

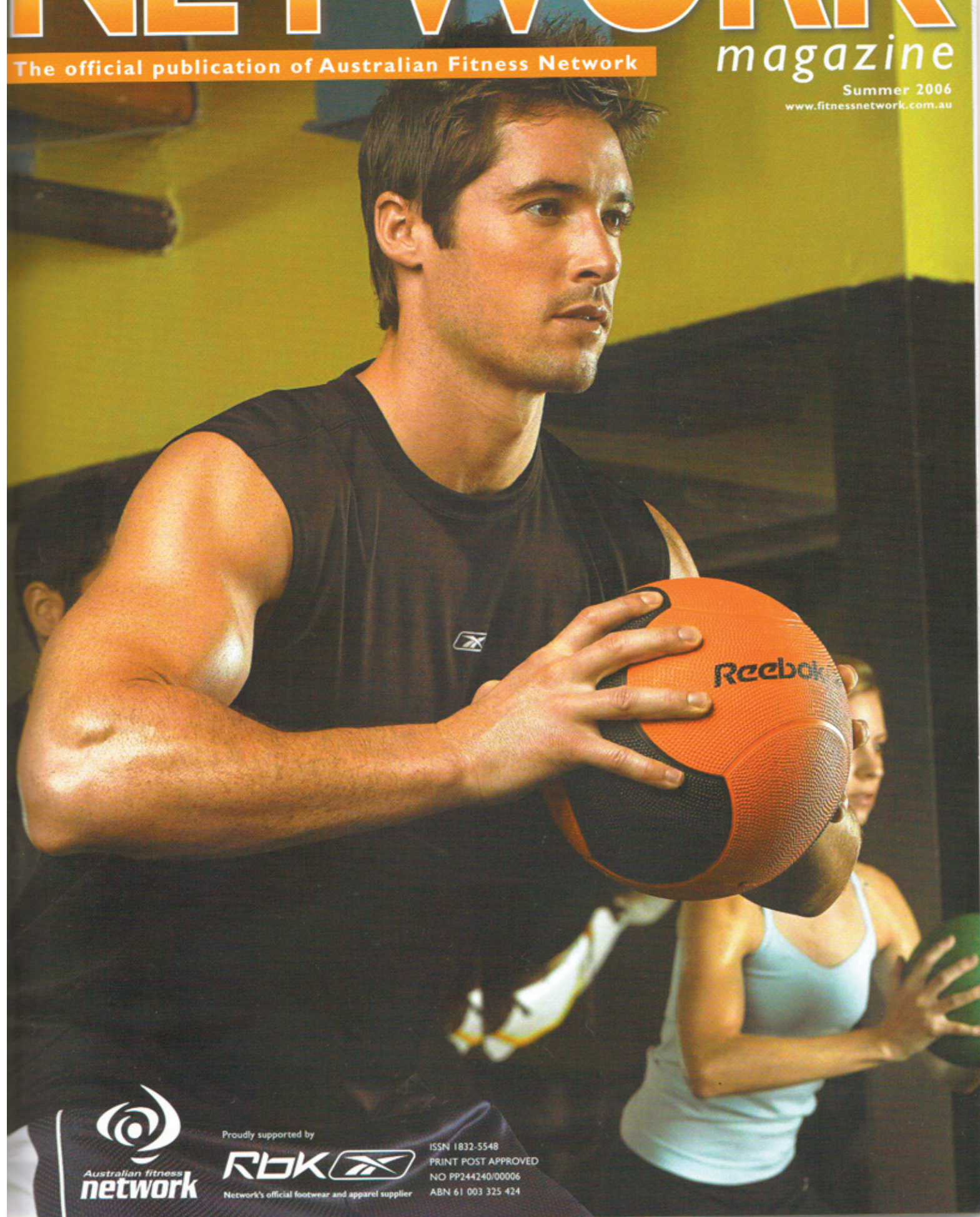
NETWORK

magazine

The official publication of Australian Fitness Network

Summer 2006

www.fitnessnetwork.com.au



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Network's official footwear and apparel supplier

ISSN 1832-5548
PRINT POST APPROVED
NO PP244240/00006
ABN 61 003 325 424

Happy, healthy kids today are happy, healthy adults tomorrow

Simone Joseph, director of Children's Health Pty Ltd which runs the Mighty Mites program, believes that the key to bringing down Australia's worrying childhood overweight and obesity statistics is prevention rather than cure.

