



# HEY DEE HO EDUCATIONAL SERVICES FRANCHISE

SHARING THE MAGIC OF MUSIC AND MOVEMENT

# OUR COMPANY



Established in 1987 and franchising since 2002, hey dee ho are recognised industry leaders in the delivery of education programs to the early learning sector.

Our educational programs operate in approximately 400 Early Learning Centres across Australia and over 10,000 children participate in hey dee ho educational programs every week.

With over 30 years experience in the sector, hey dee ho is continually innovating and ensuring our programs are up to date and reflect best practice. Each of our programs meet industry compliance requirements which ensures that our services stand out from the rest.

While our focus is providing educational programs to children from birth to age 12, we also offer intergenerational sessions at Aged Care Facilities, public and private concerts and birthday party entertainment as well as, instrument, CD and DVD retail sales.



# THE PROGRAMS



As a hey dee ho franchisee, you are spoilt for choice. hey dee ho educational services offer four play based programs for you to develop multiple revenue streams from your business and sustain long lasting client relationships and meeting the changing needs of the services you work with.

You can deliver all programs or match them to your skillset and businesses plan.

Programs included in this franchise system are:

- hey dee ho music – music programs for 0-6yrs, using a music player, percussion instruments, finger puppets and props. The presenter needs to be a confident singer and performer.
- hey dee ho active 8 – fitness program for 0-6yrs, using a music player and props. The presenter needs to be fit and energetic.
- fun-key yoga – yoga program for 0-12yrs, using a music player and props. The presenter needs to be fit and energetic.
- The Fiction Factory - drama and literacy program for 0-6yrs, using a music player and props. The presenter needs to be fit and energetic.

All sessions are facilitated by one presenter. That may be you or an employee.

# THE OPPORTUNITY TO FOLLOW YOUR PASSIONS



Do what you love and love what you do.

Working with children is so rewarding and like working with adoring fans. There is great satisfaction in knowing you are contributing and making a difference to the development, health, and wellbeing of our youngest generations.

Relish the benefit of working autonomously, with the confidence that you are a valued member of an amazing team of like-minded, passionate business owners who will support your personal and professional development.

Our comprehensive business systems and training programs will give you a great foundation to run your franchise. This means you can optimise your personal financial destiny, with the flexibility of growing a business that can work around you and your family.

The diversity of programs and session types not only provides you a variety of revenue streams to develop, but the flexibility to work within the business yourself or to develop a team to work with you.

The diversity of programs and session types allows you to focus on what matters most to you:

- If you are musical then hey dee ho music is a great outlet for your talent.
- If wellness is your passion, fun-key yoga could be your main focus.



# ARE YOU A GREAT FIT FOR THIS BUSINESS?

If you have a passion for children's education and development, are self-motivated, energetic and enthusiastic then a hey dee ho franchise gives you the opportunity to set up a business that could bring some balance to your lifestyle.

You need to be prepared to follow the hey dee ho system, be a self-starter, capable of managing staff and have a good sense of humour.

The business is flexible and may suit:

- Business minded parents with school aged children looking to work around school hours
- Entertainers/performers
- People with a background in teaching or coaching
  - Primary and/or preschool
  - Guitar/piano/vocal/drama
  - Personal trainers/ Yoga teachers
  - Early childhood professionals with a flair for performance



# THE BUSINESS STRUCTURE



The business is set up within a geographical area that is yours to develop.

Territories are set in accordance with the opportunity available – this is based on the demographics of the area, the population, number of Early Learning Centres, schools and preschools.

We offer induction, ongoing training and loads of practical support to our franchisees via our Support Office team.

Starting your own a hey dee ho franchise means you can conduct your business with the full backing and support of highly experienced people who know the industry. The extensive knowledge of our Support Office team guarantees real practical advice and hands on involvement in your business. You will never feel alone.

Each Franchisee develops a business plan, utilising a selection of programs and activities that will meet the geographical territory demand.

This means that you can grow and develop the business around your family and lifestyle schedule. Most sessions are presented in the mornings allowing parents to be available for school pick ups and that flexibility to schedule around your family life milestone events.

