



Pilates Alliance Australasia

NEWSLETTER

Presidents Report to Members

Inside this issue:

Presidents Report to Members on Mind Your Body Conference 2007	1
Guidelines for use of PAA Logo & New Members	2
Gaining your CEC's	3
Guidelines for Approval of Continuing Education Programs	4
Certificate IV Comparison	5 & 6
MBF Health Fund	7
Positions Vacant, inc one overseas position vacant	8
Members Discounts	9
Pilates Umbrella : Article by Rachel Coady	10 & 11
Pilates International Training Centre Workshops	11

MIND YOUR BODY: PRE-REGISTRATION

Join us for the fourth annual Mind Your Body conference, to be held over Thurs 26, Fri 27, Sat 28 July 2007 at NIDA (National Institute of Dramatic Art) on Anzac Parade, Kensington NSW.

The theme for 2007 is 'REACHING PERFORMANCE POTENTIAL – Working with and developing elite level performers and athletes.'

NIDA is an inspirational, creative venue, offering us the use of enormous, mirrored, sprung floor rehearsal rooms, along with calming common areas and easy transport access.

NIDA is situated in the eastern suburbs, in easy reach of a wide variety of accommodation at varying prices. The PAA have carefully researched accommodation options to be able to offer something for everyone's needs, and the full list of recommendations is available on our conference website www.mindyourbody.com.au shortly.

Our full conference schedule will be announced in April 2007, and will feature invited presenters from across the major approaches to the Pilates Method, both national and international.

We will soon be announcing our discounted pre-registration rate, which will give conference goers the opportunity to register at a fantastically low cost, prior to schedule announcement. All I can give away at the moment is that the prices are lower than last year – a major bonus in our ever cost increasing world!

We will shortly be sending out all information on this opportunity to pre-register, so stay tuned.

I will look forward to seeing you at the conference.

Sally Anderson
President

Those wishing to register their interest now in attending the Mind Your Body Conference, either as a delegate, exhibitor or sponsor can contact:-

The PAA Administrator

Tel: + (2) 9969 3150

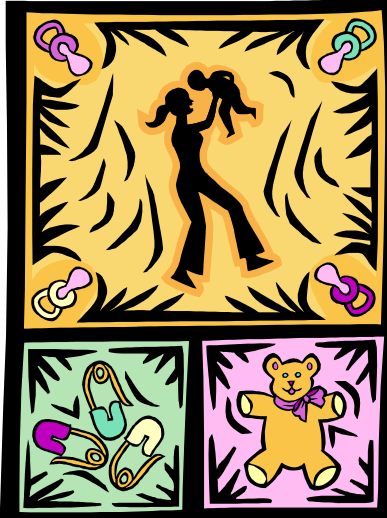
Email: admin@pilatesalliance.net



HF Industries

1800 633 009
www.hf.com.au

.....MIND YOUR BODY CONFERENCE 26-28 JULY 2007—Add to your schedule NOW.....



It's a baby Girl

Catherine Giannitto had a baby girl Thursday 8th May. Mother and baby daughter are doing well.

All of you who know Cat, will realise she is both super-woman and a lovely, thoughtful person. Her dedication to the PAA committee knows no bounds, she even updated the website late Wednesday night, before going to hospital as labour pains started.members aren't you thankful you have such a dedicated PAA team on the committee for you!

Our congratulations to Catherine and Reno on the birth of their beautiful daughter and a baby sister for Amelia.

Guidelines for use of PAA Logos, Promotion, Advertising

PAA Guidelines for use of Logos, Promotion and Advertising are now available

There are guidelines PAA Members are required to follow when using the PAA logo, when attaching the PAA title, and when using the PAA name in conjunction with any other business. Here are **just some examples**, but for **full guidelines to PAA Logo use and advertising guidelines**, please email Carolyn, the administrator on admin@pilatesalliance.net with your contact name, membership number, registered name of organisation and request.

PAA Logo

The PAA logo may only be used by members registered by PAA as a:

- Full Member (Individual membership)
- Registered Studio
- Registered Educational Organisation.

Associate and Basic members of the PAA are not entitled to use the PAA's logo in relation to any profitable business activity they undertake.

