The Nutrition Academy

Licensing Program Proposal — VicNoTill conference

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About The Nutrition Academy

Founded by one of Australia's leading Nutritionists, Cyndi O'Meara, in 2015, The Nutrition Academy offers comprehensive, transparent and one of a kind nutritional education courses, aimed at empowering individuals and organisations with scientifically evidenced, practical, and holistic knowledge in the field of nutrition. Our mission is to bring a deeper understanding of nutrition to a broader audience, supporting both personal well-being and professional advancement in health-related fields. All our courses are based on the philosophy of vitalism.

Mission and Vision

Mission

Our purpose is to leverage the power of education to inspire people to; eat, live, learn and lead others to impact global change.

Vision

We offer the most comprehensive, innovative, and transparent health, nutrition, and educational resources on the planet.

We give our students the resources and skillsets t think critically about what they read and learn, so can use the power of education to make better decisions for themselves and their community, to create a tsunami of change for generations to c

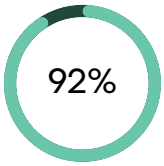
“Education is the most powerful weapon we can us change the world” Nelson Mandela.

Opportunity Overview

With an increasing public focus on health, wellness, and sustainable lifestyles, the market for nutrition education is rapidly expanding. Professionals in the health, fitness, wellness industries and beyond— such as dieticians, fitness trainers, wellness centres, psychologists, mental health workers, social workers, teachers, Government employees, employees within the corporate sector, employees in retention and/or workplace training and wellbeing programmes, health food stores, nurses and more — are seeking reliable, high-quality educational resources for themselves or to offer their clients.

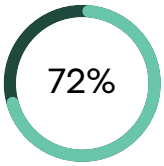
By joining The Nutrition Academy, you will have the opportunity to:

- **Expand your product portfolio** with premium educational resources in a high-demand sector.
- **Drive additional revenue** by offering courses, certifications, and resources to a wide audience.
- **Enhance your brand's credibility** by aligning with a trusted, scientifically-evidenced provider of nutrition education.
- **Address an organisational need** - providing support to staff as they transition into new directions or as part of up-skilling existing staff.
- **Reducing staff/ client churn -** providing benefits which support the overall staff/ client wellbeing, thereby maximising retention.



WHY #1

employees surveyed in Australia and NZ agreed that working for an organisation that implements a wellness program is important



WHY #2

of employees rank remuneration and benefits as main driver for retention

WHY #3

of employees want discounted products from other companies

Source: Origin, Employee-Insights-Report-2024/ Robert Walters 2023

Conference Deal

We are looking to support business owners, farm staff and professionals in improving the health, well-being and satisfaction of their staff and team. The courses offered by The Nutrition Academy not only upskill your staff and broaden the possible offerings of your company as professionals, but can empower them in their personal lives and improve their health and well-being.

We have **two options** to support your businesses needs and capacity.

Option One: Introduction to Nutrition course + Mental Health and Ketosis course

Inclusions

- Introduction to Nutrition course with 12 modules.
- Mental Health and Ketosis course with 13 modules.
- Information based with no assessments.
- 12 months total to complete both courses.
- 24/7 access to course material.
- Guided support with a specialised coach tailored to your unique organisation needs.
- No administrative burden; enrolment and technical support provided by The Nutrition Academy.
- Support marketing and advertising courses.

Suitable For

- Organisations focused on team well-being.
- Teams who have been away from study for a long time, or who have little to no knowledge around nutrition.
- Busy teams; or smaller teams with a limited budget.
- Any organisation curious about the courses at The Nutrition Academy.

USD$9,997 for 100 students

Option Two: Functional Nutrition Essentials course

Inclusions

- Functional Nutrition Essentials course with 13 modules and certification at graduation.
- Multiple-choice quiz-based assessments.
- 12 months total to complete the course.
- 24/7 access to course material.
- Guided support with a specialised coach tailored to your unique organisation needs.
- No administrative burden; enrolment and technical support provided by The Nutrition Academy.
- Support marketing and advertising courses.

Suitable For

- Organisations dedicated to team well-being.
- Teams familiar with deeper study, including reading case studies and academic journal articles.
- Teams that would benefit from upskilling to expand customer offerings.
- Businesses with a large influence with their community.

USD$13,200 for 100 students

Why Partner with The Nutrition Academy?

