



**JOIN THE FLIP OUT SQUAD**

**FLIPOUT**

**PURPOSE**

**OUR PURPOSE IS TO**

**NEVER STOP CREATING FUN**

## OUR PHILOSOPHY

### FLIP OUT IS MORE THAN A BUSINESS

We are on a mission to build a business that grows with the community, creates a positive environment and promotes a healthy lifestyle - with a lot of fun thrown in! When you step inside a Flip Out arena, you are transported to a world filled with adrenaline, extreme excitement and limitless fun.

Our approach is friendly, engaging and family orientated. Children and adults can let loose together, all the while improving their physical fitness.

## WHAT WE STAND FOR

1. We believe you should never stop having fun
2. We believe active kids are happy kids
3. We believe in challenging yourself - safely
4. We believe in aiming high in everything we do
5. We believe in developing kids beyond the trampolines
6. We believe in flipping barriers - social, cultural, physical skills and age



Trampolines are at our core, but it's about more than that.

We are more than just a “Trampoline park”.

We are a place people come for fun.

To challenge themselves.

To learn new skills.

**SO WHAT ARE WE?**

# ACTIVE FUN INDOORS



## WHAT'S ACTIVE FUN INDOORS?

Active Fun Indoors is all about moving your body, learning new skills, and pushing yourself in a safe, supportive environment.

Trampolines, parkour arenas, obstacle courses, slam dunk hoops, slides and more – if it's active, fun, and indoors, you'll find it at Flip Out.

[Learn more about the Active Fun Indoors movement.](#)



# **FLIP OUT – LEADERS IN ACTIVE FUN INDOORS**

**Trampolining, Parkour arenas, Obstacle courses and more.**

**FLIP INTO FUN WITH FLIP OUT!**

## A BIT ABOUT US

Flip Out is Australia's leader in active fun indoors.

With over 22 arenas (and counting) in Australia and a further 33 across the globe, we've got the size and experience to invest where others can't.

You'll find a unique mix of trampolines, parkour arenas, obstacle courses, foam pits, wall runners, slam dunk hoops, soft play and even interactive courses.

Every arena is custom-designed, engineered and configured with the local community in mind. And while no two arenas are the same you can always expect the same awesome experience.

**Flip, jump, spin and bounce your way into fun with Flip Out.**

**24 LOCATIONS ACROSS AUSTRALIA + NEW ZEALAND**

**3 NEW ARENAS ONBOARDING**

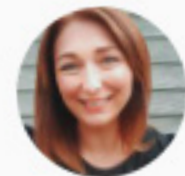
**BOX HILL (VIC) + REVESBY (NSW) + VILLAWOOD (NSW)**

**2 ARENAS IN FINAL NEGOTIATIONS**

**MOORABBIN (VIC) + MARSDEN PARK (NSW)**

# Forbes

## Franchising is Child's Play: Why The Children's Activity Industry is Booming



Fiona Simpson Contributor ①  
Franchises



## INDUSTRY

FLIP OUT IS VERY MUCH IN ITS INFANCY  
WHEN MEASURED ON THE BELL CURVE

HIGHLY DESIRABLE MARKET SEGMENT

ORGANIC CUSTOMER GROWTH

# WHY ACTIVE FUN INDOORS?

## GET ACTIVE. HAVE FUN

We love technology, but who wants to be stuck behind a screen all day?

Flip Out is all about active fun. Our goal is to get your body moving, and your heart rate up, all while having an awesome time doing it.

So why not go beyond the screens for a few hours and get that body moving? Bounce, flip, and jump your way into a more active life with Flip Out.

## LEARN SOMETHING NEW

There's no feeling quite like the satisfaction of learning a new skill.

Flip Out helps you learn all kinds of new ways to move your body – and have fun while doing it. Improve agility, balance, and mobility in a safe, fun environment.

Whether you want to stick a backflip, conquer a course, or just do a forward roll, at Flip Out you'll get the thrill of learning a new skill.

## CHALLENGE SAFELY

Life is all about challenges, but we believe you should challenge yourself safely.

At Flip Out you can push yourself to the limit in a safe, supportive environment. Premium equipment, well-trained coaches and stringent quality checks mean that you get the freedom to push yourself, without worrying.

It's all about helping you flip beyond your barriers – safely.

## SKY HIGH STANDARDS

Flip Out operates with the highest safety standards across every arena.

Each day, the whole Arena is put through an extensive safety and hygiene check. It's how we ensure a clean and safe experience for everyone.

And before working with us, every Flip Out squad member must pass compulsory learning modules on FlipSkills (our internal learning management system). Covering over 15 modules including customer service, first aid, safety, compliance, and much more, it means the team is well-skilled, well-trained and ready to create the best experience for you every time.

We've put in a lot of effort to ensure our safety standards are sky high. So all you need to do is enjoy the experience and leave the rest to us.

