



## How being attentive, social and having fun creates magic!

Would you like to grow your class or activity? Wondering how you can encourage more regular attendance? There are some easy things you can do to help attract new members and improve adherence. The first thing to realise is that most **people don't just come for the exercise**. They come for a variety of reasons and many of these have to do with social connections, being part of a 'tribe' and feeling valued. Secondly, you need to take some time to **plan how to create an environment** that meets these needs.



## FIVE tips for growth and adherence

- **Try using themes** - linking in with national awareness days or key dates like Valentine's or St Patricks Day are a good place to start. Be creative and think about easy ways you can incorporate these themes into your activity. It could be as simple as everyone wearing something red or green. Give out prizes or provide a small giveaway as an incentive.
- **Celebrate major milestones** - going the extra mile really leaves an impression and highlighting special dates or occasions is a great way to show your class members and clients that you care. Share birthdays, weddings or other special dates that help create talking points and shared experiences.
- **Use social media** - Facebook is a great way to share information and help your group/s interact outside of the class or activity. Try and identify someone in your group who could help setup a *closed* page. The page can then be used by the group to share events, training tips and inspirational quotes which promotes a real sense of belonging.
- **Provide an opportunity to socialise** - providing a cup of tea/coffee and some healthy snacks at the end of a class or session is a great way to help your participants get to know each other better. For some groups like young mums/dads and older adults this time can add significant value.
- **Have fun!** As this quote puts it so well..."Have fun when you work out, and it won't feel like work!"

*These tips are based on strategies used by New Zealand Exercise Industry Awards winner Linda Miratana – the Group Fitness Team Leader at Lincoln Events Centre. Linda will be talking about these tips in more detail at an upcoming Training Workshop in October.*

# Seniors Eating Well Snippets

Seniors Eating Well (SEW) Snippets is a NEW customised teaching resource designed to support activity providers deliver key nutrition messages to older adults in an exercise class or programme setting.

Activity providers need to attend a FREE 90-minute training session to deliver the SEW Snippets modules. The training session is run by a dietitian and is held up to twice a year (or on request).

[Get more information about SEW Snippets training](#) or to book a kit.



## Community Exercise Foundation Course

### [REGISTER NOW](#)

**Dates:** Saturday 6th and Saturday 20th May 2017

**Location:** North New Brighton Community Centre (88 Marine Parade)

This exciting two-day foundation course is suitable for leaders of group exercise in a community or church setting, plus new or inexperienced leaders - no previous exercise or instruction experience required. Cost is \$50 per person. Fantastic value for 2 days!

[Get more details or to register for the Community Exercise Foundation Course.](#)

*Note: Contact Nadine Milmine if cost is a barrier to attendance as we may be able to help (nadine.milmine@activecanterbury.org.nz or 0274 621 262).*



## Education, Training and Development

### Training Workshop on Saturday 27 May: Mark the date!

This workshop is the final one in our current series and you won't want to miss it! Join us for an afternoon of ideas to take back to your activity sessions including circuits, fitness testing, marketing tips and latest industry updates including Maori Movement.

[Visit the Active Canterbury website for more information.](#)

Attendance is FREE and open to all activity providers in Canterbury.

### Looking for more help or training?

[The Activity Provider section on the Active Canterbury website](#) is a great place to search for upcoming education and training opportunities. We regularly post information so check back regularly. Other helpful websites to visit include:

- [Catch Fitness](#) - a great place to find out what's happening in the wider fitness industry and link with courses and workshops nationally.
- [Exercise Association of New Zealand](#) offers a range of online courses which attract REP's CDP points.
- [Christchurch City Council](#) runs the Spread the Word and Get Set Go! workshops geared towards those working in recreation, sport and physical activity.

- [Exult](#) helps support the work of non-profits through workshops and a range of other services. Check out their free articles.
- [Toi Tangata](#) is an indigenous enterprise that blends contemporary technical know-how with timeless Māori values and models of practice. Offers regular webinars and training courses in health, fitness and nutrition.



Come and be part of the fun at the largest fun run in the South Island on Sunday 19th March.

[The City2Surf is an event for young and old](#), the serious and not-so-serious, individuals, teams, schools and families. There are two distances:

- 14km Star City2Surf and
- the Sport Canterbury 6km.

#### **News Flash!**

[The YMCA is offering a FREE gym membership until race day.](#)



Māori Movement is a unique health and wellbeing programme that brings together the traditional training of the Māori warriors (both male and female) into a modern interpretation.

The fitness and movement system is based around the knowledge of Atua (Māori Gods) to inspire the approach to each movement sequence.

A series of video lesson plans have been developed that explain each movement in detail. Level one is free.

[Find out more about Māori Movement.](#)



Tri Pounamu is an exciting new initiative supporting those who identify as Māori and their whānau to compete in an event during 2017.

It's a whanau-based group with individuals going for similar goals. It doesn't matter if the goal is a 5km walk or a full ironman – Tri Pounamu is simply a movement of like minds who wish to support each other!

[Connect with the Tri Pounamu team on their website.](#)

[Check out Tri Pounamu on Facebook.](#)



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We welcome your feedback and comments.