Some of the key points to note when using the PAA logo are:

- the logo can be used to denote current and compliant membership or registration with the PAA
- the logo can be used to indicate an educational program or course formally accredited by the PAA
- the logo must be obtained **via the PAA administration only** and not from any other source
- the logo may be used on business promotional items and sites where that business is fully compliant with it's registration with the PAA
- the logo must not be used to suggest that education/training is accredited by the PAA when it is not.
- The PAA logo is available in the PAA colour and in black and white.

NEW MEMBERS

Amy Block
Pomona, QLD

Audrey Ng
Subiaco, WA

Blair Ludwig
Hobart, TAS

Chantal De Rolf
Runaway Bay, QLD

Dan Baker
Philip, ACT

Holly Durant
Elwood. & Balaclava VIC

Jane Doyle
Glenelg, SA

Melissa Barry
Moorebank, NSW

Melissa Patterson
Erskville, NSW

Pauline Allison
Chippendale, NSW

Our thanks go to Peter White our Health Funds and Insurance officer who stepped down from the committee, due to the difficulty of being available from interstate. Peter, we thank you for your very welcome presence over the last 18 months on the committee and useful input.

Health Funds and Insurance has not been forgotten and we do intend to continue this area with an even greater push this year.

...**Mind Your Body Conference** will be held **Thurs 26, Fri 27, Sat 28 July 2007** in Sydney at **The National Institute of Dramatic Art (NIDA)** 215 Anzac Parade, Kensington, 2033—**add to your schedule NOW**

GAINING YOUR CEC'S FROM THE PAA GUIDELINES FOR CEC PROVISION

What happens if I haven't accumulated all my cec's yet?

Each full PAA member is required to accumulate a minimum of 20 CEC's over a two year period to maintain their membership with the Pilates Alliance. As a condition of your PAA 2007 membership, all full members are expected to present evidence of having accumulated their 20 CEC's. This importance of CEC accumulation is constantly stressed within the industry and is a standard practice to ensure currency of professional practices.

Of the 20 CEC's that must be accumulated biannually, the following applies;

- No more than 15 credits will be accepted in any one year period, ensuring ongoing education is spread throughout the 2 year membership period, and currency of knowledge is maintained.
- At least 15 credits for the 2 year period must be obtained from pilates-specific or pilates-related fields. Relevancy will be determined at the discretion of the Alliance committee.

Be aware that members who have qualified in 2006 will not need to provide CEC's evidence until their renewal in 2008.

All other full members must submit their CEC's this year as a condition of membership.

For members who have not fully accumulated their 20 CEC's in time, the following will apply to you:

- You have three months leeway from the 1st March, to achieve them with a deadline of the 1st June 2007.

If however you do not meet this deadline, it is with regret your membership will be foreclosed with no refund. As you should be maintaining your continuing education every year, we would not expect you to be suddenly searching for 20 CEC's at this late stage. If CEC's are not provided by at latest the 1st June deadline, your PAA membership will then cease which will affect your insurance and MBF health fund contract which require you to be attached to a governing body. The PAA will advise AON of members who do not maintain the industry required level of continuing education.

Should your membership cease due to non-accumulation of CEC's, you may re-apply for PAA membership once you have achieved the necessary 20 CEC's required, however all membership documentation will need to be re-provided if left longer than 2007.

Members who do take up the 3 month leeway this year will not be afforded the same benefit next year. Continuing education is a requirement of every professional industry and it is not acceptable to ongoingly avoid your continuing education requirements.

What options do I have for gaining CEC's in the next three months?

The PAA have approved a number of educational programs for provision of CEC's. The PAA website lists our approved providers and our approved educational bodies. You need to contact these providers and educational organizations and request their Continuing Education delivery schedules. There are a large number of approved programs coming up quickly.

It is also appropriate to attend a private session with members of the Senior faculty of our registered Educational Bodies, in order to

receive 1 cec per hour of professional self-mastery training.

Guidelines for CEC Applicants 2007:

- Your CEC 's remain current for a period of 2 years from the date of approval by the Pilates Alliance
- CEC's refer to "Continuing Education" and requires an "up-skilling" of members who have already a specific level of membership to the Pilates Alliance and therefore an achieved level of understanding. Therefore CEC's are awarded to members for learning beyond the current level of membership to the Pilates Alliance, where greater knowledge is attained for the participant.
- Applications for CEC programs can be from 2 categories: **Assessed** and **Non-assessed**:

Pilates Alliance approved programs include assessed and non-assessed programs.

