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MEDIA RELEASE

**THE LIFESTYLE SUITE ANNOUNCES TALENT SELECTION
FOR 'THE ACADEMY'**

Australia's leading health and lifestyle talent and content agency, *The Lifestyle Suite*, has today revealed the exceptional line-up of emerging expert talent selected for the 2020 intake of *The Academy*.

First announced in 2019, *The Academy* is a unique program designed by *The Lifestyle Suite* to cultivate the expert talent of tomorrow in a bid to further its mission of promoting credible evidence-based health content. In an environment dominated by unqualified 'influencers' and information overload, *The Academy* seeks to develop the skillset of an exclusive pool of up-and-coming talent with specialist qualifications to increase the representation of expert voices within the Australian media landscape.

The 2020 cohort is a high calibre, diverse selection of doctors, psychologists, athletes, nutritionists and specialists who champion a range of passions. From breaking down mental health stigmas and busting unsubstantiated health myths peddled by 'influencers' on social media platforms to overcoming anxiety, improving health literacy and advocating for increased access to health resources in remote and regional areas.

Spanning a national footprint, the 2020 participants were handpicked from a large selection of eager experts looking to scale their profile. Founder and Director of *The Lifestyle Suite*, Simone Landes, said the selection process was highly competitive as the standard was high and the criteria very specific.

Landes said, "We spent a great deal of time assessing the 2020 applications to identify the potential expert talent of tomorrow. We've selected a group of incredible experts who cover a broad spectrum of fields and are qualified in an impressive range of specialities. From a Doctor focused on health within the tech and digital space to an Historian passionate about leading a revolution in education to enable Indigenous scholars to take centre stage; we have gathered a collective of truly inspiring participants."

"Something all successful participants have in common is their commitment to advocating for improved access to evidence-based information. I'm absolutely thrilled with the quality of our cohort for *The Academy 2020* and I'm really excited about the prospective impact they will have within the media landscape and on the wider community when they've been through the program," she said.

The Academy is *The Lifestyle Suite's* way of sharing its knowledge and contacts to ensure Australia remains on top when it comes to health and lifestyle information. The aim of the 12-month program is to empower the selected talent by providing access to industry leaders within the media, as well as specialist education in brand management; giving participants the tools and support they need to build their brand and grow their profile.

Landes said, "Credible experts and athletes at the top of their field need to know how to get serious cut-through and *The Academy* is a viable solution for them to achieve this. Learning modules will be facilitated by current clients and some of the best in the business including key media players, brand experts and industry leaders. We've also partnered exclusively with Kafnu Alexandria (<https://www.kafnu.com/alexandria/>) for our events as it was vital our cohort have access to best-in-class facilities and accommodation to maximise the learning experience."

The Academy is a natural next step for the boutique talent agency that already represents some of this country's best-known health and lifestyle experts, including: Dietitian & Nutritional Scientist, **Dr Joanna McMillan**; Cardiothoracic Surgeon **Dr Nikki Stamp**; Psychologist, Author and Speaker **Dr Tim Sharp**; GP, **Dr Ginni Mansberg**; Paralympian **Ellie Cole**; and Interior Design and Renovator duo **Michael and Carlene Duffy**.

THE ACADEMY PARTICIPANTS, 2020:

- Dr Michela Sorensen, NSW – GP
- Emma Blomfield, NSW – Interior Stylist
- Dr Amandeep Hansra, NSW – GP & Digital Health Specialist
- Jessica Stokes Parish, NSW – Nurse
- Dr Jill Gamberg, NSW – GP
- Alison Shamir, NSW – Life Coach
- Dr Jodie Lowinger, NSW – Psychologist
- Lynda Holt, NSW – Paralympian
- Edwina Griffin, NSW – High Performance Coach
- Jacquelynn Watson, NSW – Licensed Real estate Agent
- Mark Mathieson, VIC – Psychologist
- Jo White, VIC – Social Worker
- Kirstie Close, VIC – Historian
- Dr Kieran Kennedy, VIC – Psychiatry Resident
- Dr Isobelle Smith, VIC – Physician
- Jemma O'Hanlon, VIC – Dietitian

- Dr Nelu Simonsz, VIC– Pediatric Doctor
- Isabella Rositano, SA – Athlete
- Marny Lishman, WA – Psychologist

THE PROGRAM:

- 10x monthly online training events
- 6x specialised small-group online coaching sessions
- 2x one-day face to face retreats (April & October)
- Ongoing online Q&A support from the Program Manager and team
- Three-month incubator phase to develop participants' brand ecosystem
- One-on-one assessment with Program Manager at course conclusion to determine next steps including possible representation by The Lifestyle Suite

For more information, contact Maddie Kiel –Talent & Brand Manager, *The Lifestyle Suite* and Program Manager, *The Academy by The Lifestyle Suite*

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About The Lifestyle Suite:

Representing Australia's most trusted health and lifestyle experts, The Lifestyle Suite (formerly known as SL Talent Management) was founded by Simone Landes in 2013. The Lifestyle Suite works directly with media doctors, health practitioners, elite athletes and lifestyle educators and experts to provide advice and support across the areas of health and wellbeing to the Australian public. As a boutique agency, The Lifestyle Suite represents an exclusive group of talent and demands the highest standard of quality from each of them. As such, its talent are known for being articulate, knowledgeable and media savvy, and are renowned for their superior level of professionalism.

In 2016, The Lifestyle Suite launched its content service, TLS Creative, to create evidence-based, expert-led health and lifestyle content. TLS Creative is headed up by medical journalist, TV presenter and producer, Casey Beros.

In 2019, The Lifestyle Suite launched *The Academy* to identify the next generation of health, sport & lifestyle experts.

