

# Introduction

A career in the fitness industry is a hugely rewarding one. For most trainers it is being paid for doing what they love and the chance to help people make positive changes in their lives.

It is a growing and vibrant industry full of energetic individuals and we are delighted you are considering joining us.

Compiled by the New Zealand Register of Exercise Professionals (REPs) in conjunction with the PT Council of New Zealand and supported by FitnessNZ, this guide aims to provide information to individuals planning a career as an exercise professional and to help them with their career choices going forward.

There are two parts to the guide:



So you want to be a personal trainer or gym instructor?

# Part A

(go to page 3)

So you want to be a personal trainer or gym instructor?



This section provides information on the industry and entry options for those considering taking a personal training or fitness course.

# Part B

(go to page 19)

You are getting (or have got) qualified - what does the future hold?

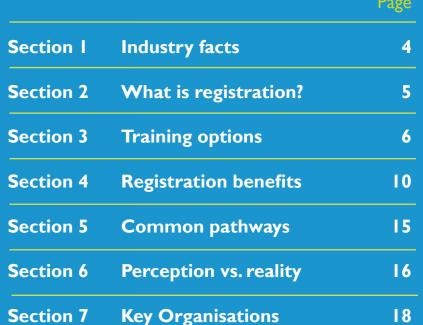
This section is for those who have embarked on a course of study or work placement and want to look at what options, support and opportunities are available to them.

### How to contact us:

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# **Section 1 - Industry Facts**

### Here are some facts about the industry in NZ<sup>1</sup>:

- Turnover is around \$220 million per year
- Around 500,000 New Zealanders (approx 12%) have a membership at an exercise facility, with tens of thousands more using them on a casual basis.
- The industry employs and supports over 5000 individuals, with approximately 2000-3000 of these in exercise roles.
- There are some 2000 REPs registered exercise professionals. Personal trainers make up 1000 of these, of which two-thirds are operating their own businesses, based in either their own premises or an established gym facility.
- There are approximately 400 gyms/fitness facilities in New Zealand, with a further 250 or so smaller exercise or PT studios.
- Over 75% of facilities in NZ are privately owned single site operators. Multi site operators include among others: Les Mills, cityfitness, Contours, Jetts and Snap Fitness.
- Other fitness facilities include: council gyms, university recreation centres, small corporate clubs, and community gyms e.g. YMCA, Manukau Leisure, Christchurch City Council.
- Close to 200 fitness facilities in New Zealand are REPs registered, which means they only employ REPs registered trainers.



<sup>1</sup> Source - FitnessNZ



# Section 2 - What is REPs Registration?

- The Register of Exercise Professionals (REPs) is the not-for-profit, fitness industry owned, register for exercise fitness professionals in New Zealand.
- REPs offers various levels of professional registration based on job roles and qualifications, and also registers facilities that use these professionals.
- Fundamentally, REPs is about the industry setting its own standards and ensuring that those working in the industry meet these standards.
- The majority of exercise facilities in NZ only employ REPs registered exercise professionals.
- The training organisations listed in Section 3 (and on the REPs' website) meet the requirements to be registered education providers. This means that all you have to do once you have completed the course is apply to be REPs registered, provide verification of course completion, and first aid, and pay the annual registration fee.

What being REPs registered means to personal trainers out at the coal face...

> "Having a registration system (REPs) for trainers and instructors is a significant, professional step for the health and recreation of New Zealanders. Essentially this means that trainers and instructors who prescribe activity have met a level of competence, and in a relatively young industry this is a key factor to gaining credibility and being taken seriously. Further, this increases the service level provided to clients and enhances the reputation of the industry. This has to be of value to all involved." Daniel Sela - Dunedin

"Being REPs registered adds credibility to our profession as it sets bench mark standards and ensures trainers have high standards of qualification and professional integrity". Jean Scott - Christchurch



"I believe that it is very important that personal trainers develop the standards of professionalism necessary to give the public and our partners in other health professions confidence in our ability to do the job". Mish McCormack - Wellington

What it means to be registered

> You can demonstrate competence in your working environment

You have gained recognised and approved qualifications

3

professional

development

You are committed to continuing

You have appropriate public liability insurance

**5** 

You are committed to the industry 'Code of Ethics' 6

You belong to an organisation which, through a common voice, represents the views of the industry to government and other authorities

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# Section 3 - Training Options

As at August 2013. The following courses are all run by REPs Registered Education Providers and on the successful completion will meet the qualification requirements to REPs register. For a current list please refer to the REPs website www.reps.org.nz where you will find direct links to their sites.

NATIONWIDE	Registration Levels*
NetFit	
PT And Wellness Coach	Personal Trainer
Aerobics and Group Exercise	Group Exercise
Max International College for Fitness Professionals	
Certificate in Fitness & Fitness Business Diploma	Personal Trainer
Skills Active (via the workplace - see page 8)	
National Certificate in Fitness (Personal Training Business Skills)	Personal Trainer
National Certificate in Fitness (Exercise Consultant)	Exercise Consultant Level II
National Certificate in Fitness (Group Fitness Instruction)	Group Exercise
Fitnation	
Certificate in Personal Training	Personal Trainer
New Zealand Institute of Fitness	
Certificate in Fitness (in conjunction with the Certificate in Personal Training)	Personal Trainer
Fitlink New Zealand Limited	
Certificate in Fitness	Exercise Consultant II
Certificate in Personal Training Business	Personal Trainer
(in conjunction with the Certificate in Fitness)	
AUCKLAND	Registration Levels*
AUT University	
Bachelor of Sport & Recreation	Personal Training
Certificate in Personal Training	Personal Training
Certificate in Fitness Instruction	Exercise Consultant II
Manukau Institute of Technology	
Certificate in Applied Sport and Recreation • Exercise prescription for Fitness instructors Level 4	Exercise Consultant I
Diploma in Applied Sport and Recreation (plus one of the following)	
Human Anatomy and Physiology Level 5     Figure 1 and 1	Exercise Consultant I Exercise Consultant II
<ul> <li>Exercise prescription for Personal Trainers Level 6</li> <li>Diploma in Applied Sport and Recreation (plus the following)</li> </ul>	Exercise Consultant II
Introduction to Sport as a Business Level 7	Personal Training
The Open Polytechnic of New Zealand (NZ Institute of Health & Fitness)	
NZQA National Certificate in Fitness (Personal Training) Level 4	Personal Trainer
North Tec Application Under Review as at July 2012	
Certificate in Sport and Recreation	Application Under Review
Diploma in Sport and Recreation	Application Under Review
WAIKATO	Registration Levels*
Wintec	
Certificate in Fitness Industry Training (Level 4	Exercise Consultant Level II
Certificate in Fitness Industry Training (Level 4)	Group Exercise
Diploma in Personal Training (Level 5) Application Under Review as at August 2013	
The Open Polytechnic of New Zealand (NZ Institute of Health & Fitness)	
NZQA National Certificate in Fitness (Personal Training) Level 4	Personal Trainer

