



**Fizz  
Kidz**

# Franchise Guide

## JOIN THE FIZZ FAMILY

Experts in kids entertainment  
and passionate about fun!



# **Welcome to Fizz Kidz!**

## **We are the blend of colour, science, glitter and exploding fun!**

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# Nice to meet you!

Managing Director, Talia, is the Fizz Kidz Vision. Growing the business from one simple studio to four thriving locations, Talia lives and breathes the Fizz energy and can't wait to share it!



**Talia Meltzer**  
Managing Director



**Bonnie Chuy**  
Chief Operating Officer



**Ryan Saffer**  
Chief Technology Officer

## About Fizz Kidz

**We are expert providers of kids' entertainment, crafting in-person, high-energy and hands-on experiences for kids and their families. We specialise in kids' birthday parties, holiday programs, after-school programs, school/kindergarten incursions, preschool programs, activations and events.**

Fizz Kidz' unique activities revolve around basic science and craft principles, with everything from slime and bubbling volcanoes to lip-balm crafting. Each creation follows our unique signature method which breaks down each craft into an interactive, fun and easy step-by-step process. Our wildly energetic and passionate facilitators are dedicated to guiding the children through the creation-making process, promoting creativity, problem-solving and hands-on learning at every step.

Our internal operations are streamlined through our custom-built portal, ensuring seamless integration of all business functions.

What truly sets us apart? Our overarching commitment to innovation and first-class customer experiences. With **hundreds of 5-star Google reviews**, our dedication shines through!

## OUR MISSION

Our mission is to excite and empower children through the delivery of high-energy, inclusive and fun programs that are hands-on, interactive, and inspire creativity, imagination, and curiosity!

## OUR VISION

Our vision is to be the most energetic and engaging provider of fun, creative and educational activities for kids across Australia.

We strive to be the go-to destination for families who want to create amazing memories and spark a lifelong love of learning and creativity for their children.

## OUR VALUES

Our values are at the core of everything we do:

- 1 We are passionate about kids' happiness and joy
- 2 We foster wonderment and excitability
- 3 We believe in the power of hands-on learning
- 4 We go above and beyond



# The Fizz Kidz Story



Fizz Kidz was first established in 2012 in Melbourne, Victoria. Talia fell in love with Fizz Kidz immediately, and knew that this was something with huge potential, and she acquired the (once very small) business in 2016.

## Since then Fizz Kidz has grown immensely!

Fizz Kidz has expanded its offering from only birthday parties to now school holiday programs, after-school science programs, incursions, preschool programs, activations and events.

With incredible success, Fizz Kidz now shines through their four vibrant studios across Melbourne and has its sights set on expanding across Australia!

**2012** Fizz Kidz was established with the Malvern studio as its humble beginning.

**2016** Change of ownership with Talia Meltzer acquiring the business. Fizz Kidz underwent a structural and digital transformation, tripling its revenue in the first 12 months.

**2018** Second Fizz Kidz Studio opens in Balwyn, Melbourne. The Fizz Kidz Portal is launched, revolutionising the business systems.

**2019** Fizz Kidz After-School Science Program launches in schools across Melbourne, with wait lists of schools and kids wanting to jump on board.

**2020** The third Fizz Kidz Studio opens in Essendon, Melbourne, and was fully booked for weeks in advance before it opened.

**2021** Fizz Kidz launches its Activations and Events package, sharing the Fizz Kidz experience with shopping centres and businesses across Victoria.

**2022** Fourth Fizz Kidz Studio opens in Cheltenham, Melbourne. The Fizz Kidz After-School program is growing and expanding to more schools around Melbourne

**2023** Fizz Kidz launches its school incursions with raving success. The Fizz Kidz Portal undergoes rapid development, now becoming the centralised system for all Fizz Kidz CRM services.

**2024** Fizz Kidz begins the franchising adventure, with its sights set on sharing the Fizz Kidz energy across Australia.

