

ULTRA FIT'S 5 KEY FITNESS WOMEN AND MEN FOR 2009

5+5 OF THE BEST. EVER WONDERED WHAT INFLUENCES THE FITNESS WORLD OF TODAY AND TOMORROW? GRACE MCCLURE TRACKED DOWN 10 INSPIRATIONAL, INFLUENTIAL AND INTERESTING KEY FITNESS INDIVIDUALS TO FIND OUT JUST WHAT IS IMPORTANT TO CREATE SUCCESS IN FITNESS, AND WHAT THEY THINK THE FITNESS INDUSTRY OF TOMORROW LOOKS LIKE.

DIANA WILLIAMS

Fernwood Women's Health
Clubs (Australia) Pty Ltd
www.fernwoodfitness.com.au



"I feel that the future of fitness in Australia is very rosy. More and more people are realising that they need to have a regular exercise program as part of their everyday life."

What are the 5 most important factors for overcoming obstacles and creating success in the Australian or international fitness industry?

1. Keeping the member in mind as the reason you do what we do.
2. Making sure that we stay true to our core purpose and not copying others
3. Always keeping fresh and new, learning and growing and taking the lead
4. Practising what we preach
5. Creating a value-driven culture

What do you do to keep fit?

My weekly fitness program consists of 2 compound weights sessions, 1 boxing session and 1 each of Pilates and Body Balance classes. The Fernwood office is one floor above the City Fernwood club, so it's easy to fit it in either, before or after work or during the lunch break.

What do you think is the future of fitness in OZ?

I feel that the future of fitness in Australia is very rosy. More and more people are realising that they need to have a regular exercise program as part of their everyday life if they want to have a quality and enjoyable existence in today's hectic world. As the world becomes more automated, and food becomes more processed, and people are becoming more stressed, exercise is paramount in maintaining a healthy balance.

Who do you look up to in the fitness world?

I look up to all of those people who have overcome great challenges in their lives by embarking on a fitness program. At Fernwood we receive hundreds of letters from members who have overcome serious and often life-threatening physical and emotional conditions by pushing through the barriers and making exercise a part of their everyday life.

What statement motivates you most?

"Never give up, for that is just the place and time that the tide will turn."

EMMA SNOWSILL

Olympic and Commonwealth
Games Gold Medallist, Triple
World Champion Triathlete



What are the 5 most important factors for overcoming obstacles and creating success?

1. Determination
2. Never give up attitude
3. Commitments
4. Self motivation
5. Willing to re-evaluate if something changes

“One of my first coaches said chase the pain and make it your friend – it still sticks with me now when the going gets tough in training or races.”

What do you do to keep fit?

I train two to four sessions a day seven days a week, comprising of around 3 Pilates sessions, 6 swims, 5 rides and 8 runs as well as gym and other stretching work. So that keeps me pretty fit - and busy!!

What do you think is the future of Fitness in OZ?

I think the future of fitness in Australia will always be the outdoors, just enjoying our natural surroundings. Walking on the beach, surfing or going for a swim, a ride through the Gold Coast hinterland – beautiful scenery provides a distraction during a hard session. Gyms are great but I just love being outdoors.

Who do you look up to in the fitness world?

Roger Federer – for the length of time he remained at the top of the game and for his dignity and presence on and off the court.

What statement motivates you most?

One of my first coaches said chase the pain and make it your friend – it still sticks with me now when the going gets tough in training or races.

MICHELLE HEXT

Founder and executive director
Michelle's experience in the fitness industry is as varied as it is long, having been involved in owning and operating four gymnasiums, a personal training studio and 5 tae kwondo schools over the past 15 years
www.glowwomensfitnessonline.com.au



What are the 5 most important factors for overcoming obstacles and creating success in the Australian fitness industry?

I am coming from the perspective of an individual trainer, however gyms can also adopt some of these principles as well.

1. **Be the example and live your philosophy out loud regardless of what that philosophy is:** If you truly believe in what you do and how you do it then you should be very comfortable leading by example. Live what you preach.
2. **Care about what your clients care about:** When your client first comes to you they have a goal in mind. Find out what that goal is and move heaven and earth to make sure they reach it.
3. **Show them the way:** There is so much information out there these days; more books than you can count, websites, advertising coming from every corner and not all of it is GOOD information. Create a clear and logical plan you can work together.
4. **Get the stretch just right:** There is often a fine line between just the right amount of challenge and overwhelm. Taking the time to get the balance right for each individual is really important if we want our clients to maintain a good level of fitness for life.

