

Kip  
McGrath™

Est. 1976

ENGLISH AND MATHS  
TUTORING

# BUSINESS OPPORTUNITY FOR TEACHERS



# A MESSAGE FROM OUR FOUNDING FAMILY

In 1976 in Maitland NSW Australia Dugnea and Kip McGrath had a vision. That vision was to help the children who were being left behind in school. The ones who struggled to read, the ones who just didn't get mathematics. They truly believed "every child can learn they just need to be taught properly." They also had a vision to see the teachers who helped these students be rewarded for their work and be able to earn an income commensurate with their effort.

On the back of this vision the business now spans the globe.

Kip McGrath Education Centres has helped millions of children improve and this has created a brighter future for them and ultimately their families. We have also helped many teachers realise their dream of helping the students and being in business for themselves.

In our special way we are helping the world be a better place one child at a time. Our individualised learning programs, the computer to help with drill work and keep children engaged. These all contribute to the ongoing success of the vision. We have also developed many technological advancements to free our teachers from the day to day running of the business so they can concentrate on the children.

Now after taking over the business from my parents in 2004 I am proud to say the vision and the business continues to grow, expand and develop.

Based on my mum's foresight to introduce computers into the company in 1980 we have continued to see innovation as key to our success. We were one of the first companies to develop Online Tutoring, we use avatars and are now looking at how AI can help us help more children.

We still come back to our core values to make every decision, will this help a child learn, and how can our teachers motivate the child to reach their full potential.

"Education gives you choices" is something that my mother said to me almost daily. Now with education being increasingly important we are proud to be making a difference. I know that every teacher, franchise owner and all other stake holders agree.

I am very proud that my family started a business that truly makes a difference, I am even more proud that it is still delivering the original vision.

**Storm McGrath**



Storm and Garth McGrath



Founders, Dugnea and Kip McGrath

# WHERE IT ALL BEGAN...

## Conquering the reading barrier

Mr Kip McGrath is a primary schoolteacher who teaches children and older people to read. This is his prime concern in life. He believes too many academics talk about and research the associated problems of the non-reader and so dissociate from the reality — that labelling is not important. Getting on with the job.

"I know one learned man who has been studying reading problems for 15 years. That, to me, is a waste of time," he said.

Mr McGrath has been teaching people to read for 10 years. His background is country primary schools, where education is more selective with smaller classes, holds him in good stead.

But he was astounded when he moved to large cities and found that thousands had never learnt to read or write properly.

"There are about 250,000 with poor reading standards in Sydney and thousands in the same category in Newcastle district," he said.

These people became adept at covering up their deficiencies.

One man happened to look closely at a menu and then order steak and vegetables or salad because he knew they would be served.

Another, a salesman, would take forms to an office get to be filled in.

"Others print words in such a way they are hard to handle. It is easier to cover up bad spelling with printed letter formations," he said.

Some of his successes

include a 22-year-old man who could read a newspaper after 30 weeks of tuition, another who started his business after he learnt to read and write, and one who became secretary of his football club.

"People who cannot read are extremely shy," he said.

"They are reluctant to talk and difficult to interview. It is gratifying to see the change when old eyes are compared with new eyes."

Kip is teaching reading in Maitland and Newcastle. He has three groups, children, teenagers and older people. He has seen their confidence grow.

"Some have shocking hangups which they overcome," he said.

Some of his pupils were shunted from class to class and as he entered a world in which they could not communicate.

It was like sending an army into battle without protection.

Most people of average intelligence could be taught to read and write. Miracles could not be worked, but capabilities could be encouraged.

"Automatics who miss early school classes have a problem catching up," he said.

"Parents sometimes ask me why their children did not learn to read and write at school."

"These children may need their eyes and hearing checked, but that is not the main worry."



Mr Kip McGrath teaching a young man to read at a Newcastle business college.

