

# INNOVATIVE GROUP EXERCISE TRENDS

ALISHA SMITH



In the beginning..





# Today...

- Strength
  
- Stamina
  
- Stability &
- Suppleness



# Strength



# Stamina



# Stability & suppleness



# Fitness First- Studio 1

Firefox File Edit View History Bookmarks Tools Window Help

Club timetable | Fitness First Australia | Real Fitness, Health club, Gym, Training, Weight loss, Exercise, Aerobics, Personal training, Fitness Equipment Sales

http://www.fitnessfirst.com.au/clubs/timetable

Most Visited Getting Started Latest Headlines Google Facebook GCP PhotoMerchant Login WindGURU SURFLINE Swellnet Coastalwatch Yahoo! TV Guide Network email Wedding Photogra... Apple ANZ Mail.com

Enter location SEARCH vuze remote Facebook Twitter Vuze Blog (12) E-mail Notifier

Club timetable | Fitness First Aust...

06:30	<b>BODYPUMP</b> David	<b>STEP</b> Stephen	<b>BODYTICK</b> Jess W		<b>BODYPUMP</b> Kathy E				
07:30	<b>AB BLAST</b> David	<b>BODYPUMP</b> Kathy	<b>AB BLAST</b> Jess W	<b>BODYTICK</b> Pablo	<b>X-TRAINING</b> Jose				
09:00						<b>BODYTICK</b> Waylon - held at George St Platinum club			
10:00						<b>BODYPUMP</b> Carol - held at George St Platinum club			
11:00						<b>YOGA</b> Tracey - held at George St Platinum club			
11:30	<b>STEP</b> Ceciley	<b>BODYPUMP</b> Manny	<b>BODYTICK</b> Fiona C	<b>BODYZUMBA</b> Manny	<b>BODYPUMP</b> Luke				
12:15	<b>BODYTICK</b> Vanessa	<b>STEP</b> Jorge	<b>BODYPUMP</b> Caroline	<b>HI LO</b> Ceciley	<b>BODYSTEP</b> Patty				
13:00	<b>BODYPUMP</b> Gerald	<b>ZUMBA</b> Ceciley	<b>STEP</b> Ceciley	<b>BODYPUMP</b> Ceciley	<b>BODYZUMBA</b> Olivia				
13:45	<b>BODYZUMBA</b> Maira	<b>BODYPUMP</b> Patty	<b>BODYTICK</b> Leigh	<b>X-TRAINING</b> Jose	<b>X-TRAINING</b> Jose				
17:30	<b>BODYZUMBA</b> Iker	<b>BODYPUMP</b> Ron	<b>STEP</b> Anna - NEW INSTRUCTOR	<b>BODYTICK</b> Chris F	<b>STEP</b> Jorge				
18:30	<b>BODYTICK</b> Vanessa	<b>BODYZUMBA</b> Jade	<b>BODYPUMP</b> Rachael	<b>BODYZUMBA</b> Jess Afro	<b>ZUMBA</b> Jorge				
19:30	<b>BODYPUMP</b> Ron	<b>BODYTICK</b> Graham	<b>BODYZUMBA</b> Emily	<b>BODYPUMP</b> Kathy E					

At Fitness First, all of our Group Fitness instructors are professionally trained, qualified and insured.

NEVER HAS GETTING IN SHAPE BEEN SO REWARDING!

**FREE FOR MEMBERS**  
**CLICK HERE**

**OFFERS • DISCOUNTS • REWARDS**

new balance glue cgetmusic

FIRST CLUB MEMBER BENEFITS  
*FitnessFirst*

# Fitness First- Studio 2: Cycle

Firefox File Edit View History Bookmarks Tools Window Help

Club timetable | Fitness First Australia | Real Fitness, Health club, Gym, Training, Weight loss, Exercise, Aerobics, Personal training, Fitness Equipment Sales

http://www.fitnessfirst.com.au/clubs/timetable

Most Visited Getting Started Latest Headlines Google Facebook GCP PhotoMerchant Login WindGURU SURFLINE Swellnet Coastalwatch Yahoo! TV Guide Network email Wedding Photogra... Apple ANZ Mail.com

SEARCH Enter location vuze remore Facebook Twitter Vuze Blog [12] E-mail Notifier

