

SIS30315 CERTIFICATE III IN FITNESS,  
 SIS40215 CERTIFICATE IV IN FITNESS &  
 3 SPECIALIST ONLINE CERTIFICATIONS

# MASTER COACH PROGRAM

## COURSE SYLLABUS

**BECOME A  
 QUALIFIED  
 PERSONAL  
 TRAINER**



\*There are practical tasks within this course.

cleanhealth.edu.au



**FITNESS  
 INSTITUTE**

EST. 2008  
 RTO: 40538





# 1. FOREWORD

## FROM OUR FOUNDER

Dear potential personal trainer,

At Clean Health Fitness Institute, one of the very first things I try to impart on all of our students is the importance of becoming a good coach instead of simply being your run of the mill, stereotypical personal trainer.

In this 2021 post pandemic (still current in many countries) COVID-19 environment, separating yourself from the pack in any industry is crucial to standing out and building a successful business, and even more within the fitness industry than ever before!

This is why we created the **Master Coach Program (MCP)**, so that we are not only giving you a legal badge to become a personal trainer, but so that you are actually able to stand out from the crowd and have the knowledge and skill-set required to elicit life long lasting change being an industry leading coach and fitness professional!

***I have been in your shoes before, not knowing where to turn when it came to valid information and mentoring that I felt could help give me the starting point needed to make an impact in an industry that I love.***

Having personally completed over 20,000 personal training sessions in my career and building Clean Health Fitness Institute into the internationally renowned brand it is today, which completed over 200,000 personal training sessions, we have learned a thing or two when it comes to the 'Art of Personal Training' and getting world leading results with general fitness enthusiast all the way through to elite and also Olympians.

The Master Coach Program pulls in on those years of experience we have had as personal trainers ourselves and integrates that with the latest cutting edge science and research in the fields of exercise science, human performance, nutrition and much more to bring you what I can confidently say is the most in depth initial personal training program on the market today.

***This program was made by trainers FOR trainers!***



In 2021 the era of being just a rep counting, boot camp yelling personal trainer is now dead - both in person and definitely in the online space.

The Master Coach Program will give you all the tools you need to become an industry leading personal trainer just like the over 20,000 fitness professionals we have educated over the last decade across the world both as an in person coach, **but more importantly in today's climate as an online personal trainer.**

So, what are you waiting for? Make today the day you choose to take action and turn your passion for health and fitness into a rewarding and profitable fitness career!



**Yours in success,**

**Daine McDonald**

**Founder & Managing Director /  
Clean Health Fitness Institute**





## 2. ABOUT CLEAN HEALTH FITNESS INSTITUTE

Since 2008, Clean Health Fitness Institute has been regarded as Australia's top fitness industry educator and personal training organization.

We've certified over 20,000 personal trainers and fitness professionals in over 35 countries both at our live events and more recently since 2019 through our industry leading online e-learning platform where we have developed a reputation as pioneers in the health and fitness industry worldwide.



Clean Health Fitness Institute was founded by industry legend and company Managing Director Daine McDonald as a personal training organization focused on getting results based on the science of training and nutrition.

In 2012, we opened our first high-end training studio. Over the 5-year period that followed, Daine and his team of industry-leading coaches facilitated over 100,000 training sessions and developed a global reputation for results and excellence, and during the life of our personal training business facilitated over 200,000 appointments overall.





Over the years we have been featured in numerous media publications and TV shows including: the Sydney Morning Herald, GQ Magazine, Men's Muscle & Health, Men's Fitness, Australian Women's Health & Fitness, Oxygen Magazine and The Australian Biggest Loser Club.

We have also appeared in other publications such as Channel 9 with Kerri Anne, Fitness First Magazine, Nine MSN's Health and Well-Being, and we've lectured at some of the most significant health and fitness conferences in the world including FILEX, MEFIT Summit and the Australian Fitness Expo.

