



Come on board with a  
**JUMP! SWIM SCHOOLS**  
**FRANCHISE**



# WELCOME TO JUMP!

When I founded JUMP! Swim Schools, it was with a simple goal.  
To create the perfect environment for children to learn to swim.

As a father of 2 young boys, I was very aware of the need for learn to swim to be a personal and private experience, to ensure the best possible progression and make children feel safe and secure.

Traditionally, we have always taught swimming in the local council aquatic centres. These big, busy facilities are designed for use of everything from lap swimming to carnivals to aqua aerobics to swimming lessons.

The problem with these facilities is that teaching children in big, busy centres directly contrasts the approach we take in all other aspects of early learning.

In primary schools we could not teach several classes in the same school hall.

At childcare we could not teach different classes in the same big classroom.

These environments would be seen as noisy and distracting, and lead to children's improvement being limited.

Yet in swimming lessons we teach up to 12 classes, or more, in the same big pool.

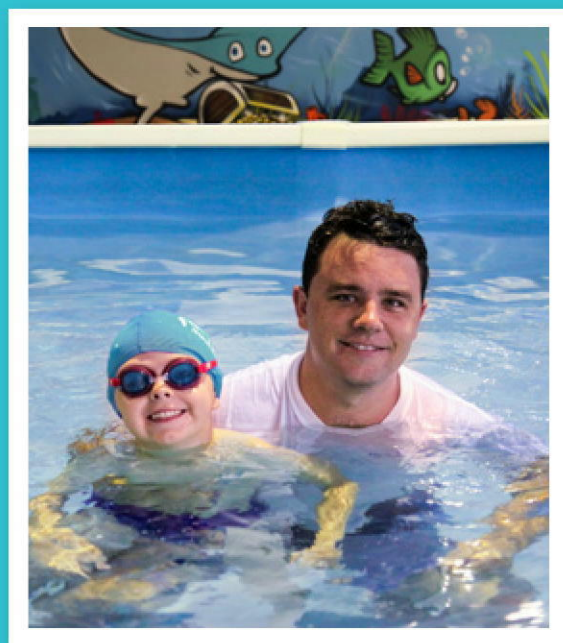




At JUMP! we proudly focus on having a great boutique learning facility with a maximum of only 2 classes at once, as well as a real community feel where we can discuss your child's progress every class, know every child's name and even notice when they get a haircut or a new pair of swimmers. This is the way learn to swim should be in 2015. Small, intimate and private, so that every child feels safe and at home as we join them on their swimming journey.

We have been fortunate enough to have seen huge growth since releasing our franchise model. Many parents have purchased a franchise after identifying that the JUMP! boutique model was something they would be interested in as a parent. As many parents have identified, that in their own lessons in bigger centres, it is difficult for their children to improve.

I hope this brochure gives you plenty of information on our model, and we look forward to bringing many of you onboard, as running a JUMP! franchise is a great lifestyle for people who love seeing children improve and have fun in the water.



**Ian Campbell**  
Founder and Managing Director

# HISTORY OF JUMP!

*In 2009 JUMP! Swim Schools started in the small regional town of Grafton in Northern NSW.*

With a population of just 20,000, Grafton was the perfect test market for what would later become the JUMP! franchise model. The cornerstone of the success in that first site was the same as it is in all of our locations today, to provide a more personal approach to swim lessons, and the perfect environment and program for teaching children swimming. As opposed to the bigger centres, who are designed for high volume, at JUMP! the focus is on building a community through relationships with every parent and child, and join them in their child's journey through the water, every step of the way.

In 2011 JUMP! then opened it's first location on the Gold Coast with JUMP! Swim Schools Miami. Just as had happened with Grafton, a further challenge was required to test the success of the model, before greater expansion, and this time in a higher populated however much more competitive market. With 4 council pools within 5 km and another 5 private swim schools, this would be a real challenge for JUMP! but once again the site found great success, with the private, boutique environment and only 2 classes at a time really resonating with customers.





# HISTORY OF JUMP!

*The next step of the journey with JUMP! was to begin to grow it's franchise network.*

Franchising was an immediate fit, as learn to swim is a very personal business, so having individual franchise owners who would be building that support for the children of their local community was a perfect fit for both JUMP! and franchisees.

The first franchise was sold in 2013 and opened it's doors in mid 2014 in Southport on the Gold Coast. Once again a highly competitive market, the location found early success and even after opening in the middle of winter, was profitable 3 months later before even reaching summer! This was a great result for our training, opening marketing and support.

**JUMP! IS A FRANCHISE  
MODELLLED FOR  
SUCCESS!**



# HISTORY OF JUMP!

The success of this first franchisee was to be the decision on when we continued to rollout further franchises, and since that initial franchise we have had sites profitable on pre-bookings alone from opening!

This reaffirmed our view that with JUMP! locations successful in both regional and city areas, and only a few months later with over 20 franchisees now accepted in NSW, VIC, QLD, SA, ACT and WA, we are on track to growing to a point that we can fundamentally improve the rate that children learn to swim across the country, by providing the perfect environment designed for learning.





# OUR BRAND

**JUMP!** is the positive perception of everything that is great about learn to swim. A fun, vibrant and exciting brand, it was critical to have a brand that reflects the atmosphere of our swim schools.