Club timetable | Fitness First Aust... +

### CYCLE STUDIO

Print timetable | Print all

	MON	TUE	WED	THU	FRI	SAT	SUN
06:15	-	<b>CYCLE</b> Sharon	<b>CYCLE</b> Fumi	<b>CYCLE</b> Fiona S	-	-	-
06:45	<b>CYCLE</b> Betty	-	-	-	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
11:45	<b>CYCLE</b> Manny	<b>CYCLE</b> Mel T	<b>rpm</b> Lee	<b>CYCLE</b> Skye	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
12:30	<b>CYCLE</b> Manny	<b>CYCLE</b> Claire	<b>rpm</b> Lee	<b>CYCLE</b> Lesley	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
13:15	<b>CYCLE</b> Nicola	<b>CYCLE</b> Claire	<b>CYCLE</b> Rita	<b>CYCLE</b> Lesley	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
17:15	<b>CYCLE</b> Skye	<b>CYCLE</b> Skye	<b>CYCLE</b> Liz T	<b>CYCLE</b> Rita	-	-	-
17:30	-	-	-	-	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
18:00	<b>CYCLE</b> Amanda J	<b>CYCLE</b> Aaron	<b>CYCLE</b> Skye	<b>CYCLE</b> Amanda J	-	-	-
18:45	<b>CYCLE</b> Nicola	<b>CYCLE</b> Mel T	<b>CYCLE</b> Nicola	-	-	-	-

### CIRCUIT

Print timetable | Print all

**CIRCUIT CLASS DISCONTINUED**  
Due to renovations and the re-organisation of Bond St, CIRCUIT classes have now been discontinued.

Done

# Fitness First- Studio 3: Mind Body & Boxing

Firefox File Edit View History Bookmarks Tools Window Help

Club timetable | Fitness First Australia | Real Fitness, Health club, Gym, Training, Weight loss, Exercise, Aerobics, Personal training, Fitness Equipment Sales

http://www.fitnessfirst.com.au/clubs/timetable

Most Visited Getting Started Latest Headlines Google Facebook GCP PhotoMerchant Login WindGURU SURFLINE Swellnet Coastalwatch Yahoo! TV Guide Network email Wedding Photogra... Apple ANZ Mail.com

Enter location SEARCH vuze remote Facebook Twitter Vuze Blog [12] E-mail Notifier

Club timetable | Fitness First Aust... +

	MON	TUE	WED	THU	FRI	SAT	SUN
06:30	-	-	-	<b>BOXING</b> Dale	-	-	-
11:15	<b>PILATES</b> Mayra	<b>YOGA</b> Tracey	<b>YOGA</b> Tracey	<b>YOGA</b> Tracey	<b>PILATES</b> Claire - RED-LIGHTED	-	-
12:00	<b>BOXING</b> Mayra	<b>PILATES</b> Deb	<b>PILATES</b> Naomi	<b>YOGA</b> Claire	<b>YOGA</b> Claire	-	-
13:00	<b>PILATES</b> Naomi	<b>PILATES</b> Deb	<b>BOXING</b> Ron	<b>BOXING</b> Ron	<b>BOXING</b> Craig	-	-
14:00	<b>PILATES</b> Moir	-	-	-	-	-	-
17:30	<b>BOXING</b> Mayra	<b>PILATES</b> Kathy E	<b>PILATES</b> Chris	<b>YOGA</b> Claire	-	-	-
18:30	<b>PILATES</b> Mayra	<b>BOXING</b> Ron	<b>YOGA</b> Joe	<b>PILATES</b> Claire	-	-	-

**CYCLE STUDIO** [Print timetable](#) | [Print all](#)

	MON	TUE	WED	THU	FRI	SAT	SUN
06:15	-	<b>CYCLE</b> Sharon	<b>CYCLE</b> Fumi	<b>CYCLE</b> Fiona S	-	-	-
06:45	<b>CYCLE</b> Betty	-	-	-	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-
11:45	<b>CYCLE</b> Manny	<b>CYCLE</b> Mel T	<b>rpm</b> Lee	<b>CYCLE</b> Skye	<b>CYCLE</b> CANCELLED THIS WEEK FOR RENOVATIONS	-	-

Done

# Goodlife Health Club

Firefox File Edit View History Bookmarks Tools Window Help

http://www.goodlifehealthclubs.com.au/Real-clubs/Club-Timetables/WA/Joondalup.aspx

Most Visited Getting Started Latest Headlines Google Facebook GCP PhotoMerchant Login WindGURU SURFLINE Swellnet Coastalwatch Yahoo! TV Guide Network email Wedding Photogra... Apple ANZ Mail.com

