

**NINJA  PARC**



**JOIN THE GROUP  
THAT'S MAKING  
PHYSICAL  
ACTIVITY  
FUN FOR ALL**



**OWN AN EXCITING BUSINESS  
THAT'S REVOLUTIONISING THE  
WAY KIDS AND ADULTS MOVE**

PLAY OUT YOUR *PASSion*. WE'LL DO THE REST.



## CONTENTS

Our Story	4
How To Play	5
Our Network	6-7
The Ninja Parc Difference	8
How Ninja Parc will work for you	11-12
Your Ninja Parc	13-17
Our team	18-19





# **THE NINJA PARC STORY**

Ninja Parc is one of Australia's largest indoor obstacle course providers. Since 2016 it's been a place where children and their parents can enjoy an active adventure, challenging themselves and getting fit as they move through the obstacles, all while laughing endlessly.

In a highly-competitive leisure industry, Ninja Parc is a revolutionary concept redefining the family-entertainment model. Part of the Belgravia Group – a private group of health, leisure, tourism, property, finance and technology companies with more than 7,000 employees Australia-wide – Ninja Parc was founded by John Pirlo, a passionate health and fitness entrepreneur with over 25 years in the industry.

**NINJA PARC IS A PLACE TO PLAY! IT'S WHERE FAMILIES GO TO GET ACTIVE, ENJOY QUALITY TIME TOGETHER AND IMPROVE THEIR HEALTH AND FITNESS WHILE HAVING FUN.**

- ✓ Accessible for all ages and abilities
- ✓ Geared toward adult-child participation – parents get involved in the action!
- ✓ A wonderful family-bonding experience that keeps everyone coming back for more.
- ✓ Territories are based on a population of a minimum of 35,000 per territory.
- ✓ 1,2, or 3 territories are secured depending on the size of Ninja Parc you want to open and qualify for.





## HOW TO PLAY

- Kids and adults of all ages and abilities can run, swing, jump and climb their way through our obstacle course with hourly casual play sessions, available weekdays and weekends.
- Friday nights and weekends at Ninja Parc are jam-packed with kids birthday parties for groups of 10 or more kids.
- School holidays are filled with fully-supervised three-hour morning and afternoon programs for primary school aged kids.
- We also work with local schools to make our obstacle course available during school hours for physical education classes, and regularly convert casual visitors into members who sign up to participate in weekly kids or adult group training classes.
- Our multifaceted service provides a consistent revenue stream for franchisees and means your business is always full and ever-evolving. With Ninja Parc, you're supported for success all the way.

**We're all about making fun for all, but we also take safety very seriously.**

**Franchisees can be assured that the strictest safety standards are followed to ensure customers and their teams are completely safe within any Ninja Parc club. This includes designing every club to meet Australian safety standards, and training and supporting you and your staff to ensure safety always remains a priority.**



# WE'RE BUILDING A NINJA PARC NETWORK.

FRANCHISE LOCATIONS ARE AVAILABLE  
AUSTRALIA-WIDE.

NEW TE



## JOIN AN EXPANDING INDUSTRY SECURE A TERRITORY THAT WORKS FOR YOU

- ✓ Largest territories in the industry
- ✓ Desirable locations, identified through the latest data-driven technology
- ✓ Exclusive marketing rights

TERRITORIES AVAILABLE





# WHAT SETS NINJA PARC APART?



## EXPERIENCED OPERATORS WITH A PROVEN TRACK RECORD

Part of the Belgravia Group (one of Australia's largest privately-owned family businesses), Ninja Parc is backed by proven systems that drive fast ROI. These systems are used in our 100 Belgravia Health and Fitness franchise locations, including Genesis Health + Fitness and the newly-acquired Jump! Swim Schools; and in the management of more than 165 leisure facilities, both in Australia and New Zealand.



## MULTIPLE INCOME STREAMS

Unlike other options on the market, Ninja Parc takes a multifaceted approach. Casual options like casual play and kids birthday parties make a large proportion of the Ninja Parc model. But then there's also the ability to convert these regular customers into members who attend weekly adult and kids group fitness classes.



## WE TAKE CARE OF BUSINESS

We look after payroll, accounts and marketing, leaving franchisees free to focus on their passion. We want every franchisee to enjoy their business and the new lifestyle it brings.



## WE'RE THERE EVERY STEP OF THE WAY

From sourcing the property to allocating a project team to help in the club launch, we work to ensure every new Ninja Parc club receives the very best start for success.



