

RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 9

THE BAR

LEGALLY SPEAKING...
**TOP TIPS FOR POSITIVE
POST-PANDEMIC
OPERATIONS**

INDUSTRY INSIGHTS:
READY FOR THE LIVE REVIVAL?

HOW TO MAKE
**2022 YOUR
BEST YEAR EVER
IN THE INDUSTRY**

WELCOME FROM DENNIS HOSKING



Hey everybody, welcome to the end of 2021 (almost). No doubt it's a year we'll never forget, for many and varied reasons!

We are celebrating the end of year, with the biggest bumper issue we've ever produced! Our pages are jammed with loads of helpful info to help you get back into the swing of working after such a disrupted year; including how you can legally tackle the tricky new operational processes that COVID-19 has created.

Take a stroll through the following pages, and let us know what you think or if you have any ideas to contribute. You can email your feedback and suggestions 24/7 to editor@fitrec.org - we look forward to hearing from you.

From my FITREC family, I wish you and yours a joyous, peaceful and COVID-free Christmas and new year. We look forward to supporting you, your career and your business in 2022. Stay safe.

DENNIS HOSKING

Founder & Managing Director
FITREC & HealthyPeople

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FITREC has teamed up with leading health insurer, Bupa, in a relationship that reinforces the importance of physical activity in the treatment of many diagnosed health and medical conditions.

Businesses and personal trainers registered with FITREC who meet Bupa's recognition criteria are now able to apply for a Bupa recognised provider number that will allow them to receive 100 per cent of the cost for eligible claims up to their yearly limit. This is available on selected corporate products and subject to waiting periods. Bupa Corporate CVP Manager, Erin Fullarton said "We're delighted about introducing these new value-adds to our Corporate Extras product range. We know this will resonate really well with our customers".

In keeping with Private Health Insurance legislation, gym and personal training fees may be claimable when the exercise program is designed to address or improve a specific diagnosed health or medical condition. For this reason, clients will require a referral from a GP, medical specialist or exercise physiologist in the form of a completed Health Management Gym and PT Medical Form.

Services which may be covered include personal training, group training, gym memberships and group fitness classes.

Managing director and founder of FITREC, Dennis Hosking states "We're very excited to be involved in such a progressive offering and absolutely commend Bupa for the initiative. For our part, we'll be doing all we can to ensure it's a success for all stakeholders."

PERSONAL TRAINERS

To be eligible to register as a Bupa Recognised Provider, FITREC registered personal trainers will need to comply with Bupa's recognition criteria including to have and maintain a 100/100 FITREC rating for education, maintain a current First Aid and CPR certificate, as well as maintain the appropriate levels of cover for insurance. More details on eligibility for personal trainers can be found **HERE**.

GYMS

Registered businesses applying for a provider number will need to comply with Bupa's recognition criteria, including to have appropriate levels of insurance cover and providing Bupa recognised gymnasium services from an appropriate, fit-for-purpose facility. They will also need to ensure that recognised services are provided to Bupa customers by staff that are FITREC registered and appropriately qualified. More details on eligibility for gyms can be found **here**.

ELIGIBILITY

Corporate Everyday Extras, Corporate Mid Extras, Corporate Advanced Extras and Corporate Total Extras are part of a new Corporate Health Insurance offering from Bupa, which is available to employees of Bupa's corporate partners. These policies allow eligible customers with health referrals to claim for gym and personal training services under the Health Management category (subject to yearly limits, waiting periods, fund and policy rules). This offering is not available for members on different Bupa policies.

For Bupa customers looking for more details on gym and personal training claiming and health management benefits, **click here**. ♦



ABOUT FITREC AND BUPA

FITREC is a Government recognised registration service for fitness professionals and businesses. FITREC provides industry-leading levels of transparency and accountability and has been instrumental in raising standards throughout the fitness industry.

Bupa is a health and care company committed to helping customers live longer, healthier, happier lives and making a better world. Bupa offers a broad range of services, including aged care and retirement, dental, optical, health insurance, and community wellbeing initiatives to improve the health of all Australians.



HOW TO MAKE

2022 YOUR BEST YEAR EVER IN THE FITNESS INDUSTRY

***"What got you here isn't going to get you there."
That's a truth bomb about business growth.***

Whether you're a newly certified fitness professional who's just starting out... a career FitPro building your own business... or a studio/gym owner who's been at this for a while now; you only go so far knowing what you know and doing what you've done – and then eventually, everyone gets stuck.

To continue growing your client base and income to the next level, we all have to keep showing up, stepping up and growing outside our comfort zone.

As we head into the end of 2021, it's time to review where you've come from, where you are now, where you want to go in the year ahead. Don't get overwhelmed by what MAY happen. Keep your planning simple and chart a direct course of action to your goals.



***What do you want your business
to look like on New Year's Eve
in 2022?***





Here are the three powerful questions I recommend spending time with:

01 WHERE ARE YOU RIGHT NOW IN YOUR CAREER AND BUSINESS?

Take stock right now: What services did you offer this year—and how successful were they? What were your biggest successes? Where were your biggest challenges?

Right now, the fitness industry is “feast or famine.” How are you at risk for losing your client base and revenue?

Take a clear-eyed look at the year ahead and decide what you want to build on and what you need to let go of. Write it down and get ready for the next step.

02 WHERE DO YOU WANT TO GO IN 2022?

How do you want 2022 to be different from this year in your career and business?

What do you want your career and business to look like when the 2022 New Year’s Eve rolls in and you hear the countdown starting?

Create and write down your goals about your income, your expenses, your team, and whether you are taking on too much risk.

Do you need to up your online game? Do you need to offer hybrid services? Will you ‘double down’ on growing your client base for your core offering?

Do you need to change WHO you serve? Many of our most successful studio/gym owners went hard on personal training and providing high levels of service to attract and sign-up premium clients worth \$500-\$1000+/month last year. There’s no more ‘business as usual’.

HOW DO YOU GET THERE?

03 You need a strategy and plan... not just a business and marketing strategy and plan, but a learning strategy and plan. What do you need to learn? For example, do you need to learn more about leadership, business, or lead generation? Do you need to upgrade your online presence, reviews, and more... so people who are ready to buy can find you when they’re doing their research?

Come up with your business and marketing strategy, then your learning strategy, and you’ll be ready to chart a strong course towards your goals in 2022.



Sean Greeley

Sean Greeley, Founder and Chief Executive Officer of **NPE**, has an unrelenting passion for inspiring fitness professionals and business owners to realise their unlimited potential. Since 2006, NPE has helped over 45,000+ fitness professionals and business owners in 96+ countries to grow their client base and income to the next level.

IN SUMMARY

The time to get started on your 2022 business planning is now. Don’t get overwhelmed by the process – keep it simple and focused.

Begin by taking stock of where you are now. What have you succeeded with in the past year that you want to build on? Next, take another look at your goals – where do you want to go in the next year? What do you want your business to look like on New Year’s Eve in 2022?

Finally, ask ‘How do you get there?’ and chart your path. That way, when the fireworks fly at midnight on 31 December 2022, you’ll be able to look back at a year of powerful growth! ♦

REGISTER NOW

Register now for the NPE Best-Year-Ever Blueprint™ LIVE training on 7-9 December 2021. In three days, you’ll discover how to: 1) get clear on your 6 or 7-figure growth strategy for 2022; 2) upgrade your client success systems so more people stay, pay, and refer; and 3) learn five marketing strategies to make it rain high-quality leads and prospects. Go to NPEFitness.com/fitrec-bye-2021.



ARE YOU READY FOR THE LIVE REVIVAL?



Ryan Hogan

Ryan is the Chief Executive Officer of Les Mills Asia Pacific, which offers the Ultimate Group Fitness Solution to keep clubs and fitness facilities connected to their members and new audiences, via digital solutions both inside and outside their physical location. To find out more visit www.lesmills.com.au.

Gyms around the world are set for a roaring recovery as they emerge from the pandemic, with fitness fans eager to get back to live workouts with friends. Ryan Hogan explains.

COVERD-19 has forced businesses in all industries to tear up the rule-book and devise entirely new strategies to meeting their customers' needs; and the fitness industry is no exception.

Of course, even though so much has changed, some fundamentals have not. In our industry, our people have always been the driver behind member decisions to join a club in the first place; and as the Les Mills 2021 Global Fitness Report reveals, it's our people who are key to bringing them back.

The Les Mills 2021 Global Fitness Report features insights from 12,157 consumers across five continents. It explores how the pandemic has changed fitness habits, and spotlights the trends that will shape workouts in years to come. Key findings from this report include:

- Gyms worldwide are making strong recoveries, with class attendances at 120 per cent of pre-COVID levels in markets where restrictions have lifted.
- Two-thirds of gym members prefer working out with others as opposed to alone, with live fitness classes cited as the most popular offering at the gym.
- Live classes at the gym are more than twice as appealing as live-stream options at home, with live instructors and 'the energy of the group' both key factors.

- The COVID-19 legacy will live on, with 80 per cent of gym members planning to continue using digital workouts post-pandemic, in addition to live workouts.
- 'Omni-channel fitness' – a blend of in-gym and home workouts – is prevailing, with the majority of exercisers favouring a 60:40 split between the two.

Despite fears the COVID-inspired home fitness boom would spell the end for fitness facilities, this research suggests the majority of members are rushing back to their club, as soon as they can.

