



BEGIN BRIGHT

START UP GUIDE



Congratulations on taking the next step to starting your own education business and offering Begin Bright programs under licence. Starting your own business and joining the Begin Bright Network is an exciting step but where to from here? We have compiled a start up guide with helpful links and tips that have helped previous Begin Bright network partners to establish their own locations.

It's important to understand that this is simply a guide for you, we strongly encourage you to make your own independent inquiries specific to your situation and seek out guidance from independent business, legal and financial advisors as required.

You've decided you want to join the Begin Bright network - where to next?

The Australian Government has compiled a comprehensive business start up guide with links to the relevant authorities. The content on this website may not all apply to your situation but is a really great list of what you may need to consider when establishing a business. They also have a companion guide with links to relevant state authorities that can provide advice and guidance. This is often provided at no or low cost.

Starting a business checklist

What support does Begin Bright include?

- Initial on boarding support to establish you in our system.
- Your business details will be included under locations on our website.
- We have a dedicated customer email and phone number. Any customer inquiries for your location will be referred to you.
- Licensed Network provider logo and brand guidelines.
- New location announcement on our social channels and via email to our database.
- Continual development of the Begin Bright programs.
- Begin Bright resources and additional training are available to purchase separately.
- We are always here to answer any questions you might have on the Begin Bright programs.



Some things to consider in establishing your business:

Location

You are free to run the Begin Bright programs from the location of your choice, this could include a leased premise such as a shop front or office, mobile 'pop up' locations such as community centres, schools or halls. You can also deliver the program in kindergartens or day cares, or you could also run it from your home subject to suitability and council requirements.

Some things to consider for a location:

- A suitable space of at least 60 square metres
- Safe for children
- Good signage opportunities
- Internal toilet
- Coffee shops, parks and shopping nearby
- A location that's easy to find and explain in advertising
- A location that has parking or a place parents can safely pull in and drop their children off.

Centre set up

The set up of your classrooms will be largely dependent on the location that you're using. We recommend that no matter where you are, you have correct child sized furniture so that they can maintain the correct posture for learning to write.

If you have a mobile or 'pop up' location you will need to consider portability and storage of furniture and materials.

Here are some locations to buy teaching and educational resources to set up your centre. Again these are just suggested sites and we encourage you to make your own inquiries on what will suit you and your location.

[Modern Teaching Aids](#)

[Kesco](#)

[Grocorp](#)



Staff

Again staffing is at your discretion. Generally we recommend that the Begin Bright programs are delivered by qualified teachers to uphold the quality of the programs. For the preschool programs we recommend a minimum of certificate 3 in child studies and for primary tutoring we recommend Bachelor of Primary Education degree for Years K - 6 or Bachelor of Early Childhood degree for Years K - 2.

School Holiday workshop programs do not require qualifications but it is beneficial. All staff are required by law to have a working with children check relevant to their state when working with children. Please check with your own state as to any other requirements.

Some places to consider advertising for staff include:

- Facebook
- Seek
- Indeed
- Teaching groups
- Word of mouth

Marketing and Operations

Whilst you are free to operate and promote your services as you wish, some of the basics you need to consider to getting started successfully could include:

- A website and business email account
- Marketing activity such as setting up social media accounts
- A simple and easy way for customers to enrol and pay for the programs (this could be incorporated into your website)
- Selecting the right business tools to make operating your education services a breeze!

We wish you well on your journey to starting your own education business and we look forward to welcoming you to the Begin Bright network as a Licensed Network Provider.





For further information about the next steps becoming a network provider with Begin Bright, contact us today:



learn@beginbright.com.au



www.beginbright.com



www.linkedin.com/company/begin-bright



www.facebook.com/beginbright



www.twitter.com/beginbright

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