

# THE REAL STORY BEHIND



## What is Aquaworks®?

Aquaworks® is the registered trademark of our very own aqua programme here at The Leisure Centre and is synonymous with excellence. Aquaworks® was registered as a trademark in New Zealand in 2005 and in Australia in 2006, along with the support of the Rodney District Council. Aquaworks® represents a shift in consistency and standards in both the delivery and content of aqua classes through the development and establishment of high standards of training for instructors, and quality, results orientated, fun, motivational and challenge driven classes. Aquaworks® believes that the full potential of an aqua class is only realised when there is a strong focus on training, music, choreography and presentation. The programme was developed by Development Manager of Group Fitness, Linden Cowan. Our goal is to raise the profile and awareness of this brilliant, fun and effective form of exercise to encourage a wider market, and dispel the myth and perception that aqua is solely the domain of seniors, pregnant and rehabilitation participants.

Aquaworks® has also secured the contract rights through the recording industry of APRA and RIANZ, for a compilation licence to enable Aquaworks® to on sell music and choreography packs to other centres and instructors.

All our Aquaworks® instructors have undergone extensive training with CALA (Canadian Aqua Fitness Leaders Alliance), considered the gold standard in aqua training worldwide.

Gabrielle Harris and Linden Cowan between them have represented Aquaworks® at The Network Filex Fitness Industry Convention in Sydney and Melbourne in 2005, 2006, 2007 and 2010 when invited to present our aqua programme.

