



Australasian Pilates Industry Alliance

NEWSLETTER

Welcome from the Committee

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Hi, and welcome to all members of the Australasian Pilates Industry Alliance, now commonly known as the PILATES ALLIANCE.

As a once nervous, and yes, a little skeptical committee member, I can now say that you are definitely in the hands of passionate, fearless Pilates professionals. Please keep up your support, it is inspirational - Thank you.

The committee members, the public officer and administrator have met on many occasions, each raising different needs of the Pilates community. Over the past months, many discussions have been had and re-had, with many decisions being made and re-made. I can honestly assure you, we are now on the way to building a fantastic support network for you and your clients. Many of the benefits Alliance membership offers were once merely dreams. With a

lot of support and hard work we have now developed many of these into a tangible reality.

Feel confident we have objectively assessed and processed all membership applications based on a complete check-list of competencies for each of the different levels of membership. It is our hope that those whose training and/or experience does not meet with our membership requirements will continue to develop their Pilates education and qualifications. We invite all Pilates professionals to make a commitment to continuing education. By increasing our knowledge, qualifications and experiences we can only be working toward raising the profile and the reputation of the industry.

In this newsletter you will find an update of the contact details for the Alliance, including the web address

for the site that we hope will be up and running shortly. We have attached a current membership list so that you can all keep in touch, and are also introducing a classifieds section to our newsletter - if you have any items for sale, positions to fill or other points of interest, please feel free to let us know.

Thank you all for your patience and support and I look forward to seeing you at the AGM.

Vice President.

President— Sally Anderson
 Vice President— Marda Willey
 Treasurer— Kerry Etkin
 Secretary— Karen Beattie
 Councillor— Shauna Hall
 Councillor— Elena Philp

Special points of interest:

- Next opportunity for CEC's is the 31st May. Don't miss "The Running Series".
- The AGM will follow our July workshop. Be there and make your vote count.
- We are in the process of lobbying Health Insurance companies for Provider Number allocation for Full members. Remember, it pays to belong!
- Over the coming months we will be looking for a selection of special members who'd like to offer their expertise by serving on various sub-committees. We will keep you posted and would love to see you get involved with your association.

Alliance Contact Details

Just an update on all the contact details you may require.....

Should you need to post any material to the Alliance, including all membership applications and correspondence, our postal address is:

Pilates Alliance (Australasia)
 PO Box 374
 Surry Hills NSW 2010

Our new contact phone number is mobile, so call (M) 0401-152-237, and a committee member will be able to assist you.

Keep you eyes peeled for our website, which will outline all aspects of Alliance membership including the CEC Schedule and upcoming workshops. www.pilatesalliance.net

Continuing Education—The Running Series

As you are all aware, the Alliance has a strong focus on Continuing Education for all members. With this in mind, membership maintenance is assessed via our CEC Program, as is the case for many other professional bodies. All full members will be required to gain a minimum of 20 credits every 2 year period through a variety of learning opportunities. The Alliance will provide a foundation schedule of workshops each year to make the CEC process a little easier.

We have decided that the remaining workshops for the year will be dedi-

cated to RUNNING. A subject we are all familiar with in one way or another.

The first workshop on the 31st MAY will be presented by a podiatrist and a physiotherapist. This will include a discussion of the biomechanics of the foot, knee and hip; muscle recruitment patterns and a comparison of these factors between walking and running.

The second workshop in this series, The Weekend Warrior/Recreational Runner, will be held on 26th JULY. It will include a look at the common imbalances and problems associated

with the recreational runner, as well as corrective exercises for the prevention of injuries and enhancement of performance.

Part three, The Elite Athlete, on 25th OCTOBER, will address common overuse injuries, as well as present ideas on how approach correction and prevention of these injuries.

Parts 2 & 3 of the series will be conducted by a physiotherapist and pilates instructor, to enhance the application of the theory presented in the studio setting. More details will follow as we get closer to dates,



RUNNING Part 1 **31st May 2003**

@Pilates International
2.00pm-5.00pm
3 CEC's
Members \$ 50.00
Non-members \$ 80.00

Continuing Education—Other Assessed Programs

CEC's can be attained by attending a variety of programs. Programs organised and run by groups other than the Pilates Alliance may still be eligible for CEC allocation as per the CEC schedule. Should the workshop provider submit an outline of their program to the Pilates Alliance Committee for assessment, the CEC allocation for that program may be of higher value per hour of education. Other upcoming opportunities for CEC accumulation will be outlined as follows:-

PILATES PLUS

Hosting Rael Isacowitz & Karen Clippinger (USA) on the Gold Coast.

August 13th - 18th, 2003

Topics Include:

- *Spinal Stabilisation*
- *Neck & Shoulder Dysfunction*
- *Integration of Pilates Method for Management of Scoliosis*
- *Enhanced Athletic Performance*
- *Master Level Repertoire*
- *Dance Specific Repertoire*

15CEC for Full Week
or 3 CEC per Day

All Enquires to:

Shauna Hall, Pilates Plus
(07) 5577-3155
info@pilatesplus.com

A 10% discount will apply to all Pilates Alliance members

Annual General Meeting—26th July @ 4pm

It's time again for the AGM. It would be fantastic if all members could make it to the meeting to see just how far we have come in the past 12 months and where things look like going over the next year.

It would be great to have any new enthusiastic faces who would like to get involved and put their hand up for election to the committee. Re-

member, to have voting rights you must be a current member of the association, with fees and subscriptions paid and/or up to date.

The meeting will be held after Part 2 of the Running series workshop.

Pilates Alliance (Australasia) **AGM**

26th July 2003

4.00pm-6.00pm

Pilates International

Studio 41-42, Level 4
61 Marlborough St
Surry Hills NSW 2010

CLASSIFIEDS

FOR SALE

Peak Systems Pilates Chair
"Low Chair with Handles" and
springs included
Heavy Duty Construction
Excellent Condition \$500.00

Large Wood Wobbleboard \$175

Hydraliuc Massage Table \$999

Call Julie at Pilates International
on (02)9699-5509

For all enquires re advertising in
the Alliance Classifieds please
contact Kristy Wetherell at
absolutepilates@bigpond.com

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a

special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new

procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



Australasian Pilates Industry Alliance

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Gymea NSW 2227

p: (02) 9531-5255
e: absolutepilates@bigpond.com

For Fitness and Injury Rehabilitation

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!

example.microsoft.com



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

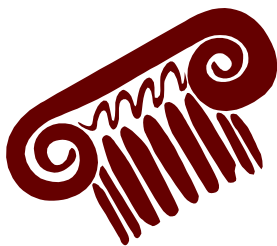
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard

products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.