

RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 1

THE BAR

HOW
TO CREATE
MARKETING
MAGIC

HOW
'SHOE SHIFTING'
BOOSTS
INCLUSIVITY

MEET
JAN & CHRIS
OUR FEATURED
FITPROS

TOP TIPS TO
RECRUITING
RIGHT

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WELCOME FROM DENNIS HOSKING



Welcome to the very first issue of *Raising the Bar*.

This interactive magazine has been created to help you perform at your best in your important role in the fitness industry.

As a FITREC-registered professional you'd be well aware that we pride ourselves on values such as transparency, impartiality, inclusiveness, and progression. We truly believe that by helping build more successful fitness careers and businesses, we'll have the greatest possible impact on the health of the nation. In essence, our job is to help you help more people achieve their health and fitness goals; and that's why we've created this publication.

We invite your feedback, suggestions and contributions for future editions. You can email us at anytime via the web form on the back page of this mag.

On behalf of the FITREC and HealthyPeople teams, I thank and congratulate you for joining us in raising the bar for our industry.

D Hosking

Dennis Hosking

Founder & Managing Director

FITREC & HealthyPeople

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FITREC™

Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org



HealthyPeople

Phone: 03 9021 0836

Email: hello@healthypeople.com.au

Web: healthypeople.com.au



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TRAKY HAS FINALLY DROPPED!

We're very pleased to officially launch our Traky service for FITREC PRO registered professionals.

For those who've not yet met Traky, it's a FREE web-based service we built to help FITREC professionals record sessions with clients. Traky is a service that will work across a variety of scenarios and provide key functionality for all trainers. While simple in functionality, it offers versatility and a range of benefits for working professionals. And it's now sporting additional features and a brand new look!

How will Traky help you?

Firstly, it's a free tool to easily track individual and group sessions. Free now and free forever for FITREC PRO professionals.

Secondly, we've set it up so that clients are able to log in and view the sessions created by their trainer. We believe that where clients are more engaged in their progress and achievements, they're more likely to train with you for longer. This ability for the client to view their progress has an added benefit in that it's easier for them to share their activities and progress with others, which increases the likelihood of referral business.

From an insurance perspective, Traky provides a valuable way to keep a recording of all sessions with clients. What many trainers don't realise is that there's a seven-year window in which a client may make a claim for damages. It's far better for you, as the trainer, to have a record of what actually went on in sessions otherwise, it comes down to your word versus theirs!

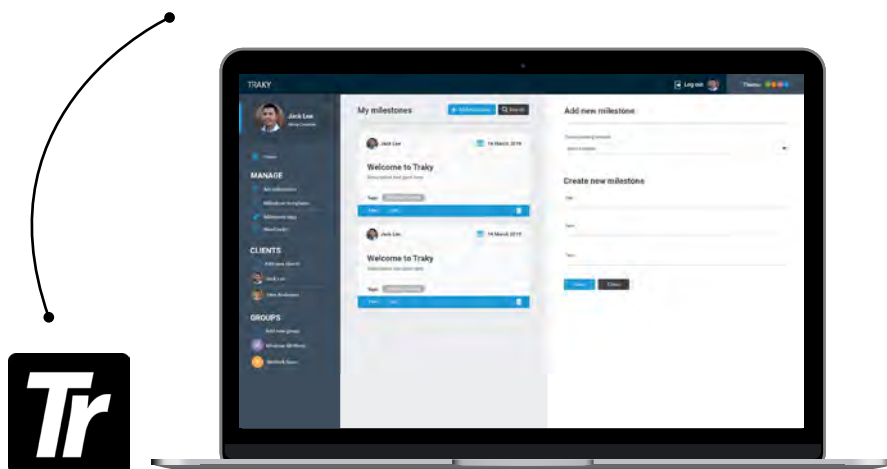
How does Traky work?

Traky has three elements: Milestones, Tags and Clients.

