



**FERNWOOD**  
**NUTRITION**

**Program Toolkit**

A large, stylized red graphic of leaves and flowers serves as the background for the title. The word 'FERNWOOD' is in a bold, sans-serif font above 'NUTRITION', which is also in a bold, sans-serif font. Below 'NUTRITION' is the words 'Program Toolkit' in a smaller, bold, dark blue sans-serif font.

**FITNESS**  
*fernwood*<sup>®</sup>



# FERNWOOD NUTRITION

## OVERVIEW

In our continued endeavour to be the leading experts in women's health, fitness and wellness, we understand the importance of cutting edge, quality nutrition advice, programs and services.

**Fernwood Nutrition now has three tiers of offerings:**

1. Core network offering: Food & Mood Coaching Program (facilitator-led)
2. Optional offering: 1:1 Nutrition Coaching (must have nutrition or weight management qualification)
3. MyFernwood Recipe Plans for purchase.

**FOOD & MOOD**  
BY FERNWOOD

NOURISH YOUR BODY,  
NURTURE YOUR MIND

**fernwood** FITNESS



# FOOD & MOOD COACHING PROGRAM

## Nourish your body, nurture your mind

### OVERVIEW

The Food and Mood program is Fernwood's national group program that incorporates mindset, motivation and most importantly, delicious healthy food as the foundations for success. The program aims to support women on their health and/or weight management journey. Combining Mediterranean eating principles with powerful mindset and behavioural coaching, Fernwood's Food & Mood program is for women who want healthy and sustainable results.

This program aims to facilitate personal development, including how participants think and feel about themselves and their food, as well offering practical nutrition tools and recipe plans for optimal results.

The program is divided into Phase 1 (weeks 1-6) and phase 2 (weeks 7-12) which may be packaged and sold as one 12-week program, or two separate 6-week programs (we recommend the latter) at any time during the year. We highly recommend running Food & Mood ongoing as a new member program for maximum engagement and potential for goal achievement in the first 6-12 weeks of their membership (more on this on recommended promotions and packages later).

### Each phase includes:

- ▶ Weekly in-club Food & Mood workshops
- ▶ Mindset and mindfulness activities
- ▶ Meditations
- ▶ Weekly online content
- ▶ Recipe plans, nutrition task lists
- ▶ Food & Mood eJournal
- ▶ Additional resources
- ▶ And much more



## WHY FOOD & MOOD?

### EMOTIONS, HAPPINESS & SATISFACTION AFFECT THE CHOICES WE MAKE DAILY

Happiness, mood, mindset and emotions play a large role in how successful our members are at sticking to a healthy eating regime. Generally speaking, most people know what to eat to be healthy or achieve specific outcomes. Where many people fall short is in the understanding and management of their thoughts, feelings and behaviours that determine whether they can create a lifestyle of healthy habits for optimal results vs being stuck in war on food, which is where so many women often find themselves.

### FOOD AFFECTS MOOD

You're probably familiar with the phrase 'you are what you eat'. We know that the food we choose to fuel the body with not only affects metabolism and physique, but also gut health, mental health and mood. We know this from the work that is being done at the Food and Mood Centre at Deakin University. This underpins our adopted nutritional philosophy that supports our food programs and recipe plans – the Mediterranean way of eating.

## PROGRAM OUTLINE

### PHASE 1 (PHASE 2 COMING FOR RISE CHALLENGE 2021)

WEEK	THEME AND FOCUS	NUTRITION TASK FOCUS
Week 1: Welcome to Food & Mood	<ul style="list-style-type: none"><li>+ Set your Food &amp; Mood program goal</li><li>+ Identify and plan for any barriers to achieving your goal</li><li>+ Create your unique Food &amp; Mood mantra</li><li>+ Complete week 1 Food &amp; Mood log</li><li>+ Follow week 1 Recipe Plan or week 1 Nutrition Tasks and the Food Groups Table list to create your own plan</li><li>+ Download and use week 1 resources (Food groups table; Simple + Swaps; Discretionary foods).</li><li>+ Attend the week 1 workshop</li></ul> <p>Meditation: Goal visualisation meditation – daily</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake
Week 2: Nourish your Body	<ul style="list-style-type: none"><li>+ Explore the concepts 'food is information' and 'not all food is created equal'</li><li>+ Explore the link between gut health, overall health and weight management</li><li>+ Understand the importance of having green vegetables in your daily diet</li><li>+ Complete week 2 Food &amp; Mood log</li><li>+ Follow week 2 Recipe Plan or week 2 Nutrition Tasks and the Food Groups Table list to create your own plan</li><li>+ Introduce an 'anything goes' meal</li><li>+ Download and use week 2 resources (Gut Health)</li><li>+ Attend the week 2 workshop</li></ul> <p>Meditation: Goal visualisation meditation – daily.</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake + Green vegetables