MIDDLE/LOWER NORTH ISLAND	Registration Levels*
Bay of Plenty Polytech – Tauranga	
National Certificate in Fitness Level 4	Personal Trainer
Eastern Institute of Technology (EIT) – Napier	
Certificate in Health and Fitness	Exercise Consultant I
Diploma of Recreation and Sport (DRS) including all 3 electives BRS5.36 (Physical Assessment), BRS5.26 (Principles of Physical Training) and the Online Business Unit	Personal Trainer
UCOL (Palmerston North) Bachelor of Exercise and Sport Science Certificate in Exercise & Sport Performance Application Under Review as at July 2012	Personal Trainer Application Under Review
WELLINGTON	Registration Levels*
Massey University	
Diploma in Exercise Science	Exercise Consultant II
Bachelor of Health Science	Exercise Consultant II
New Zealand Institute of Sport (NZIS)	
Certificate in Personal Training	Personal Trainer
Certificate in Sport & Exercise Prescription	Exercise Consultant II
Wellington Institute of Technology	
Certificate in Exercise Science	Personal Trainer
Diploma in Exercise Science	Personal Trainer
UPPER SOUTH ISLAND	Registration Levels*
Community Colleges - New Zealand	
Certificate in Applied Sport	Exercise Consultant II
CHRISTCHURCH	Registration Levels*
Aoraki Polytechnic	
Certificate in Sport and Fitness	Exercise Consultant II
Diploma in Sport and Fitness	Personal Trainer
CPIT	
Certificate in Fitness Industry Training (Level 5)	Personal Trainer
New Zealand Institute of Sport (NZIS)	
Certificate in Personal Training	Personal Trainer
Certificate in Sport & Exercise Prescription	Exercise Consultant II
Southern Institute of Technology (SIT)	
Certificate in Personal Training	Personal Trainer
National Certificate in Group Fitness	Group Exercise
DUNEDIN	Registration Levels*
Otago Institute of Sport and Adventure	
Certificate in Personal Training and Exercise Prescription (Level 4)	Personal Trainer
Diploma in Personal Training and Exercise Prescription (Level 5)	Personal Trainer
	Posistration Lovels*
LOWER SOUTH ISLAND	Registration Levels*
LOWER SOUTH ISLAND Southern Institute of Technology (SIT)	Registration Levels*

### <sup>k</sup> Levels

- For full details on levels please see the REPs Levels page at www.reps.org.nz
- In brief, the highest level is Personal Trainer. Exercise Consultant relates to the more commonly known job role of gym instructor and has two level options; Exercise Consultant I and II. Level II allows an exercise professional to prescribe personalised programmes and would be required by almost all employers.

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# HOW SKILLS ACTIVE CANHELP CANHELP YOUR DREAMS



Skills Active is New Zealand's Industry Training Organisation (ITO) for the recreation, sport and fitness industries. We develop world-class, nationally recognised qualifications that reflect the wide range of great skills that people working in these sectors have.

The qualifications are all work based and may include:

- · On-job learning, where your supervisor or other staff teach and guide you
- Self-directed learning, using Skills Active resources, materials from your own workplace and other sources such as the internet or library
- Workshops and training sessions, at work or run by other organisations.

Qualifications currently on offer:	Level
National Certificate in Fitness (Foundation Skills)	2
· National Certificate in Fitness (Exercise Consultant)	3
National Certificate in Fitness (Group Fitness Instructor)	3
· National Certificate in Fitness (Personal Training Business Skills)	4

He Mahitahi
tatau ka tutuki
Together we shall
succeed



For more information call us on 0508 4 SKILLS (0508 475 4557)

or jump onto our website www.skillsactive.org.nz

# National Certificate in Fitness (Personal Training Business Skills)

Add to your current technical skills with this specialised qualification that will help you run your own personal training business.

Recognised by REPs at their Personal Training Contractor level, you can benefit from their professional liability insurance from the moment you start the qualification.

Cost: \$ 125<sup>+gst</sup> plus an assessment fee



# Work Place Based Training - Case Studies

On completion of these courses you earn the relevant National Certificate in Fitness via Skills Active. REPs recognises the National Certificate to meet the qualification requirements for REPs registration

# Case Study #1 The cityfitness Coaching Academy

Based in Wellington and catering to over 70 students annually, the cityfitness Coaching Academy is one of New Zealand's most successful in-house Personal Training programmes.

The two week course offers the latest in education on physical and psychological adaptation, as well as practical training, management and career opportunities within one of our top health club chains.

The Academy fully supports its students providing sales and marketing resources and practical management guidance required to be a successful personal trainer.

Completion of this course meets the qualification requirements to register with REPs as a Personal Trainer Employee.

For more information go to www.cityfitness.co.nz/career



# Case Study #2 Les Mills Group Instructor Training

Les Mills fitness classes are unrivalled in their dominance of the world market. Classes are offered to millions of people in more than 13.000 clubs in 75 countries.

Being a certified Les Mills instructor therefore ensures not only that you receive the highest level of training but that your qualification is immensely valuable if you want to travel and teach your craft.

The certification process here in New Zealand, once affiliated with a Les Mills Club and/or Licensee, takes approximately 12 weeks from a successful module outcome in any given program. Once successfully completed this qualifies you to register with REPs as a Group Fitness Instructor.

To find out more and how to become a 'rock star" visit your local Les Mills club or go to www.lesmills.co.nz



# Section 4 - Registration Benefits for all **Exercise Professionals**

### Recognition

REPs registration give you immediate recognition and credibility as an exercise professional. It is your annual licence to operate in the industry and is a publicly recognised quality mark.



### Differentiate yourself

Registration clearly enables exercise professionals to differentiate themselves from the cowboys of the industry who have little or no training, and who give incorrect and potentially dangerous exercise advice.

### **Portability**



Being fully registered in New Zealand means you can be recognised in over 35 other countries world wide - notably United Kingdom, Australia, South Africa, Ireland, and many European countries. See page 31 for links.

### Do the right thing



If you are a professional working in any industry you should register with your profession's registration body. This ensures that the organisation can collectively promote the benefits of using professionals in that industry and work on behalf of the industry as a whole.



### Added benefits

REPs registration provides you with a range of valuable benefits and services which can add extra benefit to your registration. These benefits are outlined on the following page.