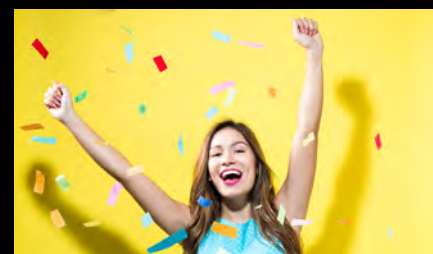
For every client on your account, you can add a Milestone. This can be anything - sessions details, payment notes, a personal best, weight loss or pregnancy progress, or a schedule for future training. On each of these Milestones, you can attach Tags. These are a way to easily search for specific milestones related to a client.

What's coming for Traky?

Integrations, merchant facilities, Milestone templates and more. Stay tuned! ♦



[FIND OUT MORE](#)



CONGRATS! YOU JUST GOT A PAYRISE!

The Fair Work Ombudsman has just reminded us that the Fitness Industry Award rises with every new financial year, so as of 1 July 2019 your pay rate may have changed.

[CHECK NEW RATES](#)



WANNA SAVE \$1,500? DER!

Our deal with ph360 is still a goer. To catch you up, this deal delivers \$1,500 worth of value to FITREC professionals. To discover all about ph360, eyeball this video or hit the button below.

[FIND OUT MORE](#)



WHAT YOU CAN CLAIM AS A FITPRO

The financial year has come to a close, which means it's time to sort out those tax deductions. To help make this process a little easier here's a list of what you can claim – and it comes straight from the ATO, so you know it's legit.

[SEE WHAT YOU CAN CLAIM](#)



'SHOE SHIFTING'

HOW INCLUSIVE IS YOUR FITNESS FACILITY?

Discover a program designed to enhance the health of the 4.3 million Australians living with a disability. **By Carol Syer**

Have you ever taken a really close look around your studio or club, and the patrons who utilise it? Who do you see? Or more importantly, who *don't* you see? Although we're all skilled and knowledgeable around the benefits of fitness, and we dedicate our days to encouraging others to improve their health and wellbeing, how welcome do you really make everyone feel when they're in your space? How accessible is your facility, your programs, your classes? Are you including everyone or could you be doing more?

One in five Australians live with a disability

This equates to around 4.3 million people who are not currently being catered to by our industry. The most common primary disability is intellectual disability and, unfortunately, people with an intellectual disability are more likely to be obese than the general population (and obesity is already a serious problem among the general population, as we all know). Factors that contribute to this are limited access to appropriate community leisure facilities, lack of skilled staff onsite at such facilities, high calorie diets, and low levels of activity and exercise. So it pays to ask, 'are the needs of these populations currently being met by the fitness industry?' Do we design programs, classes and advertising with this group in mind? I think we all know the answer.

Enter: the 'Enable' program

'Enable' was designed to create awareness, a sense of belonging, and to enhance lives through exercise. It was created by myself, my daughter Caitlin who has an intellectual disability, and fitness legend Marietta Mehanni, who has a brother with autism and so has also witnessed the challenges of living with a disability. Together, we researched what is currently available in this space in Australia, and when we confirmed the existence of a definite lack of training, we created a training platform to empower instructors with the knowledge, skills and confidence to deliver programs to people with disabilities.

Enable is a full-day course that covers practical information including language and definitions of disabilities, and statistics around disability; exploration of inclusion, fears and challenges; two one-hour practical sessions: one for children and one for adults incorporating and explaining fundamental movement patterns; legalities, NDIS and insurance policies; marketing; and take-home notes.

How welcome do you really make everyone feel when they're in your space? How accessible is your facility, your programs, your classes? Are you including everyone or could you be doing more?



First-hand experience

Having Caitlin present at the course ensures an exciting and authentic touch to this workshop, making it as unique as it is realistic and practical. We believe that people learn more about disability when people with a disability are involved in the delivery of the training.

[FIND OUT MORE](#)

Take a really honest look

Whether you are a group exercise instructor, PT, manager or any other member of fitness staff, I encourage you to take the time to really think about what it is like living with a disability, and then look at the business and take note of any barriers that may be limiting people with a disability from coming to you.