Week 3: Nourish your mind	<ul style="list-style-type: none"> <li>+ Explore your relationship with yourself and food, including your self-talk and internal dialogue</li> <li>+ Explore the relationship between thoughts, feelings, actions and beliefs and the impact upon behaviours and choices around food</li> <li>+ Explore the benefits of eating rainbow foods everyday</li> <li>+ Create your unique Food &amp; Mood log</li> <li>+ Follow week 3 Recipe Plan or week 3 Nutrition Tasks and the Food Groups Table list to create your own plan</li> <li>+ Download and use week 3 resources (Rainbow Foods)</li> <li>+ Attend the week 3 workshop</li> </ul> <p>Meditation: Success mantra meditation – daily</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake + Green vegetables + Rainbow foods
Week 4: Mindfulness & Mindful Eating	<ul style="list-style-type: none"> <li>+ Explore the concept of mindfulness and how this can benefit you and your goals</li> <li>+ Explore the concept of emotional eating vs physical hunger</li> <li>+ Understand portion sizing</li> <li>+ Understand food labels</li> <li>+ Explore the benefits of meal prep</li> <li>+ Understand the importance of proteins in your daily diet</li> <li>+ Complete week 4 Food &amp; Mood log</li> <li>+ Follow week 4 Recipe Plan or week 4 Nutrition Tasks and the Food Groups Table list to create your own plan</li> <li>+ Download and use week 4 resources (Portion Sizing, Food Labels)</li> <li>+ Attend the week 4 workshop</li> </ul> <p>Meditation: Chocolate meditation – at least once</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake + Green vegetables + Rainbow foods + Powerful proteins
Week 5: Finding Balance	<ul style="list-style-type: none"> <li>+ Explore your work-life balance</li> <li>+ Explore the importance of blood sugar balance for health and weight management</li> <li>+ Understand the difference between the glycaemic index and glycaemic load rankings and the benefits to low GL foods for health and weight management</li> <li>+ Complete week 5 Food &amp; Mood log</li> <li>+ Follow week 5 Recipe Plan or week 5 Nutrition Tasks and the Food Groups Table list to create your own plan</li> <li>+ Download and use week 5 resources (GI vs GL; Eating out, socialising and alcohol).</li> <li>+ Attend the week 5 workshop</li> </ul> <p>Meditation: Finding balance meditation - daily</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake + Green vegetables + Rainbow foods + Powerful proteins + Low GL carbohydrates
Week 6: Stress and Success Sabotage	<ul style="list-style-type: none"> <li>+ Identify the stresses in your life</li> <li>+ Explore the concepts of self-sabotage and emotional eating and how they might play out for you</li> <li>+ Understand the importance of essential healthy fats</li> <li>+ Complete week 6 Food &amp; Mood log</li> <li>+ Follow week 6 Recipe Plan or week 6 Nutrition Tasks and the Food Groups Table list to create your own plan</li> <li>+ Download and use week 6 resources</li> <li>+ Attend the week 6 workshop</li> </ul> <p>Meditation: Relaxation meditation - daily</p>	Mediterranean Standard and veg 1500cal  <b>Key focus:</b> Water intake + Green vegetables + Rainbow foods + Powerful proteins + Low GL carbohydrates + Essential fats



# FOOD & MOOD GROUP WORKSHOPS

## WORKSHOP DATES AND TIMES

The workshop dates and times should be clearly communicated to participants at point of sign up. We recommend running these on the same day/time each week for the duration of the program.

## WORKSHOP FACILITATORS

The Food & Mood weekly workshops will be facilitated by a nominated staff member who has confidence in organising and leading group discussions in the areas of health, wellness, mindset and nutrition, and who has passion for the food and mood concept and content. The Food & Mood facilitator is not required to be a nutrition coach or to hold a nutrition or coaching qualification, though it is highly recommended.

## FACILITATOR TRAINING AND RESOURCES

Workshop facilitator resources are available on the Intranet and include:

Operations > Documents > Operations Training Manual > Fernwood Nutrition > FOOD & MOOD > ALL FOOD & MOOD RESOURCES

Name	Modified	Modified By
Additional Online Resources - FINAL	Yesterday at 4:14 PM	Emma Robertson
eJournal - Food & Mood	Yesterday at 4:14 PM	Emma Robertson
Facilitators Resources- FINAL	Yesterday at 4:14 PM	Emma Robertson
Recipe Plan PDFs	Yesterday at 4:21 PM	Emma Robertson
Shopping Lists - FINAL	Yesterday at 4:14 PM	Emma Robertson
Weekly Nutrition Task Lists - FINAL	Yesterday at 4:14 PM	Emma Robertson
Weekly Summary Videos	Yesterday at 4:14 PM	Emma Robertson
Workshop handouts - FINAL	Yesterday at 4:14 PM	Emma Robertson

## RUNNING YOUR WORKSHOPS

You will need to:

- Appoint a committed and organised program/workshop facilitator
- Follow the flow of the 'Workshop flow and scripts' document for each workshop
- Follow the equipment list for each workshop
- Stick to timeframes and move conversations along if you need to
- Facilitate equal sharing from participants in the room so everyone feels included



## FOOD & MOOD GROUP WORKSHOPS

In the week leading up to the start of your Food & Mood program, participants should be booked in for a pre-program assessment. Recommend this is NOT a part of the first workshop, but a separate ‘preparation’ session that may be run as a group for all participants together before the official start date of the program or individual bookings.

