



Instructor Opportunity

Some people take up Nordic Walking to improve their fitness or reduce their weight, some because it helps them be more mobile and others because as a different way to enjoy the great outdoors.

Doctors and physiotherapists are increasingly recommending Nordic Walking to help their patients stay healthy, recover from injury or live better with conditions such as Parkinsons.

Whatever their reasons, learning to use the correct technique has a significant impact on the value and enjoyment people get from their Nordic Walking.

Seeing a client achieve their fitness goals, improve their health or helping someone to walk easier is extremely rewarding, and that is what being a Nordic Walking Instructor enables you to do.

Some Nordic Walking Instructors work full time, others treat it more as a hobby, while some use Nordic Walking as an additional activity they can offer their clients.

So why not become a Nordic Walking Instructor and make your job or hobby "a walk in the park".

Since its introduction in Australia 10 years ago, Nordic Walking has become one of the most exciting developments in health and wellbeing in Australia in a long time.

Nordic Walking appeals to a broad cross section of the community. From younger age groups using Nordic Walking as a fitness activity to baby boomers and the older generation who Nordic Walk as an alternative to more strenuous forms of exercise to maintain good health and wellbeing as well as people doing Nordic Walking as part of a rehabilitation program, Nordic Walking has become an extremely popular form of physical activity.

Nordic Walking Australia is continuing to grow our network of instructors across Australia to spread the good word about Nordic Walking and teach people the correct technique.

This document tells you a bit about:

- » The background and benefits of Nordic Walking
- » How Nordic Walking is positioned in Australia
- » How to become a Nordic Walking Australia accredited Instructor



Background of Nordic Walking

- » Nordic Walking is a low impact, high output form of physical activity where participants add specially designed Nordic Walking poles to their regular walk.
- » The first form of Nordic Walking dates back to the 1930s and was introduced in Finland as an off season training method for competitive cross country skiers.
- » In the 1970s, Nordic Walking became popular in Finnish Educational Institutions and rapidly became a popular activity for the mainstream population and subsequently spread to other European countries and worldwide throughout the last 20 years.
- » Nordic Walking is governed internationally by the world peak body, the International Nordic Walking Federation (INWA), which was established in Finland in the year 2000 to safeguard consistent, high level standards in the way Nordic Walking is taught and practiced.
- » Today, there are in excess of 10 million active participants in Nordic Walking around the world.
- » Nordic Walking Australia is the exclusive representative of INWA Australia and as such is the Australian Governing Body for Nordic Walking. Nordic Walking Australia provides training and accreditation under the INWA accreditation structure, promotes Nordic Walking and provides classes, walk groups as well as poles and other equipment through its national instructor network.



Benefits of Nordic Walking

As an alternative form of physical activity, Nordic Walking has significant benefits compared to conventional walking and jogging. Extensive research has been conducted into various aspects of Nordic Walking since the mid 90s, with some key findings showing that:

- » Nordic Walking is a particularly good aerobic activity compared to regular walking, showing:
 - » Increased heart rate by 5-17 beats per minute
 - » Increased oxygen uptake by up to 60%
 - » Increased caloric burn rate by up to 46% and 22% on average
- » Nordic Walking shows a significant reduction in joint and muscle strain compared to regular walking, combined with increased muscle movement and reduction in pain levels, making Nordic Walking ideal for people recovering from injury or who avoid walking because it is too strenuous
- » The increased torso rotation generated by the active arm swing used when Nordic Walking has been shown to be very beneficial for releasing muscle tension in the neck, shoulder and back.

In addition to the physical and health benefits, a considerable part of the benefit of Nordic Walking is the social interaction and holistic experience enjoyed by participants.

As such, Nordic Walking appeals to a very broad range of the population as it can be practiced by people of all ages and fitness levels. Indeed, a key aspect of its market positioning and a significant market segment for Nordic Walking are people who are looking for an alternative to conventional fitness activities.

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Why is Nordic Walking such a good thing in Australia?

Based on research conducted by Nordic Walking Australia, there is an increased interest in alternative forms of physical activity.

Walking is already the most popular and most easily accessible form of physical activity and Nordic Walking adds a boost to regular walking

Australia has a climate and general liking for outdoor activities, which makes Nordic Walking an all year round activity.

There is an increasing focus on the need for more physical activity in the population in general, to improve the nation's health, help people reduce weight, reduce the risk of lifestyle illnesses etc.

