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Vol 3, Issue 3

## In this issue

### Getting fit: is the fitness industry sending the wrong message?

Mixed messages don't have to block your path to a better, healthier life.  
*more*

### Spotlight on Kate Gaulway

Kate is an enthusiastic and positive person with a brilliant attitude towards life. Discover what interests and inspires her.  
*more*

### What's On

Don't forget to book in for one of our group sessions - burn some calories while having some fun.

Pedal "N" Punch  
Express fitness circuits  
Alfresco fitness  
*more*

Newsletters are posted on our website.  
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## Hi and welcome to the March 2008 newsletter.

Easter is over and I hope you haven't eaten too much chocolate or overindulged on hot-cross buns. If so, it's not the end of the world because Easter is usually the time when we look at ourselves and think, I need to do something about my weight. The positive of this is Easter was earlier this year and that gives us more time to get in shape for summer (I know I'm starting early).

Obesity is quickly becoming a major concern in our society; it seems we know what to do, but we're not doing it. This month we talk about some of the reasons why and give you some ideas on what you can do to prevent becoming an obesity statistic.

This newsletter has the usual sections and the "Spotlight" is on Kate Gaulway. There is information on the latest events and happenings, and some motivational tips and ideas to help you with your journey to become your best.

Enjoy the read and have a great month!

*Danny*

### Quote of the month

'Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organisational objectives. It is the fuel that allows common people to attain uncommon results.'

*At McAllister's we believe that living a healthy lifestyle shouldn't be based on ridiculous fads, restrictive habits and senseless exercise regimes. Our motto is, "It's all about the heart" - have heart for what you do, heart for why you do it and a healthy heart to keep you doing it.*

## Getting fit: is the fitness industry sending the wrong message?

**People today have more access to fitness and health education, yet they do not use it. Why?**

During the past ten years of working with people in fitness and personal growth, I've realised that getting fit and healthy has so many negative connotations. Comments like 'exercise is boring', 'too hard' 'too time consuming' or 'healthy eating is expensive and a pain in the butt.'



This type of thinking and behaviour is adding to the obesity crisis—which is now becoming an epidemic. Yes, we are all busy and finding time to exercise can be hard, but we really need to think about improving our health. Too often exercise is an afterthought—after work, family and social outings. These things are important but they won't be worth much if you become too ill to carry them out.

Before you switch off and say 'not another fitness nut banging on about the obesity crisis', remember that understanding why this is happening is the only way to reverse the disheartening statistics. Nothing is going to change unless the health and fitness industry and the general public start to speak the same language. In a sense, the fitness industry adds to the problem! We (the fitness industry) need to change our attitude to meet the perception the general public has of health, we need to listen and find out why people today have more access to fitness and educated on health, yet do not use it.

### **Why?**

The fitness industry sends out the message that healthy eating and exercise will improve your life, yet somehow we tend to make healthy eating difficult (fad diets, restrictive eating, meal replacements etc), gyms very intimidating (Lycra and muscles) and exercise as pleasurable as sitting through a Celine Dion concert – it's quite hypocritical. I thought improving your life and health was about being happier, having more energy and being in control.

There is a widening gap between the real world and the Health and Fitness world, the two are drifting apart rapidly, and until we are both on the same page things will only get worse. What I mean by this is, the image of health is portrayed as one of muscles, intensity regimes and living on supplements and carrot sticks.

How can this possibly inspire people who are already unmotivated to become enthusiastic? It's time to rethink our approach because the existing message of health just isn't getting through.



**The fitness industry needs to find better ways to connect with people to motivate them to become healthy and fit.**

In the early years of my career I made the mistake of smashing people about the food they ate and why they didn't exercise, blah, blah, blah. I was blind to the fact back then (call it naivety) that I was

actually driving people away from health. I would push people really hard and restrict their eating then hope they would get results. Did it work? Very occasionally, mainly with people who were so determined that failure wasn't an option; but they eventually returned to their old lifestyle.

The more I thought about this, the more I began to realise that I wasn't teaching people how to become healthy, I was teaching them about quick fixes. It was a lot about me not them; it was the 'if I get you in shape how good am I as a trainer' mind-set. This ego driven thinking (very common in the industry) is selfish and doesn't help create sustainability or a doable action plan.

To even begin to close the widening gap between the two worlds we need to go back to basics – sensible healthy eating, simple exercise routines and a better understanding of why the message isn't getting through. The two different worlds really aren't that different; at the end of the day we are all humans (even though some people see the fitness industry as freaks) and it's only our thinking that varies – which means it is a communication problem.

Yes, obesity is a tragedy but so is ignorance! An example of this is television shows like 'The Biggest Loser'. They seem to find great pleasure in pushing extremely unfit participants until they are totally exhausted, in pain or until they vomit. This is not only dangerous, but it sends out the message that if you want results you have to be thrashed - this is a scary thing for someone starting out. I know this is only a television program, and in their defence they do have medics and health professionals on hand; but you have to pose the question, is this really a sensible approach to fitness? Seriously, how often would someone tolerate this kind of intense training? It doesn't work, in fact it is turning people away from attempting to better their health because it looks too hard and too painful.