Depending on your club offerings/set up, this session may include:

- ▶ Body scan
- ▶ Girth measurements
- ▶ Weigh in (NB: we recommend weight is measured pre-program; middle of program; and end of program only as opposed to daily/weekly).
- ▶ Photographs

These same assessments can be completed at the end of the 6 weeks in a way that suits your club and members. It is important that as many parameters around the assessment remain equal in both the pre- and post-assessment as possible such as time of day, staff member, participant clothing etc.

## FOOD & MOOD CONTENT AND RESOURCES

### RECIPE PLANS AND NUTRITION TASK LISTS

To suit the needs of all participants - some like a rigid plan, while others like a guide of what to adhere to each week - we have created both structured recipe plans (standard and vegetarian) and a ‘create your own’ option using the ‘Food Groups’ and ‘Simple Food Swaps’ resources. There is also a weekly ‘Nutrition Task List’ which keeps participants on track for their desired results by listing weekly nutrition tasks to adhere to.

Recipe plans are housed in MyFernwood, which can be accessed by any member who has purchased the Food & Mood program. The pathway to access is MyFernwood >MyPrograms > Food & Mood with links to recipes. The weekly nutrition task lists (including highly recommended ‘next level nutrition tasks’ for those wanting to further support their journey), are in PDF format for download and housed in the relevant week’s content page.

For participants who might request a printed PDF version of the recipe plans for each week, these can be found in the staff resourced for Food & Mood on the Intranet [HERE](#)



... > Documents > Operations Training Manual > Fernwood Nutrition > FOOD & MOOD > ALL FOOD & MOOD RESOURCES > **Recipe Plan PDFs**

Name	Modified	Modified By
Standard	Tuesday at 4:14 PM	Emma Robertson
Vegetarian	Tuesday at 4:14 PM	Emma Robertson

Recipe updates: The recipe plans for the Food & Mood program (phase 1 and phase 2) will be updated every 3-6 months.

## ONLINE CONTENT PAGES

- ▶ Welcome page (including welcome video, welcome content and FAQs)
- ▶ Pre-program activities page
- ▶ Setting up for success page

A huge Fernwood welcome to you! We are incredibly excited to support you over the coming weeks through your Food & Mood coaching journey.

There are 4 core ways in which to fully engage in the program over the coming 6 weeks:

- Online content (right here on this portal)
- Live workshops in club
- Recipe Plans and Nutrition Task Lists (including recipes)
- **Your Food & Mood journal**

We invite you to have a read through this page, before completing the pre-program activities. You'll find all the online program content via the buttons below.



## Weeks 1-6: Each week of the program will have a corresponding webpage with:

- ▶ Written content
- ▶ Recorded weekly meditation
- ▶ Nutrition Task Lists (PDF for download)
- ▶ Additional resources (PDFs for download)
- ▶ Shopping lists (PDFs for download)



- ▶ Workshop handout (PDF for download)
- ▶ Link to the recipe plans
- ▶ Pre-recorded weekly summary video

Example:

### **Week 1 food**

[Week 1 Recipe Plan](#)  
[Week 1 Nutrition Tasks](#)  
[Week 1 Shopping List - Standard](#)  
[Week 1 Shopping List - Vegetarian](#)

### **Week 1 resources**

[Week 1 workshop handout](#)  
[Food Groups](#)

The Food Groups Table is a quick go-to guide for Food & Mood program friendly foods. It is by no means an exhaustive list but aims to provide you with a solid foundation for creating your own meals and snacks in line with each week's Nutrition Task List.

#### [Discretionary Foods](#)

If you are creating your own meals using the weekly Nutrition Task List and Food Groups Table, the next level nutrition tasks give you the option to maximise results by progressively eliminating 'discretionary' foods from your daily diet.

Discretionary foods are deemed by the Australian Dietary Guidelines to be '*foods and drinks not necessary to provide the nutrients the body needs, but that may add variety*' (otherwise known to most of us as junk foods) Many of these foods are highly processed and contain little nutritional value. Generally containing high levels of hydrogenated (trans) fats, refined sugar, sodium (salt) and/or alcohol, these foods are typically energy dense but nutrient devoid – you may hear us refer to these foods as 'empty calories'. Large consumption of these highly processed foods can lead to unwanted weight gain, uncontrolled cravings and appetite, and the development of some chronic diseases, which is why we highly recommend you choose to eliminate these from your regular daily diet, for the duration of the program and beyond.

