



Empowering Everyone to Achieve Their dreams

07 July 2023

Business Insights Report

Australian Market

Qingqing Yang|Jiayi Ren|Jingtong Ren|Khanh Linh Nguyen|Lingran Dong|Shuyan Zhao |Xiaoxu Kuang



COACHJABLE

Empowering Everyone to Achieve Their dreams



Table of Contents



Industry Analysis



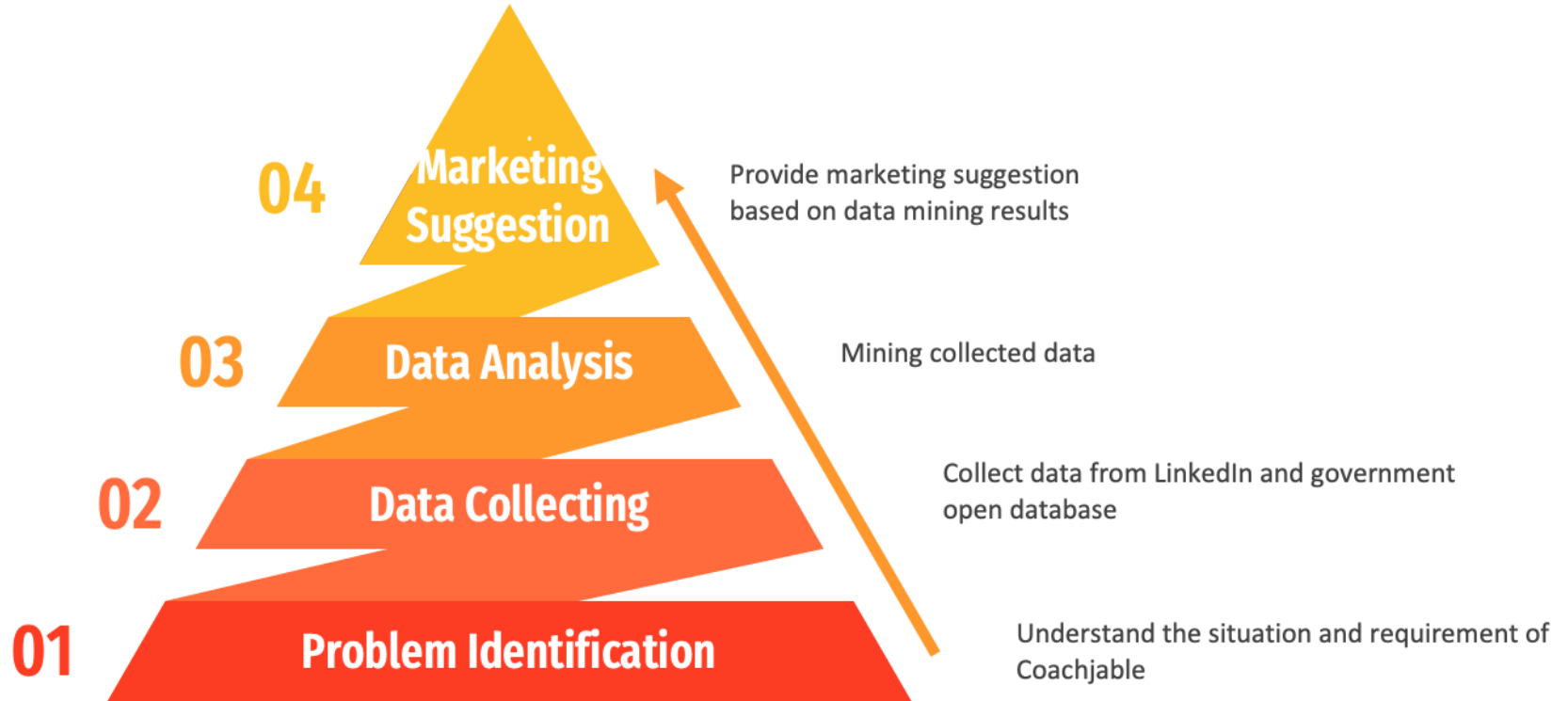
Customer Analysis



Coach Analysis

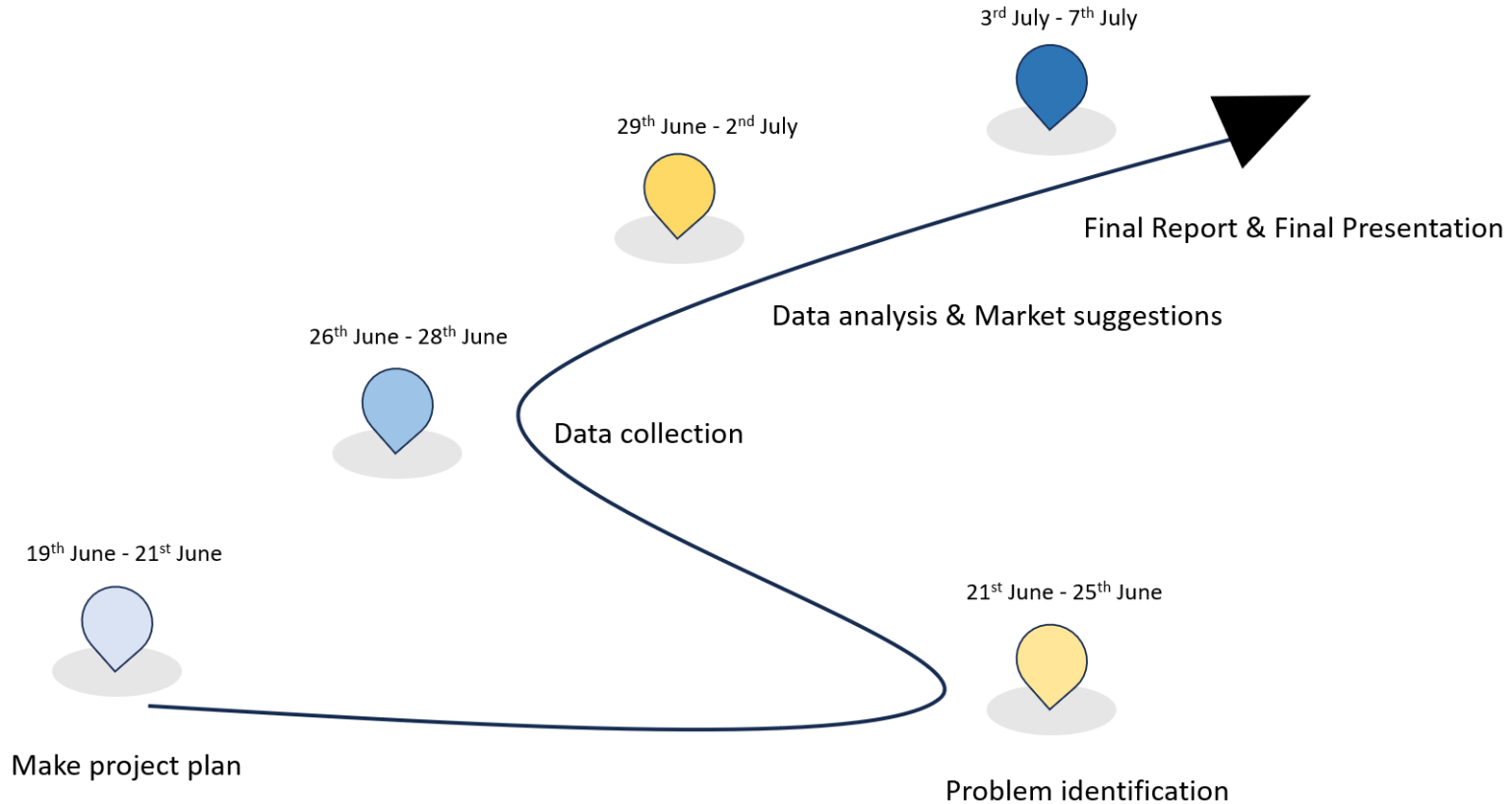


Process Overview





Timeline



Industry Analysis

Generally educational services industry, especially truly helping customers

- Identifying growth opportunities
- PESTEL Analysis
- SWOT Analysis
- Competitor Analysis
- Marketing ideas & strategies



Identifying Growth Opportunities

Key statistics (provided by Australian Bureau of Statistics)



Employment in Education and Training is projected to grow by **13.4%** over the five years to November 2026



"The **world-class Australian education sector** is widely considered a vital resource to Australian society"



Business and Management is the **most common field of study** for non-school qualifications.



Identifying Growth Opportunities

Thriving education
sector

Foreseeable
industry prospects

For people in the workforce,
provide access to...

- I. Knowledge and working skills
- II. Employment opportunities
- III. Useful courses and programs

Promote individual
developments to achieve dreams

**Growth opportunities for
Coachjable**

- Provide courses regarding **management, starting a business & maintaining mental health**
- **Attract coaches** with more free time and high skill level to **truly help customers**
- **Segment the audience** and provide tailored products & services to maximize values



PESTEL Analysis

Political

- **Australian Qualifications Framework (AQF):** National policy within the industry
- Australia Governments and the individual State and Territory Government have **shared responsibilities** on education and **provide supplementary funding**

These policies affect the industry positively

- ★ Improve the reliability of the enterprises that provide educational services
- ★ Australian government has high support and investments on education, especially courses helping enhance personal development

Economic

