



ABOUT

THE AUSTRALIAN INSTITUTE OF FITNESS

The Australian Institute of Fitness (AIF) is the largest and longest established fitness training organisation in Australia. With campuses located in and around every major Australian city and expert coaches nationwide, more people, including many of Australia's leading industry professionals, choose to get qualified at the AIF than at any other provider.

AIF offers a range of courses, these include:

- Master Trainer Program™ (SIS30321 Certificate III in Fitness & SIS40221 Certificate IV in Fitness)
- Personal Trainer (SIS40221 Certificate IV in Fitness)
- Fitness Coach (SIS30321 Certificate III Fitness)
- Remedial Massage Therapist (HLT52021 Diploma of Remedial Massage)
- Massage Therapist (HLT42021 Certificate IV in Massage Therapy)
- Nutrition Coach

Students have a choice of on-campus (full-time and part-time), online and flexible study modes. AIF campuses feature custom built gyms and teaching facilities which provide the best learning opportunities possible, combining face-to-face learning with hands-on practical experience. The student-focused eCampus platform, developed by AIF for its online offering, offers direct person-to-person contact, support and guidance from specialised Coaches.

AIF also offers a comprehensive Career Head-Start Service™, which includes access to Career Scouts who help students connect with employers, Career Advisors to guide students and a dedicated fitness careers website, fitnesscareers.com.au. AIF also hosts regular F.I.R.E. (Fitness Industry Recruitment Expo) events that provide students with an opportunity to connect with key industry employers and secure their Trainer Experience placement with one of over 1300 Career Partners.

AIF also offers ongoing education through their platform Australian Fitness Network (Network). For over 30 years Network has been leading the way in professional development for the fitness industry. Network include a wide range of online courses (many CEC-accredited), micro credentials, upskilling certificates, qualifications, industry onboarding and training, membership programs and more. By evolving from being a Registered Training Organisation (RTO) into an all-encompassing education provider that is also an RTO, we are now able to not only launch fitness professionals into the industry, but to support the ongoing success of fitness careers and businesses.

For further information, please visit: fitness.edu.au



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SPOKESPEOPLE

The Australian Institute of Fitness has a number of leading health and fitness professionals available for media interviews including:



NOURI GROOM

CEO

Nouri is a visionary leader deeply entrenched in the realm of innovation. His strong foundation in accounting and finance is complemented by a passion for advancing the Australian Institute of Fitness (AIF) to new heights, ensuring it consistently delivers exceptional value to students.

- Australian Institute of Fitness
- Management
- Leadership
- Accounting and Finance



GAYLE BRIMBLE

Head of Corporate Governance

Fitness, business and education are the passions that have driven Gayle over her 30-year career in the fitness industry.

- Australian Institute of Fitness
- Corporate Governance and Compliance
- Corporate Governance & Compliance
- Business operations and strategy implementation
- Fitness education



BRODIE HICKS

Head of Training

Brodie has held various roles across the fitness and sporting industries, along with presenting at prestigious fitness conventions.

- Fitness education
- Sport industry
- Strength and conditioning
- Periodisation
- Movement analysis



CHRIS APPS

Training Operations Manager

With extensive industry experience and as a previous AIF graduate, Chris is passionate about sharing his knowledge and skills with his students.

- Remedial Massage therapy
- Pain management and movement specialist
- Personalised health coaching
- Massage and fitness education



ELLYN JOHNSON

Program Designer

As a qualified Exercise Scientist with a background in youth strength and conditioning, Ellyn is committed to developing our fitness and massage qualifications.

- Fitness education
- Fitness business
- Strength and conditioning
- Program development



LACEY BLACKMAN

Lead Trainer and Assessor

A graduate of AIF, Lacey has over 6 years of experience in the fitness industry, specialising in nutrition, bodybuilding and women's health.

- Sports Nutrition
- Women's health
- Online fitness education
- Personal training
- Fitness business



JESSICA BRYANT

General Manager - Marketing & Communications

Jessica ensures AIF is always #1 in fitness education, through its marketing, communications, and publicity. She has a wealth of knowledge as an AIF brand champion, business professional, and Personal Trainer.

- Australian Institute of Fitness
- Marketing
- Fitness careers
- Fitness industry



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FAST FACTS

First in History: established in 1979, AIF is the longest established fitness training provider in Australia, with over 60,000+ graduates in the industry

Industry Recognised: 65% of all Fitness First PTs are AIF graduates

Team of Expert Course Coaches: Our coaching team have active careers in the Industry as well as a passion for education

#1 Fitness Qualification: 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.

Truly Unique Mission: Creating Warriors for the global fight against sedentary lifestyles

Course Experience: Our average course experience rating is 9/10

Ongoing Career Support: 85% employment rate and over 1300 Career Partners actively seeking qualified fitness professionals from the Australian Institute of Fitness

HIGH PROFILE GRADUATES

- The Biggest Loser Trainer: Michelle Bridges
- Instagram Sensations: Kayla Itsines, Emily Skye, Jenna Douros, Katie Williams and Dasha Gaivoronski
- High Profile Personal Trainers: Blake Worral-Thompson, Cameron Byrnes and Libby Babet
- Olympians: Leisel Jones, Matt Shirvington, Tamsyn Lewis, Libby Trickett, Emily Seebohm, Craig Mottram, Brittany Elmslie, Jodi Winter, Amber Bradley, and Ibrahim Balla
- The Bachelor and Neighbours star: Tim Robards
- Wallabies and Western Force Player: Matt Hodgson
- Ultra-marathon Athlete and Former Australian Politician: Pat Farmer

FITNESS INDUSTRY FACTS

As the fitness revolution continues at a rapid pace in Australia, the demand for fitness professionals continues to grow:

- The personal training industry is expected to grow by 5.3% annually between 2020-2025 (source: IBISWORLD).
- The annual Australian fitness industry growth is 10.9% (source: IBISWORLD).