

BabyGym[®]

INSTRUCTOR TRAINING



ABOUT THE FOUNDER AND DIRECTOR OF BABYGYM

Our founder is Dr. Melodie de Jager, our director is Cozette Laubser, and Melodie and Cozette have been working together as mother and daughter for 18+ years.



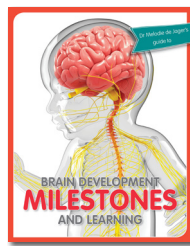
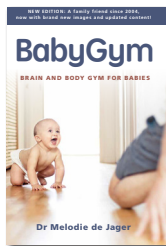
Melodie's interest in the young child led her through many schools of thought, in particular the school of education and the school of psychology. Additionally, she spent more than 30 years informally studying the nervous system. Some would call her approach applied neuroscience, which means one takes the latest findings from brain science and develops interventions to help improve human functioning. During her journey, Melodie founded the Mind Moves Institute and has several affiliated programmes under this umbrella.

Melodie has authored more than 12 published books, several of which have been translated into Afrikaans, English, Danish, Hungarian, Italian, Mandarin, Polish, Russian and Spanish. Lastly, but in our eyes most impressively, Melodie is the mother of three children and the grandmother of eight grandchildren.

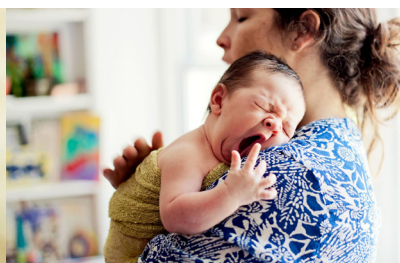
Cozette's career path has taken her through communication science, childbirth education and the role of a birth doula. For Cozette, becoming a mother and experiencing two physiological homebirths and their full hormonal effect, has irrevocably changed her brain and, therefore, who she is and how she functions. Pregnancy, birth and close contact with a baby change you on a cellular, hormonal and brain level, and what is particularly encouraging to learn, is that interaction with a baby is just as beneficial to the new parents as it is to the baby. Cozette wrote about this in her book, *Newborn Brain Essentials*, that was published in 2024.

Since the establishment of BabyGym in 2003, more than 30,000 babies and their parents have experienced BabyGym. Some parents are illiterate and do not speak the same language as the BabyGym Instructor, yet they can still benefit by following the demonstrations. Other parents are highly qualified professionals and find the explanations behind the teachings insightful. We are grateful that our parent testimonials include words such as "an overall impactful experience" and "highly recommended!".

The BabyGym Training Studio is located in leafy Linden, Johannesburg and supports our 40+ qualified and licensed BabyGym Instructors who work across South Africa and Namibia.



“When our eyes open up to the wonder world of a baby's brain and body - we become present in the moment, we enjoy every stage of our baby's growth and development and we learn to celebrate each and every milestone!”



PROGRAMMES & SERVICES OFFERED BY BABYGYM

PARENT AND BABY CLASSES

- BabyGym 2 Firm Foundations
- BabyGym 3 Milestone Classes

ADULT LEARNING

- BabyGym 1 Workshop - Newborn Brain Essentials
For expectant parents, professionals, birth and baby enthusiasts.
- Play Learn Grow Workshop - Birth to 3
For parents, educators and therapists.
- Friends of BabyGym Training
For Caregivers and educators.
- BabyGym Instructor Training
For those wanting to pursue a career in BabyGym.



Adult Learning

Play Learn Grow
Theoretical Workshop
SAMA, SACE, SAPIK
Accredited
Birth to 3
6 Hours



Adult Learning

BabyGym 1 Workshop
Newborn Brain Essentials
Theoretical & Practical Learning
Conception - 6 Weeks
4 Hours



Adult Learning

Friends of BabyGym
Practical Training
Birth to 14 Months
5 - 8 Hours



Parent and Baby

BabyGym 2
Firm Foundations
6 Weeks - 14 Months
5 x 1-Hour Classes



Parent and Baby

BabyGym 3
Milestone Classes
4 - 14 Months
30 Minute classes



BABYGYM 1

EXPECTANT PARENTS &
PROFESSIONALS

CURRICULUM

- Brain
- Birth
- Bonding
- Breastfeeding and
- Body development.

These topics are discussed within the context of life in utero, birth and the first 6 weeks of a newborn's life.

SPECIAL NEEDS

ALL AGES

CURRICULUM

- Massage
- Sensory stimulation
- Muscle development

The BabyGym 2 curriculum is followed but adapted to a minimum of 10 sessions scheduled according to the clients developmental needs.

BABYGYM 2

BABIES 6 WEEKS+

CURRICULUM

- Baby massage
- Sensory stimulation
- Muscle development
- Graduation

BabyGym 2 is the best preparation for reaching those big motor milestones!