The report finds gyms worldwide are making strong recoveries since reopening, with class occupancy at 120 per cent of pre-COVID levels in markets where capacity restrictions have lifted.

After a year of enforced home workouts, appetite for live fitness experiences in groups is set to soar, with 85 per cent of gymgoers interested in trying live classes in their facility. Two-thirds of gym members (67 per cent) say they prefer working out in groups, while live classes in clubs are nearly twice as popular as online classes that are live-streamed (attended by 44 per cent of members versus 23 per cent).

Rockstar instructors are identified as the single most important factor for

gymgoers when choosing a live class, favoured by 28 per cent, ahead of the quality of music (24 per cent) and type of class (21 per cent). Quality instructors are cited as a key component of the live revival, meeting strong consumer demand for added motivation and deeper connection in their workouts.

The report also finds that 82 per cent of consumers now regularly exercise (or soon plan to), while 75 per cent of this group do gym-type activities, making fitness the world's biggest sport. HIIT is crowned as the world's most popular fitness class, favoured by 32 per cent of participants, closely followed by indoor cycling (30 per cent) and dance classes (29 per cent). ♦

TO ACCESS THE FULL REPORT

[ACCESS HERE](#)





SERIOUS ABOUT BUILDING A WINNING FITNESS TEAM?

Here are four things you should
be doing right now.

These last two years have presented the greatest challenge our fitness industry has ever experienced.

It's not just been in keeping our businesses up and running, including taking care of members and keeping them engaged, it's also been about retaining staff - many of whom are not just leaving our businesses, they're leaving the industry.

We're finding more and more fitness professionals looking for greater job security, something that, during repeated lockdowns, is almost non-existent in the fitness industry.

So how do we fix our staffing issues?

We whip up an advert and post it on SEEK and you sit back and watch all of the applications roll in and you think to yourself how am I going to get through all of these CVs right?

Unfortunately, that is a big fat NO!

Gone are the times where our biggest concern is 'how am I going to get through all of these CVs and organise interviews and work out who is going to be the best hire?'

Our industry has had over a 70 per cent decrease in applications compared to 2019 and in some regions of the country, it's a lot worse than that!

Here are four points that need to be used in one complete talent acquisition strategy.



“

*... many are not just leaving
our businesses, they're
leaving the industry*

”

1 ADVERTISING - HealthyPeople (including Seek & Indeed)

You are probably thinking, 'hang on you just said that this option doesn't work, yet you're saying we should advertise?'

Advertising does work when done correctly. Specifically, we need to stop 'advertising' our available roles and shift to 'marketing' the role.

We need to think of the recruitment process as a 'sales' one. We need to market and sell both our businesses and our available roles to future employees. It's all about making candidates feel safe and engaged and eager to come and work for you.

An effective job ad contains these five key elements:

- **A brief overview of the business and your facility** - don't just focus on the equipment, include your values and beliefs and, specifically, show why it's a great place to work.
- **The benefits of working for YOU** - for example, training and development, what the culture is like, and career progression. This is where you'll really sell/market your opportunity.
- **Details of what the role entails** - write this part as if the reader can see themselves doing the role.
- **Required qualifications** - less is more. Remember, hire for attitude and train for skill.
- **Description of the recruitment process** - let them know what to expect.



Brenden Clark

Brenden is the General Manager of HealthyPeople. Learn more at www.healthypeople.com.au

2 HEADHUNTING

I'm a big believer in 'controlling the controllables'.

In the current market, headhunting is the most successful recruitment strategy employers can use. Rather than waiting for people to apply for the role, employers are in control of who they speak to.

When you are selling your memberships your team is out there calling prospects and selling the facility to get them to sign up. We need to take the same approach when recruiting/headhunting.

- Search for skills or qualifications or behaviours that you want and contact those people. If you're on HealthyPeople, don't worry about how long it's been since they were last active.
- The best people in the market are the people who are not actively applying for roles and the ones who sometimes just need a tap on the shoulder.
- If a candidate is not available right now, but you like them, make sure you 'pool' them correctly and stay in touch with them. Keep them warm so they remember you when they're ready.
- If you find people who you think are great, find a role for them. If you want a great team, think about the person first, and the position second
- Target people who work for companies where you've had great people come from in the past

Where to search for these candidates?

A **Business Membership with HealthyPeople** is an obvious choice. Other options include LinkedIn and SEEK Talent.

3 TAP INTO YOUR OWN NETWORK

Being the hiring manager means you're most likely to have been in the industry long enough to be connected with fitness professionals and 1000s of members across your facilities.

Sometimes we forget to reach out to people we know to see if they are looking for new opportunities or to see if they have referrals.

- **Access your own personal network** - for example, Facebook, Instagram, LinkedIn.
- **Implement staff referral campaigns** - happy staff refer people they like and want to work with.
- **Target your members** - if your members have been enjoying your facilities and loving the vibe of your club, they may make great employees.

You just never know who might see your post or one that has been shared within your network. It's a very cost-effective way to find that next superstar employee.

4 ALWAYS BE RECRUITING

We all fall into the trap of only recruiting when we have a need. Too often, we're blindsided when someone hands in their notice and find ourselves 'panic-recruiting' to replace them.

- We always need to be recruiting (using all three strategies above).
- Talent pooling is key. Make detailed notes, keep them engaged and keep them warm.
- Have a business card on you at all times, as you may come across someone you meet and think 'wow, they would make a great employee'.

I hope this provides some insight to help you build your superstar team and smash your business targets. If you need any help with the above please reach out as I'm here to help. ♦



FRIENDS OF FITREC

THE SPOTLIGHT IS ON...

Check out these leading industry suppliers and what they can do for you.

miha bodytec EMS

EMS increases lean muscle mass, bone density, back stability and overall body toning. How does EMS work? The miha bodytec device stimulates muscle contractions via impulses sent to the body which triggers 90 per cent of muscle fibres to activate together, with 85 contractions per second. Its effectiveness is proven in numerous published scientific studies. A 20-minute miha bodytec personal training session is as effective, as about three hours of conventional strength training.

[LEARN MORE](#)



'ANIMATING THE CUE' BY THE FUNCTIONAL TRAINING INSTITUTE

Learning a new skill is a way to motivate clients on a journey that is progressive and purposeful.

Today, fitness professionals are recognised as providing one of the most effective services to enhance health, reduce risk for chronic disease, maintain muscle mass and bone density, and prevent premature ageing as well as a host of additional physical, emotional, and psychological benefits. AFAA-certified professionals interface with physicians, health clinics, managed care providers and corporate health networks, to ensure clients receive a seamless program of lifestyle management.

The AFAA Group Fitness Instructor Certification – called '**Animating the Cue**' – is a qualification recognised by many major fitness education organisations including ACSM, IHRSA, IDEA, FIBO, AFC and more. The AFAA Group Fitness Instructor Certification also offers A60 points toward the personal FITREC Industry Education Rating.

[LEARN MORE](#)

BF BROKERS (Business & Franchise Brokers)

BF Brokers assist clients throughout all stages of buying and selling a business or franchise. With a vast array of experience and specialised knowledge, BF Brokers have proven themselves as the 'go-to brokerage' within the health and fitness sector.

First established in 1994, BF Brokers have seen continual national growth over their 25+ years of operation. Using an honest and system-driven approach, BF Brokers are committed to ensuring the utmost service and integrity, with a focus on being customer-centric.

LEARN MORE: Should you be thinking about selling your business, BF Brokers offer a FREE no-obligation 'Estimate of Market Worth'. Simply follow the link **HERE** and fill out the form.

For those seeking to purchase a business or franchise, BF Brokers encourage you to browse their health and fitness listings at **HERE**.

[LEARN MORE](#)



Use code: **FITRECFF2021**
at the checkout for your special FITREC discount

FATCH FITNESS

- Are you interested in knowing just how strong your core really is?
- Do you want to better understand how to develop a truly strong and functional core?
- Are you tired of all the misinformation promoted by fitness 'experts'?

Fatch Fitness is offering an amazing online course developed by renown Strength and Conditioning coach, Adrian Faccioni. This course provides you with all the information you need to fully understand what core exercises you should be using; and equally importantly, those exercises that are too advanced for almost all clients. The course will also provide you with your own personal abdominal biofeedback unit, to allow you to accurately and objectively measure your clients' current core strength, and their progress over time.

[LEARN MORE](#)

POSITIVE ACTION PILATES – THE LEADERS IN PILATES EDUCATION

Marena and Chris Digby are third generation Classical Pilates teachers, having trained with Romana Kryzanowska's protégé, Alycea Ungaro, at her prestigious teacher training program in New York City.

Their Pilates training company, Positive Action Pilates, offers courses either in-person at their Pilates Studio, in-house at your health club, or virtually with their successful 'live online' training option. Courses include:

- Certificate IV in the Authentic Pilates Method (10644NAT)
- Pilates Matwork Levels 1, 2 and 3
- Pilates Reformer
- Pilates and Props.

Positive Action Pilates offer a flexible approach to learning with a modular study approach. They support your Pilates journey and your timing, in a supportive and encouraging environment.

[LEARN MORE](#)





HOW TO COMPETE WITH THE BIG FITNESS APPS

LIKE SWEAT, PELOTON AND NOOM

There are some massive companies in the fitness industry with the slickest apps, film studios and sports models money can buy.

So you may wonder how you can possibly compete with these big players. But I've got good news for you ... You don't need to!

They are not your competition.

