# BECOME A HEALTH COACH









HEALTH AND WELLNESS ISN'T JUST A TREND
IT'S A GROWING GLOBAL INDUSTRY

MAKE IT YOUR KEY TO SUCCESS

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# HEALTH AND WELLNESS INDUSTRY

## Facts

The International Coaching Federation (ICF) defines coaching as "partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

**Projected global health coach market in 2030**

**$32.1 billion**

Sources: The Business Research Company (2026); NBHWC (2026).
Market forecasts are estimates and do not represent guaranteed employment growth.

**9.3%**

**PROJECTED ANNUAL GLOBAL HEALTH COACH MARKET GROWTH TO 2030**

**Coaching is the second-fastest growing industry worldwide rivaled only by IT."**

source: National Post

## WELLNESS...THE NEW 'BLACK'

the average pay for coaching per hour is AU$79.33 with salaries that can go as high as AU$300,000 for coaches in the corporate sector

source: Payscale

Mindful movement will be the #1 growth sector of the physical activity economy (12% annually from 2018–2023).

source: Global Wellness Institute

Traditionally, the Baby Boomers have been the main consumers of self-improvement. They still are an important group, but the tide is shifting. Millennials now are the largest population group and represent the future for this market, but there are few experts now catering to them.

source: Marketresearch.com

**Workplace wellness market is projected to grow tor $66 billion by 2022; that's a 38% increase!**

source: Global Wellness Institute

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# Empower Others. Inspire Change.
# Build a Career in Health Coaching.

Turn your passion for health and wellbeing into a rewarding career helping others achieve lasting lifestyle changes.

Our Health & Wellness Coaching Programme combines the nationally recognised New Zealand Certificate in Exercise (Level 4) NZ3563 with specialised Health Coaching training, equipping you with the knowledge, practical skills and confidence to help clients achieve lasting improvements in their health and wellbeing.

You'll learn to support clients across the six pillars of health and wellness, combining exercise expertise with proven coaching and behaviour-change techniques. You'll incorporate effective exercise programmes with wellness principles to inspire healthier habits and guide clients towards their goals. Skills will include behaviour change techniques, motivational coaching, communication, goal setting and emotional intelligence.

Two complementary qualifications. More career opportunities.

Develop the practical skills and confidence to work with individuals, support workplace wellness initiatives, collaborate with health and fitness professionals or establish your own personal training and health coaching business.

Go beyond fitness. Help people transform their health and their lives.

The New Zealand Certificate in Exercise (Level 4) is an NZQA-approved qualification (NZQF Ref: 3563) delivered by Exercise Academy PTE 7577
The additional Health Coaching training is not NZQA-accredited.










**Develop the Skills to Build a Successful Health Coaching Practice**

Our comprehensive Health & Wellness Coaching modules equip you with the knowledge, practical skills and confidence to become an effective Health and Wellness Coach. You'll learn how to understand your clients' physical, emotional and psychological needs, apply proven behaviour-change strategies, set meaningful goals and design personalised wellness programmes that inspire lasting results.

From nutrition, lifestyle modification and emotional intelligence to Māori models of health, client engagement and collaboration with allied health professionals, you'll develop a holistic approach to supporting your clients' wellbeing.

You'll also gain essential skills in client assessment, professional practice, legal responsibilities and small business management, preparing you to build strong client relationships, support long-term lifestyle changes and establish or grow your own health coaching practice.

Go beyond providing advice; learn how to empower clients to take control of their health and achieve lasting change.

| | Programme Outline |
|---|---|
| | New Zealand Certificate in Exercise (Level 4) |
| Diploma of Health and Wellness 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 |
| | Working with Allied Health |
| | Legal Considerations for your Practice |
| | Small Business Application |

**Delivery Mode**
All learning materials will be accessed via an online platform; here you will be able to review your lecture slides, complete your subject readings, and all assessments. You will have access to all study materials as well as tutor support to help you through your studies. The course is made up of a blend of theory and practical activities that will be required for the learner to be deemed competent.

**Health Coach Certification**
To be certified as an Exercise Academy Health Coach you will be required to complete or hold a, Certificate of Health and Wellness Coaching and a New Zealand Certificate in Exercise (level 4) NZ3563 (or equivalent)

**Recognition of Current Competencies and Prior Learning**
Exercise Academy offers both recognition of current competencies and prior learning. This is an option available to all students who have acquired knowledge or undertaken previous relevant learning which can be recognised against the course(s) you have inquired about or enrolled in. This process enables students who have previous experience or qualifications in the industry to apply for credit of competencies/skills.

**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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# THE NEXT STEP IN YOUR CAREER



## Real employers. A career helping others.

Health Coaches are working across New Zealand in primary healthcare, community wellbeing and lifestyle support services. Organisations including Tāmaki Health, ProCare and Tū Ora Compass Health have advertised dedicated Health Coach positions, highlighting the practical applications of coaching skills.

By combining Personal Training with Health Coaching, you'll develop the skills to go beyond exercise programmes — helping clients build healthier habits, overcome barriers and achieve lasting change.

Explore opportunities in:

- Personal Training & Lifestyle Coaching
- Health & Wellness Coaching
- Community Health & Wellbeing
- Workplace Wellness Programmes
- Your Own Coaching Business

*Some roles, particularly in healthcare, may require additional qualifications, experience or employer-specific training.

New Zealand employers are actively recruiting Health Coaches, with advertised roles across primary care, community health and wellbeing services

Sources: SEEK New Zealand – Health Coach Jobs and Indeed New Zealand – Health Coach Jobs.

## Upskill, and future proof your career; become a Health Coach today

Career Opportunities
This qualification provides a pathway to work in a diversity of industry businesses including corporate health and wellness programs, within GP and medical centres, fitness centres, gyms, and community facilities.
A Health Coach can:

- Develop a Coaching business or coach clients through a collaboration with business, AHP or other third party
- work at hospitals, fitness centers, public health organisations, major corporations, insurance companies, nursing homes, nonprofit agencies and training centers.
- Be an Independent or freelancer health coach; work at home or go to your client
- Work with allied health practitioners in a support role
- Own/operate your own coaching business



### Your Future in Health & Wellness Starts Here!

Turn your passion for health and wellbeing into a career that makes a difference.

Whether your goal is to work with clients, expand your career opportunities or build your own coaching business, we'll help you develop the skills to turn your passion into purpose.

Ready to take the next step?

Contact our friendly Course Advisors today to explore your study options, discuss flexible payment plans and discover how Exercise Academy can help you achieve your career goals. Your future starts with one conversation. Let's make it happen!
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