***as featured in***



Today Clean Health Fitness Institute is the world's premier educator of fitness professionals as a 100% online digital education business. We stay true to our legacy of our course content being created by the trainers for the trainers and take great pride in teaching the latest scientifically based industry education that combines real world in the trenches experience to build leading personal trainers from around the world!



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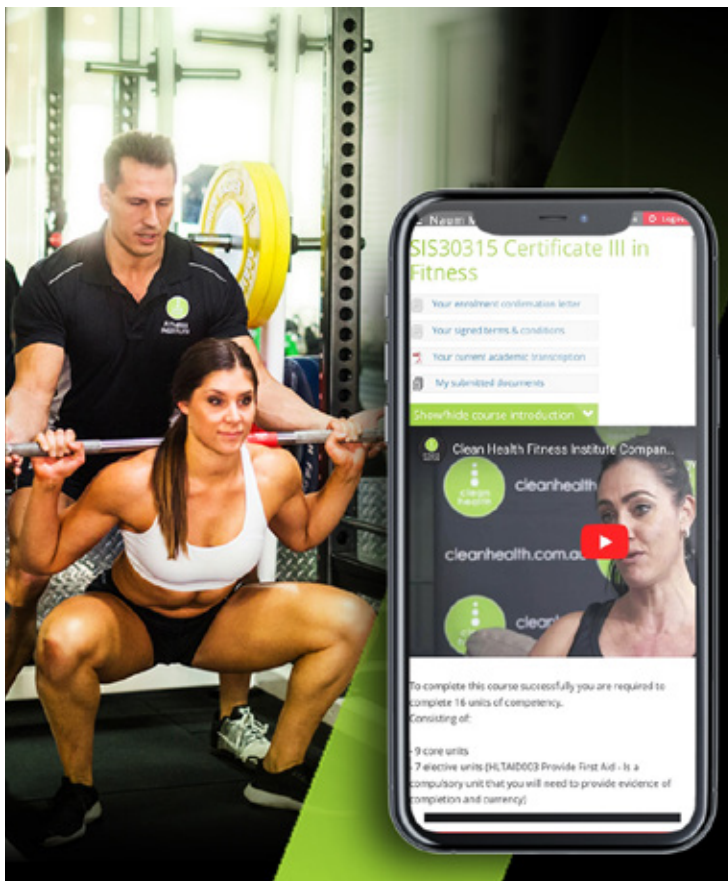
# 3. COURSE OVERVIEW

The Clean Health Fitness Institute's Master Coach Program (MCP) is, simply put, the most advanced initial personal training qualification in the world today.

The MCP program combines 2 qualifications and 3 certifications, to help you develop all the skills you need to become an expert personal trainer from the comfort of your own home with our 100% online e-learning student experience!

You will learn everything you need to become a world class personal trainer with our Master Coach Program, our nationally recognized SIS30315 Certificate III in Fitness & SIS40215 Certificate IV in Fitness initial personal training program provided by Australian Government Accredited registered training organisation provider no: 40538.

**Your Master Coach Program program includes the following...**



## Qualifications:

- SIS30315 Certificate III in Fitness (Gym Instructor)
- SIS40215 Certificate IV in Fitness (Personal Trainer)

## Certifications:

- CHPTC1: Performance PT Coach Level 1
- CHPNC1: Performance Nutrition Coach Level 1
- FB1: Fitness Business Mastery



Delivered via our 100% online student learning portal, you will learn the lifestyle, nutrition, training and business methodologies that we have used since 2008 to build some of the world's greatest personal trainers. Combined, there are 350 hours of study involved in this program.

This unique program was developed by our company founder Daine McDonald, who is considered one of the world's leading fitness industry experts and educators, having personally mentored over 5000 personal trainers in his career since 2002.



