

2018 COURSE GUIDE

**GRADUATE
STORIES AND TIPS**

**WHY WE ARE
FIRST IN FITNESS AND
MASSAGE EDUCATION**

**THE INSTITUTE
EXPERIENCE**

**PROGRAMS AND
COURSES**



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THE INSTITUTE EXPERIENCE

Every year The Institute launches the careers of more Fitness Professionals than any other Australian training organisation. Why? Because we are **THE BEST AT WHAT WE DO.**



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1 Purpose-built campuses with world-class Skill Centres, specifically designed to create the best training environment for Fitness Professionals.

2 Fully-equipped treatment rooms for our massage programs, allowing for both theory-based learning and practical, hands-on experience.

3 Our famous Fitness Industry Recruitment Expos (F.I.R.E. Nights) are held regularly to connect our students and graduates to fitness industry employers and job opportunities.

4 Our unique eCampus platform allows you to study in your own space, at your own pace, and boasts a **graduation rate of almost 4 times higher than the industry average.**



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5 Outdoor practical sessions to develop a wide variety of fitness skills, knowledge and capabilities.

6 Dedicated classrooms to facilitate the most effective teacher / student learning environment.



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SO WHAT ARE YOU WAITING FOR?

One of our friendly Career Gurus will give you a call shortly to discuss the best course and career option for you.

To talk to us sooner, call us on **1300 669 669.**



SNAPPED ON CAMPUS

Check out what some of our students get up to on campus..



 [#ausinstfitness](https://www.instagram.com/ausinstfitness)

- 1 Hockeyroos legend, former Olympian and now Master Trainer student, Jayde Taylor, kick-starting her career in fitness at our Perth campus
- 2 Our Parramatta Master Trainer class learning boxing techniques in one of our outdoor sessions
- 3 Our St Leonards Massage class mastering their client postural checks
- 4 One of our Master Trainer squads smashing their goals and graduating as Fitness Professionals
- 5 Massage students getting hands-on experience in our fully-equipped treatment rooms
- 6 Battle rope session with our Fitness Friends!
- 7 A few of our Brisbane Fitness students excited to start their day on campus
- 8 Former Olympian, Libby Trickett, putting a client through her paces!

FITNESS PROGRAMS



MASTER TRAINER PROGRAM™

(SIS40215 Certificate IV in Fitness + Master Trainer Level 1 Certification)

COURSE	Master Trainer Program™
QUALIFICATION	SIS40215 Certificate IV in Fitness
CERTIFICATION	Institute Master Trainer Level 1
STUDY MODE	On Campus, Online and Blended
CAREER OUTCOMES	Personal Trainer, Outdoor Trainer, Personal Training Manager

Have you been dreaming about a career in fitness? The Institute's Master Trainer Program™ has helped launch the successful careers of thousands of Fitness Professionals across Australia, including Michelle Bridges!

Developed and delivered by leading fitness experts and educators, the Master Trainer Program™ delivers THE most recognised fitness qualification in the industry and is the number one qualification employers are looking for. The Master Trainer Program™ assesses on six extra criteria which, when achieved, will elevate you from a standard trainer to an Institute Certified Master Trainer Level 1, equipping you with the latest skills, knowledge and know-how you'll need to kick-start your successful career in the fitness industry.

Delivered through a streamlined, fun and effective learning experience, this program covers all the fitness fundamentals plus much more, including anatomy, physiology, how to prescribe exercise as well as training principles and solutions for a range of groups and special populations.

In keeping up with the latest industry trends you will learn how to utilise a range of technological tools to enhance your fitness business, such as range of motion testers and wearable technology.

Plus, you will have the opportunity to attend FREE industry skills workshops, learning the latest, cutting edge equipment solutions in addition to our famous Fitness Industry Recruitment Expos (F.I.R.E. Nights) and get a FREE student membership with Fitness Australia!

