



Remote Personal Exercise Program

Managers/Owners:

Ron and Anne Mackay

Property Name:

Vatua

Property Location:

Coonamble, NSW

Size of property:

4200ha (owned and leased)

Brief enterprise description:

4000 merino ewes, 220 cattle and some cropping

The innovation is a:


New product


The Innovation:

Looks after the people

Star rating

Ease of use 

Degree of innovation 

Impact on business 


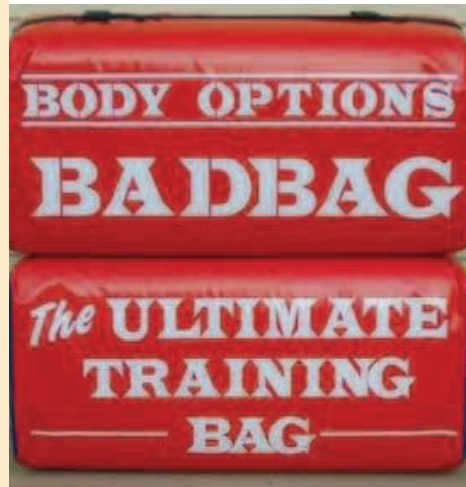
Application to other pastoral businesses 

Figure 1
Bad Bag is used for a lot of the exercises along with light weights



Impetus Behind the Innovation

Many graziers such as Anne Mackay live a fair distance from a town where a gym or fitness program operates. As a consequence it's hard to be able to work on their general fitness, flexibility and strength. This program removes some of the barriers to good health and fitness. Anne is part of a group of 6 Coonamble graziers who have taken up the program in 2008 and 2009.

The group was concerned about their weight, flexibility, strength and stress during the 2008 drought. The program is undertaken individually, in your own house.

How the Innovation Works

Rod Fardell of Body Options (Dubbo) has created a remote fitness program specifically designed for graziers who can't get to a town with a gym or fitness program. It consists of a DVD outlining his program, and some light exercise equipment that can be used on property.

Rod coaches remotely via email and phone. The program is specifically designed for graziers; and focuses on flexibility, core strength, diet and general fitness.

A feature of the programs is use of the 'Bad Bag' for strength and flexibility.

Key Features

A simple program that is low cost, and is tailored to the needs of graziers. A focus on flexibility and core strength is important to save back injury (which is common) and build basic strength, which is often lost driving around in vehicles. It uses basic equipment to build fitness levels and manage weight, and also covers diet and healthy eating. Rod's follow up makes sure that you set goals, and then achieve them.

The key feature is that you do your own program that Rod designs, depending on your own goals. You do your exercise sessions in your own home, with basic gear, and then are supported via email and phone. Rod uses your interests and what you have on hand as part of the program (eg a bike or treadmill).

Key Benefits

The main benefit from the program for Anne has been extra energy and a feeling of well being. Her strength levels and flexibility have also improved. This is important as it reduces the chance of muscle injury. Anne also indicated that the education process about diet means that she and her family eat even better food.

Others in the Coonamble group have had weight loss goals, which they have made progress towards.

Key Materials Required

The Rod Fardell remote exercise program DVD and setting up your exercise program. Purchase of a Bad Bag and light weights is included in the sign up session.

Potential Cautions and Risks

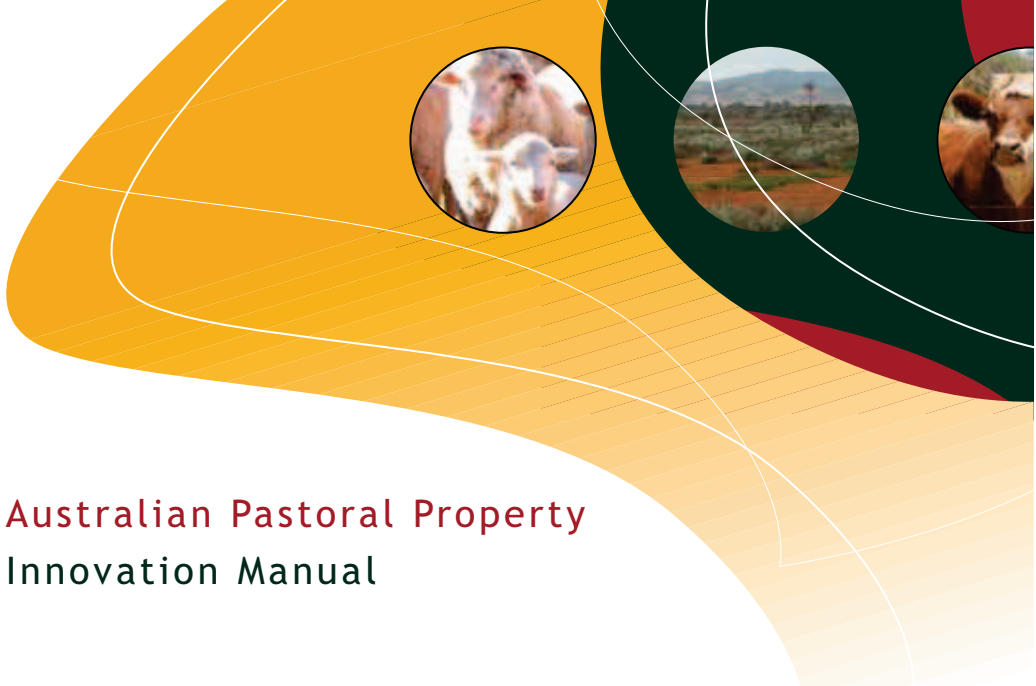
Just follow the program! No real challenges, it's targeted to your goals, taking into account where you are at.

What Could be Done Differently Next Time

More group activities with others doing the program could help with motivation.

Cost Benefit Analysis

Costs	Perceived Benefits
\$400 for 6 months. Includes DVD, initial session, Bad Bag and weights.	Intangibles, but very worthwhile
Total: \$400	



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