# FRANCHISE INVESTMENT

Investing in your future and joining the hey dee ho educational network details:

- A one off franchise purchase fee which is calculated on the opportunity of the area (based on the demographics and number of Early Learning Centres)
- An ongoing marketing fee of 3% of gross turnover paid monthly
- A royalty of 7% of gross turnover, paid monthly
- Prop kits for each program will need to be purchased

Your investment means:

- You will have a business asset that will accrue appreciation and can be sold within the franchise period
- You are investing in your own future instead of working for someone else
- You are in charge of your own future. You decide when to take holidays, what time you finish for the day and how much time you spend with family





# ALL THIS AND MORE

The Initial Franchise Purchase Fee includes:

- Use of the hey dee ho name, logo and professional identity
- Use of all hey dee ho programs, music and trademarks
- Agreement to operate a franchise in a specific geographic area
- A franchise operational manual detailing business development and marketing plans, implementation methods and network experience
- Access to the franchisee resource website with all business and program administration documents
- Listing on the company web site
- Access to the combined experience of one of Australia's fastest growing professional franchise groups
- Initial data base set up - for class participants as well as child care centres, preschools, primary schools and other potential income sources as they are identified
- Assistance in the initial set up of sessions as per the agreed business plan
- MYOB set up
- Your personal induction training and ongoing support





# SUPPORT FOR YOUR BUSINESS

We have a wonderful long serving team at the hey dee ho Support Office who are here to help you get started.

Everything is set out for you with simple steps to assist you while you settle in to your business. This is incumbent of your ongoing monthly 7% franchise fee from your gross turnover.

All businesses take hard work and commitment. Here's how we help you:

- Business development activities to assist in obtaining work for franchisees (entertainment and business options)
- Central billing for chains of Early Learning Centres
- Development and distribution of props, class books and marketing materials
- Review and development of core curriculum
- Sourcing, production and distribution of products for retail markets
- Analysis of reports and trends
- Coordination of regular workshops/franchisee meetings
- Provision of workshop minutes or videotape records for remote franchises
- Management and administration of any hey dee ho referrals
- Maintenance of intranet and training resources



# MARKETING FUND

We operate a central Marketing Fund which all franchisees contribute to (3% of your monthly gross turnover). The fund is managed by our Marketing Team to deliver successful growth outcomes to our franchisees on a national scale.

The Marketing Fund delivers:

- Management and administration of 1300 number on behalf of all franchisees
- Management of group brand awareness/business development advertising
- Development and management of website
- Web based advertising
- Magazine advertising as required
- Social media campaigns
- HR and legal compliance monitoring and training
- Live performances and activities to promote the brand (events need to be qualified)
- Expos and other industry events as agreed by the group
- Marketing budgets set and monitored centrally



# TRAINING



We have an ongoing commitment to ensure you are kept up to date on all the developments of our program and to assist your professional development. This fee is included in your franchise purchase fee and covers:

- All relevant presentation programs – music, yoga, active 8, The Fiction Factory and fun-key music
- Business development, marketing and customer service
- Use of the Franchise Manual to obtain optimum results
- Access to our online training portal
- Intensive monitoring, liaison and support during the development period plus ongoing assistance to achieve business plan
- Business Needs Analysis to ascertain how the hey dee ho support team can best assist franchisee on an on-going basis
- Assistance in organisation of advertising campaign including shell adverts, proofs, costings and initial bookings but excluding costs of the actual advertisements



# ARE YOU READY TO BEGIN TO DO WHAT YOU LOVE?

hey dee ho educational services have been dedicated to building strong relationships with Early Learning Centres, Childcare Groups, parents and children for over 3 decades. This commitment has earned our reputation as the leading childcare service provider in the country.

If you want to:

- Be your own boss
- Develop multiple revenue and passive income in your business
- Have variety and be challenged in what you do
- Work with a proven successful business model
- Have ongoing support at every step of your journey
- Be part of an industry accepted, reputable and growing organisation.....





# Contact Us Now



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