



The Results Centre

One Body... One Life... One Chance!

OBESITY HEARING

This is a long term problem with no quick fixes or bandaid solutions. We need to work with the children as it is a cultural change we need to promote. If children can be exposed to healthy habits and develop a positive attitude to activity **both from school and their home environment**, these habits will carry through to adulthood and then be passed onto their own children. They need to be surrounded by a plethora of role models who see activity as a desirable and fun part of everyday not a chore or something they have to do like homework.

Activity programs in the school have already been trialled and have been very successful but without a continual injection of funds and government support at all levels, these programs will all be short lived.

Food and diet are also major issues but not our area of expertise as are community facilities which have already been addressed.

FITNESS INDUSTRY ROLE.

Our role is multifaceted and has the ability to provide facilities, trained staff and programs to suit a wide variety of people. **Preventative health** is crucial to unburdening our health system and what better industry to spearhead this than the fitness industry. Our industry is full of positive, happy people who love what they do and want to share their passion with others.

The role of the industry has changed dramatically but it still perceived by many as where fit people train, full of scantily clad young females and muscle bound freaks.

The **whole focus of the industry** is evolving into a place where anyone can go to have fun and be entertained and if you get some exercise at the same time, that's terrific.

The **staff base** comes from a wide variety of age groups and this is very positive as we need to be able to connect with people of all ages and adjust an activity plan to suit the individual.

Health clubs themselves need to get more **involved with the community** and raise their profile as an important contributor to general community health.

At present, only a small percentage of the population use health club facilities and in the current economic climate, health club memberships are seen by many as a luxury they can do without. In actual fact, people need to exercise on a regular basis as it helps them to deal with stress and this is only one of the many benefits of regular exercise.

IDEAS

Health club memberships and personal training sessions need to be **tax deductible**. People need to be accountable by producing receipts for appropriate purchases along with a record of visits which most clubs can print off.

Change to fringe benefits tax to make it worthwhile for companies and businesses to actively promote health and wellness to their employees and not bear the burden of additional tax.

Physical activity being done in the workplace itself (China as an example) Health clubs can provide trainers who travel to the workplace to provide activity. This activity may be held when and where it suits the employer It may be in the local park as workplace space may be an issue. This is where the urban footprint becomes critical. It is important for employers to be seen taking part as well – positive role model.

Integrated school programs running from Prep to Year 12 where daily activity becomes an acceptable habit and this activity is seen as fun **without an emphasis on competition**. Teachers and associated personnel need to be good role models and take part in regular activity themselves. **It is** important to maintain a level of physical activity in the higher grades – recreational pursuits needs to be made compulsory for all students.

People in authority need to become positive role models and practice what they preach. All health care providers (nurses, doctors, fire, ambulance, police) and others in position of authority such as politicians

need to be seen to walk the walk not just talk the talk. Those who require certain levels of fitness to enter a certain occupation should have to continue to meet basic fitness requirements while employed.

Recognise registered fitness professionals as health providers – this hinges on recognition by the public and other allied health professionals as having a place in the health care system.. It is really important to ensure the **training** done by these fitness professionals is **relevant**, practical and in keeping with current industry requirements. There needs to be a much closer relationship between this industry and other allied health professionals where the roles of all are clearly cut but complimentary. With recognition will come the possibility of improved pay and more dedicated trainers staying with the industry in a full time capacity.

Music is an integral part of our industry. It is a powerful motivator as can be seen by the number of people who wear iPods while walking and training. There is currently a major crisis which will seriously affect the fitness industry. The PPCA is seeking a rate for the use of music in fitness centres of \$4.54 per member, per month per annum. Currently the tariff is calculated on a per fitness class basis. The new per member, per month tariff applies to all members, regardless of whether they attend a class or not. If PPCA receives \$4.54 per member, per month, that is an additional \$54 for each member yearly at an annual cost to a business of over \$80,000 for an average sized centre of 1,500 members. For many clubs this would simply mean closure and the death knell for group fitness classes which for many is the most enjoyable part of their training in the gym. This will have an extremely negative impact on the whole industry and one where the fitness industry is presently fighting for it's very survival. In a time when health issues have become too powerful to ignore, closure of the very places that could be at the forefront of this cultural change just cannot be contemplated.

In conclusion, the fitness industry focus is 'Prevention is better than cure'. We have good training packages and when delivered responsibly with supporting practical experience, produce people with a passion for what they do and a real desire to make other people's lives better by encouraging regular activity. They are flexible and versatile and are very positive role models representing all age groups. This group can be involved in so many areas from school programs to corporate health, to older adults fall prevention and are, as yet, an underused resource with amazing potential.