



Pilates Alliance Australasia

NEWSLETTER

Presidents Report to Members

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A NEW YEAR!!

Here we are at the start of a new association year. Thank you to all members who attended the Annual General Meeting on Saturday 29th July. It was our best year yet, both for attendance at the AGM meeting and, for great feedback from practical sessions.

I am happy to report that we have brought two newcomers on to the main committee this year. Lanette Gavran and Laura Mulherin have joined existing committee members. As reported in the pre AGM Acting Presidents report, Karen Beattie and Kristy Wetherell made choices to hand over their roles, after several years of great work. So your Main Committee is now:

Office Bearers

President	Sally Anderson
Vice President	Marda Willy
Treasurer	Gloria Scott
Secretary	Laura Mulherin

Ordinary Councillors

Website & Marketing:	Catherine Giannitto
Ordinary Councillor	Kerry Etkin
Ordinary Councillor	Peter White
Ordinary Councillor	Lanette Gavran

As to which ordinary councillor will fill the roles looking after health funds & insurance, special projects and ongoing education, this will be finalised at the next committee meeting on the 8th September 2006

The committee has a skeleton schedule of five specific meeting dates over the coming year, on top of which we will call meetings as required. All committee members are required to attend a minimum of 3 meetings from the skeleton schedule.

Carrying over from previous AGM, to this years AGM we will continue to lobby Health Funds for provider recognition for Pilates specialists. Hopefully more will follow the lead of MBF with formal agreements for provider recognition of a

graduate of the Diploma of Professional Pilates Practice, covering Level 1, 2, 3, Principal and Trainer level members. It certainly seems clear that there is a strong need for government accredited courses as a benchmark for provider recognition.

Also carrying over from pre AGM, we are in the process of finalising a Professional Indemnity insurance policy for full members that would offer a very competitive rate and conditions, compared to current insurers. This new insurance body are also looking to merge extra benefits for members along with optional policies for Pilates business owners.

It is also a goal of the Alliance committee over the next year to further the involvement of Educational Organisations in Australia, with a view to having the heads of all Ed Bodies in Australia on the Main committee in the future. It is a goal that I am specifically interested in as this will only serve to strengthen our information pathways and our cohesiveness in the Pilates industry.

Cohesiveness of Pilates professionals is more important now than it ever was, with other related industries pushing forward with their interpretations of Pilates within courses. As reported at the AGM, Fitness Network have recently gained accreditation of a Certificate IV in Fitness Pilates course featuring Pilates-based units. The Pilates Alliance was represented by Karen Beattie on the accreditation panel and Karen reported briefly at the AGM on the accreditation process. The Alliance committee (with Karen's lead) will follow up on the guarantees that are to be input to the course document, and follow up on the inclusion of Pilates within their current and future courses.

It does need to be said, that we support accredited training and in that regard congratulate Fitness Network on their

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BODY NEEDS.

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Presidents Report to Members

achievement, and we hope that having the Alliance as an industry consultant will allow them to utilise the Pilates specialist feedback and consultation. We strongly feel that any accredited course should include sufficient and appropriate objective consultation in order to be approved.

The Alliance will take on a new Ongoing Education officer this year whose task will be setting industry specific workshops. Kristy Wetherell has put an enormous amount of work into setting Ongoing Ed workshop protocols and scheduling, and she has left us with an excellent structure and resources for rolling out great workshops this year.

Outside of our Alliance schedule, I am aware of a number of Alliance approved workshops that will be available over the next 12 months, so there will be no shortage of opportunities to learn and experience.

Under the guidance of Cat Giannitto nee Aquilina, our Alliance website is in the process of being re-designed and upgraded. We will let you know as soon as the new format is up. Be aware, most of the forms and schedules that you will need to refer to during the year will be available (most already are) from our website, so you can utilise it as a reference when needed.

Many thanks must go to all the Main Committee members and to our wonderful administrator Carolyn Antony for all their hard work over the past year. Everyone does put in an enormous amount of volunteer time and does so with great spirit and happy hearts. The Main Committee are very capable of expressing their opinions, remaining objective and putting aside personal goals to achieve best outcomes for the industry as a whole, whilst all maintaining respect for one another and a good sense of humour. I have no doubt that our incoming committee members will be equally as inspiring and hard working as those who have served until now, and I look forward to some great outcomes over the next twelve months.