Mighty Mites is a complete health and wellbeing program for pre-school children, which is based upon the idea that if we can encourage healthy habits in a child's most critical learning years, we will be one step closer to developing a healthier society.

The Mighty Mites program is aimed primarily at three to five year olds and runs in child-care centres and pre-schools. Classes cover all aspects of children's exercise and fitness as well as education on good nutrition and healthy habits in general. A dietitian is also involved in the scheme as the goal is to create a complete and well rounded program for the children. Even though the program has been developed using principles of exercise science, it is delivered in a fun and exciting way which really appeals to children.

Children's Health Director, Stefanie O'Brien, says; 'We've been bowled over by the kids as they take part in the classes. They love moving, love learning about food, their bodies and health issues and always want to know more about our little friend 'Mighty Mite'. They are even able to learn the basics of meditation and relaxation, every mums prayer answered!'

Stefanie adds, 'As much belief as we have in the strength of the theory of the classes, it's the enthusiasm of our instructors that really engages the children. The added bonus has been that it's not just the kids that get a buzz out of the classes.



Many of our instructors teach other classes at fitness centres and have personal training clients, but the impression I get is that the opportunity to teach these pre-schoolers is the highlight of their working week. I think they love being kids again!'

Mighty Mites is constantly looking for enthusiastic fitness professionals to join its team of committed instructors. If you are fun-loving, imaginative, vibrant and passionate about making a difference to a child's life then contact Mighty Mites (minimum qualifications Certificate III Fitness). Alternatively, you can run your own business by securing a Mighty Mites licence for your area. Mighty Mites has developed an effective business model including a comprehensive operations manual and training modules for all stages of kids' (aged 3 to 5) development.

For more information on becoming part of this growing brand e-mail employment@mightymites.com.au, call 02 9460 1100 or visit www.mightymites.com.au

Fitkid Australia builds fitness and self esteem

Fitkid Australia is an organisation devoted to encouraging children to lead healthier lifestyles through enjoyable, non-competitive exercise activities designed to increase fitness and build self-esteem.

Over recent years there has been a rapid and accelerating decline in the level of activity amongst our children. This is a worldwide situation, and there is growing concern about the effect on their future health. There has never before been such an inactive generation of kids, and a mounting body of research is showing that the effect of this inactivity on their health, as well as their fitness, may be potentially disastrous.

To help counter this situation Fitkid Australia has been running a curriculum-based fitness program for over 7 years within Sydney's primary schools. The program caters for years K to 6, covering a number of key elements of the current PDHPE (Personal Development, Health and Physical Education) curriculum. Fitkid's aim is to promote fitness by enhancing children's self-esteem and giving them the confidence to 'have a go!'. Part of the program involves performing fitness tests on the children at the end of each

term's program. The data collected from these assessments is available to teachers and parents in a certificate that is given to the kids after the completion of the program.

Highly-trained instructors work with the children to provide enjoyable, stress-free activities which not only improve their fitness, but also instil the values associated with feeling good about themselves. Long-term, the goal is to establish healthy and active lifestyle patterns in these children.

Fitkid Australia has developed guidelines covering such elements as pre-screening all children before commencement of exercise and the training of instructors and teachers through CHISM (The Children's Hospital Institute of Sports Medicine) to name a few. Managing director of Fitkids, Liz Wells, is also a senior lecturer with CHISM in Sydney and Hong Kong and all her instructors go through the NSW Government's child protection checks and are Registered Fitness Leaders through Fitness Australia.

For more information on Fitkids, telephone 02 9545 6016 or e-mail wellsinc@bigpond.com.au