- You can't compete with their ad spend.
- You can't pitch the same marketing messages.
- You can't come close to matching the production values of their videos.
- Or the sheer volume of their streaming videos.

And if you tried to compete with, say NIKE, you'll have your arse handed to you.

These are billion-dollar companies that hire charismatic people and high-end film crews. They create way more great-looking content than anything you could hope to do. If you try to play their game, you will lose.

The secret? Don't play their game. Play your own game.

Use some smart POSITIONING, double down on your STRENGTHS and you can thrive in this marketplace. The behemoth companies lack your biggest asset: **YOU**.

As more big players come in and dominate streaming and group-fitness apps, that's your opportunity.

That's when being small and connecting at a deeper level becomes much more valuable.

Only you can connect like that. You think an app or a brand's logo is going to inspire loyalty? No way!

No fitness app can connect like a person can.

So what's your story? How can you connect?

Do **NOT** think big. Think small.

Find your following on the fringes.



Steve Grant

Steve Grant is the Director/Owner of Gymhub, which helps gyms grow to a million dollars and beyond so they can serve more clients, make more money, and have more fun. Learn more at www.gymhub.com.au

// ***The secret?
Don't play their
game. Play your
own game.*** //

Find people who connect with your story, your passions, your vulnerability.

And once that connection is made – guess what? Price doesn't really matter anymore.

When you inspire loyalty, when you connect deeply, the compensation picture changes. Clients will pay more for REAL connections. And that's something the big companies can't do. ♦





THE ELEPHANT IN THE COVID ROOM

Every single day for the last several months, Australians and New Zealanders have been implored by public health officials, State Premiers and Prime Ministers to get vaccinated against COVID-19. And rightly so, as it's abundantly clear from the data that the vaccines are very effective at preventing hospitalisations and death.

Notwithstanding this good advice, there is also poor advice by way of omission.

The huge elephant in the COVID room is that our health officials and politicians are neglecting some very powerful lifestyle-driven factors that have the potential to have an enormous impact on both individuals and the ability of the health system to cope.

In a world now endemic with the SARS-COV2 virus, the long game is that it is clear everyone will eventually be exposed to this virus.

The Oxford Vaccine team advising the UK Government on their strategy, recently said that everyone will catch COVID and the Australian Federal Health Minister, Greg Hunt, said the same thing on 2CC radio on the 19th of October 2021.

Given this inevitability, then we must consider what we already needed to face long before this pandemic started - that we already have a long-running pandemic of preventable chronic disease which robs us of quality and quantity of life. Our modern lifestyle, characterised by an ultra-processed diet, sedentary behaviour, high stress levels, poor sleep and resulting diabetes and cardiovascular problems are a massive public health problem and still the major cause of ill health and early death in both Australia and New Zealand.

What we now know is that metabolic health, especially control of blood sugar, overwhelmingly predicts how we will fare when we contract COVID-19.



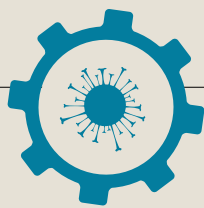
Here are some of the 'elephant in the room' statistics regarding personal health and COVID outcomes:

- A whopping 40 per cent of all COVID-19 deaths in the USA (the richest data) are from people with diabetes and one in five diabetics with COVID-19 die within 28 days of admission to hospital. A paper published in July 2021 in *Frontiers in Public Health* used machine learning to analyse data from 240,000 scientific articles and found that high blood glucose was the number one predictor of a severe disease outcome. This means that non-diabetics who have high or high-normal blood glucose are also highly vulnerable.
- A 2021 study published in the *British Journal of Sports Medicine*, involving over 48,000 people, reported that sedentary individuals who caught COVID-19 had more than double the risk of hospitalisation and two and a half times the risk of death, compared to people who met the physical activity guidelines of at least 150 minutes of exercise a week.

- A study involving 8,300 UK adults found that people who took a Vitamin D supplement daily or weekly were 34 per cent less likely to catch COVID than people who didn't and a study published in the scientific journal *Nutrients* in late 2020 reported that people who were Vitamin D-deficient had a 6-fold increased risk of severe disease and a staggering 15-fold higher risk of death from COVID, compared to those who had adequate levels of Vitamin D. Although this was a small observational study, at least 14 other observational studies have confirmed the association between Vitamin D deficiency and severe disease outcomes. This is of particular concern given that, due to the success of 'slip slop slap' campaigns in this part of the world, 23 per cent of Australians and more than 30 per cent of New Zealanders have sub-optimal levels of Vitamin D, and levels are lowest at the end of winter.

Why are we not actively talking and investing in helping people become metabolically healthy, especially resolving their type 2 diabetes? More than ever, we could and should be motivated to treat this, and the lifestyle behaviours that influence these conditions, as a public health emergency and investment priority.

One likely reason for no action is that our public health officials and elected representatives do not want to dilute the message around vaccinations, and we get that. However, a second reason, and big elephant in the room, is that our health care systems are the polarised opposite of promoting good health. Cynically but accurately, we have a sick care system. In both countries, less than



1.5 per cent of all health care spending is on prevention, with the overwhelming majority being on treatment (the one exception to this is when it comes to COVID vaccinations).

Every country in the world has to face the fact that COVID will be a disease we have to live with. In a world where we really have very little idea of the long-term efficacy of vaccine induced immunity, we must as a matter of urgency, take action to work on the obvious and clear path to living long and healthy lives. Getting active, eating well, getting a good night's sleep, managing chronic stress, moderating alcohol consumption, reducing tobacco use and reversing our poor glucose control are all the mainstays of human health, including COVID outcomes.

To that end, here is our five-point COVID-resilience plan for people:

1. Get vaccinated

The data is clear and enough has been said on this.

2. Food is medicine: Manage your blood sugar

If your blood glucose is high, or even high-normal, we suggest that you get it under control, and do it quickly. By far the most effective way to do this is to go on a low glycaemic load (ketogenic whole food) diet for three to six weeks and watch your blood sugar plummet and potentially reverse your diabetes. If you can't be that strict then at least aim to eliminate ultra-processed food. Ditch the sugary treats, bread, pasta, rice, pizza, breakfast cereals, in favour of foods that have low levels of human interference.

3. Fitness is medicine: Be active

Physical activity is a powerful activator of gene expression and helps every single system in the body, including the central

nervous system (brain) and the immune system. It switches on anti-oxidant and anti-inflammatory genes and has widespread positive effects throughout your body and brain, and helps to manage blood glucose. It will also help fight off lockdown-induced anxiety and depression and positively impact upon your sleep and immune function.

4. Sunshine is medicine: Boost your Vitamin D

Without a doubt, vitamin D is one of the most important vitamins for your health, especially when it comes to COVID. Vitamin D regulates the expression of more than 2,500 genes and the active form of Vitamin D acts as an important hormone and modulator of both innate and adaptive immunity. The easiest way to get Vitamin D up is to get outside and get some sun. Don't get burnt of course. You might also consider a supplement, as a 2017 meta-analysis showed that Vitamin D supplementation protects against respiratory tract infections. Aim for 3000-5000 iu per day of vitamin D3 in supplement form for 4 weeks to boost your levels, and then you can drop to 1000 iu a day for maintenance.

5. Sleep is medicine: Get serious around sleep

if you want your immune system to function properly, then good sleep hygiene practices are critical. Try to go to bed at the same time every night and wake up at the same time every day (even on weekends) to ensure that your circadian rhythms are regular. Ditch the caffeine after midday (it's a brain and central nervous system stimulant) and minimise your alcohol (challenging during lockdown, we get it!). Do some exercise every day, ideally outside, as this will make you sleep better as well (see above).

If you'd like a deeper dive on the subject, check out the podcast by Paul and Grant on the subject at The MindBodyBrain Project Podcast. ♦



Paul Taylor and Professor Grant Schofield

Paul Taylor, Director of The Mind-Body-Brain Performance Institute, is an Exercise Physiologist, Nutritionist and Neuroscientist. He is a former British Royal Navy Aircrew Officer, and specialises in helping senior leaders and their teams to optimise their resilience, performance and wellbeing, whilst reducing the risk of burnout. For more information, visit www.mindbodybrain.com.au or the **MindBodyBrain Project Podcast**.

Grant Schofield is Professor of Public Health and Director of the Human Potential Centre and Auckland University of Technology. He specialises in how we can use lifestyle to reduce chronic disease burden. He is also Chief Science Officer at Prekure, a social enterprise to get the health system focused on health, not sickness, through health coaches and mental health coaches, as well as 21-day challenges to reset your health for the better. Prekure - where prevention is cure (www.prekure.com)





ADAPTING TO THE HOLISTIC DEMANDS OF TODAY'S CONSUMERS

There's a distinct shift in consumers' attitudes, away from pure fitness-driven needs to a more holistic approach. So how can the fitness industry adapt their messaging and services to meet these needs? Kate Dzienis explains.

The global fitness industry is in a continuous state of development as it rigorously adapts to new challenges, especially from the pandemic. In response, fitness professionals on all levels are recognising a shift in how their clients are viewing health and wellbeing.

With restrictions and lockdowns, as well as the ageing population, there has been a growing realisation amongst the general public to look at their body and lifestyles more holistically – where it's no longer just about feeling better and fitter in the short-term, but there's now a greater focus on longevity and extending the healthy, active years.