# The New Zealand Register of Exercise Professionals

- REPs Registration provides an independent powerful and promotable quality mark.
- The latest resources and tools to support facilities and trainers.
- Your licence to work in over 35 other countries







# Benefits — as at July 2012 (please check www.reps.org.nz for updated benefits)



### PPNZ and APRA Music Licence (valued at over \$200)

All registration levels include an APRA and PPNZ (Phonographic Performances New Zealand) music licence covering up to 4 classes/sessions per week. This licence covers music used for a boot camp in a park, a group session in a hall or small group training at a beach etc.



### Professional Risk Insurance (saving a cost of up to \$600)

Although ACC covers some of the risks a trainer could be exposed to, there are many other significant and potentially costly risks. This insurance is very expensive to purchase elsewhere so its inclusion is a significant benefit. For full details go to www.reps.org.nz/insurance



### **Credit Card Processing**

REPs has negotiated a heavily discounted Visa / Mastercard offer which allows trainers to charge clients by credit card using online access, hence dispensing with the need for an eftpos terminal.



### FitEx Industry Conference (savings up to 50% or \$349)

Run by FitnessNZ this is the 'not to miss' annual industry event. A top class speaker line up delivers the latest updates, research and information on topics including group exercise, personal training and general exercise. Your REPs registration allows you a substantial discount off the registration fee.



### Australian Fitness Network E-Membership (worth \$150)

This membership provides REPs trainers with access to an excellent online magazine and other quality resources. It also gives you access to the Filex Conference in Sydney at special members rates and to a range of cost effective ongoing education options which are recognised by REPs.



### **Ongoing Professional Development Savings**

REPs registered trainers receive discounts on a wide range of ongoing courses and training in New Zealand.



### FREE Online Promotional Profile Page

Using the REPs website you can create a FREE publicly searchable profile page with an email link. You can add your photo, information on your services and a link to your own YouTube video.



### **FREE Email Address**

You can create your own personal email address @registeredtrainer.co.nz Simply choose your preferred email user name on the REPs Registration application form. For example sam@registeredtrainer.co.nz



### Personal Trainers Council (PTC) Membership

The PTC gives trainers the opportunity to network and share ideas and is an excellent mechanism for supporting each other, especially for trainers working on their own who often feel isolated when dealing with the many issues and challenges that crop up. Further details can be found at www.ptcouncil.co.nz



P Personal Trainers Counci

### Use of REPs logos to promote yourself

Promoting your own professionalism as a REPs registered exercise professional is very powerful to share with current and new clients. By adding REPs branding to your business cards, profiles, website and other materials you are able to promote 'to the world' that you meet the New Zealand and international standards to operate as an exercise professional.

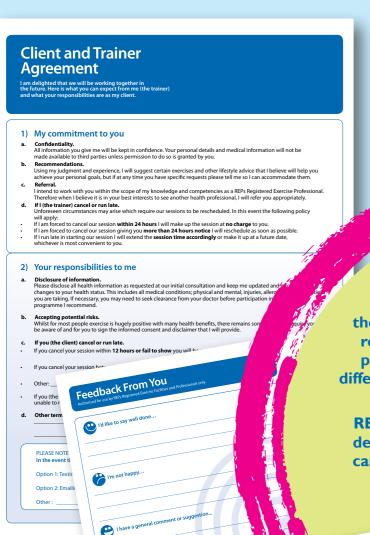


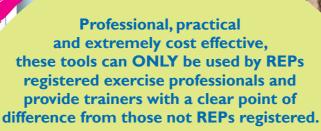
### **Fitness Industry Awards**

Be recognised for the amazing work you do by entering the industry awards. REPs registration is compulsory to enter any exercise professional or facility category.

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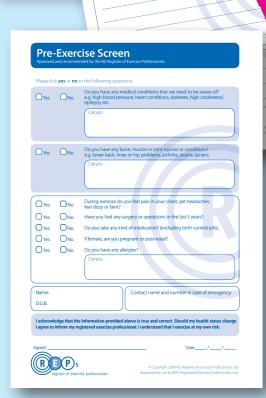
# **REPs Resources and Tools for Trainers**

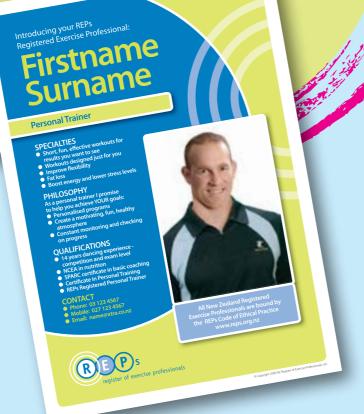




Should I weight train

REPs has put the time and money into developing these resources so that you can do what you are good at - training.





