



# Michelle

# How to workout what is best option for you

**ISABELLA MAGEE**

RESEARCH shows almost 90 per cent of Australians with a gym membership don't actually use it. So are you burning your money instead of your fat?

Selling memberships, the "famous way" gyms make money, may be leaving your wallet emptier than you think, so it's time to reconsider how much keeping fit is costing you.

Many Queenslanders are already rethinking how they stay fit in the wake of coronavirus closing all indoor fitness facilities.

While experts warn many are being locked into gym contracts you may not need.

Sports marketing expert, Sarah Jane Kelly, said gyms make it "as difficult as they can" for you to opt-out of a subscription, leaving many stuck paying for a service they don't use.

"It's a lot easier to sign up than cancel, they make it as difficult as they can to cancel your subscription; there are a lot of barriers," Ms Kelly said.

"For example, there's value in having a personal

trainer as long as you're clear about the aims and you're getting your money's worth there," Ms Kelly said.

"They're beneficial because they're experts in safe practising, rehabilitation, injury prevention, it's just depending on the reason you want that customised training.

"Really scrutinising the personal trainer's qualifications and if they are there, they are entitled to charge

the premium price because it can be really worth your money."

University of Queensland Marketing Associate Professor Frank Alpert said it was best to think things through.

"The famous way gyms make money is they sell memberships; they get people in the moment they realise they want to do something and then they don't use it,"

Mr Alpert told *The Sunday Mail*.

"My wife and I don't use a gym, and we share a personal trainer who comes to our house, so it's half the cost because he watches over both of

us in the same time frame,

"We don't have to commute to a gym, we can do the routine whenever we want ... we don't have a lock in ... he has to keep us happy."

Personal Trainer Ben

Jones, 24, said the one-on-one service was open to any location. "I'm a personal trainer at a gym and for my own business, I have all the equipment set-up at my house and charge the same rate because I want to help the client with what works best for them," Mr Jones said.

Mr Jones said if you're searching for a gym, "hands-down" you must try before you buy and to explore other

avenues, like online coaching, but be careful.

"Nine out of 10 times, general gym-goers have come to me, I've had to fix their technique because they haven't been trained properly," Mr Jones said.

"So, it may be free advice, but you need to look into the qualifications of those you're referring to for the advice, otherwise you're shooting yourself in the foot."