WHAT OUR GRADUATES SAY



KAYLA ITSINES

Institute Master Trainer graduate

Bikini Body Guide and Sweat with Kayla App founder

Social media influencer

KAYLA'S STORY

Since graduating from The Institute in 2008 as an Institute Master Trainer, Kayla Itsines (@kayla_itsines) has been taking Instagram by storm, with over 5 million followers! A hugely successful fitness professional and business woman, Kayla has used her fitness knowledge and skills to inspire and help transform thousands of women to become healthier and happier.

KAYLA'S ADVICE

"The Australian Institute of Fitness has genuinely changed my life. Without the support from the staff and the amazing education that was provided, I wouldn't be where I am today. Never doubt yourself, because you can achieve anything that you set your mind to. A career is like your healthy lifestyle journey; keep dedicated, keep consistent, and do what works for you.

Once you start believing it, you'll start seeing that you really can achieve your goals."



WANT TO STUDY THE SAME COURSE AS KAYLA?

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WHAT OUR

GRADUATES SAY



BLAKE WORRALL- THOMPSON

Institute Master Trainer graduate

Personal Trainer; Performance and Lifestyle Coach

6W2S founder

BLAKE'S STORY

A Sydney-based Personal Trainer, TV Presenter, Health & Fitness Coach and Author, Blake has spent the past 13 years working with thousands of people to help them achieve their fitness, health and life goals. If you can't find Blake working one-on-one with clients or in small group training sessions, he'll be busy reading, writing, blogging or presenting to large groups and corporates about all things health and fitness.

BLAKE'S ADVICE

"The most important thing that I wish I'd done right back at the start was work alongside someone. I kind of went out there and got a feel for it myself, but there was a lot of really good trainers, who if I'd just tightened up and nestled in with them, I could have learned a lot from them. In terms of growing my own business, it's really important to get testimonials - they play such a big role, and you really do need to have an online presence - even if it's a really basic website."



WANT TO STUDY THE SAME COURSE AS BLAKE?

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MASSAGE PROGRAMS



REMEDIAL MASSAGE THERAPIST

(HLT52015 Diploma of Remedial Massage)

