



Health Coaches

AUSTRALIA & NEW ZEALAND ASSOCIATION

Why do we need health coaches?

One in two Australians are impacted by chronic disease with preventable lifestyle factors, such as poor diet, lack of physical activity, smoking and alcohol use, placing a burden on the health care industry.

When it comes to improving your patients' health or managing disease, information is useless without implementation. The trouble is, once your patient leaves your office, they're on their own, with no support to implement the changes that you have advised them to make.

Health and Wellness Coaches are primed to fill that gap. Coaches can help people to implement the advice and recommendations of their health practitioner and integrate it into their daily lives, so they can form lifelong healthy habits. Working in partnership, coaches can provide significant support to health and allied health professionals to achieve better patient outcomes.

As the peak industry body, HCANZA is the respected industry voice for an appropriate standard in Health & Wellness Coaching nationally and internationally. We are leading and supporting the development and recognition of a comprehensive scientific and competencies-based qualification standard.



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Facts about the Health Coaching Industry

- Health coaching - including corporate wellness - is one of the fastest growing markets in Australia and New Zealand. Globally, the health coaching market is projected to be worth around US\$ 27.8 billion by 2030.
- As the peak industry body for the health and wellness coaching sector, HCANZA has seen 70% increase in professional membership over the last 12 months, with many more students set to graduate as health and wellness coaches over the next few years.
- HCANZA currently recognises 12 professional health and wellness coaching training programs in Australia and New Zealand, with new programs being developed each year. We also recognise over 80 international programs that meet the standard of the National Board for Health & Wellness Coaching (NBHWC) - the international body of the health and wellness coaching industry.