The Nutrition Academy has a proven track record of quality and reliability, backed by a team of experts dedicated to advancing nutrition education. We are committed to helping our partners succeed by providing both premium educational content and the support needed to effectively market and sell these resources.

As a partner, you will play a vital role in promoting better health education across diverse communities, establishing yourself as a leader in the wellness industry or as an organisation who supports the health, wellness and personal development of its staff.

BENEFITS OF A PARTNERSHIP WITH THE NUTRITION ACADEMY

1. Profitability: A competitive pricing structure with attractive margins on resell products, enhancing your revenue potential.

2. Marketing Support: Access to professionally designed, TNA branded marketing materials, social media content.

4. Training and Customer Support: We provide online training sessions for your team, covering our products, nutrition fundamentals, as well as add on opportunities for health business coaching courses. Additionally, we offer customer support, ensuring a smooth experience for your clients.

5. Access to New Products: Early access to new courses and resources, with options for pre-launch marketing.

Courses in Detail

INTRODUCTION TO NUTRITION

Is this course for me?: If you are new to nutrition and looking to create a healthier lifestyle, this course is where you'll want to start.

Learn how to shift your mindset and make sustainable changes to your own health as well as those around you.

For more information **click here**.

MODULE 1: FOOD LABELS

Understand food labels. Find out how our food is processed and how additives, flavours and preservatives change our food and bodies.

MODULE 2: A HEALTHY PANTRY

Learn which foods to keep and which to find healthier alternatives for, and organise your kitchen for easier meal preparation.

MODULE 3: FOOD CHEMICALS AND WEIGHT

Every day we're exposed to chemicals throughout our lives. Understand how to decrease the chemical load within your body.

MODULE 4: THE TRUTH ABOUT SUGAR

Understand the difference between simply avoiding sugar and avoiding harmful foods and chemicals to achieve better overall health. Learn why 'calorie in, calorie out' is a myth.

MODULE 5: THE RIGHT PROTEIN FOR YOU

Determine the best protein source for both your body type and personal beliefs.

MODULE 6: FATS – THE GOOD, BAD AND UGLY

Learn about the different types of fats, the role they play in your diet, and their effect on the human body.

MODULE 7: FOOD, MOOD AND MIND CONNECTION

Understand the interdependence and connection of the body, mind and gut, and the effect different foods have on your body.

MODULE 8: HEALTH AND GUT ISSUES

Delve deeper into understanding more about the gut, how to avoid compromising it and how to restore it back to optimal health.

MODULE 9: IMPACT OF GMO FOODS

Learn all about the harmful and damaging effects that Genetically Modified Organism (GMO) foods have not only on the body but also to our environment.

MODULE 10: IMPACT OF SUPPLEMENTS AND MEDICATIONS

Understand how supplements and medications affect your body, and the difference between treating symptoms versus the root cause.

BONUS MODULE 11: WHERE TO NEXT?

Now that you've developed a foundational understanding of nutrition and health, have begun to make changes in your diet, health and lifestyle, you may be asking yourself... where do you go from here?

MENTAL HEALTH AND KETOSIS COURSE

Is this course for me?: This course is for you if you or someone you love struggles with mental health concerns; or if you are looking to understand the relationship between diet and human well-being on a deeper level.

What you will learn: The Mental Health and Ketosis course is a deep dive into how food interacts with your gut and body systems, with special emphasis on the body process of 'ketosis', sometimes called the ketogenic diet, and its relation to mental health conditions including epilepsy,

MODULE 1: LOOKING AT METABOLIC HEALTH MAY BE THE ANSWER

How metabolic health can impact mental health conditions and why the industry has historically ignored metabolic health.

MODULE 2: THE TRADITIONAL APPROACH

This module dives into the current approach to managing mental health issues including SSRIs and talk therapy.

MODULE 3: WHY DOES OUR BODY GO INTO KETOSIS?

Explore the history of ketosis evidenced by human anthropology and how getting into ketosis is a function of the body's innate intelligence.

MODULE 4: KETO - ITS TRUE BEGINNINGS

Learn more about what ketosis actually is and how it relates the innate intelligence of your body.

MODULE 5: WHY DON'T YOU JUST TAKE A KETONE BODY SUPPLEMENT?

Supplements are a billion dollar industry and every diet, health goal and disorder has a supplement. Are ketone supplements actually helpful?

MODULE 6: KETO SNACKS

Just like supplements, there are many processed foods that claim to be great for ketosis. Are they the right option for you?