#### [Simple Swaps](#)

Not all food is created equal and with discretionary foods, we know that not all calories pack the same nutritional value. Start to familiarise yourself with the Simple Swaps this week that has been created to help you to find alternatives to certain foods that either fall into the discretionary category or simply have an alternative option to give you more nutritional bang for your buck and make choices that support your health and aesthetic goals.

### **Next Level Nutrition Tasks**

Each week on the Nutrition Task list, there are next level tasks. These are highly recommended suggestions to incorporate in addition to the weekly nutrition tasks for enhanced results and involve the elimination of certain discretionary foods.

#### **Mindful moment**



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## FOOD & MOOD JOURNAL

The program journal will be available in two formats:

1. eJournal (interactive) that can be downloaded from the Welcome page of the online program content
2. Hard back journal – order through your club's SFM (Strategic Flow Management) portal

Food & Mood Journal

*Week 1*

AN INTRODUCTION TO

## YOUR FOOD & MOOD GOAL

- WEEK 1 AFFIRMATION -

*I have fun visualising what I want.*

**YOUR FOOD & MOOD MANTRA**

Throughout the coming weeks you will have some days full of breakthroughs, others that seem to plateau, days that you find quite challenging, and perhaps days that don't go to plan. It's important through the process, no matter what the day brings to stay focused and connected at all times and we encourage you to do this through your 'Food & Mood mantra'.

A mantra or affirmation is a short positive statement in the present tense that will keep you focused and aligned with your program goal. Generally, this will be the same or similar statement to your program intention, but uses present tense language such as:

I AM ...  
I HAVE ...  
MAY I ...  
TODAY I ...  
I CHOOSE ...

Over the page you will find a whole list of Food & Mood mantras. They are provided for inspiration, should you read one (or more) that resonate with you.

**FOOD & MOOD MANTRAS**

May I practice self-care.	May I be at home in my body.
May I be completely relaxed, and my mind and body peaceful and calm.	May nourishment be a joyful experience.
May I enjoy treating myself well.	May wellness be the natural state of my body.
May I feel great when I take care of myself.	May I do my best and know that is always enough.
May I make time for things that make me feel good and the people I love.	May I live in the present and be confident of the future.
May I create my reality.	May I take in and give out nourishment in perfect balance.
May I create a healthy body that I love.	May my body take me everywhere easily and effortlessly.
May I create the life that I want.	I choose to be proud of myself.
May I be grateful for my body in all that enables me to have and do.	I am learning to relax and enjoy myself.

Use the space below to create your own Food & Mood mantra, a short positive statement that affirms your goal as if it already 'is'.



## PLANNING AND PROMOTION OF FOOD & MOOD

**Food and Mood has been designed to run ongoing with new (or occasionally repeating) members. Initially they complete phase 1 and then upgrade to the next 6 weeks in phase 2.**

### Info sessions

Info sessions are a perfect way for members and non-members to experience and get more info about the program offering. An effective info session should be interactive (for example a taster activity or questionnaire), educational and leave the attendees wanting more and ready to sign up to the program on offer. There should be an irresistible exclusive intro session offer to sell the program there and then.

### At point of membership sale (highly recommended)

Food and Mood is a perfect add on to a new member's subscription, with rolling programs you can engage new members in a Food and Mood program within the first 6 weeks of their membership. If they join in week one of a current program, they can join and catch up on any preliminary content they have missed. If they join when a current program is in week 2 or more, then we recommend they sign up for the following program in a few weeks' time.

Engaging new members in community-based program with mindset and nutrition coaching will increase their likelihood of success and longevity in club.

### Other opportunities for promotion of Food & Mood:

- ▶ In health & wellness check-in appointments
- ▶ After body scans
- ▶ In PT sessions
- ▶ In FIIT30 sessions
- ▶ In Empower sessions
- ▶ With challenges



# PRODUCT PRICING, PROCESSING AND BOOKINGS

## PRODUCT PRICING

- ▶ **Food & Mood Phase 1 RRP: \$249**
- ▶ **Food & Mood Phase 2 RRP: \$249**

*Option to offer a campaign code discount for incentive to upgrade to phase 2 after completing phase 1.*

## PROCESSING

In the Front Desk App in Exerp, under the Food & Mood product group you will find the Food & Mood Phase 1 & Food & Mood Phase 2 products for processing.

It is important to note that these products are what dictates the member's access to the online Food & Mood content as mentioned earlier in the toolkit.

Phase 1 products are linked to weeks 1-6 content online and Phase 2 products are linked to weeks 7-12 content.