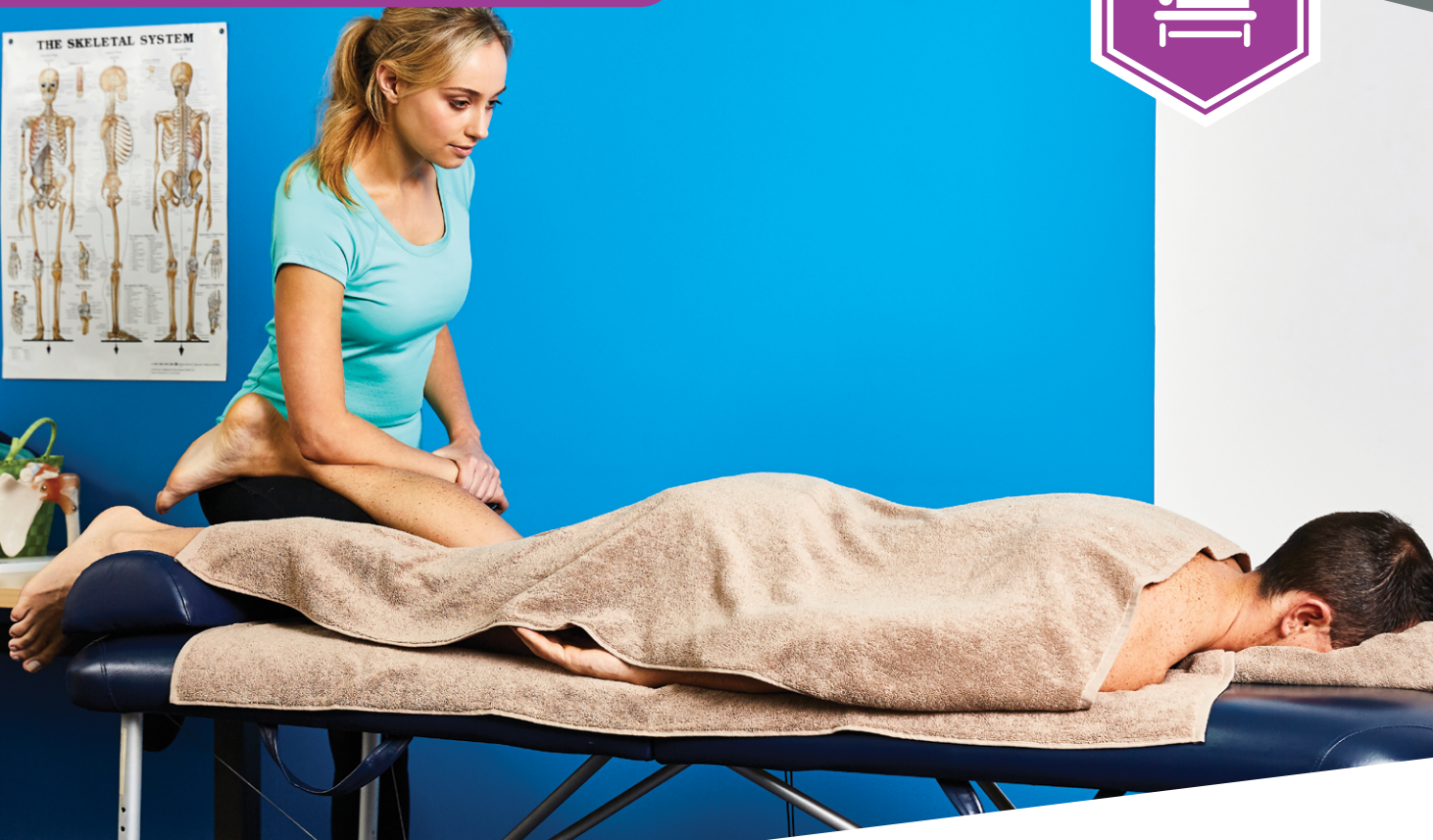
COURSE	Remedial Massage Therapist
QUALIFICATION	HLT52015 Diploma of Remedial Massage
CERTIFICATIONS	Institute Functional Movement Therapist Certification Institute Sports Trainer Certification
STUDY MODE	On Campus
CAREER OUTCOMES	Remedial Massage Therapist, Sports Massage Therapist, Clinical Massage Therapist, Soft Tissue Allied Health Assistant

The Institute's Remedial Massage Therapist course is one of a kind, giving graduates the opportunity to work as a Remedial Massage Therapist across a range of industries from professional sport to rehabilitation.

The Remedial Massage Therapist course is the only massage course of its kind to include an Institute Sports Trainer certification. It will enable students to manage sporting injuries and conduct effective sports taping.

As part of this course, students will also become an Institute Certified Functional Movement Therapist, learning how to identify, diagnose and treat movement-based dysfunction and prevent potential and recurring injuries. This course not only gives students the qualification to practice as a Remedial Massage Therapist, but also the business skills to thrive in the industry.

MASSAGE PROGRAMS



MASSAGE THERAPIST

(HLT42015 Certificate IV in Massage Therapy)

COURSE	Massage Therapist
QUALIFICATION	HLT42015 Certificate IV in Massage Therapy
STUDY MODE	On Campus
CAREER OUTCOMES	Massage Therapist

Perfect for those wanting to expand on their personal training offering to clients, or looking at starting a career in massage, our Massage Therapist course teaches you about treatment of muscular pain, the essentials to managing a successful massage therapy business, plus the skills and knowledge required to work in a supervised massage clinic. The Institute is the only provider to get you career ready with our Career Head-Start Service™, and is the only massage course, when combined with Remedial Massage Therapist, tailored to treating athletes and gym goers.



