



SOCCAJOEYS
GROUP



SOCCAJOEYS FRANCHISE OVERVIEW

TRANSFORM LIVES,
INCLUDING YOURS

BECOME A SOCCAJOEYS FRANCHISE OWNER



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OUR STORY

SoccaJoeys is Australia's favourite childhood development program and is now expanding through into new territories nationwide.

Established in 2007, SoccaJoeys is a proven franchise concept developed by a team of childhood development experts. We deliver our programs to over 27,000 children annually with over 300 classes in operation. Since then the business has grown to include a range of programs which cater to newly identified and profitable market segments.

SoccaJoeys offer a number of programs that are defined by the age of the participant. Children are able to progress from one program to another, developing their skills every step of the way.

These products are the:

- Minis (for children aged 2.5 to 3 years);
- Preschool (for children aged 3 to 5 years)
- Junior (for children aged 6 to 8 years)
- Daycare
- Holiday
- Schools
- Birthday Parties

SoccaJoeys programs encompass physical, social and educational outcomes so as to foster and nurture each and every child. With this as its focus, the business is not merely a soccer academy but rather an inclusive environment for children to experience the joys of the world's most popular sport.

With an already thriving franchise network, SoccaJoeys is now ready to share its programs to even more Australian families.

OUR MISSION

Our mission is to give children the opportunity to develop skills for life through soccer. Classes encompass physical, social and educational outcomes so as to foster and nurture each and every child.

With this as its focus, Soccajoeys provides an inclusive and dynamic environment for children to experience the joys of the world's most popular sport and develop a healthy and active lifestyle.

OUR VALUES

Soccajoeys is dedicated to providing the best childhood development experience for participants and families alike. Everything we do is built upon our core values:

TRUST & INTEGRITY

Through carefully executed programs and support networks, we ensure that the Soccajoeys brand is held in high esteem.

PROFESSIONALISM

Our culture is defined by our attention to detail and the exceptional delivery of our product to children and their families.

COLLABORATION

The collaborative nature of our network ensures that we deliver a product that always meets the needs and desires of our customers.

DEVELOPMENT

We pride ourselves on developing the physical, social and cognitive aspects of participants through an all-inclusive soccer development program.

“The greatest result of running my own franchise is having the opportunity to become a business owner and drive my own personal platform for financial success and growth.”

**ANTHONY COSTA FRANCHISEE, EASTERN SYDNEY
& NORTHERN BEACHES FRANCHISEE**



OUR PROGRAMS

Soccajoeys offers a range of specialized programs; each one is tailored to a specific age group. Every program is expertly planned and is supported by detailed training modules. Soccajoeys is not a soccer academy but rather a tailored non-competitive and non-elite childhood development soccer program.

MINIS PROGRAM: 2.5-3 YEARS

The Soccajoeys Minis Program sets children off in the right direction in childhood development. Simple problem-solving activities provide the perfect informal framework for encouraging these youngsters to advance their basic attention building and listening skills.

PRESCHOOL PROGRAM: 3-5 YEARS

The Soccajoeys Preschool Program is the cornerstone of the Soccajoeys business. The Preschool Program is devised by our team of experts and includes the adoption of the latest advancements in preschool coaching theory and practices.

JUNIOR PROGRAM: 6-8 YEARS

The Soccajoeys Junior Program builds upon the fundamentals taught in the Preschool program. The Junior Program was developed in response to the overwhelming demand for Soccajoeys preschool participants wishing to further develop their skills.

DAYCARE PROGRAM

The Soccajoeys Daycare Program is a fun, social and non-competitive weekly experience for boys and girls aged 3 to 5 years that is run in daycare centres. The specially designed program acts as a feeder to the Soccajoeys mainstream Preschool Program, as it assists children in their development of gross motor skills, co-ordination and group interaction.



HOLIDAY PROGRAM

The Soccajoeys School Holiday Program is an immersive experience for boys and girls aged 5 to 9 years. Led by qualified and motivated Soccajoeys coaches the program includes games, skill sessions and drills. Each day participants further their skill set and get to meet new teammates in an engaging and fun environment.