# Fizz Kidz 2024

We've made a name for ourselves and we're known for sharing the WOW factor! That's why everyone wants Fizz Kidz at their party, school, kindergarten and event — from shopping malls to libraries and private companies, we've done it all.

EACH YEAR WE SHARE FIZZ WITH OVER..

50,000  
KIDS!



# What we do

## BIRTHDAY PARTIES

Fizz Kidz Birthday Parties are the core of what we do. Filled with high-energy, hands-on activities, our parties are known and loved by kids!



## HOLIDAY PROGRAMS

Fizz Kidz Holiday Programs run every school holiday period. With a new and exciting timetable each school holiday period, school holidays are buzzing with fun!



## ACTIVATIONS & EVENTS

Fizz Kidz Activations are growing in demand. From shopping centres, private companies and government organisations, to local libraries and businesses, this space is endless!

## SCHOOL INCURSIONS

Fizz Kidz Science Incursions offer unique, engaging and straight-forward science experiences for primary students.

## AFTER-SCHOOL PROGRAMS

Fizz Kidz After-School Science Programs run at Primary Schools all over and offers children the opportunity to explore the fascinating world of science.

## KINDERGARTEN INCURSIONS

Fizz Kidz kindergarten incursions offer hands-on and engaging programs that are loved by teachers and young children all over.



# Our Streamlined Systems

## TECHNOLOGY AND STREAMLINED PROCESSES ARE AT OUR CORE.

At the heart of Fizz Kidz is our custom-built IT infrastructure, apps, tools and processes. These systems are all designed and built in house by Ryan Saffer, a Fizz Kidz co-founder and senior software engineer & architect, and is a key element of our growth and success.

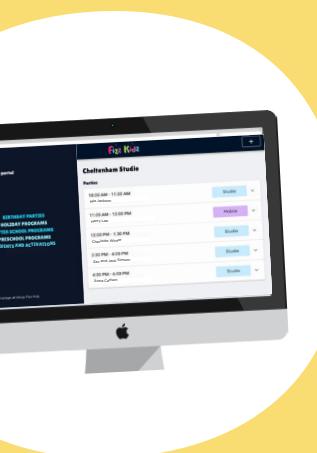
### Innovation

Fizz Kidz has a strong culture of innovation, and our team are constantly seeking new ways to enhance the experience of our customers and our staff. With our unique and proprietary technology, we are able to constantly stay ahead of the curve and deliver exceptional, bespoke experiences.



### The Fizz Kidz Portal

The Fizz Kidz Portal is our custom-built platform that manages everything we do. It includes all business administration tasks including booking management, attendance management, customer invoicing, account management, automated customer journeys, employee onboarding and payroll integrations. The Portal further includes customer facing features such as program enrolments, parent portals and even a custom party invitation generation tool. The portal is designed to enable you to spend less time on administration and more time on your business!



### This gives YOU:

1. A full suite of tools to manage all aspects of your business, including HR, payroll, bookings and much more - all in one place.
2. A system that is constantly improving, is staying current and adapts to the evolving needs of the business.
3. Best-in-class automation of business processes, ensuring your time is spent doing what matters most.
4. Exceptional online experiences for your customers.

# Fizz Kidz



# The heart of Fizz Kidz – Our Studios

Fizz Kidz studios are captivating, welcoming, and brimming with excitement!

Carefully chosen based on key criteria, our locations are strategically positioned, considering factors such as:

- Territory mapping guided by crucial population demographics
- Consistent brand presence across all studios
- Street frontage visibility
- Proximity to family-friendly cafes
- Convenient customer parking

Setting Fizz Kidz apart from larger play centres, customers enjoy exclusive use of the studio. This unique approach sets parents at ease, knowing they won't be sharing the space with other parties or the general public. This exclusivity fosters confidence and safety for our families.





# Kidz

Fizz  
Kidz

# The Fizz Kidz Team – the key to success!

Fizz Kidz first and foremost is a vibrant, enthusiastic and passionate company. As a Fizz Kidz franchise, you will have the opportunity of fostering this culture within your own team and studio.