- Australian economy rose **0.2%** in seasonally adjusted chain volume measures and in nominal terms, GDP rose **2.1%** (ABS 2023)
- Overall economic conditions are showing **signs of recovery** after the pandemic
- Exports rose for the fourth consecutive quarter, reflected in a **7.7%** increase in exports of services

- ★ Increasing economic growth trends provide more employment opportunities & stimulating people's demands for individual career development
- ★ Stable economic environment provides guarantees for entrepreneurs to start their own businesses



PESTEL Analysis

Social-cultural

- ❖ **Diverse and inclusive** cultural environment
- ❖ **Transformation of values** - generate new demands
(People may pay more attention to the development of personal career, working skills & personalities)
- ❖ New demands can **guide people's actions**

★
Social-cultural environment in Australia is beneficial for people in the workforce to focus on personal development within the industry

Technological

- ❖ Australia's online education industry has **great development potential**
- ❖ **Online training platforms** and **educational technologies** are relatively mature
- ❖ **Technical infrastructures** have continuous improvements

★
Online education platforms eliminate geographical restrictions

Make education and training services more flexible and accessible



PESTEL Analysis

Environmental

- ❖ **Mutual influences** between the industry and the environment
- ❖ **Deterioration of the environment** - bring pressure to the **economy** - Negative economic trends affect the sustainable development of the industry

Recommendation:

Operate in an environmentally friendly and efficient manner to reduce the negative impacts on the environment caused by resource consumption

Recommendation:

Comply with various legal and regulatory frameworks when launching business activities

- ❖ Regulations in different regions will have influences on the industry
- ❖ Supervisions of relevant regulations help ensure the legitimacy and credibility of the operations within the industry

Legal



Competitor Analysis in Australia

1



Personal Plan free trial | Accelerate your career with access to 8,000 of our top courses. Try it today. Ends in 5h 59m 37s.

