



Australasian Pilates Industry Alliance

NEWSLETTER

MERRY CHRISTMAS TO ALL ALLIANCE MEMBERS!

Message from the President

Special points of interest:

- Don't forget to pencil in the dates for the FOUNDATION WORKSHOPS for 2004. We will confirm the details & topics for each workshop nearer to each date! Please be advised that we have attempted to contact the APMA in an effort to prevent a clashing of scheduled workshops, unfortunately we have been unable to compare our dates as yet, so fingers crossed!
 - 14th February
 - 8th May
 - 10th July
 - 9th October
- The Pilates Alliance presented a Authentic Pilates Mat Workshop with Cynthia Lochard on the 15th November. It was a pleasure to see so many of our members attend the workshop with such an enthusiastic and open minded attitude, ready to experience the Pilates Method in its most original form. Cynthia guided us through an Intermediate level matwork routine that challenged us both physically and mentally, and we hope we will be able to have her return next year to experience more of her wonderful approach to the Pilates Method!
- Health Fund Update - If you have not already pursued issuing of a provider number, where necessary, with the following funds, don't forget, Full Members of the Alliance have been registered with the following Health Funds for provider status:
 - NSW Teachers Federation Health Society
 - HCF
 - Defence Health
- Alliance Contact Details
 Pilates Alliance (Australasia)
 PO Box 374
 Surry Hills NSW 2010
 (P/F) 02-9540-3302
www.pilatesalliance.net
admin@pilatesalliance.net

Merry Christmas everyone.

I hope each of you will be enjoying a good break over the Christmas and New Year period, as I believe it has been a hectic and hard working year all around.

My discussions with studio owners throughout the year have led me to understand that the business year has generally been difficult at times and has required an extra effort to maintain viability. I think this does come as part of the struggle towards a more structured and regulated industry, and that we are each, and collectively, weathering the struggle well.

From a broader perspective this year has seen some great developments in the pilates industry including the drawing together of various pilates organisations to consult on the inclusion of proposed pilates electives into the National Fitness Training Package. Regardless of the outcome to this Training Package, the process of consultation, such as it was, enabled many of us from different approaches to the method to come together and respect each others valuable opinions and involvement. I personally believe that this years collaboration will prove to be a turning point in the way we come together as an industry, and The Pilates Alliance main committee have already put steps in place to build stronger relationships with other organisations based on this collaborative experience.

We were fortunate enough to host some wonderful presenters this year including Cynthia Lochard from The Pilates Method Studio and Authentic Pilates Teacher Certification (see this issue for a review), Brent Anderson of Polestar Pilates, as well as some informative lectures by a variety of associated professionals. It is one of our aims next year, to bring an ongoing understanding of the various approaches to the pilates method to our membership, and to this end we will be inviting educational organizations to present programs that will broaden the industry understanding of the concepts of their work.

The Pilates Alliance finishes this year in a very positive position. We are 18 months into our existence and already have a membership of 70. We have a wonderful administrator in place who has streamlined our systems and is doing an amazing job of coordinating and developing the Alliance. We finally have a website that will get bigger and better as we enter 2004, and an excellent newsletter edited by Kristy Wetherell, which will become a bimonthly publication during 2004. Last but not least, we have a dedicated committee who have achieved many productive outcomes with fairness and integrity as their guide and who represent and respect the open approach policy of the Alliance.

The committee is in the process of finalising many very positive projects for introduction in 2004 including an extensive ongoing education schedule featuring work-

shops nationally, introduction of a "style" of workshop presentation strongly integrating the practical with the theoretical, securing a variety of relevant insurance policies for instructors and studios, discount on eftpos facilities for registered studios, industry relevant contractor agreement and pay structure templates for registered studios, as well as a consistently updated website, bimonthly newsletters and collaboration with other organizations on common issues.

I hope this gives you a small insight into where your Alliance is going, and I strongly encourage each of you to consider joining a sub-committee, and/or consider running for the main committee at the next AGM, which is scheduled for Saturday 31st July 2004.

As the year draws to a close I hope you can look back on twelve months of happiness and achievement. Think of all the clients you have helped and lives you have impacted on. I encourage you to share support and friendship with colleagues and others who are committed to a similar journey and remember where this journey originated with the brilliance of Joe and Clara Pilates.

My wishes for a safe and happy holiday season,

Sally Anderson

President

Ultrafit Magazine Opportunity for Registered Studios

The opportunity has been negotiated for **registered studios** of The Pilates Alliance to contribute to a monthly column in Ultrafit magazine.

Ultrafit is a leading national fitness publication reaching an extensive audience of readers in our target market.

The monthly column is the **Pilates Exercise of the Month** and there is a minimal cost for each placement of \$300.00.

Each registered studio will have the opportunity to provide an exercise (breakdown plus photo) as well as have their contact

details and brief studio synopsis published in Ultrafit.

