



License Business Opportunity



Innovative Leader in Educational Incursions for Childcare

www.ladybugacademy.com.au

Welcome

“ We are innovative leaders in providing fun and engaging educational programs to preschools and daycare. ”

Hello! Thank you for your enquiry regarding becoming a Licensed operator for Ladybug Academy. This document provides valuable information you will need to know about our business and the opportunities available.

A strong licensing network is important for Ladybug Academy to continue to share our quality educational programs across Victoria, NSW, ACT and QLD and deliver value to as many children as possible. Through our License program Ladybug Academy ensures our proven programs are replicated and delivered with the highest professional standards.

To become a successful License operator, you'll need enthusiasm, passion, drive and a desire to deliver a fun 'edutainment' experience for children. We thank you for giving us the opportunity to share this document with you. Please do not hesitate to contact us if you have any questions. We look forward to working with you.

All the best,
Helen Paver

Ladybug Academy Owner



ABOUT LADYBUG ACADEMY

Ladybug Academy is the innovative leader in delivering fun and engaging educational programs for preschool and primary aged children promoting health, wellbeing, diversity and sustainability. We currently deliver programs to preschools, childcare, primary schools, community centres and Out of Hours School Care servicing all areas from Sydney up to Newcastle and everywhere in between!

At Ladybug Academy, we prioritize fun-filled sessions where children learn without even realizing it! Our expansion across Greater Sydney and into Melbourne and the ACT, reflects the success and quality of our programs. With our dedicated team of skilled professionals, we ensure engaging and high-quality experiences for every child. Join us on this exciting educational journey where fun and learning seamlessly intertwine.

A license with Ladybug Academy offers an exciting opportunity to build your own business using our engaging, curriculum-based educational programs.



EST. 2009
12+ YEARS

Our history

LEADER IN THE INDUSTRY

With a vision to enhance children's understanding of themselves, others, and the world, Dr. Angela Andonopoulos founded Ladybug Academy over a decade ago. Since then, our team has diligently conducted research and market testing to ensure our programs evolve in sync with educators' and parents' needs. Our commitment to creating memorable learning experiences remains unwavering as we continue to refine and develop our offerings.

Ladybug Academy experienced a change in ownership in 2018, with Helen Paver taking the helm as the current Director. Helen, formerly the Lead Educator delivering our programs, brings a wealth of experience in Health, Fitness, Travel, and the Environment. Her passion and expertise have been instrumental in propelling the business to its present success.

“We have delivered our programs to thousands of happy preschool children across Greater Sydney and Newcastle.”



Program overview

Ladybug Academy offers engaging programs for children aged 2 to 7 years, including both one-off incursions and extended weekly sessions. Our curriculum-based programs deliver important messages through fun and interactive experiences. With clear connections to current learning outcomes, our content enriches classroom and home learning.

Through song, dance, physical movement, games, and digital storytelling, children explore popular themes, fostering social consciousness and encouraging active community involvement. Join us to provide children with memorable opportunities for growth and development.



Our programs

EcoBUGS

Our comprehensive sustainability program nurtures awareness and appreciation for our precious world as we believe in empowering young minds to make a positive impact. Through our program, we inspire innovative thinking and encourage stewardship of our land, water, and air. Join us as we foster a generation of environmentally conscious individuals who will shape a brighter future.

TravelBUGS

Our program sparks curiosity and broadens children's horizons by exploring the diverse countries and people that shape our global community. From Asia to Africa, South America to Australia, we delve into the rich tapestry of cultures that make our world vibrant and interconnected. Join us as we inspire children to appreciate and understand the global mosaic of our shared humanity.

ScienceBUGS

Our program ignites the inner scientist in every child, fostering curiosity and a deep connection to the world around them. Through captivating science topics and engaging experiments, children embark on a journey of discovery, unlocking the wonders of the scientific realm. Join us as we inspire young minds to explore, question, and embrace the amazing world of science.

HealthBUGS

Our program empowers children to prioritize their health and well-being, taking an active role in their own happiness and vitality. Through interactive sessions, children discover the importance of nutrition, hydration, play, and rest in becoming happy and healthy individuals. Join us as we show children that being a HealthBUG is both easy and enjoyable, fostering lifelong habits for a vibrant and fulfilling life.

