



**RISKY KIDS**  
CLUBS AUSTRALIA



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# FRANCHISE PARTNERSHIP

INFO PACK



**2023**  
**2024**



# WHO WE ARE

## INTRODUCTION



### REVOLUTION

Built from the ground up to be **outcome driven**, Risky Kids is redefining wellbeing programming for young people. It creates **genuine, lasting change** in communities for the better.

### THE CHALLENGE

More than ever we are seeing **preventable mental, physical and social illness**, driven by runaway technology and information. Solutions are often **fixated out the symptoms**, rather than the cause.

### THE ANSWERS

Risky Kids' programming blends emerging and existing **psychology around resilience**, in a way which is **universal and accessible to all**. Most of all it's exciting, memorable and fosters **positive, healthy communities**.



**OUTCOME DRIVEN  
BEHAVIOURAL PSYCHOLOGY**



**LIFELONG BETTERMENT OF  
WELLBEING AND HEALTH**



**FOSTERS MEMORABLE,  
MEANINGFUL EXPERIENCES**



**AN EMERGING COMMUNITY  
DRIVEN PROGRAM**



**RESILIENCE, COURAGE  
AND MINDSETS**



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# YOUR CLUB

## WHAT WE DO



Now it's time to start exploring what your club would do, and how we'd be there to guide you every day! You'll have amazing tools, and an even more amazing team committed to helping you and your community thrive.

## REVOLUTIONARY RESILIENCE PROGRAMMING

The Risky Kids program hits all the right notes: It's exciting, it's accessible, it's meaningful and it's powerful. Most of all, we have the evidence to back it up, with research conducted by La Trobe University showing our program achieves positive outcomes for families.

- Recognised by the NDIS,
- Partners in research with La Trobe University's Family Health team,
- Evidence backed, and outcome driven.

## CURRICULUM DRIVEN MOVEMENT

With roots in health and fitness, our exciting and dynamic curriculum is powered by an array of weekly lessons deeply planned:

- Parkour, Freerunning and Ninja Skills,
- Delivered and developed in structured, escalating Program Steps,
- Timed and progressive Lesson Plans prepared years in advance,
- Blends intuitively with psychology tools to deliver experiential learning,