However, there is also considerable anecdotal evidence suggesting that one of the reasons that prevent people from taking up regular activities such as walking is the absence of a structured group activity that encourages and assists in ensuring sufficient regularity of activity.

Nordic Walking addresses these concerns, particularly as it is structured in instructor led walk groups, providing a combination of social interaction, encouragement, instruction and physical benefits compared to conventional walking.

Contact us on 1300 667 342 or
info@nordicwalkingaustralia.com.au
or visit our website
www.nordicwalkingaustralia.com.au
to join the team

How do you become an Instructor?

Nordic Walking is promoted across Australia through a network of Instructors who spread the good word about Nordic Walking and teach people the correct technique.

In order to become accredited as a Nordic Walking Instructor under the INWA Global accreditation system, you will need to complete our two day "INWA 10 Step Method" training course.

This course has been developed and refined by INWA based on ongoing research. It teaches you how to teach Nordic Walking from the basics through to the advanced technique, giving you the ability to teach Nordic Walking at various levels of intensity.

The prerequisites for doing the course is that you have a background in a health, fitness or physical activity field, instructional background or a desire to help people feel better. As our Instructors come from a variety of backgrounds, we do not impose specific prior certifications in order to become a Nordic Walking Australia Instructor

The current course timetable and cost is published on the Nordic Walking Australia website and includes:

- » A two day group based course delivered by an INWA accredited National Trainer
- » The Professionally developed "INWA 10 Step Method" training manual
- » One pair of Nordic Walking poles
- » Nordic Walking Australia membership for the first quarter after completing the course

On completion of the course, you will also receive a starter pack including your Certificate as well as various marketing and administrative aids.

The INWA Accreditation obtained at the end of the course is valid for two years. Re-accreditation usually takes place by attending a Nordic Walking Australia Convention or a half day refresher course.



What happens next?

Once you have completed the course and obtained your accreditation, you can start teaching Nordic Walking in accordance with the "INWA 10 Step Method".

Whether you use Nordic Walking as an addition to what you already offer your clients, as a hobby or as a full time occupation, most Nordic Walking Instructors become a member of Nordic Walking Australia, which has a range of benefits:

- » Access to purchase Nordic Walking poles at wholesale prices from the range stocked by Nordic Walking Australia for resale to your clients, either on their own or as part of the "poles and lessons" packages promoted by Nordic Walking Australia.
- » Insurance cover - all Nordic Walking Australia Instructor members are covered by our \$20 million Public Liability and Indemnity Insurance policy, covering all your Nordic Walking activities
- » Listing on the Nordic Walking Australia website and support with marketing, promotion and technical matters.
- » Administrative support, for example processing of credit card payments from clients, liaison with local Councils to obtain permits or assistance with contacting other interest groups
- » Participation in Nordic Walking Australia Conventions, Webinars and other forums designed to share information among Instructors and providing help to each other
- » Access to promotional materials, e.g. Nordic Walking Australia and INWA logos, images and other INWA material such as research papers etc.

Membership is \$50 per quarter.

What can you offer your clients?

Some Nordic Walking Australia Instructors offer "closed" lessons to their clients, typically as part of a broader program. For instance a physiotherapist may include Nordic Walking lessons and poles into a broader rehabilitation program, for which they charge their standard fee.

Others offer "public" classes, usually in groups and mostly based on the recommended "poles and lessons" packages promoted by Nordic Walking Australia.

The pricing model for these packages has been developed to provide participants with an offer that is

- ✓ Easy to understand
- ✓ Flexible and provides choice
- ✓ Affordable
- ✓ Value for money

Currently, the packages promoted by Nordic Walking Australia includes:

Package 1 - \$229.00

4 lesson course and one set of EXEL high end poles

Package 2 - \$189.00

4 lesson course and one set of EXEL entry level poles

Package 3 - \$169.00

4 lesson course and one set of Mountain to Sea entry level poles

The above prices are inclusive of GST.

Summary

As the sole representatives of INWA and EXEL, who founded and popularised Nordic Walking across Europe, Nordic Walking Australia is extremely well positioned to promote and popularise Nordic Walking across Australia through our structured network of Instructors providing a complete customer experience combining physical activity with social interaction and continuous instructor led support.

By becoming an Instructor, you have the opportunity to participate in this exciting development and contribute to the health and wellbeing of a broad section of the population.

In addition, you will have the opportunity to develop a lucrative business in which you can either participate actively yourself or lead others in an outdoor based, people oriented business.

We hope you will consider becoming involved with Nordic Walking Australia and look forward to discussing your potential with you.

Contact us now on
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