

# Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
<b>Student Demand</b>	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

# Key Research Findings

<b>Key Performance Indicators</b>	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Key Performance Indicators</a></p>	<ul style="list-style-type: none"> <li>● Strong = Above system average in 6-7 indicators</li> <li>● Moderate = Above system average in 3-5 indicators</li> <li>● Weak = Above system average in 0-2 indicators.</li> </ul>
<b>Resource Analysis</b>	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

# Key Research Findings

## Fitness and Health Promotion (52209)

### Student Demand<sup>1</sup>

- **STRONG**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

#### Certificate

- Sheridan is the only college to offer a certificate program, which is called Fundamentals of Fitness Leadership and has been offered since 2010

#### Diploma

- Fleming's mean growth rate (**33%**) is well above the systems of **22%**
- College Boreal has the largest growth over 5 years with **35%**
- Conestoga has the largest growth rate of **162%** however it is a new program that started in 2008

#### Advanced Diploma

- Cambrian and George Brown both offer a Fitness Management program
- Cambrian has been steadily increasing each year while George Brown has been decreasing, however George Brown has a higher average registration of **84 students** compared to Cambrian with **47 students**

#### Degree

- Sheridan offers a Bachelor of Applied Health and Sciences (Exercise Science and Health Promotion), a four year program that had a slight decrease in enrolment in 2011 of -3%

#### Graduate Certificate

- 3 colleges offer post graduate programs
- Niagara offers an Exercise Science for Health and Performance program however enrolment data is unavailable
- Centennial offers a Wellness and Lifestyle Management program, and their registration numbers are declining at -7% change from 2010-2011
- Humber also offers a Fitness Leadership program that has grown since it started in 2008

<sup>1</sup> Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Certificate

Program: 42209 - FUNDAMENTALS OF FITNESS LEADERSHIP														
	% Change 2007 2008 (07-08)			% Change 2008 2009 (08-09)			% Change 2009 2010 (09-10)			% Change 2010 2011 (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
SHERIDAN							41			41 38 -7			-7	40
Total							41			41 38 -7			-7	40

## Diploma

Program: 52209 - FITNESS AND HEALTH PROMOTION														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
ALGONQUIN	34	47	38	47	59	26	59	59	0	59	78	32	24	55
COLLÈGE BORÉAL	12	22	83	22	9	-59	9	6	-33	6	15	150	35	13
CONESTOGA	7			7	37	429	37	39	5	39	59	51	162	36
DURHAM	70	87	24	87	88	1	88	87	-1	87	96	10	9	86
FANSHAWE	49	52	6	52	64	23	64	82	28	82	86	5	16	67
FLEMING	20			20	37	85	37	45	22	45	41	-9	33	36
HUMBER	105	183	74	183	189	3	189	181	-4	181	173	-4	17	166
LOYALIST	31			31			31	27	-13	27	34	26	7	31
MOHAWK				125			125	93	-26	93	129	39	7	116
NIAGARA	63	72	14	72	70	-3	70	79	13	79	70	-11	3	71
SAULT	9			9	14	56	14	16	14	16	16	0	23	14
ST. LAWRENCE	43	58	35	58	57	-2	57	60	5	60	58	-3	9	55
Total	407	557	37	557	780	40	780	774	-1	774	855	10	22	675

## Advanced Diploma

Program: 62209 - FITNESS MANAGEMENT														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CAMBRIAN	44	41	-7	41	41	0	41	48	17	48	60	25	9	47
GEORGE BROWN	82	87	6	87	85	-2	85	84	-1	84	83	-1	0	84
Total	126	128	2	128	126	-2	126	132	5	132	143	8		

# Key Research Findings

## Degree

Program: 82199 - BACHELOR APPLIED HEALTH SCIENCES (EXERCISE SCIENCES & HEALTH PROMOT														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
SHERIDAN	18			18 28 56			28 39 39			39 38 -3			31	31
Total	18			18 28 56			28 39 39			39 38 -3			31	31

## Graduate Certificate

Program: 72209 - FITNESS LEADERSHIP														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
HUMBER	9			9	8	-11	8	9	13	9	23	156	52	12
Total	9			9	8	-11	8	9	13	9	23	156	52	12

Program: 72208 - WELLNESS AND LIFESTYLE MANAGEMENT														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CENTENNIAL	51	49	-4	49	46	-6	46	44	-4	44	41	-7	-5	46
Total	51	49	-4	49	46	-6	46	44	-4	44	41	-7	-5	46

# Key Research Findings

<b>Labour Market</b>	• <b>MODERATE</b>
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## Employment Ontario

Not Available

## HRSDC<sup>2</sup>

### Program Leaders and Instructors in Recreation, Sport and Fitness (NOC – 5254)

- Job Openings (2011-2020): **20,700**
- Job Seekers (2011-2020): **34,218**
- Post-Secondary Education Graduates: **48,244**
- 49% of employees will seek different occupations with higher income levels
- “Based on projections and considering that labour supply and demand are currently balanced in this occupation, it is expected that there will be a surplus of workers in this occupation over the 2011-2020 period. In other words, the number of job seekers will exceed the number of job openings. The number of job openings is expected to decrease, mainly as a result of a decline in job creation. Although job growth in this occupation is expected to be relatively strong, **50 percent** fewer jobs will be created over the next decade than were created in the 2001-2010 period. This can be explained in part by an increasing consumption of arts and culture, along with a corresponding decrease in sporting activity, as the population grows older. Increased sporting activity among young people, as a result of government tax incentives to promote sport and fitness, is expected to have a significant impact on the use of program leaders and instructors in recreation, sports and fitness, but less impact on their numbers. The rate of retirement in this occupation is also among the lowest, since its workers are much younger than average. With regard to job seekers in this occupation, the number of school leavers in related fields will be much higher than average. However, a significant number of workers will leave this occupation mainly because of the precarious labour market conditions and low pay.”

<sup>2</sup>“Athletes, Coaches, Referees And Related Occupations (525).” *Human Resources and Skills Development Canada*.N.p., 22 May. Web. 22 May 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=69>>.