Fizz Kidz staff love working at Fizz Kidz and love working with kids. We celebrate our team, encourage teamwork and to have fun while working.

We strongly believe in working together and supporting one another so that collectively we are at our best and delivering experiences that kids will always remember. Each team member understands that the future of the business depends on the enthusiasm they bring and how well they work as a team.

We foster a culture of innovation and encourage team members to present new ideas for themes, creations, games and ways to improve what we do.



# What we see in our future

## MARKET OPPORTUNITY

Fizz Kidz Operations in large total addressable markets.

### Amusement Parks and Centres Operations Industry

The Amusement Parks and Centres Operations industry serves a broad base of Australian families and young people seeking entertainment, leisure, and recreational activities.

#### Industry Overview

- Industry revenue has grown at a Compound Annual Growth Rate (CAGR) of **0.3%** over the past five years, to reach an estimated **\$1.8 billion in 2023** (IbisReport).
- Industry outlook is positive, with industry revenue forecast to reach \$1.7 billion with an annualised growth rate of 2.8% over the five years through to 2026-2027.
- Industry concentration is low, with major player Village Roadshow holding an **11.8%** share of the market, and the remaining **88.2%** shared amongst other industry operators.
- Similarly, industry profitability is also set to rise during the same period, despite strong competition from activities outside the industry and low or declining prices for industry theme parks and larger attractions (IBISWORLD Industry Reports, Amusement Parks and Centres - June 2022).



# Fizz Kidz is growing...

# IN DEMAND

We are rapidly seeing more children excited to get in on the action and have fun with Fizz Kidz! Families, Companies and Schools are enthusiastically welcoming the Fizz Kidz experience, knowing our hands-on, high-energy delivery is perfectly tailored and loved by kids!



# We know our customers

Customer-centricity is our guiding principle. We excel in flexibility and tailor our services to meet the needs of every customer, be it a school, a parent/guardian, or the children who love our services.

We are committed to continuous innovation, recognising that kids' trends evolve. We strive to stay ahead, ensuring a deep understanding of both kids and parents' needs, so we can deliver high-energy experiences that captivate and truly delight.

Our paramount goal is to ensure every child enjoys a remarkable Fizz Kidz experience, allowing parents/guardians, school/kindergarten teachers and corporate organisers to watch with confidence, knowing that we have taken care of every detail for them.



**Fizz Kidz creates an inclusive and supportive environment, and our facilitators adapt their delivery to meet the diverse needs of our customers.**

## **OUR TARGET MARKET**

- Kids
- Parents/Guardians
- Schools/Kindergartens
- Commercial Clients

## **CONSUMER GROUPS**

### **Kids between 2 - 12 years old:**

- Expect their parents to throw celebrations for them and enrol in extra curricular activities
- Desire activities that align with their friend group trends
- Seek age-appropriate communication and activities

### **Schools:**

- Aim to enhance school satisfaction for both students and parents
- Seek After-School programs that are educational and promote child development
- Require programs aligned with state school curriculum and tailored to diverse learning abilities
- Expect qualified, experienced facilitators who meet all compliance requirements
- Seek a streamlined enrollment process for parents' convenience

### **Parents/Guardians:**

While kids have strong desires, we ultimately know that the parents/guardians are the decision-makers, so we keep this in mind while marketing:

- Parents want to create memorable experiences for their kids and consider birthday parties as essential childhood milestones
- Parents are looking for straightforward and easy 'tick boxes' solutions
- Parents desire hands-on, screen-free and educational activities
- A simple and straightforward booking system

### **Commercial clients:**

- Are in search of unique and engaging activations and events for their clients
- Seeking exciting and engaging activities that enhance customer satisfaction
- Require accessible programs that appeal to a broad audience
- Expect excellent communication and reliability
- Seek enticing presentations and professionalism from staff

# Buying a Fizz Kidz Franchise

## The Fizz Kidz Model

- ✓ Proven track record of success
- ✓ Large opportunity for growth
- ✓ Multiple Revenue Streams
- ✓ Custom Built Technology
- ✓ Low Capital Investment
- ✓ Head-office Customer Service Management
- ✓ High opportunity for fun!