Harriett Hubbard Ayer  
Cosmetics  
AVAILABLE AT  
SCOTT'S PHARMACY  
275 HUNTER ST. — NEAR JAYES TRAVEL — PHONE 2-2838





We have been in the tutoring business for over 45 years

We have developed a franchise network that has expanded into 20 countries

There are currently over 560 centres around the world

We teach around 50,000 students each week

## OWNING A KIP MCGRATH FRANCHISE GIVES YOU A GREAT OPPORTUNITY FOR SUCCESS!

### From humble beginnings to a Global Network

From humble beginnings to a global network, the McGrath family developed a catch-up tuition system that can help a non-reader to be functionally literate in just 100 lessons.

It was the family's goal for equitable access to quality education, that helped drive the business to become a global force. Their passion and commitment to learning is an enduring legacy that impacts generations around the globe; by empowering children to improve their literacy and numeracy skills well enough to choose their future.

Nearly five decades on, Kip McGrath Education Centres has now grown to over 500 centres in 20 countries.

# WHAT DO KIP MCGRATH CENTRES DO?

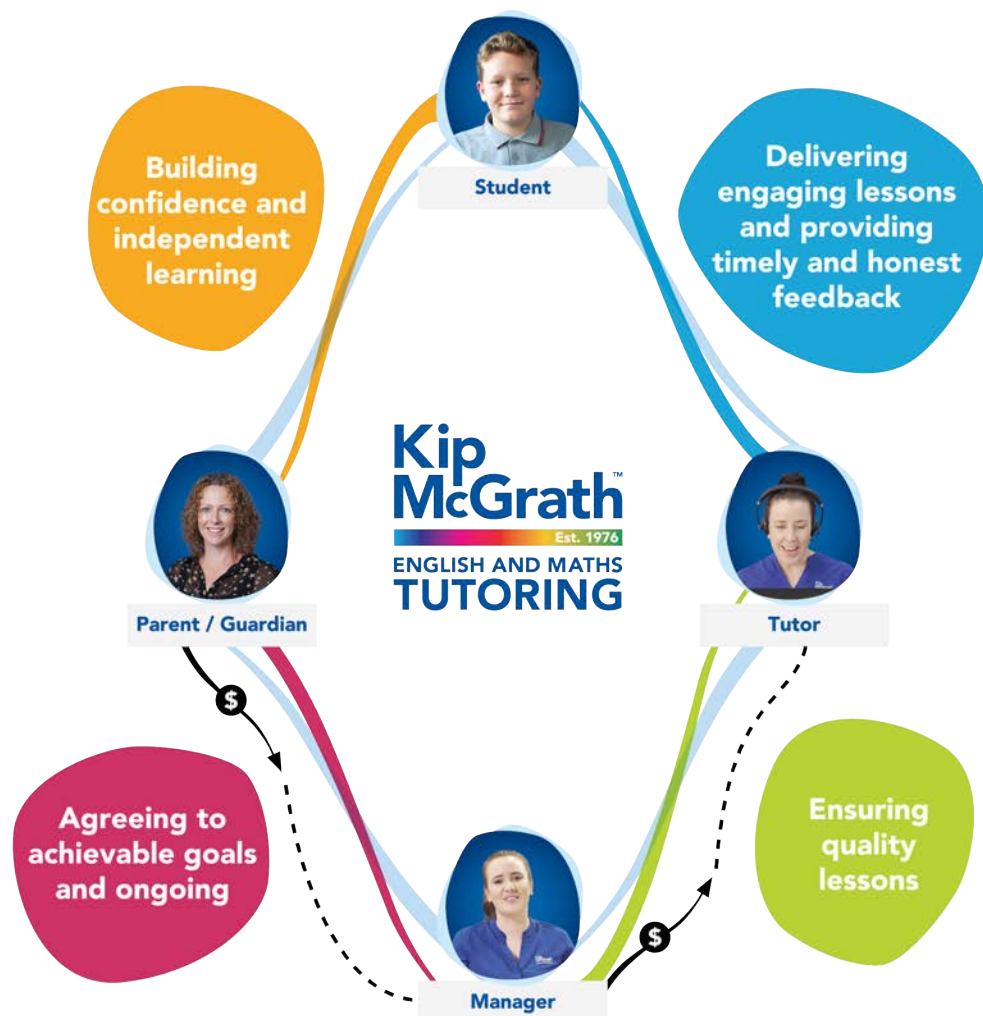
At Kip McGrath, we are built around four key stake holders, with the head of our diamond being our students.

