



FRANCHISE GUIDE

NINJA KIDS FRANCHISE OPPORTUNITY

Hello there! Thanks for your interest in finding out about our exciting franchise opportunity at Ninja Kids.

Here's your opportunity to achieve greatness just like the Ninjas of legend and folklore, the original Ninjas who were associated with legendary abilities such as invisibility, walking on water and control over natural elements.

Whilst we can't promise that as a Ninja Kids franchisee you'll achieve any of this, we can promise you that you will create a destination where kids have fun and "Where Kids become Warriors!"



WHAT IS NINJA KIDS?

Ninja Kids is the home of Australia's most loved "Ninja Warrior" style gym for kids. We offer obstacles courses, tumbling classes, school holidays programs and host epic birthday parties. Our sessions cater to all skill levels, from beginner to advanced Ninjas, for both boys and girls.

Our mission is to help kids by:

INCREASING CONFIDENCE

The Ninja Kids coaching team work on individual and team based skills and give kids the opportunity to learn new skills and progress at their own rate. We love seeing the pride on one of our Ninja Kids' faces when they achieve a new skill!

IMPROVING FLEXIBILITY

Being a ninja requires flexibility! Coaches are trained in gymnastics based stretching to ensure our Ninja Kids stretch before classes for safety and after classes to improve their range of motion.

GAINING STRENGTH AND FITNESS

Gymnastics based conditioning is key for achieving Ninja obstacles so our coaches do a range of fun, yet effective conditioning circuits and games which will improve strength and overall fitness.

IMPROVING CO-ORDINATION

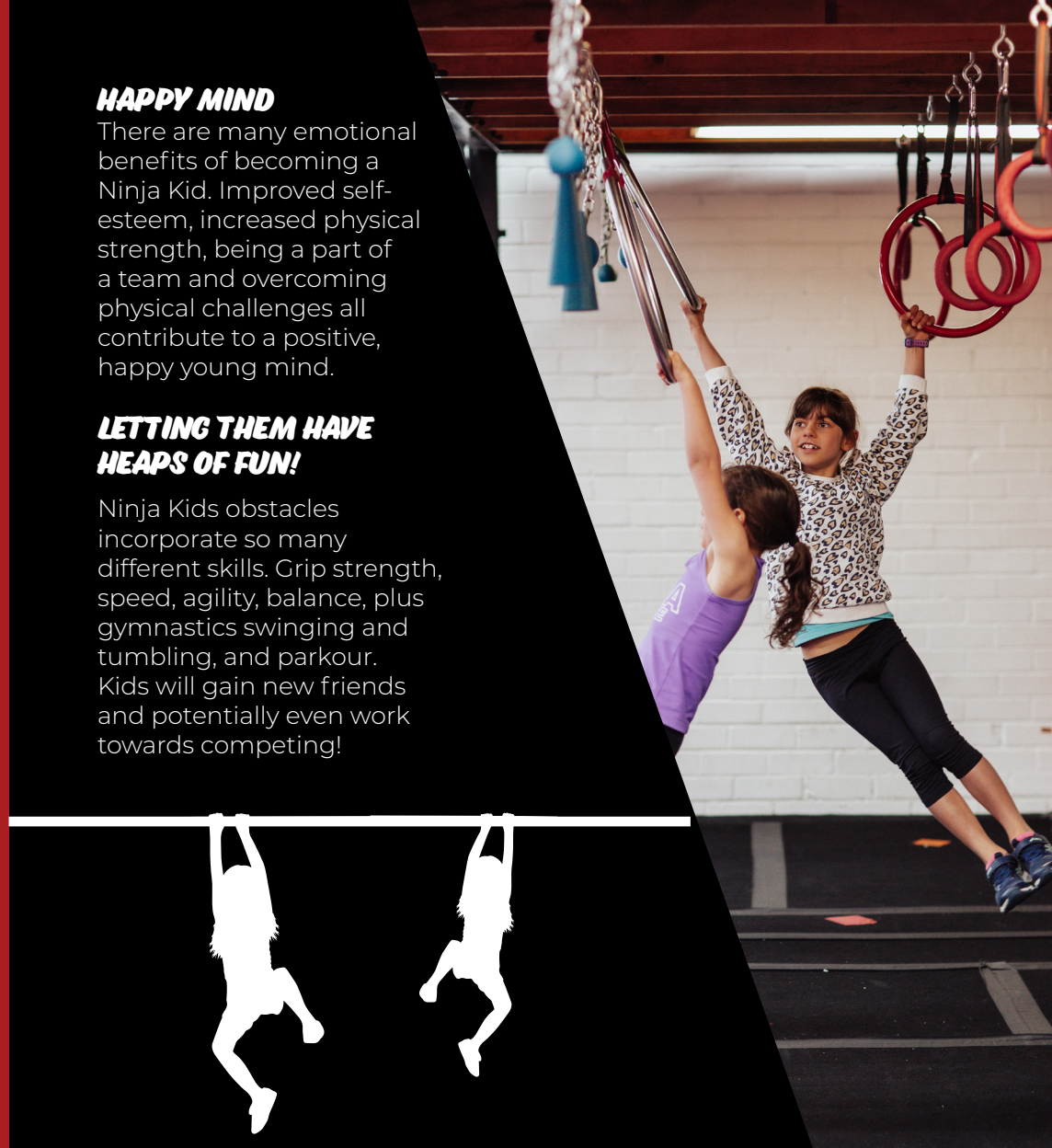
Our balance obstacle and speed obstacles are great for improving coordination. Parkour elements add progressive challenges and make the obstacles athletic and exciting.

