A GUIDE TO WORKING IN THE NEW ZEALAND EXERCISE INDUSTRY

BROUGHT TO YOU BY:

REPs

NZ Register of Exercise Professionals

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WHAT'S IN THIS GUIDE?

Start the Journey to a Rewarding Career

The New Zealand exercise industry is fun, vibrant and continuously growing. A career in t industry is a hugely rewarding one.

For many it is being paid for doing what they love, and provides the rewarding opportuniti to help people make positive changes in their lives. It is a growing and vibrant industry ful energetic individuals, and we are delighted you are considering joining us.

The guide is compiled by the New Zealand Register of Exercise Professionals (REPs), ar supported by the Exercise Association of
New Zealand (the industry association). From sales people, to personal trainers to group exercise instructors, this guide aims to provide information about a career in the exercise industry and to help with career choices.

We hope that you nd this guide useful and look forward helping and supporting you furth the future.

"REPs is more than a quali cation – it's like an annual warrant of tness"

"REPs registration gives you immediate recognition as an exercise professional and provides your annual "licence to operate". With over 70% of those working in the NZ industry REPs registered, registration is the expected standard.
Registration also clearly enables exercise professionals to differentiate themselves fro the cowboys who can operate in our industry, and who have little or no training. If you are a professional working in any industry you should register with your professions registration body as it is the right thing to do. This ensures that the registration body ca collectively promote the bene ts of using professionals in that industry – which in this case is you!
REPs message to the public is very clear – use ONLY the services of REPs Register Exercise Professionals and facilities."
Stephen Gacsal, REPs Registrar,
NZ Register of Exercise Professionals

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Please go to our website www.reps.org.nz to view the latest online edition of this guide.

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HOW TO CONTACT US:

NZ Register of Exercise Professionals
PO Box 22374 Christchurch 8140
Telephone 0800 55 44 99
email info@reps.org.nz

NZ Register of Exercise Professionals

@NZREPS #NZREPS @REPsNZ

Exercise Association of New Zealand
PO Box 22-114, Christchurch 8140
Ph 0800-66-88-11 Email info@exercisenz.org.nz

Exercise Association of New Zealand

@ExerciseNZ @ExerciseNZ

Read what some of our leading industry experts have to say:

On Personal Training:

“I believe that it is very important that Personal Trainers develop the standards of professionalism necessary to give the public and our partners in other health professions con dence in our ability to do the job”.
Mish McCormack

“More than ever before, the New Zealand tness industry needs ‘champions of behaviour change’. With NZ heading the World Health Organisation (WHO) list of countries having the highest incidence of lifestyle related diseases such as obesity and Type 2 diabetes, those working in the health and tness industry are perhaps best placed to become some of the country’s most effective and knowledgeable motivators and moderators of health behaviour-change. Working in the tness industry is a great way to support clients to change health habits for life. I welcome you into our industry.“
Wendy Sweet (30 yr Veteran of the NZ tness industry)

“It doesn’t matter what quali cation you hold or what path you took to get into the tness industry. Now you’re here, give us your best. Always upskill and stay relevant, don’t just follow trends. Work hard and invest time in people. Build strong relationships with those around you and be a role model for tness.”
Ish Cheyne, Head of Fitness, Les Mills

“My role as a PTC Ambassador is to enhance the lives of the trainers I come into contact with. I help them to recognise opportunity, and empower them to believe in their potential.”
Jean Scott, (Industry leading and recognised group-exercise instructor & personal trainer, Christchurch)

On being a REPs Registered Exercise Professional:

Linda Miratana, Selwyn District Council Group Fitness Coordinator
Winner of two Exercise Industry Awards 2016

"Your smile, your personality and how you leave others feeling after an experience with you is your business card and trademark"

I saw this quote the other day and it really connected with me – It serves as a reminder that when we walk into our classes we need to be professional, helpful, educational and happy!!

I always appreciate the fact that my participants have chosen to train with me, so then it is up to me to give them a great workout/experience. On the odd day where I could possibly think I'm not in the mood, I have to remember that all these people in my class are here for me. They make time in their busy hectic lives to dedicate to their tness goals…with me!

