

Bachelor of Fitness

VU CAREER PRACTITIONERS FORUM
2018

Bachelor of Fitness: A New Degree

- Are you ready to take the next step your fitness career?
- This degree is the first of its kind in Australia targeting the fitness industry
- Prepare for your ideal career in the health and fitness industries with a Bachelor of Fitness from VU
- Our fitness degree is designed by industry experts, who will guide you towards success as a leader in the fitness field
- You'll learn the latest techniques and theory in health, exercise science and management
- You'll graduate with the knowledge needed to plan, conduct and evaluate safe exercise programs for a broad range of the population

Fitness Industry

- Deloitte Access Economics was commissioned by Fitness Australia to provide a detailed workforce analysis of fitness professionals in Australia (2010-2020)
- Growing Industry
- High demand for fitness
- Headcount for registered exercise professionals was 29,875
- Average annual growth rate between 2005 and 2010 around 7.2%.
- Almost two thirds (62%) of fitness professionals are aged between 22 to 39 years

Fitness Industry

- Report also highlights that most working in the industry currently hold qualification at Cert III and Cert IV in fitness level
 - 17% of fitness professionals were qualified with Certificate III in fitness only, 77% with Certificate IV in fitness, 2% with a Diploma in Fitness, 3% with higher education (tertiary or post graduate)
 - Don't choose a degree because no clear fitness option that suits the needs of the industry (Bachelor of Exercise and Sport Science Degrees)
- Report indicated that a supply issue for the workforce of fitness professionals is the level of turnover
- Partly because of a lack of a career path –limited experience and do not pursue higher qualification levels
- The Industry is looking for "Fitness Professionals"
- Requires degree level options

Fitness Professionals

Table 5.12: Projected FTE fitness professional by type

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Personal Trainer	121	140	157	172	187	200	212	223	233	242
Group Instructor	579	669	751	826	894	956	1,013	1,066	1,114	1,158
Gym Instructor	714	824	925	1,017	1,102	1,179	1,249	1,314	1,373	1,428
Personal Trainer AND Gym Instructor	6,808	7,858	8,819	9,698	10,503	11,236	11,906	12,523	13,093	13,609
Personal Trainer AND Group Instructor	56	65	73	80	87	93	99	104	108	113
Group instructor AND Gym Instructor	675	779	874	961	1,041	1,113	1,180	1,241	1,297	1,348
All three	1,821	2,102	2,359	2,595	2,810	3,006	3,185	3,350	3,503	3,641
Other Trainers	540	623	699	769	833	891	944	993	1,038	1,079
Total	11,314	13,059	14,657	16,119	17,455	18,674	19,788	20,813	21,760	22,617

Source: Deloitte Access Economics calculations

Fitness Industry: Summary

- Previously no Bachelor courses (AQF 7) specifically in Fitness
- With most working in the industry qualified with Certificate III and Certificate IV in Fitness
- The only Bachelor course choice option was a Bachelor of Exercise and Sport Science). This does not meet the needs of the target industry.
- The course also presents a clear pathway from Cert III and IV and Diploma in Fitness into the Bachelor of Fitness.

Course Details

- The Bachelor of Fitness provides knowledge and skills in the field of fitness through discipline specific studies in health, exercise science, and management
- The course is a response to industry needs for Bachelor level study specifically in fitness and will provide you high level skills and knowledge to be successful as a leader in this field
- Graduates from the Bachelor of Fitness can apply for Exercise Professional Registration with Fitness Australia (FA) and as an Advanced Personal Trainer with Physical Activity Australia

Study Areas

- Students complete studies in areas including
 - Exercise science and Health
 - Marketing and Management
 - Nutrition
 - Personal training
 - Resistance training
 - Group fitness (e.g., exercise to music, bootcamp, aqua aerobics, mind and body, cycle, boxing, circuit)
 - Fitness training systems (e.g., functional fitness, plyometric, and cross training)
 - Fitness training for all populations

Course Structure

Year 1	First Year College	RBM1174 Human Physiology	AHE1112 Resistance Training	AHE1101 Structural Kinesiology	AHE1202 Biomechanics
		SSM1203 Human Resources for Sport and Active Recreation	SCL1002 Exercise Physiology	SCL1003 Exercise and Sport Psychology	SSM1201 Marketing for Sport and Active Recreation
Year 2	Semester 1	SCL1001 Personal Training	AHE2005 Nutrition and Diet for Exercise and Physical Education	SFI2000 Group Fitness	Minor 1
	Semester 2	SHE1002 Growth, Development and Ageing	AHE2127 Motor Learning	SFI2001 Fitness Training Systems	Minor 2
Year 3	Semester 1	SSM3204 Building and Sustaining Sport Participation	SFI3000 Fitness Training for all Populations	AHE3120 Exercise Science Career Development	Minor 3
	Semester 2	AHE2129 Advanced Resistance Training	AHE31136 Social Dimensions of Sport and Exercise	AHE3200 Professional Ethics	Minor 4

Minors

- Minors are available in:
 - Health and nutrition
 - Sport management
 - Sport coaching
 - Advanced sport science

Course Minors

Sport Management	Health and Nutrition
SSM2104 Programming for Sport Development and Community Action	HPC1000 Introduction to Human Nutrition and Food
SSM2204 Sport Sponsorships and Partnerships	HHN2001 Family Health and Nutrition through the Lifespan
SSM3103 Sport Facility Management	HHN2401 Nutrition & Physical Activity Assessment
SSM32505 Sport Event Management	RBM3960 Nutritional Frontiers
Advanced Sport Science	Fundamental Sport Coaching
AHE2102 Sports Biomechanics	AHE1251 Coaching Active Communities
AHE2202 Functional Kinesiology	AHE2250 Sport Coaching Principles
AHE2006 Exercise Interventions for Healthy Populations	AHE2251 Sport Coaching Environment, Planning and Delivery
AHE3115 Sport Physiology	SSC2003 Sport Coaching: Applied Conditioning

Career Options

- The Bachelor of Fitness provides for a variety of fitness industry careers including in:
 - Fitness centres
 - Gyms
 - Aquatic facilities
 - Community facilities
 - Corporate facilities
 - Corporate and community health
 - Recreation facilities
 - Personal training businesses

Placements/Industry

Work Placements

- Part of course – AHE3120 Exercise Science Career Development
- 140 hour placement
- Sourced by student with staff assistance

Links with Industry – The power of our network

- Industry guest lectures/ speakers
- Partnerships with external organisations
- Research projects

Summary: Bachelor of Fitness

- Specific fitness course
 - (Not Exercise and Sport Science)
- Growing Industry
- Bachelor Level (Higher Level Qualification than Cert or Diploma)
- Attractive to students who otherwise would be left with only the option of an exercise and sport science degree (but really interested in fitness)
- Currently the only Bachelor Level Fitness course

QUESTIONS?



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