



Pilates Alliance Australasia

# NEWSLETTER

## Pilates Alliance Australasia

### Committee Members

#### President & Vice President:

Marda Willey

Secretary:

Gloria Scott

Treasurer:

Kerry Etkin

### Ordinary Members

#### Health Funds - Insurance:

Sally Anderson

#### Website, Marketing and

#### Communications:

Catherine Giannitto (nee Aquilina)

#### Special Projects:

Peter White

#### Administrator, Public Officer:

Carolyn Antony

### Alliance Contact Details

Pilates Alliance (Australasia)

PO Box 42

Cremorne NSW 2090

(P/F) 02-9969-3150

[www.pilatesalliance.net](http://www.pilatesalliance.net)

The Alliance newsletter is sponsored by



## HF Industries

1800 633 009

[www.hf.com.au](http://www.hf.com.au)

FOR ALL YOUR BALANCED  
BODY NEEDS.

### SYDNEY NSW

Saturday 29 July 2006

#### AGM & Continuing Education Workshops

Schedule for the Day:

1.00pm - 2.15pm Professional Matwork session

**2.30pm - 3.30pm AGM**

3.30pm - 5.30pm Franklin Method workshop

Topics for the workshops-

1.00pm - 2.15pm Shauna Hall

'Pelvic-Abdominal Challenge'

3-30-5.30pm. Bruce Hildebrand

Franklin Method Workshop; Psoas Conditioning

Location: Pilates International Training Centre.

Address: Ground Floor. 79-83 Myrtle Street

(nr Abercrombie St) Chippendale NSW 2008

Tel: 02 9699 6557

*Our thanks to Sally Anderson for the use of her studio*

### BRISBANE QLD

Saturday 29 July 2006

Topics of workshop: The Role of the McKenzie

Physio and Red Flags in Exercise

Instructor: John Appleby

Time: 2pm- 5.00pm

Location: Pilates on MacGregor

Address: 64 MacGregor Terrace. Bardon QLD 4065

*Our thanks to Peter White for the use of his studio*

### CANBERRA - ACT

Saturday 21 October 2006

Topics of workshop: Franklin Method -

specific topic TBA

Instructor: Bruce Hildebrand

Time: TBA

Location: TBA

### MELBOURNE - VIC

Saturday 21 October 2006

Topics of workshops: The Role of the McKenzie

Physio and Red Flags in Exercise

Instructor: John Appleby

Time: TBA

Location: TBA

Bio on Shauna: Shauna Hall holds a Diploma of Professional Pilates Practice (91120NSW) as well as BA Dance & Movement Therapy, Dip Psychology and is a Senior Registered Nursing Sister. Having trained and taught pilates since 1986

Shauna moved to Melbourne in 2005 to focus on her research and post-graduate education, and develop her Womens Health movement programs. Shauna teaches

from Pilates International studio in Elwood, and is a PilatesITC faculty member. Along with her additional studies in Bio-energetics and Nutrition, and a Certification in Flow Yoga, Shauna is uniquely qualified as a leader in the field of movement medicine. Shauna was a founding committee member of The Pilates Alliance Australasia.

#### Bio on Bruce: Bruce Hildebrand B.App.Sci (HM)

Bruce is the co-director of Balance & Control Pilates Studio in Melbourne and was recently appointed as Strength Coach for the Australian Ballet School. After graduating with a Sports Science degree, Bruce trained for five years overseas in Pilates and was on the teacher training team with Body Control Pilates (UK). He is Australia's only teacher of the Franklin Method® - currently in his third year of training from the Franklin Method® Institute in Switzerland, and has presented on Pilates and Franklin Method® at National Conferences in both the UK and Australia. Visit [www.balancecontrolpilates.com](http://www.balancecontrolpilates.com) for more information.

#### Bio on John: John Appleby B.Sc.App.

Physiotherapy is a credentialed McKenzie Therapist. His studio is Appleby Physiotherapy in Seaforth NSW. He has 25 years clinical experience with spinal, musculoskeletal and sporting injuries.