Udemy Categories **Udemy Business** **Teach on Udemy** [Log In](#) [Sign up](#)

Subscribe to the best of Udemy

With Personal Plan, you get access to 8,000 of our top-rated courses in tech, business, design, or more.

[Try it free](#)

Expand your career opportunities with Python

Take one of Udemy's range of Python courses and learn how to code using this incredibly useful language. Its simple syntax and readability makes Python perfect for Flask, Django, data science, and machine learning. You'll learn how to build everything from games to sites to apps. Choose from a range of courses that will appeal to...

[Explore Python](#)

Course Title	Rating	Enrollments	Price
The Complete Python Bootcamp From Zero to Hero	4.8 ★★★★★	468,887	A\$37.99 A\$49.99
Automate the Boring Stuff with Python Programming	4.7 ★★★★★	178,247	A\$49.99 A\$69.99
Machine Learning A-Z™: AI, Python & R + ChatGPT...	4.7 ★★★★★	171,495	A\$49.99 A\$69.99
900 Days of Code: The Complete Python Pro...	4.7 ★★★★★	270,705	A\$37.99 A\$49.99
Python: Master Programming and...	4.5 ★★★★★	151,345	A\$24.99 A\$39.99

2



navitas
life-changing opportunities to learn

Home Who we are What we do Students Newsroom Careers Contact us

Navitas is a leading global education provider that has helped generations of learners transform their lives through education. We create life-changing opportunities to learn by delivering an extensive range of educational services to over 60,000 aspirational students across our global network each year.

University of Lethbridge and Navitas Ambulance Internationalisation Partnership at Calgary Campus	Navitas supports the professional pathway colleges from Study Group	GREEN APPLE Issue 10 Our new featured issue of Green Apple, our eMagazine for Navitas educators, is now live! Recognising and celebrating our Navitas teaching community
Navitas (GPA): Highly Commended at the 2021 Pioneers Awards	Introducing Flexible Learning at Navitas	Navitas Insights Global education insights delivered to your inbox. Keep up to date on the latest trends impacting the global higher education sector from Navitas leaders across the globe. www.insights.navitas.com
Highly Commended in the category of Digital Innovation of the Year - Learning.	The new approach to L&T offers a versatile learning experience	<input type="text" value="Name"/> <input type="text" value="Email address"/> Continue

3



In Dec 2022, College Limited changed its name to NextEd Group Limited. The 42% and 48% remain unchanged. For further details please contact info@nexted.com.au

We are the NextEd Group

NextEd operates a group of 10 private tertiary education businesses and a global international student recruitment agency. We educate and inspire more than 25,000 students per year across the English language, Vocational, and Higher Education



Competitor Analysis in Australia (continue)

	UDEMY	NAVITAS	NEXTED
Vision	SELF-DEVELOPMENT		
Size	<ul style="list-style-type: none"> 62 million learners 70,000 instructors 	<ul style="list-style-type: none"> 60,000 students 5,000 employees 	<ul style="list-style-type: none"> 25,000 students/year via 10 campuses in Australia
Pricing strategy	Monthly subscription and individual course price	Prices vary based on each course/partner university	Prices vary based on each course
Financial position	2022 revenue: \$629M	undisclosed	2022 revenue: \$46.8M
Advantages	Professional and updated courses with mature operating systems.	Partnerships with multiple colleges	Partnerships with multiple colleges



SWOT analysis



STRENGTHS

- Unique and different
- Asset: 3Hearts
- Online marketplace platform



OPPORTUNITIES

- ICF: professional coaches worldwide increased from **53,300 in 2012** to **71,000 in 2019**.
- AI chatbot



WEAKNESSES

- Lack of sources and channels to approach new users.



THREATS

- Cash-flow problems
- Change in Consumer Preferences
- Regulatory Risks

Note: Internal strengths and weaknesses. External opportunities and threats



Marketing Ideas & Strategies

Potential operating strategies and marketing ideas based on competitor and SWOT analysis:



Interactive: Instead of merely self-help learning materials, we could provide more **interactive courses/activities** to improve learning experiences.



Bundle Service: Combine with 3hearts, enhance **personal mental health** and improve customer experiences.



Communicational functions: Develop more communicational functions which can **differentiate from other companies** and characterize itself.



Credibility: Could collaborate with universities, colleges or other authentic educational organizations to **show credibility and maintain product quality.**



Special Notes

1. Despite distinguishing between customers and coaches in our research, we **do not view them as entirely independent entities**. They **all belong to our target audience** based on our interactions with Coachjable
2. The differentiation exists to aid accurate profiling. These groups significantly overlap, as managers, **who are typically viewed as customers, could also be potential coaches**
3. Both managers and entrepreneurs are our focus, **not restricted to the 'customer' category**
4. The **purpose of the differentiation is to aid in data understanding and to create universally applicable marketing strategies**, aligning with Coachjable's goal of helping more people realise their dreams and overcome employment challenges

Customer Analysis

People in the Workforce and Related Marketing Strategies

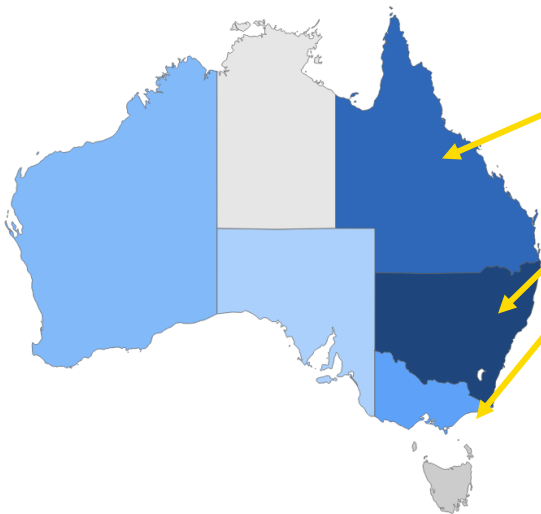
- Location
- Gender
- Age
- Education Level
- Mental Health