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# YOUR CLUB

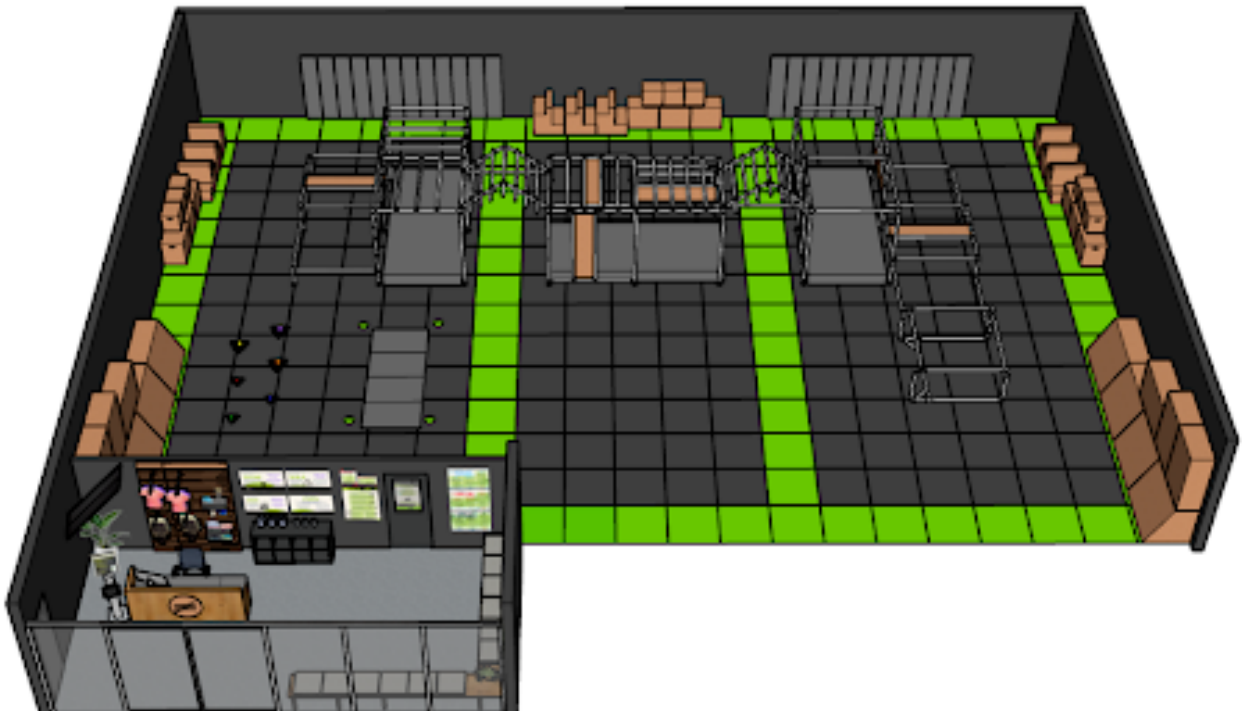
## WHAT IT LOOKS LIKE

### A SANCTUARY FOR YOUR COMMUNITY

Welcome to a Risky Kids Club! This layout demonstrates what a typical club may look like. Depending on the size and demographics of your area, a club may range from 2 to 4 training "Activation" spaces, and be 110m<sup>2</sup> per Activation Space.

#### FEATURES

- Reception & Family Welcome Space
- Training "Activation" Space
- Training & Challenge Screens
- Custom, Modular Rigs & Specifically Developed Risky Kids Gear



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# BECOME A PART OF IT

## FRANCHISE PARTNERS

### WHAT WE LOOK FOR IN FRANCHISE PARTNERS

Our team at Risky Kids is one of **collaboration and growth**. We see **opportunities** in challenges where others see dead ends.

Risky Kids Clubs looks at all Franchises as a **partnership**. We will work **tirelessly** with you to ensure not only your success, but the **success** and **development** of the entire brand.

We look for the **same in return**.

Creating meaningful change in this world is challenging and requires **true cooperation**.



#### PROVEN SUCCESS RECORD

Either in an employed role, or business management, we seek franchise partners who are driven for success.



#### FINANCIAL VIABILITY

Each franchise partner should demonstrate current, and ongoing ability to support their club and understand its finances.



#### PURPOSE DRIVEN

Risky Kids is a program which is purpose driven. With a resonant leader who has a similar drive, a club will succeed.



#### SHARED VALUES

We look to our values to help us define and understand our actions. We seek franchise partners who are aligned in this.



#### BUSINESS ACUMEN

Whilst you don't have to have run your own business, you should understand the realities of owning and operating one.



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# GETTING STARTED

## WHAT TO EXPECT



### THE IMPORTANT INFO

Starting a business **can be tough**, but when you start as a franchise you **get a shortcut** past all of the early learning curves.

We've learned all the obstacles and challenges and **planned for them** and we'll **help guide you** through them. This not only means you're more successful, quicker, but you'll save a tonne of cash.

More importantly, it means **you're not doing it alone**. We want you to succeed. **Risky Kids is important to us** and if each of our Franchise Partners does well, it means more families can learn what we have to teach.

We **invest** a lot in our franchise partners ongoing, not just at the start.



### DAY 1 BREAK EVEN

Most businesses take 3+ years to turn a profit. With Risky Kids your club is forecast to open the doors with one.



### 2+ YEAR ROI

Each club is forecast to provide a Return On Investment to it's owner within 2 years of opening if our systems are followed.