Joondalup

Select a Class

	MON	TUE	WED	THU	FRI	SAT	SUN
6:05am	<b>BODYPUMP</b> MICHAEL	<b>BODYPUMP</b> CLARECIA	<b>BODYPUMP</b> VANESSA	<b>BODYPUMP</b> MICHAEL			
8:30am	<b>AQUA</b> DAWN			<b>AQUA</b> KAREN		<b>AQUA</b> JAZ <b>BODYPUMP</b> MICHAEL FREESTYLE STEP DOROTHY	
9:00am	<b>BODYPUMP</b> MICHAEL		<b>CYCLE</b> DAWN		<b>BODYPUMP</b> MICHELE L <b>CYCLE</b> MICHELE L		
9:15am				<b>BODYPUMP</b> DONNA			
9:30am	<b>FAT BURNER</b> DOROTHY	<b>AQUA</b> SUSANNAH <b>BODYCOMBAT</b> NIKKI	<b>BOOT CAMP</b> MICHELE L		<b>AQUA</b> KAREN <b>BODYPUMP</b> MICHELE L	<b>BODYPUMP</b> DOROTHY	<b>BODYPUMP</b> MAXINE
10:30am	<b>PILETATES</b> DOROTHY	<b>BODYPUMP</b> DONNA	<b>ZUMBA</b> SUE	<b>BODYCOMBAT</b> NATALIE	<b>PILETATES</b> EMILIO	<b>ZUMBA</b> SHERRYL	<b>PILETATES</b> MAXINE
5:15pm			<b>ABB-BLASTER</b> MICHELE L				
5:45pm		<b>BODYCOMBAT</b> NATALIE	<b>CYCLE</b> MICHELE L	<b>BOOT CAMP</b> BRETT	<b>BODYPUMP</b> KELLY		
6:00pm	<b>BODYPUMP</b> ANSA	<b>BODYPUMP</b> HELEN					
6:15pm			<b>BODYPUMP</b> MICHELE L				
6:30pm				<b>BODYPUMP</b> DAWN			
6:45pm	<b>BODYPUMP</b> VANESSA	<b>PILETATES</b> HELEN					
7:15pm			<b>YOGA</b> ETHEL				

12 WEEK CHALLENGE


WIN A BBQ

JOIN US ON FACEBOOK

revive Weight Control

Copyright © 2010 Goodlife Health Clubs Disclaimer | Privacy | Membership Terms & Conditions | Sitemap | Free 3 day pass | Jeanswest | Powered by Cognition ECM

http://www.goodlifehealthclubs.com.au/Real-clubs/Club-Timetables/WA/Carousel.aspx



# Australian Fitness Industry Survey

- 34% of members: group ex attendance on a typical visit
- Owners: sales and retention
- Members: attrition due to poor communication and not feeling valued
- Members: Top 3 reasons for leaving include better group exercise programs

# Determinants of retention

- IHRSA: Staff to member contact & member to member contact IHRSA's Guide to Membership Retention
- Ptonthenet.com: "Being a known and familiar part of a class where people notice their absence is a huge retention tool" Shonna Porter, "Trends, benefits and practical approaches of group fitness"


# V Club: Setting trends





# What breeds an 80% culture?

*"We know you strive to be successful, like beautiful things, want to be challenged, like to be different, love to have fun with your friends, want to evolve, expect excellent service and love to live your life to the fullest. At V Club you will be spoilt for choice as we believe variety is the spice of life."*



# Who thrives in V Club's 80%?

"The typical V Club member is an outgoing, positive, engaging person, who enjoys the challenge of expressing themselves creatively through exercise and fitness.

...Our club is extremely unique. We have a vibrant culture of inclusivity, fun and movement, which we deliver through variety, connection and our team of amazing staff who love what they do. Everyone enjoys V Club because they feel part of something and they are spoilt for choice."



# What's so special?

## Remember Fitness First??

The screenshot shows the Fitness First website's class timetable for a specific club. The browser is Firefox, and the URL is <http://www.fitnessfirst.com.au/clubs/timetable>. The timetable is a grid with time slots on the left and various fitness classes on the right, each with an instructor's name. A promotional banner on the right side of the page features a woman in a red top and a Fitness First membership card, with the text "NEVER HAS GETTING IN SHAPE BEEN SO REWARDING!" and "FREE FOR MEMBERS CLICK HERE".