Assessed Programs:

These require an assessment of program outcomes to be included in the presentation prior to CEC's being awarded. Approved assessed programs will accumulate a higher level of CEC's per hour than Non-assessed.

Non-assessed:

No form of assessment of program outcomes required during or following the program delivery. These are still valuable and valid programs, however are vocationally understood to not have addressed outcomes. These programs accumulate CEC's at a lower rate.

Note: higher levels of CEC's will be awarded to Assessed and Non-assessed programs if they are pilates specific education, although related fields of training are considered highly valuable also, and will be awarded CEC's by the PAA.

HERE ARE SOME WAYS IN WHICH PAA MEMBERS MAY ACCRUE CEC'S:

- Attend the annual Mind Your Body conference (15 CEC's for full attendance) July 2007 will give you CEC's, but for the 2009 CEC's, not for 2007 membership. If you attended the Mind Your Body in late 2005 that will have given you 15 CEC's so you should be able to come up with another 5 CEC's in another manner for this year's required allocation.
- Attend PAA Approved pilates specific educational programs
- Attend PAA Approved allied industry educational programs (CEC's allocated at 50%)
- Attend continuing education programs being delivered by PAA registered Educational Bodies (see www.pilatesalliance.net for this listing)
- Attend PAA Approved in-house training programs (maximum of 6 CEC's accrued this way per cec period)
- Attend Non-approved pilates specific educational programs (CEC's allocated at 50%)
- Attend Non-approved allied industry educational programs/conferences (CEC's allocated at 25%)
- Attend formal workout sessions with the senior faculty of PAA registered Educational Bodies (see website. A maximum 4 cec's accrued this way per CEC period)
- Undertake distance/remote learning tasks/programs administered by PAA registered RTO's (for remote and regional members)
- Write and have published a research article for an industry specific publication (maximum of 4 cec's accrued this way per cec period)

GUIDELINES FOR APPROVAL OF CONTINUING EDUCATION PROGRAMS

The accrual of CEC points is an important process for any professional, particularly in an industry that is constantly developing and applying new research and ideas. CEC's are evidence of currency of members education and as such, provide the Alliance with a basis for maintaining currency of membership. Evidence of attaining 20 points over each 2 year period is required every second year of membership.

The PAA now formally approves Continuing Education programs for the allocation of CEC's, which allows us to be more specific in our support of appropriate program content and organizations. The PAA continue to liaise directly with the organizations that offer Continuing Education opportunities and undertake advertising and promotion on the behalf of approved programs.

Fees for Approval of CEC's:

Members of the PAA:

1 - 6 hrs	\$ 50:00
7 - 10 hrs	\$100:00
11 - 15 hrs	\$150:00

Non-members of the PAA:

1 - 6 hrs	\$100:00
7 - 10 hrs	\$200:00
11 - 15 hrs	\$300:00

If 5 or more "Assessed" presentations are processed simultaneously, there will be a deduction in overall fees.

If 8 or more "Non-assessed" presentations are processed simultaneously there will be a deduction in overall fees.

Guidelines for CEC Program Approval:

- The CEC 's are current for a period of 2 years from the date of approval by the Pilates Alliance
- CEC's refer to "Continuing Education" and requires an "up-skilling" of members who have already a specific level of membership to the Pilates Alliance and therefore an achieved level of understanding.

Therefore CEC's are awarded to members for learning beyond the current level of membership to the Pilates Alliance, where greater knowledge is attained for the participant.

- Applications for CEC programs can be from 2 categories:
Assessed and **Non-assessed**:

ASSESED:

Requires an assessment of program outcomes to be included in the presentation prior to CEC's being awarded: eg: program participants may be given a simple verbal or written quiz or practical task to assess learning of program content.

- There must be a direct relationship with Pilates; ie: it must be a Pilates based presentation or display in its title and content a strong relationship to Pilates: eg: "The Alexander Technique for Pilates Professionals" as opposed to "The Fundamentals of the Alexander Technique".