5. **Be ethical:** Do what you say you will do when you say you will do it. Don't offer products or supplements you know are a waste of time and money. Deliver on what you promise – and then some!

What do you do to keep fit?

I like to mix things up quite a bit. Most weeks my training schedule looks like this.

- Tae kwondo 2-3 sessions,
- Running 2-4 sessions between 5 & 10k
- Cycling 2-3 sessions 30 minutes – 1 hour
- Swimming 2-3 sessions of around 3km
- Weight training 3 –4 day split routine
- Reformer Pilates once a week.
- I also have massage and physio each week.

What do you think is the future of fitness in OZ?

I'd like to think we will get back to basics and common sense. The Australian public are becoming more and more cynical about quick fixes and fads. They are a little bit over forking out money time and time again only to be disappointed in either themselves because they didn't follow some radical program to the letter or in the product or service because it not only sounded too good to be true, it was!

I believe the population will lean more towards a common sense approach that resonates with what they already know to be true rather than a quick fix they hope will work.

Who do you look up to in the fitness world?

There are so many but I right now I would have to say Dana Torres, the 42-year-old Olympic swimmer from the US. Not just because of her age but because of how hard she had to work to get back in the game and being a relatively new mum to boot!

What statement motivates you most?

I love the statement below by Danny Green (boxer). On those “can't be bothered” days (and we all have them) I think back to this and it gets my butt out the door because any excuse I can think of just seems lame! “When you set yourself a goal you don't just go for it when you feel good and refreshed and when the weather is fine. It is a 24 hour a day, 7 days a week, 52 week a year commitment.”

JANINE ALLIS

Founder/Director and director of highly successful business and franchise – Boost Juice
www.boostjuicebars.com



What are the 5 most important factors for overcoming obstacles and creating success?

1. Attitude. There is a solution to every problem... or there are just problems. I think the first.
2. People... surround yourself with positive, encouraging people.
3. If you are not making mistakes you are not trying hard enough. Not everything is going to work, but you have to keep going until it does.

4. Look after your body, mind and spirit. You need all three...
5. Success only comes with hard work, good integrity and passion.

What do you do to keep fit?

I do Ashtanga Yoga 3 -5 times a week. Tennis, Surfing

What do you think is the future of fitness in OZ?

There is always a future for fitness...

Who do you look up to in the fitness or health world?

To be the top of your field you need to give your soul to your sport, and there are so many great Australian athletes that I cannot name just one.

What statement motivates you most?

Love LIFE!!!!

LAURETTA STACE
 Chief Executive Officer
 Fitness Australia
www.fitness.org.au



What are the 5 most important factors for overcoming obstacles and creating success?

1. Plan ahead and focus on the task at hand, don't be distracted. Focus on solutions, not just problems.
2. Be determined to succeed; never give up;
3. Build strong relationships with influential people who can assist you.
4. Be positive and proactive and surround yourself with people who also have this attitude.
5. Know your strengths and weaknesses – use strengths to your advantage and get help from others who are stronger in your 'weak' areas.

What do you do to keep fit?

I schedule at least one hour per day for exercise, usually before work at my local fitness centre. I have a program designed by a personal trainer to suit my fitness level and health goals and I regularly measure my progress. My view is that exercise should not be easy, so I try to keep the intensity high for the hour that I am exercising. This is the way that I get results!

What do you think is the future of Fitness in OZ?