Our industry leading global education team comprises of world leading experts in the fields of fat loss transformations, bodybuilding, strength and conditioning, functional medicine, nutrition and business development

Between them, they have over 100 years of experience giving our students a truly one of a kind jump start on their career, learning from those that have not only done it themselves, but are still doing it today with everyone from your everyday fitness enthusiast, all the way through to the highest levels in professional sports with Olympic athletes and professional sporting leagues, along with high flyers in the corporate world!

Together, our global education team constantly refines and evolves the course content annually to ensure you are getting the most up to date and relevant information available on the planet today when it comes to personal training, exercise science and strength and conditioning.

During the program, you will also get access to a program mentor, along with access to our monthly webinars and students groups where you can meet and engage with fitness professionals from around the world.

In summary, with 2 qualifications and 3 specialty certifications ranging from your initial Personal Training qualification, to Performance Coaching and dietary prescription certifications, you will be provided all the tools you require to truly separate yourself from the pack when it comes to becoming an industry leading personal trainer anywhere in the world!





## 4. WHAT YOU WILL LEARN

After completing our Master Coach Program you will have learned world class information in the fields of training, nutrition and business to ensure you are able to build a successful career as a personal trainer or any associated career paths.

***This program is made up of a combination of 54 units of competency (accredited) and modules (non-accredited) that cover three primary categories:***

- Client Assessment & Program Design
- Nutrition Coaching & Diet Prescription
- Business Fundamentals & Fitness Sales

### **CATEGORY 1: CLIENT ASSESSMENT & PROGRAM DESIGN**

***Topic: Client Screening, Health Assessments and Working in Fitness Environments***

- **SISFFIT001** Provide health screening and fitness orientation
- **SISFFIT006** Conduct fitness appraisals
- **SISXCC001** Provide quality client service
- **SISXIND001** Work effectively in sport, fitness and recreation environments
- **SISFFIT016** Provide motivation to positively influence exercise behaviour
- **HLTAID003** Provide first aid\*
- **CHPTC11** The Art of Coaching\*\*
- **CHPTC12** Assessing Structural Balance for All Client Goals\*\*




These units of competency modules will give you the key tools required to properly assess, categorize and individualize training programs for general population clientele all the way up to the Olympic level athlete.

You will learn the art of behaviour change and coaching, which is crucial to ensuring client compliance when it comes to what you are prescribing to them as a personal trainer and qualified fitness professional to optimize their health and well-being.

*\*This module is outsourced to a third party provider of Clean Health Fitness Institute.*





### **Topic: Risk Management, OHS and Maintaining Fitness Equipment**

-  **BSBRSK401** Identify and apply risk management processes
-  **HLTWHS001** Participate in workplace health and safety
-  **SISXFAC001** Maintain equipment for activities

These units of competency modules will teach you the skills and knowledge required to identify day to day risks with clientele and apply established risk management processes for your role, as well as understanding base maintenance requirements needed for maintaining fitness equipment required in fixed site facilities.

You will also learn how to effectively work within health and fitness related facilities and promote the performance of your organization's business, which is crucial as an employee or sole trader when it comes to your ability to work within a team environment.

