



REACH ENGAGE
CHALLENGE

SHERPA KIDS SOUTH AFRICA FRANCHISE OPPORTUNITY

January 2014



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REACH ENGAGE CHALLENGE

“Take the quality of your Out of School Hours Care to new heights with experts and build a business that will change your life.”

Mountaineers are renowned for utilising the skills and knowledge of the Sherpa people to guide them safely towards a summit. In the same way, you can rely on the expertise and hard work of Sherpa Kids to guide you with everything that goes into managing, planning and running an outstanding and affordable business

Founded in 1996, we now operate in over 100 schools in New Zealand (as SKids), Australia, the United Kingdom and now Southern Africa. We have a solid history that has been founded on a high level of know-how, integrity and expertise. Our professionalism underpins our brand, our systems and is reflected in our people. Sherpa Kids has a genuine passion for delivering a quality, structured and safe service built on a solid business platform.

Sherpa Kids provides a creative, engaging, fun, safe and secure environment for the care of our school communities. We pride ourselves on adhering to International Best Practice and standards. This is evident in the accredited status of our operations in New Zealand, Australia and the United Kingdom.

We thank you for your enquiry and look forward to partnering with you to make a difference in your community and ours to build a solid, reputable business.

Genevieve Allen
Managing Director
Sherpa Kids Southern Africa

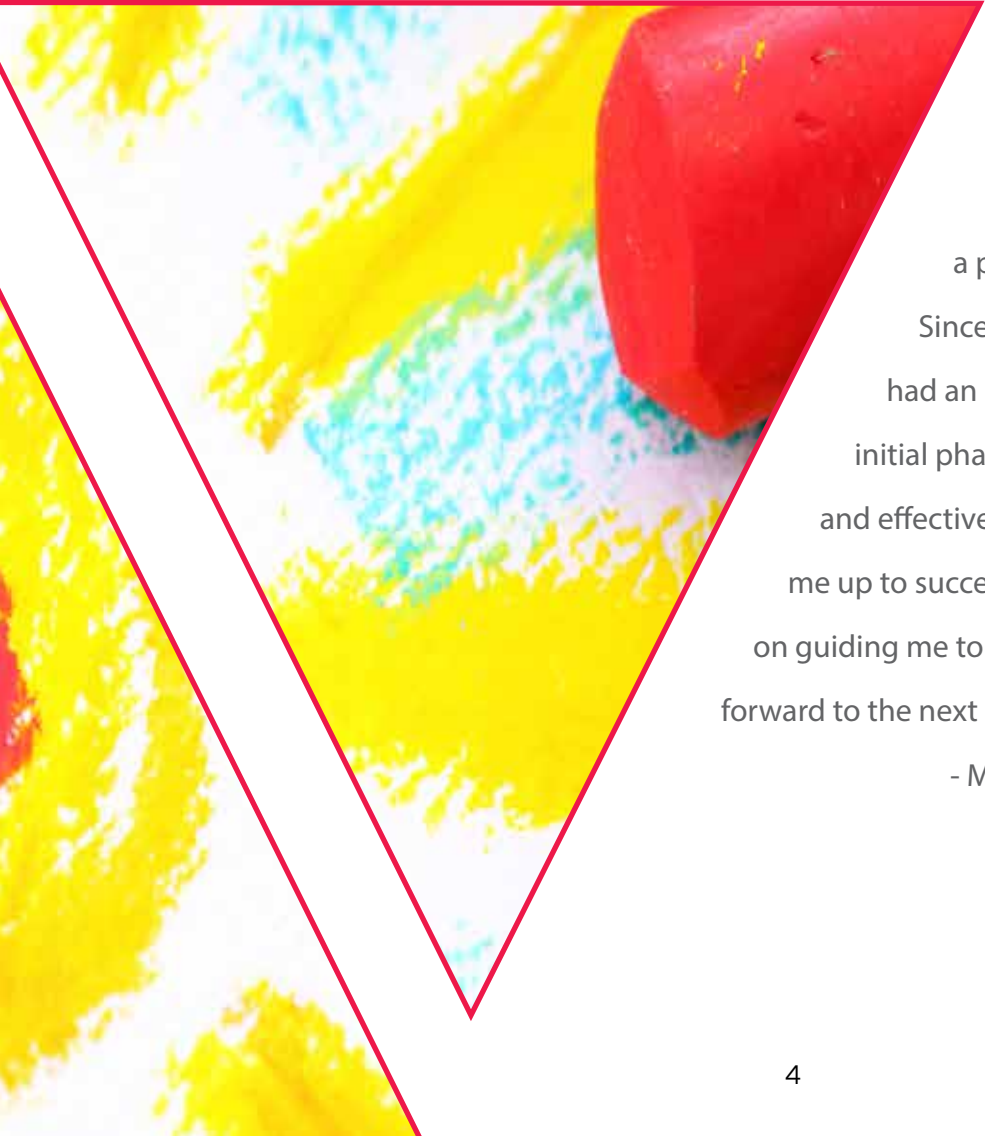




**"As
long
as you
believe you
are sure to
succeed!"**



"From my initial contact with Vicki and the Sherpa team, I have found them to be an outstandingly proficient and extremely professional organisation. It was from these first impressions that convinced me that I had to be a part of the Sherpa Kids operation. Since making this decision I have not had an opportunity to look back as the initial phase of my business has been fast and effective. They have done everything to set me up to succeed and are extremely supportive on guiding me to achieve success. I can now look forward to the next phase of my business."



- Mick Rasmussen, Sherpa Kids Narellan

Learning about Sherpa Kids

