opening keynote address by Amanda Gore is not to be missed. Amanda is one of the world's most joyful, motivating speakers and she is lauded for her ability to change people's lives – she'll definitely be setting the right tone for the best weekend of your year! And for all you Group Ex'ers, we have plenty of fantastic, fresh content, including the official launch of the newest Les Mills programs, SH'BAM™ and Core. For those who like to move Latino-style, Mr Zumba himself, Beto Perez, will be making his debut Down Under. Plus, of course, the Training, Business, Nutrition and other established strands are set to be complemented by the all NEW Physiotherapy & Exercise strand.

In education news, keep your eyes peeled for a bunch of great new eCEC offerings that are coming soon. Of particular note are courses from the Network Nutrition Coach series, developed by Dr Rebecca Charlotte Reynolds – another of our brilliant FILEX 2011 presenters – and a not-to-be-missed PT sales course by the super successful Chris Dufey.

The Trax team let out a collective sigh when the Copyright Tribunal result was handed down at the end of last year, although this was quickly followed by the PPCA's announcement that it intends to appeal the decision. While instructors and fitness facilities everywhere are making the most of the freeze on any licence fee hikes, a number of clubs are opting to stick to licence-free music in the interim. As a result, Trax has been busy preparing a wide range of both original artist and PPCA-free music – available online at www.traxmusic.com.au and at stand K36 at the Australian Fitness & Health Expo, which runs side-by-side with FILEX in April.

I'd also like to take this opportunity to introduce the latest members of the Network family. Rebecca Myers is now heading our Sales and Marketing department, and Kate Smith has joined our friendly Membership Services team. Both are very welcome additions and complement our already solid team.

Finally, I'd like to second Oliver's comments in his editorial on page 4 and send our best wishes to all of those Network members affected by the terrible extremes of the Aussie weather this summer. Here's hoping that the rest of 2011 holds only good things in store.

Until next time,

Ryan Hogan, Special Projects Manager
ryan.hogan@fitnessnetwork.com.au



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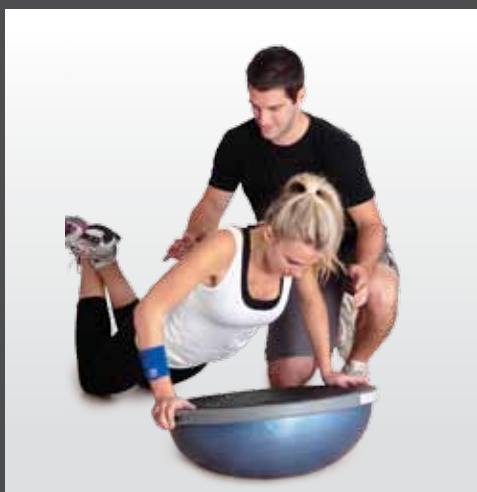
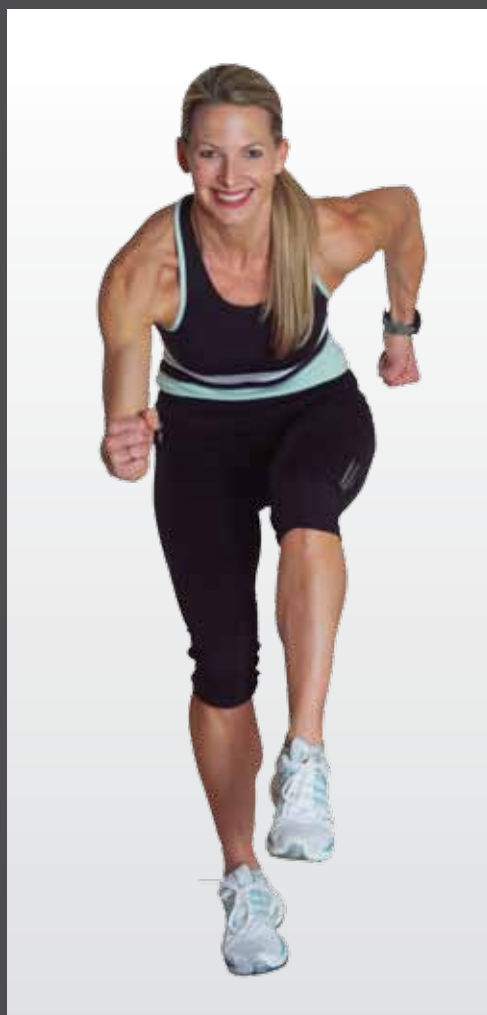
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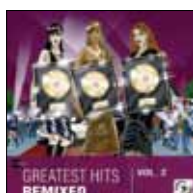
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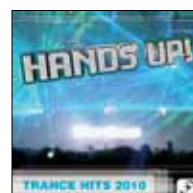
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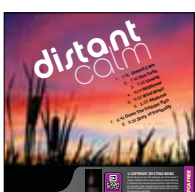