PROFILE POSTER TEMPLATE



PERSONALISED APPOINTMENT, GUEST PASS, GOAL-SETTING AND PLANNING CARDS

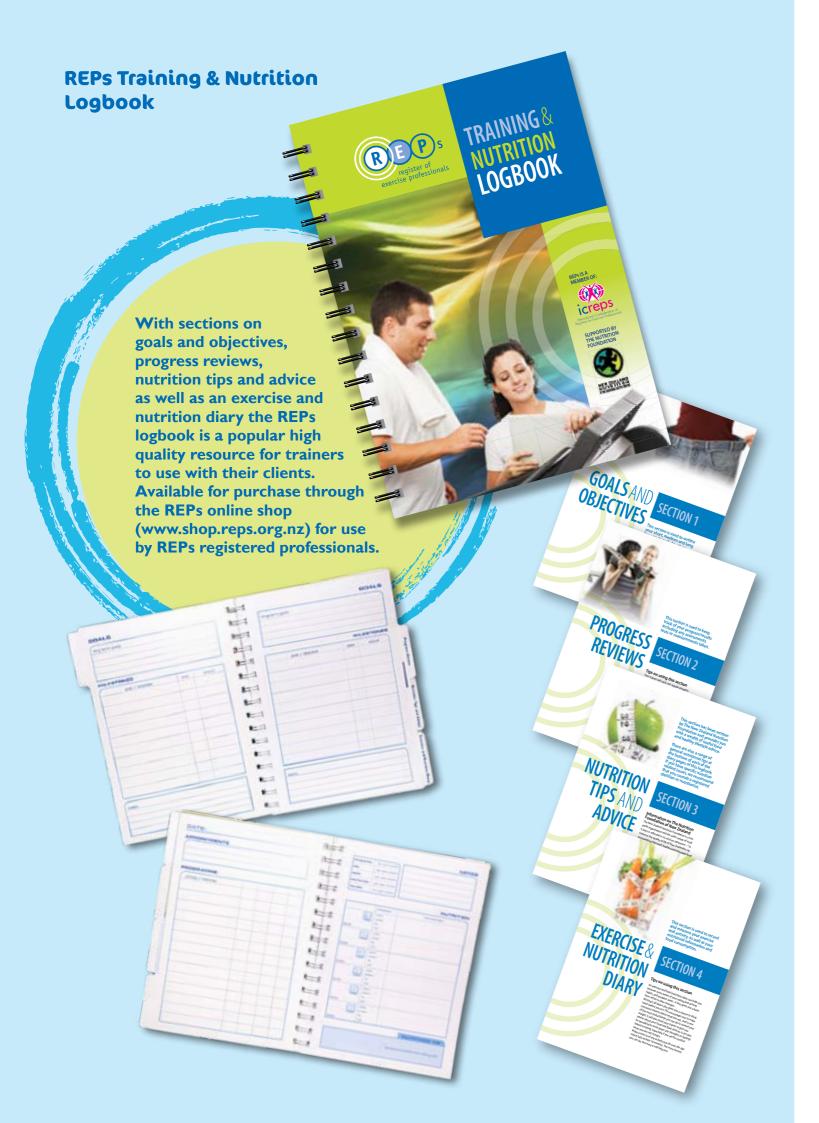






LOGO BLOCKS

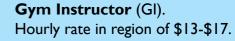
To view
and order the
full range including
the very popular
"Tell Me More" series,
please go to
www.shop.reps.org.nz



# Section 5 - Common Pathways

There are two career pathways that most graduates follow; i. being an employee of a gym or facility or ii. setting up a business.

Several options are possible in each pathway as illustrated by the model below. In Part B we examine the pros and cons of each of these pathways.



**Combination of hours** as a Gym Instructor (GI) and Personal Trainer (PT). It is usual to start with more GI hours and phase in PT hours as client base builds. More common in small clubs or facilities.

**PT employed by club**. Hourly rate higher than when working as a GI – around \$20-\$35 For example: cityfitness operates this system



Usually pay rent in the range of \$125-\$200 per week. For example: Les Mills and Jetts operate this system

**Freelance or mobile PT.** Not tied to any particular facility. Use venues such as client's homes, workplaces, outdoor spaces. When using a gym pay a session or rental fee.

**Own premises** i.e. PT studio or small gym. Either go-it-alone or team up with other PTs.

**Take a franchise** of an already existing model. For example: Jetts, Curves, Snap Fitness.





# Section 6 - Perception vs. Reality

Working in the fitness industry can be incredibly fulfilling. But like every industry, there are misconceptions about what it involves. As 'forewarned is forearmed' members of the Personal Trainers Council have identified some areas in which perceptions can often clash with reality.

### #1 - You are in sales

Be under no illusion - if you don't know how to sell and promote yourself as a personal trainer it will be extremely difficult to be successful. This is one of the biggest factors that trips up new PTs. Putting a poster and business cards on display will not be enough to ensure clients roll up in a steady stream. You need to interact, talk to gym users (if you are based in a gym) network and outreach to promote yourself. This is an area where having a mentor or a support group is incredibly powerful. We dedicate a section to 'marketing yourself' in part 2 of this guide.

"Join business groups & networking groups, and talk to sports clubs and businesses at every opportunity. People hire trainers because someone else told them that they're good. Get a good reputation early on - guard and preserve it with your integrity as a professional and your business will grow accordingly". Alison Storey - Waikato



### #2 - The \$ won't roll in on day one

You may not be earning the money you envisage straight away. As you can see from the pathways model a Gym Instructor may initially command close to the minimum wage. This is probably not too much of an issue if you are relatively young without responsibilities but if you have a family and a mortgage this is something to consider. Be prepared to start on a minimum wage and bear in mind that this is no different to many other professional roles like nursing and accountancy where individuals start on a basic remuneration rate which increases as they gain more industry experience.

"It takes a while to build up your earning capacity in any career but if you are in the industry for the money - think again" Vaughan Hope - Marlborough

## #3 - Your role will be wide-ranging

writing programmes. If you are a gym instructor for example you will probably be responsible for supervising the whole gym and maintaining the facility, as well as contributing to other club activities. You may therefore find yourself in any given shift distributing leaflets, cleaning treadmills, taking a turn at reception and making contact with members on the gym floor as well as taking several I-I appointments.



### #4 - You won't be training athletes or top performers

The clients or customers you deal with in the average gym or PT business are not athletes or advanced exercisers. In fact the vast majority will be ordinary people who are just looking to lose a little weight, get a bit fitter and feel better on a daily basis by exercising regularly.

"I always thought that when I became a personal trainer I would only train elite athletes and the wealthy. I thought clients would be easy to get and even easier to keep. Oh how wrong I was! I had to work very hard to build my client base and retain them and only a handful of them were wealthy. I had to sell my product and my brand and show them an experience they had never had - it wasn't easy and even today 15 years later I still have to give every client, whether they are CEOs or housewives, 110% every time to ensure they keep coming back.".

Mish McCormack - Wellington

### #5 - The hours are not 9-5

The fitness industry doesn't operate on a 9-5 working day simply because your clients and customers need access to you outside their working hours. This means working early mornings, evenings and weekends so be prepared to work split shifts to take this into account. It is also worth noting that if you are seriously into a sport yourself, getting extensive time off for training and or matches and competition may not always be convenient for your business or your employer.

Getting up early to start the day training clients is a fantastic way to give your day a boost - then you get to enjoy the middle of the day spending time with friends or family while others work, or making the most of the surf without the masses!" Janet Perry - Auckland



### #6 - Beware the 'setting up set-backs'

Setting yourself up in business as a PT is no different to any small business start up. Many fail due to a lack of simple financial planning. Assume that setting up everything will take much longer than anticipated – income will therefore be slower coming in than predicted and costs will also run higher. Our advice is to have a realistic business plan in place with enough cash to see you through a reasonable length of time. Cash flow is crucial. In Part B we reference some financial templates that may be useful.

"Having a business plan is crucial - get as much help as you can to set a realistic plan. You can get free help from lots of places including accountants and mentors or Trade and Enterprise

NZ. In Taranaki, Venture Taranaki regularly run business workshops and coaching free of charge covering all aspects of running a business. It is also a great idea to find others in your area doing similar work and ask them for advice."

Hilary Blackstock - Taranaki



### #7 - Back yourself

All PTs starting out feel a little overwhelmed at times. It is easy to get into a 'confidence crisis' especially when you are working alone and feeling isolated. We recommend you develop networks and support groups with other PTs and small businesses. Join organisations that will keep you updated and motivated. For example check out the 'supporters' of the PT Council. Come to the Fitness Industry BuisnessGrow Roadshows and FitEx Conference and any other training courses that become available. Seek out mentors that have 'been there, done that' and understand the issues you encounter.