Sherpa Kids is a franchised Out of School Hours Care business. Our aim is to establish quality on-site programmes in schools throughout South Africa. Our programmes are structured, engaging, fun, safe and educational. Our services recognise and cater to the varying needs of different communities and cultures.

Sherpa Kids serves the needs of local communities by keeping children safe and returns an income directly back into your business, your school and your community.

Sherpa Kids provides opportunities for families to work together and to establish a strong business that they can participate in and be proud of while greatly assisting the local school communities. Sherpa Kids is proud to have helped individuals who previously thought they would not be able to own and run a business. This can be attributed to the strength and support of a highly experienced and internationally awarded franchise team.

We provide solid systems and processes to ensure your operational strength.

What is Franchising?

Franchising is not a business in itself but a way of doing business.

At Sherpa Kids we believe if you love our Sherpa Kids business and if you agree to do your best to follow Sherpa Kids tried and tested rules for running an out of school hours business, then:

- We will grant you the right to run a copy of a Sherpa Kids business
- We will show you what you need to do
- We will give you the tools to do the job
- We will support you in your efforts to do it and together we will grow your Sherpa Kids business

- In return you will pay us a fair price for the Sherpa Kids brand, goodwill and support
- And you should make a fair return on your investment


Key Links to consider in your research are:

- www.fasa.co.za
- www.sherpa-kids.com.au
- www.sherpakids.co.uk
- www.skids.co.nz
- www.acecqa.gov.au





“The
wait
has been
worthwhile”



“Late
last
year I
decided
I wanted
to retire!
Well that idea
didn't last long.
I've never run a
business before,
and apart from
being a mother of
one son and an aunty,
I hadn't "worked" with
children before either.

I asked Vicki Prout what
Sherpa Kids was about and
the rest, as they say "is history".

I began my journey with Sherpa
Kids wanting to do something
worthwhile in my community.

It took me some time to take the
leap, but getting to that point Vicki's
passion for what Sherpa Kids is about
inspired me.