#### **Costs for the Sydney Workshops & AGM:**

##### **Bruce's workshop:**

\$45 members and \$70 for non members - 2 hours

##### **Shauna's Professional Matwork session**

\$35 members and \$45 for non members 1.5hours

**Stay all day and attend both workshops at a discounted rate of**

**\$70 members and \$100 non members.**

#### **Costs for Each Workshop in:-**

**Brisbane, Canberra, and Melbourne**

\$50 members and \$70 non members

**To book Workshops please call the Administrator on 02 9969 3150**

## Message from Marda Willey (acting President)

Dear Members,

I would like to take this opportunity to thank two amazing movers and shakers within the alliance; Karen Beattie and Kristy Wetherell.

Both have made the big decision to relinquish their roles on the Alliance committee due to other work commitments.

Karen has moved into the private sector of work place training and felt she could not offer enough of her time to her role as president. She will remain in phone contact for any queries we might have. On behalf of the Pilates Alliance I would like to thank her for her knowledge and level of commitment in representing us all, in various Industry related meetings and discussions.

Kristy has been invaluable with her eye for detail and keen understanding of all our rules, regulations and documentation. She has helped us immensely in creating a format for Continuing Education and has led the way with the newsletter.

Kristy's work on the committee was absolutely fundamental to a working committee, time consuming and much needed. Her work will be missed, as will her presence on the committee. Thank you Kristy, from all of us in the Alliance.

See you both at workshops and as consultants on various causes.

Marda Willey

(acting President)

## NEW MEMBERS

<b>Amir Sela</b> Adelaide, SA	<b>Gabrielle Duffy</b> Perth, WA	<b>Ming George</b> Richmond, VIC
<b>Alison O'Neill</b> Canberra, ACT	<b>Greta McNiven</b> Vaucluse, NSW	<b>Naomi Murray</b> St Kilda, VIC
<b>Amy McColough</b> Sutherland NSW	<b>Heidrun Winderl-Schanz</b> Melbourne, VIC	<b>Philippa Hutchinson</b> North Perth, WA
<b>Andrea Zencich</b> Manly, NSW	<b>Jeany Surya</b> Alexandria, NSW	<b>Pia Jorgensen</b> Perth, WA
<b>Ann Feighan</b> Manly, NSW	<b>Jo-Lynn Tan</b> Melbourne, VIC	<b>Sally Mischke</b> Leeming, WA
<b>Barbara Scufidi</b> Melbourne, VIC	<b>Kathryn Hewer</b> Perth, WA	<b>Scott Thomas</b> New Lambton Heights, NSW
<b>Bob Boswell</b> Cronulla, NSW	<b>Katie Collinge</b> Randwick, NSW	<b>Shelley Van Barnweld</b> Erina, NSW
<b>Brad Bowden</b> Surry Hills, NSW	<b>Katrina Mathers</b> Melbourne, VIC	<b>Shoni James</b> Williamstown, VIC
<b>Carissa Stewart</b> Melbourne, VIC	<b>Katherine Ma</b> Manly, NSW	<b>Sonia Ranelli</b> Bedford, WA
<b>Carmel Lindsay</b> Cronulla, NSW	<b>Kirralie Dillon</b> Manly, NSW	<b>Tara Bendall</b> Deakin, ACT
<b>Charlotte Hamar</b> Chippendale, NSW	<b>Linda Turner</b> Manly, NSW	<b>Thuy Nguyen</b> Beverly Hills, NSW
<b>Danielle Scholten</b> Dee Why, NSW	<b>Liz Harvey</b> Randwick, NSW	<b>Vanessa Rigley</b> Leichhardt, NSW
<b>Deanne Castronini</b> Surry Hills, NSW	<b>Liz Passman</b> Randwick, NSW	<b>Victoria Bacina</b> Manly, NSW
<b>Debbie Sculley</b> Manly, NSW	<b>Megan Donovan</b> Tintenbar, NSW	
<b>Erinn Cullinane</b> Melbourne, VIC	<b>Melissa Papworth</b> Kensington VIC	

## NEW STUDIOS

**Physio Pilates Pty Ltd (Megan Donovan)**  
Tintenbar, NSW

**The Pilates Workshop (Rachel Coady)**  
Waverley, NSW



## BABY NEWS

Our congratulations to Kerry Etkin on the birth of her beautiful baby boy, born Wednesday morning 31st May. Both mother and baby are fine and very happy. Kerry is both the PAA Treasurer and has her own studio, Align Physiotherapy & Pilates in Randwick.