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- ▶ Basic communication and teaching skills for group fitness instructors
- ▶ Postural analysis for group fitness
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This course is undertaken entirely online and explores:

- ▶ The principles of coaching, and how coaching can overcome psychological barriers
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Exercise Implications for Baby Boomers, by Alisha Smith

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- ▶ The key characteristics and history of Boomers
- ▶ The role of the fitness industry in reducing the potential health and social system burden
- ▶ Common lifestyle conditions experienced by Boomers
- ▶ Exercise implications when training Boomer clients with diabetes, heart disease, menopause or arthritis
- ▶ Exercise recommendations for healthy Boomers as well.



How to Become an Outdoor PT Star, by Kate Henderson and Marin Lazic

This course is undertaken entirely online and covers:

- ▶ Creative planning for individuals and groups
- ▶ Cardiovascular programming for the outdoors
- ▶ Resistance programming for the outdoors
- ▶ Core programming for the outdoors
- ▶ Flexibility programming for the outdoors
- ▶ Progression and regression.



Cutting Edge Core Training for Personal Trainers, by Lisa Champion

This course is undertaken entirely online and examines:

- ▶ The definition of core control, including what it is and what it's not
- ▶ Introduction to the Perfect Practice system
- ▶ Assessment and retraining techniques and strategies for low/ medium/ high level core control.



Powerhouse Performance: Functional Strength Training, by Jason Weber

This course requires you to watch the supplied DVDs in full, and refer to downloadable handouts, in order to complete the exam. This course explores:

- ▶ Building a fitness arsenal
- ▶ Launching a fitness offensive.



Cutting Edge Research: The Brain and Systemic Inflammation, by Paul Taylor

This course requires you to watch the supplied DVDs in full, and refer to downloadable

handouts, in order to complete the exam. This course explores:

- ▶ The neuroscience and psychology of behaviour change
- ▶ How to facilitate self-determination
- ▶ Nutritional and lifestyle keys for reducing systemic inflammation
- ▶ Take-home tools to transform the results you achieve with every single client.



Sports Nutrition for Endurance Training, by Kira Sutherland

This course is undertaken entirely online and examines:

- ▶ Daily eating
- ▶ Pre training foods
- ▶ Eating during training
- ▶ Post training foods.



Advanced Resistance Training, by Paul Wright

From our brand new Premium range of CEC courses is Paul Wright's Advanced Resistance

Training. Delivered via DVD and assessed online, this course covers:

- ▶ Effective development and instruction of hypertrophy programs
- ▶ Effects of resistance training
- ▶ General training tips and program design.



Re-Training the Core and Strategic Stretching, by Lisa Champion

This course requires you to watch the supplied DVDs in full, and refer to downloadable

handouts, in order to complete the exam. The course covers:

- ▶ New skills for training and assessing core control
- ▶ Sensational strategic stretching.



The Aerobic Formula, by Rebecca Small

This course requires you to watch a DVD and take notes. It examines:

- ▶ Teaching methods for modern aerobics
- ▶ Choreography construction
- ▶ Movement analysis.



Post Exercise Nutrition for Strength Training, by Kira Sutherland and Dr Stephen Bird

This course is undertaken entirely online and explores:

- ▶ Eating for optimum recovery
- ▶ Post-exercise supplementation
- ▶ Altering the hormone response through the ingestion of protein and carbohydrate
- ▶ The role of insulin and cortisol in anabolic potential.



Core Stability and Better Back Program, by Paul Wright

This course requires you to watch a DVD and take notes. It examines:

- ▶ The anatomy of the abdominal muscles, spine and common conditions
- ▶ The inner and outer core units
- ▶ Slings of the body.



Basic Heart Rate Training, by Pursuit Performance

Undertaken entirely online, this course will help you take the guesswork out of training by teaching you how to monitor your clients' heart rates. Explore:

- ▶ The benefits of heart rate training
- ▶ The heart muscle and how it affects training
- ▶ Overtraining and how to avoid it.



Bigger, Stronger, Faster, by Paul Wright and Ashley Jones

This course requires you to watch a DVD and take notes. It examines:

- ▶ The keys to strength and conditioning for Rugby codes
- ▶ Dynamic warm ups
- ▶ Protocols and strength training programming for all levels of footballer.



Creating Smooth Transitions for Group Exercise, by Karen Finucane

This course is undertake entirely online and explores:

- ▶ Choreography design and class planning
- ▶ Modern teaching methodologies
- ▶ How to deconstruct choreography
- ▶ Tips on advanced cueing.



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