Our programmes are designed to give students the motivation to succeed. Progress is at the students' own pace so that they are never overwhelmed, with explicit teaching and instruction at the heart of all interactions with our students. A student's confidence grows as they attend each lesson because every minute of every lesson is working towards an achievable goal.

From the moment a student walks into one of our centres there is a clear message: "this is a place where I can learn, and these people can help me grow my love of learning."

We provide the resources; you provide the explicit teaching, and the student and parent does the rest.

## Our relationship diamond



# WHAT MAKES KIP MCGRATH EDUCATION CENTRES SUPERIOR?

## Proven Method, Real Results, Confident Kids

One of the major differences, from our competitors, is our dedication to individual programmes so that every student is successful. We truly believe every child can learn.

Our curriculum, which includes computer-based activities, written material and complementary homework, has been created by the Kip McGrath organisation for the purpose of tutoring. The material is carefully graded so that progress is constant and accelerated.

We offer blended delivery so that our students have the choice of attending in-centre or online at their convenience.



Free Skills Assessment

Tailored Learning Programme

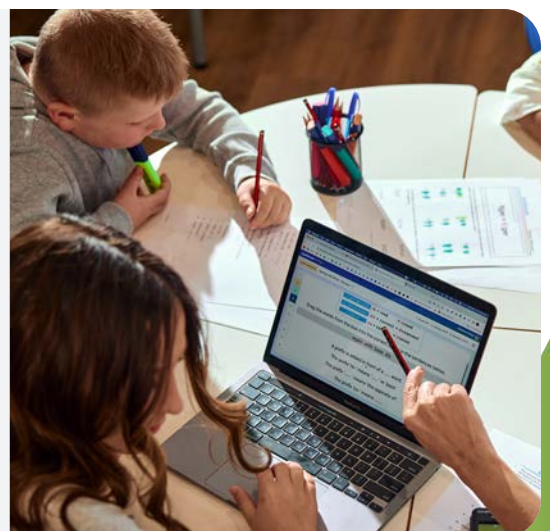
SMART Goals and Clear Reporting

Confident Kids

## Catch Up / Keep Up

Since 1976 KMEC has been the expert in Catch-Up tuition. The curriculum was designed so that students could catch up as quickly as possible.

KMEC was so successful working with these students that they often wouldn't want to graduate from their lessons. Identifying this need, our curriculum team has developed a specific curriculum for Keep Up students which includes material for teacher-led and non-interactive lessons.