## Benefits for Members

### Discount on your Senior First Aid Certificate

**Offered to all financially current members of Pilates Alliance in NSW on your Senior First Aid.** To our PAA members in other states, you are not forgotten, we are working on finding discounted First Aid in other states as well.

This is offered to individual members, to attend Reviva courses, you do not have to get a group together. Re:VIVA First Aid & Resuscitation Training Pty Ltd will offer all financially current members of Pilates Alliance in NSW their discounted corporate rate of:

- **\$95.00 for recertification** of the Senior First Aid Workcover NSW approved certificate (refresher Senior First Aid certificate)
- **\$125.00 for the Senior First Aid Workcover** NSW approved certificate (if your qualification has expired, or you are a "first timer").

**Re:VIVA First Aid Training Pty Ltd**  
**Telephone: 02 9553 6446**  
**Fax: 02 9593 1081**  
**Web: [www.reviva.com.au](http://www.reviva.com.au)**

### **Discount on Clothing**

**15% discount** on exercise wear range offered to **PAA members, only for direct telephone orders or via website**  
by

**Abi and Joseph**

**Tel: 08 9433 3328**

**Email: [info@abiandjoseph.com](mailto:info@abiandjoseph.com)**

**<http://www.abiandjoseph.com>**

**We hope to add to these PAA member discounts, so look out for them in subsequent newsletters or on our website.**

### **The Good Health & Beauty Show is 2 weeks away.**

**16-18 June 2006 - 10am - 6pm Fri/Sat, - 10am - 5pm Sun.**

**Hall 4. Sydney Convention & Exhibition Centre, Darling Harbour**

The **PAA** have a stand there, number **A69** and PAA studio members:-

- Pilates@Newport
- Pilates International Chippendale
- Pilates International Turramurra
- PowerNouse Pilates

will be manning the stand for the PAA and giving 20 minute demonstrations at 2.30pm on Friday 16th and Sunday 18th in the Wellness Theatre.

So PAA members and visitors, get your discounted tickets now and please do pop along to stand A69 and say hello. Attached is a "2 for 1" ticket icon, by clicking on it you are taken to the website and visitors can purchase discount tickets.

<http://www.goodhealthandbeauty.com.au>

The Pilates Alliance Australasia was able to offer studios three days of maximum exposure, at a major Wellness Convention. What a fantastic opportunity this is for registered PAA studio members, to represent the PAA and their own studios.

In addition to this:-

- The demonstrations are promoted through the GHBS Supplement in the Sunday Telegraph on June 11 - in the form of a program
- Pilates Alliance Australasia name will be printed in the Sunday Telegraph on June 11 - along with the floorplan.

We know the studios were greatly excited about this opportunity and we hope to be able to offer this annually so do get behind it and visit this show.



## Marketing on a Shoestring - by Carolyn Antony (Alliance Administrator)

This is something we all need to think about when running a small business. There aren't the big bucks for wastage and campaigns. So you need to become savvy on the best use of your money, or lack of it. Here are a few suggestions which have worked for me and cost little to nothing.