Don't be scared to invite people with disability into your business, to point out the areas where you can improve. They may identify physical barriers; they may feel unwelcome because of the type of advertising or marketing materials you use; they may identify negative staff attitudes, or a lack of appropriate programs. There are many reasons that you may not be aware of, as to why they don't currently come to your facility or use your services.

Of course, education – for you and your staff – is the best place to start when it comes to breaking down existing barriers and creating more inclusive fitness spaces. Everyone deserves the opportunity to exercise and Enable is here to kickstart the change. ♦



1

NEW SOURCE OF HUNGER IDENTIFIED

The research

Researchers at Yale and Harvard Universities have found a link between weight gain and the hunger hormone called 'leptin', which plays a key role in appetite, overeating and obesity.

The findings

After studying the nerve cells in the brain that regulate eating behaviour, researchers found that the endocrine system (made up of glands that release hormones which control physiological functions in your body) acts as a go-between with leptin, in a chain of events that stimulate hunger. Meaning, the cause of hunger may be a little more complex than was previously thought.

What this means

Clients who are obese or who feel constantly hungry may be at the mercy of their endocrine system, and not just their brains and that hunger hormone, leptin! Although further study is required to better understand the actual impact of the endocrine system on hunger stimulation, we do already know that exercise can help enhance endocrine function and deliver mental health benefits (e.g. exercise-induced testosterone can increase libido and confidence, while endorphins from exercise can reduce tension and anxiety, and produce that "runner's high" feeling we all know and covet). ♦

[LEARN MORE](#)

BETTER SLEEP FOR BETTER HEALTH

The research

New research by Monash University, University of Birmingham and the University of Surrey (UK) studied people with extreme sleeping and waking habits, for three weeks. Participants were assessed using non-pharmacological interventions such as going to sleep and waking several hours earlier than their current sleep pattern; eating at regular mealtimes; and keeping the same sleep schedule seven days a week.



2

The findings

The study concluded that improved sleep/wake timings could lead to a decrease in depression and stress, improved eating habits, and enhanced cognitive and physical performance in the mornings.

What this means

Your clients need to understand how important quality sleep and uninterrupted circadian rhythms are for optimal physical and mental health – particularly those who present signs of stress, depression, physical fatigue or mental fog. Why not offer your clients the opportunity to have a "sleep audit" where you identify areas that they can improve their sleep habits and improve their overall health and wellbeing? ♦

[DOWNLOAD STUDY](#)

[LEARN MORE](#)

3

TAILOR YOUR MARKETING FOR HIGHER ENGAGEMENT

The research

According to a new study at the University of Pennsylvania, Keen to understand why some people may be more susceptible to different kinds of health messages than others, researchers at the Communication Neuroscience Lab at the Annenberg School tested out a theory: making health decisions might require less effort for those with a higher sense of purpose in life. As part of the study, participants completed a survey, and to test brain activity, an fMRI scanner monitored their responses to health messages

The findings

People with a stronger life purpose are more likely to listen to health messages and therefore make healthy behavioural changes compared to those with a weaker sense of purpose. Results indicated that people with a stronger sense of purpose, when exposed

to these messages, had less brain activity in the regions associated with conflict. Researchers believed it was because this group experienced less decisional conflict and effort while considering health advice; and were also more likely to agree and positively respond to these health messages. The degree of brain activity in these regions also allowed researchers to predict how likely a person would agree with the messages.

What this means

If you're spruiking healthy messages such as "move more", "eat healthier" then you may have to work a little harder to ensure your health messages are received by people who do not have a strong life purpose (i.e. those who are not motivated, ambitious or goal-orientated). This may require you to modify your marketing strategies, advertise in different places, or tailor the imagery and messaging you use in your promotions. ♦

LEARN MORE



THE TRIBE VIBE

Got a photo from a FITREC event? Share it with us via editor@fitrec.org



HOW TO BUILD A ROCKSTAR TEAM

Recruiting is easy; but recruiting *right* is a whole other ball game. Here are five tips to help you score a hiring homerun.