Time	Class	Instructor	Class	Instructor	Class	Instructor	Class	Instructor	Class	Instructor
08:30	BODYPUMP	David	STEP	Stephen	BODYPUMP	Jess W	BODYPUMP	Kathy E		
07:30	AB BLAST	David	BODYPUMP	Kathy	AB BLAST	Jess W	BODYPUMP	Pablo	X-TRAINING	Jose
09:00									BODYPUMP	Waylon - held at George St Platinum club
10:00									BODYPUMP	Carol - held at George St Platinum club
11:00									YOGA	Tracey - held at George St Platinum club
11:30	STEP	Ceciley	BODYPUMP	Manny	BODYPUMP	Flora C	BODYPUMP	Manny	BODYPUMP	Luke
12:15	BODYPUMP	Vanessa	STEP	Jorga	BODYPUMP	Caroline	HI LO	Ceciley	BODYSTEP	Paty
13:00	BODYPUMP	Gerald	ZUMBA	Ceciley	STEP	Ceciley	BODYPUMP	Ceciley	BOOTCAMP	Olivia
13:45	BODYPUMP	Mora	BODYPUMP	Paty	BODYPUMP	Leigh	X-TRAINING	Jose	X-TRAINING	Jose
17:30	BODYPUMP	Iker	BODYPUMP	Ron	STEP	Anna - NEW INSTRUCTOR	BODYPUMP	Chris F	STEP	Jorge
18:30	BODYPUMP	Vanessa	BODYPUMP	Jade	BODYPUMP	Rachael	BODYPUMP	Jess Afro	ZUMBA	Jorge
19:30	BODYPUMP	Ron	BODYPUMP	Graham	BOOTCAMP	Emily	BODYPUMP	Kathy E		

# The proof is in the

Firefox File Edit View History Bookmarks Tools Window Help Wed 7:03 AM

http://vclub.com.au/ftproot/scripts/tp\_CDRCalendar.asp

Most Visited Getting Started Latest Headlines Google Facebook GCP PhotoMerchant Login WindGURU SURFLINE Swellnet Coastalwatch Yahoo! TV Guide Network email Wedding Photogra... Apple ANZ Mail.com

SEARCH vuze remote Facebook Twitter Vuze Blog [12] E-mail Notifier

YouTube - crunchwatch's Chan... Media Converter - the fastest f... V Club - Calendar

MONDAY 22/11/2010			TUESDAY 23/11/2010			WEDNESDAY 24/11/2010		
6.45 - 7.30	Cycle* Samuel	Mountain	6.15 - 7.15	Power Yoga Donald	Firefly	6.45 - 7.30	Cycle* Betty	Mountain
7.15 - 8.00	Power Yoga Donald	Firefly	6.45 - 7.30	Cycle* Courtenay	Mountain	6.45 - 7.30	Reformer* Ryan	Reformer
12.15 - 1.00	BodyPump™ Helen	Warrior	7.00 - 8.00	Tai Chi Rory	Hero	7.15 - 8.00	Hatha Yoga Rachel	Firefly
12.15 - 1.05	Power Yoga Alison	Firefly	7.00 - 7.30	Warrior Workout Sandy	Rooftop	12.15 - 1.00	Hot Hatha Deb	Firefly
1.00 - 1.45	Reformer* Ryan	Reformer	7.30 - 8.00	Fight Fit Sandy	Warrior	12.15 - 1.00	Pilates Mat Paula	Warrior
1.10 - 1.55	Pre-natal Yoga Alison	Firefly	12.15 - 1.00	Reformer* Paula	Reformer	12.15 - 1.00	Zumba® Maria Teresa Stone	Hero
1.10 - 1.40	Warrior Workout Alisha/Tara	Rooftop	12.15 - 1.05	Yin Yoga Robbie	Warrior	12.30 - 1.00	Tabata Alissa	Rooftop
4.45 - 5.40	Vee Club Paul	Hero	12.15 - 1.00	Zumba® Carmen	Hero	1.05 - 1.55	Reformer* Paula	Reformer
5.15 - 6.15	Power Yoga Stina	Firefly	1.00 - 1.45	Reformer* Paula	Reformer	1.15 - 2.05	Hatha Yoga Deb	Warrior
5.30 - 6.25	Hatha Yoga (B) Luca	Warrior	1.10 - 1.55	Cycle* Rory	Mountain	3.30 - 4.30	Hot Hatha Kelli	Firefly
5.40 - 6.25	Cycle* Alisha	Mountain	1.10 - 1.40	Warrior Workout Alissa	Rooftop	4.45 - 5.40	Contemporary Dance Elisha	Hero
5.40 - 6.30	Zumba® Bailey	Hero	1.15 - 2.05	Hatha Yoga Robbie	Warrior	5.15 - 6.15	Power Yoga Donald	Firefly
5.45 - 6.35	Reformer* Ryan	Reformer	4.45 - 5.30	Zumba® Ceciley	Hero	5.30 - 6.30	BodyPole* Honey	Cobra
6.00 - 6.45	Belly Dance Honey	Cobra	5.15 - 6.15	Power Yoga Elisha	Firefly	5.40 - 6.25	Cycle* Courtenay	Mountain
6.30 - 7.30	BodyPump™ Helen	Warrior	5.30 - 6.30	BodyPump™ Courtenay	Warrior	5.40 - 6.30	Zumba® Alissa	Hero
6.30 - 7.15	Cycle* Milan	Mountain	5.35 - 6.25	Cycle* Greg	Mountain	6.00 - 6.30	Warrior Workout Vai	Boxing Ring
6.30 - 7.30	Hip Hop Minh	Hero	5.40 - 6.30	Videography Alissa	Hero	6.15 - 7.15	Fight Fit Sandy	Warrior
6.45 - 7.45	BodyPole* Bailey	Cobra	5.45 - 6.45	BodyPole* Zahra	Cobra	6.20 - 7.10	Reformer* Melanie	Reformer
6.45 - 8.15	Power Yoga Stina	Firefly	6.30 - 7.15	Cycle* Samuel	Mountain	6.30 - 7.30	Burlesque Dolls MVP (Mich)	Cobra
6.45 - 7.45	Reformer (I)* Ryan	Reformer	6.30 - 7.30	Jazz/Funk/HipHop MVP (Mich)	Hero	6.30 - 7.15	Cycle* Emma	Mountain
7.30 - 8.30	Ballroom Dance TBC	Hero	6.30 - 7.30	Pilates Mat Courtenay	Warrior	6.30 - 8.00	Power Yoga	Firefly

