

nordic walking

**Professional
Membership**



nordic academy
Australia's Nordic Walking Professionals

Nordic Academy Professional Membership

The Nordic Academy Professional Membership program is especially for instructors who want to seriously develop and grow a sustainable revenue stream from Nordic Walking classes and activities.

Becoming a Nordic Academy Professional Member provides retail on-selling opportunities, business development tools, promotional materials and services, exclusive product offers, priority status and support, as well as professional development initiatives. In addition, Professional Members participate in a dynamic network of like-minded instructors within Australia, sharing best practices and tips on running successful Nordic Walking businesses.

Membership Benefits

Nordic Academy Professional Members receive access to valuable resources, including business development, administrative and marketing templates, as well as significant discounts on poles, clothing and other equipment.

Annual Benefits

- ✓ Receive the best discounts offered by Nordic Academy on poles and other equipment
- ✓ Your own detailed listing under Nordic Academy's 'Find An Instructor' website feature
- ✓ Opportunity to publicise your local event(s) on Nordic Academy's website
- ✓ Exclusive access to the Members Only Resources Centre section of the Nordic Academy website - containing promotional poster and class flyer templates, an article library, downloadable photos, Nordic Academy media releases, participant surveys, research papers and more
- ✓ Option to purchase exclusive best practice business packages: Start Up & Administration, Business Development or Marketing & Communications
- ✓ Use of the 'Endorsed by Nordic Academy' logo so customers recognise you for the quality and credibility that Nordic Academy stands for
- ✓ Priority involvement in Nordic Academy partner programs and activities
- ✓ Eligibility to be nominated for the annual 'INSPIRE: Instructor of Year' award
- ✓ Special offers and discounts on sponsor products
- ✓ Ongoing business support, advice and communications
- ✓ Increase of your professional profile and networks
- ✓ Support and contribute to Nordic Academy's development of the Nordic Walking movement in Australia

Additional Joining Benefits

- ✓ 'NW Instructor' polo t-shirt and 'NW' cap to look the part and promote your services
- ✓ 'NW Promo Pack' consisting of 100 NW brochures, 20 bumper stickers and five A3-sized colour posters





"The discount on poles offered through my Professional Membership has increased my revenue and made it into a highly profitable program. Nordic Walking is now a mainstay offering in my fitness business."

Tom Law, Scarborough, QLD

Best Practice Business Packages

Nordic Academy has created comprehensive administrative, marketing and business development packages that enable you to grow your Nordic Walking business.

Each of these packages contains helpful guides, templates, instructions and time-saving documentation so that you are equipped with the necessary knowledge and resources to maximise your success.

The packages are exclusively available to Professional Members, and can be purchased singularly or bundled together for best value.

Start Up & Administration Package

This package contains the key paperwork, spreadsheets, participant forms and policy documents needed to get your Nordic Walking business up and running. It also provides a detailed check-list and important tips for starting your new business.

Business Development Package

This package contains step-by-step information and best practices for developing your Nordic Walking business. It includes how to create effective Referral Networks, how to conduct community and group presentations, and how to leverage the Nordic Walking Professional Network. Generic and specific audience slide presentations are also provided.

Marketing & Communications Package

This package contains marketing templates, guides and sample materials for promoting your Nordic Walking business and attracting enthusiastic participants. It includes essential copy points, advertising, publicity and promotional support materials, as well as best practice tips to effectively leverage your website and community networks.

For in-depth details on the contents for each of these packages and for pricing information, visit the 'Professional Membership' section of the Nordic Academy website:
www.nordicacademy.com.au





"I have created a successful Nordic Walking side business and it is my Professional Membership which has provided me with the resources and support to do this efficiently and confidently."

Rhonda Coppin, Port Macquarie, NSW

How to become a Nordic Academy Professional Member

There is an initial joining fee of \$50

- Individual membership is \$199 per annum
- Corporate memberships (\$299 per annum) are also available for fitness centres, physio clinics, wellness retreats and other relevant businesses

To apply for your Nordic Academy Professional Membership, phone the Nordic Academy national office on 1300 791 740.

Nordic Academy's Vision and Commitment

As Australia's Nordic Walking professionals, Nordic Academy offers a complete range of services, from accredited instructor training to equipment sales and annual Euro Alps tours.

The vision of Nordic Academy is to spread the benefits and enjoyment of Nordic Walking to as many others as possible. To achieve this, they are committed in their involvement and service to the Australasian health and fitness industries, to the global development of Nordic Walking, and to their network of hard working instructors.

Nordic Academy Australia PO Box 127, Forest Hill VIC 3131
www.nordicacademy.com.au promember@nordicacademy.com.au
freecall: 1300 791 740

