**Wayne Bucklar:**  You are listening to Business Radio Talkers FM. My name is Wayne Bucklar and my guest today in conversation is Brad McGregor. Brad is an accredited exercise physiologist with Sport e Coach. Brad, welcome to the program.

**Brad McGregor:**  Thanks Wayne. Thanks for having me.

**Wayne Bucklar:** Now Brad, fill us in what is it that Sport e Coach does and whereabouts you do it?

**Brad McGregor:** Sport e Coach is an online business that I established approximately 15 years ago and we offer online professional development for people in the sport and fitness industries. The business sells three online courses to these types of professionals. One is the Australian Strength and Conditioning Association’s Level 1 Coaching course. There’s an Applied Strongman Training Course and the Rehab Express Course is the latest product that we took to market late last year.

**Wayne Bucklar:**  Now those courses are delivered through e-learning over the internet?

**Brad McGregor:**  Yes, that’s right. We have developed a contemporary learning management system that I’ve worked with some web developers to create. It creates a community of interest. Students that are enrolled are automatically granted access to that learning management system. But I should emphasize that because we’re in the sport, fitness and performance industries, we actually use a blended delivery model whereby our students are also required to undertake practical assessment as well theory assessment within that online portal.

**Wayne Bucklar:**  I was going to ask you about assessment and credentialing, how does it work?

**Brad McGregor:** Yes, it differs from course to course. For example, for our Level 1 Strength and Conditioning Coaching course, students are required to undertake 30 hours of practical coaching once they have completed our online modules. And that 30 hours is broken up into 10 hours under the supervision of a strength and conditioning coach. And the further 20 hours is done independently. Now we provide our students with a coaching journal, whereby they record those coaching hours, and the 10 supervised coaching hours are initialed by the mentor that has the appropriate qualifications. For one of the other courses, the Strongman Training Course, we actually ask students to film themselves coaching three athletes and then they submit that as video evidence.

**Wayne Bucklar:**  It’s certainly changed from the days of my youth where the best sporting coaching town was normally the high school sports teacher and there were no qualifications and no training.

**Brad McGregor:**  Absolutely. I remember those days myself too where often in these small towns, this is where a large number of my students actually come from now that you mentioned it. Some of these regional and rural areas where it can take a one-day drive just to get to one of these courses that are offered face to face. So we look at it, as more of a convenience to education model than anything else.

**Wayne Bucklar:**  Yes. It is one of the things that’s kind of you say, you’ve been around for quite a while, but I see it more and more of it happening around the world. Now I noticed online you’ve got a ‘Shop’ tab and I guess that’s where you sell registration for your courses. Do you sell other products?

**Brad McGregor:** There are a couple of other products on there. So I’m also as you said in the intro an accredited exercise physiologist. So people who are living around the Brisbane area that want to book in for a strength and conditioning session or rehabilitation with me, can do so through that shop. And I also sell some articles as well. That’s not a huge revenue maker, it’s more about providing intellectual property out to people when I studied my Masters in Sports Science. I did a few assignments and I put those up for sale through the shop as well.

**Wayne Bucklar:**  I see. And Brad if you have to comment on how the fitness industry is going, what do you see?

**Brad McGregor:** If this is according to the state and even the country that we’re residing, in Australia I think we have quite a mature fitness industry where we have strong governance models. We have well-established qualifications that travel overseas really well. But there are quite a few overseas destinations where the fitness industry certainly doesn’t have that level of maturity. So I think it’s really horses for courses. I think in Australia we’re sitting really well in terms of the professionalism and as I’ve said before, the governance. But I think in some other countries, it probably hasn’t caught up to the same level of professionalism.

**Wayne Bucklar:**  It’s interesting. I’ve spent a fair bit of time traveling around Asia and you see the occasional gym that you would think is the equivalent of an Australian standard gym but most of the facilities are kind of well behind what you’re seeing in Australia today.

**Brad McGregor:** You’re exactly right Wayne. We mentioned off air previously I was presenting at a conference in Jakarta just last week and that was classic case in point where there is such a thirst for knowledge from people that are involved in all levels of the fitness industry over there. They just want to improve and be better. So I really enjoy going to some of those countries and providing some knowledge and expertise just to help that industry find its feet and become a little bit more established and reputable.

**Wayne Bucklar:**  That’s good that you’re doing that because that globalization and knowledge whilst the internet is supposed to take care of it, it does often require a personal voice to give it some credibility and some emphasis.

**Brad McGregor:**  Yes, I absolutely agree.

**Wayne Bucklar:** You’re listening to Talkers.FM. I’m in conversation today with Brad McGregor, an accredited exercise physiologist with Sport E Coach. Brad, what do you describe as your perfect client?

**Brad McGregor:** It’s a good question. I think Sport E Coach has evolved over the last 15 years. My typical client will purchase one or more of my online coaching courses, they’re either an existing fitness professional so they’re either a group of exercise instructor or they’re an existing personal trainer and they’re looking to either upskill or diversify what they currently do and I’ll give you a classic case in point. Lots of personal trainers in Australia cut their teeth and derive most of their revenue from one of two sources and one is people wanting weight loss and the other is people wanting weight gain. And I think personal trainers, when they reach a certain stage in their career, they want more than that and want more diversity. They want more problem solving and that’s when they look to get into areas like a specialist rehab practitioner or an allied health professional or they look to go into strength and conditioning and that’s what they look at a course like mine that can help to make that transition. I also have a lot of students that are PE teachers and teachers in high schools where we see particularly in the capital cities high schools are bringing on high performance units and gyms inside their structures. And they need somebody that has a strength and conditioning or more of a specialist skillset in order to help the students develop that high performance kind of program.

**Wayne Bucklar:** Interesting. Now Brad for those people who want to get in touch with you, what’s the best way for them to reach out?

**Brad McGregor:**  Look, there are couple of different ways Wayne. The website is always the best and that is [www.sportecoach.com.au](http://www.sportecoach.com.au/). And my email is another mode of contact and that is simply brad@sportecoach.com.au. And I’m also comfortable for people to pick up the phone and give me a call because after all, we are in a people industry in fitness and sport and that is 0431 374 954.

**Wayne Bucklar:**  Brad it’s been a pleasure talking with you today. Thank you for giving your time. I realize you’re a very busy man, I appreciate you making yourself available.

**Brad McGregor:**  Not a problem Wayne. Thank you for the chat, I appreciate it.

**Wayne Bucklar:** You’re listening to Business Radio Talkers.FM. And if you just joined us, you’ve missed my very interesting conversation with Brad McGregor, an accredited exercise physiologist with Sport E Coach. Now the good news is, on our website, you can find a transcript of the interview. You can also find an archive of the recording on both YouTube and iTunes. This is Wayne Bucklar and you’re listening to Business Radio Talkers.FM.