NAME Corey Kim Oliver
AGE 29
BORN Sydney, Australia
LIVES Umm Sequim
MARITAL STATUS Single
PROFESSION Founder and director of fitness and operations at Physical Advantage Fitness Solutions
NICKNAME Oli

AN APPOINTMENT WITH... COREY OLIVER

Anya Lee goes one-on-one with the region's leading boot camp fitness guru, Physical Advantage head trainer, Corey Oliver.

GROWING UP, I WANTED TO BE... a physiotherapist, since I spent most of my professional sporting years on the physio's massage and rehab table. Luckily, I quickly realised how boring a physiotherapist clinic can be and grew out of that idea, fast!

I LEFT SCHOOL AT... 18.

MY FIRST JOB WAS... a junior hotel operations assistant at my uncle's pub in a small country town in Australia.

MY HAPPIEST MEMORY IS... November 26, 2007. My company Physical Advantage Fitness Solutions won the 2007 Lloyds TSB Small Business Award for Innovation. It was a long-held dream to establish my fitness company – so to win an award after all the triumphs and tribulations was just exhilarating.

IF SOMEONE WANTED TO FOLLOW MY CAREER PATH, I WOULD ADVISE THEM TO... always be open to feedback, keep it real, learn from the best and follow your own instincts. Believe in what *you* want to believe in.

MY NEW YEAR RESOLUTION IS... to get back into lower body resistance work after I sustained a minor injury while playing rugby in the IRB Dubai Rugby 7s. And to make myself available for the March 2009 Dubai Rugby 7s World Cup for the Arabian Gulf.

KEEPING FIT IS IMPORTANT BECAUSE... it provides you with a better outlook on life.

THE MOST CHALLENGING PART OF MY JOB IS... getting up at 5am for boot camp during winter in Dubai which can be quite chilly, especially as I am now used to the heat after living here for four years.

NEVER BE AFRAID TO... go with your instinct and live your dream. My company would never have evolved if I hadn't had faith in myself, my business partner and my product.

EVERY MORNING I SMILE BECAUSE... myself and my loved ones are healthy. It's been so far, so good with my business and I live in this diverse city that is Dubai with amazing lifestyle choices.

THE MOST IMPORTANT THING TO REMEMBER IS... to be in control of the environment in which you live. Do not be a product of circumstance and live your life in the healthiest manner possible.

CREATE A HEALTHY BALANCE OF WORK AND PLAY BY... knowing when it's time to switch on and when it's time to relax.

THE MOST REWARDING PART OF MY JOB IS... seeing a client, or a boot camp recruit that I have been mentoring, achieve their goals and creating a life-changing experience that will stay with them for the rest of their lives.

MY MOTTO IS... the same as my company slogan: 'Be all you can be'.

I'M MOST PROUD OF... a friend by the name of Ralph – this guy just doesn't give up in life. He fights every day, always going against the odds.

THREE ITEMS I CAN'T LIVE WITHOUT ARE... my running shoes, my surfboard and scrambled eggs on brown toast.

MY FAVOURITE CELEBRITY IS... Kelly Slater – eight-times World Surfing Champion – the guy doesn't have a flaw!

I AM HELPING SAVE THE ENVIRONMENT BY... using recyclable shopping bags and cleaning the beaches.

IF I WERE A CARTOON CHARACTER, I WOULD BE... the Roadrunner, because he is always two steps ahead of the rest and nothing seems to bother him. And of course he is very fit and quick on his feet.

BEFORE I DIE, I WANT TO... travel and surf South America, then have a Sunday roast dinner with all of my family and then chill out at Uluwatu Point in Bali to watch the sunset while having a Balinese massage.

I STAY HEALTHY BY... being aware of how my body reacts to certain foods and activities and by having regular check ups at the Dubai Herbal and Treatment Centre.

THE LAST TEXT MESSAGE I RECEIVED WAS FROM... my business partner – the great Guillaume Mariole – saying: "George Bush is in Dubai, all of the roads are closed. How can we manage our 180 clients for Physical Advantage Military Bootcamp tomorrow?"

MY BIGGEST INDULGENCE IS... the Lime Tree Café's legendary carrot cake and lasagne from Il Rustico Italian at the Rydges Plaza Hotel in Satwa.

I WOULD LIKE TO BE REMEMBERED AS... a genuine person who made a difference to the health and well-being of others.

FEBRUARY IS THE MONTH TO... get into shape by sampling the product offering at Physical Advantage Fitness Solutions. We cover personal training, military boot camp, wellness programmes and corporate executive training. Visit www.physicaladvantage.ae for further information.

Text: Contributer Jill Downie/Photographes: Supplied, Grapheast