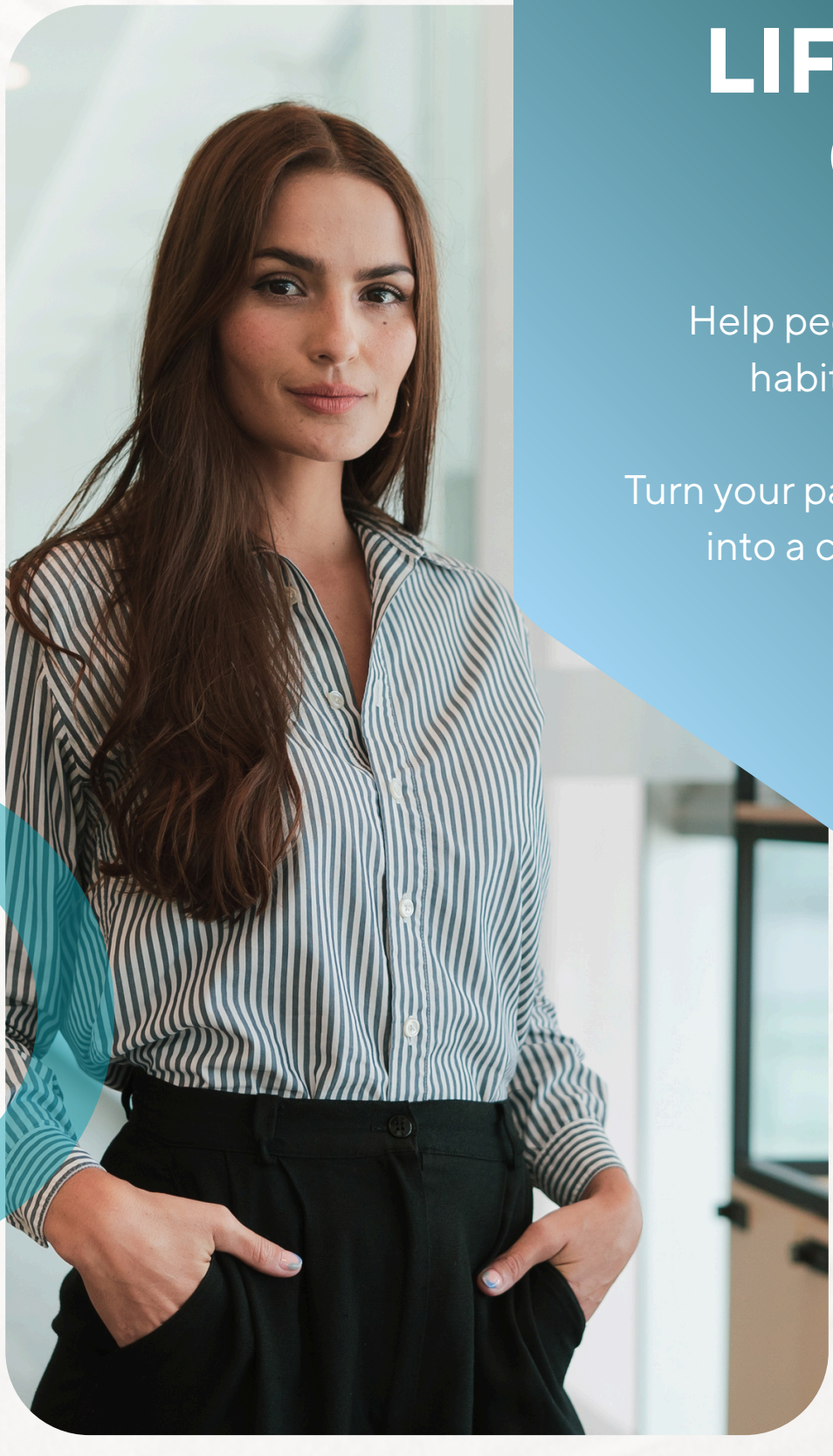
exercise academy
BY THE SCHOOL OF BUSINESS

BECOME A **LIFESTYLE COACH**



Help people build healthier habits and happier lives.

Turn your passion for wellbeing into a career with purpose.

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+64 9885 5978
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Turn Your Passion for Healthy Living into a Career in Lifestyle Coaching

The world is investing in health and wellbeing; and lifestyle coaching offers an opportunity to be part of this growing industry.

The global wellness economy reached US$6.8 trillion in 2024 and is projected to grow to US$9.8 trillion by 2029. Closer to home, New Zealand ranks ninth globally for wellness spending per person, highlighting the importance people place on living healthier lives.

As more people seek support with nutrition, physical activity, sleep, stress management and sustainable lifestyle habits, lifestyle coaches have opportunities to help individuals work towards meaningful personal goals.

At Exercise Academy, our coaching programme develops your understanding of human behaviour, motivation, goal setting and lifestyle modification, giving you practical skills to support positive behaviour change.

Whether your ambition is to establish your own coaching practice, complement your existing fitness or wellness career, or explore opportunities in community wellbeing, lifestyle coaching offers a pathway to make a positive difference.

Your passion could become someone else's motivation to change.

Take the first step towards your future in Lifestyle Coaching. Contact Exercise Academy to learn more about the programme and flexible study options.





A GROWING WELLNESS INDUSTRY

Your Opportunity

Wellness is a global priority. Lifestyle coaches help people turn healthy intentions into sustainable habits, through motivation, goal setting and accountability.