**TRANSFORM YOURSELF**


12 week challenge by Personal Training

**CRUNCH AUSTRALIA COMING SOON!**



# Crunch or V Club??

*"They all have similar goals, direction and values, however a Crunch member is above average in terms of co-ordination and loves to join in on a good laugh. This I believe has stemmed from the way Membership executives have sold memberships and the way we asked for members feedback before we had even opened, via twitter and facebook.*



*...The classes are a little above the norm within both brands therefore attract very open minded people."*



*"There are no judgments here: no too much or not enough—no glares of disapproval. Here we keep open minds. We are nurturers. We seek only to encourage, empower and entertain. There is no one type. There is no one reason. There is no one way. What we are is a diverse community; what we have is a culture of fun; what there is, is room for everyone: all kinds of people with all kinds of goals who've chosen to reach them with us.*

*Crunch. No Judgments."*

# 4 ingredients = happy members

- Top notch service
- Sense of community
- Huge variety
- FUN!




# ACE Top Trends for 2010

- **Group Training**
- **Time-Efficient Workouts for the Time-Pressured**
- **Boomer-Specific Programs**
- **Functional Training Workouts**
- **Specialty Exercise Classes**



# What's out there?

- Parkour
  - TRX Bodyweb
  - Beaming
  - Strip bar
  - AntiGravity Yoga
  - Dance: contemporary, pole, hip hop, African, Glee club, burlesque...
  - Sport specific
- 

# Zumba

The Zumba program fuses hypnotic latin rhythms and easy-to-follow moves to create a one of a kind fitness program that will blow you away.



# Parkour

Learn how to run, jump and climb your way through obstacles to find the best way to get from point A to point B.



# TRX Bodyweb

Hang from the TRX ropes to push, pull, lift and lower your body through Spiderman moves for a total body suspension workout.



# Beaming

This barefoot workout is performed on the BeamFit- a 6 inch wide, 1.5m long beam that creates instability to improve balance and coordination, all while creating perfect alignment from head to toe.



# Strip Bar

Strip Bar is one hour of  
sexy, hot cardio...



# Anti Gravity Yoga Wings

Stretch further and hold  
challenging postures  
longer using a flowing  
fabric hammock as your  
only prop.





Thank you!!

Alisha Smith  
EDUCATION  
MANAGER

Australian Fitness  
Network

[alisha.smith@fitnessnetwork.com.au](mailto:alisha.smith@fitnessnetwork.com.au)