Each hour full contact and assessed = 1 CEC

Maximum 15 CEC's any one program

NON-ASSESED:

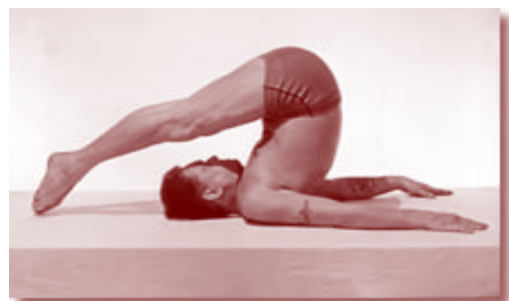
- No form of assessment of program outcomes required during or following the program delivery
- These programs may include a direct relationship with Pilates; eg: a Pilates based presentation or display in its title and content a strong relationship to Pilates; eg: "The Alexander Technique for Pilates Professionals" as opposed to "The Fundamentals of the Alexander Technique"

OR

information relating indirectly to the Pilates Professional in enhancing their overall allied health knowledge, eg: "The Fundamentals of the Alexander Technique"

1 hour full contact non-assessed = 0.5 CEC

A maximum of 7.5 CEC points for any one program





The Certificate IV Comparison:

The Certificate IV Comparison:

In 2005 Pilates International launched the Certificate IV in Pilates Instruction (921121NSW), which was the first ever VETAB accredited Pilates training course, and it has quickly become the benchmark for Pilates Training in Australia.

In February 2007 Network for Fitness Professionals launched a Certificate IV in Fitness Pilates (91313NSW).

The accreditation of the latter course has resulted in some confusion in the Australian fitness and pilates marketplace, with the Alliance fielding many enquiries wanting to understand the difference between the Certificate IV in Fitness Pilates (91313NSW) and the Certificate IV in Pilates Instruction (921121NSW).

The table below offers distinguishing information

	Cert IV in Pilates Instruction (921121NSW) Pilates International	Cert IV in Fitness Pilates (91313NSW) Net- work for Fitness Professionals
Pilates Alliance Membership Level	Full Member Level One	Not applicable to Full Membership
Outcomes: *taken from information listed on web-sites, web addresses see below	<ul style="list-style-type: none"> •Instruct Client sessions in: Private or semi-private studio sessions Studio-group and matwork classes Health-centre/gymnasium group classes Home and corporate visits •Instruct low-risk clients in: Conditioning programs Postural Correction Lower Back Pain Pregnancy (Pre and post natal) Aging Specialist Conditioning Low-Risk Conditions and Referrals From Allied Health Networks 	<ul style="list-style-type: none"> •Provide nutritional advice and conduct client induction and screening for Pilates clients. •Deliver group based, one-on-one and small group Pilates (Matwork) classes. •Use small equipment. •Prescribe Pilates techniques to individual clients based on their posture, mobility and strength. •Teach (up to) intermediate Pilates moves (Matwork) •Teach movement applications for special needs clients. •Instruct all stages of pregnancy and early motherhood
Hours:	650 hours	70 hours + "Fitness Essentials"
Contact:	120 hours	70 hours
Self Directed:	230 hours	N/A
Work experience:	300 hours	N/A

The Certificate IV Comparison: Continued on Page 6.....

The Certificate IV Comparison: continued....

Continued from Page 5—The Certificate IV Comparison:

The Certificate IV in Fitness Pilates (91313NSW) is a VETAB accredited certification for the delivery of Matwork that in its opening sentence on the Network Pilates website www.fitnessnetwork.com.au/pdf/pilates_brochure.pdf advises:

“This nationally recognized qualification will provide you with the knowledge and skills to become a sought after Pilates practitioner in the fitness industry”. **This is a very clear indicator that the fitness industry is the major target group for this qualification.**

The Certificate IV in Pilates Instruction (91121NSW) is aimed at a very different market but can also be used within the fitness industry. The opening sentences on the Pilates International Training Centre website: www.pilatesitc.com/courses_certificate4.cfm advises: “The Certificate IV in Pilates Instruction” is an industry entry level qualification, allowing you to work autonomously within a defined range of practice, or under limited supervision. **It is designed for those who operate in a professional, specialized pilates environment and work with low-risk client groups.”**

In short form then, the **Certificate IV in Fitness Pilates (91313NSW) is a Matwork Certification and the Certificate IV in Pilates Instruction (91121NSW) is a Pilates specialist certification that includes the use of all major Pilates pieces of apparatus including the Reformer, Cadillac, Chairs, Barrels, Ped-a-pul, small apparatus and Matwork.** It also requires noting that the Cert IV in Pilates Instruction (91121NSW) enables graduate teachers to work within an Allied Health network, qualified to prescribe pilates exercise programs for low-risk injuries and rehabilitation.