Sally Anderson

NEW MEMBERS

Adele Snyman
Maroubra NSW

Catherine Maddern
Highgate Hill, QLD

David Wilson
Dee Why, NSW

Jenni Kuchta-Guest
Keswick, SA

Karen Giddings
Stirling, SA

Mark Goswell
Warners Bay, NSW

Sally Brown
Turramurra, NSW

**REMEMBER: WE DO NEED
TO SEE YOUR CEC'S FOR
RENEWAL OF
MEMBERSHIP IN 2007**

PAA CONTINUING EDUCATION WORKSHOPS

CANBERRA - ACT
Saturday 21 October 2006

Franklin Method
"Relax your neck, liberate your shoulders"

Instructor: Bruce Hildebrand
Time: 2pm
Location: Pilates Canberra.
Address: 50-52 Colbee Court, Phillip, ACT 2606

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

MELBOURNE - VIC
Saturday 21 October 2006

**"The Role of the McKenzie Physio and
Red Flags in Exercise"**

Instructor: John Appleby
Time: 2pm
Location: National Pilates Training
Address: Level 1/ 99 Queen Street.
Melbourne VIC 3000

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.

SO DO NOT DELAY AND BOOK YOUR WORKSHOP NOW:

Please call the Administrator on 02 9969 3150 or Email: admin@pilatesalliance.net

Costs: For Each Workshop in Melbourne and Canberra
Members \$50, Non members \$70

Pre-payment: Cheque, money order, or direct debit. **No** Credit cards to:
Pilates Alliance , PO Box 42. Cremorne. NSW 2090

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

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

Discount on Clothing

20% discount

on Sport wear range offered to PAA members, only for direct telephone orders or via website by

Excite Sport

Tel: 02 9363 5353

Email: info@excitesport.com.au

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

ADVERTISING RATES FOR NEWSLETTER

This are due to increase shortly

Advertising Rates Members Non Members

Full Page \$70 \$95

Half Page \$45 \$60

Quarter Page \$30 \$40

To advertise please contact Tel: 02 9969 3150
admin@pilatesalliance.net

**Next Newsletter deadline 24th November, for
distribution first week of December 2006**

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

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

<http://www.abiandjoseph.com>

INDUSTRY BRIDGING PROGRAM TO CERTIFICATE IV IN PILATES INSTRUCTION (91121NSW)

Open to current professionals working in the pilates industry, and who hold Certification from an Alliance/APMA approved educational program. This Bridging program will upgrade your current Certification to the government recognised qualification at Certificate IV level. Please contact Pilates International on (02) 9699 6557 for all further information. Our **next Bridging intake** commences on **17th October 2006**.

It is important to note that if you are intending to undertake the Diploma of Professional Pilates Practice in the future, then you will need to have achieved Certificate IV in Pilates Instruction as the pre-requisite for entry.

We are happy to say that MBF now recognise Diploma graduates for Health Fund provider recognition. Other benefits of holding the Diploma of Professional Pilates Practice include GST exemption (*conditions apply), immediate eligibility for Level 2 membership with PAA, recognition with other health funds (see PAA listing) and Workcover.

As a result of feedback from previous and potential Diploma participants, we have tailored our Diploma delivery to allow for working professionals. We are now delivering the Diploma level units with an emphasis on distance learning and self directed study, combined with several intensive contact days. This delivery mode will make it easier for Pilates Professionals to integrate this further study into their current working commitments. Please contact us to discuss this new opportunity.

Contact: pilates international (02) 9699 6557

info@pilatesitc.com <http://www.pilatesitc.com>

Strategic Alliances & Networking - by Carolyn Antony (Alliance Administrator)

With the hours that our members work, it doesn't leave a lot of time for networking and building up strategic alliances. However, my motto in business is "think laterally" and you can be surprised.

Talk with your clients, and those you meet in the course of your day, there could be strategic alliance opportunities; if not, they may know of someone who could be. Just open your mind to possibilities. Just by friendly banter in a member's Pilates class over a period of time, my own business was featured twice on prime time television for free. This came from an unexpected source and an act of kindness. People do like to help if they can, and mine was just at it fledgling stage, so ideal.

Pilates as we know can assist all levels of fitness. Think of all the reasons your clients come to you. Good health, fitness, strength, wellbeing and health problems. As they move from one category to another, what other services could, or do, they use? Put yourself in your clients shoes, taking in their personalities and likes – what carrot is at the end of their stick?