Location

Concentration of Managers by Region, May 2023

State/Territory ACT ● NSW ● NT ● QLD ● SA ● TAS ● VIC ● WA



Location: The population is primarily concentrated in the following three areas: **New South Wales, Victoria, and Queensland**



Marketing suggestions:



The **economic conditions of areas** where customers are concentrated will be **key points in marketing strategy**



Economic conditions directly affect **customer purchasing power**, **willingness to pay**, and **job stress**

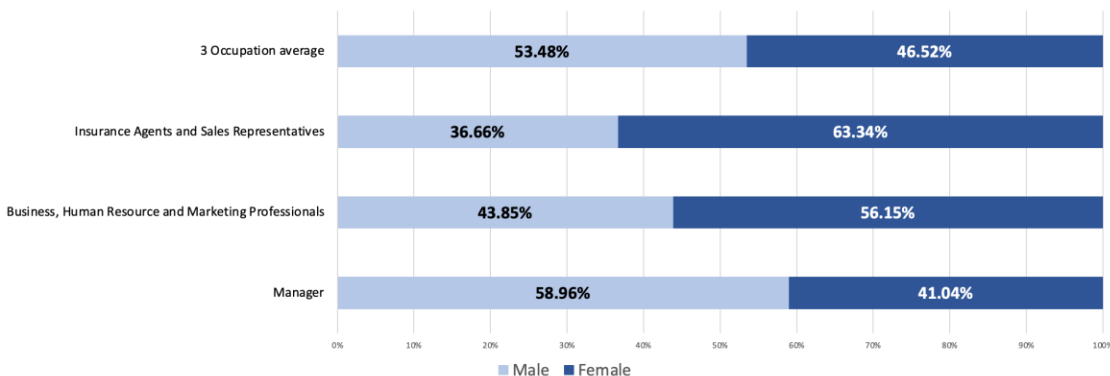


It is suggested to pay more attention to customer-concentrated areas, to help **improve mental health** and **personal development**



Gender

Map of gender ratios by occupation, 2015-2021



Male Female

6 VS 4



Marketing suggestions:



Analyzing gender in customer research **isn't about endorsing stereotypes** but **understanding diverse needs and preferences**



For users who prefer **competitive, achievement-oriented learning**, it is recommended that Coachjable markets **technical or entrepreneurial courses**, with **messages of competition and success**, and utilizes platforms like Twitter and LinkedIn



For users who are inclined towards **collaborative, emotionally enriching experiences**, it is suggested that Coachjable promotes **creative or health courses**, with **community, collaboration, or emotional growth messages**, on platforms such as Instagram and Pinterest



Age



Marketing suggestions:



Age differences influence **product preferences** and **purchasing behaviors**, as well as the **selection of marketing messages**, **communication channels**, and **consultation technologies**

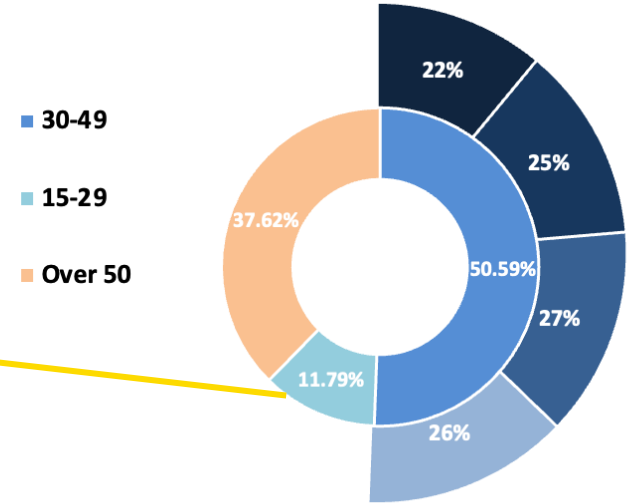


For the younger audience (15-29 years old, at 11.79%), Coachjable is suggested to **market skill acquisition and career development on platforms** like Instagram, TikTok, or Snapchat



For older groups (30-49 years old (50.59%) and over 50 years old (37.62%)), Coachjable is advised to market **personal growth, health, wellness, and lifelong learning content through traditional media** or platforms like Facebook and LinkedIn

Percentage by age group, 2013-2023





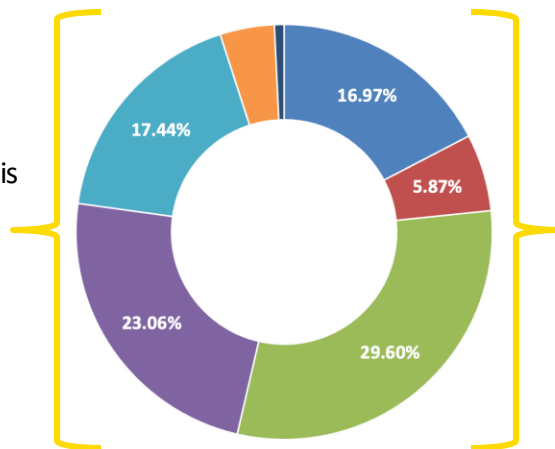
Education Level



Marketing suggestion: The education level of customers is related to their **ability to understand the course**, their **purchasing power**, their **interests, needs**, and their **preferred communication channels**

Educational attainment of people working in management and commerce (May 2022)

■ Postgraduate Degree ■ Graduate Diploma / Graduate Certificate ■ Bachelor Degree ■ Advanced Diploma/Diploma ■ Certificate III/IV ■ Certificate I/II ■ Certificate n.f.d.