The Certificate IV in Fitness Pilates (91313NSW) teaches “Fundamental Matwork” and “Intermediate Matwork”. The Certificate IV in Pilates Instruction teaches from Foundation to Intermediate Pilates (and “pre-pilates”) on all apparatus including Matwork. These levels can be considered subjective based on the environment in which the repertoire is being used. This meaning that an “Intermediate” level Pilates class within a fitness setting will not be the same as an “Intermediate” level Pilates class within a Studio setting.

The Pilates Alliance Australasia is a pilates industry association that actively promotes accredited training for the pilates profession. We recommend that an intending course participant enroll in the course most appropriate to their required outcomes, and with this in mind, understand that the Certificate IV in Pilates Instruction (91121NSW) is the only Certificate IV pilates course that meets the requirements of Full Membership to the [pilates industry regulatory bodies](#).

The PAA is clear on guidelines for classification of levels of memberships that course graduates may apply for. For further information on these guidelines please refer to the Pilates Alliance website under “Member Info”.

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>



IMPORTANT Update on Health Funds

MBF Provider Registration have sent an apology to the Administrator for those full members whose clients experienced problems claiming. It was the first big batch of members in October 2006 that appear to be affected. Some clients were advised that you were not registered. It is not understood why some PAA members from this list were registered on their system and others not. The complete list has been resent. MBF have since conducted a manual audit and have advised that of the 2nd March 2007 that all PAA members from these earlier lists are now inputted and claims can be backdated.



This means that all affected member's clients who have the appropriate MBF cover, will be able to present receipts for benefit purposes.

Please advise the PAA Administrator should any member who has submitted their details to us in 2006, still be experiencing problems of this nature.

It is your clients responsibility to know if their MBF membership benefits will cover them for Pilates, or they can enquire with MBF. Providers are not given MBF client's level of cover.

Reminder from previous newsletter of what you need to know.

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 not issued as it is for internal MBF use only.

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)

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>

FEEDBACK

The Pilates Alliance is your Alliance and this newsletter is to keep you informed and cover topics that interest you.

We would love your feedback for both the Newsletter and Website. Please keep forwarding your ideas for newsletter topics to the Administrator.

Our new website is up although there is more work to do on the members list, so please bear with us. Please also continue to pass on your thoughts for layout and contents.

Thanks

Catherine Giannitto (nee Aquilina)
Newsletter & Website
co-ordinator

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

PAA COMMITTEE

Office Bearers

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

Ordinary Councillors

Website & Marketing:	Catherine Giannitto
Continuing Education:	Lanette Gavran

...**Mind Your Body Conference** will be held **Thurs 26, Fri 27, Sat 28 July 2007** in Sydney at

The National Institute of Dramatic Art (NIDA) 215 Anzac Parade, Kensington, 2033—add to your schedule NOW

To place an advertisement, please contact the Administrator at admin@pilatesalliance.net

Pilates Studio Instructor Required

- Rewarding Contract Position
- Enjoyable Allied Health Environment
- One to One and Duets

**Pilates Movement Therapy, located within
Holographic Health**

298 New South Head Road, Double Bay.

www.holographichealth.com.au

Holographic Health is a multi-disciplinary health professional environment. This is a great opportunity to work alongside top practitioners in their fields of Physiotherapy, Massage Therapy, Chiropractic, Dietetics, Acupuncture.

Pilates Movement Therapy requires an experienced Studio Instructor to work with growing clientele ranging from rehabilitation to sports conditioning. Must have current insurances and certification. Professional, reliable, enthusiastic.

Please contact Kate Armstrong at Holographic Health on 9328 1200 or mobile 0424 625132

Pilates Teacher Required

Oxygen Studio Coogee

Pilates Teacher Required for Boutique Studio in Coogee (NSW).

We are looking for an additional specialised Pilates teacher to instruct regular sessions in our beautiful studio.

Mat Pilates with props (bands, rollers, circles) in 8 week courses.

Please e-mail your interest and resume to: email@oxygenstudio.com.au or call the studio on 02 9665 1502.

The Oxygen Studio,
92 Dudley St Coogee 2034
www.oxygenstudio.com.au



Oxygen Studio



COMO SHAMBHALA

COMO Shambhala Estate at Begawan Giri

A Private Premium residential Health Retreat, Ubud, Bali, Indonesia

- Seeking a qualified Pilates professional; mat and reformer (re-hab experience a bonus)
- Knowledge of Hydro therapy and aqua fitness experience also an added bonus

Candidates will be part of a professional wellness team, so would suit those interested in holistic health and lifestyle.