Whether you're a sole trainer who's ready to bring your first employee on board, or a long-established business on the lookout for the next team member, all employers share the same need – to attract the best people for their team. What all but a few fitness employers realise is that the process of attracting the best people to your team should begin before there is any need for staff. Following are five ways you can gain an edge over your recruiting competition.

#1 Develop an 'always recruiting' mentality

Keeping an eye out for great talent does not mean you're under any obligation to hire, it's just about 'packing the pipe' because you can never be sure when you're going to need someone. Get to know potential candidates and lay some groundwork that will save you valuable time and money in the future, so when you do need to hire, you'll already have a bank of people ready to approach, which will make life a lot easier!

Doing this also puts you in the right frame of mind to seize opportunities when they arise. For example, you may think it's not worth advertising to fill the limited hours you have available, but then you just happen to bump into someone at a social gathering who's looking for a few hours' work! It's not that you're hitting up everyone you meet but more that you keep your mind open to possibilities and opportunities.

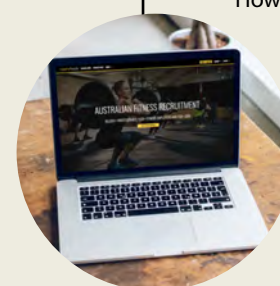
Of course, if you have the budget then a structured approach to 'always recruiting' will yield better results. For example, advertising on an ongoing basis or using a service like **HealthyPeople.com.au** to reach out to local candidates every week will increase your chances enormously of building the perfect team.



#2 Create a space that talks to potential candidates

Is there a place on your website where people can learn about working for your business from an employee's perspective? If not on your website, is there space elsewhere, such as **HealthyPeople.com.au** or **FITREC** where potential candidates can find out about you, your team, your ethos, the type of clients you work with, and the benefits you offer employees?

How do you show pride in your existing team? Whether on your website, in-club or via social media pages, make sure you're conveying appreciation in public, for your staff.



#3 Maintain contact with good candidates

If you have a great candidate that you're not able to employ right now, then keep in touch by inviting them to certain events such as open days designed for potential candidates. If you get a speaker in to educate your staff then consider offering these potential candidates free or discounted tickets. You might even like to design and distribute a quarterly newsletter that's created specifically for this purpose.

The key is to develop ways to showcase exactly how different your culture is from the other fitness opportunities out there.



#4 When you do advertise a role, treat it like you're trying to find a date

There are a wealth of opportunities for good fitness professionals including going it alone. So it's imperative that you really sell the role. Avoid buzz words, such as 'community', 'culture', 'state-of-the-art' or 'do what you love' because these sorts of descriptions are in most fitness ads in one form or another – meaning, they won't stand out. Of course, if you really do want to use those overly used descriptors then at least try and put some meat on the bone! What is about your 'community' that makes it special? If your equipment is 'state-of-the-art', to what end – is it functional or just floor candy? Same goes for 'team atmosphere' and 'culture' – what makes it great to be a part of your team? Do you offer ongoing learning? Do you have a structured system for career progression?



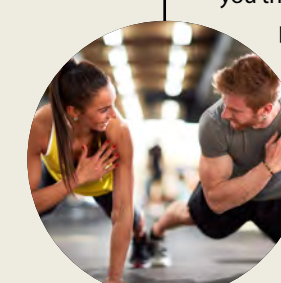
#5 Get ready to train and look after the best candidates

There are two parts to this.

Firstly, you should always try and hang on to great staff in preference to trying to find new ones, and upskilling and supporting your staff as much as you can, goes a long way to making this happen.

Secondly, when recruiting, hire for attitude and be prepared to train for skill. Or if you want someone who's ready to hit the ground running then make sure you are structured to give them all the support they need.