Short term, the first small thing the majority do after exercise is treat themselves to a coffee, so one example of a strategic alliance is, give your clients a voucher for a free coffee at your local coffee shop. If they were going for a coffee, they appreciate it and this may cost you virtually nothing. Speak with your local good coffee shop and see if they will offer a free coffee, if taken with a snack, other drinks or lunch. They should then also take your flyers. Longer term, what is your clients aim?

- Lifestyle Services
- Complementary services and products

When you feel good, you want to pamper yourself and continue that feeling of well being, this could be other forms of exercise, massage, clothes, looking good, beauty treatment, whatever it is, you maybe able to form a strategic alliance and create a package between you for your clients. So there must be a benefit included for them, so everyone gains something, an example for your prospective or current clients could be a discount, a special service—newsletter, handy tips, a social network etc. For yourself and the strategic alliance, this is to create more business, new business, a different area of business. It could be a one off, or a regular, if it suits all parties.

If you have a studio within other disciplines, can you package a joint promotion so your potential or existing clients can benefit by using both services. At the very least if you respect each others business, offer a referral service within each of your disciplines. As the season changes, does your clientele, or their requirements?

Other avenues to pursue for prospective clients, to fill any quiet times

- Anti-Natal Clinics – Good exercise at this time is important
- Local Schools – interest them early. An extension to their curriculum.
- Parents of children in Kindergartens
- Dance Schools – strength and fitness is very important to them
- Theatre Companies – ditto above
- Sports Clubs – injuries, plus strength and fitness

- Retirement villages for 55 and over - many fit, healthy people, others wishing to be more supple

Networking.

First rule, have plenty of business cards on you. If you haven't got any and are thinking of networking on a regular basis, have some printed, that are good quality and reflect what you do. Use both sides, the reverse side as an advertising board to state the areas you specialise in, with relevance to prospective clients. These need not be expensive, check out your local business card printers.

It is always useful and enjoyable to network with your peers, bouncing off ideas and techniques. To add a different dimension, consider networking groups outside of your profession.

Over the years I have attended and hosted a multitude of network events - both large corporate events and small business owner ones. I think the small to medium business owner type ones suit our purpose. One good example, is the Mosman Women in Business Network. It is run by the Council and the BEC – Business Enterprise Council. It might be worthwhile checking out if the BEC has a similar one in your area. With this one, what began as a mentoring program, has grown into a useful banding together of women in small to medium business, many home based. It lasts two hours, is bi-monthly, with networking where canapés and wine is served, a topic of interest to small business owners, delivered by a woman within the network or an outside expert. This network group has an array of friendly, talented women in different areas of expertise and stages in their business. Attendance ranges from 30 to 100 people, all ages, all different types of business. With this one and many others you will find fitness instructors, massage, therapists and many other talents.

In your own geographic area there will be, just such a network that may well suit you. So do your homework and see what is on offer.

- You do need to work a room and be proactive in giving and asking for business cards. Introduce people you meet to others.
- Take time afterwards to write on their card where you met them and something about them that will recall them, if you meet again.
- Drop them a brief email afterwards as a follow up and if you think of some way you can help them, from a conversation you had, this is a good opportunity.
- Build up a rapport, don't expect instant business or strategic alliances, but as you move around a room, meeting different people you may find you can build an alliance for someone else, and at the same time you are building trust. Do this by assisting those you meet, and you will find you are rewarded yourself over time.

You can learn new ways of doing business, meet a great support group, make strategic alliances, meet prospective clients, have a pleasant few hours, or just make some new friends, so go enjoy.

Carolyn Antony is also Principal of Talking of Sydney Tours

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

Update on Health Funds - MBF



We are delighted to inform our Full PAA members (does not include Associate or Basic members), that a contract with MBF has now been signed on your behalf :



Levels 1, 2, 3, Principal & Trainer

Specialty: Pilates

Details by email have been sent to the members who qualify.

It requests you read carefully the contract and attachments as under the Privacy Act, **we need your permission to provide your professional and practicing address/s details to MBF.** Without this permission your details cannot be submitted; so **please advise Carolyn the PAA administrator, as soon as possible, by email** if we have your permission. Provide your full name and title (Ms/Miss/Mrs/Mr), middle name initial, professional and practicing name and address/s with state and postcode, telephone number/s, membership number and date of joining alliance (if known). Remember delay will hold it up for all.

