



# UPDATE

Vol.3 Issue 1. Autumn 2011

[www.nordicacademy.com.au](http://www.nordicacademy.com.au)

## GREETINGS!

The year is flying, and it is already time for us to be packing our bags and doing all the other bits and pieces in preparation for our trip to Austria. This year we will be running two Nordic Walking Euro Alps Tours - with both containing plenty of fun, spectacular sight seeing and immersion in the wonderful alpine culture and surrounds of Patrick's homeland.

Despite being based in Europe it will be business as usual as we will still be contactable and have staff at Nordic Academy HQ to keep things running smoothly.

Keep warm and well until next time,

*Maree & Patrick*

## NORDIC WALKING BLASTS INTO THE BIG TIME CORPORATE MARKET

A new strategic alliance with Australia's leading human resources and professional development company, DRAKE TRAINING ([www.draketraining.com.au](http://www.draketraining.com.au)), has resulted in Nordic Walking featuring in the launch and offerings of their innovative new Corporate Health and Wellness Series.



Nordic Walking is as an ideal activity for the corporate marketplace and is being offered to DRAKE's impressive client network through their new Stress Management Course (LINK), as a break out activity for conferences, a lunchtime staff program and as an executive/incentive multi-day tour option.

Maree has been instrumental in the development of these programs and is very excited about the profile and opportunities that the partnership with DRAKE will provide for Nordic Walking and Nordic Academy.



## INAUGURAL NORDIC ACADEMY INSTRUCTOR CONFERENCE

Continual development of our products and services has resulted in the exciting announcement that come this August, Nordic Academy will run its first Nordic Walking Instructor Conference.

It will be a two-day event where instructors from all around the country will come together to advance their knowledge, hone their skills, share their experiences, learn about industry trends and of course have some Nordic Walking fun!

The inaugural event will take place in the picturesque environs of the Yarra Valley here in Victoria. In future years, we will use the conference as a great excuse to explore other special locations around Australia, and maybe even beyond!

So to all you NW Instructors, mark 20-21 August in your diary and keep an eye out on your email inbox for more details to come your way soon.

## INSPIRE - Instructor of the Year Award



The 'INSPIRE - Instructor of the Year Award' is our way of paying tribute to one special instructor who has demonstrated an exceptional level of commitment, innovation, service or achievement.

This year's **INSPIRE Instructor of the Year** goes to **Kevin Ormond** from Adelaide (SA).

Kevin is a podiatrist and due to the rehabilitation results experienced personally he is now a passionate advocate of our great activity. In his clinic he features Nordic Walking with a stand out display area, and often recommends it to patients.

Consequently Kevin sells Nordic Walking poles like hot cakes and has made a nice side business out of it. Well done Kevin - you're an inspiration!

## New look WEBSITE and ONLINE SHOP

In the coming weeks we will be launching our long-awaited new look websites for both Nordic Academy and our 'My Nordic Sports' online shop.

We are sure you will find them easier to use and will enjoy the extra benefits and features they offer.

**Nordic Academy's Vision:** To share the health benefits and enjoyment of Nordic Walking with as many others as possible.

**Nordic Academy's Mission:** To be the leading national provider of quality training, equipment and resources in Nordic Walking by consistently delivering high standards and customer service excellence.