Our unique franchise model allows you to infuse a community feel into your studio, enabling you to build lasting relationships with families and consistently welcome them back. Combined with a focus on local marketing and community engagement, our franchisees are well-equipped to thrive.

A Fizz Kidz franchise is more than just a local business opportunity; it's a chance to cultivate a strong, dedicated team under your guidance. Our comprehensive training programs empower you to build a talented and motivated crew, fostering a collaborative environment that thrives on shared passion and dedication.



# What are we looking for in a Franchise Partner?

When you become a franchisee, you're not just starting a business; you're joining a caring and thriving family that prioritises everyone's success. We're looking for partners who share in our values and are passionate about empowering and entertaining children!

## 1 PASSION FOR CREATIVITY AND FUN

Our franchisees should have a love for working with children, a desire to create memorable experiences, be dedicated to fostering creativity as well as promoting a fun, safe, and inclusive environment for kids and their families.

## 2 POSITIVITY AND COMMITMENT

We are on the lookout for franchise partners who embody a creative entrepreneurial spirit and are committed to fostering a positive and supportive environment.

## 3 BUSINESS MINDSET

Franchisees must be goal-oriented, and solution focussed, with the ability to drive their business towards success. They should possess strong organisational and planning skills, and have a strong work ethic.

## 4 BACKGROUND

Have a background in business management, as well as experience working with children.

## 5 EXCELLENT COMMUNICATION AND PEOPLE SKILLS

Our franchisees should excel in communication with customers, staff, and the wider community. Additionally, franchisees should prioritise fostering a positive team culture.

## 6 ADHERENCE TO BRAND VALUES AND GUIDELINES

Our franchisees must be dedicated to upholding the Fizz Kidz brand values and operating within our established guidelines, ensuring consistency and promoting strong brand identity and customer trust.

If you are driven, creative, and passionate about working with kids, then we would love to hear from you!

# What you will receive from us

## SUPPORT

As a Fizz Kidz franchisee, you'll be managing your own business whilst getting the full support of head office and the wider franchise network.

You can rely on unwavering support from our dedicated team, who are wholly invested in your success.

Fizz Kidz will provide you with all operation guides, training, resources and processes needed to propel your growth and success.

## FRANCHISOR SUPPORT IS INCLUSIVE OF:

### **Fizz Kidz Operations Suite of Tools and Operational Resources:**

Gain access to Fizz Kidz's complete set of operational procedures, product and services manuals, staff training protocols, program curriculums, creation guides, studio designs and customer service standards. Everything necessary for the seamless operation of a successful Fizz Kidz business is at your fingertips.

### **Business Systems and Automation Tools:**

Gain access to Fizz Kidz's Technology Systems and Automation tools, designed to streamline and enhance your operational efficiency. These tools are tailored to simplify tasks, optimise workflows, and elevate your overall business performance in real time.

### **Access and use of our Internal Communication Systems:**

Enjoy the benefits of using Fizz Kidz's internal communication systems, fostering effective and seamless communication within your franchise. These tools are instrumental in maintaining connectivity and coordination across the entire Fizz Kidz network.





## OPERATIONAL SUPPORT

Fizz Kidz offers comprehensive operations support to ensure the success and growth of each franchisee.

### **Head Office Customer Service Management:**

Fizz Kidz Head Office takes charge of handling all initial incoming calls, managing bookings, and addressing initial email enquiries on your behalf.

### **Comprehensive Support for Studio Setup:**

Receive expert guidance on crucial studio set-up aspects, including site selection, studio design and inventory management. Receive ongoing training and access to proven systems, processes and studio operations. This operational support empowers franchisees to prioritise exceptional customer experiences and business growth, leveraging the collective experience and resources of the larger network.