Keeping this in mind we all need to be the best instructors we can be every time every class.

This in turn will build larger class numbers and see instructors popularity soar to new heights – win win.

Promotion of Les Mills New Zealand

On working in the exercise industry:

Associate Professor Nigel Harris
Associate Dean Postgraduate Research - Exercise Science -
AUT University, Auckland

"The most successful students in the exercise industry graduating from our exercise courses invariably demonstrate several key attributes.

It's important to note that it is not all about academic ability. Successful graduates have a genuine desire to help people achieve health and wellness through well structured, evidence-based exercise and nutrition. They have an intrinsic curiosity that motivates them to understand how exercise and nutrition affect the body and mind.

They are motivated to work independently on their study. Importantly, they also 'walk the talk' by participating actively in their own health and wellbeing through regular exercise and healthy nutrition."

Promotion of Les Mills New Zealand

Your Pathway to Getting Started

As you think about your planned career in the exercise industry, ask yourself the following questions:

1. Do I want to undertake a full-time or part-time course?
2. Do I want to train locally or am I willing to travel for a short course?
3. Do I prefer lecture based, online or workplace training? (All forms of training have practical experience elem included)
4. What facilities do I want to target for employment? What training provider do they typically source their staff
5. If I want to become an exercise professional, will the quali cation I complete be recognised by REPs for indu registration?
6. What types of exercise industry courses does my local education institution provide?
7. If I want to work in sales and marketing, what are the requirements of the facility where I want to work? Do I have undertaken business papers?

TYPES OF TRAINING PROVIDERS:

‘On-Job’ Training

with Skills Active Aotearoa

Skills Active is the industry training organisation for exercise in New Zealand. They are funded by government to world-class, nationally-recognised quali cations that exercise industry staff can complete while they work.

The bene t of on-job training is that you are earning an income, gaining a quali cation, and getting real-life experi one go. And because Skills Active’s programmes are government-subsidised, they are very affordable.

Skills Active works with a wide range of exercise facilities throughout New Zealand, from small to large. Skills Ac facility will provide learning resources and assessment tasks for the staff member, and supporting materials will h workplace to deliver the training.

In some cases, an organisation’s own in-house training programme will be aligned to a Skills Active programme, members who complete the in-house training will simultaneously earn a national quali cation.

Skills Active also has a Recognition of Current Competency process, which means that you may be able to get y skills and experience recognised through a quali cation.

A range of quali cations are on offer, covering the key roles in the industry, from group tness, personal training a consulting, through to administration and management.

To enrol in a Skills Active on-job quali cation, you must be employed in the exercise industry. Make sure to check business that you’re working in, or would like to work in, to see if they are already registered with Skills Active.

For more information go to: **www.skillsactive.org.nz**

Lecture based and face to face training

with University/ Polytechnic, Wananga

There are a range of short courses and longer certi cate to degree programmes available across NZ.
These courses involve a set face to face structure with lectures and practical workshop sessions. There is likely t placement component in an exercise facility.
The classroom setting allows for students to have a community and learn from each other as well as course mat Access to the campus on a regular basis is required so less suitable for those in small towns or with less exible

Online and exible training

through Private Training Providers (PTE)

Short courses and longer programmes are becoming more available.
With online options access is available anywhere with an internet connection, with any face to face component allowing for a exible schedule, and more likely to be weekend or irregular sessions allowing for other work or family commitments.
A high level of self-led study makes this option more suited for students who can work alone and are self-motivated.

