



BRAD HALL

Facilitator

PROFILE

I have a passion for human development and interaction. I pride myself on having ethical values by which determination and consistency are key to success. I also value honesty and transparency in my personal and professional dealings with people.

I have been a former professional cyclist and have studied psychology (hons') & sport science at a tertiary level. I also have several Cycling Australia (AusCycling) performance qualifications

CONTACT

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HOBBIES

Psychology
Sports Science
Human Performance
Human Development
Community Service

EDUCATION

Edith Cowan University
B.Sci Psychology & Sports Science

Edith Cowan University
B. Psychology (Honors First Class)
Completed Thesis in Sports Psychology (Elite Coaching & Motivation)

AusCycling
WA Junior Road Cycling Head Coach
WA Junior Road Cycling Academy Head Coach
Accredited Sports Director
Level 2 Cycling Coach

Australian Psychological Society
Associate Member

Exercise & Sports Science Australia
Associate Member

EXPERIENCE

Cyclist

Won two UCI professional races; Podium placing in over ten
Accumulated 100's of UCI points over a 4 year period
Won races in France, Belgium, Asia and Australia
Team leader for several National teams

Exercise Institute PTY LTD: Managing Director

Managing Director, High Performance Coach, have coached athletes through to World Championship, Australian Championship, Oceanic Championship & National Results in both track and road.

I have worked alongside current professional athletes in road cycling and professional triathlon. In triathlon, we have coached two separate athletes to a top 50 world-ranking in professional categories.

We utilize current scientific concepts in managing performance, fatigue and development in elite level endurance athletes, with over 20yrs expertise in this area. We also utilise evidence based Aerotesting, 3D bike Fit, Vo2max & Metabolic Testing, S&C Programming, Applied Coaching and Psychology in sport services.

Cycling Development Foundation: Director

Managing Director, my role is to develop human performance and tailor current scientific training concepts to benefit each individual. We work across a specialist group of PhD Sport Science staff who bring incredible expertise to the pursuit of human development. Each client has their own needs when it comes to coaching and training, thus training needs to be tailored to every individual.

We have worked alongside the following athletes:

- Michael Storer (World Tour)
- Jai Hindley (World Tour)
- Lucie Fityus (Pro Tour)
- Mackenzie Coupland (Australian National Team, Australian Cycling Champion, GreenEdge)
- Brady Gilmore (Australian National Team, Oceania Cycling Champion, Israel Premier Tech)
- Finlay McRobbie (U19 Australian team representative)
- Erin Kinealy (Australian National Team)
- Rebecca Mackey (Australian U23 TT Champion)
- Multiple victories & podium results at a National Road Cycling and Australian Championships across time trial, road and track racing formats