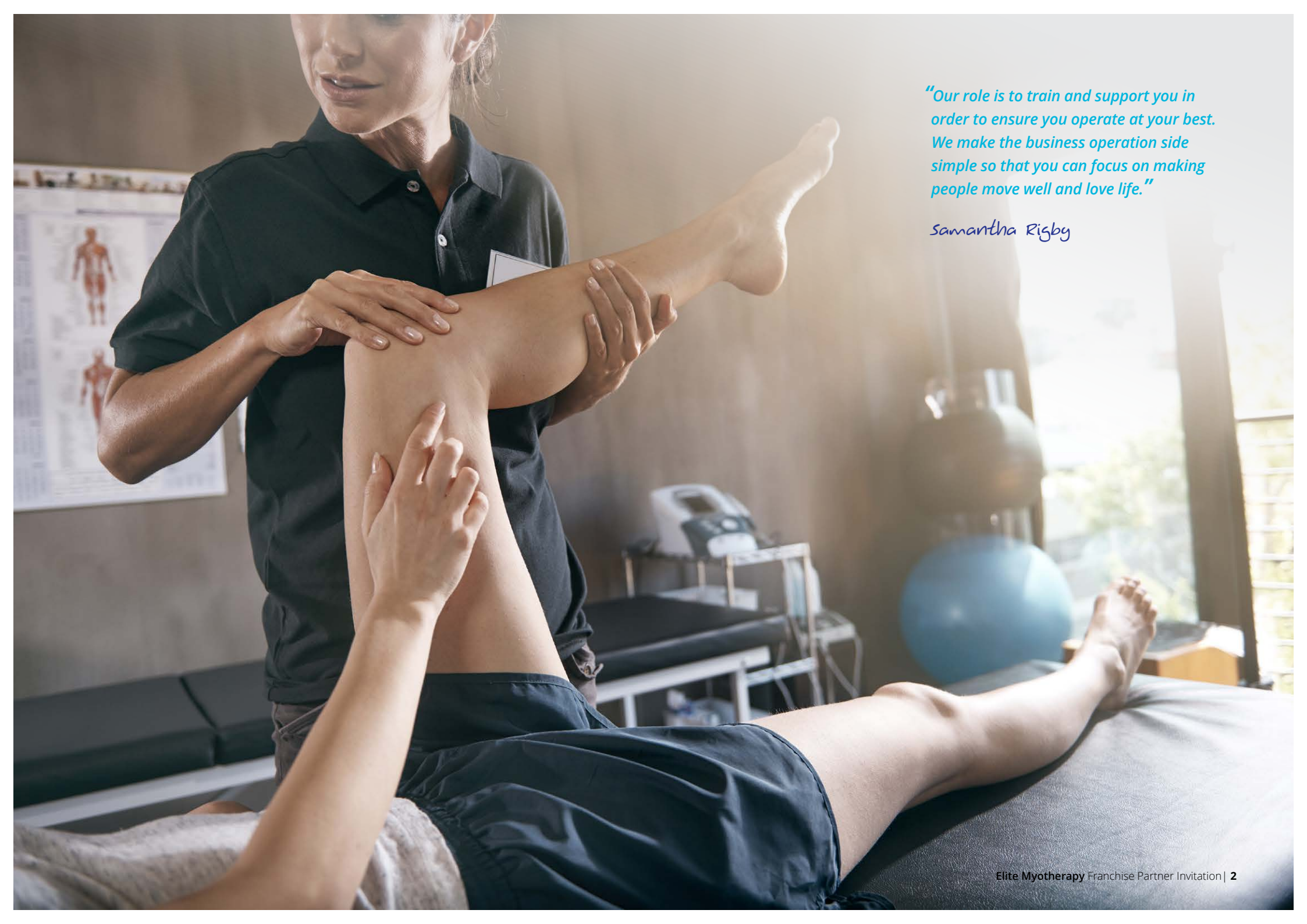




  
elite  
myotherapy  
*Move well. Love life.*

**FRANCHISE PARTNER**  
*Invitation*



*"Our role is to train and support you in order to ensure you operate at your best. We make the business operation side simple so that you can focus on making people move well and love life."*

*Samantha Rigby*

# Welcome

## ELITE MYOTHERAPY'S VISION & STORY

**Wow!** Hasn't there been some growth in our industry in the past two decades. I am not sure when you knew you had your passion for being a Myotherapist, I know when I commenced on my journey and built my desire to help people move well and love life a little over 23 years ago, I did not know where it would take me.