FRIENDS OF BABYGYM

EDUCATORS & CAREGIVERS

CURRICULUM

- Baby massage
- Sensory stimulation
- Muscle development
- Graduation

The educator or caregiver will learn hands-on, on a doll. They qualify after 5 - 8 hours of BabyGym training.

BABYGYM 3

BABIES 4 - 14 MONTHS

CURRICULUM

- Sitting
- Crawling
- Standing, Cruising and Walking
- Emotional and Social Development, and
- Cognitive Development.

PLAY LEARN GROW

PARENTS, EDUCATORS & THERAPISTS

CURRICULUM

- Workshop 1 provides an overview of how babies and toddlers learn best in the first 3 years of life.
- Workshop 2 draws links between baby milestones and school readiness skills at 6 years of age.

THE BABYGYM CURRICULUM AND FUTURE LEARNING

During BabyGym Instructor Training the **BabyGym 2 Firm Foundations** curriculum is presented. This curriculum underpins **BabyGym 3 Milestone Classes** as well as **Friends of BabyGym Training**. Thus, once an Instructor qualifies, the Instructor is licensed to immediately present:

- BabyGym 2
- BabyGym 3 and
- Friends of BabyGym Training.

After 3 years of service, an Instructor may apply to attend further training to present BabyGym's accredited workshops:

- BabyGym 1 - Newborn Brain Essentials
- Play Learn Grow - Birth to 3

ARE YOU THE IDEAL BABYGYM INSTRUCTOR?

A BabyGym® Instructor is a motherly female who spontaneously creates an atmosphere of care and compassion for parents who seek to understand and enhance the wonder of a developing baby.

A BabyGym Instructor has a passion for sharing brain development in simple and understandable terms and enjoys the balance between a well-structured programme, professional service and informal dialogue throughout the client's BabyGym journey.

BENEFITS OF A BABYGYM INSTRUCTOR:

- Work from home
- Flexible hours
- Structured program
- Well researched
- Low risk
- High income potential
- Strong support network.

IMPORTANT TRAINING DATES:

HANDS-ON TRAINING

Monday 5 May -
Wednesday 7 May 2025
09:00 - 16:00 daily

POCKET OFFICE ORIENTATION

Thursday 8 May 2025
09:00 – 12:00

Due date for assignments:
7 July 2025.

WHAT IS INCLUDED IN THE TRAINING AMOUNT?

- Facilitation through the application process.
- Theoretical and practical hands-on training (total 24 hours).
- Evaluation and personal feedback.
- Website listing and email setup on qualification.
- Access to and full use of the *BabyGym Pocket Office* – a centralized admin platform with automated communication to clients.
- Intellectual property cost.

R29 850

BABYGYM BUSINESS STARTER PACK:

- BabyGym Instructor manuals
- BabyGym class tools
- Books : 1) Newborn Brain Essentials, 2) Brain development, milestones and learning, 3) Play Learn Grow (Birth to 3)
- BabyGym banner
- BabyGym name badge
- Baby Graduation outfit
- Friends of BabyGym Graduation Cap.

COMPLIMENTARY LEARNING IN 1ST YEAR

- BabyGym 1 Workshop
- Play Learn Grow Workshop.



LINKS

Facebook

BabyGym website

Enrol for BabyGym 2: Firm Foundations OR Friends of BabyGym Training with your nearest BabyGym Instructor

APPLICATION PROCEDURE

Training requirements: If you are 28 years of age (or older) and have a relevant degree OR if you are 28 years of age (or older) and a Mommy, you are welcome to apply.

1. Kindly only apply once you meet all the requirements.
2. Attend hands-on *BabyGym 2: Firm Foundations* OR *Friends of BabyGym Training* with your nearest BabyGym Instructor. Online classes can also be arranged. [Click here to enrol for BabyGym 2: Firm Foundations](#) OR *Friends of BabyGym Training* with your nearest BabyGym Instructor
4. Have the necessary certificates and documents ready to attach to your application:
 - ID document
 - Recent full-length photograph
 - *BabyGym 2 Firm Foundations* OR *Friends of BabyGym certificate*.
5. Once completed, the application form will be sent to the BabyGym Institute and you will receive notification as soon as it has been reviewed.
6. The application will be screened and if successful an interview will be scheduled.
7. The applicant is notified of the successful/ unsuccessful outcome.
8. If the application was successful the applicant receives an email confirming this with login details to view and sign the BabyGym license agreement online.
9. Should at this point, the applicant no longer wish to train as a BabyGym Instructor she informs the Advanced BabyGym Instructor, does not sign the license agreement, or pay the training amount.
10. Once the license agreement has been signed the non-refundable training amount of R29 850 is payable to the BabyGym Institute before or on the mentioned date.

