



ABOUT

THE AUSTRALIAN INSTITUTE OF FITNESS

The Australian Institute of Fitness (AIF) is the largest and longest established fitness training organisation in Australia. With dynamic training methods and expert course coaches nationwide, more people, including many of Australia's leading industry professionals, choose to get qualified at 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 the option to engage in their studies through virtual, online or blended modalities. Virtual students will experience LIVE virtual classrooms led by our expert Coaches via IGNITE, allowing for the convenience of online study, without losing the classroom experience. Online learning at AIF lets you take charge of your schedule. Studying at your own pace, around your commitments is a game-changer when you're juggling it all and IGNITE offers a variety of resources and tools to support your individual learning style.

AIF massage campuses feature custom-built clinics and teaching facilities which provide the best learning opportunities possible, combining face-to-face learning with hands-on practical experience.

AIF also offers a comprehensive Career Head-Start Service™, providing unrivalled access to working opportunities. Students can connect with key industry employers through F.I.R.E. and the Healthy People Fitness Recruitment site.

AIF also offers ongoing education through Network. For over 30 years, Network has been leading the way in professional development for the fitness industry. Network includes 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 able to launch fitness professionals into the industry, and support their ongoing success.

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



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SPOKESPEOPLE

AIF 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 and 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
- Business Operations and Strategy
- 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 and Massage Education
- Fitness Industry and Employment
- Movement Analysis
- Periodisation



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.

- Massage Education
- Remedial Massage Therapy
- Personalised Health Coaching
- Pain Management and Movement Specialist



LAHNEE CASTRO

Fitness Training Manager

With boundless energy and enthusiasm, Lahnee has been helping online students complete their studies in fitness, business and nutrition for the past 5 years.

- Fitness Industry and Employment
- Fitness Education
- Online Learning
- Business



SHIRLEY MUIJSELAAR

Massage Training Manager

Shirley has a passion for improving people's quality of life through massage, exercise and nutrition and she loves sharing her knowledge with the AIF students.

- Massage Education
- Remedial Massage Therapy
- Nutrition and Dietetics



SHAUN RADFORD

Learning Design Manager

With a passion for education, Shaun revels in empowering future personal trainers to expand their minds and think differently.

- Personal Training
- Program Design
- Fitness Education
- Fitness Careers



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
- 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

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 Worrall-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).