

A swimmer is shown from a high angle, floating on their back in a pool of clear blue water. They are wearing a purple swim cap with white geometric patterns and a black and teal swimsuit. Their hands are resting on a bright blue kickboard. The background is a soft-focus view of the pool and other swimmers in the distance.

FULTON

SWIM SCHOOL

Franchise Prospectus

WHY OUR CUSTOMERS LOVE US!

IMPORTANCE OF PROGRESSION AND CELEBRATING ACHIEVEMENTS

We see it as vitally important to reward and encourage our children to swim and to try their best so place a huge emphasis on celebrating all our students achievements.

OUR FACILITIES

All our pools are heated to a consistent 32 degrees, ensuring all swimmers, children and adults alike are always warm and comfortable.

FOCUS ON THE IMPORTANCE OF YEAR ROUND SWIMMING

Our program runs throughout the year (including school holidays) as we see swimming as the life skill that it is and reinforcing skills throughout the year is the key to continual and regular progression.



THE FULTON SWIM JOURNEY

In 2005 the Fulton Swim School Story began. Fresh out of school Daniel Fulton knew he could make a difference by teaching children how to swim and stay safe in an aquatic environment. What started off as a summer job, in his cold outdoor primary school pool, quickly turned into a success with local families jumping at the opportunity to get their kids swimming.

With the lack of facilities in the Franklin Area and not a dollar to his name, Daniel came up with a scheme to create an indoor heated swimming facility at the very school that started off his love of the water - Puni Primary School. By 2006 Fulton Swim was in full swing and had quickly established themselves as a leading swimming lesson provider in the area.

Within 2 years demand was high enough to expand to the nearby Patumahoe School, whose pool was converted into a year-round facility. Soon, the swim schools based in Puni and Patumahoe were a hive of activity; something to this day Daniel is incredibly proud of.



THE FULTON SWIM JOURNEY CONTINUED

2015 saw the business expand ever further, into the Upper Hutt, with a team determined to share Fulton's unique method with the rest of the country.

The expansion was an enormous success and 6 years later, Fulton Swim is operational across 5 separate locations and operates a busy, centralised Head Office. In higher demand than ever for their dedicated team of passionate swimming professionals throughout the North Island, Fulton Swim is enthusiastic to induct new franchisees into the highly lucrative and rewarding Fulton Swim School family.

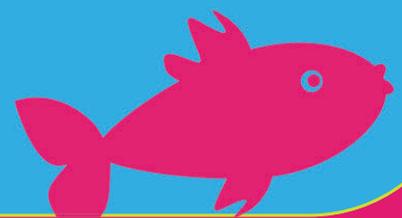




WHAT WE DO

At Fulton Swim School, we aim to teach every child in New Zealand how to become confident swimmers and stay safe in an aquatic environment. We see the joy and confidence positive swim experiences inspire in our learners and are passionate about helping them reach their full swimming potential. We make learning to swim fun and have specially designed our programmes to make lessons as entertaining as possible without compromising the standards that make our swimmers so great.

Our courses encourages safety, personal improvement and confidence among students participating in a range of water activities. Small teaching classes and purpose-built programmes are used to ensure children are constantly progressing and achieving their swim goals.



WHAT WE OFFER

Fulton Swim School offers franchisees with a passion for swimming the lucrative opportunity to own and operate their very own reputable swim school in their local community.

With full training in compliance and regulation, as well as full head office support, franchisees can be confident in the ongoing support they receive to ensure the success of their new venture.

Backed by over a decade of experience, Fulton Swim School has a wealth of industry expertise and excellent community relationships that franchisees can capitalise on to build the reputation of their local operation.





ALL ABOUT YOU

Ideal for couples or individuals with experience in swimming or teaching, Fulton Swim School franchisees should be passionate about aquatic achievement.

Successful franchisees will be strong communicators, personable and friendly to students, families, and the wider community. Fulton Swim franchisees may have a professional swimming background or may just be looking to pivot into a new, rewarding career that uplifts their community.

Either way, the Fulton Swim School family is supportive, encouraging, and passionate about swimming and pool safety and we look forward to onboarding franchisees that share our passion.

THE FULTON SWIM DIFFERENCE

Strong reputation in the community

- Fulton Swim School has a strong reputation as leading providers of swim and pool safety lessons throughout New Zealand.
- Daniel Fulton is heroed by his local community for providing a space for families to swim and pursue their interest in aquatics year-round.