"Believe in yourself & always be ready to share what you do with others with pride and confidence – you are a walking billboard for your business. To help with this, it is so important to have a great support crew around you. Especially if you are in a small facility or on your own. Keeping in contact with other PTs & fitness professionals will make all the difference. Seek out those around you that can assist you, support you & mentor you. Think of the people you aspire to be like, other PTs or fitness professionals you admire and why not just invite them out for a coffee? It will be time and money well spent as you build relationships that will really keep you on track. Make sure that you set aside a budget each year for your own on-going development that covers you going to the FitEx Conference and/or the road shows every year. I reckon these are invaluable as they will not only get you recharged and inspired but give you practical ideas to go and use to grow and strengthen your business and to freshen vour sessions with vour clients."

**Lauren Parsons - Palmerston North** 

### We want to encourage you!

Our intention with this section is not to put you off a career in the fitness industry – it is after all one of the best and fastest growing professions in the world. We do however want you to go into it with your eyes wide open and be under no illusions so that you are better positioned to be the success you deserve to be.

We wish you the very best of luck!

The PT Council Regional Reps - July 2012

vaughan Jean



# **Key Organisations**



Skills Active – This is a predominantly government funded body responsible for setting and assuring academic standards in line with the industry's needs. Skills Active submits these standards to NZQA (see below) to become national standards on the National Qualifications Framework (NQF).

Personal Trainers Council of New Zealand - Run on a voluntary basis by a team of regional reps, the Council is a network of individual Personal Trainers committed to the enhancement of the industry in NZ. Regional meetings, facebook and a website provide vehicles for PTs to discuss common issues and concerns of relevance to them and the Personal Training industry, www.ptcouncil.co.nz

**National Qualifications Framework** - This is a database that contains all of the national standards and qualifications in New Zealand and a record of learning for any student who has studied and attained them.

**Register of Exercise Professionals** - REPs is a registration system that fitness professionals, clubs, or education providers can choose to register with. It is not mandatory, it is a participatory system.

**FitnessNZ** - Fitness NZ is the industry association for fitness centers and suppliers in the New Zealand fitness industry. It has a range of information resources for paying members, and is involved in various initiatives to connect paying members and promote their interests. Usually if something major happens in fitness the media would contact FitnessNZ for comment.

Department of Labour – also previously known as OSH. The Department of Labour (DOL) provide best practice information and guidance to assist New Zealand businesses with health and safety in the workplace. The Department of Labour also inspects workplaces to check on safety and health arrangements, investigates accidents at work, and makes sure employers and employees comply with health and safety legislation. If there was a serious accident at a gym it is likely DOL would investigate.

Accident Compensation Corporation (ACC) - The Accident Compensation Corporation (ACC) administers New Zealand's accident compensation scheme, which provides personal injury cover for all New Zealand citizens, residents and temporary visitors to New Zealand. In return people do not have the right to sue for personal injury, other than for exemplary damages. Their pledge is; to prevent injury, to provide the best treatment and care if injury occurs, and to quickly rehabilitate people back to work or independence at a price that offers high value to levy payers and all New Zealanders. If there was a serious accident at a gym the person injured may get ACC and ACC may, if it is established that there was negligence on the part of the workplace or their staff, then refer the matter to the Department of Labour which can issue substantial fines and penalties.

NZ Register of Exercise Professionals P O Box 22374 Christchurch 8140 Telephone 0800 55 44 99 Fax 0800 248 348 email info@reps.org.nz You are in the process of getting or have got your qualification – now what?



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# Section 1 - Pros and cons of each pathway



As an employee the most obvious benefit is that you have a guaranteed salary and that all your tax and KiwiSaver contributions can be taken care of. You will also benefit from the usual holiday and sick day entitlements that employees receive.

Aligning yourself to one of the larger organisations may also mean there is in-house training and marketing support available to you.

You will have more freedom following this pathway but you will need to acquire appropriate business skills - particularly in the areas of finance, marketing and sales. Spending time on these areas is imperative but does not generate immediate income i.e. you will not receive any income for non chargeable time. In a nutshell, if you don't have clients, you don't get paid.



### PT working within a facility.

### Pros

- Equipment and facility provided
- Other PTs to learn from.
- Ready supply of potential clients in the form of members

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### Cons

- There will be club policies and rules to adhere to
- You still need to market and sell yourself –
   it is not a given that you will get new clients.
- Difficult to distinguish between PT and GI roles
- Competing with other PTs for clients
- Rent to pay regardless of income

### Gym Instructor (GI). Hourly rate in region of \$13-\$17

### Proc

 Opportunity to learn the gym business from other trainers

### Con

- Hourly rate lower
- Roles you perform are controlled by your employer

NB. Casual hours are predominant in this role.

### Freelance or mobile PT.

### Pros

- Pay no rent (when outside or in client's home)
- Fewer restrictions or rules to follow
- Go to clients which is attractive to them
- Much greater potential market of clients

### Cons

- Need to purchase basic equipment
- Need to invest in a decent vehicle
- Still need to market and sell yourself which can be harder than when in a club
- Weather or bad light problematic when outside
- Need to factor in travel time and cost

### PT employed by club. Hourly rate around \$20-\$35

### Pros

- Club may provide support in terms of promotion
- Ready supply of potential clients in the form of members
- Equipment and facility provided

### Cons

Often restricted to working within that one organisation

### Own premises.

### Pros

- Option to sell memberships to generate income
- Potential to rent space for other income generators to other PTs, massage therapists etc
- You have a base that is all yours!

### Con

- Many overheads on premises: eg rent, insurance rates, utilities, equipment purchase or leasing etc
- Opening hours may require extra staffing

TIP: Seek legal advice before signing a lease of any kind.

### Combination (GI and PT).

### Pros

### A good way to transition to a full time PT

### Cons

Often restricted to working within that one organisation

NB. This option is often only available in smaller facilities.

## Buy a franchise of an already existing business model. egs Jetts, Curves, Snap

### Pro

You can take advantage of an existing brand

### Cons

 Set up investment required - often in excess of \$100K

NB. Franchises offer the opportunity to buy into set business systems and product offers including promotions and marketing which can be both a pro and a con.

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# Section 3 - Ongoing learning

### **Continuing Professional Development or CPDs**

In order to maintain your REPs registration you must continue to demonstrate your commitment to ongoing learning. These are called CPD points (Continuing Professional Development). 30 CPD points are required each year to maintain your registration. The REPs website has details of how these points can be earned (www.reps.org.nz). Courses that meet the criteria to earn CPD points are listed on the REPs website. Furthermore, workplaces (fitness centers, gyms, studios) can apply to have CPD points attached to in-house training they do.