## A UNIQUE PROPOSITION

Our mission is to inspire the fun of movement at a time where it's never been more important for both kids and families as a whole to get up and get active. Kids learn from adults so getting everyone involved is important. Ninja Parc offers exciting activities and programs that engage not only kids and their parents, but also the entire community.



## LOCALLY OWNED AND OPERATED

Because our team is based across the country, franchisees receive personalised assistance from our support team when and where they need it. This includes help with implementing programs, staff training and safety measures in your club.







# WHY NINJA PARC WILL **WORK FOR YOU**

## SUSTAINABLE INCOME

Ninja Parc is a unique offering, attracting hundreds of thousands of individuals and families. Along with the many users who regularly enjoy Ninja Parc through casual play passes, the clubs also boast experiences, like birthday parties and school programs. There's also a crowd of members who participate in weekly classes. Combined, this equates to an ongoing, consistent source of revenue.

The Ninja Parc business model generates multiple income streams. These include:

- ✓ Kids and adult casual play passes
- ✓ Kids experiences, including parties, holiday programs and school-based programs
- ✓ Ongoing kids and adult group training memberships
- ✓ Cafe revenue
- ✓ Merchandise revenue

## HIGHEST AUSTRALIAN SAFETY STANDARDS

At Ninja Parc we take safety seriously. Our enforced safety standards mean franchisees can be assured their clubs are safe for their customers and teams.

- ✓ All obstacle areas in our clubs are padded with Australian safety standards approved soft fall
- ✓ We conduct scheduled safety and maintenance checks with every franchisee to ensure your club maintains the highest safety standards
- ✓ We build, engineer and certify your equipment to approved Australian safety standards
- ✓ Ninja Parc team members are trained regularly to ensure they uphold our high safety standards when working with customers.

## WE'LL HELP YOU GET THE WORD OUT

All new franchisees receive an end-to-end marketing and communications plan to introduce your Ninja Parc to the community, and to ensure the word is out for income streams to be operating by open.

On opening franchisees receive marketing and communications support through a national strategy, using traditional and digital media.

Marketing materials are also made available to assist franchisees in local area marketing initiatives.

## PLAY AND FUN: WE'RE ALL IN!

From our head office support staff down to our parc rangers, we're all passionate Ninja Parc users. We encourage all team members to regularly run, swing, jump and climb their way through our obstacle courses. This helps drive our fun, energetic culture, while giving us first-hand insights on how to continually improve and evolve our clubs.

## INNOVATION KEEPS THINGS INTERESTING

We create Ninja Parc clubs to be modular, enabling franchisees to make easy, regular, cost-effective changes. New obstacles, games and classes are introduced often. This keeps your Ninja Parc exciting and fresh, enticing members to return again and again.

## GEARED FOR SUCCESS

To create unrivalled customer satisfaction in your Ninja Parc club, your team will receive comprehensive training. Covering everything from programs and classes to database and CRM management, our training is designed to give your business the best possible start. Through our ongoing support program, you gain the knowledge and tools to continue this training yourself.





# ***YOUR NINJA PARC***

**FOOTPRINT:** There are three Ninja Parc models to choose from. Each include an obstacle course, class spaces and amenities, with a capacity range of 40 - 100.

**EQUIPMENT:** Our equipment range provides the ability for people of all ages and skill levels to get moving and have fun. It is selected specifically to meet Australian safety standards.

**CHANGE ROOMS:** Tailored to your club's needs, our footprint takes into account the ability for customers to change and shower before and after using the obstacle course, creating a unique selling point over competitors who do not accommodate these services.

## **ESTABLISHMENT COSTS**

The cost of establishing and running a Ninja Parc franchise ranges depending on the model you choose in a new location.

Existing indoor sports centres or buildings can be converted into a Ninja Parc facility. The location and conversion method will determine costs. Final establishment costs will vary depending on location and format.



# NINJA PARC

## MODEL OPTIONS

At Ninja Parc we understand that one size doesn't fit all. That's why we've created three franchise models to choose from. Allowing you to find something that suits both your financial and operational needs.

\*Please note – The starting capital for all models is an estimate only and will be impacted by factors like location, site choice and added extras

### 1200 SQM

Looking for something that's sure to deliver a wow factor? Our 1200sqm model allows you to deliver just that with the opportunity to include everything from an elevated course to the ultimate toddler play area.

You could say that this model delivers the **ULTIMATE** Ninja Parc experience. Perfect for those wanting a little extra challenge and excitement.