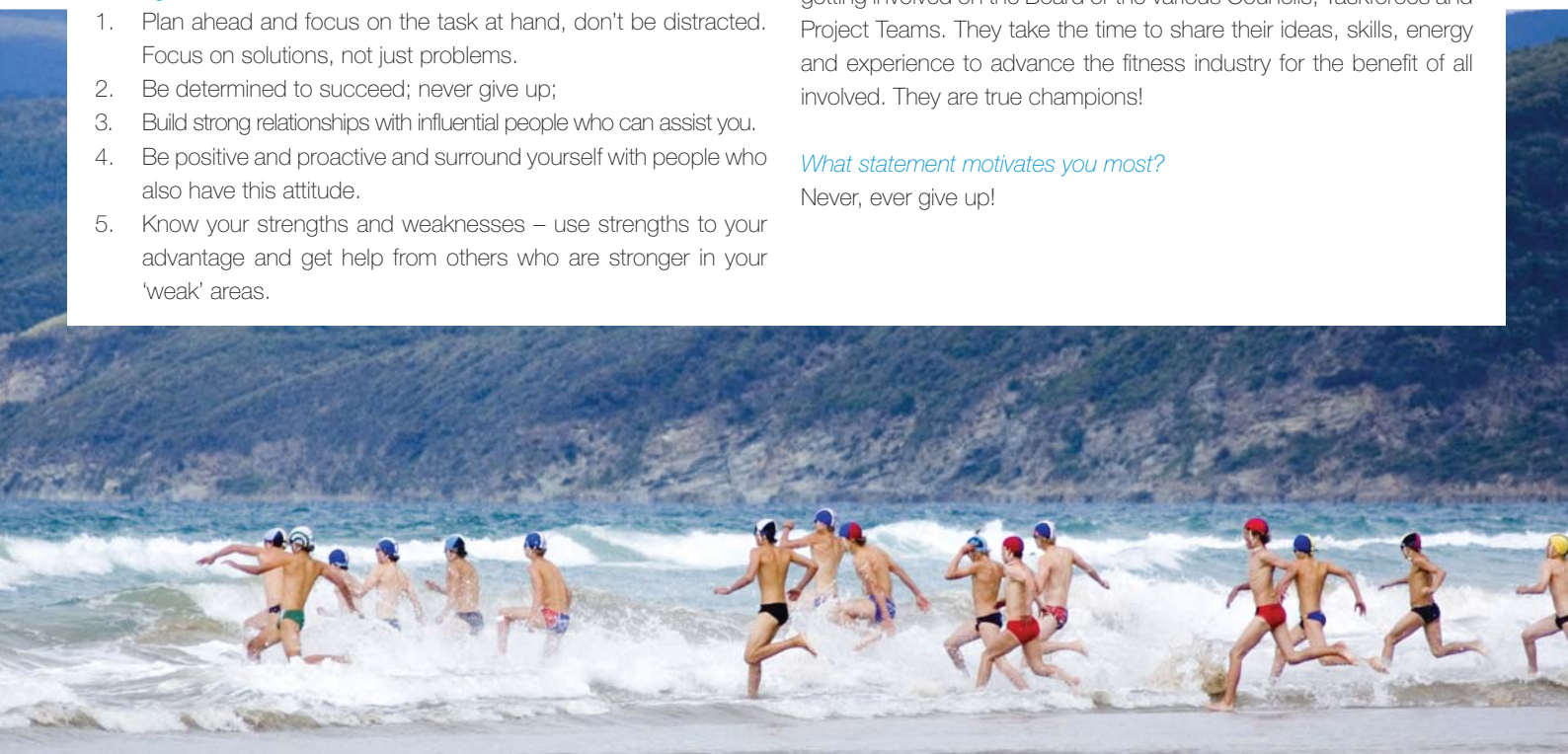
I think that the fitness industry in Australia will continue to grow in both profile and importance. The focus on preventative health and lifestyle or behavioural modification at the population level will mean that more and more people will be seeking to engage the services provided by the industry. The industry will continue to diversify and various business models will emerge to suit the different needs of the population. There will be an increasing focus on quality assurance as well as business and professional accreditation. This focus or demand will come from government, health funds and the consumer. I believe that the industry will continue to broaden its scope to include advice and services in relation to exercise, nutrition and behavioural change and will work more closely with allied health and medical professionals to improve the health of the nation. Fitness Australia is now developing strategies to assist the industry with this shift.

Who do you look up to in the fitness or health world?

I look up to all the people who are leaders within Fitness Australia by getting involved on the Board or the various Councils, Taskforces and Project Teams. They take the time to share their ideas, skills, energy and experience to advance the fitness industry for the benefit of all involved. They are true champions!

What statement motivates you most?

Never, ever give up!



“I think the future of fitness in Australia will always be the outdoors, just enjoying our natural surroundings.”

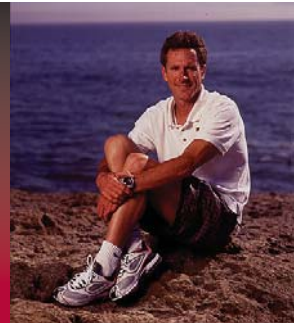
ROB DE CASTELLA

One of Australia's most well known athletes. State, national and world champion marathon runner. Australian of the Year and awarded an MBE, a former director of AIS and now dedicated to the promotion of health and wellbeing of children and adults. He is the Managing Director of Smart Start www.smartstart.com.au



MARK ALLEN

Six-time Ironman World Champion and co-author with Brandt Secunda of groundbreaking book titled, "Fit Soul, Fit Body: 9 Keys to a Healthier, Happier You." www.fitsoul-fitbody.com



What are the 5 most important factors for overcoming obstacles and creating success in the Australian fitness industry?