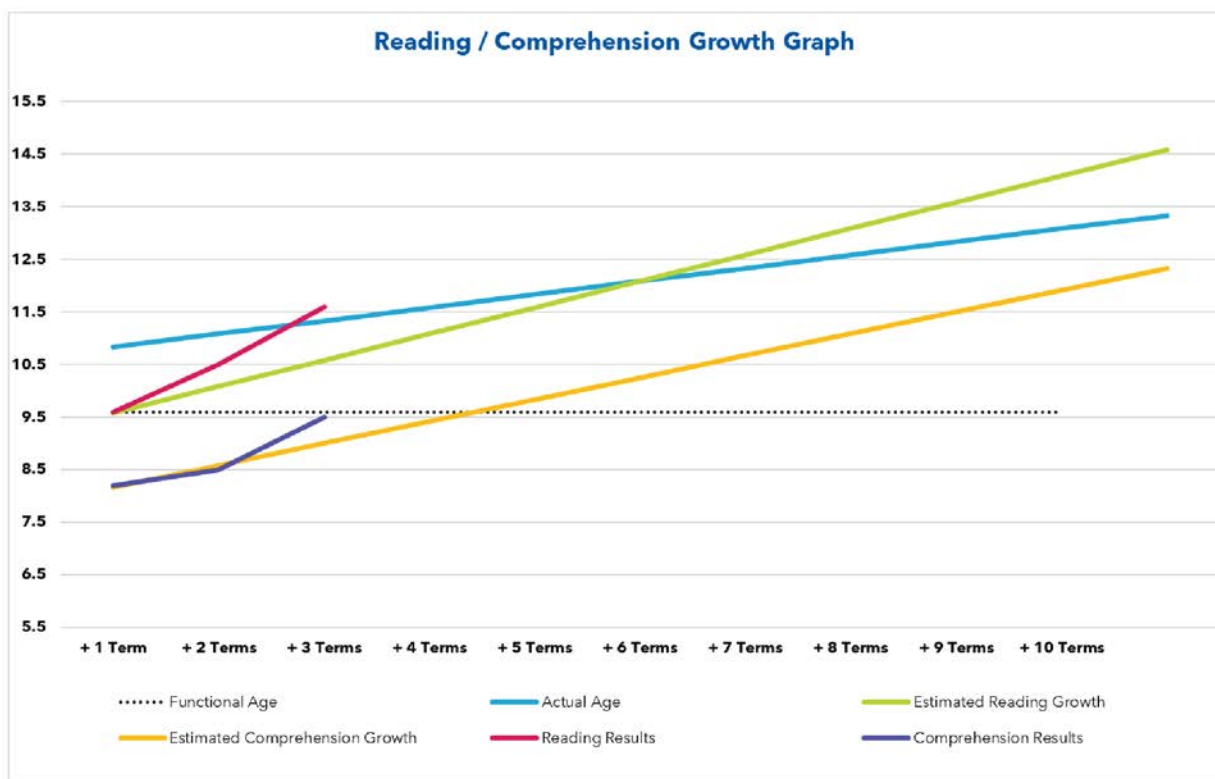




## Stacy, Mother of Maria

"We love Kip McGrath Education Centres. 6 months in and our child has made amazing improvement. I love seeing the confidence my child now has.

Thankyou for sharing the results of Maria's reassessment. This is fantastic news. I know Maria really enjoys attending tutoring and doing the homework. Her school teacher recently told me that her confidence has significantly improved. I'm very happy with her progress. Please pass on my thanks to Lucy."



### Comment from her teacher:

"When I first met Maria for her initial assessment, she was such a quiet and timid little person who could barely give eye contact and was so worried to try with fear of getting things wrong. I am so proud of the growth that she has made in herself and her confidence as well as her reading and comprehension."



# IS A FRANCHISE RIGHT FOR YOU?



3,465,568 lessons based on 2022 academic calendar



All businesses going from strength to strength with 92% now exceeding first year targets



Established brand



Scalable model to aid business growth



Proven curriculum



Scope for business growth



Making an impact in your local area



Purpose built online platform

Reasons why a Kip McGrath Education Centre franchise may be right for you:

**1**

I want to build an asset to secure for my future.

**2**

I want to make a real difference to my students.

**3**

I love teaching and want to run my own business doing what I love

**4**

As I grow the business, I will be rewarded for my efforts.

**5**

I value that technology and materials are continuously upgraded for me so I can concentrate on teaching.

**6**

I would appreciate ongoing professional support from head office in marketing and business administration.





## WHY JOIN A GLOBAL FRANCHISE?



All of our franchisees **receive full training** in how to use our materials and how to be business people. Everything is covered in the training from phone and email answering and advertising to staff selection and employment.



All of our franchisees receive **full company support** from day one.



Every two years an APAC conference is held where the network get together to share new ideas, programmes and marketing plans that have worked.



Regular regional meetings occur.



Business support and guidance.



Learning and Communication Technology Support from our global Information and Technology Team.



# Kip McGrath™

Est. 1976

## ENGLISH AND MATHS TUTORING



National Advertising by a vibrant global marketing department.



Strong brand awareness established in 1976 with student growth at the heart of all members of the global head office.



Weekly business development sessions delivered by experts in their fields.



Opportunity for unique networking sessions with likeminded Kip McGrath business people.



Quarterly newsletters keep you abreast of what is going on within our global network.



You will be able to contact other people in the same business as you, so you never need to feel alone. You are part of the "Kip McGrath family".



Regular 1:1 mentoring with a business success manager.