### NETWORKED

You're part of a network of clubs, meaning you'll get best practices from other owners and Managers and access to a pool of staff!



### BRAND MARKETING

We've got our own marketing team who will send you the leads, and we'll spend our money to make it happen.



### ROYALTY CAPS

Unlike other Franchises, we don't punish you doing well. Once you're successful, we cap your ongoing franchise fees.



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# FAQS

## FRANCHISE FAQS



### **WHAT BACKGROUND AND EXPERIENCE DO I NEED?**

Aside from a genuine interest in the Risky Kids concept, the right attitude is the most important asset that you can bring to the business and is what you need to be an Risky Kids Franchise Partner.

### **DOES RISKY KIDS PROVIDE TRAINING?**

Yes, you will participate in our fully comprehensive training program in all aspects of our systems, and we will be providing you with additional support with those 'once off' activities which need to be done when you set up a new business. Our training is presented in a structured program, and we have checklists to make sure everything is covered.

You will be learning with the Risky Kids Franchise Support Team, and you will also receive ongoing monitoring and support as you develop your individual Risky Kids location.

The Risky Kids Induction Training (initial training) will take about 1 -2 weeks and you must be prepared to allocate your time to this. Risky Kids will provide ongoing training according to your feedback and our interpretation of your needs.

### **HOW WILL YOU HANDLE REGIONS?**

Risky Kids will be working in partnership with GapMaps, our regional and demographic consultants to correctly parcel regions. Our objective with this is to balance having adequate coverage to reach families, with ensuring clubs do not compete with one another.



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# FAQS

## FRANCHISE FAQS



### **I'VE NEVER RUN A BUSINESS, CAN I DO THIS?**

If you've never run a business before, you will need to be able to work to systems very diligently. You'll rely on these early on while you develop the skills of a business owner. Risky Kids is a place for everyone to grow, and we have resources to help you do this for yourself as well.

If you have little to no experience running a business or working operationally within one, we recommend spending some time getting experience in this first. Opening a franchise can be much harder than starting a small business of your own if you have no experience as you'll have all of your systems, lots of members and staff from day 1.

That's also the great part about it! But you'll also need to work to a certain standard and meet goals to match the obligations in your Franchise Agreement.

### **HOW LONG TO OPEN A CLUB FROM SIGNING?**

Each site is different. Finding a venue and obtaining permits are often the greatest time consumers. We'll guide you through this process but you should be prepared to be patient for between 6 to 12 months.

### ***WHAT ARE THE FINANCIAL PROSPECTS FOR ME?***

### ***HOW MUCH CAPITAL WILL I NEED TO INVEST IN MY BUSINESS?***

### ***WHAT ONGOING FEES DO I HAVE TO PAY?***

To answer these questions, you'll need to complete a [Confidentiality Agreement](#) with us after an introductory phone call. Reach out when you're ready on our website or via email!



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# THE FRANCHISE PARTNER CHECKLIST

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## GET STARTED

- *Formally enquire with us,*
- *Receive your Information Pack,*
- *Read your Prospectus and FAQ!*

## FORMAL MEETING WITH OUR TEAM

- *In person or online, meet our team!*
- *Work through a personal financial forecast*
- *Ask all of your questions!*

## GET PROFESSIONAL ADVICE

- *Consult with a financial advisor/accountant,*
- *Consult with any other professionals,*
- *Consult with your family,*

## JOIN THE COMMUNITY

- *Sign our Franchise Agreement,*
- *Pay your Franchise Fee,*
- *14 days "Cooling Off",*

## LOCATION SEARCH & FIT OUT

- *Work with our team to locate a suitable venue,*
- *Our team will assist to obtain permits,*
- *Our team will install equipment and book trades,*

## TRAINING & GRAND OPENING

- *We'll help you hire and train a team,*
- *Preliminary marketing work is done for you club,*
- *Hold your Grand Opening and start running classes!*
- *Shadow support during initial weeks of opening*