# Key Research Findings

## US Bureau of Labour<sup>3</sup>

### Fitness Trainers and Instructors (SOC – 39-9031)

- Employment Growth (2010-2020): **Increase 24%**
  - **251,400 (2010) – 311,800 (2020)**
- “As businesses and insurance organizations continue to recognize the benefits of health and fitness programs for their employees, incentives to join gyms or other fitness facilities will increase the need for workers in these areas.”
- “The education and training requirements for fitness trainers and instructors vary by type of specialty, and employers often hire those with certification. Personal trainers, group fitness instructors, and specialized instructors, such as yoga or Pilates instructors, each need different preparation.”

## Sector Council Report<sup>4</sup>

From the Ontario Ministry of Education Policy/Program Memorandum No. 149:

### Introduction

“The ministry is committed to promoting effective community-based partnerships with external agencies that foster continuous improvement in the delivery of programs and services for all students, including students with special needs. Closing achievement gaps for all students continues to be a major priority.”

“The purpose of this memorandum is to provide direction to school boards concerning the review and/or development of a local protocol for partnerships with external agencies for the provision of services in Ontario schools by regulated health professionals, regulated social service professionals, and paraprofessionals. It outlines the requirements for reviewing and/or developing a local protocol, and specifies the requirements for implementing the protocol and for reporting on the protocol to stakeholders.”

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<sup>3</sup>Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Fitness Trainers and Instructors, Web. <http://www.bls.gov/ooh/personal-care-and-service/fitness-trainers-and-instructors.htm>, May 22, 2012.

<sup>4</sup>“Policy/Program Memorandum No. 149.” *Ontario Ministry of Education*. N.p., n.d. [www.ophea.net](http://www.ophea.net). Web. 17 June 2012. <<http://www.edu.gov.on.ca/extra/eng/ppm/149.html>>.

# Key Research Findings

## Requirements for Review and/or Development of a Board Protocol

“School boards with an existing protocol will review their protocol to ensure that it is aligned with the requirements outlined in this memorandum. School boards without an existing protocol will develop a protocol that is aligned with those requirements. The protocol will be designed to support the school board's capacity to provide programs and services to all students, including students with special needs. The protocol will reflect local circumstances, including the language of the board.”

“The protocol will outline the following:

- programs and services that are currently delivered by external agencies
- programs and services that are currently delivered by school board professional student services personnel (PSSP) and paraprofessionals
- programs and services that could be delivered by school board PSSP and paraprofessionals, but are not being delivered by them for financial reasons or because requirements do not match the job descriptions or qualifications of board PSSP and/or paraprofessionals”



# Key Research Findings

## Employment Profile<sup>5</sup>

In 2010-2011, **21.8%** of graduates were employed in a full time position which related to this program of study provincially

Recreation/Fitness					
Total Graduates:	1,128	Total Graduates in Survey:	807	Response Rate:	72.1%
<small>594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.</small>					
Programs in Recreation/Fitness					
Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Coaching And Sport Development	2 Years	1	1	1	Seneca
Exercise Science And Lifestyle Management	Post Diploma	21	13	10	Humber
Fitness And Health Promotion	2 Years	315	234	152	Algonquin, Borden, Conestoga, Durham, Fanshawe, Humber, Loyalist, Niagara, Sault, Sir Sandford Fleming, St. Lawrence
Fitness Management	3 Years	67	44	25	Cambrian, George Brown
Golf And Recreational Club Management	2 Years	12	7	6	Fanshawe
Golf And Ski Operations Management	2 Years	4	4	4	Algonquin
Nature Interpreters	1 Year	2	1	—	Sault
Park Operation Skills	1 Year	1	1	1	Sault
Recreation – Parks Operation And Services	2 Years	40	30	26	Seneca, Sir Sandford Fleming
Recreation – Therapeutic Assistant	1 Year	5	4	4	Canadore
Recreation And Leisure Services	2 Years	400	296	219	Algonquin, Canadore, Centennial, Conestoga, Confederation, Fanshawe, Humber, La Cité, Loyalist, Mohawk, Niagara, Seneca, Sir Sandford Fleming
Recreation Facility Management	2 Years	22	12	8	Algonquin, Seneca
Recreation For Special Populations	Post Diploma	27	19	19	Georgian
Recreation Therapy	2 Years	45	32	27	Canadore, Confederation
Ski Area Operations	1 Year	1	—	—	Georgian
Ski Resort Operations And Management	2 Years	12	9	8	Georgian
Sport Business Management	Post Diploma	25	11	10	Algonquin
Sport Management	3 Years	55	39	27	Durham, Lambton
Sports Administration	2 Years	3	3	3	Durham
Sports Management	Post Diploma	25	13	13	Durham
Wellness And Lifestyle Management	Post Diploma	45	34	31	Centennial

<sup>5</sup>"Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.  
<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>.

# Key Research Findings

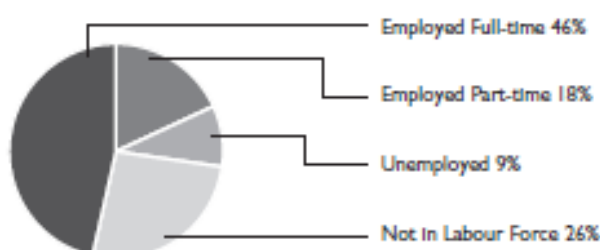
## Recreation/Fitness

### Summary of Survey Data

	Program Cluster	All Programs
Survey Population	807	50,622
Labour Force Participation	74%	74%
Employment Rate <sup>a</sup>	87%	83%
Employed Part-time <sup>a</sup>	25%	18%
Employed Full-time <sup>a</sup>	62%	65%
Average Annual Earnings – Total	\$30,487	\$33,199
Average Annual Earnings – Female	\$29,575	\$31,897
Average Annual Earnings – Male	\$31,431	\$34,607
Graduate Satisfaction	76%	79%
Employer Satisfaction	92%	93%

a. As a percentage of graduates in the labour force.

