



Fit-News

June 2008

Email newsletter from Recreation South Australia

Recreation South Australia, 2A 900 South Road, Edwardstown SA 5039 Phone 08 8351 2644 Fax 08 8351 2633
Email info@recreationsa.org Web www.recreationsa.org

Recreation Week Update 8-14 September 2008

This week is shaping up to be a busy week with over 50 organisations involved. Check out our website to see what activities will be on and when.

2008 Fitness Awards

Nominations for the 2008 SA Fitness Industry Awards are now open. Please download the Criteria & Nomination Forms from our website. This year there are 8 award categories:

- Fitness Centre of the Year
- Fitness Studio of the Year
- Group Fitness Manager of the Year
- Fitness Professional of the Year
- Personal Trainer of the Year
- Community Fitness Instructor of the Year
- Membership - Sales Consultant of the Year
- Life Time Achievement Award

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What will you be earning in 12mths?
Will you be better off in 5yrs from now if you
continue doing what you are doing?

Call Step into Life Outdoor Personal Training
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Employment Opportunities

Radical Fitness Master Trainer/Victor Harbor Group Fitness Manager. A unique opportunity for a Star talent to become a Master Trainer.

We are looking for a stellar Group Fitness Instructor with a passion for Group Fitness and a desire to push themselves to the next level. They will have the ability and desire to motivate and train others in Group Fitness. The role is a combined full time role: Group Fitness Manager and Radical Fitness Master Trainer.

As a Radical Fitness Master Trainer, you would work with the other members of the Radical Fitness team to develop Radical Fitness programs throughout SA. You will teach Radical Fitness programs to Group Fitness Instructors to certification level, and lead the Radical Fitness "Kick Start" program for new Group Fitness Instructors. You will also be responsible for internal and external promotion of Radical Fitness programs and perform Radical Fitness demonstration classes at other clubs when required.

As Group Fitness Manager you would develop and lead a team of very enthusiastic Group Fitness Instructors. You would be responsible for:

- * Performing Group Fitness Classes
- * Programming the Group Fitness timetable
- * Training and development of Instructors
- * Internal and External promotion of GF

The applicant requires:

- * Excellent Group Fitness presentation skills
- * Great communication skills
- * Passion to introduce others to

Group Fitness

- * Self starter
- * Team Player

If you would like to know more about us or the position, feel free to contact: Rob or Graham at Victor Harbor Fitness on 08 8552 9021. Email: info@victorharborfitness.com.au Website: www.victorharborfitness.com.au



Source: www.statehousereport.com/images/cartoons

Goodlife Expands

The Macquarie Leisure Trust Group (MLE) is to acquire a portfolio of ten health clubs and one development site from Zest Health Clubs. The \$7.4 million acquisition for MLE's Goodlife Health Club division represents, according to Group Chief Executive Greg Shaw, a strategic opportunity for the Goodlife Health Clubs to enter the South Australian market with a dominant position (six clubs and one development site in Adelaide) and for Goodlife to secure an additional four clubs in Queensland.

Macquarie Leisure intends to spend \$1.2 million converting and upgrading its new clubs to the Goodlife brand with Zest operational staff to be retained within the business. In South Australia, MLE plans to complete construction of a new club in North Adelaide for September 2008 opening. Zest Health Clubs will retain all clubs in WA and five remaining clubs in Queensland.

Source: *Australasian Leisure Management* March/April 2008 edition.

Update from Rocco Sorace, SA Fitness Professional



Rocco Sorace has worked in the fitness industry for many years and has just recently moved to Norway to work as a personal trainer for SATS (www.sats.no). Rocco not only conducts personal training sessions, but trains corporate health groups and facilitates health and fitness workshops.

Rocco's achievements while working overseas include:

- * launching his GOOD food, good life cookbook and his fitness DVD range in Norway and the UK;
- * featuring in ULTRA FIT UK magazine 2007 and 2008;
- * featuring in a Norwegian newspaper (see attached article and photo on page 5);
- * conducting fitness and health workshops in Norway;
- * teaching corporate Pilates to workplaces;
- * launching GOOD food, good life edition 2008, and
- * establishing a new VITA on-line store www.focussfitness.com.

Rocco encourages all registered fitness professionals who have several year's experience working in the fitness industry to apply for work overseas. Rocco says, "It's a great way to experience a new country while being able to learn invaluable skills that will assist you not only professionally, but in your personal life."

If you would like to drop Rocco a line or two, or ask him a question about his experiences overseas please email: info@focussfitness.com

IHRSA, Fitness First back Music Licensing Battle

Fitness Australia's ongoing campaign to prevent major increase in licence fees for playing music in group exercise classes has received the backing of the International Health, Racquet and Sportsclub Association (IHRSA) and Fitness First Australia. Together, these two organisations have pledged US \$135,000 and are looking for local health clubs to match these funds in the fight to stop the music industry's attempts to raise the tariff charged to clubs.