**Magnetic Signs for your vehicle** –are inexpensive advertisements and people do look, if you get it right. You may initially feel embarrassed but hey, do you want to spread the word or be a shrinking violet. Talking of colour – consider what colours to use, as the right colours can increase readability dramatically. For example yellow on blue stands out but it may not be right for your vehicle. I have a sporty red two door car, white magnetic signs with a logo and black and red writing located on the side doors. Think how many traffic lights you wait at, or where you park; see this now as an opportunity, when others in the lane beside you, or pedestrians, all have time to read your ad. It may not give you a rush of business but its inexpensive, a constant advertisement and it's creating awareness. I have received business, and an article from it because the journalist read the ad – yes it's an ad not just a stuck on sign to be ignored. I know it also creates awareness because at network functions people remark they have seen the car and don't I live in X Street. Create interest, not just a name and phone number. Give some indication of what you do, if you specialise - how you may differ to others in your field, plus the location of where you work.

**Advertising** – Consider carefully before committing yourself, what you expect from advertising. More clients? If so, how are you going to monitor this? You will need to ask the question, how they heard about you and note the responses. Are you advertising for awareness as this is often harder to monitor, so can you afford this outlay?

**Media Releases** – This isn't just for big business. First you need to think very laterally at your target market. Think of the magazines, newspapers, that your clients or prospective clients may read, and their lifestyles, not just Pilates and Fitness related; it could be the local area newspaper, your children's school newsletter. Think about what you offer, again do you specialise, could you create a strategic alliance which compliments and offers a choice to your clients. All of this is newsworthy if it's new news, or has an angle of interest to readers. Could it be health related, new trends or surprising statistics.

When writing your media release, consider the audience of the publication. Make it personal, aimed at that particular audience and what their readers can gain from it. Publications are interested in satisfying their reader's needs, however you need to make it easy for them. Your first sentence is the hook and first paragraph should tell the main story. The further down you go, the less it is read. Keep it succinct, one page maximum. Have your full name and contact details, email, and if you have one, your website address. Check first with the publication as to its' restrictions; some will not accept email attachments, only faxed media releases. Check out their deadlines. Who is the editor? What and who is their readership. Margaret Gee's Australian Media Guide will assist with this information and a copy can be found in the reference section of your local library. This is only

the beginning; if a journalist calls you, be prepared for this, know your product, don't get rushed, ask them what angle they are taking, what their deadline is, are others involved, when is it expected to be in print, ask for a PDF of the article. Most won't give you pre-publication copy but some will, and they may ask for clarification on a point, ensure you are prompt in responding, they cannot afford to wait.

**Articles** – If you feel confident and can write with some authority on a subject, why not write some articles. These could be about your business or the subject matter in which teach, that you know will be of interest to the reader. You could consider sending these to publications and putting online, you may not be paid for this, yet ensure it has your name in, studio, location, phone number and your credentials, that is your reward.

**Contra Deals** – This needs to be a win-win for all concerned. Anywhere that your clients are likely to go, that you too may be a regular client, such as the local pre-school, the noticeboards at the ferry terminal, the supermarket, your local sandwich shop or popular coffee-shop.. If there is no noticeboard, see if they would they be willing to have DL flyers for their customers on the counter, or a small poster in the window. Try and give as many facts as you would want to read yourself.

**Community Radio** – are aimed at the community, your prospective clients, so it can be your market place. Offer a prize (a free Pilates course or session) in return for an on air interview about an informative aspect which listeners would be interested to hear about, but only do this well prepared. This is a contra deal for advertising.

Always think laterally, looking at it from the prospective clients point of view. Don't be afraid to talk to people about what you can achieve for them, remember it's your livelihood.

In future issues:-

### Strategic Alliances and Networking .

### Make your website work for you.

Carolyn Antony is also Principal of Talking of Sydney Tours

<http://www.talkingofsydney.com.au>

### ADVERTISING RATES FOR NEWSLETTER

These are due to increase shortly

Advertising Rates	Members	Non Members
Full Page	\$70	\$95
Half Page	\$45	\$60
Quarter Page	\$30	\$40

## Update on Health Funds

There has been a lot of discussion lately about the support of health funds for Pilates session rebates, and the need to gain these benefits as widely as possible.

The committee has over previous years been actively pursuing health fund support, however this year we made a formal decision to look at the topic from a more long term perspective.