### Non technical skills

Trainers universally agree that in addition to technical skills, other important skills are business acumen and the ability to communicate with, and motivate, your clients.

Many PTs focus overly on the technical skills to the detriment of the other two areas. It therefore makes sense to gain knowledge and experience in these areas;

- Keep a look out for any courses running in these areas: Lifestyle or wellness coaching, motivational interviewing, behavioural change and communication skills.
- Buy books (or get them from the library) or go online for information about communication.
  The Interactive Instructor is a book specifically written for the fitness industry on how
  instructors and PTs can interact and communicate with clients and members.
   For details go to www.interactiveskillstraining.com
- Listen to podcasts available online.

### **Key NZ Industry Events**

All of these events provide CPD points for the attendees.

**FitEx Conference -** With over 100 sessions spread over two days in November, this is the number 1 learning event for fitness professionals in New Zealand. **www.fitex.co.nz** (See information on the back page of this guide).

BusinessGrow – is the FitnessNZ road show held annually in the three main centres; Christchurch, Wellington and Auckland. There are PT and management streams www.businessgrow.co.nz for dates and details.

Regional Forums - This is the FitnessNZ road show that visits the satellite towns like Napier, Hamilton, Tauranga, Nelson and Dunedin mid year. Refer to the events calendar at www.fitnessnz.co.nz for dates and venues.







### Other Events

Filex - is the equivalent Australian event which is held in April each year in Sydney. www.network.com.au REPs registered individuals can claim member rates for this conference.

# Section 4 - Resources & further information

By being REPs registered you can take advantage of the resources designed specifically for trainers and clubs in NZ. These include: 'Getting to know you' form, pre-exercise screening form, agreement between client and trainer, reminder card, profile poster, goals card, planning card, feedback form and the 'tell me more' series. www.reps.org.nz

### Excel templates available

Expenses & costs template – A simple document to help you calculate your living expenses, your likely business costs and your set-up costs.

Available by clicking on www.catchfitness.co.nz/free-resources

New club cashflow template – This is appropriate if you are looking to set up a studio or small club. www.richardbeddie.co.nz/free-tools

### **Small Business Enterprise centres**

can provide practical and relevant business advice on tax, marketing, planning and market research plus business training courses and seminars.

### General financial information

www.ird.govt.nz www.companies.govt.nz www.acc.govt.nz

### **Business mentors**

www.businessmentors.org.nz

www.ishcheyne.com Ish Cheyne
www.ptplus.com.au Scott Krywulycz
www.julzdarroch.co.nz Julz Darroch

### WINZ

Go to www.workandincome.govt.nz and search for "Starting your own business - some things to think about."

### **Record Keeping Software**

www.banklink.co.nz www.cashmanager.co.nz



# Section 5 - Equipment

The following chart courtesy of catch fitness will give you an idea of start up equipment options and costs.

# catchfitness www.catchfitness.co.nz

### **TYPICAL START UP EQUIPMENT COSTS**

### **Bare Essentials**

Whether you have one client or 100, are mobile or studio based, working in gyms or on-site in corporate environments these basics will get you through most situations and won't cost you a fortune.

- Bodyfat monitor
- Heart rate monitor
- 10 x 1/2 marker cones (flat ones that don't blow over )
- Measuring tape
- 20 laminated circuit signs
- · Large quality sports bag to hold everything

### **Essentials Plus**

\$350-\$500

Perfect for the mobile PT.

Allows PTs to run indoor and outdoor equipment based circuits for 30 plus people as well as high quality, advanced 1-1 sessions.

Fits relatively easily into most cars.

\$1,000 - \$1,500

### To the Bare Essential packages ADD the following:-

- I x 55 cm swiss ball
- I x 3 kg medicine ball
- 2 x dyna bands
- 2 x yoga mats
- 2 x skipping rope
- I set pads and I set of boxing gloves
- I x Gymstick
- HQH suspension straps or similar

### Studio Bronze

For those who have their own premises but are on a tight budget and/or in small premises.

\$5,000 - \$6,000

### To the preceding packages ADD the following:-

- Rower
- Mini Tramp
- Narrow adjustable bench
- Dumbbells (See Bowflex set for compact example)
- Full length foam roller
- Boxing bag
- Cables (Google "X- factor cables")

### **Studio Silver**

For those preparing to work full time in the industry and/or who are thinking of offering the use of their studio to other trainers to operate from.

\$17,000 - \$20,000

### To the preceding packages ADD the following:-

- Stationary bike
- Olympic bar
- Squat/power cage
- 2nd bench
- Minimum 80kg of Olympic weight plates
- Free weights, dumbbell pairs from 2kgs to 25kgs min
- Total Gym or similar (see www.HQH.com)

### **Studio Gold**

For those with good size premises who are keen to have other trainers operating from their studio and who are looking for a large client base.

\$42,000 - \$50,000

### To the preceding packages ADD the following

- Dual cable crossover machine with a multitude of variable attachments
- Commercial treadmill
- 2 more swiss balls
- Plyometric medicine balls 1Kg to 10Kgs

For more examples of great gym packages visit www.HQH.com and the other FitnessNZ preferred equipment suppliers.

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# **Section 6 - Business Matters**

For those running their own business, financial matters, including tax planning is an essential component of running your business. A reminder that as an employee, tax is deducted by your employer (PAYE tax), so the need to set up a business is not required. Anyone who collects money directly from clients, or provides an invoice to a business or individual, is very likely to need to keep their own income and expenses records, and pay tax on it.

### Getting started financially

One of the first steps in setting up a business is deciding on what business structure to use. Many independent trainers operate as a Sole Trader which has the advantage of being the simplest structure, but does expose the trainer to liability issues should the business have financial issues. Conversely, setting up a company is more complex, but offers more protection, and also allows for more than one person to be involved.

Note: Compared to individuals, companies pay significantly higher tax up to (around) \$48,000, but pay slightly less tax above that rate. Before deciding on the business structure, get advice from a lawyer. This is especially important if you are going into business with other people, as it's important to consider what happens in the future, such as one person wanting to sell their part of the business, or what happens if things go wrong.

### Tax Obligations

Any person who does not have PAYE deduced from income, must declare this income to the IRD, and pay tax on it. For Sole Traders, this is added to the individual's tax return, and for companies, the company has its own tax return. Businesses must also keep records of all money earned (income) as well as receipts for all expenses related to the business. A reminder that tax is paid on net profit (not on income) as outlined below (note: all calculations are based on tax rates as of I April 2012. Tax rates constantly change, so check www.ird.govt.nz for the most up to date tax calculations. Tax rates also vary between individuals and a company).