"This could potentially have very damaging implications for our industry, not just in Australia, but globally," said Tony de Leede, Managing Director of Fitness First Australia and a member of the IHRSA board of directors.

At issue is the way music is valued. The current Fitness Class Tariff in Australia, which is paid to the Phonographic Performance Company of Australia (PPCA), is \$0.986 per class with an annual cap \$2,654. The PPCA has been studying how music is valued and is suggesting that the proposed fee either be increased to \$31.67 per class with no cap (an average increase of 3,172% per club) or that clubs be charged a rate of \$26.08 per member per month.

"Either scenario would devastate the industry, and has serious implications for clubs in other countries since PPCA sister organisations around the world may well decide to restructure their fees in a similar way," said Joe Moore, President of IHRSA, adding that "for the sake of the global industry, we need to stop this issue in Australia."

Fitness Australia is pursuing a strategy to challenge the model that the PPCA is using to value music in health clubs. PPCA has already been successful in increasing fees to the nightclub industry in excess of 1,400%.

Check out www.operationmusic.org.au for more information.



From Page 5. Rocco Sorace performing a health and fitness assessment on a client in Norway.

BA TRENING & TRIVSEL

LØRDAG 2. FEBRUAR 2008

- BAs Nils Olav Sæverås (42) har samme problem som mange andre førtiåringer.
- Nå er det nok. Han hjelper både seg selv og deg ned mot gammel matchvekt.

Hvor ble det av idealvekten?

Han fikk lov å tjuvstarte, og får endelig igjen bukseknappen. Tør du hive deg med når Nils Olav skal tyve kilo ned?

Han er et godt stykke unna, BAs filmanmelder, når han nå sikter seg inn mot gammel matchvekt, helt nede på 75 kilo. Men de siste ukenes innsats har i alle fall gitt ham troen på at det skal være mulig å nå idealvekten. Og det iløpet av våren.

På denne og de to neste sidene handler det om å komme i gang. Lykke til!

SKREKKVEKT: Velkommen til trening og trivsel. Ja, jeg innrømmer det, jeg har tjuvstartet. Å være litt i gang og å allerede ha sett at jeg har muligheten til å få resultater noenlunde raskt, er sannsynligvis mye av grunnen til at jeg tør å dele vårens kroppslige kraftinnsats med dere lesere.

Min skrekkevekt er på 95 kilo. En vekt som jeg har vært oppe i, men som jeg absolutt mistrives med. En vekt som jeg drasset med meg mesteparten av 2007.

Da julehøytiden nærmet seg for to måneder siden, innså jeg at dersom jeg gikk gjennom julen uten å ta bevisste valg om kosthold og trening, så ville jeg begynne 2008 i overkant av den vekten jeg så for meg at jeg aldri skulle overstige.

Derfor tok jeg valget allerede i forkant av nyttårsloftet, og begynte å trene og å planlegge kostholdet allerede i begynnelsen av desember.

Det har gått bra og ved inngangen til februar har jeg tatt av fem kilo og er nede i nitti kilo. I løpet av de ti ukene som kommer skal jeg ved hjelp av ulike eksperter belyse både treningsdelen og kostholdsdelen av det å komme seg i form. Da skal jeg samtidig også sette inn et ekstra gir i min egen treningsprogresjon.

STRANDESONG: Med ytterligere fokus er målet å ta av ti kilo på ti uker, å kunne veie inn på åtti kilo innen 12. april. Eventuelt innen slutten av april, ettersom jobbreisen og ferieuker kommer til å gi noen opphold i denne serien. Det endelige målet er å få vekten ned i 75 kilo, og det skal innfris innen strandsesongen.

Ekspertene jeg snakker med underveis, har ulike innfallsvinkler til både trening og kosthold. Det blir et nytt tema hver gang. Når du blir om, er første tema motivasjon.

Ekspertene blir valgt fra uke til uke, ut fra hva som er tema. Men jeg kommer jevnlig til å konsultere personlig trener, Rocco Sorace, for å få tilbakemeldinger på fremgangen. Han ser ikke kun på vekten, men også på flere andre verdier som måler formkurven.

Hiv deg med da vel! Tør jeg, så tør du!

NILS OLAV SÆVERÅS
og ARNE RISTESUND (foto)



HVA SA DU?!: BAs Nils Olav Sæverås får de harde tall fra personlig trener, Rocco Sorace. Nå skal han ned i vekt og opp i form.



Recreation SA presents the PERSONAL TRAINER'S MASTER CLASS!