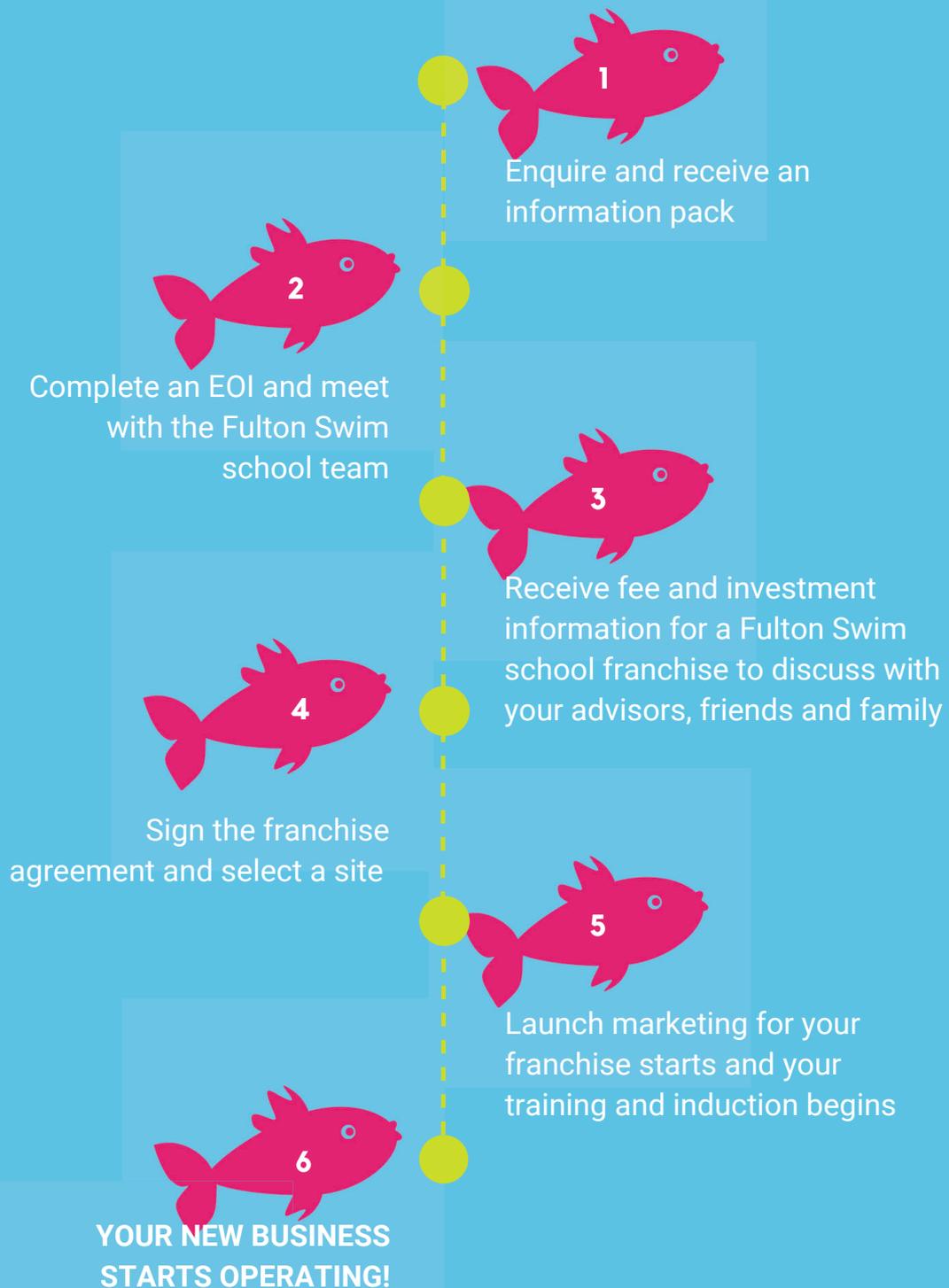
Centralised head office

- Our centralised head office keeps operations uniform across all Fulton Swim Schools.
- Through the Head Office, Fulton manages all national marketing strategies and campaigns, while supporting franchisees with branding for their own local marketing.
- One centralised Head office can provide fast, professional support to franchisees and families alike.

Years of industry experience

- Over a decade of industry experience means the Fulton Head Office is well-informed on regulations, requirements and standard procedure.
- Fulton Swim School are proud to provide full business mentorship and certified swim training to all franchisees.
- After years in the industry, franchisees will benefit from the strong professional connections Fulton has built with a variety of suppliers, industry partners and professionals.

STEPS TO OWNING A FULTON SWIM SCHOOL FRANCHISE



THE BUSINESS MODEL

Our lucrative business model is tried-and-tested, having been refined over many years of successful practice throughout New Zealand in the establishment of pools and provision of swim lessons.

Designed to propel the growth of new franchisees, the Fulton Swim School model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.



GETTING STARTED

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful swim school has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out.

We can answer any questions and guide you through our simple franchise process.