WHAT IS EXPECTED DURING & AFTER TRAINING?

12. Attend all training sessions as communicated.
13. Practical evaluation: Present *BabyGym 2: Firm Foundations* to 3 mothers and 3 babies over 5 consecutive weeks.
14. Theoretical evaluation: Research and compile an assignment within 8 weeks of training. Should a trainee not be able to submit the completed assignment or practical within the mentioned 8 weeks she is required to retrain (at a fee of approximately R3 850 for the 18 hours). Should the trainee fail to retrain and qualify within 12 months from the 1st training opportunity, she will need to reapply from the start and pay the full training amount.
15. The trainee qualifies as a licensed and registered BabyGym Instructor once she passes the practical and theoretical evaluation.
16. The licensed BabyGym Instructor:
 - Gains full access to the *BabyGym Pocket Office*.
 - Is listed as a BabyGym branch on www.babygym.co.za
 - Logs onto the *BabyGym Pocket Office* for all registrations, orders, news and communication.
17. In order to relicense as a BabyGym Instructor the following year the licensed BabyGym Instructor adheres to the relicensing criteria: she follows policies and procedures, registers a minimum of 20 babies per annum, and pays the annual license fee on receipt of an invoice by the 1st of March of the year.



FREQUENTLY ASKED QUESTIONS

WHY DO I HAVE TO BE 28 YEARS OF AGE (OR OLDER) TO APPLY?

Past experience at the BabyGym Institute has proved that more experienced and mature BabyGym Instructors are better equipped to facilitate group classes existing of different ages, personality types, genders and ethnic groups. We do however review each application individually, and take the area's demographics into consideration.

CAN ONE BUY A BABYGYM FRANCHISE?

No. BabyGym Instructors are granted a license to use the intellectual property of Dr Melodie de Jager's BabyGym® programme. Operating under a license requires the Instructor to adhere to the license agreement, code of conduct, programme and cost structure but does not limit an Instructor to a specific address, for instance when she needs to move house. This means the program curriculum is presented as it was taught, but offers the Instructor the freedom to determine her own class schedule, hours and targets. The area of operation is confirmed before training commences. Should there be a need to change the operating area, it needs to be approved by the BabyGym Institute ahead of time.

WHAT IS THE AVERAGE INCOME OF A BABYGYM INSTRUCTOR?

This depends entirely on the efforts of the individual BabyGym Instructor. Although the BabyGym Institute promotes BabyGym nationally with magazine and newspaper articles & editorials, radio & tv interviews and programmes, blogs, websites, and social media contributions - each BabyGym Instructor is responsible for advertising and growing her own BabyGym practice. The minimum requirement in order to relicense is 20 paying BabyGym clients a year. The most BabyGym clients registered by a single BabyGym Instructor in one year was 245 BabyGym 2: Firm Foundation babies. You can use the cost structure to calculate your own potential income from BabyGym classes.

ONCE QUALIFIED IN SOUTH AFRICA, CAN ONE PRESENT BABYGYM ACROSS THE BORDER?

No. The BabyGym training and license granted in South Africa qualifies the Instructor to present BabyGym in South Africa only. Should the applicant be interested in offering BabyGym in a different country than South Africa it must be communicated upfront. Feasibility studies will determine whether the cost of establishing BabyGym® in a foreign country is possible, or not.

CAN ONE BECOME A LICENSED BABYGYM INSTRUCTOR WHILE PRESENTING OTHER EDUCATIONAL PROGRAMMES AND SERVICES OF A SIMILAR NATURE?

Yes, it is possible, but the applicant needs to disclose such trainings, products and services during the application process. Such products and services must be advertised and presented completely separately from BabyGym. The integration of BabyGym into other products and services is not permitted.

WHAT HAPPENS WHEN AN INSTRUCTOR NO LONGER WISHES TO CONTINUE WITH BABYGYM?

She informs the BabyGym Institute and resigns as a BabyGym Instructor. Resigning as an Instructor means the BabyGym training manual and graduation gowns are returned to the Institute. It also means that BabyGym talks, classes, training, or workshops may no longer be presented - with or without payment. Should an individual wish to retrain and qualify to present BabyGym in the future, she will reapply as a new applicant. This ensures that all qualified and licensed BabyGym Instructors are up to date with the latest research, activities and techniques taught in BabyGym.

BABYGYM INSTRUCTOR TESTIMONIALS



Cozette Laubser
Qualified BabyGym Instructor since 2012
Childbirth Educator, Birth Doula and
Play Learn Grow Facilitator
Linden

"I have been affiliated with the BabyGym Institute for many years and every year I learn something new about myself, about the wonder of the human body and the miracle of new life. Being part of the BabyGym team requires that you be open to learning – new content, new skills and new challenges. It is not an easy path every day, but it is a marvelous journey and the support and camaraderie amongst BabyGym Instructors makes it a life-changing and exciting experience.

