

DIGGY NEWS.

JANUARY 2017



WELCOME TO 2017

Welcome, welcome! Hello, 2017...you are going to be grand. The year is off to a flying start, with absolutely phenomenal programming from Kosta and a heap of booked-out classes. We want to take this opportunity to thank everyone for their co-operation over the summer break and a BIG thankyou to our coaching team that held down the fort for the week that Kosta and I had a little RnR. In hindsight, we would come back to full classes a week earlier, we live and we learn. Apologies to anyone that missed out on training due to work commitments in the second week of January. Those classes were an absolute party and from the feedback we have received, it was a really nice way to bring in the new year of training.

This year, as we have truly established our new premise, combing our services to provide you all with the platform for you to reach your potential, we have a lot in store for our members. The dust has settled and we are ready for greatness. This year is about growth, providing you with more, and developing our coaching team into a steadfast bunch (even more than they already are). You'll notice more processes being initiated and a few 'rules' being driven home by coaches. We never want to take the fun out of training, however we do want you to receive the most out of training and your experience at Dignus. We initiate guidelines to ensure our gym runs as smooth as it can during growth periods, and you are getting what you need from us in a timely and efficient manner.

So, valued member, let's kick some goals together this year shall we?



FLEX YOUR FEEDBACK SUMMARY

Thanks to everyone that submitted their feedback. Loved reading through all the comments. Had a few little tears at how humbling you all are. I am sure Kosta will feel loved too when he reads through them later this week.

A few things I want to touch on, some flagged comments and some summaries of 'stuff' and our feedback to you guys.

Congratulations to Abbie Green for winning the mobility pack from Flex Fitness!

Top three things

Firstly, here are the top three things a very high percentage of you are raving about Dignus:

1. Programming variety
2. Coaching/Coaches
3. Environment/community/people

These were all very on par.

Additions

I loved this section. Some are tricky, and I'll advise why, but it's very good to know what exactly it is you want so we can work toward it even if it isn't something we can do right this second.

1. Stretching/mobility. This was off the ball park and outweighed all other things. It's a given you want some stretching. This week we added mobility after each class and the reception has been fantastic. It's definitely going to be an additional extra after every class. We also advise you to try and get to at least one yoga class throughout the week. If you are someone who is keen on yoga (we had a few people ask for more classes, but we don't really get the numbers at the two we have now, so it's hard to add more - we'd like to know what times would work better? We are hoping the 5:30pm yoga will be a hit as it coincides in between two classes). To be completed immediately.

2. Shower/change room facilities. We know, we know! It's number one on our list. It's just not financially possible at the moment (even though this was one of the main reasons we added unit 6). The new gym is chewing into our budget and not leaving us much to play with. Fingers crossed 2016 is the year. We are hoping to have showers by 2018.

3. Boxing. Not sure about this one. We have tried it before. It's definitely on our radar, however not a high priority at the minute. We would need a personal trainer to take this one. Stay tuned.

4. Strength sessions at Adrenalin. We like this. We will trial this from next week. Tuesday and Thursday mornings will be more strength-based. To be completed immediately.

5. New class times. There were two preferences for 3:30pm and 6:30am. From our discussions with 5:30am (which is not booking out at the minute and not many of the attendees would attend 6:30am) and from our previous experience of this class only have 1-3 people or none in attendance, we are not sure about this one. If you are one of those people who would like 6:30am, or 3:30pm, email us so we can have a better indicator of how many people would actually attend these time slots. 3:30pm usually has a few crew members doing open gym, so feel free to come in and do the class earlier – you can always organize a few friends to come in as well.

6. New equipment. Yup, we hear ya. This is high on our priority list. In the meantime, just try and be a little more careful when you're training and be sure to not dump barbells so erratically. It really has put a buckload of pressure on our plates, which are falling to bits. Additionally, be mindful when dropping wall-balls and stacking barbells. Listen out for direction from coaches about how to care for equipment during classes, and listen to them! We train hard, what can we say, right? To be completed by end 2017.



Doing better

This section was actually pretty profound. With all the change and teething problems we experienced this year, we felt this was going to be a lot worse. There were a few comments that we will respond to. But otherwise, we are totally stoked that a high percentage of you didn't have anything to add.