Now I am here; I am keen to share what I have learnt along the way and ensure colleagues like you have the journey to success you deserve.

Why did I decide to build a franchise model, the first one for Myotherapy? I know what this industry can provide you and your family, I know why you treat, I know why you care so much about your clients.

We all know, as we live longer, we need our bodies to function well. The opportunity for us as Myotherapists to continue to build on our credibility as an industry remains significant.

Having built up several clinics and had a team of over 20 in my practice, I have developed a model that delivers on the promise for Myotherapists ensuring you can build a genuine business around the passion you have.

I invite you to immerse yourself in the detail my team and I have put together for you and I welcome any

questions on how building your business within the Elite brand may deliver on what you & your family deserves as you treat your community in Myotherapy.

In partnership, together, we can grow a brand to new heights that gives Myotherapy as a profession the credibility it deserves!

Move Well & Love Life,

*Samantha  
Rigby*



**20** + YEARS  
**EXPERIENCE**

**10** years on board of the  
Myotherapy Association  
of Australia.

**20** therapists on each  
team across multiple  
businesses.

## Passion

Over 20 years ago Samantha developed a passion for Myotherapy that was influenced by her mentor, a lady by the name of Tony Moynihan. She was one of the original Myotherapists and lecturers of this profession. Toni believed that Samantha had a special gift of helping people and giving with warmth and integrity. It was through their strong bond and desire to get Myotherapy understood by the general community that this story began...

Samantha Rigby went on and founded Elite Myotherapy in 1996, since this time she has grown Elite to a multi-clinic business with over 20 therapists on the team. Her passion is and always will be family, health, vitality and empowering others to believe in themselves and be the best version of themselves. Whether that be about their bodies or assisting therapists to realise their goals and dreams.

## Treatment Philosophy

After many years of travelling the world as a Myotherapist treating some of the world's top sporting athletes, Samantha developed a unique treatment philosophy that focuses on the whole person and was able to impact on people's lives through identifying and correcting the source of pain in a non-intrusive manner.

## Teaching

Samantha has lectured at RMIT University, Victoria University and The Australian College of Sports Therapy. All of which has given her the experience in understanding the Myotherapy Industry at a grass roots level.

