



# SHAPLAND SWIM SCHOOLS

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## Overview

FRANCHISE OPPORTUNITY

Established in 1992

# The Shapland Swim School franchise system established in 1992



Chris Shapland (founding partner) with pupil

## Background

The Shapland family have been teaching swimming for over three generations. Chris Shapland in the early nineties foresaw the opportunity to grow the business and take the unique teaching program to the broader community through franchising.

The swim school has grown from “Pop” Shapland teaching swimming in Toowoomba in the 1940’s to now include 12 swim school franchisees across south east Queensland. Franchising the family business has led to the fresh minds and ideas of franchisees improving the system. Our very talented and committed franchisees, gives Shapland’s a tremendous advantage in the industry, allowing us to provide stability, commitment, continuity, passion and evolution.



With only three kids to a class, the Shapland offer is very popular with parents.

## A Typical Shapland Facility

A Shapland Swim School is a purpose built facility especially designed to provide parent and pupil maximum comfort. The pool is designed only for the purpose of teaching swimming and has many feature to enhance the learning experience.



Air conditioned separate parent viewing room.



Enclosed heated pool with roll-up sides.



Typical street appearance of a swim school.



Off-street parking is an integral component of the design.



### **You Join a Unique Club**

Shapland franchisees are an exclusive club of successful owner operator, who if they choose, can own the real estate their facility sits on, or can lease a facility that Shaplands will build.

The difference between Shaplands and most of our competitors is that we own the facility. Most competitors lease time in a facility owned by others and can therefore never truly control the business environment they operate within.

### **Small is Beautiful**

By most standards Shaplands is a small operation in that we don't bus in schools kids, open to the public or do squads. We focus on what we are good at – teaching children to learn to swim. We do it in small, semi-private classes of only three children to one teacher with a maximum of two teachers in the pool at any one time. Its a successful formula which sees several thousand parents a week have their child taught to swim in one of our swim schools.

### **Powerful Marketing**

Shaplands has a powerful marketing strategy which has built strong brand awareness in the south-east Queensland market, and in turn ensures ongoing demand for individual franchisees. We have invested heavily in two media, namely the internet (our website) and television. Today many clients make their first contact with Shaplands through our website. We see this medium growing in importance as we move into the future and we intend to stay at the leading edge of this media. Each of our swim schools benefits greatly from the television brand advertising we run several times a year in the form of direct booking, word of mouth and internet enquiries.

When the media want an opinion on an issue in our industry, they come to us first. For example, recently we received Sunday Mail and Channel 9 News coverage on the controversial topic: "the use of goggles in the learn to swim process".

A carefully honed marketing mix keeps our brand name in front of the general public and ensures ongoing demand throughout the year for the Shapland learn-to-swim offer.



Hilton Sentinella – Partner and Director

## Find Out More

We would very much like to talk to you about becoming a franchisee. To find out more about this exciting business opportunity and how to become a Shapland franchisee please call.

### Hilton Sentinella:

Mobile: 0413 733 937

**7 days a week**

Looking forward to hearing from you.

Sincerely,

Hilton Sentinella

Partner + Director



Teaching a student to swim