From the day of processing, the member will have 10 weeks of access to the online content.

FREQUENT PRODUCTS		
ACTIVATION KIT	BOOTCAMP	CASUAL VISIT
CELL IQ	CHALLENGES	CHILDCARE
EMPOWER	FERNWOOD FOUNDATION	FOOD & DRINK
FOOD & MOOD	HYPOXI	MASTER PERSONAL TRAINING
MEMBERSHIP FEES	MERCHANDISE	OTHER
REFORMER REFINED	SERVICES	VIRTUAL PERSONAL TRAINING
WELLNESS WEDNESDAYS	FIIT30	PERSONAL TRAINING
REFORMER PILATES	FOOD COACHING	

Products (Food\_Mood)

Food & Mood Phase 1

Food & Mood Phase 2



## BOOKINGS

To set up bookings via the app for your Food & Mood Workshops, you will be able to schedule the Food & Mood Workshop class in pro.mywellness.

**Please Note:** If you would like a new room that is specific to your Food & Mood workshops, please email Helpdesk and we will get it set up for scheduling.

**This will allow any member that has Food & Mood products on their account to book themselves into this class via the app.**

A screenshot of a software window titled "New class schedule". At the top, there are tabs for "Scheduling" and "Booking", with "Scheduling" being the active tab. Below the tabs are three dropdown menus: "Class" (set to "Food & Mood Workshop"), "Room" (set to "Gym Floor"), and "Instructor" (set to "Day Tahlia"). A cursor arrow is visible near the bottom left of the window.

Once this class is scheduled in pro.mywellness, it will also come through in Exerp under the Nutrition Calendar. Bookings can then be managed in pro.mywellness, Exerp or into the app directly.



## BRANDING AND MESSAGING

**Nourish your body, nurture your mind**

**Food & Mood is Fernwood's powerful nutrition and mindset group coaching program.**

**It is important as with any Fernwood offering that across the network, our look, feel and messaging stays on brand and compliant. Here is some information you could use when talking about Food & Mood:**

- ▶ The Food and Mood program is Fernwood's national group program that incorporates mindset, motivation and most importantly, delicious healthy food as the foundations for success.
- ▶ The program aims to support women on their health and/or weight management journey.
- ▶ Combining Mediterranean eating principles with powerful mindset and behavioural coaching, Fernwood's Food & Mood program is for women who want healthy and sustainable results.
- ▶ This program aims to facilitate personal development, including how participants think and feel about themselves and their food, as well offering practical nutrition tools and recipe plans for optimal results.

**We have created a list of benefits we can use in promotions of Food & Mood. These include:**

- ▶ Receive guidance in setting and achieving your health and weight loss goals
- ▶ Feel supported on your journey towards sustainable results
- ▶ Work on your relationship with yourself and food
- ▶ Identify and manage potential barriers to success
- ▶ Nourish your body and nurture your mind
- ▶ Increase mindfulness and explore the benefits of meditation
- ▶ Enjoy delicious and nutritious recipe plans and nutrition task lists to follow each week.
- ▶ Get ongoing support via a comprehensive Food & Mood Journal to keep you on track for success every step of the way



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## MARKETING AND COLLATERAL

An email template is available in TalkBox

Example of print deliverables available on Canva (in club posters, social images etc)



A4 POSTER // FOOD & MOOD



DL FLYER // FOOD & MOOD



FACEBOOK COVER // FOOD & MOOD

SOCIAL MEDIA 1080 X 1080PX // FOOD & MOOD



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SIGN  
UP WITH  
US TODAY!

**FERNWOOD**  
**NUTRITION**  
**COACHING**

**Nourishing you for life**

- 1:1 nutrition coaching
- Personalised guidance & support
- Cultivate healthy & effective eating habits
- Focus on the right foods for your goals
- Increase your accountability
- Fast track your results

**Book your complimentary consultation today at reception**

**fitness**  
*fernwood*  
- SUBURBNAME -



# FERNWOOD NUTRITION COACHING

## Nourishing you for life

### OVERVIEW

Fernwood Nutrition Coaching is a 1:1 personalised nutrition coaching service provided to members by a coach who holds a specific nutrition qualification. Nutrition Coaching sessions are tailored to the client and offer personalised nutrition and health support based on the client's needs and goals. The coach's unique training and scope of practice in which they are qualified will determine the content and journey of these 1:1 sessions, with only a limited number of branded template resources provided by NSO.