### Some examples:

**Person one** earns \$200 a week as wages, giving a total income of \$10,400.

Tax is deducted by the employer (at 10.5%), leaving \$9,308

Person two earns \$450 a week as a contractor (\$23,400 a year), and has expenses of \$260 (\$13,520) a week. Their net profit is \$9,880, and pays \$1037 in tax (10.5% of \$9,880), leaving \$8,843.

### Person one

Wages:	\$10,400
Tax:	\$1,092
Take home pay:	\$9,308

### Person two Income:

23,400 \$13.520 **Expenses** \$9,880 Net Profit \$1.037\* Profit after tax: \$8,845

\*Tax is based on a Sole Trader as of I April 2012. It would be higher for a company.

### How and when you pay tax

You can pay as you go, bi-monthly or six monthly via your GST returns or three times a year (August, January and May) under a provisional tax scheme. Most PTs choose the latter option.

### The tax honeymoon and the hangover

For anyone earning wages, tax is paid as you earn it (hence PAYE - pay as you earn), but for a business, it is paid at the end of the tax year (the first year is the honeymoon). However, then comes the hangover - from the second year onwards, businesses are required to pay tax IN ADVANCE, meaning they must estimate their net profit and pay tax on this in advance of earning it. This is often a shock to new businesses, as at the end of their first year, not only do they have to pay tax on their first year's profits but also to start to pay tax on their second year (which hasn't even been earnt yet). By the way there is a 6.7% discount if you make voluntary payments during your first year of business and before the end of that tax year 31 March.

The solution: Put aside a portion of your earnings as you go (having a separate bank account for this is a good idea) - think of it as self imposed PAYE - and in your first year, make this more, since you need to budget for two years tax.

### ACC

ACC premiums are paid for by the employer for anyone earning wages or a salary. Businesses must pay ACC premiums at the end of the tax year, based on the net profit. ACC premiums are around 2%, and payable in advance, based on estimated profits. Again, watch out for the double whammy in year one, where the ACC premiums for both the first and second year are due.

If you know you will receive more than \$60,000 income (non-PAYE deducted) for the year ahead you must register for GST. This means you must charge GST on your services but you can also claim back on your purchases. If you are below the \$60,000 threshold registration is voluntary however it makes sense to register if you are going to be buying high cost items like vehicles and equipment to use in the business as you can claim the GST back on these items. GST returns can be made monthly, bi-monthly, or 6 monthly. At present GST is 15%.

### FBT or Fringe Benefit Tax

This is paid where a business asset has been made available to a staff member or self-employed person for their personal use/benefit. The IRD require that where there is an element of personal benefit you quantify the value of this and inform the IRD through regular FBT returns. Cars and bikes would be good examples here as you use them for business trips but also for your personal use. A log book should be kept to measure what level of personal use is being made. Your accountant will be able to best advise you as to the ways FBT is calculated and returned to the IRD.

### Tax Responsibility

Equipment

**Stationery** 

**Premises** 

The onus of paying tax is all on the tax payer. Ignorance is no excuse and the IRD have the ability to attach penalties and interest if you don't pay what you are required to pay on time. The message here; Don't ignore the paperwork or bury your head in the sand.

### What expenses can I claim?

Costs incurred in the 'generation of income' is deemed tax deductable for Sole Traders. Costs of a private nature are not. For a PT the following headings and examples would generally be deductable. Seek advice from an accountant...

**A**dmin Accounting costs, bank fees, credit card In reality if you don't abuse the system the charges (if used solely for business), IRD have probably got bigger fish to fry. interest on money borrowed, on hire purchase or overdrafts. **Clothing** Uniform or special clothing or footwear worn as part of your work requirements. Laundry of this clothing. **Advertising** Yellow pages, newspapers, fliers, website, signage, business cards, promotional items

> **Entertainment** Only 50% can be claimed outside business (bottles, gym bags etc) premises so for example if you take a Purchase or lease of equipment, repairs. prospective client for a coffee or lunch NB If you purchase something like a you may only claim 50% for GST and mountain bike then theoretically for you

income tax purposes.

to claim its full cost you could use it only for client work. This is unlikely to be the **Vehicle** There are two ways you can claim. (1) case so it would be more realistic to claim Apportion all costs associated with the

vehicle - i.e. if the mileage you do 30% of the time is for business then you claim for 30% of all costs. (2) Keep a record of mileage done on business and claim for a certain rate per kilometre. The IRD allow 74c per km for the first 5,000 kms and above that actual records must be kept.

Generally the claim for this will be done by your accountant at year end.

Communication Phones, internet connection. Again the

and associated house costs.

As a guide 10-15% is typical.

50% of its cost.

cartridges etc.

chances are that you will use your mobile and internet for personal use as well, which means theoretically you should apportion what you claim.

Power, rent etc. NB If you have an office at

home you can apply an apportionment to the rent or interest ie mortgage interest

Paper, pens, envelopes, postage, ink

Other

courses, not your initial qualification fees, workshops and conventions, associated travel and accommodation costs. Subscriptions to relevant magazines and books, REPs registration.

Training courses - but only up-skilling

### A final point

Make it a discipline to deal with your admin and paperwork weekly. Just like housework if you do a little often it won't turn into a herculean task. The 'shoebox scenario' (where all your receipts and bills etc are shoved in a shoebox or something similar) is not the best way of record keeping. It is good practice to keep all receipts for expenses you are claiming for but for items under \$50 proof of receipt is not required by the IRD.

Most businesses, whether they be sole traders, or companies, will benefit from professional advice - a lawyer when first starting the business or signing leases, and an accountant when getting advice on what records to keep, and how much tax to pay. Inland Revenue also provide a small business unit that provides advice to businesses on tax matters, and many local chambers of commerce provide support and advice on various business matters to their members. Finally, FitnessNZ offers membership for both sole trader trainers, and to studios and clubs. Membership includes advice and support on all business matters. FitnessNZ membership can be bundled in with REPs registration and paid monthly to make it easier to manage. Visit www.fitnessnz.co.nz for more info.

NB. The above business information is a guide only and REPs recommends professional advice is sought in all matters of tax and accountancy.

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# Section 7 - Marketing yourself

### Name and logo

Many newcomers entering the PT business make the mistake of spending way too much time and money on creating a business name and logo. Our advice is not to overly agonise coming up with a business name. If you have one you want to use, great but if not consider using your own name or a derivative of it. After all YOU are your brand and it is no coincidence that the world's most successful trainers seem to use their own names. Home grown examples are Ish Cheyne, Mish McCormack and Broni Mc.They will all tell you that clients don't remember fitness business name especially if it is rather mainstream and unmemorable – but they will remember you and your name.

