



# Media Release

19 September 2016

## Net-Fit: Aussies use tech to tone-up from their living room

### Tim Robards harnesses online fitness trends in new nbn™ Virtual Trainer workouts

Time-poor Aussies are swapping personal trainers for tablets by embracing living room workouts, aided by the growing wealth of online tools and how-to videos, according to new research commissioned by **nbn**.

Clicking their way to a healthier lifestyle, more than half of Aussies surveyed (53 per cent) would use the internet to help improve their training techniques, research nutrition and map their fitness progress. Of those who'd looked online for fitness inspiration, almost two thirds would watch online video tutorials (63 per cent) and just under half admit to researching the latest fitness trends online (48 per cent).

The research also reveals almost two thirds of those surveyed (62 per cent) prefer to exercise in their living room than in the gym, with majority admitting they train at home because it's free (95 per cent) and convenient (94 per cent).

To provide the nation with some homegrown inspiration, **nbn** has teamed up with fitness expert, Tim Robards to create a series of **nbn**™ Virtual Trainer workout films. Combining Tim's fitness prowess with the latest trends from animalistic moves to Bollywood inspired dancing, these 30-minute long workouts are designed to be streamed from the comfort of your home over fast broadband.

#### **nbn**™ Virtual Trainer<sup>^</sup>, fitness expert and chiropractor, Tim Robards says:

"Whether it's stiletto aerobics streamed in from Brazil or the latest Hollywood workout, there is now a wealth of information at our fingertips, using technology to help make fitness fun and easy. With the research showing half of all Aussies start increasing their exercise in Spring in preparation for the summer months, it made perfect sense to launch the **nbn**™ Virtual Trainer sessions while exercise is top of mind for the nation. The workouts are designed to give busy, on-the-go Aussies no matter where they are, the chance to connect with health and fitness expertise online from the comfort of their home."

"The **nbn**™ Virtual Trainer workouts I've created use some of the most popular and interesting fitness trends available online at the moment, including some from my very own The Robards Method fitness program. They will get you growling, stretching and sweating all at the same time. Whether you're stuck behind a desk all week long, you're an exercise novice or fitness junkie, there's something for everyone to adapt to their own level. The most important thing is to keep challenging your body with new skills and routines, as well as keeping it fun and fresh, in ways that work for you."

Additional research findings include:

- **Toning and strength top of the list:** The top three fitness trends Aussies are turning to online are Yoga (28 per cent), weight training methods (25 per cent) and Pilates (23 per cent);
- **Motivated Millennials:** Millennials are most inclined to turn to tech (69 per cent) to help them get the best results from their exercise. They are also the most likely to be intimidated working out in the gym (67 per cent) and are the most motivated by getting 'beach-body ready' for summer (63 per cent).
- **Age is just a number:** When it comes to learning fitness trends online, Millennials are most inclined to get their hearts racing with High Intensity Interval Training (69 per cent) at home;
- **Game-on:** Just under a sixth of Aussies (15 per cent) are interested in trying out fitness based video games online.



Visit our **nbn**<sup>™</sup> blog series to access the **nbn**<sup>™</sup> Virtual Trainer workouts and learn more about how the **nbn**<sup>™</sup> network is helping Australians reach their fitness goals.

There are more than 3 million homes and businesses around the country which can already connect to the **nbn**<sup>™</sup> network with every Australian set to have access by 2020.

**ENDS**

### Media enquiries

#### Craig Jost

Mobile: +61 429 787 818

Email: [craigjost@nbnco.com.au](mailto:craigjost@nbnco.com.au)

#### nbn<sup>™</sup> Media Hotline

Phone: 02 9927 4200

Mobile: [media@nbnco.com.au](mailto:media@nbnco.com.au)

### Media resources

Click here for [videos](#)

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### Notes to editors

#### References:

\*The **nbn**<sup>™</sup> Virtual Workout consumer research included in this press release was commissioned by **nbn** and developed by Pure Profile Research, with an Australian sample size of 1,002 Australians across every state and territory in August 2016.

\*\* Millennials classified as respondents aged 18-34 years of age, Baby Boomers classified as respondents aged 55+ years of age.

^The **nbn**<sup>™</sup> Virtual Trainer exercises have been designed in conjunction with Tim Robards, a qualified fitness expert for Australians of all fitness levels, from beginners to an advanced level. If someone has a concern about their ability to undertake these exercises safely, they should consult their doctor before participating.

#### About nbn:

- **nbn** is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.
- End-user experience, including the speeds actually achieved over the **nbn**<sup>™</sup> network, depends on the technology over which services are delivered to your premises and some factors outside our control like equipment quality, software, broadband plans, signal reception and how the end-user's service provider designs its network. Access to your work network will depend on factors outside our control like your organisation's IT policy and infrastructure.