# FERNWOOD NUTRITION COACHES

### REQUIRED QUALIFICATIONS

**Fernwood Nutrition Coaches must hold a nutrition specific qualification.**

**These qualifications include (but not limited to):**

- ▶ Registered Dietitian (Degree in Nutrition and Dietetics)
- ▶ Clinical Nutritionist (Health sciences degree level)
- ▶ Advanced Weight Management practitioner (Cert IV in weight management)
- ▶ Nutritionist (Degree in Nutrition/Cert IV in Nutrition)
- ▶ Health or Nutrition Coach (e.g., Integrative Nutrition, Precision Nutrition)

### SCOPE OF PRACTICE

The scope of practice for each of these qualifications is quite vast. It is important to understand that although each coach with one of the above (or equivalent) qualifications is equipped to work 1:1 with individuals in nutrition, they are each very different in what they can and cannot do.

**It is the responsibility of the coach to ensure they are working within their own training and scope of practice at all times.**

**Who can provide meal plans?**

**In Australia, personalised and tailored/prescriptive meal plans can be created by:**



- ▶ Accredited Practising Dietitians (APD)
  - ▶ Accredited Sports Dietitians (AccSD)
  - ▶ Advanced Weight Management Practitioners (Cert IV or Diploma in Weight Management & Allied Health through the Australia College of Weight Management and Allied Health)
  - ▶ \*Cert IV in Nutrition (10763NAT)
  - ▶ \*May provide plans for 'generally healthy persons' within the scope of their training and the Australian Dietary Guidelines. We recommend clear guidelines are researched from each different Cert IV provider around meal planning.

## COACHING RESOURCES

**It is also the responsibility of the coach to create the plans and content of their sessions for the particular client they are working with. NSO will provide designed templates for the coaches to work with however, will not provide new programs or meal plan resources for 1:1 nutrition coaching.**

**The existing meal plan templates from previous food coaching programs will still be available for coaches to use as resources and will be rebranded in the new Nutrition Coaching designs.**

TRACKING CARD		FERNWOOD NUTRITION COACHING	FITNESS <i>fernwood</i>
NAME		START WEIGHT	GOAL WEIGHT
	DATE	TODAY'S WEIGHT	+/-
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			
WEEK 5			
WEEK 6			

TRACKING CARD A5 // NUTRITION COACHING



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## MEAL PLANNER

MEAL	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Breakfast							
Morning Snack							
Lunch							
Afternoon Snack							
Dinner							

MEAL PLANNER A5 // NUTRITION COACHING

## 3-DAY DIARY

	DAY 1	DAY 2	DAY 3
Morning			
Afternoon			
Evening			

3 DAY DIARY // NUTRITION COACHING

Please record the following for the same 3 days.

### DAY 1

#### NUMBER 2s

- 1-3x per day.
- More than 3x per day.
- Less than 1x per day.

#### SLEEP

- Sleep hours from \_\_\_\_\_ to \_\_\_\_\_
- Solid.  Broken.

### DAY 2

#### NUMBER 2s

- 1-3x per day.
- More than 3x per day.
- Less than 1x per day.

#### SLEEP

- Sleep hours from \_\_\_\_\_ to \_\_\_\_\_
- Solid.  Broken.

### DAY 3

#### NUMBER 2s

- 1-3x per day.
- More than 3x per day.
- Less than 1x per day.

#### SLEEP

- Sleep hours from \_\_\_\_\_ to \_\_\_\_\_
- Solid.  Broken.

## RECOMMENDED COURSES



### Australian College of Weight Management and Allied Health

Diploma or Cert IV in Weight Management



### VAST Academy

Certificate IV in Nutrition – Fernwood staff specials \$2000 discount off the full price. Covers wellness coaching as well, for those interested in becoming an Empower Coach.

## NUTRITIONIST INDUSTRY AWARD

The pay rate for nutrition qualified professionals is not a one size fits all.

Dietitians fall under the Health Professionals and Support Services Award 2020 – The full award details are here: <http://awardviewer.fwo.gov.au/award/show/MA000027>





**Fairwork Australia has advised that professionals qualified in nutrition also fall under this award however, because the range of qualifications in this profession are not all equal, the award given to an employee is dependent on their course, qualifications, and experience. Their advice is to contact them directly on 1300 347930 to get the award rate applicable for your Nutrition Coach.**

Please contact Fairwork do discuss your coach's pay on a case-by-case basis or contact Amy Watts at NSO for any pay related questions: [amy.watts@fernwoodfitness.com.au](mailto:amy.watts@fernwoodfitness.com.au)

## PLANNING AND PROMOTION OF NUTRITION COACHING

### SELL AT POINT OF SALE OR AFTER FOOD & MOOD

**Nutrition Coaching is a premium service at a higher price point than most other services in club. Upgrading a member into this service may spring from any conversation or service delivery within the club. In addition to upselling at the point of membership sale, an obvious funnel into Nutrition Coaching would be as members come to the end of Phase 1 and or Phase 2 Food & Mood.**

### OTHER OPPORTUNITIES FOR PROMOTION OF FOOD & MOOD:

- ▶ In health & wellness check-in appointments
- ▶ After body scans
- ▶ In PT sessions
- ▶ In FIIT30 sessions
- ▶ In Empower sessions
- ▶ With challenges