WHAT OUR

GRADUATES SAY



MICHAEL BRENNAN

Remedial Massage Therapist graduate

Remedial Massage Therapist

Small business owner

MICHAEL'S STORY

After 13 years of playing football Michael discovered his passion for massage, to assist with the recovery from sporting injury. Graduating as a Remedial Massage Therapist in December 2014, Michael's goal is to make a difference in the lives of his clients to assist with relief of pain and discomfort through massage.

Michael now works as a Remedial Massage Therapist in a multi-dimensional clinic in Sydney.

MICHAEL'S ADVICE

"When starting a massage business you have to be patient. You will not walk into a clinic and have fully booked out days. It takes a few months before you build up your client base and it can be quite stressful so make sure you look after yourself in the process. Find a therapist to swap appointments with. Also, always explain in DETAIL how you want a client to position themselves on your massage table....or else you may have some weird situations when you walk into the room."

WANT TO STUDY THE SAME COURSE AS MICHAEL?

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NUTRITION COURSES



NUTRITION COACH



COURSE	Nutrition Coach
CERTIFICATION	Institute Nutrition Coach Certification
STUDY MODE	Online
CAREER OUTCOMES	Nutrition Coach, Multi-skilled Personal Trainer, Multi-skilled Massage Therapist



The Institute's Nutrition Coach course has been designed to empower fitness professionals to be better equipped to provide current nutrition information to clients within their scope of practice. Using the latest evidence-based principles, students will learn nutrition for optimal health at every age, for weight management, and for performance and muscle growth.

There is a major focus on motivational coaching skills to better empower the client to make great nutrition choices within a fit and healthy lifestyle. Learn to provide nutrition solutions for your clients through The Institute's Nutrition Coach course, and add to your range of services with your sound nutrition knowledge.



BUSINESS COURSES

ACTIVE8
PERSONAL TRAINING
BOOT CAMPS, NUTRITION
0399 000 000

FITNESS BUSINESS ESSENTIALS

COURSE	Fitness Business Essentials
CERTIFICATION	Institute Fitness Business Essentials Certification
STUDY MODE	Online
CAREER OUTCOMES	Self-employed Personal Trainer or Massage Therapist, Fitness or Massage Business Owner, Personal Training, Fitness or Massage Therapy Manager, Gym or Health Club Manager

Owning a business is a reality for many in the fitness and massage industries, but a common challenge many people encounter with most business courses is that they often don't know how to apply what they have learnt to their specific environment or circumstance. Different to all other business courses, The Institute's Fitness Business Essentials course is tailored to the fitness and massage industries, with a focus on the latest digital marketing practices and trends, so that you can be confident what you learn can be put into practice from the word go.

Fitness Business Essentials gives students the essential tools, know-how and the confidence to successfully run their own business for the long-term. Our unique, custom curriculum includes the design and launch of your own personalised website and a highly practical sales component, teaching you how to confidently present information, handle objections, and effectively close the sale with potential clients - giving you the best chance at sustained business success within the fitness and massage industries after you graduate.



WHAT OUR

GRADUATES SAY



DANIELLE APPI

Institute Nutrition Coach graduate

Personal Trainer

Small business owner

DANIELLE'S STORY

In 2012, resuming her old career in marketing “filled me with dread” Danielle says “so I decided that I was ready for a career change and to pursue my passion for fitness.” Having been a Personal Trainer for almost 2 years, cover girl Danielle Appi runs successful boot camps on the Gold Coast with a great community of women. Mother of two, Danni also completed the Nutrition Coach course at the Australian Institute of Fitness as part of her personal philosophy to never stop learning.

DANIELLE'S ADVICE

“There are many, many PTs out there who are willing to hand their clients a meal plan to follow without any education on why they should follow it. I feel that as a good PT it is your role to help educate your clients about nutrition and healthy eating so that they are empowered to make their own decisions and choices for a healthier future. A great trainer continually strives to educate and better themselves so that they keep up to date with the latest knowledge and research, and can be strong role models and inspirational for their clients.”

WANT TO STUDY THE SAME COURSE AS DANIELLE?

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