You will need to submit the following:

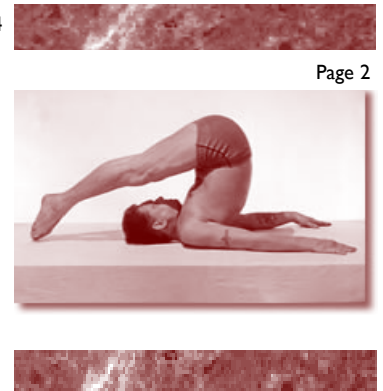
1. Studio name, phone number and web address
2. Two sentences describing your studio or studio specialty.
3. Exercise name, and step by step description
4. Exercise photo
5. \$300.00 cheque made payable to The Pilates Alliance

Your chosen exercise should be

appropriate to the style of delivery – ie: keep in mind that these exercises will be attempted by a wide variety of people unsupervised, therefore keep them non-complex and clear. All submissions will require final approval from The Pilates Alliance main committee before publication.

If you are a registered studio and would like to take up this opportunity, please register your interest with Rachel by emailing her on admin@pilatesalliance.net

We will accept registrations in order that we receive them and then notify you of your deadline to have your submission material to us by.



The Mind Your Body 2004 conference is scheduled as follows:

Dates: Friday 5 - Sunday 7
March 2004

Venue: Swiss-Grand Hotel on
Bondi Beach, Sydney

Accommodation and travel packages are available – visit the website for details

Conference registration will open shortly and all Alliance members will receive brochures directly in the mail, outlining all workshops and presenters as well as social and collaborative opportunities.

The Pilates Alliance awards CEC's for attendance at Mind Your Body as follows:

- 15 cec's for the 3 day conference
- 5 cec's for a one day attendance
- 1 cec per workshop (workouts not included)

For more information please visit www.mindyourbody.com.au

Mind Your Body Conference 5th - 7th March 2004

Mind Your Body is an annual three day conference, providing ongoing and post graduate level education and collaboration to industry professionals within the pilates method, yoga, gyrotonics and associated holistic methods.

NEW MEMBERS

The Alliance welcomes the following new members and registered studios.

Kerrie Murphy
VIC

Diana Lewis
SYDNEY

Diana Haddow
VIC

Registered Studios

INFINITY PILATES STUDIO
EAST ST KILDA, VIC

POWEROUSE STUDIO
MANLY, NSW

For all enquires re advertising in the Alliance Classifieds please contact
Rachel Szabo
admin@pilatesalliance.net

PILATES TEACHER REQUIRED FOR DANCE ACADEMY

Monday Evening Class/es at Blakehurst

**Mat Classes commencing February 2004
Some dance background an advantage**

Please send applications to:

The Principal

Blakehurst Academy of Dance and Drama
41 Carroll Street, Beverly Park 2217

Or email:

elissa@blakehurstacademy.com.au

WEBSITE UPDATE

Our website is up & running!

www.pilatesalliance.net

admin@pilatesalliance.net

Continuing Education - Foundation Workshop Saturday 14th February 2004, 2-4pm

14th February 2004
2.00pm-4.00pm
@POWERHOUSE Studio
Lvl 1, 28 The Corso
Manly
2 CEC's
Members \$30.00
Non Members \$45.00

After the great response we received from our final workshop for 2003, we will be kicking off the new year with something a little physical!

Vice President, Marda Willey will be teaching a Reformer Mat class as our first foundation workshop for 2004. Following this, we are orga-

nizing the first alliance social event: an informal BBQ at Manly! This will be a great opportunity to relax and get to know each other a little better so please try to make yourself available!

More details regarding both aspects of this day will follow in January.



"Physical fitness is the first requisite of happiness. Our interpretation of physical fitness is the attainment and maintenance of a uniformly developed body with a sound mind fully capable of naturally, easily and satisfactorily performing our many and varied daily tasks with spontaneous zest and pleasure."

-Joseph H. Pilates

Return to Life Through Contrology, 1945

The Pilates Alliance Australasia — Acronym PAA

Many of our members have had queries relating to the acronyms or letters they can use following their name that demonstrate Alliance membership.

As you all know, our association is registered with the Department of Fair Trading as the Australasian Pilates

Industry Alliance. Our logo displays the words Pilates Alliance Australasia, the common name by which many now refer to our association.

Given the recognition of this name, the main committee decided that as an abbreviated or acronym form we use the letters PAA, therefore full

members of the Alliance may use the letters MPAA on all promotional material such as business cards etc.

In addition, next year we will make arrangements for registered studios to have access to the Alliance logo for display .



pilates international training centre
instructor training in the pilates method full certification, matwork certification and short courses

 Pilates International is registered by VETAB to provide national qualifications from the Fitness and Health Training Packages. As part of the delivery of the Pilates International Certification Program, participants may be awarded Statements of Attainment in units drawn from the Fitness Training Package SRF40201 and the Health Training Package HLT02.

www.pilatesint.com
02 9599 5509

 We are registered with The Pilates Alliance Australasia as a fully approved educational body.

pilates™
the ultimate exercise for every body

MEMBERSHIP RENEWALS FOR 2004

All memberships will require renewal in March 2004. We will be advising you of the processes involved early next year. In preparation, to renew your membership you will be required to provide the following:-

- Current Senior First Aid Certification.
- Current Professional Indemnity and Public Liability Insurance.
- Annual fee payment as per Schedule of fees.

Please note, proof of CEC accumulation will be required for all full members at the 2005 membership renewal. Please continue to retain receipts and documentation as proof of your ongoing education. For more information on CEC's and membership please visit www.pilatesalliance.net.