## PRODUCT PRICING, PROCESSING AND BOOKINGS

### PRODUCTS & PRICING

**The following products are set up for Nutrition Coaching. Some clubs may request custom packs based on their coach's speciality and these can be requested through [helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au) for approval.**



- ▶ Nutrition Coaching Comp Session
- ▶ Nutrition Coaching - Initial Consultation \$120 - 1 clip - 60 minutes
- ▶ Nutrition Coaching Recurring Clip Card (60 minutes) \$97 per session
- ▶ Nutrition Coaching - 1 Session \$120
- ▶ Nutrition Coaching - 3 Sessions \$300
- ▶ Nutrition Coaching - 6 Sessions \$600
- ▶ Nutrition Coaching - 12 Sessions \$1200
- ▶ Intro Pack - 3 Sessions \$247 (1 x purchase frequency)

**If you wish to add Nutrition Coaching to your club's services, you must request this through [helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au).**

## BOOKINGS

**To set up your Nutrition Coaches and calendars in club, please refer to the steps below:**

1. Add the staff group Nutrition Coach to relevant staff in club via their Exerp profile > employee tab.
2. Once you have done this, you can open up their availability in the Nutrition Calendar via the Planning App in Exerp.
  - a. Create Booking > Select Nutrition Coaching Availability
  - b. Choose dates, days and times of shift availability
  - c. Choose recurrence, choose your staff member from the list and save
  - d. Activate your bookings.

**Once the calendars and availability have been set up in Exerp planning, you will be ready to make bookings via the Calendar App.**

**Please note in the initial phase of Nutrition Coaching, bookings will only be available via Exerp for these members. App bookings coming very soon!**

**To make a booking for Nutrition Coaching in Exerp, follow the below steps:**

1. Open the Calendar App in Exerp > go to Nutrition Calendar



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- 2.** Choose the day of the booking and double click on the available time slot
- 3.** Select the appointment option i.e., Nutrition Coaching 60 Mins and confirm the date and time.
- 4.** It will use up the appropriate clip on the member's account or prompt you to purchase any additional on their account so that they can be booked into their session.
- 5.** The appointment types are slightly different colours in the calendar so that you can easily identify initial consultations and complimentary sessions.

The screenshot shows a software interface for managing appointments. On the left, there is a sidebar with a search bar, a calendar for April 2021, and a list of search terms: Cell-IQ, Fernwood Trainer, MWC Combined Classes, MWC Combined Staff, Nutrition Calendar (which is highlighted in orange), Sauna, and Tahlia. The main area is titled "NUTRITION CALENDAR" and shows a "Day" view for Tahlia. The timeline ranges from 11:00 AM to 5:00 PM. Two events are listed for Jenny Day:

- 2:00 PM: Nutrition Coaching - Initial Consultation, Interested in high protein diet
- 3:00 PM: Nutrition Coaching 60 Mins



## BRANDING AND MESSAGING

### Fernwood Nutrition Coaching

**Tagline:** Nourishing you for life

**It is important as with any Fernwood offering, that across the network, our look, feel and messaging stays on brand and compliant. Here is some copy you could use when talking about Nutrition Coaching:**

**Nutrition Coaching involves 1:1 sessions that are tailored to your personal nutrition and health needs and goals. They are run by a qualified nutrition coach and can offer the following benefits:**

- ▶ Personalised guidance and support
- ▶ Cultivate healthy and effective eating habits
- ▶ Focus on the right foods for your goals
- ▶ Increase your accountability
- ▶ Fast track your results

## MARKETING AND COLLATERAL

A promotional email template is available in TalkBox

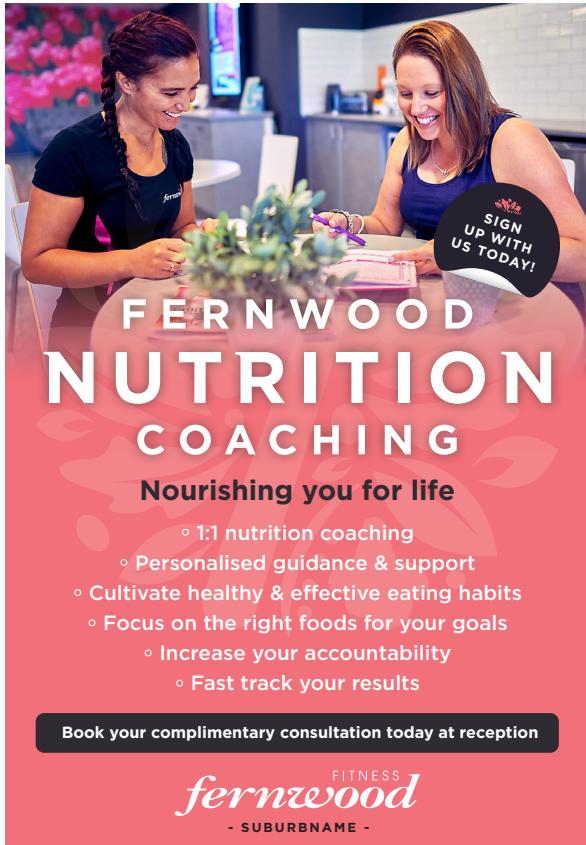
Example of print deliverables available on Canva: in club posters, social images, email.