The learning BabyGym offers happens first and foremost in you as an individual and then in your own family, before it is transferred to your BabyGym clients – this makes the BabyGym journey a deeply personal and satisfying experience.

BabyGym has opened up both my heart and my head to a lifetime of learning. Since I have started with BabyGym I have furthered my studies as a Childbirth Educator and Birth Doula as I wanted to understand the steps before BabyGym, pregnancy and birth, better. Dr Melodie de Jager's work has given me a tremendous advantage in this new (and complimentary) career path - understanding the working of the human being as a whole has made my studies an enriching and enjoyable experience! Dr Melodie de Jager and her team strike a beautiful balance between offering evidence-based information whilst still keeping the child at the forefront of it all.

BabyGym is a wonderful foundation for anything and everything that follows."



Geraldine Consani
Qualified BabyGym Instructor since 2006
Breastfeeding Consultant and
Infant Massage Instructor
Bellville

"When I added this amazing BabyGym programme to what I offer I have seen a huge improvement with the parents' awareness of what we as parents should do with our babies from day one. I have school going children returning to the clinic and bringing along with them their school reports. There I see how they are excelling all round. I am passionate about BabyGym. It is an amazing programme!"



Lynette van Wyk
Qualified BabyGym Instructor since 2009
Educator, Lecturer,
Play Learn Grow Facilitator,
and Toddler's Workshop Owner
Port Elizabeth

"What I enjoy most about my BabyGym classes is to hear about the difference BabyGym makes in the lives of our babies and their parents – from something as small as the grasping reflex that is more prominent to big things like babies going off their constipation medicine and sleeping so much deeper or babies who started crawling, for example. But apart from that, it is the difference it will make to their future development and the pride the parents take when the babies develop milestones like rolling. There is no better job in this world. It is so rewarding."



Joanie Strauss
Qualified BabyGym Instructor since 2010
Non-Practising Attorney
George

"Being a BabyGym Instructor means I get to witness the miracle of life on an ongoing basis. It also means I get to journey with precious parents and their babies, while I still get to be a full-time mom to my 3 beautiful boys. I experience challenges and joy with each and every BabyGym baby and this invites me to keep on growing and learning, both as an individual and as a professional."



Lyn Wade
 Qualified BabyGym Instructor since 2013
 Private Nurse Practitioner
 Pietermaritzburg

"I am a Private Nurse Practitioner running a Well Baby Clinic and doing BabyGym classes has not only taught me a lot but it's also enhanced my Clinic tremendously. I get so much pleasure being able to share this knowledge with the new moms and seeing them graduating at week 5 they leave with a lot more confidence. It is so rewarding watching the little ones grow and develop."



Monique Pieterse
 Qualified BabyGym Instructor since 2018
 Early Childhood Educator and
 School Readiness Assessor
 Roodepoort

"There isn't a more joyful and humbling experience than seeing how a baby grows into their own unique person, while simultaneously reaching each and every milestone.

As an Early Childhood Educator and School Readiness Assessor, I love and value the stages of each child's physical, emotional, social and intellectual development. Being a BabyGym Instructor equips me to lay a firm developmental foundation for every developmental stage that will follow.

What an absolute blessing to witness the bond being created between every baby and their parents. What an incredible journey this has been!"



Kerry Kruise
 BabyGym Instructor from 2015 - 2019
 Educator
 Fourways

"To me, being a BabyGym instructor means the privilege of connecting with, enriching, cheering on, helping and making a difference to an entire family unit, in whichever shape or form they come, and journeying with each of them to ensure that baby gets the loving touch and stimulation that he or she needs to become the best possible version of themselves. I have always described myself as someone who is honoured to come into the lives of parents and share with them the knowledge that was given to me when I became a parent for the first time. There is so much overwhelming information out there and I feel I am able to help parents filter through some of it in a 'safe', comfortable and happy space. By teaching them to lay a solid foundation for their baby, I am also guiding them through the necessary steps to take now, so that their children are far better off by the time they reach school - a place I know that can swallow them up if they are not prepared physically, emotionally and cognitively."



Daneke Coetser
 Qualified BabyGym Instructor since 2018
 Beauty Therapist
 Tzaneen

"As a beauty therapist I always loved interacting with different people, however, BabyGym has confirmed my true passion in life - mothers and babies.

The opportunity BabyGym has given me to see first-hand how parents' bond and interact with their babies, while appreciating the first steps of development has been one of the most magical experiences of my life."

CONTACT DETAILS

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