Shifting from pure fitness to a more holistic wellness-based space of training will help set businesses up for future success. It will also provide an opportunity to diversify into new areas within the wellness community. The fitness industry has seen a major shift in focus towards health care, with the scope of traditional practices such as cardio workouts and strength training, widening to include a program for improved overall health.

So, is this easier said than done?

Absolutely not. Fitness professionals simply need to be encouraged to recognise that a holistic approach can be a big part of their range of services, and that it's a lucrative way to improve not only the body (muscle gain, fat loss), but also the mind

of members and clients. Going beyond physical wellbeing becomes more than being just about lifting weights or going for a run; and with this movement amongst the public to improve mental, emotional and spiritual health, the approach to training becomes about an individual's entire existence – not just one aspect of it.

Bringing together fitness, wellbeing and variations of health shows a clear way forward to support the changing needs of our consumers. They're actively seeking trainers with programs that incorporate all these practices, which not only integrate tailored fitness plans and nutritional advice but also educational material, mindset coaching and mindfulness practices.

Encompassing these new attitudes is achievable and can be done in a number of ways. These include using social media and email platforms to reach out to consumers with information about holistic fitness (improving sleep, dealing with stress levels, boosting moods); and offering wellness seminars or even meditation courses, to name a few.

This is also the perfect time to take an opportunity and find out the motivations of your members and clients when it comes to wanting to improve their health. Sitting down with them one-on-one and going over personal goals, training and nutrition plans, and mindfulness exercises, becomes the personal experience they



Kate Dzienis

Kate is the editor of Runglobal Australia and a writer for Evolt 360, which is a revolutionary resource tool that brings traditional fitness and modern-day holistic pathways to the forefront of the industry, allowing consumers to focus on a total wellbeing approach in their lives. The high-tech body composition analyser is a powerful intel that provides evidence-based results with engagement, commitment and motivation. Learn more at evolt360.com.

crave from a business or enterprise.

Providing them with milestones to attain and encouraging them to enter challenges or participate in workshops, will see them achieve sustainable results. It also ensures they are educated and gain a full understanding of how their body works, which is critical to success. Embracing this movement will see you become a reliable source of knowledge, which people will want to take full advantage of, and continuously come back for more.

Incorporating holistic approaches to what was once a purely fitness-driven regimen in the industry does not, in any way, shape or form, mean that exercise is no longer the main service offered – it just means there is a diverse range of services available to better support each consumer. And by adapting to those demands, you become a leader within the industry. ♦





HOW TO BE AN EMPLOYER OF CHOICE

In recent times, businesses have had to restructure, reduce teams, diversify, and deploy flexible and remote work options. Hopefully, most are now in the various stages of rebuilding, or even scaling up again.

People have re-evaluated what's important to them and this is being reflected in their employment and career choices. Ultimately, if people aren't knocking down your door to work for you, it's time to innovate and rethink what you are offering candidates.

Ask yourself: what makes a business an employer of choice?

Talent acquisition and developing and retaining new team members is a strategy that's best made up of more than a job advertisement, an interview and a throw in the deep end. After all, smart businesses are attractive rather than reactive.

An attractive business:

- Has a clear company vision and purpose that people resonate with, resulting in candidates buying into your 'why'.
- Is aware of creating and maintaining a strong 'Employer Brand' (i.e., how you stack up as an employer in the market).
- Honours your Employer Value Proposition (i.e., the promises you make

to new employees) – under-promise and over-deliver.

- Has an 'always hiring' mentality (i.e., a pipeline of people at different stages of interaction with the business), and a commitment to engaging and cultivating future leaders.
- Provides career pathways and ongoing training and development. They recognise this helps people progress their careers and avoids having them stagnate in their roles.
- Doesn't offer a 'job' but instead, offers a 'career'.
- Is always innovating, encouraging and rewarding contribution to culture and community. This is achieved by creating a diverse and inclusive environment, based on strong and proud team foundations.
- Looks internally for the right people, personality traits and leadership qualities to promote.
- Doesn't rely on resumes, as they recognise that a lot of top performer qualities aren't found in a CV. Instead, they get to know the human side.
- Provides a professional candidate experience where each person emerges as an Ambassador for the brand, whether they were offered the role or not.



Bekk Millwood

Bekk is a FITREC DNA Ambassador and the Head of Talent Acquisition at Fitness Playground. Fitness Playground's goal is to create the best gyms, not the most gyms. Their award-winning designs, connected communities, huge variety of classes and the great humans who work and coach for them, defy what people expect from a gym. Rated as one of the Top 50 Places to Work in Australia, Fitness Playground is a 2019 and 2020 Employer of Choice Award winner, and 2021 AFR Best Places to Work winner. Finding, educating, and developing great humans is at the core of what they do.

Recruiting the right people for your team is not about sharing an advert and hoping the right skills land in your inbox. It starts way before that and is successful because of the entire eco-system.

Happy attracting! ♦



THE MAGIC OF MAGNESIUM

Magnesium is an essential mineral that plays a vital role in optimum health and performance. This is because muscle contraction and relaxation, energy production, nerve function, cardiac activity, blood pressure regulation, hormonal interactions, immunity, bone health, and the synthesis of proteins, fats and nucleic acids – all require magnesium.

For athletes, the requirement for magnesium may rise as training loads increase.

Magnesium activates enzymes known as ATPases, which in turn are needed to generate ATP (adenosine triphosphate). When ATP is broken down, energy is released for muscle contraction. When intensity is high, or workouts are long and arduous, ATP needs to be synthesised quickly. A deficiency in magnesium can slow or limit energy production, which is not great news for a hard working athlete. As a result, fatigue, lethargy, a reduction in power, and muscle twitches or even cramps, can hinder athletic progress.

Aside from being used in the production of energy, magnesium can also assist performance by reducing accumulation of lactic acid, as well as the perception of fatigue during strenuous exercise through its action on the nervous system.

Given that magnesium is predominantly stored in bone – and sufficient quantities are critical for overall bone health – chronic deficiencies may have implications for bone mineral density in the long term. Athletes need to be aware of this link as these sorts of deficiencies coincide with other nutrient and energy deficiencies that might stem from simply not eating sufficient quantity or quality to match their training needs.



Pip Taylor

Pip is a Sport Dietitian for the AFL and PILLAR Performance, which is a micro-nutrient company created by NSW Waratah player, Damien Fitzpatrick. She is a former elite triathlete and one of Australia's leading Accredited Sports Dietitians. Learn more at www.piptaylor.com

A deficiency in magnesium can slow or limit energy production, which is not great news for a hard working athlete.

For most athletes, fatigue is a constant companion of most training days, weeks and months. It's easy to explain away fatigue or muscle cramps, lowered immunity, and even altered heart rates, or depressive moods when under high training load. All these symptoms are likely multi-faceted and need a holistic approach to manage – but they could also be due to nutrient deficiencies – including magnesium.

Magnesium is not produced by the body, so it needs to be ingested daily. The best sources of magnesium rich foods include:

- Spinach
- Cocoa
- Black beans
- Avocado
- Pumpkin seeds
- Almonds
- Whole grains.

Most of us don't eat enough of these foods, so deficiencies are actually pretty common. For an athlete with a magnesium deficiency, it is easy to see how correcting it would lead to performance benefits. While there might not be additional benefits from higher doses of magnesium, it's fair to say that hard working athletes are more likely to be losing significant amounts through sweat and increased metabolism – making it harder to

meet sufficient levels through diet alone.

Amongst athletic circles, magnesium is a pretty widely used supplement, particularly when it comes to assisting with muscle relaxation, recovery and promoting good quality sleep. These effects are likely a result of magnesium's action on the nervous system.

In addition to a sub-par diet lacking in a variety of fresh, whole foods – which can lead to deficiencies – glycaemic index issues, physical stress or illness can also all affect absorption. Plus, some medications and supplements can also impact magnesium and its absorption. If you do have a magnesium deficiency, it's worth discussing with your doctor or a good sports dietitian, to work out if there are other factors to consider, in addition to eating more magnesium-rich foods or a good quality supplement.

If you supplement with magnesium, it's worth investing in a quality one. Magnesium supplements include both inorganic and organic compounds – and some are more bioavailable than others – meaning they are better absorbed and utilised by the body. Around 350-400mg is the standard recommended amount. ♦



LEGALLY SPEAKING...

Taurus Legal specialise in the provision of legal advice for organisations and operators in the fitness industry. On the following pages, Associate Erin Prout discusses how fitness businesses can recoup fees, deal with the no job no job mandate and how to refuse entry, if required.

TOP TIPS TO RECOUP YOUR FEES

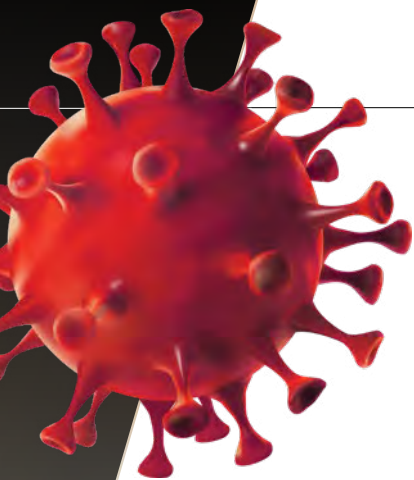
If you've been closed during recent lockdowns then chances are high that cash flow is tight right now. The last thing you'll want to do, is to let go of thousands of dollars in fees which you desperately need.