1. Stronger links with and alignments with health and medical industry
2. Eliminate 'mavericks' and improve credibility of fitness industry
3. Not being driven by fitness clubs and gyms
4. Functional fitness and full body conditioning
5. Educating clients so they can look after themselves, eventually.

What do you do to keep fit?

Main training over the last ten years is Traditional Okinawan Goju Ryu Karate, train 7 days a week and also still run for 20 minutes every morning and up to 1 hr on Saturday morning. Started using kettle bells and power bands and have recently reduced my gym-based training.

What do you think is the future of fitness in OZ?

Full body conditioning and functional fitness for both adults and kids. The need to address the obesity epidemic, especially with the young, by introducing active play and physical games in pre-school and primary school, as a lead-in for secondary school activity and fitness. We need to realise that our environment and lifestyle (especially the foods we eat and how we move – or don't move!) have changed so much that we no longer even live on the same "planet" we evolved for tens of thousands of years on.

Who do you look up to in the fitness world?

Sensei Morio Higaonna – check out this 70-year-old!, A truly humble individual and one of the most powerful and intimidating men in the world.

What statement motivates you most?

It used to be "everything to failure is a warm-up" but now I like "train for success – not failure", also "a little pain never hurts".

"We need to realise that our environment and lifestyle (especially the foods we eat and how we move – or don't move!) have changed so much that we no longer even live on the same "planet" we evolved for tens of thousands of years on."

What are the 5 most important factors for overcoming obstacles and creating success in the Australian or international fitness industry?

1. Community. We must develop fitness communities. Support is critical for those who are not totally dialled into a fitness plan on their own. Isolation in fitness is a killer.
2. Mentoring. This goes hand in hand with developing fitness communities. Showing those who do not exercise how to do it in a way that is fun and sustainable is critical for helping to grow success in the industry.
3. Realism. Fitness is certainly a worthy endeavour. However, it needs to be given a dose of realism. It can certainly help fill the holes in people's lives, but it needs to be seen as just a part of a more holistic or whole-person approach to gaining many of the things that people are often thinking they will get out of exercise.
4. Individualisation. This means individualise what success means to each person with their fitness. Everyone can feel better by exercising, reduce stress through it, gain more self-confidence through it.
5. Spiritualise. Fitness affects people deeply when there is an awareness they gain about themselves and an awareness of the wonder of life when they are active outside and feel the joy of say running on trails or by the ocean or just getting fresh air in their lungs. If exercise is just about numbers in a logbook, then fitness is very one-dimensional. When it becomes part of how you experience the outdoors and nature, it can bring hope to your life, joy to your heart and peace to your soul. And those three things are priceless rewards that fitness can bring if done with a spiritual focus along with a physical aspect.

What do you do to keep fit?

Now I surf most days (I live next the ocean in Santa Cruz, California). I run many days in the week 30-40 minutes, and I lift weights usually twice a week.

What do you think is the future of fitness?

I see fitness as a critical component to transforming the face of health care. Currently in the US we see health care as damage control. Fitness is gaining ground, however, as a real viable tool for keeping people healthy in the first place so they don't need as much health care. Eventually there will be a critical mass of people exercising that it will suddenly become culturally unacceptable to let yourself go and be sedentary. It's not there yet as a nation, but it is coming!

Who do you look up to in the fitness world?

The guys who are over 60 who still rip on short surfboards, who still have that vibrant energy in their bodies because they never let things go and still have bodies that are supple and work extremely well.

What statement motivates you most?

"I'm alive". That simple statement fills me with a sense of responsibility to take care of both my body and my soul, my inner environment and my emotional well being. If I am still alive, even with aches and pains, or problems with work, or responsibilities that seem endless, there is still that one thing to be grateful for, and with that I am motivated to do all the things that have meaning to me.

MICHAEL HENRY

Director, Australian Workout Publications Incorporating Ultra FIT and Oxygen Magazines, fitness enthusiast and Ultra Fit Family Man enabling fitness professionals and the community to stay connected and providing a medium for shared information.



What are the 5 most important factors for overcoming obstacles and creating success in the Australian or international fitness Industry?

1. Well trained/experienced professionals
2. Continued research
3. A unified vision for growth
4. Unique financial approach making fitness accessible to all.
5. Keeping it fun!

What do you do to keep fit?