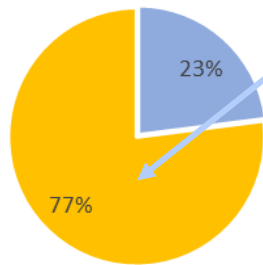
For those with lower education levels, Coachjable is suggested to advertise **simpler, basic skills** or **vocational training courses** through social media, radio, and television

For people with higher education levels, it is recommended that Coachjable **promotes more complex, advanced professional development courses** through email, online forums, and LinkedIn



Entrepreneurs—How to attract entrepreneurs

% of Entrepreneurs Who Choose to Face Their Stress



- Entrepreneurs go to coach or psychologist
- Entrepreneurs do not go to coach or psychologist

Reasons why business owners avoid talking about their problems



Trust crisis: External skepticism and negative influence



Support issue: No expertise to help them



Marketing suggestions:



Demonstrate the **benefits** of active problem-solving in the advertising



Show an **excellent service attitude** at the first consultation

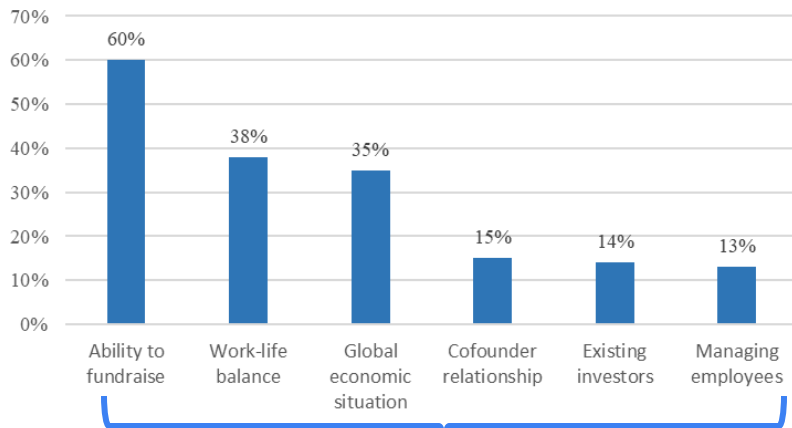


Sign a **confidentiality agreement**



Courses Setting

Main Sources of Stress



Marketing suggestions:

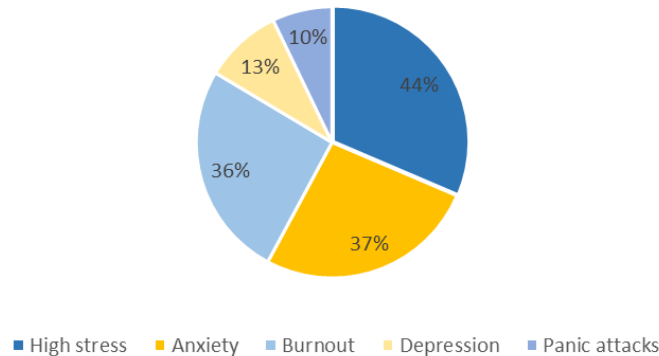


Offer courses that are related to [these topics](#) as well as a detailed diet, exercise and exercise plan for these business owners.



Provide bundle service together with [3heart](#) to provide a more holistic product content.