1. Rep bludgers. We know where you are coming from. We are on this, but it's not our number one. Our number one is ensuring that our members are coached safely, move well, smile and have fun, and really work up a sweat. We are here to support our members and of course, we know how shitty it feels to have someone 'beat' you in a workout who didn't act with integrity. It's safe to say that it is always, 99% of the time, totally obvious who is cheating reps. If you do it, stop. Seriously. It does not do you any good. We don't police it because we aren't police and we appreciate our members who do the work. We pride you guys. Just remember, at the end of the day CrossFit is a training methodology for creating physically fit people. The daily WOD is not a competition or a scoring regime. This is just a tool to make you work harder. Those that cheat their reps only cheat themselves. There isn't much we will change here. If you feel personally cheated in a WOD, rather than making a song and dance about it, and creating drama, come speak to a coach and we will do our best to rectify the situation for you.



2. Communication between coaches for consistency across the classes. This has definitely been taken on board and it is also something I (Claire) personally have felt incongruent about for a while. I think I am probably the worst culprit for that though, and it's because I don't always check beforehand with Kosta about what's going on – I presume I will just know and understand. I'll aim to do better and we have already implemented new processes to ensure coaches know what's going down for the day and are communicating better re: scaling options, timeframes etc. *To be completed immediately.*

3. Coaches per athlete. Love this one. We try our best, but our best definitely hasn't been good enough this year. We know that. Our coaching took a little bit of a hit to get this second gym up and functioning. 2017 will ensure there are two coaches on board for every 8 athletes (give or take e.g. if 10 are in a class, and there are no trials, life should be okay). We want you to get the most out of your classes, especially the technique and skill-based sessions. This is one of our number ones and was (and still is) of high value to us. We don't employ cheerleaders who coax you through the session. We want you to walk away feeling coached and having trained (not just exercised). Excuse us for our inadequacy here. Changes are on the way. *To be completed immediately.*

A comment we loved, and really wanted to share it here:

"You can have an amazing gym to look at but it's the people that make the place and you guys are truly incredible. No amount of additional things will change that.. They are just an added bonus!"

Thank you to whoever that was, made our day.

MEMBERSHIPS, HOLDS AND BOOKING IN TO CLASS

Booking in to class

You might have noticed that we have started checking people in to class now. This is going to continue to ensure that it books members into their sessions and deducts a class from their weekly limit (if they have one). This doesn't apply to our unlimited options, obviously.

We want to be clear on how our 2W and 3W memberships work. You are entitled to 2 sessions or 3 sessions weekly. If you do not use one or more of the sessions, they are lost. The next week re-sets and you have your fresh sessions available, but the sessions not used the week before do not carry over. This is the way our memberships work (and you'll find this consistent across many fitness companies).

If you have reasoning behind why you missed classes, you are always welcome to contact us and see what we can do. Please remember that we are a small business trying to make a living. We have policies and we implement our memberships (and we have so many options for you) to ensure you get the most out of your training. It's not just about us being paid. Attending any less than 2 sessions a week in CrossFit is not going to be of high benefit to you for the price you are paying to attend and what you are trying to achieve. Make the most of your time with us! It's in everyone's best interest.

All members need to be booking into class ahead of time so we can assess whether we need an extra coach or not. Just because you jump on Zen Planner and see that there are still 5 spots left, doesn't mean you are exempt from booking in. There could be 6 other people that thought the same, and we have seen this happen over and over.

Student membership

We like to alleviate financial strain from our students because we understand the burden that full time study can have on you and how much of a struggle it is to balance work/life with a full plate of study. This being said, we need members to be completing at least 3 units a week to be considered. One or two units on top of full time work does not deem you a student in financial strain. Apprenticeships and traineeships are considered as well. You can apply by sending through your course details and semester outline via email for us to assess.

Holding memberships

This a procedure we need to tighten up on. We receive advice via mouth at class, Facebook message, text, and of course, some via email. Please be aware that any advice we receive for holding memberships will not be processed unless you email us. We will no longer be back dating membership holds for receiving advice after the fact or because you inboxed us on Facebook and then forgot to email. Your membership hold will start from the day you advise us. As per our terms that are signed when you commence, you need to advise us with two weeks notice for us via email to pop your membership on hold. This ensures admin have time to process and Zen Planner doesn't have a hissy fit with a late hold so close to a new payment. There are obviously some extreme cases that will be considered, but holidays are definitely not one of them. If you know you are going away, let us know so we can hold your membership to ensure you are not charged when you are away.

Your membership can be placed on hold for anywhere from 2 weeks to 3 months. Make sure you take advantage of this as to not pay your fees whilst you're not training!

NOTICES

ROOM FOR RENT

We will be renting out a room in Unit 6 (the spare one across from Claire's office) from February this year. If you know someone who might be interested in their own little office in a health club, let them know! We will be advertising closer to the end of the month. It's \$100 a week, \$250 with unlimited access to the gym for clients.