Approximate starting capital \$600,000  
(Excl. working capital)

### STANDOUT FEATURES

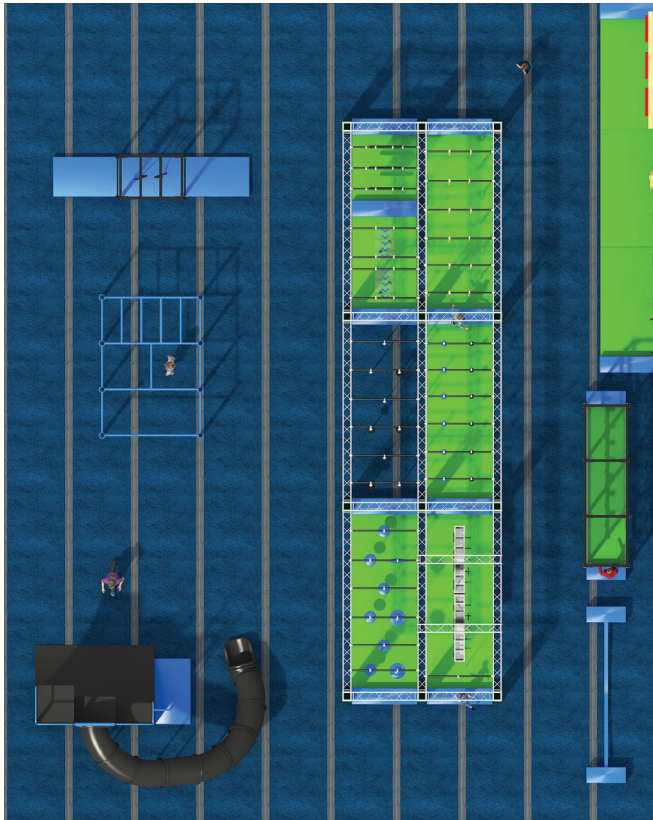
- 20+ unique obstacles
- An elevated obstacles course including 2-3 hero obstacles
- Full sized triple Warped Wall
- Large class space
- Large birthday party and private function area
- Option to add an epic toddler zone including a toddler-based obstacle course

### INITIAL STAFF REQUIREMENTS

- Full time centre manager
- Part time Ninja Master (Programs manager/expert)
- 10-12 Parc Rangers/Party Coordinators
- 2-3 Ninja Coaches

### CUSTOMER CAPACITY 100





## 600 SQM

Delivering the full Ninja Parc experience with a few less bells and whistles. Our 600sqm model allows you to offer the same popular Ninja Parc products and programs in just half the space.

This model is perfect for those wanting a full-service centre with a little less operational requirement.

Approximate starting capital \$400,000 (Excl. working capital)

## STANDOUT FEATURES

- 15+ unique obstacles
- Full sized triple Warped Wall
- Large class space
- Birthday party and private function area

## INITIAL STAFF REQUIREMENTS

- Full time Centre Manager/Ninja Master
- 8-10 Parc Rangers/Party Coordinators
- 2-3 Ninja Coaches

## CUSTOMER CAPACITY 80

## 300 SQM

With a strong focus on kids classes our 300sqm model allows you to focus more of your energy in one direction. Think gymnastics centre with some added revenue from Ninja Parc birthday parties and casual products.

This model is perfect for those who love the Ninja Parc concept but aren't ready to take on the financial or operational requirements of a larger site.

Approximate starting capital \$300,000 (Excl. working capital)

## STANDOUT FEATURES

- 15+ unique obstacles
- Class space
- Strong focus on kids' classes/programs
- Minimal operational requirements

## INITIAL STAFF REQUIREMENTS

- Full time Centre Manager/Ninja Master
- 3-4 Parc Rangers/Party Coordinators
- 2-3 Ninja Coaches

## CUSTOMER CAPACITY 50



# ABOUT YOU

We're seeking ambitious, motivated and passionate franchisees who are determined to help families and children discover the fun that can be had while being physically active.

Your flair for business and gumption to take on something really exciting is unmistakable.

You are driven to create positive change and believe in the importance of making physical activity fun and accessible for all ages and abilities.

- You have a great attitude - optimistic and focused on success.
- You have a passion for people – committed to providing a high-quality experience for every customer.
- You are a natural leader - you will be apt at finding, mentoring and supporting your team.







# SUPPORT AND TRAINING PROVIDED

Ninja Parc is a joint venture with the Belgravia Group, who own and operate an extensive network of health, fitness and recreation franchises across the country. These experts are well equipped to provide you with everything you need to successfully open and run your centre – property and construction, operations, training, product development and marketing. This is a valuable resource for franchisees who are new to the kids fitness and recreation industry.

Ninja Parc offers exciting business opportunities. Our franchise partners are encouraged to run their businesses as their own, adhering to Ninja Parc policies and procedures that will make each successful.