The most useful tool to recouping your fees is having tight terms and conditions, which allow you to recoup fees and include succinct default clauses. The best clauses to incorporate into your terms and conditions are:

1. Default interest: A 'default interest' clause allows you to charge interest from the time of default until payment is made in full. Default interest is typically between 10 and 14 per cent. An example is "You hereby agree to pay us default interest of 14 per cent from the time of any default of payment, until the time payment is received in full."

2. Indemnity costs: If no payment is made by a member, and you are forced to engage a lawyer, there is no right to reimbursement of your legal costs prior to issuing legal proceedings. Even once legal proceedings are issued, the Court will generally only award costs on the court scale, which is approximately 60 per cent of your out-of-pocket costs. An 'indemnity costs' clause can help you recoup 100 per cent of your pre-issuing costs, and the remaining 40 per cent of your post-issuing legal costs. An example is "You indemnify us from all costs and expenses (including without limitation, all legal costs and expenses on a full indemnity basis) incurred by us as a result of your breach or our enforcement of these terms and conditions."

3. Personal guarantee: If you are contracting with corporate clients, you should consider inserting a personal guarantee. This will hold the director liable for payment, in addition to the company.



The personal guarantee should be attached to your terms and conditions and signed separately. An example is "I agree to unconditionally and irrevocably guarantee the due and punctual performance of the company's obligations under the terms and conditions."

Once you have incorporated strong terms and conditions like these, the next step is to look out for cancelled or disputed direct debits. For disputed direct debits, you should receive a notification from your bank and be given the option to refuse the refund.

For cancelled direct debits, your rights will depend on your terms and conditions. This will usually involve being able to charge a cancellation fee, or charging up until the end of the notice period. If the payment falls short of this, you should first contact the member in writing. This will be a payment reminder. If payment is not made, you can then send a formal letter of demand requiring payment in full within seven days. For a guide on information to include in your letter of demand, download a checklist from www.tauruslawyers.com.au.

If payment is still not forthcoming, consider whether to issue legal proceedings and whether it will be commercial to pursue. If you have a number of cancelled direct debits, a lawyer will usually be able to reduce your costs and it will be more affordable.

DEALING WITH MANDATORY STAFF VACCINATIONS

Whether your staff are required to be vaccinated will depend on the law where your business is located, whether it is required by an award or employment contract, is a lawful or reasonable direction and/or an inherent requirement of the role.



For businesses located in Victoria, workers at a gym and other sporting facilities are required to be vaccinated. If they are not fully vaccinated against COVID-19 or hold a valid medical exemption by 26 November 2021, they cannot be granted access to the site. The employer (or self-employed worker) is required to collect, record and hold the worker's vaccination information. Many of the other states have less onerous requirements but they are expected to increase mandatory vaccinations shortly.

For those states which have a mandate by the government or Chief Health Officer, businesses and employees must comply. A failure of an employee to comply, has been held to be a breach of a lawful and reasonable direction and is a valid ground for dismissal.

Without a mandate, the question is whether it is covered in an award or employment contract, is a lawful and reasonable direction and/or an inherent requirement of the role. These tests will be assessed on a case-by-case basis. The most common test is whether it is a lawful and reasonable direction. Generally, it will be a lawful and reasonable direction where the worker is face-to-face with customers, in close physical contact with customers, the risk of transmission of the virus is high and the vaccine is readily available.

Other frequent questions regarding mandatory vaccinations are:

- 1. Whether the business has to pay the employee for their time when getting vaccinated?** The employer should cover the travel costs and continue to pay the employee where the appointment is scheduled during work hours.
- 2. Can the employee take sick leave to get vaccinated?** Generally, no. Sick leave is only to be used where the employee is unfit or unable to work due to injury or illness.
- 3. Can an employee take leave if they feel unwell after their vaccination?** Yes, a full-time or part-time employee can take sick leave if they are unfit or unable to work due to illness or injury. If the employee does not have any paid sick leave left, they can discuss taking unpaid sick leave or annual leave. Casual employees and contractors are not entitled to sick leave under the national legislation.
- 4. Whether a business can require prospective employees or contractors to be vaccinated?** Yes – provided that it does not infringe discrimination laws. For example, a prospective employee that has a valid medical exemption should not be denied the position based on their vaccination status.
- 5. How to handle an employee who refuses to be vaccinated?** Where an employee is required to be vaccinated and refuses, an initial letter should be sent which explains the requirement to be vaccinated and the consequences of refusal (including not being able to return to site). The employee should be given an opportunity to respond.

The next step is to have a meeting with the employee and explain the requirement to be vaccinated, and discuss their concerns and whether they hold a valid exemption. The employee may be placed on paid or unpaid leave during this time. The final step is to obtain advice on whether the employee can be dismissed. If they can, arrange a meeting with the employee and recommend that they attend with a support person. Be sure to take notes of the meeting and confirm the reason for the dismissal afterwards.

If you need assistance with your employees or contractors refusing to be vaccinated, Taurus Legal can assist. We have template letters which you can use – obligation free. For a copy of these letters, please contact info@tauruslawyers.com.au.

LEGALLY (AND SAFELY) PROHIBITING ENTRY

As a business owner, you are entitled to refuse access to any member of the public – so long as it's done lawfully and safely. With restrictions on unvaccinated residents in some states, it is important that you equip yourself and your staff with information on how to refuse entry to unvaccinated members and non-members.

1. Hands off!

If you have a person who refuses to leave, the worst thing you can do is physically remove them from the facility. If you do so, you risk:

- **A charge of assault:** this can easily happen if you push, hit, punch or end up in a scuffle with them. Whilst it may be an accident and they may not be injured, an assault charge can be laid, and you will be forced to defend the charge.
- **Unlawful citizen's arrest:** a citizen's arrest is when you hold a person against their will because they have committed an offence. Usually, the person is detained until the police arrive. However, doing a citizen's arrest is very difficult because it only allows for reasonably light force to be used, and the police may disagree that the person has committed an offence.
- **False imprisonment:** false imprisonment is when you confine or restrain someone, not allowing them to leave.

Whilst you may lawfully be requiring that person to leave, these are offences which you should avoid at all costs. They will be a headache to defend and bad publicity for your business.

Instead, to de-escalate the situation, you can explain that it is not your decision – you are merely enforcing the law or policy of the business; acknowledge that it is a disappointing decision for them and offer to pass on their details to the owner or manager. This will help them to feel heard, acknowledged and reassured that action will be taken.



2. Look out for fake vaccination passports

Fake vaccination passports are in circulation, and they pose a significant risk for your business if you don't have steps in place to screen for them. The most obvious red flags to look out for are:

- **A still image:** often these fake passports contain one saved image of a vaccination certificate, which generally won't move from the check-in page through to the green ticked vaccination certificate.
- **Flickering symbol:** the 'State of Victoria' symbol will be flickering in the background of a fake vaccination passport. The correct background should have a moving Australian Coat of Arms.
- **Additional information:** some of the fake vaccination passports are including additional information, such as a document number, vaccination type or healthcare identifier.

The majority of these fake passports will be easy to identify if you watch the member from the time of scanning the QR code. These fake passports are generally a still image or contained in a separate app which you will be able to spot.

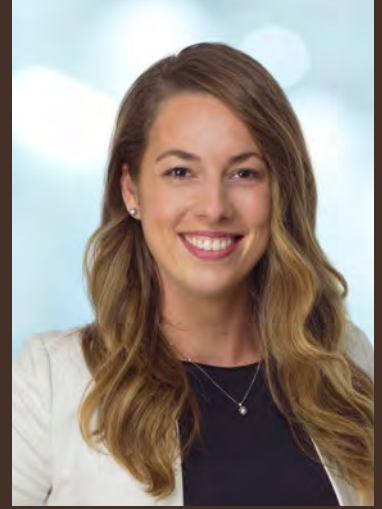
3. Don't discriminate

Discriminating against a person based on their vaccination status is lawful. However, discriminating against a person based on certain factors is unlawful. These factors range from age, sex, physical attributes through to religious beliefs. The relevant factor for you to be aware of is disability. Disability discrimination can occur when a person with a disability is treated less favourably or is required to comply with a policy, which would have the effect of disadvantaging them. This intersects with the mandatory vaccination requirements, where a person who holds a valid medical exemption is not required to have the COVID-19 vaccine. These individuals should not be refused access to your facility. If you do refuse access, you will likely be in breach of the disability discrimination laws.

4. Have a policy

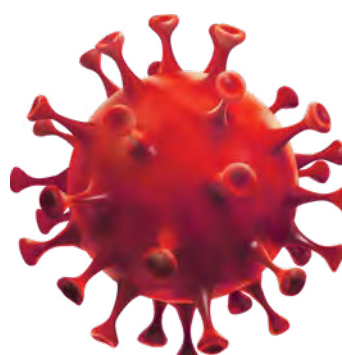
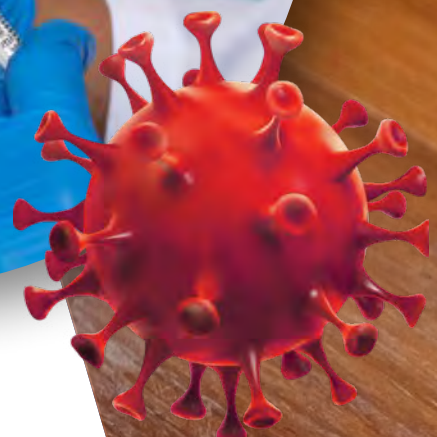
Create an internal policy so that all of your staff are on the same page. You don't want someone accessing the gym one day and not being able to the next – consistency is key.