### Graduate Outcomes for Program Cluster (as a percentage of all respondents)



### Top Five Industries of Employment

	#	%
Amusement, Gambling and Recreation Industries	144	29.6%
Nursing and Residential Care Facilities	40	8.2%
Social Assistance	31	6.4%
Food Services and Drinking Places	29	6.0%
Ambulatory Health Care Services	20	4.1%

### Top Five Occupational Categories

	#	%
Program Leaders and Instructors in Recreation, Sport and Fitness	96	19.6%
Recreation, Sports and Fitness Program Supervisors and Consultants	42	8.6%
Retail Salespersons and Sales Clerks	31	6.3%
Other Professional Occupations in Therapy and Assessment	25	5.1%
Community and Social Service Workers	23	4.7%

# Key Research Findings

## Recreation/Fitness

### Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not In Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Exercise Science And Lifestyle Management	3	23.1	4	30.8	1	7.7	1	7.7	1	7.7	3	23.1
Fitness And Health Promotion	51	21.8	35	15.0	39	16.7	14	6.0	13	5.6	82	35.0
Fitness Management	14	31.8	6	13.6	1	2.3	4	9.1	—	—	19	43.2
Golf And Recreational Club Management	5	71.4	—	—	—	—	—	—	1	14.3	1	14.3
Recreation – Parks Operation And Services	18	60.0	3	10.0	—	—	—	—	5	16.7	4	13.3
Recreation And Leisure Services	83	28.0	46	15.5	35	11.8	19	6.4	36	12.2	77	26.0
Recreation Facility Management	2	16.7	2	16.7	2	16.7	2	16.7	—	—	4	33.3
Recreation For Special Populations	15	78.9	2	10.5	2	10.5	—	—	—	—	—	—
Recreation Therapy	12	37.5	5	15.6	5	15.6	3	9.4	2	6.3	5	15.6
Ski Resort Operations And Management	5	55.6	1	11.1	—	—	—	—	2	22.2	1	11.1
Sport Business Management	8	72.7	2	18.2	—	—	—	—	—	—	1	9.1
Sport Management	13	33.3	6	15.4	2	5.1	3	7.7	3	7.7	12	30.8
Sports Management	3	23.1	6	46.2	—	—	—	—	4	30.8	—	—
Wellness And Lifestyle Management	8	23.5	4	11.8	4	11.8	8	23.5	7	20.6	3	8.8
<b>All Programs In Cluster*</b>	<b>240</b>	<b>30.3</b>	<b>122</b>	<b>15.4</b>	<b>91</b>	<b>11.5</b>	<b>54</b>	<b>6.8</b>	<b>74</b>	<b>9.3</b>	<b>212</b>	<b>26.7</b>

\* Does not include 7 programs with fewer than 5 graduates in the labour force.

# Key Research Findings

## Working in Canada<sup>6</sup>

Program Leaders and Instructors in Recreation, Sport and Fitness (NOC – 5254)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	12.50	24.73
Hamilton--Niagara Peninsula Region	10.25	12.00	24.00
Kingston - Pembroke Region	10.25	12.50	24.73
Kitchener--Waterloo--Barrie Region	10.25	11.50	25.00
London Region	10.25	13.00	25.00
Muskoka-Kawartha Region	10.25	12.50	24.73
Northeast Region	10.25	12.50	24.73
Northwest Region	11.00	16.35	27.00
Ottawa Region	10.25	12.50	29.00
Stratford--Bruce Peninsula Region	10.75	15.00	21.98
Toronto Region	10.25	12.75	25.64
Windsor-Sarnia Region	10.25	12.50	24.73

## Competitive Analysis<sup>7</sup>

- **WEAK**

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

### Diploma

- Fleming's conversion ratio (**8:1**) is below the system (**6:1**) for 2011 with 8:1 and has been below for the past 5 years
- College Boreal has had the best conversion ratio over the past 5 years
- Humber has had the largest number of applications each year and some of the best conversion ratios as well so it might be worth a look at their marketing strategies

### Advanced Diploma

- In 2011, Cambrian had a **3:1** conversion ratio, and George Brown had a **10:1** ratio

<sup>6</sup> "Program Leaders and Instructors in Recreation, Sport and Fitness (NOC 5254)." *Working in Canada*. N.p., 23 May 2012. Web. 17 June 2012. <[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=personal+trainer#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=personal+trainer#report_tabs_container2)>.

<sup>7</sup> Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Graduate Certificate

- For a graduate certificate Centennial has consistently had a 3:1 conversion ratio over 5 years

## Certificate

Program: 42209 - FUNDAMENTALS OF FITNESS LEADERSHIP															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
SHERIDAN	0			0			0			174	41	4:1	196	38	5:1
Total	0			0			0			174	41	4:1	196	38	5:1

## Diploma

Program: 52209 - FITNESS AND HEALTH PROMOTION															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
ALGONQUIN	387	34	11:1	416	47	9:1	529	59	9:1	431	59	7:1	569	78	7:1
COLLÈGE BORÉAL	47	12	4:1	57	22	3:1	45	9	5:1	42	6	7:1	47	15	3:1
CONESTOGA	0			12	7	2:1	324	37	9:1	311	39	8:1	389	59	7:1
DURHAM	372	70	5:1	429	87	5:1	404	88	5:1	393	87	5:1	365	96	4:1
FANSHAWE	490	49	10:1	522	52	10:1	490	64	8:1	580	82	7:1	733	86	9:1
FLEMING	0			194	20	10:1	252	37	7:1	261	45	6:1	319	41	8:1
HUMBER	543	105	5:1	673	183	4:1	751	189	4:1	788	181	4:1	982	173	6:1
LOYALIST	212	31	7:1	196			181	31	6:1	205	27	8:1	206	34	6:1
MOHAWK	0			0			430	125	3:1	469	93	5:1	539	129	4:1
NIAGARA	360	63	6:1	363	72	5:1	369	70	5:1	324	79	4:1	405	70	6:1
SAULT	0			78	9	9:1	72	14	5:1	72	16	5:1	80	16	5:1
ST. LAWRENCE	257	43	6:1	248	58	4:1	284	57	5:1	303	60	5:1	312	58	5:1
<b>Total</b>	<b>2668</b>	<b>407</b>	<b>7:1</b>	<b>3188</b>	<b>557</b>	<b>6:1</b>	<b>4131</b>	<b>780</b>	<b>5:1</b>	<b>4179</b>	<b>774</b>	<b>5:1</b>	<b>4946</b>	<b>855</b>	<b>6:1</b>

## Advanced Diploma

Program: 62209 - FITNESS MANAGEMENT															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
CAMBRIAN	181	44	4:1	204	41	5:1	183	41	4:1	170	48	4:1	197	60	3:1
GEORGE BROWN	697	82	9:1	692	87	8:1	704	85	8:1	698	84	8:1	809	83	10:1
<b>Total</b>	<b>878</b>	<b>126</b>	<b>7:1</b>	<b>896</b>	<b>128</b>	<b>7:1</b>	<b>887</b>	<b>126</b>	<b>7:1</b>	<b>868</b>	<b>132</b>	<b>7:1</b>	<b>1006</b>	<b>143</b>	<b>7:1</b>