PERSONAL TRAINERS WANTED

To drive more clientele and more finance into Unit 6, we are sub-contracting personal trainers to come in and train their clients, as well as any at the gym who is interested. We currently have Rach Coups as our personal trainer at Dignus. We are hoping to find a few more. If you have friends who are looking for somewhere to train their clients, let them know we are looking for PTs and send them our way!

SMOOTHIE BOWLS AVAILABLE

The breakfast smoothie bowls are back. Alternating between the acai bowl and the peanut butter bowl, we will be selling these after 5:30am and 9am classes. Text Claire (0420213904) the night before (5:30am) class or first thing in the morning (9am class) to book your bowl. Some 4:30pm classes will have this availability as well. Claire usually sees clients in the afternoon, or is co-coaching, therefore availability is not always going to be present in the PM. Check with Claire before class.

OPEN GYM

In addition to our daily open gym, we have also added a Sunday session to our reservoir of times. Every Sunday leading into, and during, the open we will have open gym from 11am – 1pm. Take advantage of this as a PLUS member and do some extras leading in to the competitive season of CrossFit or just to get more shredded.

SQUARE PAYMENTS

We finally have Eftpos facilities on site (woo-hoo!). We are in the migrating stage where transfers are still available, however we are trying as much as we can to move away from these. By mid-year we endeavor to have a fully-stocked 'shop' for you to make purchases at your leisure, rather than pre-orders. This will help keep our book keeper happy too. Just find a coach at class, preferably Claire, if you can hunt her down, so your payment can be processed.

TEENS AND KIDS CLASSES

These start on the 30 January. Teens run on Monday and Wednesdays at 4:15pm and Kids run on Thursdays at 4:15pm. Teens is \$200 for the 10 week term and Kids is \$150 for the ten week term. Register now!

DRIVER OF THE MONTH

ROB MCKENNA

Ofrom day dot this member has given his all. Despite some mobility issues, he has always attacked each session with not much of a complaint. He is unquestioning and diligent in his approach to his training, doing as is expected of him and being open to new ways of moving and doing things. In competition, he plays his own game and leaves everything on the floor. He is not a show pony, executing his workouts with complete focus and internal competition with such fortitude. It's no wonder he has progressed so intently forward and grown. His fervor in chasing his goals has made me a steadfast component as a CrossFitter. It is with great joy that we award Rob McKenna with the Driver of the Month for January 2017.

Rob, you truly are a pleasure to coach. You take on everything each coach says and you are always trying to do better, and be better. Your stoic nature and ability to overcome all boundaries has provided you with such a solid foundation to become the athlete that you are. You are kind and caring in the gym, always putting other's first and celebrating wins by each and every athlete in the gym. You are playful in your pursuit of greatness, yet always have the mental aptitude that allows you to do your best. You are always fighting and I don't think we have seen you give up, ever! You have influenced Dignus in such a significant way as your presence brings with it a wealth of positivity and healthy competitiveness. You make way for others to rise up to the challenge and be more, just by being around them. In your last month at Dignus before we send you off on your stint in Melbourne, we want to celebrate you for being amazing and we hope you enjoy the remaining weeks with us in the spotlight. Congratulations Rob.



EVENTS

AUSTRALIA DAY WOD

8AM - 9AM | 26 January | Partner workout

REACH YOUR SUMMIT GOAL SETTING SEMINAR

6:30PM - 8PM | 13 January | Bring your dinner, a pen & paper (and some goals!)

THE OPEN FRIDAY NIGHT LIGHTS

23 February - 27 March | Fridays 6pm-9pm

Register online now to be apart of the spectacle.

PROMOTOR - FEBRUARY

February Friends! Bring a friend along for a trial at Dignus and if they sign up, you get a free fortnight of membership from us. We want to grow, and we want more people like you! So what better way to infuse Dignus with more amazing humans than by taking in your social circles. Promo lasts for the whole of February. Let us know when a friend is coming in that you promoted and prompt them to alert us as well!

IN REVIEW AND LOOKING FORWARD

It's a good year to have a good year. The freshness of January is slowly coming to an end, but regardless you've all stepped up to challenge if being better in your training and working off those post-Christmas cals. This year is going to be a lot sturdier than last year. Accordingly, this year is going to be perfect for you develop your specilised skills, set goals and crush them, and make a heap of meaningful friends a long the way. This year we have more social fun, more events, more talks, more specialist classes and more coaching time coming your way. You have all the tools to become the best human you can possibly be. Use our gym, our services, the people around you and the experience, draw on these to develop and grow. We want nothing less than for you to reach your potential. You are worthy of greatness, remember that and you have a whole tribe behind you applauding your succeeded and supporting you during your tough times.