Remember, if you need any assistance with any of these or other legal issues, contact Taurus Legal Management to discuss your needs and how we may be able to help. ♦



Erin Prout

Erin is an Associate at Taurus Legal Management, and an experienced litigator with a specialty in contractual disputes. Her clients range from small to medium-sized businesses through to ASX-listed companies. Learn more at www.tauruslawyers.com.au





TOP TIPS FOR TURNING PT INTO A BUSINESS

With so many people realising the true value of health, now may be the ideal time to take your PT role to the next level. If you've been thinking of turning your PT into a lucrative and rewarding business; here are a few things to consider, in order to stack the odds of success in your favour.



PT VS BUSINESSPERSON

There's a huge difference between being a great PT and being a good businessperson; and sadly, being an awesome PT doesn't necessarily mean you'll be an equally amazing business owner. This is most likely because the number one goal of business is to make enough money to keep the entity viable.

What many aspiring business owners fail to consider when setting up a PT business is that, first and foremost, the ultimate goal is to pay yourself – thousands of businesses fail every year (not just PT businesses), because the owners calculate how much money is required to run the business and often take a small or no salary as part of this. Whilst this might be seen as a noble strategy to adopt in the short term, the problem is that many business owners go for years without being paid appropriately – so all they have done is to dramatically increase the amount of work they need to do (work that is often no fun at all), whilst being paid a fraction of what they were making when working for someone else.

It is vitally important to do a few things when first putting together a financial plan for your aspiring PT business:

1. Double the length of time it is going to take to secure the clients you need.
2. Halve the amount of money you are going to make in the first two to three years.
3. Double the amount of time you will need to spend on and in the business.
4. Ensure you have enough back-up funds to survive the above changes to your initial business plan.

What often leads to a rapid descent towards business failure is taking out a lease on a property to run your business.

Whilst in most cases you do need to have a facility of some sort, everyone will be aware of the rapid turnover of the numerous 24/7 gym franchises that seem to pop up and then close down with monotonous regularity.

A big mistake is often taking out the lease before you have the clientele in place – I was involved in a Sport High Tech Start Up many years ago and clearly remember the head engineer stating that the technology was so good that we didn't need to market it – the people would just flock to buy it!!!

Even though the technology was amazing (the now ubiquitous sport GPS units worn by all professional team sport athletes around the world) I basically lived on planes and in hotel rooms as we spent the best part of the first six years of the business convincing the market of the need for this product. All the while we had to raise significant funds on multiple occasions until the business was self-sustaining.

We see this too often with flashy training centres opening and then closing down within 12 to 24 months, due to not being able to make the business model work.



RUNNING THE BUSINESS WITH MINIMAL COSTS

A viable workaround can be renting facilities by the hour – I have a couple of different training centres where I can rent space at a reasonable hourly rate allowing me to bring my clients to a nice centre, with all the equipment I need and with none of the stress of facility ownership.

Sometimes the available hours in this scenario may not be ideal, but I feel this is still a better early stage strategy than jumping into the expense of setting up your own facility only to find out that it



Adrian Faccioni

Adrian has been involved in Sport and Fitness/Conditioning for over 30 years. He is the brains behind the first globally commercialised Sport GPS device and author of Globally Positioning Sport: Why being first out of the blocks doesn't guarantee you will win the race! Adrian specialises in working with 40+ year olds through his business Fatch Fitness. Learn more at FatchFitness.com

isn't going to work, leaving you are left with a large debt to cover.

You might start with a 'roving PT business', which will limit costs to your time and car expenses or working at an established gym whilst slowly growing your own business. Again, you need to be honest with yourself about how successful the business really is before you resign from your 'day job' because when you leave the comfort of the regular paycheck, you are then on your own and it will be sink or swim time.

An opportunity that has arisen over the past two years due to the COVID-19 outbreak is running your business online. There are a couple of different models that are generating some success with this model:

1. Personalised sessions (one-to-one, or one to many) – I have been running my fitness programs online for a large part of 2021 and whilst not the same as being face to face, it still allows me to touch base with all my clients on a weekly basis, take them through the routines I want them to complete and is a great stop gap until face to face resumes. One particular benefit

- of this type of training is that you can record the sessions and this allows you to review your performance and make improvements where needed.
2. Pre-recorded sessions – These are sessions whereby you actually complete a full session, record and then put this file online for your clients to access (and new clients to purchase or join your group). This is a great way of building up a range of resources that you can make available to clients anywhere in the world.



NICHE MARKET

I often speak to aspiring PTs about what they think their ideal PT business is and very often the majority don't really have an idea of what market they will try to specialise in. The PT market is incredibly broad and working in a gym is only one small part of the available PT markets available to any aspiring PT entrepreneur.

The fitness market has matured over the past 20 years, so being a generalist is not as lucrative an approach as it once was. Specialisation is the name of the game and as such it is quite important that you think about what aspect of the market you would like to specialise in, and then plan accordingly to enter the market and slice out a piece of this for yourself.

I have often heard from PTs I have spoken to that they would like to work in market X, Y, Z but don't think there is a large enough market for this type of business – I personally think the mistake is that there are now thousands of PTs all trying to work in the generic PT space making it very competitive and even less likely to be able to create a viable business from this market. A great example of specialisation, a good friend of mine was interested in teaching people to run technically well and aimed to set himself up as the speed guru in town. He has just passed 20 years running his business and makes well over \$100,000 per year, working part-time teaching individuals how to run fast!

Another colleague has just started delivering strength and conditioning programs for clients with special needs. It looks like this might turn out to be an instant market with enough clients to make the business model a viable one in a short time frame.



MARKETING YOUR PT BUSINESS

Of all the skills you will need to develop if you want to start and

grow a PT business, how to go about marketing yourself is crucial. In the modern age of social media this has become incredibly hard even though the technology has made it relatively simple to get your brand out into the marketplace.

Through the use of Facebook, Google, YouTube, Instagram, TikTok and the like, there are a multitude of avenues to promote your business. And with many of these platforms, it's not expensive to get an advertising campaign up and running. The biggest challenge is that everyone now has access to these platforms, so there is an overwhelming number of businesses that are promoting themselves, so your challenge is to really separate yourself and your services from the crowd. Of course, this can be made even more challenging, when movie stars/influencers start promoting fitness routines and programs (most are generic and not really suited to anyone!). Don't think just because you post some good content on to YouTube, for example, that you will suddenly have thousands of subscribers and make lots of money. These platforms have also matured and success on any of them in most cases takes a long time and huge effort for years before any success can be found.

An excellent example is Athlean-X (Jeff Cavaliere) - one of the most successful YouTube PTs in the world – but few would realise that he started his YouTube channel in 2009! He posted training information for years before he achieved any success, and it has only been in the past five years or so, that the business has really taken off.

The maturation of these markets (both PT and online marketing) means that any success story is likely to be one of these overnight successes that took ten or more years to get there!



DO YOU WANT THE STRESS?

I've known many PTs who loved what they do, and so went out on their own, only to realise that the fun part was the training and not the running their own business. The majority of these PTs eventually closed down their business (incurring a financial loss), to then return to work for an established fitness centre or leave the industry altogether.

Take heed of my business suggestions and if you have sufficient financial resources, then slowly build up both your clientele, business and marketing efforts. This is the safest way to ensure you maximise your chance of building a successful PT business with longevity. ♦



Dennis Hosking

Dennis is the Founder and Managing Director of FITREC. Learn more at www.fitrec.org.



NORMALISING THE USE OF PRONOUNS

I've added the He/Him pronoun on my LinkedIn profile. To quote Jason Webber in this [LinkedIn post](#), "I don't need them, I want them."

Normalising the conversation around identity is a small but important step towards recognising people for who they are, rather than who we think they are. By extension, a key lesson for me has been the realisation that both the conscious and subconscious identity we assign to people, is often paired with deeply entrenched and often outdated ideas.

This addition of a pronoun to my profile was inspired by young people in my life.

Among my family and friends, I was recently alerted to two teenagers from different social circles who have chosen to identify as They/Them rather than She/Her.

Having known each of them since they were born, it's no surprise that the adjustment to the new pronoun took conscious effort. What was a surprise though, was how my expectations surrounding them and their behaviour shifted automatically to better align with the new pronoun. If anyone doubts the power of this, I suggest they try this exercise for themselves – refer to any significant 'She/Her' in your life as a 'Them/They/Their' and see what impact it has on your perceptions and expectations.

Recognising how language leads behaviour, it's easy to appreciate just how valuable an altered pronoun can be for young people that do not wish to be burdened with the often outdated, unquestioned and automated expectations that come with any gender identity.

Why are these conversations important?

If our understanding of something so deeply entrenched as gender can be improved, what else could we better understand?

We likely don't identify as discriminating based on things like race, ability, sexual orientation, age or marital status, but do we truly appreciate that discrimination is not binary, but a spectrum? Where on this spectrum do we see ourselves and our understanding?

Where on the spectrum do we see the fitness industry?

I believe the fitness industry has come a long way from the days of prescribing different exercises and programs for women and men. And, generally speaking, gyms are more open to all. However, while we've come a long way, it would be hubris to assume there wasn't still progress to be made.

The more open we are, the more normal the discussion, the greater we'll rise as an industry.

Thank you to [Rachel Young](#) for alerting me to the original post. ♦



SPOTLIGHT ON...