1pm - 2pm Session One: Dion Mychalyn presents "5 Big Lifts- How, when and why to prescribe them". This practical session will look at 5 big lifts for developing strength and functionality. Learn how to perform, teach and integrate these exercises into your training program, whilst learning to progress the beginner with 'pre requisite' exercisers and lifting practices. (Dion Mychalyn, Director Viva Fitness PUSH_ Training Systems).

2 - 4pm Session Two: Max Martin presents "Foundational postural correction — linking assessment to practice". This presentation will provide a clear understanding of why our clients present with the postural dysfunctions, we often see, and most importantly, what logical steps and corrective exercises we can implement to improve their condition. (Max Martin, Director/Exercise Physiologist iNform Health & Fitness Solutions).

4pm-4:15pm Break for afternoon tea.

4:15-5pm Session Three: Personal Trainers Interactive Forum facilitated by Kristin Lewis. This session will allow participants to express ideas, issues and/or concerns regarding their own training techniques/style or the SA fitness industry in general. (Kristin Lewis, Director Life Personal Trainers).

Date: Saturday 5th July 2008
 Time: 1pm sharp - 5pm (Afternoon tea provided)
 Place: Viva Fitness Centre, 3-4 Keele Place, Kidman Park
 Cost: \$70 for Registered Fitness Professional/Recreation SA members \$100 for non registered.
 3 CECs for attendance and participation in all sessions.

To attend the Master Class you must register with Recreation SA and pay before 4pm Friday 27 June. Please call 8351 2644 or email fitness@recreationsa.org Places are limited and will fill up quickly. Cheque, money order and credit card payments will be accepted. Please make payable to Recreation SA. Once payment has been processed there will be no refunds or credit notes issued.

 Name: _____ Rec SA registration no: _____ Cost: _____

Postal address: _____

Phone no: _____ Payment (Please circle): Cheque/Money order/Credit Card

Visa/Mastercard/Bankcard (please circle) no: ____/____/____/____ exp: ____/____

Name on card: _____

I agree to the above conditions. Signature of participant: _____



Belly Dance - Beyond Basic Moves for Baby Boomers - Community Fitness Leader's Workshop

This 'Beyond Basics' Belly Dance Moves for Baby boomers builds on the 15th March 2008 workshop. Belly dances movements are suitable for both men and women. They are excellent for flexibility, strength, balance, and coordination and they are also fun! You can use any music with a suitable beat, but often a few Middle Eastern/African music tracks are part of the attraction!

Who is this workshop suitable for?

This workshop is suitable for Community Fitness Instructors (Certificate 3 and above) who have a passion for teaching older adults, especially Baby Boomers, such as those instructors in MAPAN (the Mature Age Physical Activity Network). This is a natural progression for those who attended the earlier workshop in March this year. If you already have had some basic Belly Dance experience and would like to add to it for your classes, read what we will cover and see if it is useful for you.

What will we cover?

We will do a quick revision of movements for the arms, ribs, hips and pelvis. The emphasis is on the movements (which are arranged into sequences for teaching) rather than on a belly dance routine or choreography, although there will be a short choreographic sequence at the end of the class. This is different from the emphasis of a Belly Dance class in a Belly Dance school, where the emphasis is often on performance. You will learn beyond basic movements and take away notes on everything we do. You will learn how to explain the benefits of each movement to your class, so that they can see why it is useful.

The session will include body wave and undulation, inverted hip circle, omni (360 degree hip circle) and moving combinations of twists, drops and figure eights. We will also include some tribal style moves which have their own names, such as Gawazi one and two, the box step, Egyptian basic and taxem (lateral figure of 8) and the pestle (a hip movement). You can make the movement parts of your classes by augmenting into what you already do or using them as alternatives to parts of your routines.

SATURDAY AUGUST 9th 2008 1pm-4pm
GOODLIFE HEALTH CLUB MITCHAM
11 PRINCES ROAD, KINGSWOOD

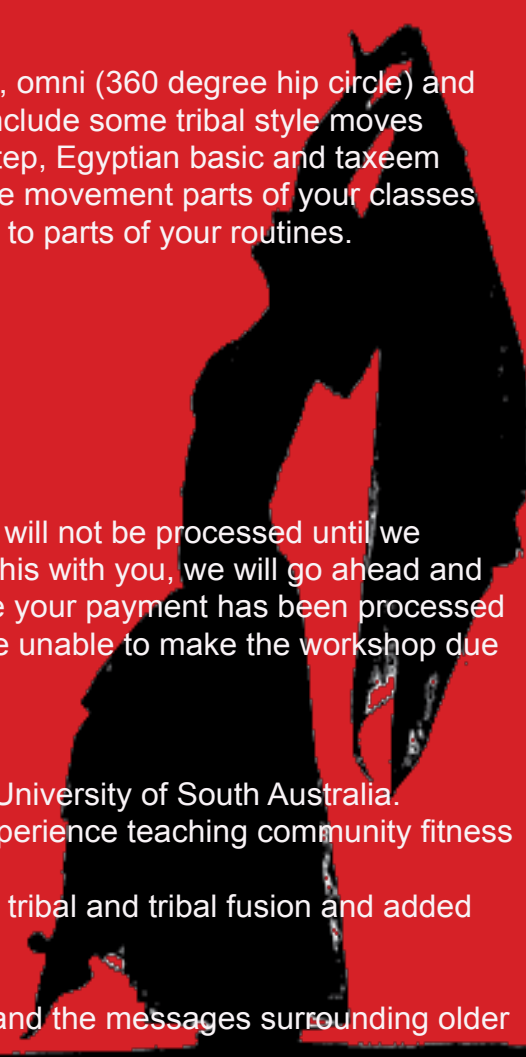
\$40.00 for Recreation SA members \$60.00 for non registered.