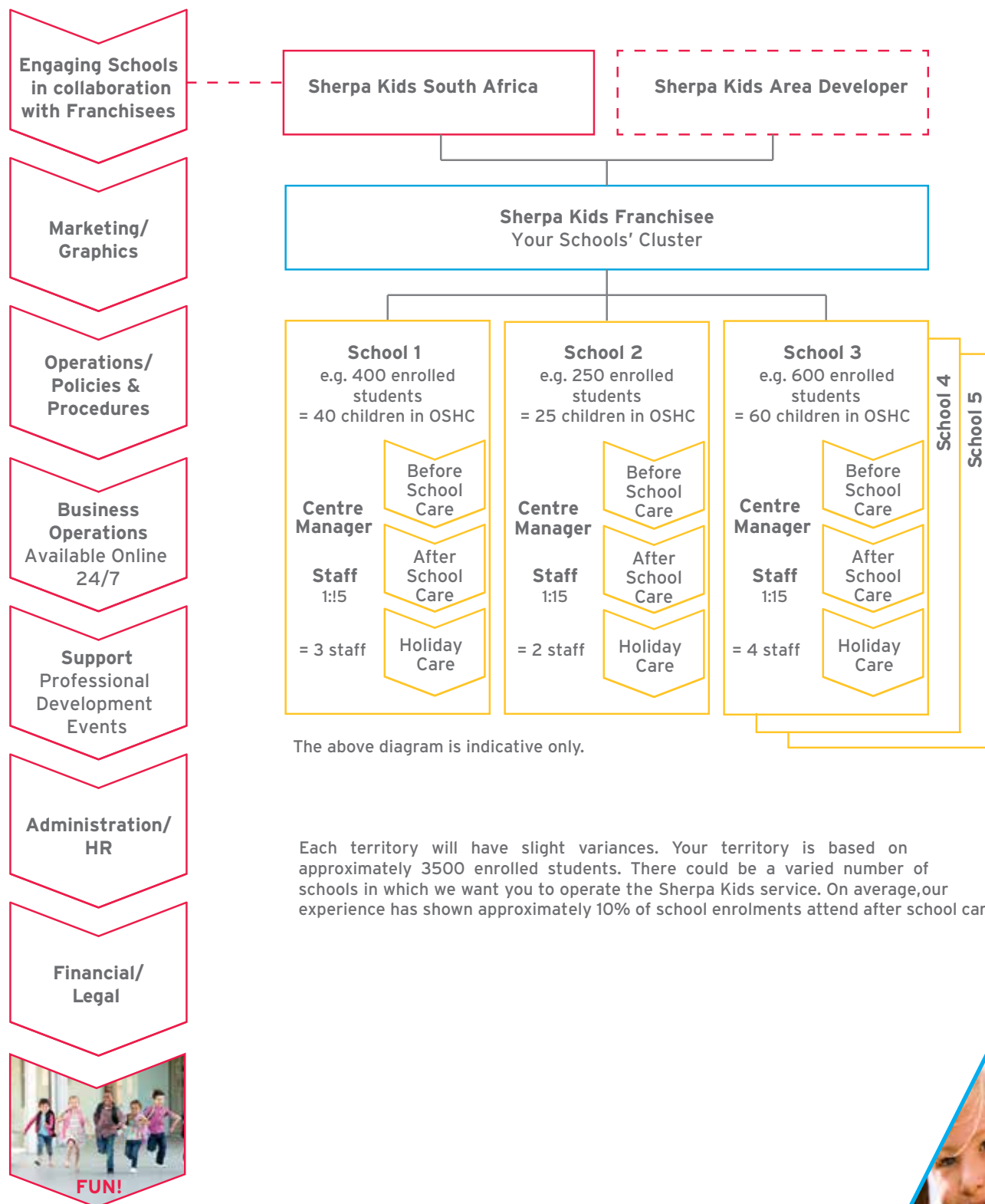
I bought the franchise of Area Developer
South Australia/Northern Territory
which comes with all the training, tools,
encouragement and support needed. We
have an awesome team in Head Office whose
experience and belief in what we're doing backs
us all the way. South Australia is experiencing great
change in the Out of School Hours Care (OSHC) sector
at present, and while we have a way to go yet, it's very
exciting.

I'm not a salesperson but I love talking to Principals and
Governing Council members about Sherpa Kids and its
complete out-of-school-hours-care management package,
what that means to a schools community, their families and
children.

Also, I get to talk to people who are interested in purchasing a
Sherpa Kids franchise. This is not a business for everyone! However,
everyone in the business is provided with the training, tools and
ongoing support needed to aid them in achieving successful OSHC
programs and businesses! Learning? Every day! Love it!"

- Michele Button (Area Developer), Sherpa Kids SA/NT

Sherpa Kids Leadership Model





Take the quality of owning a business to new heights with experts

Sherpa Kids is a fast growing company in a fast paced and extremely important industry and is looking for savvy business owners.

- Do you enjoy working with children?
- Do you enjoy making a change and difference in your community?
- Do you feel it is important to fulfil a community need, helping parents to balance work and home?
- Do you want to build a business that you can grow continually?
- Are you seeking a business that you manage – work on the business not in the business?
- Are you looking for a business with low initial investment?

Sherpa Kids is seeking entrepreneurs who can challenge, manage and have the desire to drive several school sites (known as a territory) and engage closely in these communities.

Our model is a little different. You are allocated a cluster of schools that becomes your territory. Each territory is determined by the number of enrolled students at the cluster of schools that are located near each other.