Projected global wellness economy in 2029

US$ 9.8 trillion

Source: Global Wellness Institute. Forecast, not employment growth.

7.6%

FORECAST ANNUAL GROWTH OF THE GLOBAL WELLNESS ECONOMY TO 2029

New Zealand ranks 9th globally for wellness spending per person.

Source: Global Wellness Institute, 2024 data

WELLNESS IS MORE THAN A TREND

Lifestyle coaching can support healthier eating, movement, sleep, motivation and sustainable behaviour change. Exercise Academy

The global digital health coaching market is forecast to reach US$22.1 billion by 2030.

Source: Grand View Research

A lifestyle coaching career can offer flexible ways to work: coach clients privately, online, alongside fitness services, or through community and workplace programmes.

Career opportunities depend on experience and role requirements.

Help people build healthier habits.
Build a career with purpose.

Sources: Global Wellness Institute; Grand View Research

Develop the Skills to Become an Effective Lifestyle Coach

Our comprehensive Health & Wellness Coaching modules equip you with the knowledge, practical skills and confidence to become an effective Lifestyle Coach.

Our coaching modules combine behavioural science, coaching principles and practical wellness strategies.

COACHING & MOTIVATION: Communication, rapport and overcoming barriers.

BEHAVIOUR & PSYCHOLOGY: Understanding habits, emotions and change.

NUTRITION & LIFESTYLE: Supporting healthier everyday choices.

SCREENING & GOALS: Assessing needs and developing wellness plans.

HOLISTIC WELLBEING: Māori models of health and individual circumstances.

PROFESSIONAL PRACTICE: Ethical boundaries, allied health and business fundamentals.

Learn to empower clients, not simply give advice.

	Programme Outline
	New Zealand Certificate in Exercise (Level 4)
Certificate in Lifestyle Coaching	Introduction to Coaching
	Behavioural Sciences
	Strategies for Effective Coaching
	Māori Model of Health
	Application of Nutrition
	Psychological Sciences
	Screening and Assessment
	Goal Setting
	Lifestyle Modification and Behaviour Change
	Wellness Programme Considerations and Design
	Helping Clients Create Self Reliance
	Emotional Intelligence
	Working with Emotional Intelligence
	Health and Environments
	Adapting Environments
	Meaningful engagement
	Introduction to Metaphysics
	NLP, Rapport and Body Language
	Working with Allied Health
	Legal Considerations for your Practice
	Small Business Application

New Zealand Certificate in Exercise (Level 4): NZQA-approved (NZQF Ref: 3563) delivered by Exercise Academy PTE 7577
The separate Certificate in Health and Wellness Coaching is not NZQA-accredited.
Ask us about programme pathways.



Study Online with Practical Support

Access learning materials, readings, assessments and tutor support through our online platform.

Apply what you learn through theory and practical coaching activities in real or simulated settings. Practical evidence may include videos, wellness plans and client documentation.

Recognition of Prior Learning

Have relevant experience or previous study? Recognition of prior learning or credit may be available, subject to assessment and programme requirements.

Entry Requirements

To gain entry applicants must meet at least one of the following criteria:

- Academic: Completion of NCEA Level 2 (Year 12) or an equivalent secondary school qualification. OR
- Work Experience: Minimum of two (2) years of documented, relevant work experience. OR,
- Alternative Entry: Applicants who do not meet the academic or work experience criteria will be required to undertake a Literacy, Language, and Numeracy (LLN) assessment to ensure they have the academic capabilities to succeed in this programme.

Programme Fees & Payment Options

Invest in your future with flexible payment options.
At Exercise Academy, we believe investing in your education should be accessible and affordable. That's why we offer flexible payment plans to help you take the next step towards your new career in Health & Wellness Coaching.

Our friendly Course Advisors can provide full programme fee information, explain the available payment options and help you find a plan that suits your budget.



Contact us today to explore your options and start your journey towards a rewarding career in health and wellness.

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YOUR FUTURE IN LIFESTYLE COACHING



Real opportunities exist across coaching, fitness, workplace wellbeing and community services.

No employment or earnings outcomes are guaranteed.

Your Future in Lifestyle Coaching Starts Here

One Set of Skills. Multiple Career Possibilities.

Lifestyle coaching skills can open doors to a range of opportunities across the health, fitness and wellness sectors.

Explore Opportunities In:

- Independent Lifestyle Coaching - Build your own coaching practice and support clients in person or online.
- Personal Training and Health Coaching - Expand your services by combining physical training with motivation, lifestyle guidance and behaviour change support.
- Workplace Wellness - Explore opportunities to support healthier habits and wellbeing in professional environments.
- Community Health and Wellbeing - Contribute to initiatives that encourage positive lifestyle changes and healthier communities.
- Healthy Ageing and Lifestyle Support - Help clients develop routines that support active, healthy and fulfilling lives as they age.
- Primary Healthcare Support - Explore health coaching roles in healthcare teams, subject to additional employer requirements, relevant experience and training.

Help clients make sustainable changes. Build a career that matters.

Your Journey Starts with One Decision.

Whether you want to change careers, expand your existing skills or establish your own coaching business, Exercise Academy can help you develop the practical knowledge and confidence to take the next step. Turn your passion for healthy living into a career with purpose.



Ready to Get Started?

Speak with our friendly Course Advisors about programme details, study options and flexible payment plans.

Your future starts with one conversation.
Start your Lifestyle Journey Today!

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