Mental Health Factors Affecting Founders

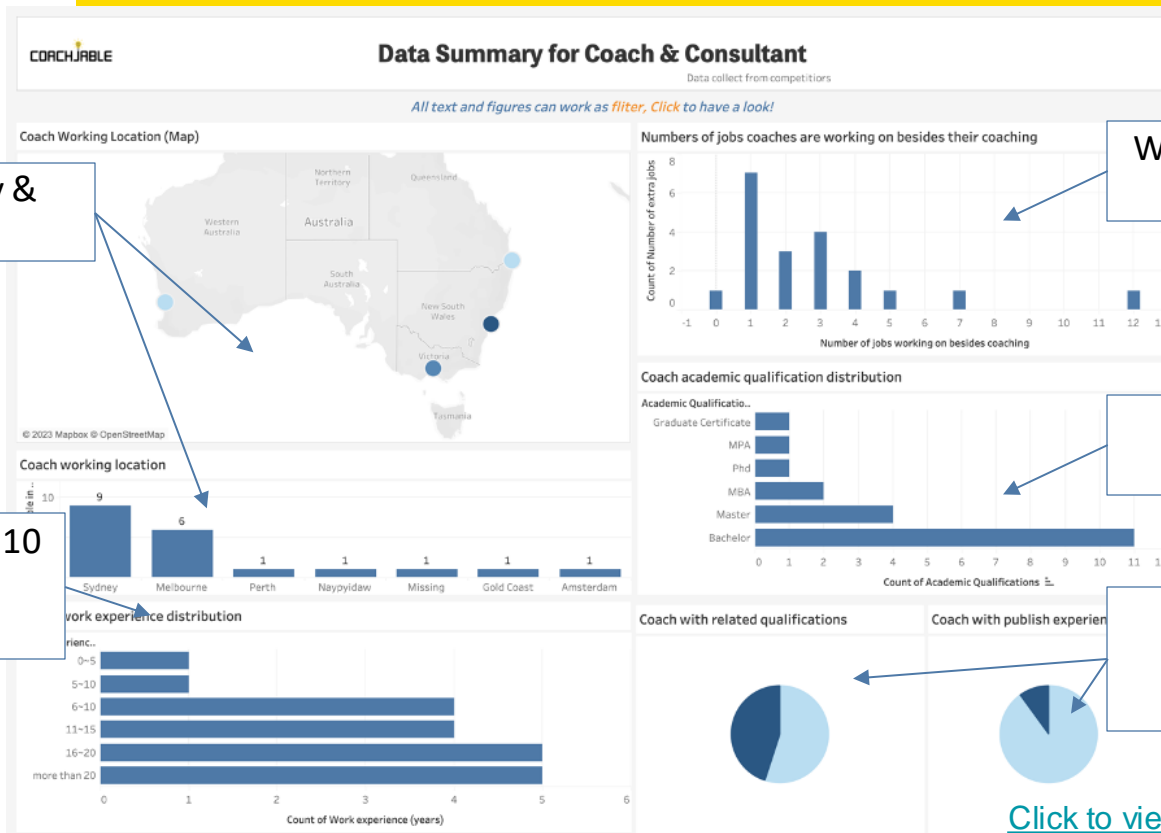


Coach analysis - Business

- Coach base analysis
- Coach source analysis
- Attract method analysis
- Suggested Marketing strategy



Coaches are



Located in Sydney & Melbourne

Working on several jobs is a norm

Most have at least a Bachelor degree

Some have relevant qualifications and publish experience

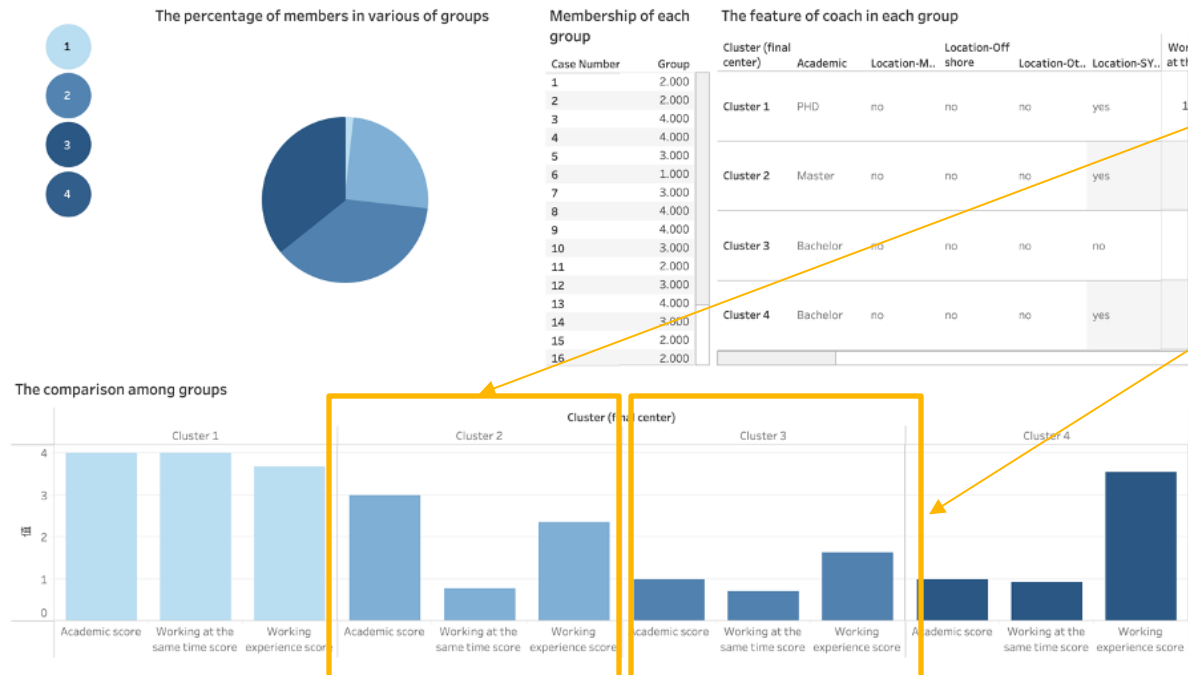
[Click to view the dashboard online](#)



Two kinds of professionals: Main base of Coachjable

Coach & Consultant Portrait

Click to view the feature of different groups of coaches



Groups Need to Pay Attention to



Highly educated and experienced professionals



Younger coaches with undergraduate degrees and moderate work experience

[Click to view the dashboard online](#)