For me fitness is a means to an end. I am very active in sports that require fitness, reflexes and focus. I have no choice but to keep as agile and healthy as possible. Most sports I do are solo ones with some excitement involved and they are generally fairly demanding on the body. In order of addiction I like to; kite surf, ocean paddle, downhill mountain bike, snowboard, adventure race, rock climb and wakeboard. To make my physique ready and able to do these at competition level I cross train as much as possible. 5-8km runs, resistance training, cycling and paddling. I am just starting to follow the CrossFIT approach and utilise shorter, more intense sessions combining cardio and resistance routines.

What do you think is the future of fitness in OZ?

We don't realise what a modern phenomenon organised fitness to the masses really is. If the 80s introduced body building and aerobic classes, then the 90s brought the home gym and power walking. The 00s have brought a mass fitness approach and media buy-in. Most of these factors have been led by fads and/or the promise of making a buck! The next 10+ years will see governments joining the push to avoid financial ruin as national health levels plummet. For individuals the push for fitness will be one of 3 things; addiction, necessity, or social need. In response to this I think fitness will grow as more a business model than anything else.

Who do you look up to in the fitness world?

The many dedicated trainers who have taken their training and added as much experience as they could to give their clients the best they can.

What statement motivates you most?

Abraham Lincoln said "And in the end, it's not the years in your life that count. It's the life in your years." We waste too much time worrying and planning when we really should just live!

"The next 10+ years will see governments joining the push to avoid financial ruin as national health levels plummet.

PAUL TAYLOR

Director PT Academy, Paul is also an accredited exercise physiologist and practising nutritionist. He has Masters degrees in each of these and is also a part-time university lecturer and radio presenter www.ptacademy.com



What are the 5 most important factors for overcoming obstacles and creating success in the Australian or international fitness industry?

1. We need to move to wellness - and I don't mean fluffy mind-body wellness, but an emphasis on brain-body integration and vitality.
2. We need to constantly ask ourselves - 'Why do we do things the way we do?' The industry places far too much emphasis on outdated body-building practices, which are based on a very poor understanding of anatomy and human function.
3. Health clubs need to provide a better service - most times it is the norm that a new member receives an inadequate assessment from the least experienced trainers (no disrespect to fitness instructors) or even worse, a generic program without an assessment. It's akin to a doctor giving a patient a prescription without a diagnosis.
4. We need to get rid of the vast majority of machines, and teach people to move in 3 planes of motion and have fun!
5. We need to incentivise trainers and fitness professionals to continue their education.

What do you do to keep fit?

Mostly anaerobic, short duration weight training - moving in 3 planes with complex movements - great for the brain as well as the body. A bit of boxing as well.

What do you think is the future of fitness in OZ?

I think it is improving - some new players have come in to the market, and everyone is starting to lift their game.

Who do you look up to in the fitness world?

Richard Boyd for having a vision and the guts to pursue it, and the ability to pull people together. Ian O'Dwyer for being the best hands-

on trainer I have ever seen. Michol Dalcourt for his understanding of human design & function (as well as developing the best fitness tool ever... watch this space). Bobby Cappuccio for being an inspirational human being, and both Gary Gray and Paul Chek for their innovation and influence on the industry.

What statement motivates you most?

It can't be done...

BILL DAVOREN

Head of Physical Conditioning, Western Bulldogs AFL team.

Davoren has a background in Sports Science and an extensive elite sports coaching background.

He spent eight years with the Australian triathlon team heading and being involved in their success at World, Commonwealth and Olympic level.



What are the 5 most important factors for overcoming obstacles and creating success in the Australian or international fitness Industry?

1. Mindset
2. Hardness
3. Vision
4. Adaptability
5. Innovation

What do you do to keep fit?

Run, Bike (when I can), Weights...body is pretty banged up, so I do what I can around aching joints!

Who do you look up to in the fitness or health world?

Most are influences are from coaches of various sports....a couple of examples are:

- Neil Craig (Adelaide Crows) had a big influence on my development
- USA running coach and researcher Jack Daniels
- East African runners on my running training philosophy
- NFL Coach Bill Belichick on athlete and organisation management

What statement motivates you most?

"Talent that works will beat talent every time. **ufm**"

Grace McClure is a qualified personal trainer, practitioner of mind/body medicine, director of Grace McClure Enterprises, mother of nine-year-old Billy and six-month-old Amelia and studies mind/body medicine at Endeavour College of Natural Health. Grace is available for media and speaking opportunities through ESP Management, 03 9421 3000. She is appreciative to her family, friends and sponsors, Giant Bikes, Nike, CBD Cycles, and Oakley. www.gracemcclure.com.au



"I think that the fitness industry in Australia will continue to grow in both profile and importance. The focus on preventative health and lifestyle or behavioural modification at the population level will mean that more and more people will be seeking to engage the services provided by the industry."