MODULE 7: LEPTIN – THE MASTER HORMONE

See how other systems affect ketosis in the body including the endocrine system and leptin resistance.

MODULE 8: FAT, BLOOD CHOLESTEROL READINGS AND HEART DISEASE

Ready to start testing for ketosis? Learn how to test and read results, plus the impacts of cholesterol and heart disease on successful ketosis.

MODULE 9: THE IMPORTANCE OF VITAMIN N - NATURE

Because the body is an innate intelligence and a whole system, your diet is not the only answer for managing disease.

MODULE 10: FOODS YOU CAN EAT FOR EXCELLENT MENTAL HEALTH AND KETOSIS

Learn about foods that can create better health and achieve ketosis, including what to look for in your diet.

schizophrenia and depression. It explains how to test for, reach and manage ketosis in the body and the benefits of short-term and long-term ketosis.

For more information **click here**.

MODULE 11: WHO ELSE WOULD BENEFIT?
So far, you've learned about mental health conditions and managing them with ketosis, but who else could benefit?

MODULE 12: TRACKING YOUR PROGRESS
Learn how to assess and understand your progress with ketosis.

MODULE 13: EATING FOR LIFE
You may or may not choose to continue ketosis long-term and this module will help you decide how you're going to eat for life.

FUNCTIONAL NUTRITION ESSENTIALS

Is this course for me?: This course is for you if you are looking to start your own business as a Nutrition Consultant, want to expand on your current knowledge or simply improve your own health or the health of your family.

What you will learn:

MODULE 1: HISTORY OF NUTRITION TRENDS
An introduction to our Functional Nutrition philosophy to create an understanding of our current food trends and nutritional habits within modern society.

MODULE 2: VITALISM & THE MODERN WORLD
With a focus on the biomedical, this module covers the essential information about the relationship between nutrition and the human body.

MODULE 3: IMPACTS OF THE MODERN WORLD
Learn about the modern influences that disrupt the innate intelligence of the human body and diet.

MODULE 4: THE IMMUNE SYSTEM
Focusing on the immune system, including autoimmunity and immune dysfunction, learn how they can be influenced by food and nutrition.

MODULE 5: CHOLESTEROL & FATS
Learn the facts about cholesterol and fats, their relationship with the human body and their overall impact on human health.

MODULE 6: THE ROLE OF SUGAR AND SALT
This module explores the basic science, history and

Based on the vitalistic philosophy, this course dives deep into past and present-day nutrition trends and the implications on our health and wellbeing. Learn exactly where your food comes from and create holistic change for yourself and others to increase energy and build immunity.

For more information **click here**.

nutritional role that sugar plays in the human body.

MODULE 7: YOUR RELATIONSHIP TO FOOD
The complexity and multi-faceted issues of obesity and other types of dysfunctional relationships with food, from both the body and mind perspective.

MODULE 8: EATING FOR YOUR GENERATIONS
Information to help understand the nutritional needs of different age groups.

MODULE 9: FOOD AND YOUR HORMONES
Explore the complex world of hormones and the connections between hormonal balance in the human body and diet.

MODULE 10: IMPORTANCE OF EATING & EXERCISE
Explore the connection between eating and exercise across the spectrum, from non-athletes to elite and professional sports people.

MODULE 11: DIET BASED SOLUTIONS
This module explores a wide array of diet trends, delving into both the pros and cons of each varying diet.

MODULE 12: NUTRIGENOMICS & MICROBIOME
Explore the many other facets that contribute to health and well-being.

MODULE 13: UNPACKING THE KNOWLEDGE

Review and unpack the information learned in the course to create long-lasting change.

World-class Experts

The courses run by The Nutrition Academy feature contributions from world class leaders in their fields when it comes to nutrition, wellness, vitalism, scientific research, biology, the microbiome and more.

Organisation and Management

Cyndi O'Meara
Founder and Education Director

Gina Nixon
Director of Coaching and Education

Marisca Victor
Marketing Manager

Jo Stewart
Marketing Assistant

Other Opportunities

We also have opportunities for students and professionals to speak at annual events, be interviewed on podcasts and for cross promotion throughout our diverse ecosystem, on and offline. If any of these opportunities and partnership extensions are of interest we can look to include these in our partnership deal with you.

If you have any more questions please contact gina@thenutrition.academy.