# Key Research Findings

## Degree

Program: 82199 - BACHELOR APPLIED HEALTH SCIENCES (EXERCISE SCIENCES & HEALTH PROMOT															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
SHERIDAN	0			123	18	7:1	331	28	12:1	402	39	10:1	370	38	10:1
Total	0			123	18	7:1	331	28	12:1	402	39	10:1	370	38	10:1

## Graduate Certificate

Program: 72209 - FITNESS LEADERSHIP															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
HUMBER	0			68	9	8:1	106	8	13:1	116	9	13:1	194	23	8:1
<i>Total</i>	<i>0</i>			<i>68</i>	<i>9</i>	<i>8:1</i>	<i>106</i>	<i>8</i>	<i>13:1</i>	<i>116</i>	<i>9</i>	<i>13:1</i>	<i>194</i>	<i>23</i>	<i>8:1</i>

Program: 72208 - WELLNESS AND LIFESTYLE MANAGEMENT															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
CENTENNIAL	132	51	3:1	150	49	3:1	134	46	3:1	125	44	3:1	136	41	3:1
Total	132	51	3:1	150	49	3:1	134	46	3:1	125	44	3:1	136	41	3:1

## Financial Analysis

• **STRONG**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 36.3%
- Program Weight: 1.10
- Funding Unit: 2.10

# Key Research Findings

Key Performance Indicators	• MODERATE
----------------------------	------------

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-
KPI2-Working	-3% below system
KPI3-Working Related	-26% below system
KPI4-Grad. Satisfaction	+3% above system
KPI8-Student Satisfaction-Learning	+4% above system
KPI9-Student Satisfaction- Teachers	+8% above system
KPI11-Grad. Satisfaction-Program	-18% below system

## Resource Analysis

### Equipment

Staffing

Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

### Overview of the Profession:

**This program falls under 3 NOC categories:**

**NOC: 5254 - Program Leaders and Instructors in Recreation, Sport and Fitness**

<http://www30.hrsdc.gc.ca/NOC/English/NOC/2006/ProfileNocCode.aspx?val=5&val1=5254&val17=5254&val18=1&val19=0>

**&**

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=5254&area=8792&titleKeyword=fitness+instructor&regionKeyword=Peterborough,+Ontario&source=0&action=final>

**NOC: 4167 - Recreation, Sports and Fitness Program Supervisors and Consultants**

<http://www30.hrsdc.gc.ca/NOC/English/NOC/2006/ProfileNocCode.aspx?val=4&val1=4167&val17=4167&val18=1&val19=0>

**&**

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=4167&area=8792&titleKeyword=fitness+consultant&regionKeyword=Peterborough,+Ontario&source=0&action=final>

**NOC: 5254**

Program leaders and instructors in recreation, sport and fitness perform some or all of the following duties:

- Plan and carry out recreational, athletic, fitness and sports activities
- Assemble supplies and sports and game equipment
- Demonstrate and instruct athletic, fitness or sports activities and techniques
- Instruct groups and individuals in arts, crafts and similar activities and lead groups and individuals in recreational or leisure programs
- Attend to clients with special needs
- Provide lifestyle awareness information
- Conduct therapeutic recreational or athletic activities
- Monitor recreational, sports or fitness activities to ensure safety and provide emergency or first aid assistance when required
- Enforce safety rules and regulations
- Assist with co-ordination of special events
- Schedule activities, keep logs, maintain records and prepare reports



# Key Research Findings

- May train and supervise staff
- May maintain and repair sports equipment.

NOC: 4167

The following is a summary of main duties for some occupations in this unit group:

- Fitness consultants provide expert advice and consulting services to community groups, corporations, schools and other organizations in the design and development of fitness programs and activities. They may write proposals and press statements for corporations, industry and the fitness community.
- Recreation consultants provide expert advice and consulting service to communities, corporations, institutions and other organizations in the design and development of recreation programs and activities.
- Sports consultants provide expert advice and consulting service to sports associations and other organizations in the design, development and administration of sports programs and activities.
- Recreation, sports and fitness policy analysts conduct research and develop government policies related to recreation, sports, fitness and athletic safety and standards.
- Recreation, sports and fitness program supervisors develop, plan and co-ordinate sports, fitness and recreation programs, and special sporting events.
- Fitness appraisers conduct fitness tests and assessments, and design, develop and deliver fitness counselling.

## Common Job Titles

- |                              |                             |
|------------------------------|-----------------------------|
| • certified personal trainer | • recreation program leader |
| • aerobics instructor        | • camp coordinator          |
| • camp counselor             | • exercise therapist        |
| • day camp leader            | • fitness appraiser         |
| • fitness instructor         | • fitness consultant        |
| • gymnastics teacher         | • fitness supervisor        |
| • lifeguard                  | • recreation consultant     |
| • personal trainer           | • sports consultant         |
| • playground worker          |                             |

## Typical Employers

- |   |  |
|---|--|
| • community centres                               | • federal, provincial and municipal governments          |
| • sports and fitness clubs                        | • recreation, sports, fitness and health care facilities |
| • outdoor centres                                 | • retirement homes                                       |
| • resorts   | • community centres                                      |
| • recreational facilities                         | • sports and fitness consulting firms and organizations  |
| • health care facilities                          | • self-employed  |
| • correctional institutions                       |  |
| • government departments                          |  |
| • private businesses                              |  |
| • tourism associations and similar establishments |  |

# Key Research Findings

## Labour Market

### Working in Canada

1. Employment potential for the Muskoka-Kawarths-Peterborough Area is “N/A” (Working in Canada) for 5254

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=2&source=0&titleKeyword=personal+trainer#outlook>

For Ontario:

#### Provincial Employment Potential Information

The following table identifies employment conditions within **Ontario**.