Please send application letter, resume and a passport sized photo to:

**I Nyoman Sudana, HR Department,
COMO Shambhala Estate-BG, PO Box 54, Ubud, Bali.**

Email: nyoman.sudana@cse.comoshambhala.bz

www.cse.comoshambhala.bz

www.comoshambhala.bz

BENEFITS FOR MEMBERS

New online shop

quality pilates and yoga wear

more styles, larger product photos
easy navigation, fast ordering

Join our mailing list by logging on to our home page

- receive a permanent 10% discount on all stock
- be the first to see new styles
- be entitled to special offers
- be notified of sales and discounted stock
- be invited to showings and special events in your area

Other great reasons to shop online:

ALLIANCE DISCOUNT - 20% off all stock until April 30th 2007
NO FREIGHT CHARGES for purchases within Australia over \$130.00
MONEY BACK GUARANTEE for all purchases within 14 Day period

www.abiandjoseph.com



abi and joseph



This year we hope to bring you even more discounts. If any of our PAA members is aware of Pilates related companies, that may wish to offer discounts to PAA members, please ask them to contact the Administrator on 02 9969 3150 email: admin@pilatesalliance.net

We shall be **looking for suitable sponsors** during the **Mind Your Body Conference**.

If you know of any company that works with the Pilates industry that this may suit, an opportunity exists to profile them in this important Conference to the Pilates Industry. Please ask them to contact the PAA Administrator for further details.

ADVERTISING RATES FOR NEWSLETTER

These have now increased slightly

Advertising Rates	Members	Non Members
Full Page	\$80	\$105
Half Page	\$50	\$75
Quarter Page	\$40	\$50

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

...Mind Your Body Conference will be held **Thurs 26, Fri 27, Sat 28 July 2007** in Sydney at **The National Institute of Dramatic Art (NIDA)** 215 Anzac Parade, Kensington, 2033—**add to your schedule NOW**

Pilates Umbrella - Part I by Rachel Coady

What do you think of this concept?

An umbrella like business under which professionals in Pilates and other modalities e.g. Yoga, Meditation, Gyrotonic® could run their businesses in the one venue. Revenue would be made on the weekly rental received from each business using the venue. In exchange, these businesses would have a workplace that promotes great business practice, would be offered a marketing package and administration facilities and be welcome to any professional workshops run at the venue in off-peak times.

I see how the principles of Pilates don't have to relate just to the body. Flow, Centering, Concentration, Precision etc can be applied to your life, to the space you live in, your work environment, even how you relate to your fellow human beings. This umbrella business would represent these Pilates principles.

I talked with Pilates teachers, Marda Willey, Melissa Patterson and others in the industry, all who run their own practices and have had varying experiences teaching in a variety of contexts, to see what their thoughts were on this "space for hire" concept.

THE OPPORTUNITIES

One remarked, "I think it would be better for teachers to be in a co-op group situation until they know how to run a business. It is an opportunity to see how to run a business under the safety of this umbrella. The teachers then have time to formulate their ideas on how they might run their own venue."

One suggests this venue would be a great "stepping stone" for teachers who have been contracting and would like to build their own business but not take the risk of big overheads.

"They would have support but still have a sense of autonomy. When I was new to teaching, the new kid on the block, this venue idea would have been fantastic," says one of my interviewees. "This venue should be a situation where you're "playing with adults", she continues, "meaning the space set up would invite people who want to be responsible with money, book keeping, insurance, their own health etc."

A fitness centre in Sydney set up a Pilates studio several years ago with a view to getting as many Pilates instructors as possible to hire out the space. Melissa Patterson was the first teacher to go in and set up shop. I asked her what the benefits of this opportunity were:

"It was relatively stress free in terms of the business ran itself. I had the strength of the fitness center's traffic flow and built up clients quickly. It was a great way to start my business and it gave me a lot of confidence."

In a market already flooded with Pilates studios, could this type of venue be an opportunity to see teachers flourish?

THE STRENGTHS

"I didn't have to manage any other teachers or pay people but just had the bonus of bouncing off other instructors and the teaching styles they brought in the door", says Melissa.