Before you get started in the New Zealand Exercise Indus

As you contemplate a career in the exercise industry, consider these simple strategies for ‘getting started’:

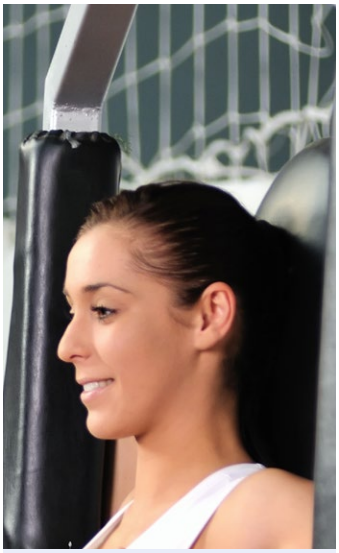
- Talk to exercise industry employees at your exercise facility or recreation centre. How did they get started?
- If you want to become a contracted exercise professional, then the starting point is often working on the gym- oor as an exercise consultant or gym instructor. Ask your local facility what their expectations are for quali cations in this role.
- Seek work as a receptionist before moving into a sales position.
- If you are planning on working for a large employer or in a franchised facility with multiple sites, check to see if they have their own internal training requirements.

Promotion of city tness

Things to think about

These pathways offer the most general entry into working in the exercise industry. It is highly recommended that you talk to the facility that you want to work in and explore the speci c training and vocational opportunities that they may be offering. Other factors to consider are also whether or not you want to work for a large, multi-site facility or a smaller facility within your local community. The answer to this may lie in what best suits your character, vision and your personal goals.

Have a clear picture of what you want your career to look like. If you are passionate about engaging with people, then become an exercise professional. If you are passionate about numbers and business strategies, then start out in membership sales and forge your way towards managing or even owning the business. The choice is yours – you have just got to put your heart and soul into it!



FACT:
26% OF AUSTRALIAN & NEW ZEALAND FITNESS FACILITIES ARE OPEN 24 HOURS.
(Ezypay, 2014)

“As soon as I began my course, I immediately knew I wanted to work with people and I wanted to help them solve their health problems.
I started both working in a small studio to get some gym experience as well as working from my own garage/studio at that stage. Choosing a good quality course certainly sets you up with a great foundation for what’s to come but it’s as important to work on continuously upskilling throughout the following years as well - otherwise you remain a generalist not a specialist which makes it harder to market yourself and standout from the ever growing crowd.

Finding your niche would be the most important aspect of ne tuning your PT business. Which clients do you have the most fun with? Which ones bring the most satisfaction day to day - this is important if you are in for the long haul. Answering questions like these will help you ne tune your market and marketing message.”

Richard Ellis, Owner Fit 4 Life - Advanced Health Coaching (Exercise Industry Awards, PT of the Year 2016), Chief Mentor at ‘The PT Mentor’

PART 3
WORKING IN THE INDUSTRY

SECTION 3A
DO YOU HAVE WHAT IT TAKES TO WORK IN THE INDUSTRY?

Meeting the needs of industry employers and workpla

Seeking employment in the exercise industry can be just as challenging as any other sector. We encourage you to explore opportunities in the various exercise employment categories and then develop the necessary skills and personal attributes which we think employers are looking for. Whether you are seeking work in a large multi-site facility, an independent club, or a private studio, managers are rst and foremost looking for professional team members who are positive, highly motivated and genuinely passionate about looking after members and clients.

Before you start searching for employment you need to have quali cations speci c to exercise and the role you are seeking be it in exercise consulting, personal training, sales or management. Check out the REPs website for appropriate courses: www. reps.org.nz

Note: You may want to talk to your local exercise facility to see if they have access to on-job training through Skills Active ITO.

Don't forget to consider the speci c values and purpose of the facility you are investigating, it may be an exclusive, high cost facility or a community based model, or something else. You should also consider what makes t exercise industry and exercise businesses unique to oth businesses.

- Great staff who are passionate about supporting people to make exercise a part of their life and who are role models for healthy living.
- Team members who understand that the 'customer experience' is paramount – from the time someone walks into an exercise facility until they leave.
- Knowledgeable and motivating exercise professiona who are focused on the delivery of results based, sa and enjoyable exercise services.
- Team members who understand that RETENTION, members remaining active with the exercise facility, the key to success in the 'business of exercise'.
- Having exciting and innovative exercise, nutrition a well-being solutions that meet the needs of the targ market that the facility is servicing from beginner to advanced, including those with specialised needs.