### Considerations when designing a logo

Ensure it is not overly complex and reliant solely on colour for its effect. The font should be clear and readable. Think about how it will look on a variety of media; web, print, clothing, car for example. Logos that are horizontal rather than vertical are possibly more versatile but consider have 2 options — a vertical and a horizontal to cover all eventualities. N.B. If you intend to use the REPs resources and download your logo, horizontal works best.

### Your profile

One of the REPs resources is a professional looking profile template. Simply download your photo and text using whatever headings you like. Advice on how to present your profile is given on the REPs website.

### Generalist vs. specialist

One of the most difficult things when you start out is not being clear about the area of fitness and exercise you will specialise in or the type of client you work best with. It is only through experience that you build up knowledge and credibility in a specific niche area but the earlier you can start focusing on this area the better. Increasingly successful PTs are moving away from being "Jack of all trades" to really honing their skills in two or three niche areas. You can probably eliminate many areas already that you have no interest in and develop a short list of the type of work and client



### Leads are your lifeblood

There are two aspects to lead generation – whom you target and how you target them. The following list is a combination of the two and is designed to get you thinking about what may work for you given your contacts, interests and resources.

- website in the 21st century this is a must. It needn't be an all singing and dancing site but should carry a minimum of your profile, picture, contact details and a contact form. The most cost effective way of doing this (assuming you don't have the training yourself) is to get a professional to set it up but use a format like 'word press' or similar where you can make changes yourself as you do not want to be reliant on someone else to make changes to your site going forward.
- Friends and family you may need to cajole, beg or just plain bully your loved ones into putting their bodies on the line for you! But these are ready made leads, don't miss the opportunity they present.
- Email sending an email to your network of friends and family is the quickest and cheapest way to communicate what you are offering.
- Gym floor if you are aligned to a gym this is the most valuable and cost-effective lead avenue you have. In fact it costs you nothing BUT you must be prepared to get out on the gym floor and talk to people. The Interactive Instructor book and online training course (go to www.interactiveskillstraining.com) can help you with some ideas on just how to approach people you don't know on the gym floor.
- Local papers & publications this is an option certainly but beware that print adverts may not necessarily result in the return you are hoping for so be mindful that money spent in this area could be put to better use elsewhere.
- Yellow pages ditto to the above.
- Local businesses this is probably more effective than print ads and includes lead boxes, posters and fliers in local businesses or anywhere people hang out. Good examples are cafes, hairdressers, beauticians, real estate agents, car dealers etc. If you have contacts in any of these places use them, possibly trading sessions.
- Specific niche businesses If you have an interest in a certain niche area of training it makes sense to promote yourself where your target market can be found. i.e. bike shops, golf clubs, baby/children's shops, day care.
- Schools get involved with your local school in whatever way is possible. Maybe you could run a fitness session from time to time, advertise in their newsletter or at their fair.

- Health professionals this makes perfect sense but it takes time to build the credibility that these sort of professionals are looking for from the fitness industry. Don't be put off if you are met with a luke warm response; we are a young industry and physios and dieticians especially are not used to working with us.
- Sports teams and clubs this is a great source of leads; active people wanting to improve on what they have. You will be able to offer your services in simple but high profile ways like taking the warm up or cool down before a match, giving seminars or coaching junior
- Church and community groups if you are involved in the church or have contacts there this is another excellent lead avenue.
- Public notice boards (libraries, supermarkets etc)
   put your information up here but continually check it is still there as notices tend to get removed.
- Signage Car signage, A frame boards or flags. (If you have premises or your gym allows you to put one up outside.)
- Seminars/workshops this will work best if you link it to one of the groups mentioned already. Just assuming people will turn up to an open seminar is a bit optimistic. That said – start small and even if you only have a small audience start with that and turn it to your advantage by making it a personal interactive session. Never cancel anything unless it is absolutely necessary.
- **Group fitness class** if you take these you can promote yourself very easily indeed.
- Local business groups Toastmasters, Rotary,
  Probus etc. Ask around to find out what is available in
  your area and then go along or offer to present to them
  as they are always looking for speakers.
- Sponsorship you probably don't have much spare cash to sponsor events or organisations but aligning yourself with worthy charitable causes is a great way to network and make new contacts as well as supporting your community.
- Social Media used prolifically by the younger generation and increasingly by everyone else. Platforms like; facebook, LinkedIn, Twitter, YouTube, are simple, viral and best of, all free.

Section 8 - The international scene

### In a nutshell:

Use your cash wisely. The most effective lead generator is YOU getting out and talking to people. Selling yourself is as important, if not more important, than selling your product.

### Your database and testimonials

Your database is gold dust. Right from the start keep a record of every contact and lead you make. At the least record their name, email and how they came to be on your list. You can then work the list in a variety of ways. Also continually gather testimonials from people you work with. They will not volunteer them you will have to ask. As a rule of thumb every 2-3 months you should get a new one.

### Professional standards and etiquette

Because marketing is "everything you say and everything you do" you must be aware of how you come across in a variety of situations. Here are a few tips to get you thinking:

- Get your written word proof read by at least 3 others. If you can afford a professional, get them to do it.
- Be very careful with making jokes etc via email and if you have something contentious to deal with, you may be better speaking in person as misunderstandings are common via email correspondence.
- Never make derogatory remarks about any other trainers or facilities.
- Do not make phone calls before 8am or after 9pm unless you know the client well or it is an emergency.
- Think about what you wear, your body language and your behavior when you are training clients as you are a walking billboard to prospects.





Certainly the most common destinations for trainers from New Zealand i.e. Australia and the UK, require you to be registered before you can work. Luckily through portability agreements with the registration bodies in Australia, UK, Ireland and Europe, your REPs registration is portable to these countries.

N.B. If you intend to travel and work overseas, speak to the team at REPs WELL IN ADVANCE of your departure date to ensure your registration is in order.











www.exerciseregister.org www.repsireland.ie

www.repssa.com

www.fitness.org.au





The Science & Business of Fitness & Exercise

A WORLD-CLASS CONFERENCE, for the fitness and exercise industry to attend, learn from and enjoy.

### Who should attend?

Anyone working in the fitness/exercise industry - PTs, group exercise instructors, facility managers, owners and sales staff.

### What kind of sessions are there?

There are 100+ sessions from world-class presenters. Everything from the latest research in exercise, nutrition and sports conditioning, to mind-body and business topics.

### When is it?

The last weekend in November - Saturday 24<sup>th</sup>/Sunday 25<sup>th</sup> November in 2012. PLUS: Pre-conference workshops on Friday, and the Awards Dinner on Saturday night.

### Want to know more?

Visit www.fitex.co.nz Special rates for REPs registered exercise professionals and students studying in a REPs registered course.