If any PAA member has not received an email and attachments, it would be because your membership has lapsed, or you are not yet a full member. As our Associate and basic PAA members reach full membership and qualify, these details will be also sent to you.

Once we have provided the data file of our members that fulfil the requirements to MBF - your details will be "loaded" on their claims and benefit system, so that claims can be paid for your services. A provider number is issued but that is for internal MBF use only. **MBF will advise us when the process is complete and we will advise you by email accordingly.**

The PAA administrator will be updating electronically, any changes to your details **on a monthly basis** to MBF. It is in your interest therefore, to **keep the administrator informed.**

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.

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

Pilates Alliance Australasia Alliance Contact Details

Pilates Alliance (Australasia)

PO Box 42

Cremorne NSW 2090

(P/F) 02-9969-3150

www.pilatesalliance.net

admin@pilatesalliance.net

Administrator, Public Officer:

Carolyn Antony

FEEDBACK

We would love your feedback for both the Newsletter and Website.

Please forward your ideas for topics for the newsletter to the Administrator.

Our website update has taken a little longer than anticipated. You should see the first layout very soon. Please also pass on your thoughts for layout and contents.

Thanks,

Catherine Giannitto (nee Aquilina)

Newsletter & Website

co-ordinator

Energy - Chad style - by Rachel Coady

Rachel Coady talks to Chad Beckett

Most people in the Sydney Pilates world know Chad. Chad teaches Pilates, Gyrotonics, Suzuki and many other modalities of movement. He is the healthiest and most animated person I know. Who more worthy to report on?

Chad Beckett seriously looked at the connection between health and movement first when he fell very ill at the age of 25. Doctors said he might have Chronic Fatigue Syndrome or MS. From being totally healthy and having conquered three seasons ski instructing on the French Alps to arriving back in his homeland New Zealand and suddenly suffering immense headaches, Chad questioned the doctor's prognosis.

"With that time sick, I really started researching and realised there was a big hole between Western medicine and Eastern medicine and it comes in the diagnosis. The subtlety of diagnosis is really weak here. In the East, any slight bit of pain is a gift, the key to diagnosis." These discoveries lead Chad to later study Ayurvedic medicine.

Chad found, even when feeling very sick that laughing helped immensely. "I realised laughing was so powerful, it's amazing for your health and your whole energetic system." He has gone on to teach laughing workshops and integrate his beliefs about simply laughing into his teaching.

Much research and eighteen months of illness, Chad discovered he had Mercury poisoning, a problem, once diagnosed, can be cured very quickly.

The whole term of illness proved invaluable if not life changing for Chad. For his birthday that year, his parents bought him some Pilates lessons. "I went along to Pilates and thought, oh my god, this is amazing. My lymphatic system had been so sluggish and I found that was one of the things Pilates was really good for. I realised that movement was the key to wellness.

"When I came across Pilates, it all came together. It made me really understand what it can do, on a rehab level and on an immune point of view. Since then, a week hasn't gone by where I haven't done some Pilates."

Chad soon moved to Australia from New Zealand to study more.

I asked Chad at this point in his story, if he thought scientific proof is necessary to legitimise these therapies or the results and how they somehow work is proof enough?

"Yes, I think you do. This is my belief though; your emotions effect the connections of your muscle tissue as powerfully as the body's mechanical connections do. You can do all the right exercise, eat all the right food but if your emotional connections are poor, your body won't function to its maximum potential. If you're teaching mind and body techniques, then I think that connection needs to be addressed.

You also teach Gyrotonics?

"Yes, when I came across Gyrotonics, it really helped soften me. I think I had been trying too hard up till then. My practice of Pilates and Gyrotonics compliment each other so well. One is linear movement, joint stabilisation, core stability (Pilates) and makes me feel strong and invigorated the other is great for joint expansion and circular, organic movements, giving me a sense of fluidity and openness (Gyrotonics).