How do we start to close the gap?

Don't get me wrong, I believe exercise and healthy eating are essential to improving world health and I'm extremely passionate about making it happen. The key to its success is how it's implemented, and both worlds need to find common ground, an understanding of each other. If it was only about food and exercise it would be relatively easy, but it's not it's more about what is going on in people's heads and having insight into why we do or don't do the things we should. Once we start to find answers we can move towards creating a sustainable commonsense approach to health that will begin to reverse the epidemic we are heading for.

*Start to change the way you think about your health, make it a reason for pursuing a better life. Your health and longevity will depend on the attitude you choose – it's up to you!*

Here are some commonsense suggestions to start making it happen:

1. Find your purpose to become healthier - it doesn't matter what it is as long as it creates movement.
2. Have a set of self rules and live by them.
3. Make small adjustments to your lifestyle – they are easier to implement and sustain.
4. Keep it interesting - find activities you enjoy and have fun you'll do it more often.
5. Start off easy and gradually build up – remember slow and easy wins the race.
6. Don't go on a diet – they don't work. Eat sensibly.
7. Be consistent – finish what you start.

Both worlds need to work in sync and start asking great questions and find great answers as to why we haven't found common ground on health. It's not that hard a task. We can begin by thinking a little more about why we should be healthier—to be around to see your kids grow up, to have your kids outlive you or to prevent unnecessary mental and physical illnesses and diseases, to name a few. Finding a powerful incentive will inspire anyone to want more from life.

'To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.'

----Anthony Robbins

[back to the top](#)

## Spotlight on Kate Gaulway

Kate has been training at McAllister's Fitness for just on 6 years. She is an enthusiastic and positive person with a brilliant attitude towards life. Kate enjoys her exercise by making it fun, which makes her a pleasure to train. No matter what the situation, she always finds something humorous or has a funny story to tell. Kate is the perfect example of someone who keeps fit and healthy and enjoys the process. She has a passion for living the best life she can.



### **What hobbies, sports or interests do you have?**

Travel, bike riding, bushwalking, being outdoors and going to the footy.

### **What special feats or accolades have you achieved from training at McAllister's?**

Completing a mini triathlon, a fun run and feeling great!

### **Why do you train at McAllister's?**

Initially to have an extra commitment from myself with one-on-one training and by having a set appointment that I would be less likely to break. McAllister's provides a non-threatening, relaxed atmosphere; I enjoy the training programs whilst having a laugh.

## 10 Inspirational Questions

### **1. What's your favourite song?**

'Don't Dream It's Over' - Crowded House and 'Sway' - Bic Runga

### **2. What's your favourite childhood TV show?**

'Around the Twist'

### **3. What's your favourite movie?**

'Stand By Me' and 'That Night'

### **4. What's your favourite food?**

Cheese

### **5. Where's your favourite holiday destination?**

Anywhere! I have been fortunate to experience a number of international adventures. At the moment I enjoy anywhere my dog can come too.

### **6. What is the best piece of advice you have ever received?**

Live life as if everyday was your last.

### **7. What's your favourite thing to do on a rainy day?**

Reading in bed and rugging up taking dog for a walk through the local nature reserve.

### **8. What really annoys you?**

People who treat others with disrespect.

### **9. If you could possess a superpower, what would it be?**

The ability to put a smile on anyone's face.

### **10. Whom/What inspires you?**

The mental and physical abilities of elite athletes and random acts of kindness.

## What's on

Don't forget to book in for one of our group sessions. They are a excellent way to burn some calories while having some fun. We would love the numbers to keep increasing each week - as they say the more the merrier.

All sessions are 30 minutes unless otherwise stated.  
The cost is \$12 per session or \$100 for a 10-pack.



### **Pedal "N" Punch**

A dynamic bike and boxing session designed to burn the fat and increase your fitness.

This total body workout will not only burn the calories but will keep you inspired to want more!! Great workout, Great fun!!

### **Express fitness circuits**

An awesome time-efficient fat loss and toning session for all fitness levels. These sessions are designed for anyone who is time poor, wants to get fitter and is keen to lose weight.

### **Alfresco fitness**

A 45-minute outdoor training session (Saturdays only). Aimed to increase your fitness, burn heaps of calories and keep you highly motivated while still having fun!

For more information click [www.mcallistersfitness.com.au/page4.php](http://www.mcallistersfitness.com.au/page4.php)  
Or call us on (03) 9877 0572

#### Tip of the month

If you struggle to find the time to exercise, try dividing it up into smaller chunks, eg., three lots of 10 minute exercise bouts throughout the day (morning/lunch/night). You will burn as many, if not more, calories than 30 minutes of continuous exercise and 100% more calories than if you did nothing. So next time you think you don't have enough time to exercise, use the 3 X 10 method.