Location	Employment Potential	Release Date
<a href="#">Hamilton-Niagara Peninsula-Brantford Area</a>	N/A	N/A
<a href="#">Kingston-Quinte-Pembroke Area</a>	N/A	N/A
<a href="#">Kitchener-Waterloo-Barrie-Guelph Area</a>	N/A	N/A
<a href="#">London-Woodstock Area</a>	N/A	N/A
<a href="#">Muskoka-Kawarths-Peterborough Area</a>	N/A	N/A
<a href="#">Northeastern Ontario</a>	Fair	2010-10-29
<a href="#">Northwestern Ontario</a>	N/A	N/A
<a href="#">Ottawa Region</a>	N/A	N/A
<a href="#">Stratford-Bruce Peninsula Area</a>	N/A	N/A
<a href="#">Toronto Region</a>	N/A	N/A
<a href="#">Windsor-Sarnia Area</a>	N/A	N/A

N/A = This information is not available

[ Source: Labour Market Information - HRSDC ]

Employment potential for the Muskoka-Kawarths-Peterborough Area is “N/A” (Working in Canada) for 4167

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=4167&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=2&source=0&titleKeyword=fitness+consultant#outlook>

# Key Research Findings

## Provincial Employment Potential Information

The following table identifies employment conditions within **Ontario**.

Location	Employment Potential	Release Date
<a href="#">Hamilton-Niagara Peninsula-Brantford Area</a>	N/A	N/A
<a href="#">Kingston-Quinte-Pembroke Area</a>	N/A	N/A
<a href="#">Kitchener-Waterloo-Barrie-Guelph Area</a>	N/A	N/A
<a href="#">London-Woodstock Area</a>	N/A	N/A
<a href="#">Muskoka-Kawartha-Peterborough Area</a>	N/A	N/A
<a href="#">Northeastern Ontario</a>	N/A	N/A
<a href="#">Northwestern Ontario</a>	N/A	N/A
<a href="#">Ottawa Region</a>	N/A	N/A
<a href="#">Stratford-Bruce Peninsula Area</a>	N/A	N/A
<a href="#">Toronto Region</a>	N/A	N/A
<a href="#">Windsor-Sarnia Area</a>	N/A	N/A

N/A = This information is not available

[ Source: Labour Market Information - HRSDC ]

## HRSDC

### 2. National Outlook – 10-Year Projection (2011-2020) **5254**

<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=69>

This occupation is part of a larger occupational group called **Athletes, Coaches, Referees And Related Occupations (525)**

<b>Occupations in this group</b>	Athletes (5251) Coaches (5252) Sports Officials and Referees (5253) Program Leaders and Instructors in Recreation and Sport (5254)
<b>Employment (non-student) in 2010</b>	69,141
<b>Median Age of workers in 2010</b>	27.6
<b>Average Retirement Age in 2010</b>	60

1. Estimated that there will be more job seekers in this field than job openings for the 2011-2020 periods (job openings are expected to total **20,201**. It is expected that **34,218** job seekers will be available to fill these job openings). The majority of job seekers will come from the school system (141%) and 8% from immigration. It is projected that 49% of employees will leave this occupation for other occupations that are generally better paid.
2. While the number of job seekers is expected to remain relatively unchanged during the period in question, the number of job openings is expected to decrease, mainly as a result of a decline in job creation.
3. Although job growth in this occupation is expected to be relatively strong, 50 percent fewer jobs will be created over the coming years than were created in the 1999-2008 period. This can be explained in part by the increasing consumption of arts and culture, along with a corresponding decrease in sporting activity, by Canada's rapidly growing older population. Increased sporting activity among young people, as a result of government tax incentives to promote sport and fitness, is expected to

## Key Research Findings

have a significant impact on the use of program leaders and instructors in recreation, sports and fitness, though it will have less impact on their numbers.

4. The rate of retirement in this occupation is also among the lowest, since its workers are markedly younger than average.
5. Local wage for Peterborough/Kawartha Region 2010:
  - Low: N/A    Average: N/A    High: N/A

### Wage Estimates

Location	Wage (\$/hr)			Reference Period
	Low	Average	High	
<a href="#">Hamilton-Niagara Peninsula-Brantford Area</a>	10.25	15.01	22.00	2010
<a href="#">Kingston-Quinte-Pembroke Area</a>	N/A	N/A	N/A	N/A
<a href="#">Kitchener-Waterloo-Barrie-Guelph Area</a>	10.80	15.94	29.72	2010
<a href="#">London-Woodstock Area</a>	10.25	16.41	25.00	2010
<a href="#">Muskoka-Kawartha-Peterborough Area</a>	N/A	N/A	N/A	N/A
<a href="#">Northeastern Ontario</a>	10.41	15.44	22.00	2010
<a href="#">Northwestern Ontario</a>	N/A	N/A	N/A	N/A
<a href="#">Ottawa Region</a>	10.29	16.24	30.00	2010
<a href="#">Stratford-Bruce Peninsula Area</a>	N/A	N/A	N/A	N/A
<a href="#">Toronto Region</a>	10.85	17.55	27.00	2010
<a href="#">Windsor-Sarnia Area</a>	10.25	13.72	21.25	2010

N/A = This information is not available

[ Source: Labour Market Information - HRSDC ]

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=personal+trainer#wages>

### HRSDC

National Outlook – 10-Year Projection (2011-2020)

4167 <http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=60>

This occupation is part of a larger occupational group called **Policy And Program Officers, Researchers And Consultants (416)**

<b>Occupations in this group</b>	Health and Social Policy Researchers, Consultants and Program Officers (4160) Natural and Applied Science Policy Researchers, Consultants and Program Officers (4161) Economists and Economic Policy Researchers and Analysts (4162) Economic Development Officers and Marketing Researchers and Consultants (4163) Social Policy Researchers (4164) Health Policy Researchers, Consultants and Program Officers (4165) Education Policy Researchers, Consultants and Program Officers (4166) Recreation and Sports Program Supervisors and Consultants (4167)
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## Key Research Findings

	Program Officers Unique to Government (4168) Other Professional Occupations in Social Science (4169)
<b>Employment (non-student) in 2010</b>	198,634
<b>Median Age of workers in 2010</b>	40.8
<b>Average Retirement Age in 2010</b>	62

1. Estimated that there will be more job seekers in this field than job openings for the 2011-2020 periods (job openings are expected to total **83,579**. It is expected that **100,407** job seekers will be available to fill these job openings). The majority of job seekers will come from the school system (77%) and 10% from immigration.
2. Despite the recent excess demand in this occupation, projections suggest that the number of job seekers will be sufficient to fill all the job openings over the 2009-2018 period.
3. Although employment growth will remain relatively high over the projection period, it will slow down significantly compared to the strong growth recorded in recent years. One of the main reasons for this slowdown is the budget freezes or cuts put in place by the federal government and some of the provincial governments.
4. The slowdown will, however, be partially offset by the increase in the need to replace workers who retire.
5. Local wage for Peterborough/Kawartha Region 2010:
  - Low: N/A    Average: N/A    High: N/A