Several main issues keep coming up with regards individual health funds coverage including;

- They are happy to recognise accredited courses, but still prefer not to categorise non-accredited courses.
- They are not consistent with their responses from year to year
- The lack of communications within the fund administrations can lead to a differing response dependent upon which fund teller your rebate forms are submitted to
- When they do offer rebates, the annual maximums are very low (ie: \$100 per year in rebates over a "Lifestyle package")

It was the opinion of the committee that we should be looking for a more effective way of supporting the pilates specialist teachers long term, and this led us to making contact with government officials within the health sector. While arrangements at this level may take longer to finalise, the outcomes will be more effective for the profession and be made across the health sector.

In the meantime, we do have the support of the following funds:

- HCF
- Grand United
- Teachers Federation
- Defence Force

At the time of going to press, MBF are in the final stages of the approval process for accredited programs registered under The Pilates Alliance.

If you are a full member of the PAA and wish to offer your clients the opportunity to receive rebates on sessions from the above funds, you will need to contact the health fund (call or email) and request a provider registration form. Simply complete the form including your PAA membership number and once it is processed you will receive a provider number back from the fund.

We will keep you updated as to progress at the government level, as well as any progress we may achieve in the interim with individual funds.

By Sally Anderson

PAA Ordinary Member – Health Funds & Insurance

### **MBF – PAA full membership meets this criteria, awaiting confirmation from MBF of acceptance**



The direct link to the relevant part of our website for providers wishing to apply to MBF for recognition for benefits purposes is below.

<https://provider.mbf.com.au/main/ancillary/therapies/pilates.html>

The Recognition Criteria are as follows:-

As part of MBF's recognition criteria, applicants for Pilates must have completed a tertiary level teacher training program course in Pilates, which must consist of, as a minimum:

- 25 hours of Health Sciences including Anatomy and Physiology
- 130 hours of class contact hours
- 160 hours of supervised personal practice with an accredited instructor
- 200 hours of documented supervised teaching apprenticeship

In addition, the following requirements are mandatory:

- Professional Indemnity Insurance of \$1,000,000 minimum, per claim
- Senior First Aid certificate (or equivalent)

Additional criteria

In addition to the requirements detailed above, all qualifications must include an adequate emphasis on practical application of the treatment concerned, including demonstrated and proved capacity to carry out the treatment in a safe way to an acceptable level of competence.

The practitioner may apply by downloading an application from our website - from the page

<https://provider.mbf.com.au/main/ancillary/therapies/pilates.html> or they can phone MBF Provider Registration on 02 8239 2744 and request a form to be sent out to them.

The information you will need to have at you ready before filling out the application is as follows:-

- ABN
- Membership details \* including the association, level of membership and date of registration
- Indemnity insurance \* including the company, amount of cover and expiry date
- First aid training (if applicable) \* including the company and expiry date of the certificate
- Educational qualifications \* including the year and title of the award, institution and course duration
- Continuing professional education (if applicable) \* including the year and title of the award, institution and duration

To submit an application on-line, click here

<https://provider.mbf.com.au/main/ancillary/therapies/pilates.html>

## What do all Woman have in common? Menopause !!!

Every woman will go through the hormonal reduction of female oestrogens, which in turn affects every part of the body and brain. Oestrogen receptors are contained in the vagina, breasts, skin, bones, heart and brain.

Menopause has historically been misunderstood, but contemporary women have the resources to see this time of change as a 'getting of wisdom' resulting in strength, independence and vitality.

Did you realise that specific exercises reduce the incidence of hot flushes? Other movements prevent urogenital ageing such as vaginal thinning, urinary incontinence, and loss of sexual libido.

Commonly we hear that to prevent osteoporosis we must perform weight-bearing exercises. Walking or lifting weights may not be enough! We also need to consider the whole body and how we increase bone density of the spine.

Up until now, HRT was the choice of treatment for a range of over 30 different signs/symptoms. However, Shauna Hall, Womens Health Expert and movement specialist, has devised an exercise regime 'Modern Menopause – Management Through Movement'.