Please call Recreation SA on 08 8351 2644 to register. Your payment will not be processed until we have reached a minimum of 8 participants. Once we have confirmed this with you, we will go ahead and process your payment. Workshop size limited to 15 participants. Once your payment has been processed we will not give refunds or credit notes for change of mind or if you are unable to make the workshop due to unforeseen circumstances.

About the presenter

Dr Jane Hiscock is a Lecturer in the School of Communication at the University of South Australia. She is a level 3 community fitness instructor with seventeen years' experience teaching community fitness classes, most recently of the mixed baby boomer range. She has learnt belly dance for the last eight years, including classical, tribal and tribal fusion and added moves from these into her community fitness classes.

Her current research interest is health communication/health literacy and the messages surrounding older adults and physical activity.



How to Double Your Membership and Halve Your Floor Space

Bigger is not always better. More space doesn't mean more membership. To get "Bigger" and increase your profit doesn't necessarily mean you need to expand your floor space or move to bigger facilities and pour large amounts of money into your business.

Take this case study on Living Lean as an example.

At Living Lean we decided (in 2001) the average size gym (2000m²) was going to be confronted with some big challenges in the coming years, having to compete with larger chains that focused on the 2000m – 3000m² foot print model, who also have a lot more money to throw into marketing than the average single club owner/operator. We decided we needed a strategy to change our business model. The strategy we followed enabled us to move from a 2000m² to a 742m² facility and increase our membership base from 650 members to over 1200 members within 12 months.

Redesign our Business

Our main strategy was to differentiate our product and services from the norm. Our inspirations through this process were books like "Differentiate or Die", "Blue Ocean Strategy" and "Purple Cow". We decided to focus on a portion of the market and not try to be everything to everybody; develop a niche if you like. After a lengthy process our focus was to; "Help busy people fit exercise into their hectic lifestyles and most importantly help them get results." As a result of this single minded focus, all aspects of our business started to change.

Programming

We developed our training philosophy and called it the "Lean-for-Life Program", whereby, an average person looking to reduce a little

body fat and increase their fitness levels, only had to exercise for 20 minutes, 3 times per week (only one hour of exercise per week) and we could guarantee we could help them lose between 8-12kg of body fat in 12 weeks. The program includes a 20 minute strength training workout, a 20 minute cardio workout, a structured nutrition plan that is simple to follow, an educational component, all tied together by developing consistent habits.

Floor Plan: Our floor plan reduced as we only required equipment that focused on compound exercise (as per our Lean-for-Life programming) and the layout encouraged members to move efficiently between exercises.

Workouts: All workouts and classes became 30 minutes in duration, because we started to teach members how to train smarter to get results.

Promotion: We started to communicate our point of difference to the market place. One of our main communication channels is our fortnightly email Bulletin with a total education/information focus.

Wellness: We started to attract people that were looking to improve their health not just improve their fitness.

Support: We became very service oriented to satisfy the needs of individuals.

Income: Our income increased as we could charge more than our competitors as our product was unique and delivered results fast.

Market: Although we started focusing on a niche market, our market place actually grew. Our product appealed to the Weight Loss Market, the time focused Corporate Market, Doctors liked our program because it was delivered in a systemised format and Personal Trainers liked our product because (Continued page 9.)

it provided them with tools to make their job easier.

Conclusion

Following the crowd and doing business the traditional way is one strategy. We decided to move in a different direction and make a niche for ourselves. It is a process that takes time and needs the support and focus of a good team of people.

Source: www.aipt.com.au

Is it time to re-register with Recreation SA? Do you have everything you need in order?

What information do I need to supply Recreation SA with?

How many CEC points do I need to re-register?

Where can I get CEC points from?

Do I get CECs for working in the industry?

Have you done a CPR update to keep your Senior First Aid current?

Do I need to do another Senior First Aid course because mine has expired?

If you have any questions regarding your registration with Recreation SA please email fitness@recreationsa.org or call 8351 2644.

