



## Case Study

- Naomi Di Fabio
- REPs member of 10 years
- Zumba Education Specialist
- Founder and Owner of Fitmalion

“Being a member of a professional organisation does not guarantee anyone being excellent at their profession - it demonstrates a minimum level of competence has been met. This is why I believe that we still must continue to learn and follow CPD courses to excel in our chosen profession keeping up with industry news and research as well as trends.”

*Naomi Di Fabio, Group Exercise Specialist and Founder of Fitmalion.*

Naomi Di Fabio has been a REPs member ever since she passed her ETM training back in 2004. She has come from a dance background and whilst out of work as a dancer she wanted to find something to do that she still enjoyed rather than working in a bar or pub.

“At the time I thought that teaching group fitness classes would still give me a chance to do what I love and would be flexible enough in terms of time to go to auditions and fit in everything I needed to do.”

Her career since then certainly has changed a great deal having been the first Zumba Education Specialist (ZES) in Europe, training many of the non-US ZESs, introducing the Zumba programmes to many countries throughout the world and presenting at international fitness conventions such as FIBO, Multitrax, IFS, Rimini Wellness, Discovery and Vuka Vuka to name a handful.

Having now left her role as a ZES, Naomi has developed her own business delivering business and personal coaching to support other fitness professionals.

Naomi felt it was really important for her to be on the Register, as all REPs members have to meet National Occupational Standards, which describe the knowledge, competence and skills of good practice.

“It is the right thing to join as REPs demonstrates a level of professionalism.”

Naomi went on to say that she felt receiving updates on the industry as invaluable.

“Personally I have found that being a member of REPs has been a gateway to getting jobs in many fitness clubs.”

“We sometimes fail to see the big picture when focusing on what we want to get out of something. The benefit of instructors as a whole joining REPs is that we protect our industry from unqualified instructors. It protects our jobs and our futures.”

She continued to say:

“If we want to be seen as professionals and if we want to have a future where we can expect to earn a decent living, then being members of a professional body is essential just as it is customary in other professions.”

Like many fellow members Naomi feels that it is imperative her clients know she is fully qualified and a member of REPs.

“There are many people who decide to operate without qualifications in their chosen field of business but when a client can see that you are qualified and you are registered with a professional body then it is an immediate stamp of approval and makes you stand out from the competition.”

REPs believe in the value of Continuing Professional Development and Naomi certainly thinks so too adding:

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If you'd like more information about REPs and how to join  
visit [www.exerciseregister.org](http://www.exerciseregister.org).