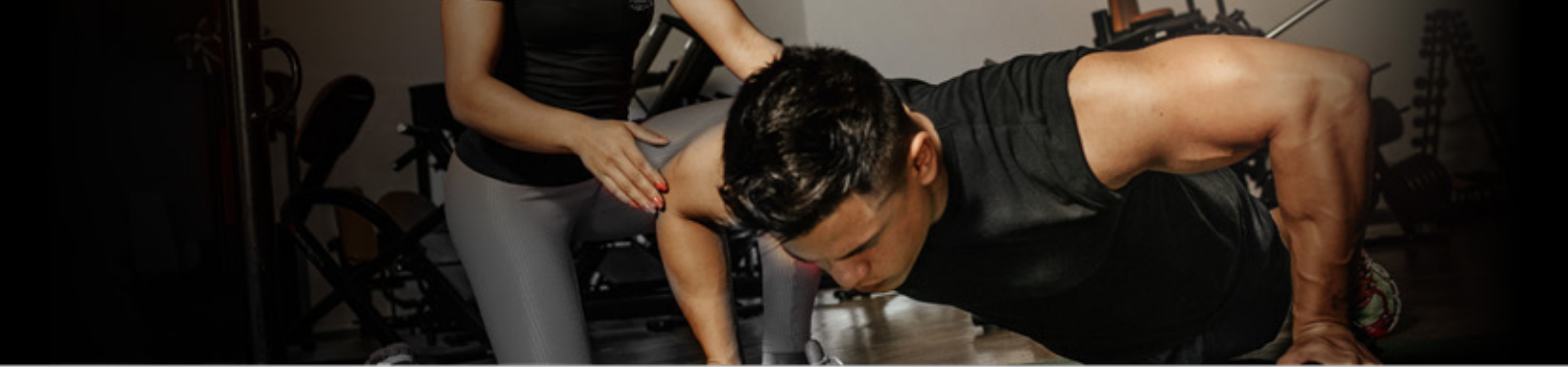
### **Topic: Anatomy and Physiology**

-  **SISFFIT004** Incorporate anatomy and physiology principles into fitness programming
-  **CHPTC13** Corrective Exercise Prescription\*\*










These units of competency and modules will give you the knowledge and understanding required to be able to provide best practice exercise prescription based on the functional anatomy of the human body.

You will learn how lever function can affect muscle activation and the best exercises you can prescribe to correct muscular imbalances. This enable you to set up client programs that improve function and performance along with aesthetics, which is crucial to building a 'results producing' brand as a personal trainer.





## **Topic: Planning and Delivering Exercise, Group Fitness & Personal Training Programs**

-  **SISFFIT003** Instruct fitness programs
-  **SISFFIT007** Instruct group exercise sessions
-  **SISFFIT018** Promote functional movement capacity
-  **SISFFIT020** Instruct exercise programs for body composition goals
-  **SISFFIT021** Instruct personal training programs
-  **SISFFIT017** Instruct long term exercise programs
-  **SISFFIT023** Instruct group personal training programs
-  **CHPTC14** The fundamentals of program design\*\*
-  **CHPTC15** Exercise technique mastery\*\*






These units of competency and modules will give you the skills and fundamental processes required to design world leading training programs for all client goals, whether that be fat loss, hypertrophy or body recomposition.

You will learn how to properly demonstrate, coach and cue the primary lifts required to bring about elite levels of human health and results along with learning how to instruct clients in both one on one, online and group environments. We break down in depth over 200 movements that we have used to coach over 250,000 personal training sessions both in person and online since 2008!









### **Topic: Planning and Delivering Advanced Exercise Movement & Strength & Conditioning Programs**

-  **SISSSTC402A** Develop strength and conditioning programs
-  **SISSSTC301A** Instruct strength and conditioning techniques
-  **SISFFIT018** Promote functional movement capacity
-  **SISFFIT019** Incorporate exercise science principles into fitness programming
-  **SISFFIT031** Implement injury prevention strategies

