



UPDATE

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www.nordicacademy.com.au

GREETINGS!

October 2010 marked the **5th birthday** of Nordic Academy and a very proud achievement that we've been able to do what we love doing for this duration of time.

Its been a roller coaster ride over the years as the hefty challenge of pioneering a new fitness trend has been taken on, but it's a ride which has given us loads of enjoyment and fulfillment every bit of the way.

We would like to thank all of you - our wonderful partners, sponsors, instructors and supporters and look forward to continuing our endeavour to share the benefits and enjoyment of this activity with others for many more years to come!



Warmest regards,
Maree & Patrick

NORDIC ACADEMY'S 5TH BIRTHDAY!

Looking back on the past five years we have come a long way. Here's a summary of our major milestones...

- 2005 Pole Attraction (as originally called) started its journey to spread the benefits of Nordic Walking in Australia
- 2006 Instructor course accredited with major fitness organisations - Kinect Australia and Fitness Australia Sponsorships with ASICS, SALOMON and ONE WAY achieved
First Instructor Course run
- 2007 First 'National Training Tour' of major capital cities
- 2008 Evolution occurs - Pole Attraction becomes Nordic Academy Australia
Instructor business workshop and business membership program launched
Sponsorships with SKINS and SUUNTO achieved
Instructor Course receives accreditation with ESSA
Nordic Academy expands internationally - operations in New Zealand and Singapore
- 2009 Nordic Academy takes over the Australasian Nordic Walking Association
Strategic partnerships formed with Arthritis Victoria and Swish Corporate Events
'My Nordic Sports' online shop launched
Maree and Patrick named in Top 12 of global leaders on 'International Nordic Walking Advisory Board'
- 2010 Strategic partnerships formed with Heart Foundation Walking, Kinect Australia and Drake Corporate Training
Inaugural 'Euro Alps Nordic Walking Tour'

ONE WAY

THE AUTHENTIC NORDIC SPORTS BRAND

AUSTRALIAN NATIONAL XC TEAM RACE IN ONE WAY CLOTHING

ONE WAY is the leading global brand in Nordic Sports and this year is supporting the Australian national cross country (XC) team by kitting them out in ONE WAY clothing for the international competition season. We hope this top performance wear and assistance helps our elite athletes to be their best. We wish them well!



Nordic Academy is the exclusive supplier of ONE WAY Nordic Walking and Cross Country poles, equipment and clothing in Australia.

WALKTOBER 2010 - wrap

For the 3rd consecutive year Kinect Australia's nationwide 'Walktober' campaign started off with Nordic Academy's **National Nordic Walking Week**. We thank our Instructors across all states who offered their communities free 'Come & Try' sessions and inspired them to be more active and take up Nordic Walking.

EURO ALPS TOUR 2011 - Join the fun!

Next June we will be back in Austria to host and run our next NW Euro Alps Tours. This time there will be two tours - a 'Leisure Tour' and a 'Fitness Tour' which offer choice for the intensities of physical challenge (as the names suggest).



Tell your family & friends about it as we'd love to welcome you and them to our alpine heaven!

[Click here](#) for more info or ph: 1300 791 740.

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.

