

**A BOUTIQUE AGENCY ON A BIG MISSION:
Leading talent agency The Lifestyle Suite unveils The Academy -
to build the profiles of health & lifestyle experts and improve health literacy in Australia**



To ensure the experts of today become the influencers of tomorrow

Australia's leading health and lifestyle talent and content agency, The Lifestyle Suite, is looking to challenge the "influencer" market with the launch of [The Academy](#) — a brand new **personalised program**, designed for health and lifestyle experts, and professional athletes alike.

Commencing in January 2020, the new, "**by application only**" enterprise, will grant a small pool of participants **unrivalled access** to media heavyweights and industry connections, with premium brand management tools and training to help further their public profiles. Experts across the health and lifestyle spheres, including doctors, nutritionists, vets, psychologists, scientists, financial leaders, chefs and elite athletes are encouraged to apply, in order to grow beyond their respective industries, and ensure their qualified voices are heard.

Founder and Director of The Lifestyle Suite, **Simone Landes** says: "*We're at a content crossroads. Access to information has never been greater, but with that comes the danger of misinformation. We need to ensure the messaging we hear comes from credible sources - the real experts. The Academy is a way of sharing our knowledge and contacts, to ensure Australia remains on top when it comes to health and lifestyle information.*

Credible experts 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. Our mission is to empower these experts and elite athletes by providing access to industry leaders within the media, as well as specialist education in brand management; giving participants the tools and support to become the trusted voices of tomorrow. The Academy has been designed to shine a spotlight on the next generation of leaders in their field and help them make their mark."

With an aim to drive improved health literacy in Australia and encourage consumers to be 'influenced' by **trustworthy experts**, the launch of 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 Designers and Renovator duo **Michael and Carlene Duffy**.

The program will sit alongside the existing arms of the business including TLS Talent and TLS Creative – a newer part of the business dedicated to producing expert-led, health information and content, underpinned by the talent arm's qualified experts.

The Academy will also act as a feeder to The Lifestyle Suite talent agency, with participants who have successfully completed the program eligible for long term representation by Simone and her team. The

program will be delivered to participants through a variety of engaging live web-based learning, and unmissable face-to-face events, headlined by advice and guidance from existing TLS talent and industry experts on how to navigate the media scene, plus support from Simone — an expert herself in leveraging profiles and establishing a reputable media presence for her clients.

Applications for The Academy are now open: www.academybytls.com

For further information and to arrange interviews, please contact Sara Golec
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Notes to Editors

For more information please contact: theacademy@thelifestylesuite.com

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, and 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, their talent is 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 arm, TLS Creative, to create evidence-based, expert-led health and lifestyle content, now headed up by Medical Journalist and TV presenter and producer, Casey Beros. 2019 sees the launch of The Academy by The Lifestyle Suite, to identify the next generation of health, sport & lifestyle experts.