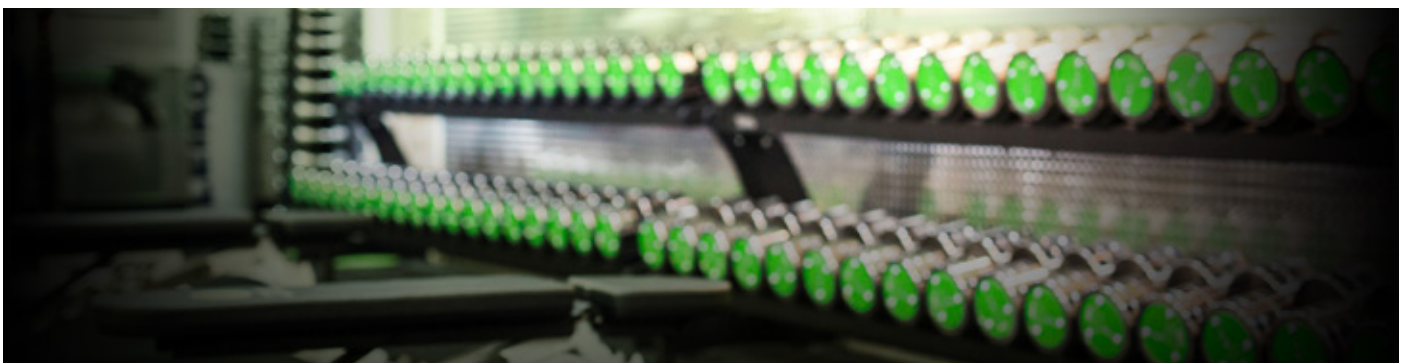
These units of competency and modules will give you the skills to design world leading strength and conditioning programs for all client sports, from beginner to Olympic level athletes, designed by our educators who currently work with Olympic medallists and professional athletes.

You will learn how to properly assess and create programs designed to bring about elite levels of human performance both short and long term, to ensure maximal athlete progression and results.

### **Topic: Exercise For Specific Populations**

-  **SISFFIIT002** Recognise and apply exercise considerations for specific populations
-  **SISFFIT014** Instruct exercise to older clients
-  **SISFFIT011** Instruct approved community fitness program
-  **SISFFIT013** Instruct exercise to young people aged 13-17 years old

These units of competency and modules will give you the ability to provide instruction of exercise and approved community fitness programs aimed at enhancing the health and fitness goals of elderly populations, along with exercise considerations for children and culturally diverse groups.





## **Topic: Motivational, Work with Health Professionals & Using Open Spaces**

- SISFFIIT015** Collaborate with medical and allied health professionals in a fitness context
- SISXRES001** Conduct suitable work practices in open places

In these units of competency you will be able to identify skills and knowledge required to promote exercise and incorporate behaviour change strategies.

You will learn how to identify situations and conditions requiring guidance from, or the need to work with, medical or allied professionals, along with learning how to plan and conduct work in open spaces whilst upholding sustainable practices.

## **CATEGORY 2: NUTRITION COACHING & DIET PRESCRIPTION**

### **Topic: Nutrition and Health Management**

- SISFFIIT005** Provide healthy eating information
- SISFFIT025** Recognise the dangers of providing incorrect nutrition advice to clients
- SISFFIT026** Support healthy eating through the Eat for Health program
- SISFFIT020** Instruct exercise programs for body composition
- CHPNC11** The Obesity Epidemic\*\*
- CHPNC12** The Art of Nutrition Coaching\*\*






These units of competency and modules will give you the ability to identify the scope of practice of a personal trainer when it comes to providing nutritional advice, when to refer out and when to implement yourself.

You will learn current dietary practices from around the world, along with strategies to improve client adherence and results through effective nutrition coaching principles.

You will learn how to set up client diets for success as a coach, focusing on goal setting, compliance building and the art of coaching to maximize client adherence and results both short and long term.



### **Topic: Prescribing Dietary Advice for All Clients Goals**

-  **CHPNC13**      Macronutrient Prescription for All Client Goals\*\*
-  **CHPNC14**      Understanding Micronutrients\*\*
-  **CHPNC15**      The Fundamentals of Diet Design\*\*
-  **CHPNC16**      Advanced Nutrition Systems\*\*
-  **CHPNC17**      Nutritional Periodization for All Client Goals\*\*











These units of competency and modules will give you the ability to prescribe detailed calorie and macro specific meal plans for all client goals, including fat loss, hypertrophy, body recomposition, athletic performance and overall health.

You will learn how to structure both short and long term dietary advice safely and effectively along with having a complete understanding of all the different nutritional methods out there today such as low carb, high carb, carb cycling, ketogenic, isocaloric, carb backloading and more.