Recruitment is a competitive space. Making small but effective changes to your approach will give you the edge when it comes to finding the best people for your team. Good luck! ♦





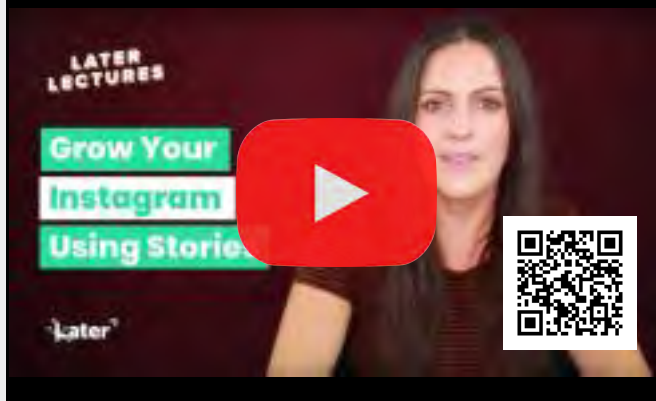
6 TIPS TO ENGAGE W♀MEN

Source: www.socialtoaster.com

USING INSTA STORIES FOR SUCCESS

Check out Instagram marketer Alex Tooby's expert guide to seizing social success using Insta stories.

Source: www.alextooby.com



01



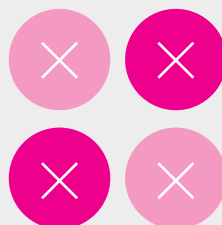
Don't stereotype

Today's women are breaking norms, boundaries, and barriers in record numbers. Develop content and messages that speak to this more refined audience.

Ditch the pink

Recolouring a package pink does not automatically make the product for women. Create marketing messages and campaigns that resonate with a targeted female audience through content, not colours.

02



03



Market where your audience lives online

81% of female millennials said social media was the best way for brands to reach them. Almost half said they use Facebook, while Instagram and Pinterest are also a strong platform for reaching a female demographic.



04

Champion a cause

Women reinvest 90% of their income into their family and community, compared to men who reinvest only 30% to 40%. Create messaging that fosters an emotional connection in the local or global community.

Smart with a heart

60% of women will only share content that is thought-provoking and intelligent, and 70% of women will share content that makes them laugh. Crafting content that speaks to a woman's brain and sense of humour will help increase views.

05



06



Connect with influencers to share your content

In most cases, female influencers tend to attract an audience of other women, which fosters more trust and credibility than traditional advertising.



MEET CHRIS FROM MELBOURNE, VIC

Hi I'm Chris Nayna. I'm a 28-year-old critical care registered nurse and fitness professional. I've been a health and fitness professional for the past 10 years and I'm passionate about helping others and learning. My core values and passions include physical and mental health, continuous improvement, purpose, ambition and altruism. You can typically find me moving, cooking or listening to podcasts and audiobooks.

FITREC is a great way for the general public, clients or prospective employers to get an up-to-date snapshot of your work history, education and references.

WATCH CHRIS IN ACTION ▼



MEET JAN FROM MOUNTAIN CREEK, QLD

I'm Jan Liow and I'm a professional and qualified instructor who's been in the health and fitness industry for over 25 years. Understanding the human body and perfecting technique is my specialty and my motivation is driven by the success of my clients. I love what I do and I believe in it. The beauty of Reflections Pilates classes is the intimacy of smaller groups leading to more of a one-on-one experience tailored to each person's needs. If being in a group does not appeal to you I offer a one on one service that is guaranteed to meet your expectations.



I came from New Zealand with numerous qualifications (including a degree in physical education), FITREC recognised all my qualifications and work experience without any stress whatsoever. The process was really easy and the team are always so helpful and generous with their time.

THANKS FOR READING!

TELL US WHAT YOU THINK

SHARE YOUR THOUGHTS HERE

We'd love to hear your feedback, suggestions or contributions.
To share them, simply use the form below or email editor@fitrec.org

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Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org



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