HAPPY MIND

There are many emotional benefits of becoming a Ninja Kid. Improved self-esteem, increased physical strength, being a part of a team and overcoming physical challenges all contribute to a positive, happy young mind.

LETTING THEM HAVE HEAPS OF FUN!

Ninja Kids obstacles incorporate so many different skills. Grip strength, speed, agility, balance, plus gymnastics swinging and tumbling, and parkour. Kids will gain new friends and potentially even work towards competing!



THE NINJA KIDS STORY

Ninja Kids is the brainchild of founder Nicole Holmes whose love for fitness and athleticism began at the age of 5. She continued her training and quickly became one of Australia's high level gymnasts. After over a decade of competitions and daily training she retired and completed a degree in psychology at Macquarie University, followed by postgraduate studies in Sport and Performance Counselling at the Australian College of Applied Psychology. She continued to work as a gymnastics coach throughout these years at one of Sydney's most successful gymnastics clubs.

Through all this she never lost her passion for fitness and decided to turn her gymnastic skills to good use by founding Gymstars cheerleading gym in 2006.

Gymstars has grown to become one of the premier cheerleading clubs in Australia, winning over 40 national titles in the past 14 years!

In 2017, Nicole applied for and was accepted as a competitor in the premier season of Australian Ninja Warrior. It was her experience on this show that gave her the inspiration for Ninja Kids and she opened the first Ninja Kids gym in Brookvale on Sydney's Northern Beaches in 2017.



THE MARKET OPPORTUNITY

- Ninja Kids operates within the Sport, Fitness and Recreation Activities industry.
- This industry is very popular amongst Australians, who spend more than \$10 billion a year on sport and fitness activities.
- Sports and recreation activities for children have retained their cultural and economic importance as a part of the Australian way of life, promoted through the school system and by government agencies and research groups.

Experts and parents agree that a child's involvement in physical activity has a broad range of benefits for their wellbeing in the present and well into their future.

Reports show that a lack muscle and bone strengthening activities can compromise a child physical development and physical performance overtime (Active Health Kids Australia, 2018).

Ninja Kids sessions involve strength, mobility and conditioning activities that meet these requirements for activity, in an interesting, social and fun way that kids can't get enough of!