### **Streamlined Programs and Activity Guides:**

- Franchisees are provided with meticulously crafted program lesson plans for all school programs and school/kindergarten incursions, ensuring a seamless and consistent experience across the network.
- Fizz Kidz Head Office oversees the planning and coordination of every School Holiday Program schedule.

## MARKETING

### **Online Presence with Fizz Kidz Customer-Facing Website:**

Enjoy the advantage of being featured on the Fizz Kidz Customer-Facing Website, enhancing your online visibility and accessibility to potential customers.

### **Nationwide Marketing Management:**

Fizz Kidz Head Office takes charge of all national marketing campaigns, spanning digital, social media and national promotions. This centralised support ensures consistent brand messaging and promotion across the entire network.

### **Tailored Local Marketing Support:**

Franchisees receive mentoring and support from Head Office for local marketing initiatives. This collaborative approach empowers franchisees to execute effective local campaigns, complemented by the expertise of the central office in building brand awareness, fostering brand loyalty, and driving growth for the entire franchise network.

# Fizz Kidz Training

**Fizz Kidz is committed to providing franchisees with a comprehensive training program designed to equip you with the knowledge and skills necessary for success.**

Franchisees will receive hands-on training at an established Fizz Kidz location, where they will gain practical experience in managing day-to-day operations, program delivery, and staff supervision.

Additionally, Fizz Kidz offers post-launch support and ongoing training opportunities to ensure franchisees stay up-to-date with industry trends, best practices, and new product or service offerings.

## **WHAT'S INCLUDED?**

### **Initial Training:**

- Two day training includes an initial orientation covering the essentials of the business, including brand values, all our operational and staff training procedures, product offerings and customer service standards.

### **Pre Launch Training:**

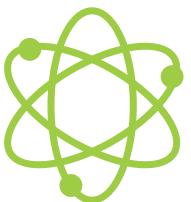
- Three week in-field training in nominated established studio. This immersive training combines practical training with essential business training, laying a strong foundation for your upcoming venture.

### **Post Launch Training:**

- Two weeks in-person training and support of you and your team. Includes a Fizz Kidz expert facilitator who will guide parties and programs, ensuring a smooth and successful start.

### **On-going support and training:**

- Phone access for questions and immediate support.
- On-site visits and assessments to fine-tune your operations.
- Annual Business Plan reviews to chart your growth strategy.
- Quarterly Financial Reviews to optimize financial performance and ensure long-term success.
- Opportunity to attend all Management, Sales and Training Seminars as well as in-studio trainings.



# 8 key reasons to join our Fizz Family

## 1 PROVEN TRACK RECORD OF SUCCESS:

Partner with a franchise that boasts an excellent product and a proven track record of success in the industry.

## 2 MULTIPLE REVENUE STREAMS:

Tap into multiple large and accessible markets, expanding your potential customer base and diversifying revenue streams.

## 3 LOW CAPITAL INVESTMENT:

Benefit from a franchise model with low capital expenditure, offering a cost-effective entry into the business.

## 4 ESTABLISHED BRAND AND MARKET POSITIONING:

Align yourself with an iconic and trusted brand, cherished by both parents and children, while securing a clear and distinct market position, enabling you to shine amidst competition.

## 5 QUALITY PRODUCT OFFERING:

Deliver an exceptional product that consistently exceeds customer expectations, contributing to the overall success and reputation of the brand!

## **6 INNOVATIVE AND ENTHUSIASTIC COMPANY CULTURE:**

Become part of a company that is passionate about kids, business growth and your success.

## **7 HEAD OFFICE CUSTOMER SERVICE MANAGEMENT:**

The Fizz Kidz Head Office is responsible for managing all incoming calls, handling bookings, and responding to initial email inquiries on your behalf.

## **8 BUSINESS SOLUTION:**

Receive a comprehensive package, including access to the Fizz Kidz Portal providing the streamlined and automated processes you need to smoothly run your own Fizz Kidz studio.