Declined working-hour: Chance to attract experts

Trends

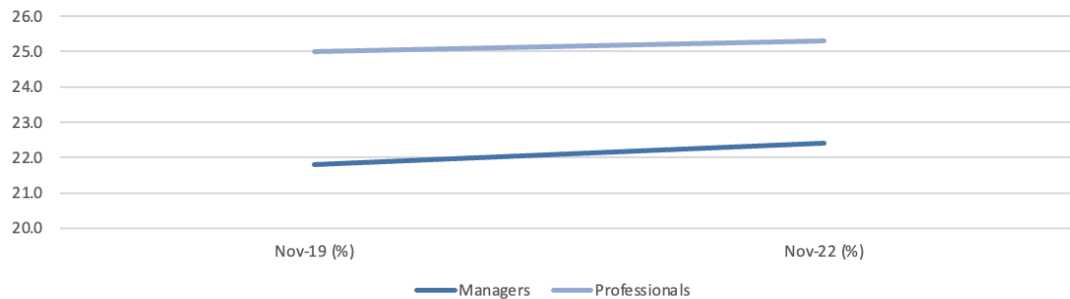


People's **working hour declines**
Including managers and professionals

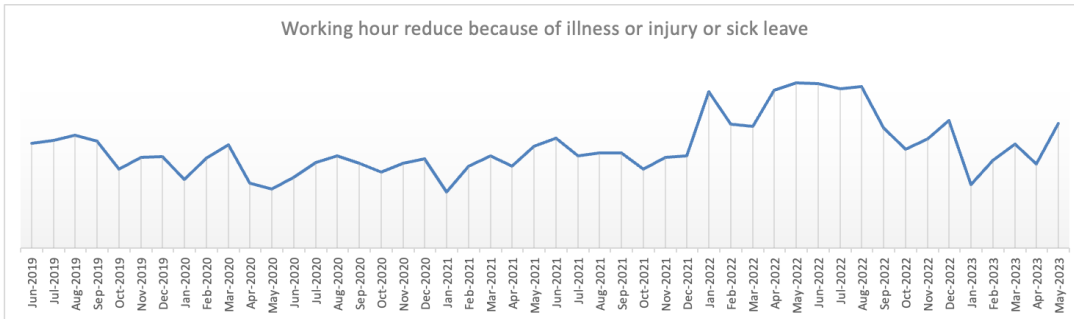


People leave their jobs or reduce their workload mainly because of illness

Working hours trend



Working hour reduce because of illness or injury or sick leave





Sources of Potential Coaches

Usage recommendation



Sources of coaches



Industry demand for business coaching services

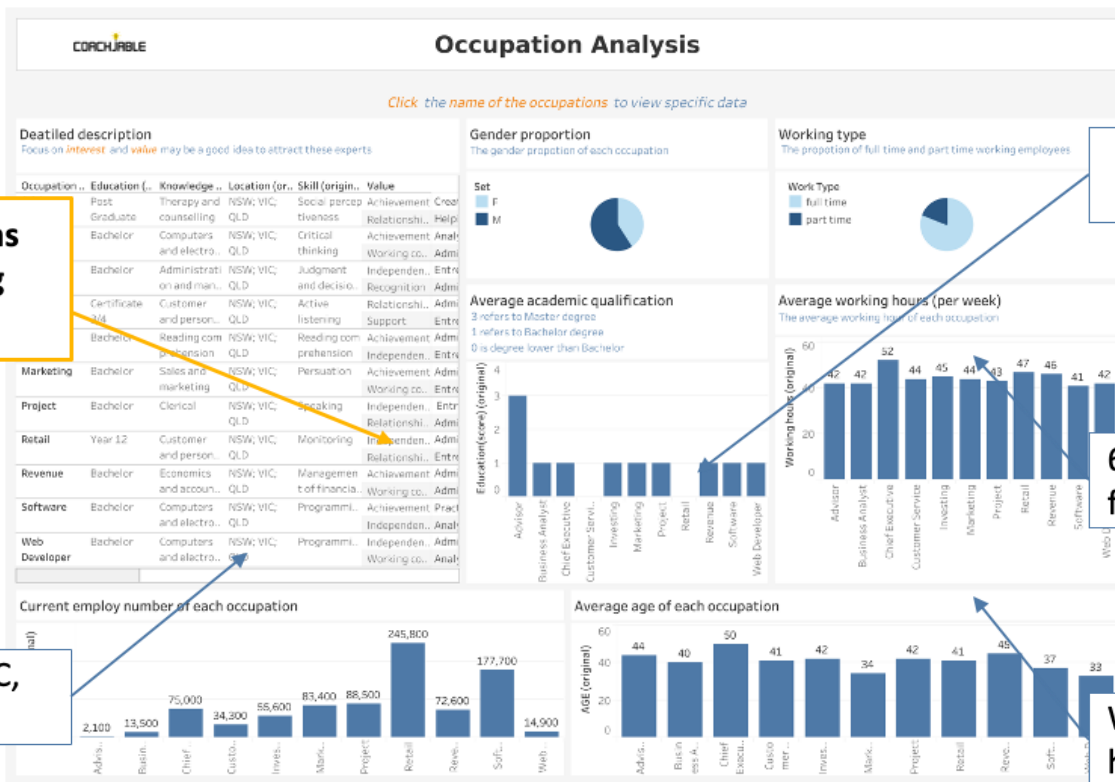
Industry	Occupation Title	Employment (all industries)	Employment (this industry)	Proportion employed in this industry
Financial and Insurance Services	Financial Investment Advisers and Managers	50,500	39,800	79%
Retail Trade	Retail Managers	249,100	163,500	66%
Manufacturing	Production Managers	69,100	42,200	61%
Information Media and Telecommunications	Telecommunications Engineering Professionals	15,300	7,800	51%
Professional, Scientific and Technical Services	Management and Organization Analysts	87,400	44,000	50%



COACHJABLE

Empowering Everyone to Achieve Their dreams

The features of different occupations need to be focused when setting marketing strategy.



Each occupation has their own working preference

Mostly holding Bachelor degree

60% to 80% people work full-time

Located in NSW, VIC, and QLD

Work more than 40 hours per week

[Click to view the dashboard online](#)



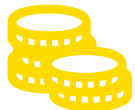
Suggested Marketing Strategies

Product



- Flexible time
- Customized content
- Set their own price
- A channel to set personal brand

Price



- Non-employment relationship
- No charging
- No intermediate fee

Promotion



- Founder's social network
- Former platforms
- Social media

Place



- Location: Sydney and Melbourne
- Optimize marketing content

People



- Website designers
- Copywriters
- Social media group

Coach analysis - Health

- Industry Profile
- Health Coach Analysis
- Suggestion



The Industry Profile

The Employed People in the Industry



The overview of the industry

Employed	2,112,600
Past growth	25.8%
Future growth	15.8%
Weekly earnings	\$1,150
Workforce share	15.3%
Full-time share	56.9%
Average age	41



