

THE WRITING CLUB

Sydney's writing specialist

FRANCHISE INFORMATION PACK

A recurring-revenue education business.

A proven model, strong community demand,
and term-based enrolments that create
predictable income.

Now opening new territories across Australia

THE OPPORTUNITY

A market that never stops growing.

The Writing Club is a specialist education business with a proven model, strong community demand, and term-based enrolments that create predictable income. We're opening new territories now, and looking for partners who want to build a meaningful, profitable business in their community.

KEY NUMBERS

- **\$1.4B+** Australian tutoring market size.
- **4x per year** Enrolments renew every school term.
- **4.9 stars** From 200+ verified parent reviews.
- **Low fit-out** No kitchen, no stock, no machinery.

THE BUSINESS MODEL

How you make money.

Every enrolment renews each school term. That's four revenue cycles a year, from the same families — before you sign a single new student. This is what makes education businesses fundamentally different from retail or hospitality.

Illustrative centre — indicative figures

Classes per week	10–15
Students per class	Up to 7 (small-group premium)
Average fee per term	\$600–\$750 per student
Terms per year	4
Revenue base — stable enrolment	\$300K–\$500K annually
Typical education franchise margin	20–35% net

These are indicative figures based on education-franchise industry benchmarks. Actual results depend on location, enrolment and operating costs. Full financial detail is provided in our Franchise Disclosure Document.

WHY THIS WORKS AS A BUSINESS

Four structural advantages.

- **Recurring enrolments.** Families re-book every term. Your revenue base compounds term on term — you're not starting from zero each time.
- **Recession-resistant demand.** Parents cut holidays and restaurants before they cut their child's education. This category holds up when others don't.
- **Low-overhead model.** No inventory, no equipment, no perishables. Your biggest costs are rent and staff — both predictable and manageable.
- **Premium-positioned niche.** Writing-only. No competitor owns this niche nationally. Parents pay above-market rates for a specialist, not a generalist.

WHAT DRIVES DEMAND

- **NAPLAN.** Every Year 3, 5, 7 and 9 student sits NAPLAN. Writing is assessed every time — a built-in, recurring pipeline of motivated parents.
- **Selective school.** NSW alone has 47 selective high schools. Tens of thousands compete each year, and writing preparation is non-negotiable.
- **High school English.** Essay writing is the single biggest differentiator in high school results. Parents invest heavily — through to Year 12.

WHAT YOU'RE BUYING

A complete, ready-to-run system.

You're not building from scratch. The curriculum, the brand, the systems and the marketing are already built and working.

- Proven curriculum — Year 1 through Year 12
- Established brand with 4.9-star reviews
- Enrolment and class-management systems
- Marketing collateral and local launch support
- Full training in The Writing Club method
- Exclusive protected territory
- Ongoing head-office support
- Access to the online workshop product line

HOW TO GET STARTED

Step 1 **Discovery call**

20 minutes with our team. We walk you through the model, the numbers, and the territory options. No commitment required.

Step 2 **Receive the full information pack**

Franchise Disclosure Document, financials and territory map — everything you need to make an informed decision.

Step 3 **Territory confirmed, agreement signed**

We confirm your exclusive area and finalise the franchise agreement with your solicitor.

Step 4 **Training and launch**

Full onboarding in The Writing Club system, with marketing, enrolment systems and direct HQ backup.

NEXT STEP

Book a 20-minute discovery call.

A 20-minute call costs nothing. You'll leave with a clear picture of the investment, the territory options, and whether the numbers work for your goals. Full financial disclosure is provided after your call.

Get in touch

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