### Wage Estimates

Location	Wage (\$/hr)			Reference Period
	Low	Average	High	
<a href="#">Hamilton-Niagara Peninsula-Brantford Area</a>	12.50	17.61	22.85	2010
<a href="#">Kingston-Quinte-Pembroke Area</a>	N/A	N/A	N/A	N/A
<a href="#">Kitchener-Waterloo-Barrie-Guelph Area</a>	13.00	19.10	28.69	2010
<a href="#">London-Woodstock Area</a>	10.75	16.25	20.12	2010
<a href="#">Muskoka-Kawarths-Peterborough Area</a>	N/A	N/A	N/A	N/A
<a href="#">Northeastern Ontario</a>	10.25	16.11	24.72	2010
<a href="#">Northwestern Ontario</a>	N/A	N/A	N/A	N/A
<a href="#">Ottawa Region</a>	11.32	17.22	29.92	2010
<a href="#">Stratford-Bruce Peninsula Area</a>	N/A	N/A	N/A	N/A
<a href="#">Toronto Region</a>	12.00	18.96	30.59	2010
<a href="#">Windsor-Sarnia Area</a>	10.75	17.08	25.63	2010

N/A = This information is not available

[ Source: Labour Market Information - HRSDC ]

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=4167&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=fitness+consultant#wages>

### US Bureau of Labour

<http://www.bls.gov/ooh/Personal-Care-and-Service/Fitness-trainers-and-instructors.htm#tab-6>

### Job Outlook

Employment of fitness trainers and instructors is expected to grow by 24 percent from 2010 to 2020, faster than the average for all occupations.

# Key Research Findings

As businesses and insurance organizations continue to recognize the benefits of health and fitness programs for their employees, incentives to join gyms or other types of health clubs is expected to increase the need for fitness trainers and instructors. Some businesses may even decide to open their own onsite facility to decrease the need for their employees to travel for exercise.

As baby boomers age, they will be encouraged to remain active to help prevent injuries and illnesses associated with aging. With the increasing number of older residents in nursing homes or residential care facilities and communities, jobs for fitness trainers and instructors are expected to arise from the need for workers in the fitness centers in these locations.

Other employment growth is likely to come from the continuing emphasis on exercise for young people to combat obesity and encourage healthy lifestyles. More young people and families are likely to join fitness institutions or commit to personal training programs.

Participation in yoga and Pilates is expected to continue to increase, driven partly by older adults who want low-impact forms of exercise and relief from arthritis and other ailments.

## *Job Prospects*

Job prospects should be best for workers with professional certification or increased levels of formal education in health or fitness

## **Industry Standards:**

The occupation is **unregulated** in all provinces in Canada.

## **Professional Associations:**

[Canadian Kinesiology Alliance](#)

[Canadian Association for Health, Physical Education, Recreation and Dance](#)

[Canadian Fitness Professionals \(CanFitPro\)](#)

[Certified Professional Trainers Network](#)

[Canadian Society for Exercise Physiology](#)

[Ontario Association of Sport & Exercise Sciences \(OASES\)](#)

[Ontario Association of Supervisors of Physical and Health Education](#)

[Ontario CGIT Association](#)

[Ontario Fitness Council](#)

[Ontario Kinesiology Association](#)

[Ontario Long-Term Care Association \(OLTCA\)](#)

[Ontario Recreation Facilities Association \(ORFA\)](#)

[Parks and Recreation Ontario \(PRO\)](#)

## **Employment Requirements**

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school is usually required.
- Completion of a college program in recreation or physical education or extensive experience in a specific recreational or sports program activity is usually required.
- Certification is usually required in a specific area of recreational, sports or fitness activity, such as ski instructor or personal trainer, or in first aid or emergency care.
- Demonstrated ability in a particular recreational, sports or fitness discipline is required.
- A university degree in recreation administration, sports administration, physical education, kinesiology or related discipline combined with some work experience in a related field *or* A college diploma in a recreation, sports or fitness program combined with some experience in a related field is usually required.

# Key Research Findings

- Kinesiologists usually require a master's degree in kinesiology.
- Certification for kinesiologists is available through the Canadian Kinesiology Alliance.
- Recreation, sports and fitness program supervisors require experience as program leaders or instructors in recreation, sports and fitness. Certification in program specialization, such as fitness or lifesaving, may also be required.
- A Certified Fitness Appraiser certificate may be required for fitness consultants and appraisers.

## Educational Programs Leading to this Occupation

N/A

### Educational Competitors

#### Individual Community College/Institute Information

(Click on Program Title to view college program page)

#### 11 Ontario Colleges currently offer this Diploma Program

##### Algonquin

[Fitness and Health Promotion](#)

- Online delivery option available Fall 2012 (Year 1 only)

##### Boreal

[Promotion De L'Activite Physique et de la Sante](#)

##### Cambrian

[Physical Fitness Management](#) Advanced Diploma

##### Centennial

[Workplace Wellness and Health Promotion](#) Certificate

- This is Canada's first accredited post-graduate wellness program with a respected national and international reputation that is recognized by leading employers. You will benefit from acquiring essential programming, management and communication skills needed to become an effective manager of wellness programs.

##### Conestoga

[Fitness and Health Promotion](#)

##### Durham

[Fitness and Health Promotion](#)

##### Fanshawe

[Fitness and Health Promotion](#)

##### George Brown

[Fitness and Lifestyle Management](#) Advanced Diploma

- The Fitness and Lifestyle Management program at George Brown is currently being revised into a two year, four semester format. The newly organized program is expected to begin in September 2012 at our new Waterfront campus.

# Key Research Findings

## Georgian

[Fitness and Health Promotion](#) Diploma

## Humber

[Fitness and Health Promotion](#) Diploma

- State-of-the-art fitness facilities, including dedicated fitness assessment laboratories, a private personal training studio, and fully equipped group exercise studios, ensure you a high-quality learning environment.