The primary schools are a mix of government and independent sector schools

Together we can create clever, customised collaborative services via an educational programme and practice, whilst aligning with International Best Practice

Collectively we work with these schools to introduce Sherpa Kids with the intention of implementing our programmes. Your role is then to employ a Centre Manager initially and then employ and train your team to run the Sherpa Kids programmes at that designated school. You do not need to hold industry qualifications but your key staff at each centre must hold appropriate qualifications.

As we work together we open more schools and your business takes shape.





**“We
are
delighted
to have
Sherpa Kids
come on board”**



“The learning community at Fairhills Primary School has been working with our newly engaged before and after school care provider, Sherpa Kids, for the last four weeks. We have found Rebecca and her team to be professional helpful and genuinely interested in providing safe fun activities for our students. The Sherpa Kids team provide a friendly and non-threatening interface with our families. We’re really looking forward to continuing the relationship.”

- Moi Beaurain (Principal), Fairhill Primary School

The benefits of joining Sherpa Kids.
We collaborate with you to assist in signing up your first school.

Financial

- No expensive and high long term retail rents – in some cases no lease fees paid at all
- Low cost entry
- A proven business model
- A rapid return on investment
- Recession proof

Operational On-site

- Highly structured programmes that align with International Best Practice
- Set programmes for before school care, after school care and holiday care
- Work within school grounds – operating on-site provides familiarity for parents and children
- Opportunity to customise offerings to match community needs/ethos.

Business Operations

- Business mentoring and training is provided
- Business planning
- Operations manuals that include: Regulatory compliance, HR, Marketing, Administration, Business Operations, Finance, On-site Policies and Procedures
- Online platforms for business administration

Lifestyle

- Flexibility with working hours. You decide the hours you want to work in the business

Support

- Supported by a highly skilled and trained franchise team
- On going business support and opportunities to up skill and build a strong financially sound business
- Marketing assistance (10 x 10 marketing plan)
- Strong networking base with other business owners



The Facts

- Strong market demand in many areas
- Massive growth industry for Southern Africa
- Potential to become a multi-unit franchisee
- Grow your programme in a number of schools – we are not looking for you to operate in one school but several
- Extremely strong, successful 15 year track record. Market leader in New Zealand, strongly growing in Australia and launched into the UK over a year ago

Your role is to manage your staff, develop the relationship with the school community and grow the business as the demand for your services increases with enrolments. Our role is to support you by providing management advice and consultation within the childcare industry.

Meet the South African Team

Managing Director Sherpa Kids South Africa Genevieve Allen

Genevieve's 20 years' experience in Education has focused on brand development and operational excellence which is in tune with customer needs and market trends. This experience was gained at the JSE listed Advtech Group in the positions of Managing Director for two of their tertiary education brands- Rosebank College and College Campus.

She holds an undergraduate qualification in Marketing (and lectures in this area); an MBA from Edinburgh Business School and, most recently, attained a Masters in Business Innovation from Deusto University in Spain.

The environments in which Genevieve leads are generally characterized by a focus on continuous improvement, creative idea generation, clarity of decision making and the capacity and mandate to mobilise solutions.

The team assembled for Sherpa Kids South Africa management has been meticulously selected to include an array of education specialists with focused expertise on the needs of young children and operational experts whose implementation and execution skills ensure that good ideas become great sustainable operations.

National Business Development Manager Emma de Bruyn

Emma has ten years' professional experience within the tertiary education sector including operations management, human resource management, sales and marketing and business development. She has a BA degree in Communication, a management development qualification and has been professionally trained in Branding, Sales and Quality Assurance.

Emma's role at Sherpa Kids South Africa as National Business Development Manager involves building partnerships with schools in order to provide an outsourced service solution for before school, aftercare and holiday needs. She will be using her strong operational experience to set up sites and ensure they are well managed and run.

Training Manager (Primary School Industry Specialist) Sean Coughlan

Father of four boys (aged 9 –20), Sean holds an M.Ed. with post-graduate specialisation in Special Education (Remedial). Sean's almost 40 years in the education sector includes 20 years at Rhodes University as a lecturer in the Education Department and many years as a High School and Primary School teacher. In addition, he was Education Officer for the 1820 Foundation in Grahamstown where he was responsible for administering and planning Southern Africa's (annual) English Olympiad, National School's Festival of English and many other varied educational offerings.

