

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 since 2007.



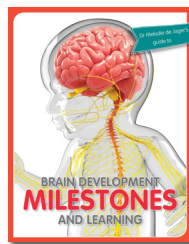
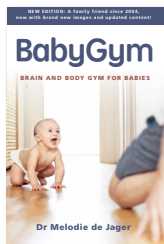
Melodie's interest in the young child led her through many schools of thought, in particular the school of education and the school of psychology. Additionally, she spent more than 30 years informally studying the nervous system. Some would call her approach applied neuroscience, which means one takes 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!”



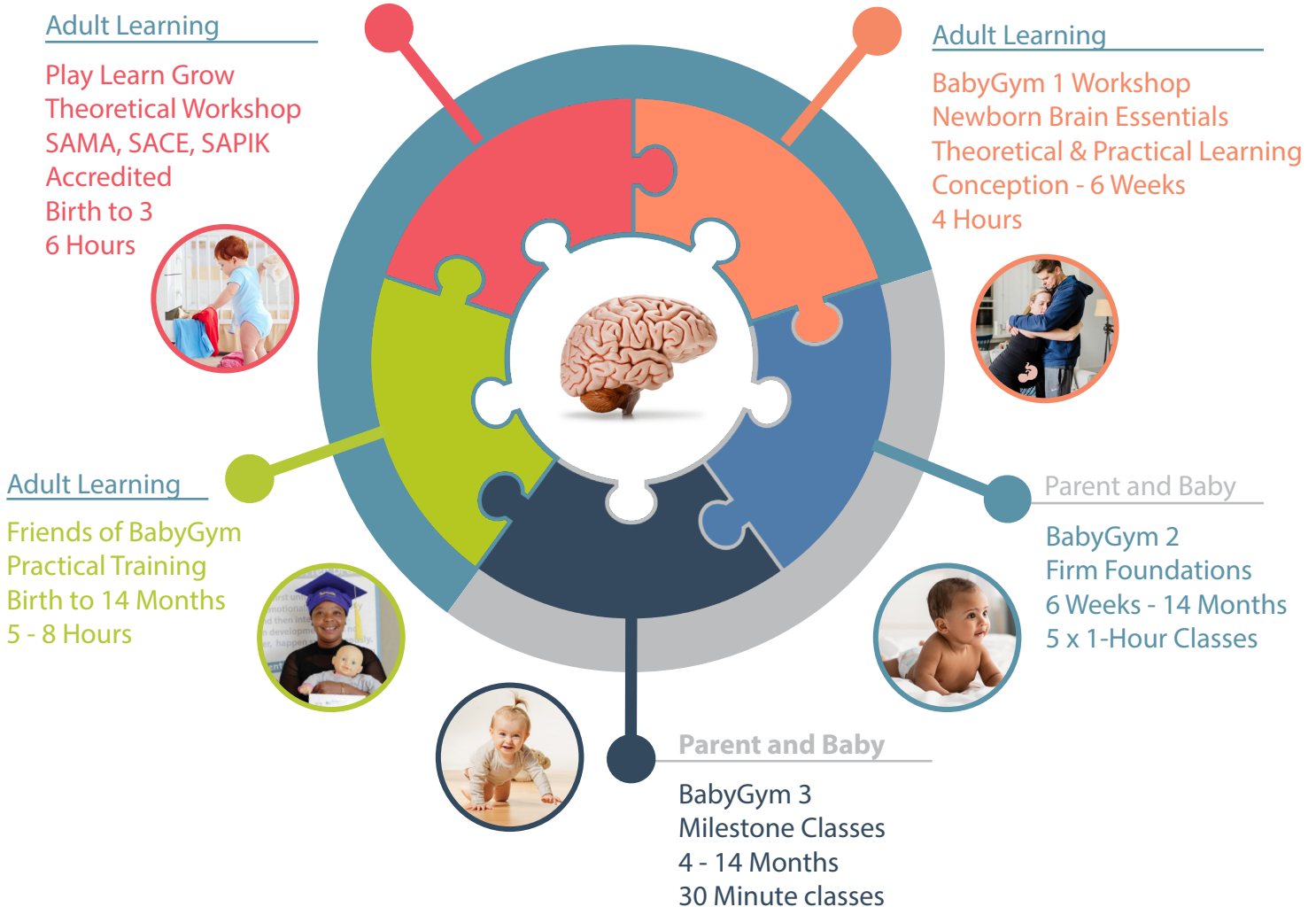
PROGRAMMES & SERVICES OFFERED BY BABYGYM

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.



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 3 May -
Wednesday 5 May 2027
09:00 - 16:00 daily

POCKET OFFICE ORIENTATION

Thursday 6 May 2027
09:00 – 12:00

Due date for assignments:
5 July 2027.

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.

R32 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 trainer, 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 R32 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). 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. You can use the cost structure to calculate your own potential income from BabyGym classes.

ONCE QUALIFIED IN SOUTH AFRICA, CAN ONE PRESENT BABYGYM IN A FOREIGN COUNTRY?

No. The BabyGym training and license granted in South Africa qualifies the Instructor to present BabyGym in South Africa or Namibia only. Should the applicant be interested in offering BabyGym in a different country than it must be communicated upfront.

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.

CONTACT DETAILS

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