BackyardBUGS

Our program brings the captivating world of nature directly into the classroom. With enchanting critters like Caterpillars, Butterflies, and stick insects, children have the opportunity to closely observe and care for these insects while discovering their important role in the natural world. Join us as we bring the wonders of nature to life, nurturing children's understanding and appreciation of the diverse ecosystems that surround us.

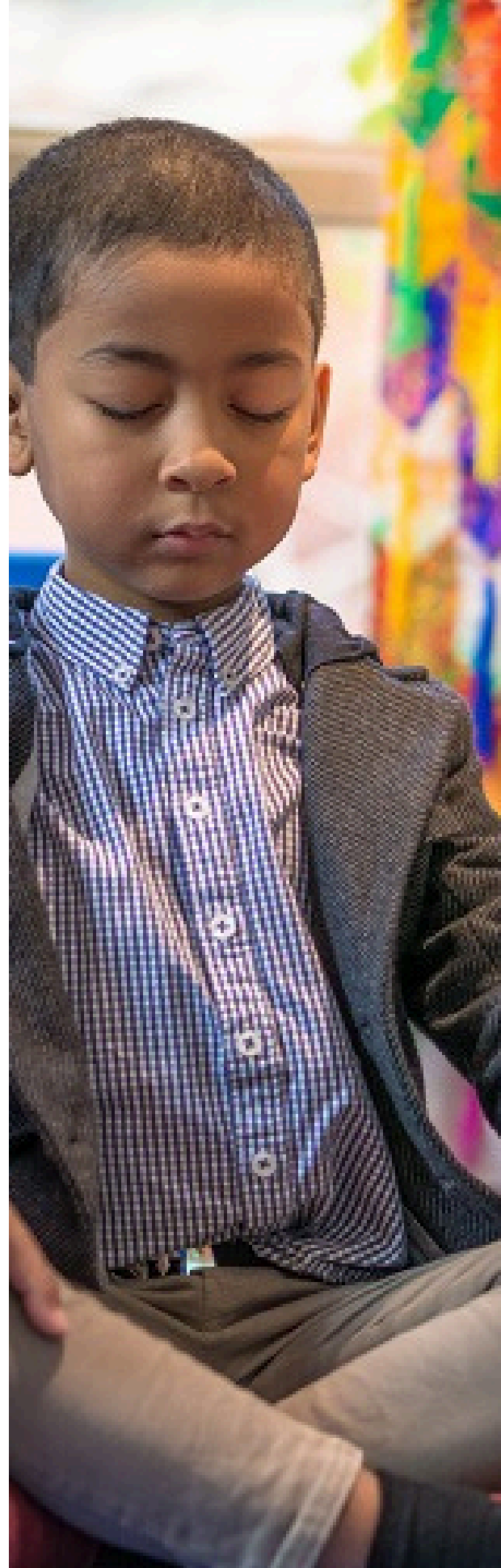
What makes Ladybug Academy programs special?

Educational curriculum takes both years of research and development, and plus extensive testing and application to fit the market. All of Ladybug Academy's programs are written by experts who have refined and delivered each program to thousands of Preschool children and staff.

All programs provide fun educational experiences where children are inspired to explore important topics at home and in the wider community. Combined with original songs, puppetry, a variety of engaging activities and modern technology all incursions have clear outcomes linked to the EYLF and comprehensive follow on resources for staff.

Each module is all-inclusive complete with lesson plans, handouts, equipment, full training, brand and website with no additional costs to start trading.

Low cost entry to a reputable brand with no reportable KPI's or sales targets, work when you choose and keep your hard earned profit.



“We are committed to providing comprehensive programs to involve the children, staff and their parents and carers at home”

Why us?

Our mission is to cultivate in children a sense of social responsibility, empowering them to actively contribute to creating a better world.

By becoming a License Operator and joining our team you will join other like minded professionals with the same core values;

PASSIONATE

We are fun, friendly, healthy and enthusiastic about what we do.

WELL INFORMED

We are interested in the environment and science and embrace our rich global diversity.

CUSTOMER FOCUSED

We treat our customers with respect, compassion and kindness.

MORAL INTEGRITY

We do the right thing by being professional, committed and honest.

TEAM PLAYER

We are thoughtful and aware of our team members and place our trust in each other



“Becoming a License operator allows you to have the creative freedom to develop your own business with proven and consistent expert support behind you at all times.”

