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Media Release for immediate use - New Zealand's Exercise Trends for 2014
From: NZ Register of Exercise Professionals



Exercise and health is not just about the latest trends, it is about developing a long term and sustainable lifestyle that includes healthy food choices, regular and safe exercise, as well as stress and health management. It is not just about what you achieve today, but what you achieve for the rest of your life. At every stage and fitness/exercise level, it is important to get the right advice. Fortunately New Zealand has an internationally recognised register for exercise professionals called REPs (Register of Exercise Professionals) so that you can be sure you are in safe hands.

The exercise trends for 2014 are:

Stress Management at Work

Recognising that employers and workplaces have a valuable role in contributing to employee's wellbeing, Exercise NZ (the exercise industry association) has developed a workplace stress management programme that is exempt from Fringe Benefit Tax (FBT).

It is estimated that 40% of sick days in NZ are due to work related mental stress. Under the Health and Safety in Employment Act 1992, employers have an obligation to prevent and reduce work related harm amongst their staff. This includes mental or physical ill health due to workplace stress. As most people are aware, exercise and lifestyle changes can play a huge role in managing debilitating stress levels. Adopting an effective programme of exercise can therefore result in a win/win situation for both employees and the business they work for.

<http://stressmanagementexercise.co.nz/employers>

Older Adults

No longer are retirees content to consign themselves to the rocking chair for their later years. With more time on their hands, seniors are looking at investing in their health even more, with appropriate exercise activities on their wish list.

REPs Registered Exercise Professionals are offering more programmes that are suitable for older bodies, but that still offer a mental and physical challenge with the Ministry of Health supporting this message and recommending a range of exercise options for older adults including resistance and balance activities, as well as cardio exercise (group exercise etc).

<http://tinyurl.com/n475849>

Educated, Certified and Experienced Exercise Professionals

Having REPs Registered Exercise Professionals In New Zealand makes it easy to choose the right trainer and gym or studio. Why use a REPs registered trainer and facility? If you are going to invest time and money into your health and fitness/exercise, you want to ensure you are getting safe and effective advice. Just as you wouldn't let a Doctor give you medical if they didn't have a measurable standard of education or knowledge, it is very important not to leave your physical health and fitness in the hands of someone who could have, as far as you know, gained their knowledge through an internet search. Using REPs Registered Exercise Professionals is the quality mark to expect. <http://www.reps.org.nz>

New Trends

The exercise and fitness industry is an exciting and dynamic industry, with trainers and educators always seeking new research and opportunities to make exercise more functional, more effective and just as importantly, more enjoyable. There will always be new products and exercise options coming along. Our advice is to make sure that when you try out the 'latest thing', you do so under the supervision of a REPs Registered Exercise Professional so you know that it is going to be safe, effective and fun!

Contact Details:

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Who is the NZ Register of Exercise Professionals (REPs)?

REPs is an independent non profit organisation administrating the New Zealand exercise professionals register to ensure that the public receive safe and effective exercise advice. Using REPs Registered Exercise Professionals is the "Warrant of Fitness Check" that exercise professionals and facilities meet New Zealand and internationally benchmarked standards to deliver exercise advice and instruction. REPs is affiliated globally to other national exercise professional registers representing over 70,000 exercise professionals through the International Confederation of Registers for Exercise Professionals (ICREPs) - www.icreps.org.