You will learn how and when to use them to optimize both the internal and external health of your clients.

## **CATEGORY 3: BUSINESS FUNDAMENTALS & FITNESS SALES**

### **Topic: Health & Fitness Business Growth**

-  **BSBSMB404**      Undertake small business planning
-  **BSBSMB403**      Market the small business
-  **BSBSMB401**      Establish legal and risk management requirements of small business
-  **BSBSMB420**      Evaluate and develop small business operations
-  **BSBSLS408**      Present, secure and support sales solutions
-  **DMUPTB1**      Online fitness business fundamentals\*/\*\*
-  **DMUPTB2**      Building an industry leading brand\*/\*\*
-  **DMUPTB3**      Packaging your services\*/\*\*
-  **DMPUPTB4**      Personal mastery life hacks for fitpros\*/\*\*
-  **CHPNC18**      Building your Nutrition Coaching Business\*\*

These units of competency and modules will give you the ability to set up, scale and grow your personal training, strength and conditioning or gym business from beginning to end. You will also learn how to effectively market and sell your services to ensure maximal business growth in line with your skill as a fitness professional.

*\*Please note these modules are part of the Fitness Business Mastery bonus certification.*



## 6. CAREER OUTCOMES

After completing the world's most comprehensive personal trainer qualification combined with our certifications, you will have the skills and knowledge required to kick start your career in one of the following jobs around the world and not just in your local country!

- Personal Trainer
- Strength & Conditioning Specialist
- Performance Coach
- Performance Nutrition Coach
- Personal Training Manager
- Gym General Manager
- Specialized Children's Coach
- Specialist Elderly Populations Coach
- Specialist Transformation Coach
- Fitness Sales Consultant
- Gym Instructor



You will be able to work at gyms, men's and women's health clubs and spas, fitness studios, cruise liners, resorts and there fitness related businesses around the world.

As a globally accredited fitness institute, we have campus sites in the Middle East, North America, Asia and Australia, allowing us to provide our students with career pathway options with some of the world's leading gyms and personal training studios.





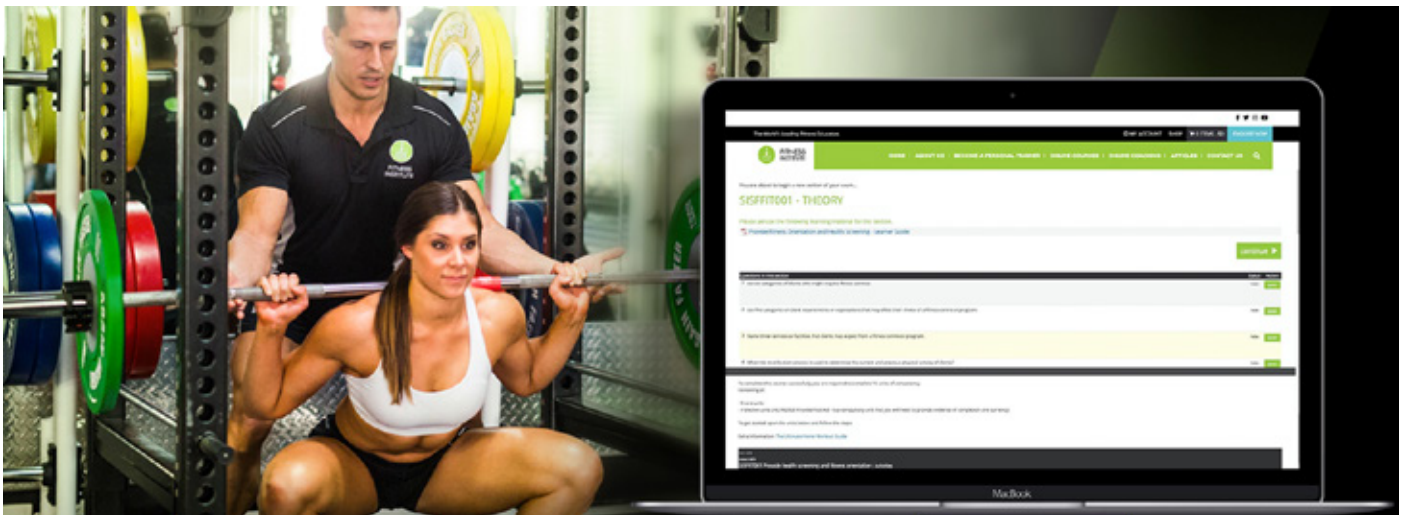
## 7. COURSE DURATION & LEARNING EXPERIENCE