Population studies have shown that many children have an active role in choosing their sport or activity (Australian Sports Commission, 2015). At Ninja Kids, we know that the best way to get kids moving is to make the exercise interactive and enjoyable. Our obstacles and format appeal to many children for this reason, a great choice for those who may not enjoy the traditional team sport model. Ninja Kids is still social, however the focus is on each child's ability and development without the peer pressures of team sport.

A child's decision making on which sport they may pursue can be influenced by their opportunity to trial the sport at school (or after school care or holiday programs), their friends' involvement in the sport, as well as exposure to role models (Australian Sports Commission, 2015). This presents a lucrative opportunity for Ninja Kids as our product is accessible across each of these channels. Children can attend school holiday programs before committing to term classes, as well as sampling the Ninja Kids format at birthday parties at the influence of their peers. Furthermore, the popular 'Ninja Warriors' television program generates interest in our format, as well as potential role models in the participants of the show that many children admire.

The benefits of a child's involvement in sports extends beyond physical health. Research shows that children who are physically active achieve greater academic success and maintain higher attention levels during class at school (Active Health

Kids Australia, 2018). Parents and guardians are becoming more aware of this fact and see their child's involvement in sport a priority. Ninja Kids is well positioned to fulfill this need, as we offer an engaging activity that kids really enjoy, giving parents piece of mind that their child's cognitive development and future prospects are being nurtured.



THE FUTURE OF NINJA KIDS

Ninja Kids is now growing in demand, as we see more and more children across Australia wanting to get in on the action and test their skills in the gym. Parents and guardians are welcoming the Ninja Kids experience for their children, as they know it is great way to encourage a healthy lifestyle where kids can have fun in a social and supportive environment. We are on a mission to being the ultimate Ninja Kids experience to more and more kids around Australia!

We are now inviting individuals with a passion for ninja style training to join our high performing and industry leading network. We want to work with people who have a real desire to make a difference in the lives of our athletes, providing a fun, safe and rewarding environment for them to explore and enjoy.

Our vision is to be the preferred choice for children's sport and recreation activities for Australian children. To make this a reality we are actively building the Ninja Kids family to share our success as we grow together.



WHY CHOOSE NINJA KIDS?

POSITIVE IMPACT

Be a part of a brand that is committed to helping kids build strength, confidence and have fun while doing it. Ninja kids obstacles challenge our little ninjas, meeting their requirements for physical activity- getting a big tick from their families too!

BESPOKE BOOKING SYSTEM

Our Teamwork software has been developed specifically for Ninja Kids, simplifying the booking, payment and administration processes that are vital to the business. This intuitive system saves you time, money and stress, so you can focus on ensuring your little athletes experience the best of the Ninja Kids offering.

SET UP FOR SUCCESS

Years of hard work and expertise have gone into developing the brand, resources, and procedures. Everything from lesson plans to management skills (and everything in between), are accessible to all partners in the network, making onboarding and ongoing operations a breeze!

ON TREND AND IN DEMAND

Interest in Ninja Kids has been driven by popular televised competitions in obstacle-style training, reaching a whole new generation of 'warriors' keen to get in on the fun! We offer a unique experience in the sport and recreation space, a great alternative to traditional team sport or an exciting option for birthday parties.

WHAT MAKES US STANDOUT?

Kids love our obstacle style format, having heaps of fun with their friends in an active and engaging environment. Furthermore, parents love Ninja Kids too, pleased that their little ones physical, emotional, and social development is being nurtured in an activity that they enjoy.

Obstacle style training is relatively new in the Australian market compared to traditional style sports. Ninja kids has emerged as a leader in our category which is currently made up of a few small players. We are ready to take on little ninjas all over Australia! It is a great time to be involved in the business as we see the demand for our offering increase year on year nationally.

Joining the Ninja Kids network is an exciting ride and one that has endless commercial potential, as well as the opportunity to do good for your community.

As a Ninja Kids partner, you are supported along the journey, from the gym build, to opening activities and the ongoing operational essentials. We operate with a TEAM philosophy, providing you with both on the ground support and a dedicated support office team- we are here to set up your gym for success!