[Exercise Science and Lifestyle Management](#) Certificate

- Possession of a bachelor's degree in Kinesiology, Physical Education, or Human Kinetics including completion of the following courses:
  - Human Anatomy (one semester)
  - Human Physiology (one semester)
  - Exercise Physiology (one semester)
  - Biomechanics (one semester)
  - Statistics/Research Methods (one semester)
- Students with a related degree, who do not satisfy the above requirements, may enter into a bridge semester to qualify for admission to the program.
- Two unpaid internships, the first during semester two and the second following semester two, are key to this program. Throughout both placements, students will participate in weekly seminars with their professors and classmates to critically analyze their experiences and develop the skills required for professional work. The first internship is on campus where students will provide ergonomic, physical activity counselling and prescription services to Humber employees. The second internship is a four-week block placement off campus with one of Humber's industry partners.

## Loyalist

[Fitness and Health Promotion](#) Diploma

- Complete a double diploma in Recreations and Leisure Services in just one additional year (common first year)
- Gain 320 hours of on-the-job experience while you study
- 

## Mohawk

[Health, Wellness and Fitness](#) Diploma

- Co-op option available

## Niagara

[Fitness and Health Promotion](#) Diploma

[Exercise Science for Health and Performance](#) Certificate

- Admission requirements: Four year Bachelor's Degree in Physical Education, Exercise Science, or Kinesiology.
- This graduate certificate program may lead to students attaining the Certified Exercise Physiologist (CEP) designation through the Canadian Society for Exercise Physiology (CSEP).
- During the program, students may also be eligible to write exams for the following certifications: CSEP Certified Personal Trainer, Certified Strength and Conditioning Specialist (NSCA) and Level 1 Weight Lifting Certificate from the National Coaching Certification Program (NCCP).



# Key Research Findings

## Sault

[Fitness and Health Promotion](#) Diploma

## Sheridan

[Fundamentals of Fitness Leadership](#)

- Ready to write the certification exams for:
  - CANFIT Pro
  - Certified Professional Trainers Network (CPTN)
  - Ontario Fitness Council (OFC)

[Bachelor of Applied Health Sciences](#) (Exercise Science and Health Promotion)

- As an Exercise Science degree graduate, you can receive professional certifications through the National Strength and Conditioning Association, Canadian Society for Exercise Physiology and the Ontario Kinesiology Association.
- There are two field placements (Year 2: 30 hours, and Year 4: 112 hours) and a 14-week (consecutive full-time weeks or 420 hours in total) paid cooperative work term in Year 3.

## St. Lawrence

[Fitness and Health Promotion](#)

- Students will have the opportunity to obtain four additional certifications including the nationally recognized Certified Personal Trainer (CPT) certification from the Canadian Society for Exercise Physiology.
- Graduates will offer prospective employers 500 hours of practical experience in the workforce gained from two 5-week work placements and voluntary service in the areas of health promotion, inclusive fitness, injury prevention and management, fitness assessment and/or personal training and occupational health and corporate wellness.

APS#	MTCU Code	Approved Program Name	Program Weight	Funding Unit	Degree Factor	Institution
1374	52209	Fitness And Health Promotion	1.10	2.10	2.00	ALGONQUIN
1116	52209	Fitness And Health Promotion	1.10	2.10	2.00	BOREAL
1109	62209	Physical Fitness Management	1.10	2.90	3.00	CAMBRIAN
1273	52209	Fitness and Health Promotion	1.10	2.10	2.00	CENTENNIAL
1230	52209	Fitness and Health Promotion	1.10	2.10	2.00	CONESTOGA
1164	52209	Fitness And Health Promotion	1.10	2.10	2.00	DURHAM
1075	52209	Fitness And Health Promotion	1.10	2.10	2.00	FANSHAW
1236	52209	Fitness & Health Promotion	1.10	2.10	2.00	GEORGIAN
1178	62209	Fitness And Lifestyle Management	1.10	2.90	3.00	GEORE

## Key Research Findings

						BROWN
1310	72209	Exercise Science And Lifestyle Management	1.10	1.10	1.00	HUMBER
1265	52209	Fitness And Health Promotion	1.10	2.10	2.00	HUMBER
1149	72212	(P-T) Fitness Leadership	1.00	0.50	0.50	HUMBER
1085	52209	Fitness And Health Promotion	1.10	2.10	2.00	LOYALIST
1238	52209	Health, Wellness and Fitness	1.10	2.10	2.00	MOHAWK
1225	72209	Exercise Science for Health and Performance	1.10	1.10	1.00	NIAGARA
1185	52209	Fitness And Health Promotion	1.10	2.10	2.00	NIAGARA
1180	52209	Fitness And Health Promotion	1.10	2.10	2.00	SAULT
1149	52209	Fitness And Health Promotion	1.10	2.10	2.00	ST LAWRENCE
1232	52209	Fitness and Health Promotiom	1.10	2.10	2.00	FLEMING

### Employment Postings:

On May 11, 2012, there were 146 jobs listed locally in the Job Bank for FHP, and 489 job opportunities in the province. Due to the time of this review, many jobs posted are seasonal camp opportunities. See below for the variety of postings....

Source: [jobbank.gc.ca](http://jobbank.gc.ca)

**Job Number:** 6430209

**Title:** Personal trainer ([NOC: 5254](#))

**Terms of Employment:** Permanent, Full Time

**Salary:** \$18.00 to \$36.00 Hourly for 35 hours per week, Bonus, Commission, Other Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Kitchener, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate

**Experience:** 7 months to less than 1 year

**Languages:** Speak English, Read English, Write English

**Type of Clients:** Adults, Seniors

**Work Setting:** Private club, Fitness centre

**Security and Safety:** Bondable, Criminal record check

# Key Research Findings

**Essential Skills:** Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Finding information, Computer use, Continuous learning

**Other Information:** Certifications and/or prior experience a must. Completion of fitness/health related diploma/degree an asset.