Delivered via our 100% Online Student Learning Portal\*, the Master Coach Program can be done at your own pace, from anywhere and at any time.

It is delivered via a combination of interactive videos both animated and regular, presentation slides, online textbooks and interactive videos. You will also be supported to ensure you have practical experience before you go out into the workforce!

This cutting edge, dynamic and multi-faceted approach ensures you are not left bored with only one mode of learning delivery, which is crucial when studying online.

Our online learning has been researched extensively to focus on an amazing experience and built from the ground up to ensure your journey with us is just as great as our industry leading technical knowledge



From the day you sign up, you will be assigned your coach mentor and assessor, who will be available to you throughout your program to help guide and develop you into an industry leading personal trainer. You will have access to your coach mentor via our student platform, as well as our customer support team 24/7, to go through any ongoing student special offers, registration and overall feedback matters.

*\*There are practical assessments that are required for this course. Your assessor will guide you in regards to your requirements.*





This makes up your 'practical' and blended hours, which are required by Australian standards to become an accredited and qualified personal trainer.

Overall, there is approximately 350 hours of course content to go through, so average student times from our surveys and student feedback are as follows:

- **5 Hours per week = 12-14 months approximately**
- **10 hours per week = 6-8 months approximately**
- **15 hours per week = 4-6 months approximately**
- **20 hours per week = 3-4 months approximately**
- **40 hours per week = 2-3 months approximately**

Please note these above times are just guides. You have 24 months to complete this program, taking no more than 12 months for the SIS30315 Certificate III in Fitness (Gym Instructor) before allowing another 12 months for the SIS40215 Certificate IV in Fitness (Personal Trainer).

***However, for a more intensive learning experience we recommend you set yourself a goal of no less than 5 hours per week commitment, hence it being the start of our hours schedule above.***

This flexibility makes it perfect to complete outside of your current work hours and allows it to fit in with your life.

So whether you are busy raising kids or running your own company, we have designed this program to fit in with you and FOR you, so that you can follow your passion into the fitness industry like thousands of our students already have!



Going through this program, I've learnt that despite the fact that I've been training on my own for 7 years, there's a ton of stuff that I don't know, so I'm really glad that I came. For me, probably the funnest thing was learning that until you've been through Clean Health, there's a ton of stuff that you don't know and there is probably a ton of experience you haven't had, so if you come here, you train here, and learn from here... You realise that the world of fitness is much bigger than you thought.

**TIM (SYDNEY, AUSTRALIA)**



## 8. FREQUENTLY ASKED QUESTIONS

### **1. What does the Master Coach Program qualify me as?**

The Master Coach Program legally qualifies you as a certified personal trainer under the Australia Skills Quality Authority (ASQA), meaning you can gain insurance and have a career as a personal trainer across Australia.

It also certifies you under the Clean Health Fitness Institute as a certified Performance Nutrition Coach Level 1 and certified Performance PT Coach Level 1.

These certifications form the core elements of our teaching and methodologies, which we have been taught to 1000s of fitness professionals around the world over the last decade.