# Frequently Asked Questions

## HOW MUCH DOES IT COST TO PURCHASE A FIZZ KIDZ FRANCHISE?

The franchise fee for a Fizz Kidz territory is \$50,000, plus the cost of fitting out your studio, training, inventory, and pre-launch marketing. The total initial investment can range between \$110,000 to \$180,000 depending on the site and location.

## WHAT'S INCLUDED IN THE FRANCHISE FEE?

Some inclusions are:

- Full Operations Manual and Standard Operations Procedures.
- Full access to The Fizz Kidz Portal: Fizz Kidz automated and purpose-built system for seamless customer and staff management.
- Program Curriculums, Activity guides and step-by-step instructions for all Fizz Kidz products and programs.
- Supportive and in-depth training pre and post launch focusing on your success.
- Design & fit-out guidelines of premises to Fizz Kidz Studio standards and specifications.
- Brand Guidelines and Artwork for signage and marketing collateral.
- Pre-launch national marketing campaign.

## IS THERE AN UP-FRONT FRANCHISE FEE?

Yes, \$50,000 + GST.

## WHAT ARE THE ROYALTY FEES?

To support the growth of the Fizz Kidz network, our franchise partners contribute 8% of sales.

## WHAT ABOUT ADVERTISING?

Franchisees will contribute 2% of revenue to the Fizz Kidz's marketing fund, leading national marketing initiatives that will drive the Fizz Kidz brand and support franchise partners.



Fizz Kidz will provide franchisees with a brand guide, artwork for marketing collateral, social media guidelines and templates, and digital advertising material for use in your local area.

Marketing to the local community has proven to be the most effective form of marketing, directly contributing to the success of Fizz Kidz studios. Each franchise partner is expected to market their business at a local level. Fizz Kidz Management will work with you to determine what strategy is right for your territory.

#### **WHAT SUPPORT IS PROVIDED?**

**Your success is our success!**

You will receive comprehensive pre-launch, post launch and ongoing support. Full details listed on page 20.

#### **WHO CHOOSES THE SITE?**

Fizz Kidz will support you in choosing an appropriate site for your Fizz Kidz studio. Fizz Kidz can provide high level guidance regarding lease negotiations and other commercial requirements, but it is advisable that you conduct your own research using our site criteria.

#### **HOW LONG WILL IT TAKE TO OPEN A STUDIO?**

There is no general rule of time for a studio to open as it depends on several factors. Timing can be from 3 - 12 months.

#### **HOW MUCH CAN I EXPECT TO EARN WITH A FIZZ KIDZ FRANCHISE**

The actual earnings depend on several variables ranging from studio location, time spent working both in and on your business and economic conditions. We will provide you with some factual results of our existing business and a financial modelling tool so you can develop your own forecasts. Fizz Kidz cannot and will not make any representations about likely studio performance and financial results.

#### **HOW LONG IS THE FRANCHISE AGREEMENT TERM?**

All Franchise Agreements offer a 5-year term.

#### **WHERE DO I RECRUIT MY STAFF FROM?**

The majority of your staff will likely be enthusiastic casuals seeking weekend work, making it the perfect opportunity for students, educators and performers. Fizz Kidz will provide a comprehensive Human Resource program that will guide you through every aspect of recruiting, training and retaining your team.

# Are you ready to join the Fizz Team and open a vibrant studio in your area?

## 1 ENQUIRY

Make an online enquiry

## 2 PHONE INTERVIEW

We will contact you by phone for an initial interview

## 3 APPLICATION FORM

Complete our Franchise Application Form and Non - Disclosure Agreement

## 4 DISCOVERY MEETING

Meet either online or in a Fizz Kidz studio with our CEO and COO

## 5 DISCOVER THE FIZZ KIDZ WAY

Spend a day (or two!) in a Fizz Kidz Studio and see what we are all about

## 6 APPLICATION ON APPROVAL

Gain final approval to become a Fizz Kidz Franchisee

## 7 SITE SELECTION AND TRAINING

Together we will find an appropriate site and get you up and running!

We invite you to join the Fizz Kidz family and embark on a franchise journey with us. We await your enquiry!