



Enjoy the Strength for Life *feel-good* factor.

Find out more about Strength for Life and the training, support and accreditation we deliver for our growing network of providers. Discover how you, your business and your brand can benefit from the Strength for Life *feel-good* factor.



Strength for Life

COTA WA

61 Kitchener Avenue
Victoria Park WA 6100

PO Box 923 Victoria Park WA 6979

P: (08) 9472 0104 F: (08) 9253 0099

kairi@cotawa.org.au

www.cotawa.com.au



Strength for Life

Join Australia's Strength for Life movement.



Make your local community (and your brand) stronger.

Use your downtime to lift lives – and your profile – in your community. Join our growing network of Strength for Life exercise physiologists, physiotherapists, fitness professionals and gyms.

What is Strength for Life?

Delivered by accredited exercise physiologists, physiotherapists and fitness professionals, Strength for Life is a low-cost, evidence-based progressive strength and balance exercise program.

It is designed to help people over 50 stay strong, active and fit, and works for people who have found it hard to exercise.

With individually tailored exercise programs for each participant, all delivered and supported in a fun and friendly group setting, Strength for Life helps improve:

- balance
- cardiovascular fitness
- stride length
- leg muscle strength
- wellbeing



How does Strength for Life work?

The Strength for Life program is delivered across two tiers, designed to accommodate participants with a range of needs.

Tier 1 is delivered by qualified and accredited exercise physiologists and physiotherapists and suitable for people with complex chronic conditions, multiple medical risk factors or who may be recovering from illness or injury.

Tier 2 is delivered by qualified and accredited fitness professionals and suitable for people of all fitness levels and abilities who have few medical risks and may be managing chronic conditions.

Participants can enrol for Strength for Life or they can be referred by their GP.

Our instructors will:

- conduct an assessment to confirm the applicant's suitability
- develop a tailored exercise plan for the individual
- invite them to attend their first Strength for Life session.

All the support you need.

Whether you're an exercise physiologist, physiotherapist or fitness professional, when you join our growing network of providers you'll receive specialist training, support and a range of affiliate benefits. This includes:

- Strength for Life instructor training
- Strength for Life accreditation and naming rights
- a dedicated provider portal on our website
- launch and community outreach support
- downloadable marketing collateral
- research and education resources
- national and local advertising and PR

"It feels good...
We're helping
people stay
active and be
independent."

A decorative graphic on the right side of the page, consisting of thick, curved lines in shades of green, orange, and blue, forming a stylized human figure in motion.