MIHA BODYTEC EMS FITNESS TRAINING

Sometimes it takes a change of circumstance to lead to a new path in life. This was the case for German civil engineer, Christoph Mauss, and it began with his arrival in Australia. Speaking very little English, Christoph was unable to work as an engineer, which led him to follow his passion and carve out a career in the fitness industry. He has now been working in the industry for over 12 years and has never looked back.

What is EMS training?

Located in Bondi Junction (Sydney, Australia), INPULS Studio provides personal training using Electro Muscular Stimulation (EMS) technology to deliver a whole-body workout that reaches deep into the muscles in just 20 minutes. EMS has been shown to increase strength, stability and mobility, and reduce lower back pain by 88 per cent, while at the same time being gentle on joints and increasing all over strength in six weeks of training. Additionally, the technology

facilitates increased cardiovascular fitness, as well as adjusting postural imbalances.

How did you first get to know about EMS training?

About seven years ago I found out about EMS through a friend who has a studio in Frankfurt. I thought it was a really amazing way of training. Using my knowledge and understanding of the body, I could see how the technology amplified the training, and I was immediately convinced by the system.

What were the main advantages of EMS training?

Because I am a runner, swimmer and cyclist, it was really effective for me. I was more efficient in my movements, had more endurance with less injuries and quicker recovery. I just love how EMS feels. Through the EMS training, my muscles became stronger and more flexible. With EMS I can also engage muscles that are difficult to train during a conventional workout.

What led you to change from being a Pilates trainer to opening an EMS studio?

It was because of the results! It's just so incredible and I am so passionate about it. I still use the principle of Pilates and combine it with EMS. For me everything starts with posture; if you improve that, you can start working on the other things... switching everything on,



Christoph Mauss

Christoph originally trained as a Pilates instructor, but these days he successfully runs an EMS studio called INPULS, which provides personal training using Electro Muscular Stimulation (EMS). Learn more at www.inpuls.com.au.

activating pelvic floor muscles, toning and building muscle, and it goes on from there... people feel activated, and they love it!

How have clients reacted when they are introduced to EMS?

My clients trusted me, they understood when I explained it was a new approach to workouts. A one-to-one EMS session that only lasts 20 minutes is a no brainer for most people. Clients tell me they have less physio/chiropractic treatment since they have taken up this training method. Clients with recurring problems – back pain, joints, tendons often have to stop exercising, but by adjusting their program EMS gives them an opportunity to still exercise. This is because we work with pre-muscular tension.

Has your client base changed since providing EMS training?

I have a wider variety of clients now, particularly older ones. EMS is amazing for them. I met an 80-year-old man in a doctor's waiting room who was in a lot of pain and was scared to move much. I convinced him to come and see me, and we started off slowly in the sitting position with leg squeezes and some arm work. After a few months he progressed so much, and now he's back at tennis, he can turn his head when driving the car, and generally he feels re-energised. I love that feeling of helping people.

What are the advantages you see from regular EMS training?

Because sessions are conducted with a trainer, you get a personal training session tailored to your needs. I always start with 'how is your body feeling today?' and we go from there. I always keep workouts fresh and versatile as possible. The time saving is great

too; for example, two 20-minute sessions are recommended for best results, but some clients prefer just once a week. I have a few clients who like to train at lunchtime, some even before a big meeting – they believe it makes them think clearly and with positive energy.

Did you have to complete special training to open an EMS studio?

My training was at miha bodytec headquarters in Germany. Now the distributors in Australia and New Zealand conduct the training locally. The company is in markets all over the world and they give you a lot of information and support to help start the business. They are the world leaders and have research, business models, websites, and so much information to help guide you. Their products and services are really good.

How have you found the running of an EMS business, and setting up the studios?

An EMS studio is a bit more boutique style, with one-to-one or one-to-two personal training formats; you tend to be more intimate with customers. I have many long-term clients who trust me, and who really notice a change in muscle tone and body shape after regularly working with me. Having an EMS studio has given me a unique advantage in a highly competitive PT market.

How were you affected by the COVID-19 restrictions?

My studio in Bondi Junction closed due to the lockdown. However, my miha bodytec EMS equipment is portable and can also be used outdoors. As we were allowed to meet one person for outdoor exercise, my clients were extremely happy to continue with their training routine outdoors, so I was able to maintain a solid income during the restrictions. ♦



THE 4 KEY STAGES OF THE GROUP FITNESS INSTRUCTOR JOURNEY



I've always enjoyed sharing things that I've learned; I'm sort of hardwired for it. At school, I'd often help other students understand their homework and class materials, during recess and lunchtimes in the school library. It felt good to share what I had learned and it gave me purpose.

Fast-forward to my 20s, and as a young aerobics instructor, this trait persisted. I would frequently find myself helping other instructors gain the work experience they needed to complete their certification. I didn't really have a name for what I was doing in those days, but later, as I formalised the working relationship and added structure to it, it became clear that what I was offering was called 'mentoring'.

The stages of growth and development

As a mentor, workshop and course presenter, and group fitness coordinator, I began to notice behavioural patterns in instructors that corresponded with the amount of experience they had. On reflection, I also recognised it in myself; I call it the 'Stages of Growth and Development'. Some instructors move through the stages with natural progression, whereas others drop out or get stuck in a certain stage.

Interestingly, these stages are not specific to the careers of group exercise instructors, but are similar to the four stages of wisdom in Indian and yogic traditions. 'The stages are that of the student, the householder, the wise elder and renunciant', writes Debra Molfit, the author of *Awake in the World: 108 Practices to Live a Divinely Inspired Life*.

Similarly, the Swiss psychologist, Carl Gustav Jung suggested there are four archetypes, four stages of life: The Athlete Stage, The Warrior Stage, The Statement Stage and The Stage of the Spirit.

As a group exercise instructor, these stages of growth and development follow the same trajectory. This is how I have classified them:

Stage 1. The Wide-Eyed Instructor

Stage 2. The Self-Confident Instructor

Stage 3. The Knowledge Seeker Instructor

Stage 4. The Yoda of Instructors.

Here are my observations:

STAGE 1. The Wide-Eyed Instructor

You are a new instructor in the industry. This stage has nothing to do with the age at which you start teaching, and everything to do with your enthusiasm for learning and absorbing as much as you can. You know that everyone else has more experience and you are, literally, learning on your feet. You look for role models, ways to improve and need reassurance from your participants that you are on the right track. This stage usually lasts for between one and two years.

STAGE 2. The Self-Confident Instructor

You've found your rhythm with preparing, delivering and interacting with your participants. You've developed confidence and an appreciation of your power as an instructor. You often



Marietta Mehanni

Marietta is a group fitness specialist consultant, who has been actively engaged in educating fitness instructors in both the Australian and International communities for 30+ years. Learn more at www.mariettamehanni.com.

get good feedback and are in high-demand to teach classes. This is also the stage, however, in which a sense of entitlement can arise. You are aware, for example, that you can wield your power to galvanise participants into action if you are unhappy about a management decision. Instructors in this stage can often blur the line of professionalism, and some will never move on from it. This stage can last between two and five years.

STAGE 3. The Knowledge Seeker Instructor

Transitioning from the previous stage to this one usually requires some discomfort. You may have lost classes due to class attendance or programming changes, had some challenging interactions with participants, or tried to teach a class that you just didn't gel with. This is when you realise you don't know everything and you open your mind to further education. You may pursue a new format or want to learn another skill. You are on a pathway to learn more. This stage usually starts around the five-year mark and can continue for the rest of your career.

STAGE 4. The Yoda of Instructors

You know that you have reached this stage when the following start to happen:

- Nothing rocks your boat too much. Timetable changes, disgruntled participants and negative feedback are things that you take into account, but they don't play on your mind. You know that this will always happen, and any discomfort will pass. Tomorrow is another day.

- You are sought out for advice and mentorship, and regarded as a go-to person for information. You have seen the good, bad and ugly and have taught so many classes that nothing really surprises you. Usually in this stage, you have taught a timeslot for several years, and intimately know your participants. There is a level of trust by your participants, other instructors, and even management in your knowledge and sage advice.
- You will deepen your knowledge in specific areas and perhaps take on education that requires diligent study, with the purpose of being able to directly apply it in the classes that you currently teach, or as a way to expand what you offer to your participants.

In a recent presentation I shared this information with the participating instructors. While self-identifying the stages that best represented them, some commented that they often bounced between stages. This, however, is not something that can actually happen. You can't go from being a Self-Confident Instructor to The Yoda of Instructors and back again; it's about progression, not regression. Perhaps these are examples of the Self-Confident Instructor believing that they are at a higher level than they really are.

The key thing is understanding that this is a pathway that you will move along as you evolve and mature. It is a gradual process that is not without discomfort, but that's okay, because growing pains are proof that you are, in fact, growing; and this is a great accomplishment. ♦



Chantal Semaan

Chantal is a physiotherapist and EMS Executive at 20PerFit, which delivers mobile and studio electrical muscle stimulation (EMS) workouts in Australia. Learn more at www.20perfit.com.au

HOW TO GET BACK INTO A WORK ROUTINE: TOP TIPS FOR TRAINERS

Here's a few tips to help you get back into the swing of a regular work routine, now that things appear to be returning to 'normal'. Chantal Semaan explains.

As COVID-19 lockdown restrictions ease, personal trainers everywhere are getting prepared to go back to work. As fitness industry professionals, we've been hit pretty hard by the lockdowns that have closed gyms in Australia for the past few months, and as a result many trainers haven't worked that much.