Incorporating specialised routines, Shauna's exercise prescriptions based on Pilates, Yoga and traditional Chinese medicine addresses the body's response to the lowering levels of oestrogen. Targeted exercise can create hormonal balance and overcome many of the early, intermediate and late changes within the body. Shauna has created one-hour workouts targeting particular aspects of menopause such as:

- **Hormonal Harmony** – creates a more efficient immune system; boosts the basal metabolic rate; stimulates lymph circulation; enhances adrenal function; activates thyroid production and balance;

normalises menstrual irregularities; and reduces hot flushes

- **Osteoblast** – increases muscle strength; maintains maintenance of bone strength using weight bearing exercises; reduces excess body fat; improves spinal power and posture; prevent osteoporosis and subsequent bone fractures; and maintains joint mobility and neural function thereby reducing joint pain and arthritis.

- **Pelvic Power** – helps prevent genital atrophy and associated vaginal thinning, dryness and infections; strengthens pelvic musculature preventing uterine prolapse; maintains bladder control thus preventing incontinence; and develops strong support for pelvic/abdominal organs and tissues.

**Rest and Recovery** – Pilates enhances the mind body connection thus increasing mental agility; balances mood swings, promotes restful sleep; relieves chronic stress and fatigue; acts as a mood enhancer thus decreasing depression.

In application of these programs, Shauna considers that exercise needs to be fun, access all muscle groups, stimulate the endocrine system (hormonal), build muscle strength and bone mass whilst making the exerciser feel invigorated and satisfied. A daily routine should address individual requirements and specifically balance the hormonal system.

Shauna's extensive qualifications, years of experience and specific research on womens health issues, makes her the perfect consultant for those interested in a holistic and practical address for the issues women encounter. Shauna believes totally in the use of movement and exercise as a major contributing answer to the symptoms of menopause, and as an exercise specialist in this area, has a unique and pro-active address.



Upcoming workshops with  
**Shauna Hall**  
**MODERN MENOPAUSE –  
MANAGEMENT THROUGH  
MOVEMENT**

**Sydney**  
**12<sup>th</sup> August 2006 1-6pm**  
PilatesITC, Chippendale

**Perth**  
**9<sup>th</sup> Sept. 2006 9am-2pm**  
Venue TBA

**Melbourne**  
**16<sup>th</sup> Sept. 2006 1-6pm**  
Pilates International, Elwood

**Canberra**  
**18<sup>th</sup> Nov. 2006 1-6pm**  
Pilates Canberra, Phillip

Cost is \$165.00 (gst included) to attend pre-registration is compulsory and registration forms are available by contacting PilatesITC on [info@pilatesitc.com](mailto:info@pilatesitc.com) or (02) 9699 6557



By Shauna Hall

Women's Health Consultant and Sports  
Medicine Specialist.

## At Payne's to Educate - An interview with Melanie Payne by Rachel Coady

Sunday morning and I'm struggling to put my new, wriggling puppy in the car after her first lesson at puppy school. A woman walking passed stops to ask about this attention seeking piece of fluff of mine. We laugh and make dog lover noises at the little black, furry face. I realise I know this woman, a Pilates instructor Melanie, who I observed teaching when I was doing my "apprentice" hours several years ago. We happen to be standing out the front of my new Pilates studio and I ask them up to have a look.

Melanie is a pocket rocket, she scans over the studio, offers me really good advice about the tricky things I have encountered in starting out. She is so energetic; her friend looks endearingly at her and tells her to slow her speech down. They leave and I feel uplifted having been reminded that there are like minded, empathetic Pilates teachers out there.

I visit Melanie several months later at The Pilates Place, her studio in Bondi Junction. It is a cool set-up: one enters from the back and walks up stairs to a big Mediterranean style balcony. Immediately I want to sit down in the sun and sip a latte. Melanie is at her desk in the studio that sits just above.