Sean is perfectly positioned to ensure that Sherpa Kids out of school hours (including before school, aftercare and holiday care) solution is perfectly matched to the needs of South African parents, their children and our schools. Responsibility for Training and Quality Assurance completes Sean's Sherpa Kids portfolio.



**Operations Manager
(Industry Specialist:
Aftercare)
Mariska Basson**

Mariska holds a degree in Child Psychology and an honours in Child and Family Therapy. She has experience in the pre-school sector as Lead Grade R teacher followed by four years in the tertiary education sector as a National Student Relations Manager. In this role, Mariska was responsible for the management of a team of social workers and counselors servicing over 2000 tertiary level students.

Mariska's primary role at Sherpa Kids will ensure that content offered has local relevance and flavour with activities appropriately tailored to the age and stage of South African children. In addition, Mariska will guide, train and coach aftercare and holiday staff.

**Business Process Analyst
Tamlyn Porter**

Tamlyn holds a BA in Communication Science and trained in Quality Assurance and IT Systems. Tamlyn worked for South Africa's largest listed private higher education group – The Independent Institute of Education – for over 10 years. She holds management and systems' experience and worked as a campus principal for over five years. Her strengths and experience include training, quality assurance, operations management and an understanding of deep systems. As an independent consultant for Sherpa Kids South Africa, Tamlyn will undertake the role of aligning business processes to ensure system efficiency and will be involved in training and quality assurance functions.

Join Sherpa Kids

YOU ?

Do you have what it takes to join Sherpa Kids?

A successful Sherpa Kids franchisee is motivated and willing to follow the Sherpa Kids system.

Sherpa Kids programmes are franchised to carefully selected, highly trained and culturally diverse owner-operators who run our programmes as an independently owned and operated small business.

Our surveys show that as a franchisee you will succeed because:

- You are willing to invest your own time and money into your business
- You are not afraid to ask for help
- You are well organised and good with time management and planning
- You are eager to build a successful business that has longevity
- You have a passion for working with children

- You have an eagerness to learn and a desire to help others
- You show a willingness to put in longer hours initially to get the business started
- You possess self-discipline and have family and peer support
- You have the ability to take direction when necessary

IF THIS IS YOU, READ ON

Our service quality is never compromised because:

- There are business efficiencies in place
- There is clear and regular communication within the community
- Unannounced “spot” checks are undertaken by you, the owner of the centre and from Head Office
- Our programmes provide an interactive environment where the safety and well-being of the children in our care is paramount

- We do not duplicate the school’s role in the education of the children but complement it. Our focus, therefore, is on non-academic general knowledge and life skills. All Sherpa Kids Programmes reflect International Best Practice and our international centres are regulated by state authorities responsible for child care. These include the Australian Children’s Education & Care Quality Authority (ACECQA) in Australia; the Office for Standards in Education, Children Services and Skills (OFSTED) in the UK and the Child Youth and Family Services (CYFS) in New Zealand.



Frequently Asked Questions

1. Do I need to create the Programmes?

No. You will be provided with all the programmes, modules and the “tool box” necessary to support the programmes. It is your responsibility to engage with and localise the programmes with the school community. Franchisees also assume the responsibility of organising the local marketing collateral required for the programmes and implementing them throughout the term.

2. What are the ‘typical’ hours of operation and programme schedules?

Opening hours for before and after school care and holiday care programmes are tailored to the needs of the school and the parent community.

Our point of difference is our planned activities. These are generally based on a weekly structure as follows:

Monday:	Arts/Crafts
Tuesday:	Music/Drama
Wednesday:	Sport/Games
Thursday:	Cooking/Technology
Friday:	Fun Activities.

A ‘typical’ After School Care daily routine is as follows:

- Roll call, a light lunch and free play
- Guaranteed Homework supervision
- Daily Themed Structured Activity
- Outside play (if weather/light permits)
- Tidy up, quiet time

3. Do I need to be qualified in the industry?

No. Our business model allows you to employ fully qualified centre managers to work on the local school site and report to you. Your role is to work with the Principals, in building relationships, reporting to the school, administrative and managerial responsibilities as well as working with Head Office/Area Developers.

4. What is the size of my territory?

You are allocated a cluster of schools with a total of approximately 3500 enrolled children. This could involve 8 -12 schools. Refer to model diagram - page 7.