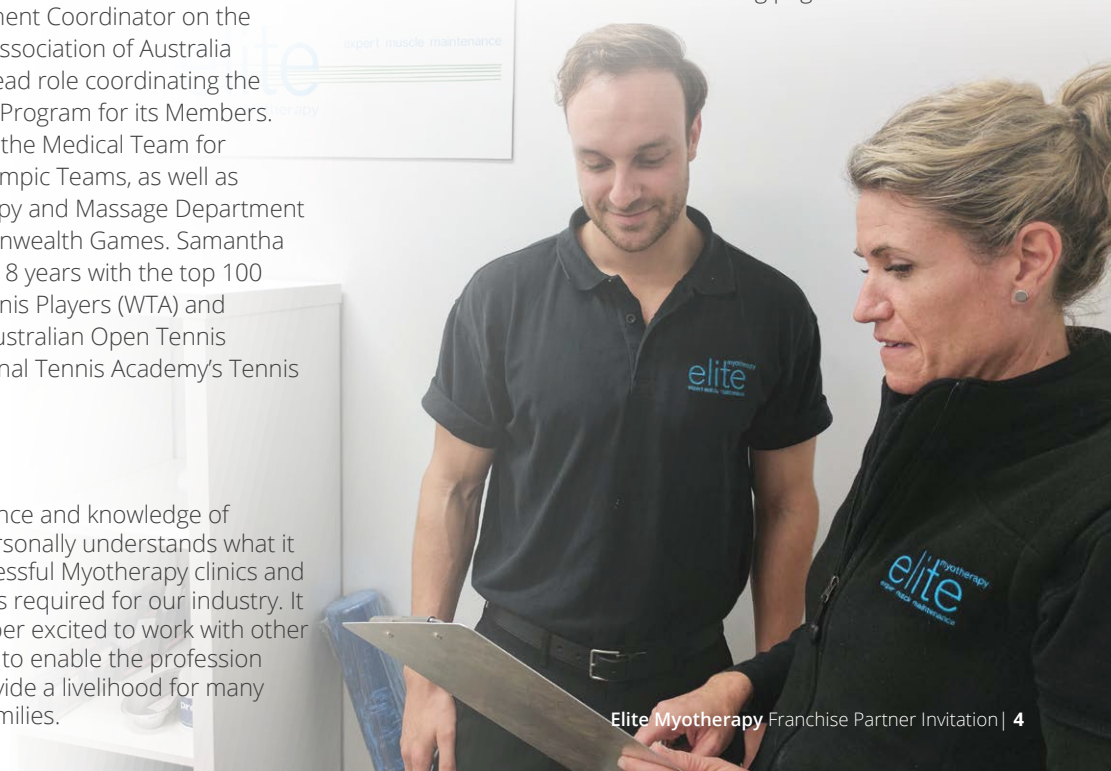
Samantha has served in various roles as Vice President and Professional Development Coordinator on the board of the Myotherapy Association of Australia over 10 years. She held a lead role coordinating the Professional Development Program for its Members. She also worked as part of the Medical Team for the Sydney and Athens Olympic Teams, as well as coordinating the Myotherapy and Massage Department for the Melbourne Commonwealth Games. Samantha travelled internationally for 8 years with the top 100 International Women's Tennis Players (WTA) and continues to work at the Australian Open Tennis Tournament and the National Tennis Academy's Tennis Program.

## Experience

With this wealth of experience and knowledge of the industry, Samantha personally understands what it takes to run and own successful Myotherapy clinics and what skills and mentoring is required for our industry. It is for this reason she is super excited to work with other like-minded Myotherapists to enable the profession to prosper and in turn provide a livelihood for many Myotherapists and their families.

This brochure provides information on what we have created and how we can help you succeed as an Elite Myotherapy Franchise Partner running your very own business.

Take your time to read through the information and then have a look at the franchising page on our website.



# AWARDS

## TONI MOYNIHAN AWARD 2012

The Toni Moynihan Award is given to a member of the Myotherapy Profession for extraordinary service to the profession and the health and wellbeing of the greater community. This award was introduced to the profession in 2010 to recognise Toni and the contribution she made to the Myotherapy Industry.

Toni always taught Samantha that through hard work, passion and faith, you can accomplish anything you want. If you want to succeed in life, you have to pay it forward. The driving force behind Samantha's vision for Elite Myotherapy has always been helping others to be the best they can be to reach their goals, realise their dreams and full potential as therapists and in turn help people move well and love their lives.



Toni Moynihan Award

## PROUDLY 100% AUSTRALIAN OWNED FAMILY BUSINESS

### MEET OUR LEADERS

At the heart of every great company is a management team that is comprised of a diverse set of skills and business experience.

When knowledge, communication, mutual respect, a common vision and passion all combine, true leadership can then be displayed and the sky is the limit.



Mark Mackenzie



Samantha Rigby

# YOU +



→ POSITIVE ATTITUDE

→ INTEGRITY

→ PASSION

→ PURPOSE

→ EXCELLENCE

# PROVEN BUSINESS SYSTEMS

## CUSTOM SYSTEMS

- Advance Customer Relationship Management System
- Full training portal tranet
- Patient Management programs

## ONGOING TRAINING & MENTORING

### Initial training

- 2 weeks full time at Head Office in Toorak
- 24 weeks of 1:1 mentoring of 2 hours per week

## ONGOING SUPPORT

- Year round access to Business Development Managers, Training Officer and Administration Manager for support
- Annual business planning process with monthly KPI review
- Quarterly 1:1 performance reviews with Business Development Manager
- Access to an Area Development Manager who is there to support you and your business
- Franchise Partner Conference





# = SUCCESS

REWARDS

LIFESTYLE

BE YOUR  
OWN BOSS

MARKETING  
SUPPORT

SET YOUR  
OWN HOURS

SECURITY

PEACE OF  
MIND

SOLID  
INCOME



# Experience required

- Myotherapy Qualification required in order to practice as a Myotherapist
- Membership with the Myotherapy Association of Australia
- Alignment to our corporate values
- We'll take you from good to being brilliant in your industry in all areas:  
Treatments   Marketing   Training   Business Planning   Leadership

# Ongoing training & mentoring

**In-house professional development program and team meetings.**

Access to our tailored In-house Myotherapy specific Professional Development Program for your team covering all things Myotherapy, mind – body wellness, best business practice.

Proven leadership training in conducting successful team meetings for your team.

# Investment

**An Elite Myotherapy Franchise opportunity is a comprehensive all inclusive turn key business model.**

**You just need to add passion, integrity, purpose and excellence!**

## OUR MODEL:

- A Franchise fee is paid per operating clinic, a clinic can have multiple rooms operating within it
- No defined territory controls a Franchise clinic to allow maximum growth per suburb to all market segments
- A Royalty fee is paid on sales generated per clinic
- As you grow and increase the size of your business, you can purchase additional Franchise clinics to own
- The Franchise Partners who perform well are rewarded by being offered to step up into the role of Area Development Managers (ADM). There is no fee to operate as an ADM, it is by invitation. ADM's then receive a % of the Royalty fee that Franchise Partners under their management pay to the Franchisor.



# Your career path options

Owning an Elite Franchise is a pathway into business ownership. It is a career with growth and development at its core...it is a lot more than just a job.

With so many opportunities and requests from other allied health practitioners to have our team work within their clinics, Franchise Partners are able to set up multiple sites and build multiple income streams.

Our very best performing Franchise Partners are then invited to become Area Development Managers!



## OPTIONS

<b>Tier 1</b>	<b>Franchise Clinic</b> Single Location	You operate one clinic with one or more rooms and either yourself or multiple Therapists treating Franchise Fee paid per Franchise clinic
<b>Tier 2</b>	<b>Multiple Franchise Clinics</b> Multiple Locations	You operate multiple clinics with multiple rooms and manage a team of therapists Franchise Fee paid per Franchise clinic
<b>Tier 3</b>	<b>Area Development Manager (ADM)</b>	You step into a lead role recruiting, training and managing a team of Tier 1 and Tier 2 Franchise Partners. This is awarded to Franchise Partners who demonstrate excellence and ability to lead teams. ADM's receive royalty fees on all Franchise Partners under their management.

# OUR VALUES

Passion

Integrity

Excellence

Purpose

## TESTIMONIAL

*"I thoroughly enjoyed my time on the team at Elite Myotherapy as the company's Training Coordinator working alongside Samantha and Mark.*

*Samantha possesses an unwavering passion for Myotherapy and her genuine interest to further the careers of the Myotherapists on her team is extremely admirable. She works tirelessly to ensure every individual is able to achieve their very best in an environment that fosters trust, loyalty, passion and excellence at every level.*

*Mark completes Samantha's vision by providing the back end business systems and technology that support Myotherapists to function at their best with efficiency and ease of mind.*

*These tailored systems that have been developed and implemented by the company are excellent and I learnt a great deal about business during my time at Elite.*

*I am proud of my contribution to this great team over 10 years and I am delighted that the company has decided to pursue the franchising path in order to offer a custom built business system that is the first of its kind in the Myotherapy industry."*

**Liz Astling**

Myotherapist

B.App.Sci (Human Movement) Ad.Dip.Myotherapy



# Why choose us to partner with?



## **OVER 20 YEARS EXPERIENCE**

Elite Myotherapy is a market leading dedicated Myotherapy business with over 20 years experience

## **PASSIONATE**

High profile Founder who is passionate about the industry and its future

## **UNIQUE**

Unique treatment philosophy

## **SYSTEM DESIGNED**

System designed to offer multiple tiers of growth, development and income

## **EXCELLENCE**

No short cuts taken – excellence is one of our values!

## **EFFICIENCY**

Advanced IT business systems drive efficiency and reduce admin time

## **PROFESSIONAL**

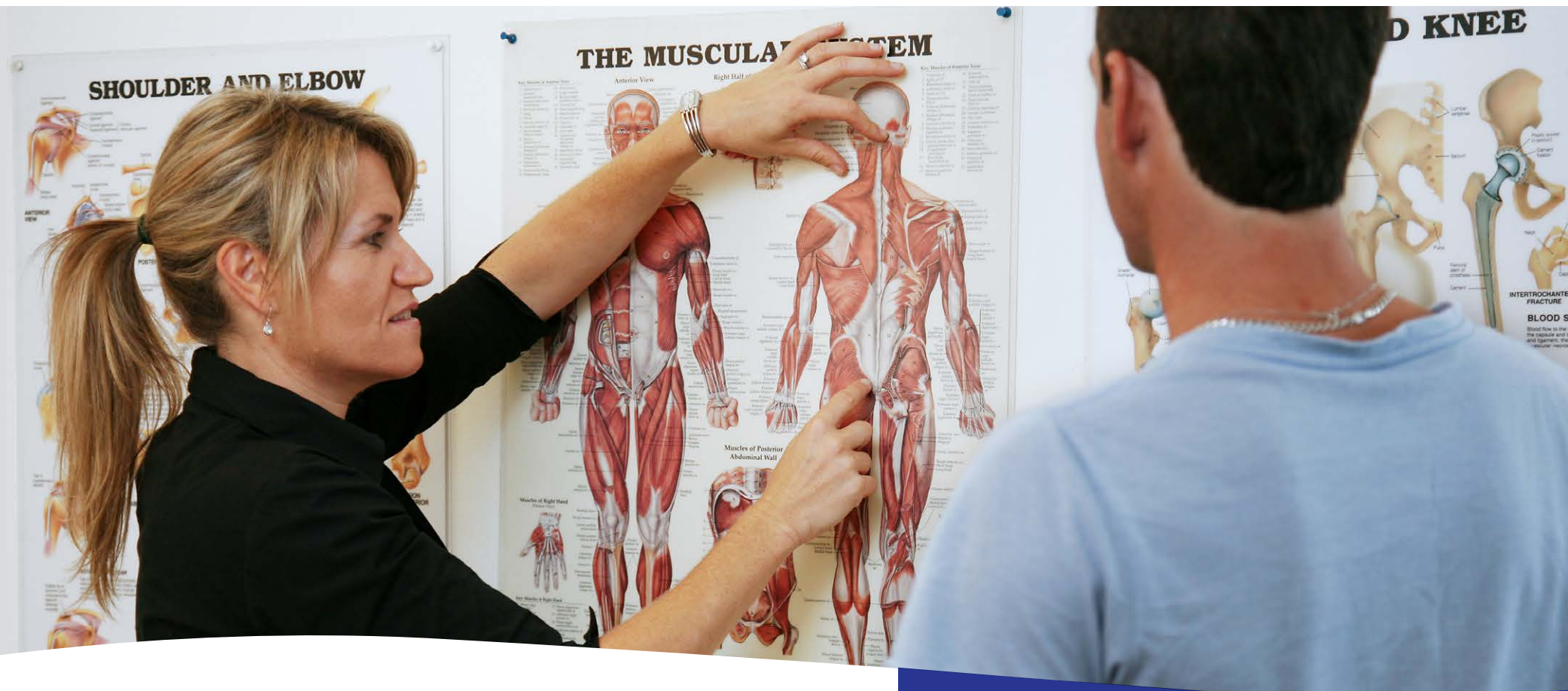
Network of dedicated professional Myotherapists all helping each other to remain the very best in the business

## **LATEST HEALTH RESEARCH**

Advanced Professional Development Program accessing the latest health research by the best presenters

## **MAXIMISE YOUR RETURN**

Multiple income streams to maximise your return on investment



## What are the benefits of franchising?

Creating your own business and watching it grow can be one of the most satisfying experiences in a person's working career. It's because it's **yours**, you own it, it's your sweat and tears that goes into it and your responsible for how successful it turns out to be.

Franchising splits the responsibilities of running a business in two, the franchisee role and the franchisor role, freeing both parties up to focus on **mastering** their craft.

Everyone in a system contributes to its success and if everyone has 'skin in the game', by working together to solve problems, encouraging new ideas and attracting and retaining people that approach their work with heart and enthusiasm, success is greater.

## Benefits include

- Flexibility of time
- Family can all be part of your business
- In control of success, results and destiny
- Taxation advantages for long term wealth creation
- Status, pride and level of contribution back to community
- Building an asset for future capital gain
- Connection to a family of like minded people for support
- Faster pathway to success than going it alone

# COMPREHENSIVE SUPPORT STRUCTURE

Elite Myotherapy have developed and refined systems for training, support, service delivery and supplier relationships that maximise the opportunity for Franchise Partners to focus on the growth of their own business.

## Commercial

- Head Office team focused on large corporate customers
- Elite Myotherapy is the preferred supplier to many of these groups

## Marketing

- Access prebuilt adverts, press releases, brochures and marketing materials
- Utilise a prebuilt CRM system with monthly client newsletter contact

## Supplier Relationships

- Group buying power with leading suppliers nationally

## Human Resources

- Access to job placement adverts, screening systems and employment contracts
- Advice on Industrial Relations and Workplace matters.

## Information Technology Systems

( the key to efficiency and high profits.)

- Customer relationship marketing system that works leads and turns them into prospects and clients, sales funnel management, auto response emails and client newsletters. Mobile app allows effective sales and marketing while mobile.
- Appointment management system that is cloud based and manages clinic appointments, staffing levels, client medical history and session notes, invoicing, health fund rebating and payments. Clients can also make bookings online 24/7
- Corrective exercise prescription software for maximum client benefit and value
- Accounting system that ensures your accountant is happy
- Network wide benchmarking to give you feedback and encouragement
- Internal Intranet for all training and team member management with group calendars, forums, marketing documents and blogs
- High ranking website for lead generation and client acquisition.

## Technical Resource

- Friendly support is only ever a phone call away with experienced team members
- 24hr/7 day technical support through comprehensive intranet based system and therapist support blog
- Industry leading processes documented step by step on company intranet.



# BRAND STRENGTHS

## PROFILE BRAND

High profile brand within the industry

## WEBSITE

High ranking website for lead generation

## EXPERIENCE

Over 20 years of experience in directors who have won industry awards

## PRODUCT RANGE

Branded product range

## TREATMENT

Unique treatment philosophy

## IT SYSTEMS

Strong reliance on the latest cloud based IT systems for efficiency

## INDUSTRY RESOURCES

Access to industry resources through connected networks

# HIGH LEVEL ORGANISATIONS WHO HAVE USED ELITE MYOTHERAPY

Essendon Football Club

Australian Ballet

Australian Sprint Kayak Team

Melbourne Storm

Australian Olympic Medical Team- Sydney Olympics

Australian Olympic Medical Team- Athens Olympics

Australian Womens Cricket Team

Melbourne Commonwealth Games

International Womens Tennis Tour

Australian Open Tennis

National Tennis Program

# Next Steps



- 1 Learn more by visiting our website:  
[www.myotherapyfranchise.com.au](http://www.myotherapyfranchise.com.au)



- 2 Register your interest by emailing:  
[joinourteam@elitemyotherapy.com.au](mailto:joinourteam@elitemyotherapy.com.au)



- 3 **Enter the franchise approval process.**  
Franchise applications will be approved based on meeting qualifying criteria and granted on the basis of value alignment.



- 4 Franchise Information and  
**Due Diligence Phase**



- 5 Support with **business setup and finance,**  
site selection and leasing



- 6 **Commence your training in the  
Elite Myotherapy way!**

*"We know what it takes to build a successful Myotherapy business that serves you through a regular influx of new clients, an abundance of time and a way to earn money. We teach you the right way, with the systems and the processes that work. We've achieved it and we're here to help you do the same."*

*Samantha Rigby*