WHAT ARE WE LOOKING FOR IN OUR FRANCHISE PARTNERS?

We want our partners to join a friendly, community-minded and collaborative family.

We don't want just anybody – we want to work with likeminded individuals passionate about providing opportunities for kids to learn, develop and have fun through physical activity.

We want our partners to:

BE CHAMPIONS OF OUR BRAND!

We are seeking partners with a real interest in making a positive impact in their communities and drive the Ninja kids brand to become a household name.

BE SPORTS AND RECREATION ORIENTED

We want our partners to have a background in the Sports and Recreation industry at some capacity, however this experience may look very different to other Ninja Kids partners. You may have a professional

career in gymnastics or sports, or perhaps you have managed a similar format business previously. What matters most is your willingness to share our vision and passion for the format that our little Ninjas cannot get enough of!

BE ALIGNED WITH OUR CULTURE

We are seeking partners who not only want to make money, but who will dedicate themselves to ensuring every little ninja receives rewarding, safe and most of all FUN experiences in our gyms.

SHARE OUR PASSION FOR EXCELLENCE AND COMMUNITY ENGAGEMENT

We pride ourselves on being industry leaders in our category, from how we do things day to day in the gym, to how we compete with energy and drive at competitions. We want to do good for our communities bringing people together to share memorable experiences, making a real difference in the lives of our little ninjas and their families.

SITE IDENTIFICATION & FITOUT

We will work with you to identify the right site, assist you with the lease negotiation and coordinate the design, ordering and fitout of your new gym.

SUPPORT

Being part of the Ninja Kids team means you're in business for yourself but not by yourself, you are supported 100% of the way. Our support team is committed to your success.

We give you the tools and support to help you grow and operate your own business. Components of our support includes:

MARKETING

Our marketing team are responsible for all major national campaigns, digital and social media, promotions and sales materials - all activities having the primary focus of bringing you athlete enrolments, party and program bookings,

as well as retaining your existing athletes, to increase sales and enhance the Ninja Kids experience.

OPERATIONS SUPPORT

Our operations team are there to help you, with a dedicated Operations Consultant who will help work with you to get your gym started and then will work with you to ensure the business is the best it can be. We will primarily focus on Operations support, including lesson plans updated every term and system development. We will assist with the creation and execution of your business plan and achievement of your goals.



TRAINING

Our training system, resources and team will train you to be the best you can be, building upon your own personal and professional experience. No prior business management required, just passion and a strong desire to be the best.

A comprehensive preliminary training programme is provided for all new owners covering theoretical and practical aspects of the Ninja Kids offering including lesson plans and obstacle training, customer relations and all operational aspects of running a Ninja Kids gym.

Training consists of hands-on practical training and guided assistance during your launch period. Our franchisees have access to comprehensive training programs to help train the team. In-field training is delivered on a needs basis at no additional cost. All of this means you are supported 100% of the way.



WHAT'S INCLUDED

- Minimum of five weeks training in nominated established gym.
- 5 days side-by-side training and support post launch.
- Operations manual for your business and staff detailing everything you need to be successful.
- Established sales and CRM system for stress-free and insightful business management.

AGREEMENT TERMS

- 5 year term plus an additional 5 year option (total of 10 years).
- Ongoing franchise fee: Based on a royalty fee which is the greater of \$350 per week or 5% of sales turnover.
- Marketing levy: 3% of Net Weekly.
- Initial Franchise Fee - \$30,000 plus GST.

INVESTMENT

The upfront investment required for a new gym generally ranges between \$150,000 to \$200,000 (excluding GST), including initial franchise fees. Investment level is dependent upon the gym location and size, fit out costs and obstacle equipment required.





NEXT STEPS

Register your interest by sending us an email to **franchise@ninjakids.com.au** or completing our online franchise application form which is available on our website.

Once we receive your inquiry, we'll get together to discuss and answer the many questions you will have about the business. We will then work through the next steps of opening your own Ninja Kids gym!