FAQ

The Facts


5. What level of qualifications should my staff need?

You will need an appropriately qualified centre manager to operate each school site. As our business model allows for several schools you will need to employ qualified centre managers for each site as this is how your territory grows and develops. We are not seeking owners to operate in one school; we are seeking multi-site owners to grow a substantial business.

Centre managers must be in possession of a current First Aid certificate.

Other qualifications required are:

- Behaviour Management
- Risk Management
- Health and Safety
- Staff Management
- Issue Resolution
- Sherpa Kids Franchise Training
- Mandatory reporting



Frequently Asked Questions Administration and financial resources

1. What administrative tasks are we required to conduct for the business?

Each Sherpa Kids franchisee is responsible for all management and administrative operations such as:

- Full planning of the programmes
- Customer liaison and support of parents and the school
- Invoicing parents, fee collecting and financial administration
- Activity planning and booking external activities
- Supply of resources
- Full staff management and training
- Behaviour management and issue resolution
- Reporting to the school and head office

2. Why do schools want a service like Sherpa Kids?

Principals govern the school and most are over worked and under resourced. Their role is not as a business operator for out of school hours' care. We will work with the school principal and community to ensure we utilise and customise the Sherpa Kids programmes to suit the needs of the school. Sherpa Kids offers a variety of benefits to the school community, including but not limited to:

- Risk management for the principals. We hear on a regular basis that children are dropped off at school well before any supervision is present and well after the school bell has gone at the end of the day.
- No administrative work required by the school. This leaves the school staff to actually perform their primary role without additional burdens. Our staff are trained in business management and reporting.
- We manage the entire out of school hours' operation for the school. This includes all the marketing to promote the service.
- Our services are preferably on-site (at the school) utilising classrooms, the gym hall or suitable facilities.
- We use all our own staff and manage the entire staffing complement and duty roster
- Our staff ratio is 1 staff member to 15 children for Aftercare services.

3. What are the continuing fees?

- Service Fee: 11% of monthly sales paid on a monthly basis to Sherpa Kids.
- Group Marketing Fee: 2% of monthly sales paid on a monthly basis to Sherpa Kids. This money is used to market the Sherpa Kids nationally.

4. What is the Initial Franchise Investment?

Our initial franchise fee is R100 000.00 (VAT incl.) which includes 5 days initial training in Johannesburg. (Any required accommodation and travel costs for own account). A further week of training is provided during the first week on-site at your school. The franchise investment is for a 5 year agreement with an option for a further two term renewals.

5. What is the maximum level of investment for a Sherpa Kids Franchise?

It is estimated that the total initial investment will be in the region of R180 000. This would include:

- The initial franchise fee of R100 000
- The cost of seeking independent advice
- The cost of setting up a new business
- The cost of your opening equipment for your first school
- The cost of a home office set up together with a computer and accounting packages/ bookkeeping fees.





Where
to from
here?

STEP 1: An initial enquiry is made either by email or phone and we will forward you an information pack, an application form and a deed of confidentiality. We want to find out more about you too so we can start our journey together. This pack will allow you to decide if you are ready to start your journey with the Sherpa Kids team. No obligation.

STEP 2: Follow up contact will then be made by the Sherpa Kids Development Team to answer any initial questions you may have.

STEP 3: Once the application form is signed and the signed confidentiality document is received by us, you will be contacted for an initial sit-down meeting or telephonic meeting, dependent on your location. We will discuss your territory, goals and aspirations for commencing business with us.

STEP 4: Once your application has been successfully completed and the territory agreed upon, you will be asked for an initial refundable deposit of R5, 000 (VAT incl) (to be deducted from your initial investment).

STEP 5: Once the school list is agreed upon you will be sent a final version of the franchise agreement, reflecting the legal name of the company that will operate the business. You will also be sent the final version of the disclosure document for your signature.

STEP 6: A 14-day cooling off period will apply for you to review the documents and seek legal and financial advice before signing.

STEP 7: Once signed documents are returned, you will commence the exciting journey of training and schools' marketing with Sherpa Kids. It is a shared experience and we are committed to making the journey as smooth as possible, providing our industry knowledge and experience to help you to grow and develop as we work together to secure your first school.

This is a life changing decision that needs to be carefully considered. We look forward to you joining us on this amazing journey and working with you to help you to achieve your dream.

Contact Genevieve Allen
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REACH ENGAGE CHALLENGE

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