### What is your definition of a Pilates teacher?

Understanding, bucket loads of patience, empathy. You need to be skilled enough to see what the body needs and educate the client. A big part of my teaching is educating the client, teaching them to take responsibility for themselves. It isn't about them coming into the studio and saying "fix me". I really promote the need for clients to work outside of my studio.

### How do you promote that?

I have a holistic approach to life. I let them know that coming to Pilates once a week isn't enough. It's about eating good food, getting enough sleep, monitoring stress levels.

### How did you come into Pilates teaching?

I first discovered Pilates in London when I was dancing, about 15 years ago and really loved it. When I returned to Australia, I decided to get into the fitness industry and become a Personal Trainer. In the fitness industry I came across Pilates again. I went and did a Mat Work teaching certification with Helen Tardent and then found Sally Anderson at Pilates International (PI). Sally was the Australian director of Body Arts and Science, I decided that this style of Pilates was what I wanted to teach. I started the certification at PI, did Certificate IV and then went and did the Diploma just last year.

#### Favourite muscle?

I know one to cover both categories-the internal obliques. They're pretty cool.

#### Favourite exercise of the week?

Variations of back extension on the Swiss ball

#### Best Ambient CD?

Café del Mar series #5

#### Best grazing food?

Cashews

### And The Pilates Place?

An opportunity arose where I could take over from Sarah Walker..... I was sick of rushing around and wanted to be a bit more settled. That was about five years ago.

### Do you keep to Body Arts Science method?

I use my personal training

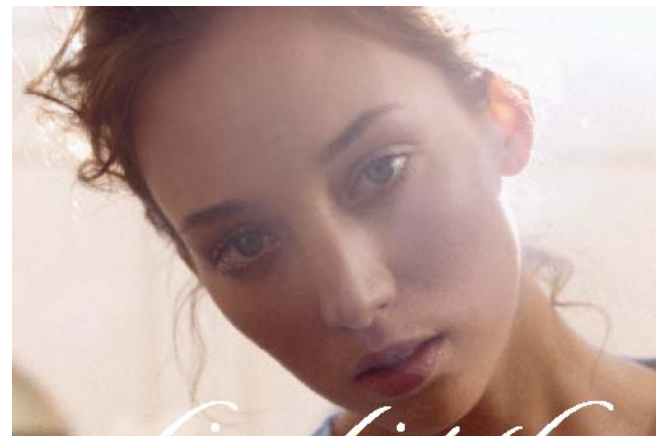
background and have done several Functional and Corrective exercise courses. I take teaching on an individual needs basis.

### Do you like teaching a particular demographic?

I like a variety. You almost have a different hat on with different groups. Young dancers I can perhaps be a bit more of a disciplinarian than say, an elderly person I might need more empathy and understanding.

You have to learn how to read different people. What may work for one person doesn't necessarily for the other. I found when I first started teaching, I was used to working with dancers, and I had to learn to soften my manner. The dance teacher persona doesn't always translate.

I finish my interview with my quick, kitsch questions. Melanie responds quickly to each question with a little knowing smile. Yes, the internal obliques are quite becoming.....and helpful too.



*abi and joseph*

### Shop Online!

15% discount to all Pilates Alliance Members.  
(direct phone / internet orders only)

[www.abiandjoseph.com](http://www.abiandjoseph.com)

t: 08 9433 3328

e: [info@abiandjoseph.com](mailto:info@abiandjoseph.com)

### stockists.

#### WA

store 08 9284 2488

ma cuisine 08 9284 3400

empire retreat 08 9755 2065

ricarda 08 9841 6244

#### TAS

optimal potential,  
hobart

0412 14 2222

#### NSW

pilates centre mosman 02 9968 4388

pilates moves double bay 02 9328 5600

## POSITIONS VACANT

To place an advertisement, please contact the Administrator at [admin@pilatesalliance.net](mailto:admin@pilatesalliance.net)

### **Small Private Pilates Studio in Leichhardt Seeks a Certified Studio Instructor**

For a locum position, from mid-to-late  
June through to mid July.  
3-4 shifts per week.