### **2. Will this program qualify me as a personal trainer outside of Australia?**

This is dependent on your country's governing fitness body and whether or not they recognize Australian qualifications for personal trainers. In the United Kingdom and North America you can generally gain access to recognition of prior learning (RPL) after having done this course.

In many countries throughout the Middle East, Asia and India this program will suffice.

However, we will make no warranties or guarantees that you will A) be eligible for RPL from your local governing body or B) that the Master Coach Program will be sufficient in your local country.

We can however help you through our global networks and student support team to get the best outcome.

### **3. Is the MCP program globally recognized or recognized by my national body?**

This program is recognized by the following international partners:

- AFAA** – Aerobics and Fitness Association of America
- NASM** – National Academy of Sports Medicine

We have many more partnerships currently underway so that you will be able to maintain your CEUs or CEUs where relevant.

In summary however, our mindset is that 'success leaves clues', so even if this is not registered with your own local governing body, this should not stop you from learning.

Follow the knowledge, not the badge!



#### ***4. I have a very busy life and career. How much time will this course take to complete around my schedule?***

This program is delivered via a combination of interactive videos, slides and an online textbook.

There is approximately 250 hours of course content to go through, so average student times from our surveys and student feedback are as follows:

<b>5 Hours per week</b>	<b>=</b>	<b>12-14 months approximately</b>
<b>10 hours per week</b>	<b>=</b>	<b>6-8 months approximately</b>
<b>15 hours per week</b>	<b>=</b>	<b>4-6 months approximately</b>
<b>20 hours per week</b>	<b>=</b>	<b>3-4 months approximately</b>
<b>40 hours per week</b>	<b>=</b>	<b>2-3 months approximately</b>

Please note these above times are just guides. You have 24 months to complete this program, taking no more than 12 months for the SIS30315 Certificate III in Fitness (Gym Instructor) before allowing another 12 months for the SIS40215 Certificate IV in Fitness (Personal Trainer).

However, for a more intensive learning experience we recommend you set yourself a goal of no less than 5 hours per week commitment, hence it being the start of our hours schedule above.

#### ***5. How long will I have access to the course content for?***

All of our students will have access to the Master Coach Program for 24 months. However, all course content is downloadable, so you have the ability to save and refer back to it at any time!

#### ***6. How long will I have access to the course content for?***

Yes, there are practical tasks required to complete the Master Coach Program. Evidence for this will be provided by the student via a variety of methods such as video submission, logbooks and questioning.

In the event you have no local contacts, we can provide students with the opportunity to conduct simulated workplace tasks via our global network of CHFI qualified personal trainers already out the workforce!



### **7. Can you help us with work placement if required?**

Yes, we have a global network of fitness businesses whom we have relationships with that we can provide introductions for work placement and potential career pathways post-graduation.

The very best and most successful in the world use our education institute as the building blocks to their career. Our company holds great 'weight' when it comes to credibility for new personal trainers starting out in the industry, along with seasoned veterans wanting to learn new tricks to upgrade their skill set!

### **8. Do you provide recognition of prior learning (RPL) if I have already done a personal training qualification overseas or have a degree in exercise or sports science?**

Yes, we do provide RPL in some cases, however that is a case by case basis. We would require your full academic transcript and course dates to assess your ability to gain RPL within the Master Coach Program. Contact us for more RPL information.

### **9. Are there any practical components to this program?**

Yes you sure can! Speak to our customer support team for more information or send through an enquiry on the contact us form on this page.

### **10. Can you help us with work placement if required?**

You must be 16 years or over to enrol in this program. Your parent or guardian would need to sign off on it if you are under 18 years of age under Australian government legislation.



**WANT MORE INFORMATION OR ASSISTANCE  
FROM OUR FRIENDLY CAREERS ADVISOR?**

**CHAT WITH US:**



**WhatsApp Mobile**  
Click to chat

**CLICK TO SPEAK WITH  
OUR CAREERS ADVISOR**



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Clean Health Fitness Institute

Master Coach Program 2020

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