Training and onboarding support is provided to all new Franchise Owners. This is 1:1 to ensure we are dedicating the correct training efforts, best suited to your needs.

This includes training resources and guidelines on operating a Ninja Parc, recruitment and management, operating systems and platforms, financial management and local area marketing. In addition, online and on-site practical support is available from our experienced Program and Operations Managers to ensure a seamless transition into your Ninja Parc Franchise.

We welcome your interest in joining the growing network and making a difference in your community.

## ABOUT THE BELGRAVIA GROUP

When you join the Ninja Parc franchise network, you'll be a part of Belgravia Group: a private group of health, leisure, tourism, property, finance and technology companies with more than 340 locations and 7,000 employees Australia-wide. We have over 20 years experience in franchising and creating active, healthy communities.

# YOUR NINJA PARC SUPPORT TEAM



**JOHN PIRLO,**  
Ninja Parc Founder

John Pirlo is the Ninja Parc founder. He has spent more than 20 years in the health and fitness industry and is an avid campaigner for the importance and benefits of movement. This belief in movement and making it as fun as possible as opposed to being a chore is what inspired the inception of Ninja Parc.

While at uni studying applied science, John found he loved the gym and fitness. He started teaching, first as an aerobics instructor, then centre manager. John now owns nine Genesis Health + Fitness clubs, all opening in the space of five years.

John created and opened the first Ninja Parc in Newcastle in 2017. Since 2019 he's been working closely with the support team to open additional sites across the country.



**IAN JENSEN-MUIR,**  
CEO

Ian is the CEO of Belgravia Health and Fitness. He has over 25 years' experience running businesses in Australia and internationally, including ExxonMobil (Mobil Oil Australia) where he managed the retail business and its 400 sites.

His expertise includes retailing and operations via multi-site locations, and working with direct company operations, joint ventures and franchise.

Ian joined Belgravia Health and Fitness in 2012, expanding the direction of the business beyond Genesis Health + Fitness through the introduction of Coaching Zone Group Personal Training, Ninja Parc Indoor Obstacle Course and most recently, Jump! Swim Schools.

Ian's strength in strategy, mergers, acquisitions, corporate governance and planning has enabled Belgravia Health and Fitness to deliver ongoing success to the business and its franchisees.



**MAGDALENA SCHOEMAN,**  
National Franchise Sales Manager

Magdalena has a diverse background and wealth of experience in both business and fitness; and has owned multiple companies, including startups, while concurrently studying her MBA.

The fitness industry is a lifestyle for Magdalena. She began as a successful personal trainer, she was then an award-winning club manager before moving into franchise sales with one of the largest international fitness groups.

As the Belgravia Health and Fitness New Business Manager, Magdalena uses her expertise to help prospective franchisees achieve their dreams of owning their own successful and profitable fitness business.



**HEATH GRAHAM,**  
**Franchise Support Manager**

Heath has over 10 years' experience in the fitness industry, spanning multiple roles like operations, sales and club management.

He is highly skilled and passionate in business operations, and oversees the Belgravia Health and Fitness commercial property and franchising teams, which includes involvement in managing existing leases, identify and negotiating new properties and ensuring the successful project management and opening of new franchise sites.



**MITCHELL BIRD,**  
**National Ninja Master and  
Ninja Parc Programs Manager**

Mitch's passion for training and movement began at eight years old when he first competed in martial arts. He was destined to work in the health and fitness industry, opening and running four taekwondo centres in Newcastle as a young adult. This provided a great basis for his roles as a personal trainer, group fitness instructor, yoga teacher, fitness manager, club manager and gym owner.

Mitch's focus at Ninja Parc is to develop and drive programs, including school and holiday programs, adult and kids group training, birthday parties, and casual play experiences. He loves helping Ninja Parc franchisees build their own thriving communities, in turn inspiring thousands of Australians to find joy in movement.



**SHARON MASSON,**  
**National Marketing Manager -  
Kids Brands**

Sharon is an energetic and passionate marketer with 15+ years experience. Her career expands over several industries including entertainment, theme parks & attractions, fitness, tourism, leisure and digital start-up brands. With a background in strategic marketing and brand partnerships, she is goal oriented with the ability to change gears, fast and often. Sharon has worked with multi-site locations throughout her career and is excited about working with brands to develop new and disruptive marketing strategies to support success in the marketplace. A devoted and self-confessed lover of all things fitness, Sharon spent 10 years moonlighting as a fitness instructor before joining the Belgravia Group in 2019.





**READY TO FIND  
OUT MORE?**

**Magdalena Schoeman**  
National Franchise Sales Manager

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**NINJA PARC**