

Bayside Set To Attract Elite Athletes

Hallmarc's Bayside Business Park is set to become a national focus for elite athletes, researchers and coaches with the opening of Australia's first public biomechanical assessment centre to analyse motion without the need for reflective markers, wires or harnesses.

Canadian born Chiropractor, Dr Dwayne Manary, this month opened Axis Biomechanics at the 328 Reserve Road centre in Cheltenham after a three months search for suitable premises.

Dwayne is introducing the revolutionary ZenoLink 3D Motion Assessment system that identifies rotational limitations within athletic motions. While it is suitable for a wide range of sports, initially Dwayne is concentrating on Cycling, Running and Golf.

"This technology is so new to Australia that I've had exercise physiologists come in here who have only just graduated from University and they've never heard of anything like it because it hasn't yet been integrated into their curriculums," Dwayne said.

The ZenoLink system uses two calibrated video cameras to record an athlete's natural motions without the encumbrance of a special jacket, wires or reflective markers placed on their body. The video is then sent to a laboratory in the U.S. where they create a 3D model and overlay that with a skeletal model to which markers are then applied. From there it's a one click process to

produce reams of analytical data on the athlete's motion.

Part of Dwayne's specially equipped studio comprises an indoor golf cage requiring at least a 3.1m ceiling height, one item that limited his choice of premises.

His choice was also determined by a need to be near golf courses, a desire to be near the beach and an insistence on absolute quality and street appeal for what he believes will become a high profile business.

With a background in construction in Canada before he embarked on his seven year Doctor of Chiropractic degree at a Dallas Chiropractic University, Dwayne had enough building knowledge to sort the wheat from the chaff in the many premises he examined during a three months search.

Once a week since the start of January he drove down from the since sold home in Myrtleford, driving around Melbourne looking for just the right premises.

"The first thing that attracted me when I drove past the Bayside Business Park was the overall visual appeal and the café out the front. The visual appeal was just fantastic. It is well designed and presented," he said.

"There's no denying the commercial market's still very competitive, however, with Bayside it only takes a glance to realise that it is architect designed and well built with attention to detail.

"I drove in, had a cup of coffee and rang Hallmarc. From there it was all just so easy. The agent Damon Armstrong was fantastic and great to work with, even down to recommending a company for the design and fitout.

"Importantly, ever since then any issues have been resolved with just one phone call.

Dwayne believes that the Hallmarc advantage is the fact the business is an end to end developer-owner, designing, building, marketing, leasing and managing their own properties with no middle-men.

"From a business point of view, the less we have to worry about building issues the better as we need to focus on what we do.

Now that Dwayne is finally open for business he's not letting the grass grow under his feet. He is already well on the way to setting up a clinical research study into cyclists' knee injuries and is rapidly making himself known with running coaches and cycling clubs.

"We are a unique proposition here as we can scientifically identify performance inhibiting faults in an athlete's style and offer solutions and corrections – a one stop shop much like Hallmarc," Dwayne added with a smile.

To find out about leasing an office or office warehouse at the Bayside Business Park, contact Damon Armstrong 9660-9000.



Canadian Chiropractor Dr Dwayne Manary outside his cutting edge biomechanical assessment centre at the Hallmarc Bayside Business Park. Designed to give athletes a detailed analysis of their technique it is the first centre in Australia to offer this U.S. developed technology to the general public regardless of their sport.

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- Free in-house design service for fit-out
- Stunning on-site Café/Restaurant/Bar "Onyx"
- On-site gymnasium
- Located within the Bayside Business District
- Easy access to transport & Nepean Hwy
- Close to Southland, golf courses and the bay!

328 Reserve Road, Cheltenham

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