A clear **increasing trend** of employed people in the industry



A **lower-than-average** weekly earning



The Health Coach Analysis - HCANZA

Find a Health & Wellness Coach



**Health
Coaches**
AUSTRALIA & NEW ZEALAND
ASSOCIATION

Find a Health & Wellness Coach

Search for a Coach

Search by Name or Qualification

Search

Reset

Location

All Regions

All Suburbs

Specialties

- ☐ Mind-body Medicine
- ☐ Nutrition and Gut Health



Kylie Gillin

Bachelor of Health Science (Food and Nutrition); Registered Yoga Teacher (RYT) 500 hours; Certified Lifestyle Medicine Coach and Certified Health and Wellbeing



Carly Church

Certified Health & Wellness Coach | Professional Certificate in Health & Wellness Coaching | Bachelor of Communication | Certificate IV in Training &



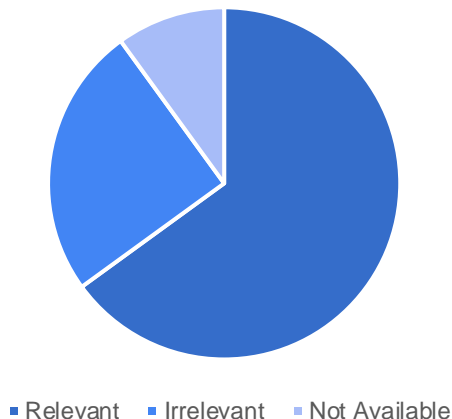
Danielle Bonett

Health and Wellness Certification for Allied Health Professionals; Bachelor of Prosthetics and Orthotics (Bach Pros and Orth), Diploma of Fitness, Cert 3 and 4

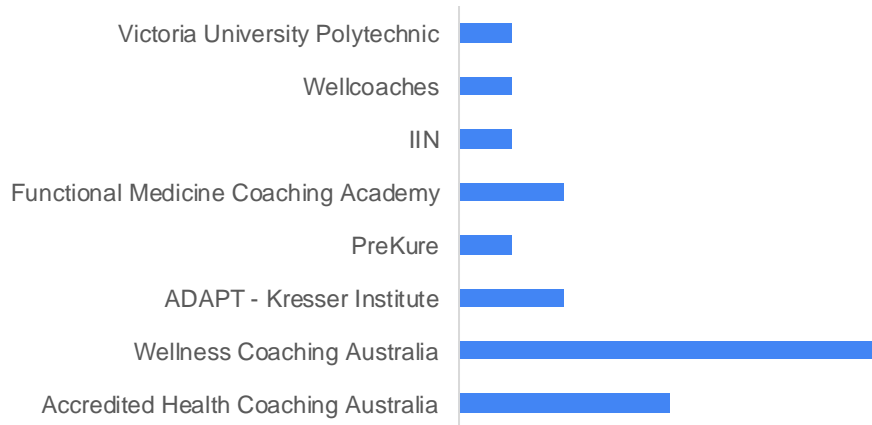


The Health Coach Analysis – Education & Certificate

Relevant Education Background



Certifying Program



Most People have **relevant Education backgrounds**.

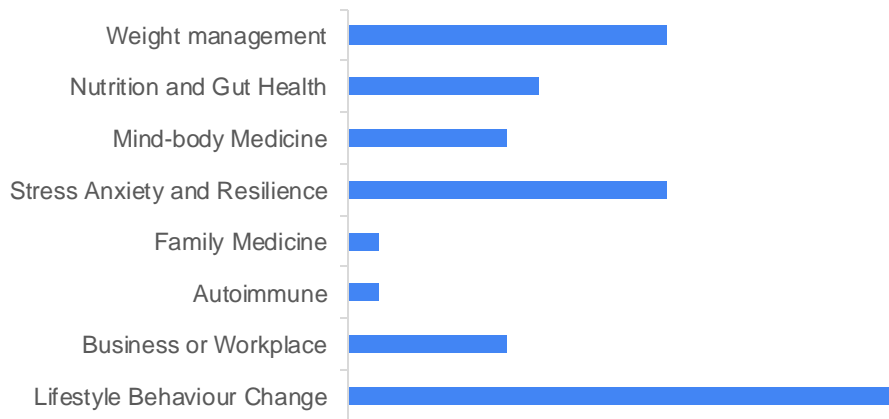


Certificates are more essential in the industry.

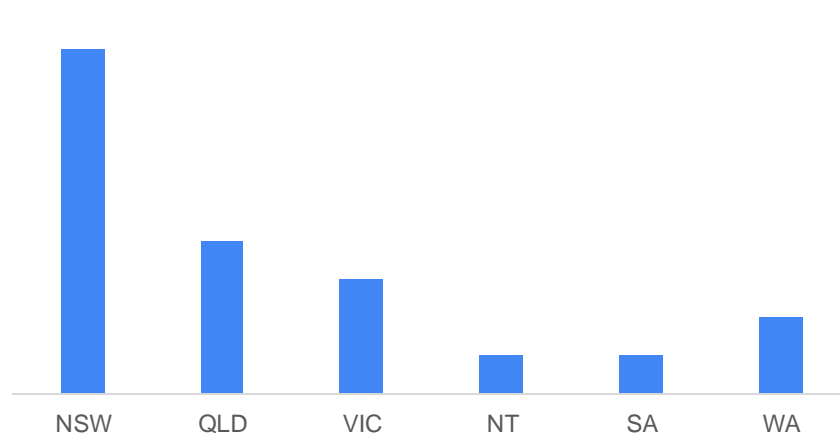


The Health Coach Analysis – Specialties & Location

Specialty



Location



HCANZA provides each coach's **specialties**.



The majority of coaches are concentrated in **NSW, QLD, and VIC**.



Recommendations



Research on setting the price of courses.



Select coaches based on qualifications and specialties.



Cooperate with health coach associations.



Location can be used as a reference when marketing.