FACEBOOK COVER // NUTRITION COACHING



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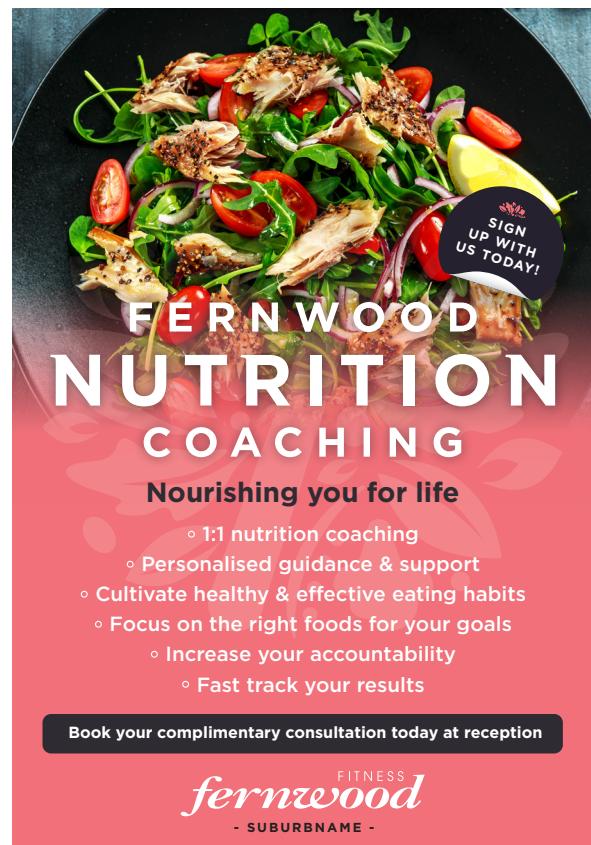
**FERNWOOD NUTRITION COACHING**  
Nourishing you for life

- 1:1 nutrition coaching
- Personalised guidance & support
- Cultivate healthy & effective eating habits
- Focus on the right foods for your goals
  - Increase your accountability
  - Fast track your results

Book your complimentary consultation today at reception

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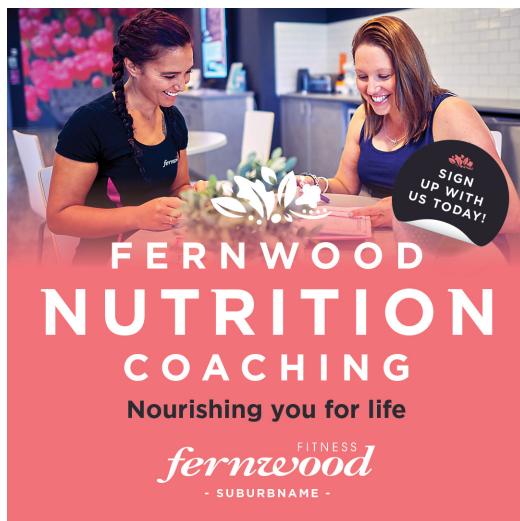
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## MY FERNWOOD RECIPE PLANS - COMING SOON

**As soon as these plans are available for purchase, a notification will be sent out.**

**The third member offering as part of Fernwood Nutrition is the MyFernwood Recipe Plans.**

**These recipe plans are 28 days in duration offering recipe suggestions for breakfast, lunch and evening 7 days a week. The plans are offered in a variety of dietary styles and trends while following a clean ingredient philosophy.**

- ▶ 28-day Vegan + Gluten Free
- ▶ 28-day Standard Gluten Free
- ▶ 28-day Vegan
- ▶ 28-day Metabolic Kickstart (cleanse focused)
- ▶ 28-day Metabolic Boost (modified Keto)
- ▶ 28-day Intermittent Fasting
- ▶ 28-day Immune Boosting
- ▶ And much more....

**The recipe plans will be housed in MyFernwood in a digital format and will be accompanied by a shopping list (PDF) and PDF version of the plan for download (linked into the purchase confirmation email).**

**Fernwood Recipe Plans will be available for quick/spontaneous purchase in club or via the app and are a perfect funnel to upgrade interested members into Fernwood nutrition programs.**

**These programs will be added to and updated throughout the year.**

**For more information on Fernwood Nutrition please contact  
[emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au)**