License opportunity

ESTABLISHING AND OPERATING AS A LICENSE HOLDER

The Ladybug Academy License fee grants you the use of Ladybug Academy valuable intellectual property to offer our educational programs to Childcare, Community Centres, Primary Schools, Birthday Parties and more to deliver our memorable learning experiences.

You will travel to different centers across your exclusive territory, providing both one-off incursions and extended weekly sessions to enrich classroom learning through fun and interactive experiences.

However, you get a lot more than just that!

We provide: optional comprehensive training on all programs, lesson plans including handouts and follow on resources for the Teachers along with all equipment required to get started.

Included in the License are our logos and branding to use in your business sales and marketing systems.

You will have the freedom to choose how you work, when you work, where you work to create the lifestyle that fits your and your family.

ROLES AND RESPONSIBILITIES

The role of a License Holder is to:

- Deliver engaging and fun programs in a safe and inclusive environment
- Be responsible for your local business development and local area marketing within a territory
- Protect and promote the Ladybug Academy brand and it's intellectual property

HAVE FUN & LOVE WHAT YOU DO!

Unlike a Franchise model, there are no commission fees based on your earnings – work as much or as little as you choose and keep the profit*! There are no business or performance KPI's for you to meet – set your own targets!

*After the initial set up fee, there is a monthly fee to retain your exclusive territory.

Setting up a Ladybug Academy Licensed business is affordable and running it is low cost. We deliver our excellent services for a very affordable price.

Who are we looking for?

We are looking for people with these qualities:

- Passion for making a valuable contribution to your community,
- 100% committed to learn and operate your own business,
- Passion for teaching children about how to look after themselves, each other and the broader world,
- Positive and friendly attitude,
- Strong business ethics and personal integrity,
- Willingness to follow the Ladybug Academy License system,
- Excited to learn and deliver comprehensive and market tested programs,
- A drive to succeed through your own hard work.

Are you looking for a brighter future and want to create success for yourself rather than for somebody else? Ladybug Academy could be right for you!

What do you get?

We are offering License Holders multiple benefits, including:

- A rewarding and entrepreneurial lifestyle – be your own boss and run your own business,
- High potential for growth with multiple revenue streams to work within,
- Low cost entry and low operating overheads,
- A strong brand with proven success,
- Your chance to develop and build your own business in your local area,
- A large territory location to keep you challenged and driven with opportunity to grow,
- To become part of our family friendly culture with like-minded passionate people .

“ As a license holder you can choose your own working hours, fit your work around your lifestyle, spend time doing what you love and be your own boss! ”



FAQs

Q1. WHAT IS THE NEXT STEP IN BECOMING A LADYBUG ACADEMY LICENSE HOLDER?

Simply email us at Helen@ladybugacademy.com – we'll be in touch soon after to arrange a time to meet up and run through the process.

Q2. DO I NEED ANY QUALIFICATIONS OR EXPERIENCE?

No experience or qualifications necessary. Just a positive attitude, a willingness to learn and a passion to work with children. We will proficiently train you to our high standards and ensure you become a premium Ladybug Academy Educator able to confidently deliver all of our programs.

A current Working with Children's Check will be required.

Q3. HOW IS MY TERRITORY DETERMINED?

The territories are defined by council areas and have been expertly designed taking into account population and location. Each territory will have combination of different postcodes and suburbs and will be exclusive to you.

Q4. HOW LONG IS THE LICENSE AGREEMENT?

The license will initially be granted for 5 years with options to renew at the end of the agreement. Once you have purchased the license for your territory there is a small monthly fee to pay while you are operating. If you choose to stop using Ladybug Academy programs you simply stop paying the monthly fee and relinquish your territory.

Q5. WHAT IF I HAVE NEVER OWNED A BUSINESS BEFORE?

Having little or no prior business experience is not a problem. Ladybug Academy started as a small owner operated business and we have been through the ups and downs of starting and developing this exact business - which is why we know it works.

Q6. WHAT TYPE OF PERSON WOULD MAKE A GREAT LADYBUG ACADEMY TEAM MEMBER?

We believe passion, drive and fun are the key to a successful License Holder. You will enjoy the fun dynamics of working with children and be ready for a challenge to create success. You will be hard working and prepared to put in the effort to reap the rewards. You need to be able to work within your territory in order to develop beneficial relationships and networks to grow your local business.