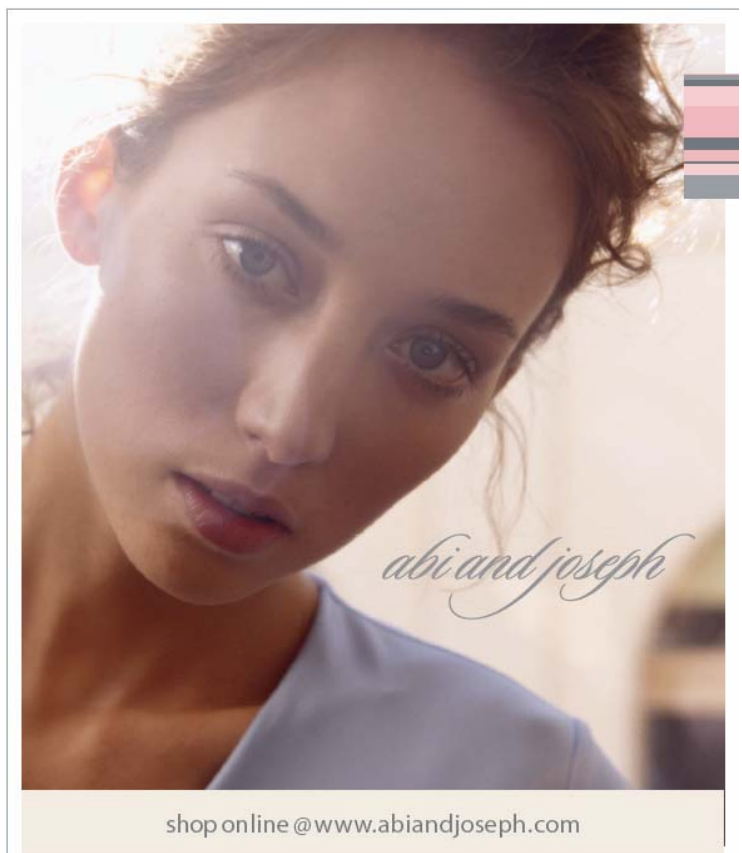
Chad is also an actor and teaches the Suzuki training actor method. He finds this work, with the Gyrotonics is really about letting go, the key, Chad thinks, to be a fully present, powerful actor. He is also training in Acuenenergetics which is a technique based upon the body's energy systems to help balance mind, body and spirit. The technique observes the role emotions play in health and well being, something Chad relates not only to his teaching but to his acting.

Wonderment begins to creep over me through the course of the interview. This friend of mine seems to be working out life's secrets and the key to happiness. But few aches and pains must be par for the course right?

"I don't have any; I haven't had any for so long. Every week I do Tai Chi, Qigong, Yoga, Gyrotonics, Pilates, Suzuki.....it's about keeping on moving."

I decide to jog down Bondi beach on the way home.

Rachel Coady



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Invite experienced & wholistic Pilates Professional(s) with Reformer & Mat qualifications & sound business sense to run Studio for private sessions and mat class program in Gladesville, Sydney

<http://www.thesourceofwellness.com>

Studio to open within our new premises at end of September 2006. You supply reformer & apparatus

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Business: The Source of Wellness Natural Health Centre

Contact: Ally Condren on 9817 8766

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FOR SALE

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SEEKING WORK IN NSW AS A PILATES INSTRUCTOR

I am a qualified Sports Rehabilitator and Pilates teacher seeking work in Australia.

I have been teaching Pilates in the UK for the past 3 years, following initial training with the APPI (Australian Physiotherapy and Pilates Institute), and have since completed the Rehabilitation Pilates Polestar course here in London with Alastair Greetham.

After two stints of travelling and working in Australia, I have decided that I wish to live and work there permanently and am looking for work and migration sponsorship opportunities. My preference would be to arrive at the beginning of 2007 to work in a Pilates studio or a rehabilitation clinic.

Currently I am working with a wide range of clients in both exercise and rehabilitation Pilates, using both the traditional and modified method as well as incorporating rehabilitation techniques in the interests of creating the most suitable strength and conditioning workout programs.

If you are interested in what I might be able to offer, I will be happy to supply any references required.

Please find attached my [CV](#), I will be grateful to hear from you if you feel you can help me in any way.

Best Regards. Lee Jane Miller.

(BSc Hons Sport Rehabilitator, Pilates Instructor (APPI, Polestar), HND in Health and Sports Fitness.)

Contact: lee_j_miller@hotmail.com

+44 7860 777 100

Please Note: For Lee's full CV click the hyperlink on the PAA website <http://www.pilatesalliance.net> under Positions Vacant.