# MARKETING

As a member of the Franchise Network, you will have the support of a dynamic global marketing team. Marketing at Kip McGrath as three key objectives:

**1** Create brand awareness

**2** Acquiring new customers

**3** Retaining or reactivating known customers

We recommend budgeting 7% of your total revenue weekly for marketing.



# MARKETING STRATEGIES

## National Advertising Campaign (NAC)

Our National Advertising Campaign (NAC) aides us to stay competitive within the market while leveraging our brand, the larger budget to boost brand awareness across the country, benefiting all centres with a minimal investment. By participating in our National Advertising Campaign, you gain extensive marketing reach while effectively promoting your centre.



## NAC Contribution Details

NAC represents approximately one third (1/3) of your annual advertising budget, and the team at Head Office do all planning and strategy for a brand awareness.

## NAC Benefits

As a participant in the NAC, you'll receive:

- ✓ Regularly updated marketing materials, such as flyers, posters, stationery and signage
- ✓ Marketing campaign designed to build brand awareness
- ✓ A combination of television, video on demand, social media, digital media, and radio advertising at key times during the year
- ✓ Monthly refreshed social media schedule with creative contents and assets
- ✓ Centre-specific Google Ads set up and an official centre webpage
- ✓ Quarterly reports on marketing activities and performance
- ✓ Admin helps and queries for social media, Google My Business, Google AdWords
- ✓ Regular business development sessions

## Local Advertising

The remainder of your marketing budget should be driven towards your local advertising for acquiring, retaining and reactivating students from your local. Your Business Success Manager will support you in developing the best local marketing plan for your centre and support you throughout the year to assist you in achieving success.



# HOW CAN YOU BE SUCCESSFUL?

In our business model, the quality of student lessons has been identified as the key element that drives the flywheel. It creates confident students, impresses parents, generates more word-of-mouth leads and, as a result, boosts retention and growth rates.

'When you keep pushing, the flywheel begins to move faster and faster - each turn building upon earlier work - compounding your investment of effort. If asked, "What was the push that caused this to go fast?" you wouldn't be able to answer.'



Passionate and dedicated teachers



Proven methodology



Technology which motivates students



Individualised programmes for each student dedicated to achieving success delivered via supplied lesson plans - this keeps weekly teacher prep to a minimum



Comprehensive training programme



On-going support and guidance



"Teachers love to create their own resources, but when my tutors start I teach them to stick to the principles and guidelines in setting up lessons; to have faith in the system."

— Franchisee, New Zealand



# WHAT HAPPENS NOW?

Obviously we have only told you a fraction about this fantastic business opportunity.

## What happens now?

- 1 We ask you to fill in the forms including "Statement of Interest" and return this ASAP to .....
- 2 When we get these forms we review them to see if you're the type of person that fits the Kip McGrath culture.
- 3 We will contact you to talk further about the opportunity within your selected territory. If that location is already owned, we will consult with you about local territory availabilities.
- 4 Once you have a signed "Statement of Interest" we provide you a draft version of a disclosure document (Australia) and franchisee agreement for review. We recommend that you seek financial and legal advice at this point.
- 5 Book a centre visit to see if this fast-paced teaching environment is for you.
- 6 Have a meeting with one of our Kip McGrath Experts after your centre visit.
- 7 Book in a formal interview with one of the CEOs of the company for you and your family support unit. This meeting will either be in our Head Office located in Sydney or in the capital city of your state.
- 8 If you have been awarded the territory by the CEO's and the 14 days cooling off period has ended (where applicable), you are able to sign the contracts. At this time, a deposit of \$2,900 inc. GST is payable.
- 9 A schedule for business commencement will be determined in your next meeting with your Kip McGrath Expert. They can help you find your new location and work with you on the set up of your centre.
- 10 Approval to be granted by the CEO on your proposed centre location.
- 11 Invitation for the next training course will be sent to you.
- 12 The balance of the price is payable 7 days prior to the next available training date
- 13 You will attend training at Head Office Sydney from Monday till close of business Thursday the week of training.
- 14 Ongoing mentoring sessions with your Business Success Manager.