**Employer:** The Athletic Club Group

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Contact Name:** Jen Bruyn

**By E-mail:** [waterloojobs@the-athletic-club.ca](mailto:waterloojobs@the-athletic-club.ca)

**Web Site:** <http://www.theathleticclubs.ca>

**Advertised until:** 2012/05/30

**Job Number:** 6425020

**Title:** Fitness instructor (Wellness Coach) ([NOC: 5254](#))

**Terms of Employment:** Temporary, Part Time, Weekend, Day, Evening

**Salary:** \$11.15 to \$17.20 Hourly for 20 hours per week, Other Benefits, Pension Plan Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Parkhill, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Recreational Concentration:** Fitness and aerobics, Martial arts, Pilates, Yoga, Step, Tai Bo, Aqua Fitness

**Type of Clients:** Adults, Seniors

**Work Setting:** Community centre, YMCA, YWCA, YMHA and YWHA, Private club, Fitness centre

**Activity Focus:** Leading/instructing individuals, Leading/instructing groups

**Specific Skills:** Lead groups and individuals in recreational or leisure programs, Plan and carry out fitness and sports activities, Attend to clients with special needs, Enforce safety rules and regulations, Understand principles of group dynamics, Provide lifestyle awareness information

**Additional Skills:** Provide emergency or first aid assistance, Assist with special events, Prepare reports, Maintain and repair sports equipment

**Security and Safety:** Criminal record check, Child abuse registry check

# Key Research Findings

**Transportation/Travel Information:** Public transportation is available

**Essential Skills:** Reading text, Numeracy, Oral communication, Working with others, Decision making, Job task planning and organizing, Continuous learning

**Other Information:** This term position is from May 2012 up to January 2013. For more details visit our website at [www.ymcaswo.co](http://www.ymcaswo.co) click careers

**Employer:** YMCA of Sarnia Lambton

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** [careersnm@ymcaswo.ca](mailto:careersnm@ymcaswo.ca)

**Online:** <http://www.ymcaswo.ca>

**Web Site:** <http://www.ymcaswo.ca>

**Advertised until:** 2012/05/14

**Job Number:** 6414214

**Title:** Certified personal trainer (fitness classes and golf courses) ([NOC: 5254](#))

**Terms of Employment:** Permanent, Part Time, Weekend, Day, Evening

**Salary:** Based on commission, mileage or piece work, Commission

**Anticipated Start Date:** As soon as possible

**Location:** Shelburne, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Cardiopulmonary Resuscitation (CPR) Certificate, Fitness Instructor Certificate

**Experience:** No experience

**Languages:** Speak English, Read English, Write English

**Recreational Concentration:** Golfing

**Type of Clients:** Adults

**Specific Skills:** Demonstrate and instruct athletic, fitness or sports activities and techniques

**Transportation/Travel Information:** Valid driver's licence, Own transportation, Own vehicle, Willing to travel, Willing to travel regularly

**Employer:** T-Zone Shelburne

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Phone: between 9:00 and 17:00:** (705) 446-8724

# Key Research Findings

**By Fax:** (519) 306-1430

**Advertised until:** 2012/05/22

**Job Number:** 6402960

**Title:** Personal trainer ([NOC: 5254](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day, Evening

**Salary:** \$13.00 to \$50.00 Hourly for 40 hours per week, Bonus, Commission, Other Benefits

**Anticipated Start Date:** As soon as possible

**Location:** High Park / Parkdale, Ontario (4 vacancies )

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Fitness Instructor Certificate

**Experience:** Experience an asset

**Languages:** Speak English, Read English, Write English

**Type of Clients:** All ages

**Work Setting:** Fitness centre

**Activity Focus:** Leading/instructing individuals

**Specific Skills:** Demonstrate and instruct athletic, fitness or sports activities and techniques

**Additional Skills:** Keep logs and maintain records

**Security and Safety:** Bondable

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** GoodLife Fitness Clubs

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Online:** <http://jobs.goodlifefitness.com/>

**Web Site:** <http://jobs.goodlifefitness.com/>

**Advertised until:** 2012/05/15

**Job Number:** 6418470

**Title:** Fitness leader (Adult Fitness Leader and Wellness Coach) ([NOC: 5254](#))

**Terms of Employment:** Permanent, Part Time, Weekend, Day, Evening

**Salary:** \$11.00 to \$14.58 Hourly for 20 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Orillia, Ontario (2 vacancies )

**Skill Requirements:**

# Key Research Findings

**Education:** Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Certified Fitness Appraiser, First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate, Fitness Instructor Certificate

**Experience:** 1 to less than 7 months

**Languages:** Speak English, Read English, Write English

**Recreational Concentration:** Fitness and aerobics

**Type of Clients:** Adults

**Work Setting:** YMCA, YWCA, YMHA and YWHA

**Activity Focus:** Leading/instructing individuals, Leading/instructing groups

**Specific Skills:** Demonstrate and instruct athletic, fitness or sports activities and techniques, Plan and carry out fitness and sports activities

**Security and Safety:** Criminal record check

**Transportation/Travel Information:** Public transportation is available

**Work Location Information:** Urban area

**Work Site Environment:** Noisy

**Essential Skills:** Reading text, Document use, Writing, Oral communication, Working with others

**Employer:** YMCA of Simcoe/Muskoka

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Fax:** (705) 325-0423

**By E-mail:** michelle\_jewitt@ymca.ca

**Web Site:** <http://www.ymcaofsimcoemusoka.ca>

**Advertised until:** 2012/05/18

**Job Number:** 6427811

**Title:** Fitness consultant (Sales) ([NOC: 4167](#))

**Terms of Employment:** Permanent, Full Time

**Salary:** \$12.00 to \$14.00 Hourly for 40 hours per week, Bonus, Commission

**Anticipated Start Date:** As soon as possible

**Location:** Guelph, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training

# Key Research Findings

**Credentials (certificates, licences, memberships, courses, etc.):** First Aid Certificate, CPR Certificate

**Experience:** Experience an asset

**Languages:** Speak English, Read English, Write English

**Work Setting:** Fitness centre, Private club

**Type of Clients:** General population (all ages)

**Area of Functional Expertise:** Consulting

**Specific Skills:** Conduct fitness tests and assessments

**Additional Skills:** Answer requests, inquiries and complaints

**Security and Safety:** Bondable, Criminal record check

**Work Conditions and Physical Capabilities:** Fast-paced environment

**Essential Skills:** Document use, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Computer use

**Other Information:** Looking for candidates with strong sales experience. Education/previous experience in fitness industry an asset. Great earning potential. Please indicate FC/Guelph in subject line.

**Employer:** The Athletic Club Group

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Contact Name:** Ian Campbell

**By E-mail:** [guelphjobs@the-athletic-club.ca](mailto:guelphjobs@the-athletic-club.ca)

**Web Site:** <http://www.theathleticclubs.ca>

**Advertised until:** 2012/05/29