Q7. I HAVE A FAMILY, WILL BEING A LADYBUG ACADEMY LICENSE HOLDER BE FLEXIBLE ENOUGH TO FIT IN WITH MY LIFESTYLE?

Absolutely it will! We are a family friendly company. We work around our families and have the flexibility to choose our own hours, take time with the family during school holidays and maintain a flexible work life balance.

“We are a family focused friendly company and we encourage a healthy work life balance.”

The future of Ladybug Academy

Ladybug Academy has grown over 10 years from operating on a small scale as a sole trader to a Limited Company employing staff. With growth into Greater Sydney facilitated by our license holder network, the next three years of operation will see Ladybug Academy play an integral role in promoting important topics in Childcare centres, Primary Schools and community spaces.

Our goal is to establish over 10 Licenses within NSW and continue to broaden the scope of our program offering while increasing brand awareness and building a strong following.



Ready to get started?

Thank you for taking the time to read our Ladybug Academy License information pack. We hope that it has answered all of your questions, and provides you with the information you need to fully consider this business opportunity.

Of course, if you do have any other questions please contact us. We are more than happy to discuss whether being a Ladybug Academy License holder is right for you.



Contact us today to start your journey with Ladybug Academy

Contact: Helen Paver
Owner/Managing Director

Phone: 0405 092 275

Email: helen@ladybugacademy.com

Visit: www.ladybugacademy.com

What our Customers say about our programs

"What a fabulous time we had here at Wallaby Street with the Eco bug team. Our children enjoyed the whole experience and are still singing the Eco bug tunes and making the Educators dance. We will definitely be booking in some of the other shows/experiences in the near future. Thank you team. Fantastic."



"I recently booked the Science Bug and Travel Bug for my preschoolers. I had never heard of Ladybug Academy but was interested with the variety of incursions on offer. I have to say, Ladybug surpassed all my expectations! The content was educational, the delivery was engaging and stimulating and the use of so many interactive props ensured the children remained engaged and enthusiastic. The set up was absolutely beautiful also, showcasing a company that clearly displays respect for children's environment as a second teacher. I cannot wait to book our next incursion!"



"An absolutely brilliant Incursion- so full of vitality and information. The children and educators were enthralled. Thanks so much- we will definitely book again!"



"The EcoBug incursion is amazing. The children were engaged throughout the entire experience and talked about it for the rest of the day. Helen was great with the children and made sure everyone had lots of fun while learning to be EcoBugs. Our centre was very pleased with this incursion and look forward to booking more incursions in the future. "



"What an incredible experience we all had this morning with the Health bug Incursion. Having facilitators who are, lively and clearly passionate about what they do makes the experience so much better. The children's faces were a delight to see and they were totally engaged by this experience. The air was filled with thoughtful questions and sounds and it emanated throughout the pre-school. I'm not sure if the educators or children had more fun. Highly recommend!"



What is it like to work with Ladybug Academy?



Ang Dellaway, Incursion Educator and licensee

"I enjoy being a licensee for Ladybug Academy Sunshine Coast and North Brisbane.

The Ladybug Academy incursion programs have allowed me to expand on my existing services and to utilise both my Education qualifications and business experience to a new level.

I love the flexibility and opportunity for growth, that working as an incursion educator allows. Working in Childcare Centres, Kindergartens and Schools is very rewarding and lots of fun!

Everything provided by Ladybug Academy is comprehensive, supportive and professional. Helen's mentoring during the training process has been invaluable and she is always available for support along the way.

I look forward to seeing the growth of my Ladybug Academy incursions and love that the topics we teach are valuable in making a difference for future generations."

"Working as an incursion educator is a wonderful opportunity to have a highly rewarding role whilst having flexibility and freedom around your daily life commitments and schedule.

Ladybug academy is extremely supportive and nurturing when training you up – there is no silly questions and they hold your hand through the whole process. Helen is a beautiful mentor and coach who has been there herself and understands how you are feeling as you go through the motions.

Everything is so professional and the centres and children absolutely love having you come and visit.

If you are looking for a rewarding, flexible and and highly supported role – I can't recommend Lady Bug Academy enough."



**Julia Chappell,
Incursion Educator**