Instructor must have own public liability  
and indemnity insurance and have a  
current First Aid Certificate.

Please call Vanessa at Evolution Pilates  
on 9518 0954 / 0415 861 730

### **PILATES INSTRUCTOR REQUIRED FOR A STUDIO IN PANTON HILL MELBOURNE**

Qualifications in mat and reformer  
required.

For further information please contact:-

Fitzroy Pilates Studio

Tel: 03 8415 0342 or

Email: [fpilates@bigpond.com](mailto:fpilates@bigpond.com)

<http://www.fitzroypilates.com>

### **Expand your Pilates Business Horizons with the financial and business support of Fitness First Bondi Platinum Certified Pilates Studio Instructor**

If you are a certified Pilates Studio instructor this  
is a rare opportunity.

Fitness First have 2 beautiful balance body  
equipment studios (**Bondi Junction and  
Parramatta**) and are looking for motivated  
inspirational Pilates specialists that want to run  
their own business without the expense.

The Bondi Platinum Fitness First studio has been  
successfully running for just over one year and  
the clientele are in need of more  
professionals. Have the opportunity to work  
with not only rehab clients but sport  
professionals and enjoy their progress under your  
personal guidance.

Work with like minded colleagues and build your  
business within hours that suit you and your  
lifestyle.

Call today and broaden your career  
opportunities.

Steve Kouma

Eastern Sydney Cluster Personal Training Co-  
Ordinator

**Fitness First Bondi Platinum**

Level 6, Westfields

Bondi Junction NSW 2022

Direct Line:(612) 9021 4511

Fax: (612) 9021 4599

Email: [bondiplatinumptc@fitnessfirst.com.au](mailto:bondiplatinumptc@fitnessfirst.com.au)

<http://www.fitnessfirst.com.au>

## ADVERTISEMENTS

To place an advertisement, please contact the Administrator at [admin@pilatesalliance.net](mailto:admin@pilatesalliance.net)

### Polestar Pilates Australia presents

3 fun filled days of learning and sharing the principles of Pilates— 19<sup>th</sup>-21<sup>st</sup> August 2006

Open to all Pilates enthusiasts, this mini-conference will be held at  
**PowerNouse Pilates - Level 1, 28 The Corso Manly**

All information regarding, workshops, dates, times and instructors can be found  
on our website [www.polestarpilates.com.au](http://www.polestarpilates.com.au)

Places are strictly limited to 50 and registrations will be processed on a first come – first served basis.

*Note: there are still places left on our Mat and Allegro/Reformer Certifications commencing  
end July 2006 in Sydney. If you register 3 or more students from the same centre you will  
receive a 15% discount. Mention this add for the Alliance discount.*



POLESTAR PILATES™  
AUSTRALIA

**REGISTER NOW . Discounts for Alliance Members**

For enquiries please call us on (02) 9977.1536

Places can only be kept with full registration received via post or fax.

*Impacting the World through Intelligent Movement*



#### Franklin Method Workshops

Following on from the AGM in Sydney,  
Bruce Hildebrand will present two additional  
Franklin Method workshops on:

**Sunday 30th July**

**held at PowerNouse Pilates**

**Level 1, 28 The Corso, Manly**

**10am-1pm "Ultimate Abdominals"**

**2pm-5pm "Alignment & Rotation with Organs"**

For further information and registrations,  
visit [www.balancecontrolpilates.com](http://www.balancecontrolpilates.com)  
Balance & Control Pilates Studio  
Suite 3, 474 Victoria St. Richmond VIC 3121  
Tel: (03) 9429 6448

[info@balancecontrolpilates.com](mailto:info@balancecontrolpilates.com)

**Discounts for Alliance Members**

#### ALLIANCE WEBSITE

The new Alliance website will be up and running  
in the next couple of weeks. We intend to have  
on-line searching of member and studio  
directories. Our goal is to also include job  
postings.

We encourage your feedback, so please have a  
look by end of June and send us your thoughts.

Thanks,

Catherine Giannitto (nee Aquilina)  
website co-ordinator

