

SPOTLIGHT ON DEAN WHITE

MANAGING DIRECTOR, TRAINER &
ASSESSOR, DIAMOND FITNESS, PERTH



Dean lives for making sporting and fitness dreams a reality for people. As a former professional baseball player who went from school to signing a five-year contract with the Atlanta Braves, he knows that reaching your dream only to realise you're completely unprepared for it can feel as bad as never achieving it. That's what drives Dean's work today - preparing people to be ready to hit the ground running when they land their dream opportunity.

A career in fitness can offer an amazing opportunity to have fun, enjoy flexible hours and make a big difference in people's lives.

Give us your bbq pitch. What do you do?

I primarily work in the world of athlete development including strength, conditioning and education. Together with my team at Diamond Fitness, we help athletes achieve their peak performance and prepare for life after they've achieved their dream opportunities.

We also offer support to our wider community, including those working in high pressure roles who want to maintain their standards of performance and people who have recently been ill and need to regain their strength. And for young people seeking opportunities in the fitness industry we offer our Vocational Education & Training (VET) program.

Did you always plan to work in this industry?

As a sports-mad kid, I especially loved playing basketball and baseball. I was decent enough at basketball, but baseball was my primary love. And that really opened opportunities for me when I was awarded a scholarship with WAIS and played for the Australian national baseball team. Being a professional baseball player was always the dream, and when I graduated from high-school I was fortunate enough to sign with the Atlanta Braves.

So, how did you get into fitness and business management?

After my contract with the Atlanta Braves ended, I came home to Perth but didn't quite know what to do with myself. I decided to try a little bit of everything! I took up some baseball coaching, worked at a specialist baseball equipment importer - which gave me a lot of experience in business management - and began studying the Master Trainer qualification with AIF. All three turned out to be invaluable learning experiences.

I coached little league teams through to national and Asia-Pacific championships, ran the Australian Women's baseball team and really started to explore and enjoy the role of helping people develop in sport. So when the owner of Diamond Fitness asked me to assist in delivering the Diploma of Sport Program, I jumped at the opportunity. I eventually bought the business in 2019 and haven't looked back.

How would you describe yourself?

I definitely get my motivation from others! I have a passion for helping people unlock their drive and their full potential. I love sport and use it as a conduit to guide and mentor people, not just to reach their full athletic performance, but to get the most out of their lives.

What do you love most about the fitness industry?

The fitness industry can be such a positive environment. I love that people make a conscious decision to be involved and do the best that they can because they want to improve. Our gym is such a supportive space with people of all ages looking to change their lives or achieve something big.

What's the best part of your job?

I really enjoy being able to play a part in someone else's journey. Watching people grow and see the results of all their hard work is absolutely the best part of my job. Whether that's watching a quiet student gain confidence and be able to speak to a room full of people, or seeing a young athlete sign a professional contract, I enjoy helping people achieve their best.

What's your best advice for anyone starting out?

If you're genuinely focused on helping others and looking for something that isn't your regular 9-to-5 job - something you can integrate into a lifestyle - a career in fitness can offer an amazing opportunity to have fun, enjoy flexible hours and make a big difference in people's lives. If that's for you, find a good mentor to help you accelerate your learning. And find a space within fitness that fits you. The industry is very broad, it's not just personal training. Pilates, yoga, boxing, group fitness or even disability training all have huge opportunities, so give everything a try.

And what's next for you?

Our focus is on improving our systems so we can grow Diamond Fitness to help more people. We want to become a one-stop-shop so our members get everything they need from us in one place.

Connect with Dean on LinkedIn

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