



Strength for Life

Instructor Start-Up Initiative



Kickstart your fitness business

Funding and support for eligible South Australian instructors.

The Strength for Life (SFL) Instructor Start-Up Initiative is a partnership between COTA SA and Preventive Health SA, providing support to eligible South Australian instructors to set up and start delivering inclusive, strength-based exercise sessions.



Ready to apply?

Scan or click the QR code to complete the Expression of Interest form and help build a healthier, more connected SA.

For more information contact us at sfl@cotasa.org.au or call 08 8232 0422.

See over for details.

What support is available?

- Fully subsidised training and accreditation to deliver SFL Tier 1, Tier 2 or Easy Moves programs (including travel costs for regional instructors)
 - Access to free SFL program resources and promotional materials
 - Start-up mentoring and support
 - Licensing fees (if eligible)
 - Equipment or venue hire support (if eligible)
- Visit COTA SA to learn more about SFL programs [click here](#)

Who can apply?

Qualified instructors who:

- Can deliver sessions in northern or western metro SA (low SEIFA) suburbs or
- Live/work in regional SA and/or
- Are from a culturally and linguistically diverse background AND
- Hold relevant current qualifications

Important application notes:

- You must supply evidence of your qualifications and certifications.
- This Initiative is open to new SFL instructors or current instructors expanding into a new SFL program (eg adding SFL Easy Moves).
- Places are limited and may be prioritised based on eligibility and regional needs. We encourage you to apply early.

What qualifications do you need to apply?

You must hold a relevant qualification for your selected program:

SFL TIER 1 INSTRUCTORS

- Accredited Exercise Physiologist (ESSA) or a Physiotherapist (APA).

SFL TIER 2 INSTRUCTORS

- Certificate IV in Fitness
- Certificate III holders may train, but must work under supervision of a Tier 2 qualified instructor after completion.

SFL EASY MOVES INSTRUCTORS

Certificate III (or higher) in any of:

- Fitness
- Allied Health
- Leisure & Health
- Sports & Recreation
- Community Services

Who will you deliver SFL sessions to?

Anyone aged 50+

Anyone aged 40+ from priority populations, including:

- Aboriginal or Torres Strait Islander
- Refugee background

This initiative is a partnership between:

