



# Education & Support

## Objective

To provide ongoing education, structured communication, and accessible operational support that empower UAC franchisees and staff to deliver consistent, high-performance standards across all facilities.

## Scope

This SOP applies to all franchise owners, centre managers, head coaches, and staff under the Universal Athlete Centre (UAC) network.

It defines HQ-driven support initiatives, digital learning tools, and collaboration channels to ensure every franchise operates at its best.

## Detailed Procedures

Franchisee Webinars (Biannual)

Purpose: To align all franchise owners and managers on performance, brand direction, compliance, and innovation across the network.

**Frequency:** Twice a year (June & December)

**Platform:** Zoom or Microsoft Teams (F2F if possible)

**Facilitated by:** UAC HQ Leadership Team and Guest Experts

Process:

1. Announcement:

- Webinars are scheduled and announced via email and the UAC WhatsApp Forum four weeks prior.
- HQ provides an agenda outlining topics such as:
  - Operational best practices
  - Marketing performance and lead generation results
  - New product or service launches
  - Safety and compliance updates
  - Franchise success stories

2. Attendance:

- Mandatory for all franchise owners and centre managers.
- Recordings are uploaded to the UAC AI Resource Library for later reference.

### 3. Post-Webinar Follow-Up:

- HQ issues a summary deck and key takeaways.
- Action points are integrated into the franchise's next Performance Review Meeting.

Outcome: Ensures network alignment, continuous improvement, and collaboration between HQ and franchises.

### WhatsApp Forum Guidelines

**Purpose:** To foster transparent communication and collaboration between HQ and franchisees.

**Group:** "UAC Franchise Network Forum" (managed by HQ Support Team)

Members: Franchise Owners, Centre Managers, HQ Support Staff

### Guidelines:



Do:

- Use the forum for official updates, questions, and sharing best practices.
- Post images or success stories (e.g., club events, athlete highlights).
- Ask operational or marketing queries for HQ response.



Don't:

- Post unrelated topics, external promotions, or competitor content.
- Discuss sensitive matters (e.g., financial, legal, or member complaints).
- Use unprofessional language or tone.

### Moderation & Compliance:

- HQ monitors all communications for professionalism.
- Warnings are issued for misuse, with repeat offenders removed.
- Urgent issues are redirected to the HQ Support Email for proper documentation.

Outcome: Ensures brand-consistent, respectful, and efficient communication across the UAC network.

## Ongoing HQ Support Access

**Purpose:** To provide franchisees and staff with immediate, multi-channel access to assistance for operational, financial, and marketing concerns.

### Support Channels:

- ✉ Email: support@uacglobal.com
- 💬 Bolt AI Assistant: 24/7 instant access to SOPs, templates, and troubleshooting.
- 📞 Monthly Check-ins: Scheduled video or phone meetings with the Franchise Support Officer (FSO).

### Types of Support Provided:

Area	Support Examples	Handled By
Operations	Opening/Closing issues, equipment repair escalation, staff rostering	FSO / Operations HQ
Finance	Billing inquiries, Xero troubleshooting, royalty payment clarifications	Finance HQ
Marketing	Ad strategy review, content approval, local campaign setup	Marketing HQ
Compliance	Audit preparation, WHS support, legal documentation	Compliance HQ

### Response Standards:

- HQ aims to acknowledge inquiries within 24 hours.
- Complex issues are resolved within 3–5 business days.

Outcome: Franchisees feel supported, enabling consistency and fast problem resolution across the network.

## Staff Upskilling Modules

**Purpose:** To maintain a skilled, professional, and high-performing team across all UAC facilities.

Learning Structure:

- Delivered via UAC Learning Management System (LMS) and supported by Loom tutorials.
- Combination of online and in-person sessions facilitated by UAC HQ.

## Core Training Areas:

Category	Module Topics	Frequency
Operations & Customer Experience	Member onboarding, sales scripts, complaint handling	Quarterly
Coaching & Programming	UAC Athlete Curriculum, testing procedures, safety standards	Quarterly
Health & Safety	WHS compliance, CPR, First Aid (external training with council)	Annually
Technology Systems	GymMaster setup, CRM usage, GoCardless, Bolt AI	Ongoing
Brand & Marketing	Social media SOP, brand voice, content approval	Biannual

## Assessment & Certification:

- Each staff member must complete module quizzes with 80% pass rate.
- Certificates are stored in the Staff Training Register.
- HQ monitors participation and flags overdue staff during quarterly audits.

Outcome: Ensures continuous professional development and standardization across all UAC locations.

## **AI-Powered Resource Library (Looms, SOPs, Templates)**

**Purpose:** To centralize access to UAC's operational materials, ensuring staff and franchisees can easily find procedures and training resources.

Access Point:

- Bolt AI Assistant and Google Drive (HQ Shared Resource Hub)

Contents Include:

- All UAC Standard Operating Procedures (SOPs)
- Video walkthroughs (Loom recordings) for common tasks
- Editable templates (reports, contracts, checklists)
- Marketing materials (social media templates, EDMs)
- Technical guides for GymMaster, GoCardless, CRM, and automation tools

Update Process:

- HQ uploads new materials quarterly.
- Franchisees are notified via WhatsApp and email.
- Each update includes a "Change Log Summary" for quick review.

Usage Guidelines:

- Files are view-only; editable versions are requested through HQ.
- Staff must not share or duplicate UAC intellectual property outside the organization.

**Outcome:** Provides real-time access to structured knowledge, enabling independence, consistency, and efficiency across the UAC franchise network.

## **Monitoring & Review**

- HQ Education Lead reviews participation rates and learning outcomes quarterly.
- Franchise Support Officers document webinar attendance and upskilling completion.
- SOP and training content reviewed every six months for updates or compliance changes.

## **Non-Compliance**

Failure to comply with training, communication, or support protocols may result in:

- Suspension from internal communication channels (e.g., WhatsApp)
- Requirement to complete mandatory catch-up sessions
- Review under the franchise compliance framework