While it may have been financially stressful and a bit boring at the time, many of us have got used to a more relaxed routine. However, with gyms opening back up very soon, it's time for us all to get back into a good work routine (which is sometimes easier than it sounds!)





HERE'S OUR TOP TIPS TO GET MOTIVATED FOR WORK AGAIN. YOU CAN DO IT!

01

START WAKING UP EARLY ASAP

As a trainer, you probably have a pretty unique routine. You'll be no stranger to setting an alarm for 4:45am and working until 2pm each day instead of a traditional 9-5. However, over lockdowns it's likely that you've fallen out of the habit of waking up early.

Our top tip for combatting this is to start waking up early ASAP and ease yourself in. One day set an alarm for 8am, then 7am, then 6am and so on. This will help to reduce the stress factor and shock when you have to start setting super early alarms again.

03

MANAGE EXPECTATIONS WITH CLIENTS

In the same way you've been bored without your clients, they have probably missed you a lot too. Normally when a lockdown is lifted we see a surge in gym memberships and interest in personal training because people are so eager to get fit again.

However, be sure not to take on too much in one go. If clients are getting a bit intense, remember that you can always manage expectations and ask to ease back into the full workload over a period of a few weeks.

02

STAY ORGANISED

Being organised is one of the best skills to have as a trainer, and this down time is the perfect opportunity to get organised. When work is back in full swing you will likely be super tired and everything will be go go go. This will be great! But the downside is that you'll probably be too busy to do the general life admin that needs to get done.

Get this life admin out of the way now, so that when you're back up and running you don't need to worry about it. This could be organising your work schedule, sorting out your tax return and ABN, or even just organising and ordering gym equipment if you work for yourself.

04

REMEMBER WE'RE ALL IN THE SAME BOAT

You're not alone! Anyone going back to work full-time will be feeling the same way, and although motivation might be low at the moment, you'll soon get into the swing of it. In reality, we are so lucky that we're opening back up and have the opportunity to work again. It is going to be great for people to see each other again in the flesh, and build that sense of community again in the fitness world.

The first few weeks might be a tough slog, but remember it will pass. We are so fortunate to be going back to work, and to do the job we do. Keeping people happy, active and healthy is one of the most important and rewarding jobs in these challenging times, so keep smiling and remember how vital your work really is.

Good luck! ♦



MOTIVATION:

THE KEY TO A SUCCESSFUL TRAINING PROGRAM

Motivation is defined as: a stimulus to act, something (needed or desired) that causes a person to act, a force or influence that causes action.

Often, a lack of physical fitness is a result of a loss of motivation. Similarly, many people contribute their poor health to lack of motivation to exercise. The fact is people stop exercising because they lack the self-motivation to continue with an exercise program.

So, what is our role as a fitness professional when it comes to motivation? Is it our responsibility to keep clients happy and motivated, as well as healthy? Is it our duty to keep clients coming back for more? Of course, it is! So here are a few tips to help you accomplish these goals.

The five areas of motivation are: appearance, social, fitness, competence and interest.

Appearance: To improve body shape, lose excess weight, tone muscles, and/or gain muscle mass.

Social: To meet new people, socialise with acquaintances, or belong to a class or group.

Fitness: To increase physical strength and endurance and improve overall wellness.

Competence: To learn or improve specific skills.

Interest: To engage in an activity because it's enjoyable.

Of these five motivators, the most desired motivator is often appearance. Many people begin an exercise program because they want to look better; however, exercising solely for appearance is a short-term motivator. The key to a long-term exercise program is to use multiple motivators to achieve personal goals.

As fitness professionals, it's our responsibility to help clients to understand and strengthen all areas of motivation, and to

encourage them to place less importance on how they look and more on how they feel. Explaining all forms of motivation will help them to set boundaries and achieve their goals. Trainers and coaches should encourage clients to focus on exercising to live a healthy lifestyle, to meet new people, to increase strength and endurance, to learn new skills and to have fun along the way. Reprogramming clients to use all motivators will help them to continue with an exercise regime, even if they do not see immediate or drastic results.

How does this all happen?

01 EDUCATION

Educating clients about all five areas of motivation and providing examples of each type will expand their knowledge base and help them to set safe and effective goals. Trainers and coaches are encouraged to establish two-way communication with their clients. Trainers with superior communication skills are much more likely to make a positive connection with their clients. Examples include:

- Tackle the 'how' and 'why' of underlying weight loss
- Determine beyond-scope areas
- Review analysis of your client's body
- Discuss weight loss basics
- Explore exercise options, methods, and tools
- Discover your client's barriers and pitfalls.

In addition to educating our clients, trainers and coaches should keep up with current health and fitness developments and continue their education in health-related fields to ensure they remain on the cutting-edge and are able to answer their client's questions as they arise. Secondly, there are a wealth of courses in business-related fields that can help take coaching services to the next level. While the technical knowledge in health and wellness coaching is essential, learning the business side can certainly help grow your business.

02 SOCIAL SUPPORT

Motivation and behaviour, in relation to eating and exercise, are influenced by a social support network. Social support includes companionship, encouragement, and assistance from friends, family members and co-workers, in addition to tangible advice, suggestions and positive reinforcement from trainers and coaches.

03 FITNESS

To help clients to be motivated through fitness, trainers are encouraged to provide an array of exercise options including equipment, free weights, body weight training, core conditioning, and small tools and props. In addition to exercise selection, a variety of training methods and techniques is highly suggested. Trainers should also assist clients to ensure proper alignment and form, to achieve greater results and decrease the risk of injury.

04 COMPETENCE

Motivating clients by consistently educating them in safe and effective training principles is crucial. Explaining the benefits of the exercise, the safety points of the exercise, and ways to modify or change the exercise is highly recommended. Stimulating clients by commenting on their improvement and performance will raise their self-esteem and help them to use the competence motivator. Additionally, each time they participate in a training session they'll learn more about their body and improve body awareness.

05 INTEREST

Lastly, we want our clients to enjoy what they're doing while benefitting from an exercise regime. This can be obtained by introducing new exercises and a variety of equipment, tools, and props. Additionally, incorporating a variety of training methods

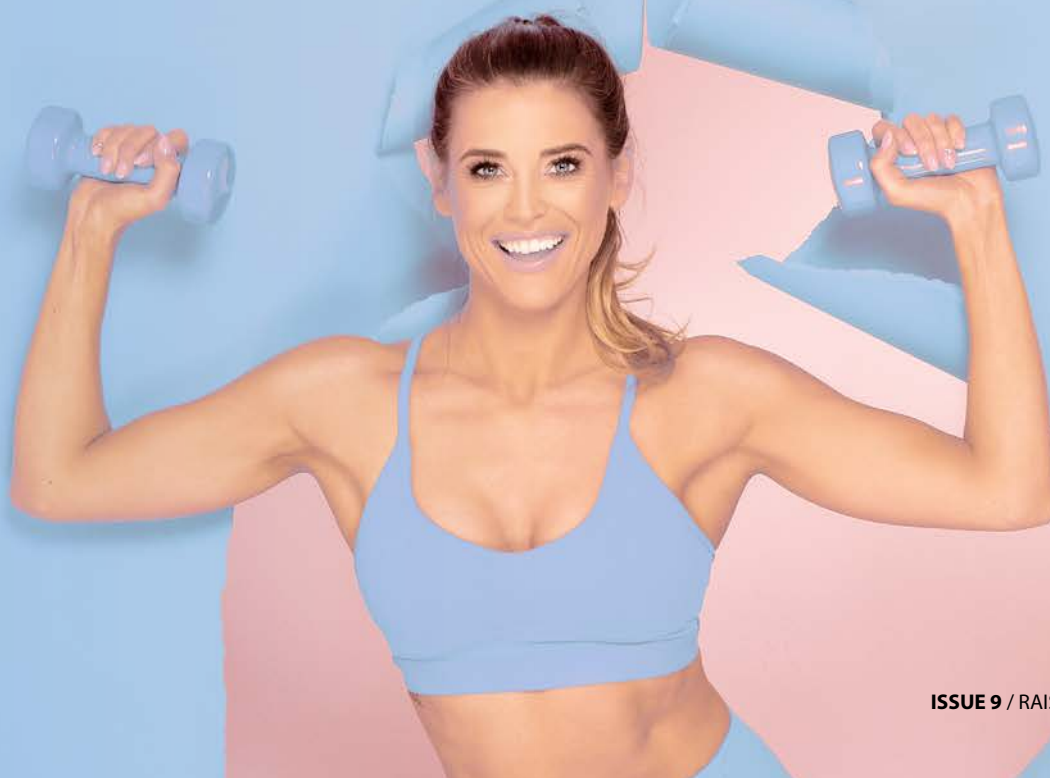


Lisa J. Hamlin

Lisa is an holistic health practitioner, AFAA Master instructor and international educator with more than 30 years' experience in the health and wellness industry. Find out more at assured-fitness.com.

and techniques will help to avoid exercise burnout and boredom. Keeping our clients engaged will keep them coming back for more and, eventually, achieving their fitness goals.

As fitness professionals, it is our responsibility to help our clients stay motivated. By educating our clients in all motivation areas, they will improve their fitness level, notice a remarkable difference in how they feel and look, and therefore stick with their exercise program. Motivation really is the key to success in any endeavour. ♦





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