At JUMP! we are building a culture of fun and excitement about learning to swim. To show that teaching your children to swim is not only a safety measure, but a lifestyle choice. Your life is better with children who swim and have fun with you in the pool and beach.

In becoming a national franchise group we aim to grow participation levels and skill levels across the country by improving the learning ability of our children and growing their confidence. After such a long time teaching children in bigger facilities with many distractions, it is exciting to see what our children will be capable of!

**A LOVE FOR  
CHILDREN IS  
A MUST**









# WHY JUMP! IS WHERE AUSSIE KIDS SHOULD LEARN TO SWIM

*Children's early learning across all platforms is facilitated in private environments, all except for teaching their swimming.*

The fundamental reason for this, is that councils as the primary destination for swimming lessons can not be expected to have the budget to build small individual pools because it is better for children's learning.

They build multi-purpose pools which not only teach swim lessons but also provide a facility for lap swimmers, squads, aqua aerobics, swim carnivals and many other measures.

At JUMP! we provide a far more specialised facility to ensure that children have the perfect environment to learn to swim in. Our boutique centres have a maximum of 2 classes at any time and our model is designed to ensure parents and children are getting regular feedback and recognition. We view every child's journey as a partnership in their development, because young children need that support.







We make swimming fun!



We support each other!



**firststep**  
SWIM SCHOOLS



# WHY JUMP! WORKS FOR FRANCHISEES

Our franchisees are seeing great success, and the primary reason for this is quite simply that what makes us different—being our personal approach to feedback in our private boutique facilities, is exactly what customers want and are unable to get from bigger facilities.

We appeal to everything that is important to parents. Whether it be recognising their child's progress to noticing their child's new haircut or maybe celebrating their child's progression to the next grade, at JUMP! our little swimmers are very special.

Combine the fact that what makes us different appeals to exactly what every parent is looking for, with the fact that financially our business model is simple and secure.

With a low breakeven number combined with simple profitability controls, your opportunity for financial rewards have never been higher with a JUMP! Franchise. This is even more attractive for us as a franchise, as we are able to see who is profitable every week and follow up with those who need to adjust their budget.

Swim schools are also payment in advance businesses ensuring that you have great cashflow, as there is always going to be money in your bank for future classes you have not yet paid wages for.



# JUMP! HQ SUPPORT

*At JUMP! we have a dedicated support team.*

Each franchisee will have access to their local Area Manager who will be not only on call, but will provide scheduled visits to ensure your business opens with success.

It's the little things that count. Having someone to call when you need advice on whether to hire an extra teacher, or what to do if your pool dropped a degree overnight.

These are things that we want to ensure you are not stressing about so that you devote all your energy into making your children feel special as they improve their swimming skills.









# NEXT STEPS

Should you wish to take the next step in your application, please contact Head Office on 07 5646 3522.





# FRANCHISEE INTERVIEWS

**James Rice // Franchise owner at JUMP! Swim Schools Southport, QLD  
& JUMP! Swim Schools Bundall, QLD**

## **WHAT MADE YOU DECIDE TO OPEN A JUMP! FRANCHISE?**

Having previously been part of a franchise, I was attracted to the idea of entering into a new business with less risk than entering a startup on my own. I realized that joining The JUMP! network would offer me the same opportunities for success in business but in an industry that would be more family friendly.

## **WHAT HAS YOUR WEEKLY STUDENT GROWTH BEEN SINCE OPENING?**

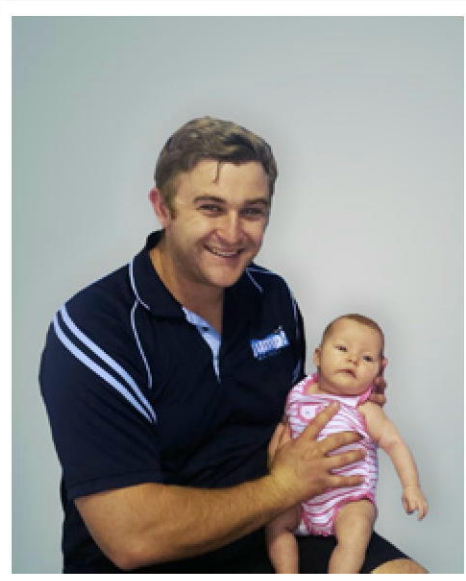
By opening in the middle of winter I was prepared for a slow start, and gave myself a goal of growing by 5 students per week over the first 12 months on average. As it stands, I have grown by just over 7 students per week so I am ahead of where I thought I would be.

## **DID YOU HAVE A BACKGROUND IN LEARN TO SWIM?**

My background for the last 6 years has been in the health and fitness industry, and before that child care. No background in learn to swim what so ever.

## **DID YOU FIND IT DIFFICULT ENTERING A NEW INDUSTRY?**

I was a little nervous at first but the support and training I received from JUMP! HQ made me realise that although I was entering a new industry, I was given



all the tools and systems needed to be successful in this new venture.

## **IS YOUR FRANCHISE PROFITABLE YET?**

I have already reached and exceeded my bottom line, which is an awesome feeling after entering a new industry, opening in winter, and being in close proximity to a number of competitors.

## **WHAT'S YOUR PLANS FOR YOUR FUTURE WITH JUMP!**

My plans include expanding my reach in helping teach kids to swim by opening another site or two in the near future. I am in a very fortunate position now in being able to make a big difference in the safety of kids around water on the Gold Coast.





07 5646 3522



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