SCHOOLS PROGRAM

The Soccajoeys Schools Program was created due to the demand by schools for a quality external sports program so students can stay active and lead a healthy lifestyle. Built upon the foundations of our Minis, Preschool and Junior programs, Soccajoeys has developed a schools' specific soccer program for all children to participate in sport.

BIRTHDAY PARTIES

A Soccajoeys party is operated by our trained and accredited coaches. This fun and exciting experience runs for one hour and all participants receive a Soccajoeys gift. There's no better way to celebrate!

SoccaJOEYS FOUNDATION

The Soccajoeys Foundation allows for the provision of tailored soccer programs to children with additional needs, disadvantaged and indigenous children aged three to eight years. The Soccajoeys Foundation seeks to ensure that all children are given the opportunity to enjoy the benefits of soccer. Indeed, there is overwhelming scientific evidence on the positive effects that participation in sport has during a child's early development.

The Soccajoeys Foundation promotes inclusion learning and provides children with the opportunity to increase their physical, emotional and cognitive development in a structured and controlled setting.



WHY CHOOSE A SOCCAJOEYS FRANCHISE?

PROVEN CONCEPT

Industry leading childhood development program with soccer at its core.

TRANSFORM LIVES, INCLUDING YOURS

Become a mentor to the next generation of children, instilling in them a passion to lead healthy and active lives.

BE YOUR OWN BOSS

Run your own business in an exclusive franchise zone.

SUPPORT TO GROW

Initial and on-going Head Office support included (Area manager, marketing, operational, financial and systems)

MORE THAN JUST A SOCCER ACADEMY

Diverse range of programs created by childhood development experts that encompass physical, social and educational outcomes.



REALISE YOUR DREAMS

Soccajoeys is recruiting franchisees to roll out its program across Australia.

EACH FRANCHISE INCLUDES:

- Exclusive franchise territory which is scalable and offers exponential growth potential. All franchise territories have been chosen to complement Soccajoeys core business activities
- Initial and ongoing training to boost your success as well as continuous Head Office support (marketing, operational, financial and systems) along with coaching and mentoring workshops.
- Access to industry leading childhood development programs.
- Rewarding career in the childhood development industry, where you can be your own boss and enjoy a flexible lifestyle

You don't need to have a background in sport or childhood development to become a Soccajoeys Franchisee, but we look for fun, motivated, engaging business minded people to join our network so we can meet the region's growing demand for childhood development programs.

"Soccajoeys Head Office support is both very personal and hands on. As well as handling many of the client queries that come through on the 1300 number, they are also instrumental in supplying all equipment, marketing material and children's packs."

JOSE BELLO, HOMEBUSH FRANCHISEE



"Owning a Soccajoeys franchise is a very rewarding experience. Financially, the more you grow the business the more you will earn. You are in control of your earnings and the flexible work hours allow you to also carry on other hobbies or part time work."

GARY YARNOLD, CANBERRA FRANCHISEE

YOUR SOCCAJOEYS JOURNEY STARTS HERE

1. ENQUIRY

Online or Head Office

2. INITIAL CONTACT

Soccajoeys will contact you to discuss your expression of interest

3. PRELIMINARY INTERVIEW

Over the phone or face to face

4. DUE DILIGENCE

Soccajoeys will send you an Information Request and Disclosure Documentation for you to complete and return to Head Office

5. PRESENTATION

Meet at Head Office and learn more about the Soccajoeys franchise opportunity

6. DEPOSIT

Lock in this opportunity. Let's get the ball rolling!

7. LEGALS

Have your legal team review the Franchise Agreement

8. TRAINING

You've joined the Soccajoeys Team!
Now it's time for you to learn our systems and run a successful business.

Contact the Soccajoeys Franchise Team to find out how you can become a Soccajoeys Franchisee.

1300 781 735

info@soccajoeys.com





SOCCAJOEYS FRANCHISING

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