"Working in the same space with like-minded professionals, they would see a variety of teaching styles to inspire them but have a platform to find their own. Clients also get to see other teachers and their clients' workout and that's a really good thing", says Marda

Teachers renting the space can gain more understanding of the risks they take if they set up solo. That being said, many teachers know the risks and do it anyway! Why not address the reasons people set up on their own and find a way to satisfy these needs in this venue?

I comment on the difficulty of working solo and that there are times you feel really out on a limb.

"I agree", says Melissa "It's twenty times more work running your own studio".

"In this set up, if you are sick or want to go on holiday you only have to cancel clients and don't have to answer to top people. There are teachers around you who could take your clients while you're away. There's support there ready if you need it", adds Marda

"I think the venue would be a way to keep teachers new to the industry happy and healthy" says another interviewee.

THE THREATS

So, being human, we dream first and think of realities second! Hypothetically, setting up this "space for hire" business, how much risk is involved?

It would be impossible to secure any lease agreements from potential renters until the space was established and they knew what they were signing up for. Talking to fellow Pilates teachers, I know there is interest, but rumor doesn't correspond to signing on the dotted line.

Simple number crunching suggests that even if the maximum amount of professionals rented the space, there is a capped amount of money that this business can make.

"I think there is a market for such a venue. It is for new instructors to get their feet, get to know themselves better, learn some humility", says Marda.

We must take into account the ego, ambition, need for independence. Would these professionals renting have to forsake a sense of power and control in a shared space?

Would you want a space where as soon as teachers gain their confidence and glean from experiences they walk out the door?

How could you keep experienced teachers as well as new teachers happy under one roof?

I asked an already established teacher if she would use this space. **"The venue wouldn't suit how I now work. I am more organic now the way I work. I am trained in a variety of disciplines, one being meditation. I couldn't expect my client to really switch off if there was someone next to them. "**

continuing education

pilatesITC
international training centre

sydney

resistance band matwork

by sonia crisafulli

@ pilates international chippendale

24 march 12-2pm \$44

repertoire using the cad springbar

by kristy wetherell

@ pilates international chippendale

24 march 230-430 \$66

the ladykillers

by shauna hall

@ pilates international chippendale

12 may 1-6pm \$165

gold coast

the ladykillers

by shauna hall

@ pilates plus, runaway bay

20 may 12-5pm \$165

melbourne

the ladykillers

by shauna hall

@ pilates international elwood

26 may 1-6pm \$165

for the full schedule and more information or to register, visit www.pilatesitc.com/schedules or call 02 9281 1144

Pilates Umbrella - Part I continued from page 10

Melissa left the fitness centre to start her own studio. ***“Even though it’s a slog, I have more control at my own place, more opportunity to expand my business identity”.***

Melissa sites another problem she came across at the fitness centre. ***“There really wasn’t enough room.”***

What if this business was run as a co-operative by the professionals themselves and not run by one person? How many practices succeed in a co-operative model?

Is this the reason a “space for hire” business doesn’t already exist? Or is it that the right venue, based on a different premise, hasn’t been established?

Marda comments, “In the case of this fitness centre setting up a studio, they had the financial backing and safety net of a big company. They didn’t establish that studio based on the same premise that we’re discussing, they weren’t out to take a stand in the Pilates industry. Still, it is really hard to know if this concept would be successful....”

THE WEAKNESSES

Another important point is brought up; what if the teacher next door is charging higher fees?

The physical set up of the venue would be very important. A private, separate office space, for example, would have to exist so all the businesses can do their administration discreetly. Still, would this solve the problem of varying fees?

Running a good business and maintaining ones passion and sense of relaxation and compassion is a balancing act. One or the other often seems to fall by the wayside. A well run space could alleviate business complications but how easy would it be to maintain a sense of neutrality in that environment?

Moreover, if we look at the flooded market as a weakness, perhaps there is just too much competition out there for the person who decided to make a go of a “space for hire” business and for the professionals who were a part of it?

My talks with my three interviewees raised many issues, too many for one article. We decided to broach these issues in a two part article. Part two of this article, in the next newsletter, focuses on the instructor’s point of view. Should they be setting up on their own? Are they getting burnt by overheads, fatigue etc? Do instructors know the pitfalls of setting up solo? If so, what are the underlying reasons for still doing so? Would joining a group of teachers first and leasing a space together be a good idea? What is your opinion on the “space for hire” concept?

We want your input! Please write to: admin@pilatesalliance.net