



# CORPORATE UPDATE

Vol.2 Spring / Summer  
2009/2010

## GREETINGS

This Update is a combined Spring & Summer edition due to the fact that we weren't able to get our Spring edition to you earlier, however on this occasion we don't apologise as we have the best excuse ever — our time and energies over the past few months have been taken up with something very special ... the arrival of our new baby boy. His name is Levin and he is the most beautiful and wonderful thing ever!



Despite our distraction, the past few months have also been full of events and advances for Nordic Walking and Nordic Academy which we have listed here in this newsletter.

## NEW PARTNERSHIP

### Arthritis Victoria & Nordic Academy

It has taken over one and a half years of planning however we are now very happy to announce our formal partnership with Arthritis Victoria.



Arthritis Victoria is an innovative organisation and a national leader in the field of musculoskeletal conditions including osteoporosis and lupus.

Together AV and NAA will be working towards providing persons with musculoskeletal conditions opportunities to improve their health and quality of life through Nordic Walking.

## ONGOING SUCCESS with ONE WAY

When you're on a good thing, stick to it they say. And that's exactly what we're doing with our pole supplier ONE WAY. This relationship is now into its 5th year and continues to provide a growing range of innovative products to enhance our Nordic Walking experiences here in Australia.



Besides high quality the Finnish company always puts an emphasis on design and fashion with their poles, 2010 models being no exception. Check out the latest range by visiting [My Nordic Sports](#).

## HAPPY MILESTONES

Nordic Academy has now trained in excess of 100 Nordic Walking Instructors from around Australia, and in 2009 alone we have personally introduced Nordic Walking to more than 500 people and trained more than 100 people to become enthusiastic participants.



These are fantastic milestones which demonstrate the growing popularity of Nordic Walking and the success of Nordic Academy as the nation's leading training provider.

## PROMOTING NORDIC WALKING AT NATIONAL 'BE ACTIVE' CONFERENCE

Sports Medicine Australia in conjunction with a number of other national health and physical activity organisations conducted their biannual 'BE ACTIVE' conference in Brisbane during October. Naturally Nordic Academy was there to utilize the opportunity to exhibit and promote Nordic Walking to delegates.

The response was very good with a number of health professionals already signing up for the Autumn 2010 courses. First steps with a number of organisations have also been taken which should see some exciting new developments for Nordic Walking eventuate in 2010.

## UP WITH SOCIAL NETWORKING

We continually work on our social network of Nordic Walking enthusiasts - from consumers to instructors, from retailers to trainers. Join us on Facebook, Twitter and LinkedIn.



## SEASONS GREETINGS!

As it will be our first as a new small family this Christmas will be an extra special one for us and one with new meaning. We hope though that it will also be a very happy and special one for you. May all your Christmas wishes come true!

Until next year, stay safe, stay fit & stay healthy. Yours in Nordic Walking, Patrick & Maree

### 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.