## A UNIQUE EXPERIENCE

When you go to a few Flip Out arenas you'll quickly notice that no two arenas are the same. In fact, each arena is uniquely designed to fit the space and the community it's in.

We work with professional industrial designers, architects, certifiers and engineers to create an awesome totally unique space, anchored in the local community and made from the best materials.

It's also all designed with the user in mind, from the activities, the layouts and the aesthetics, so you're bound to find an experience you'll love at Flip Out.

## WHY FLIP OUT?

### COACHING GROWTH

It's more than just a place to bounce. Flip Out offers a range of skills-based classes and programs to help the little (and not so little) ones grow on and off the trampoline.

Our team of experienced and qualified coaches run classes for kids aged 2-15 to help them improve their mobility, movement and agility in a structured, fun and safe environment.

And our in-demand Ninja Program is the original and longest-running of its kind in Australia. It's designed to help kids learn new skills at their own pace and increase their confidence.

# FLIPOUT<sup>®</sup>

**#1 IN FUN**

# MORE THAN JUST TRAMPOLINES



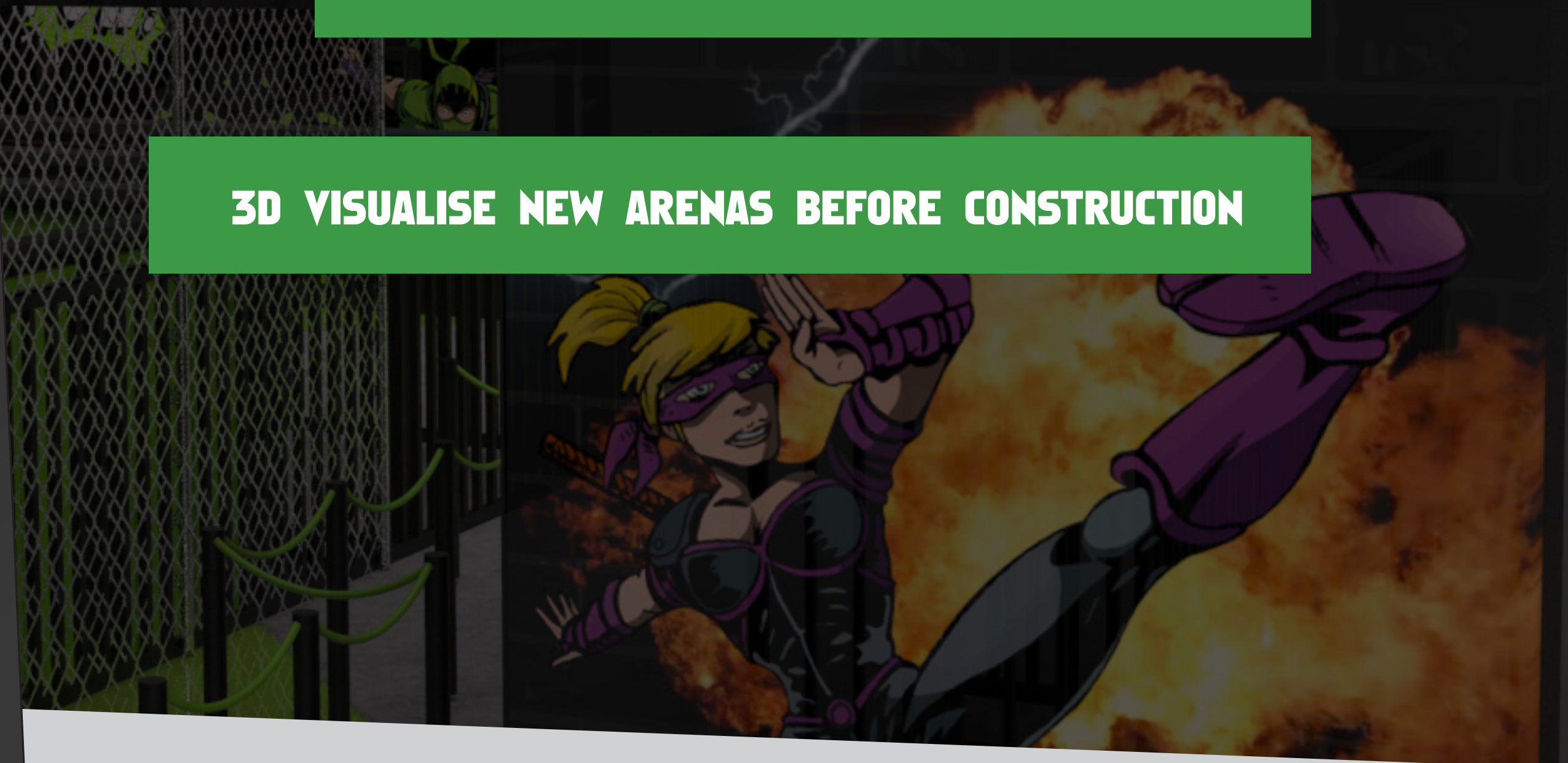
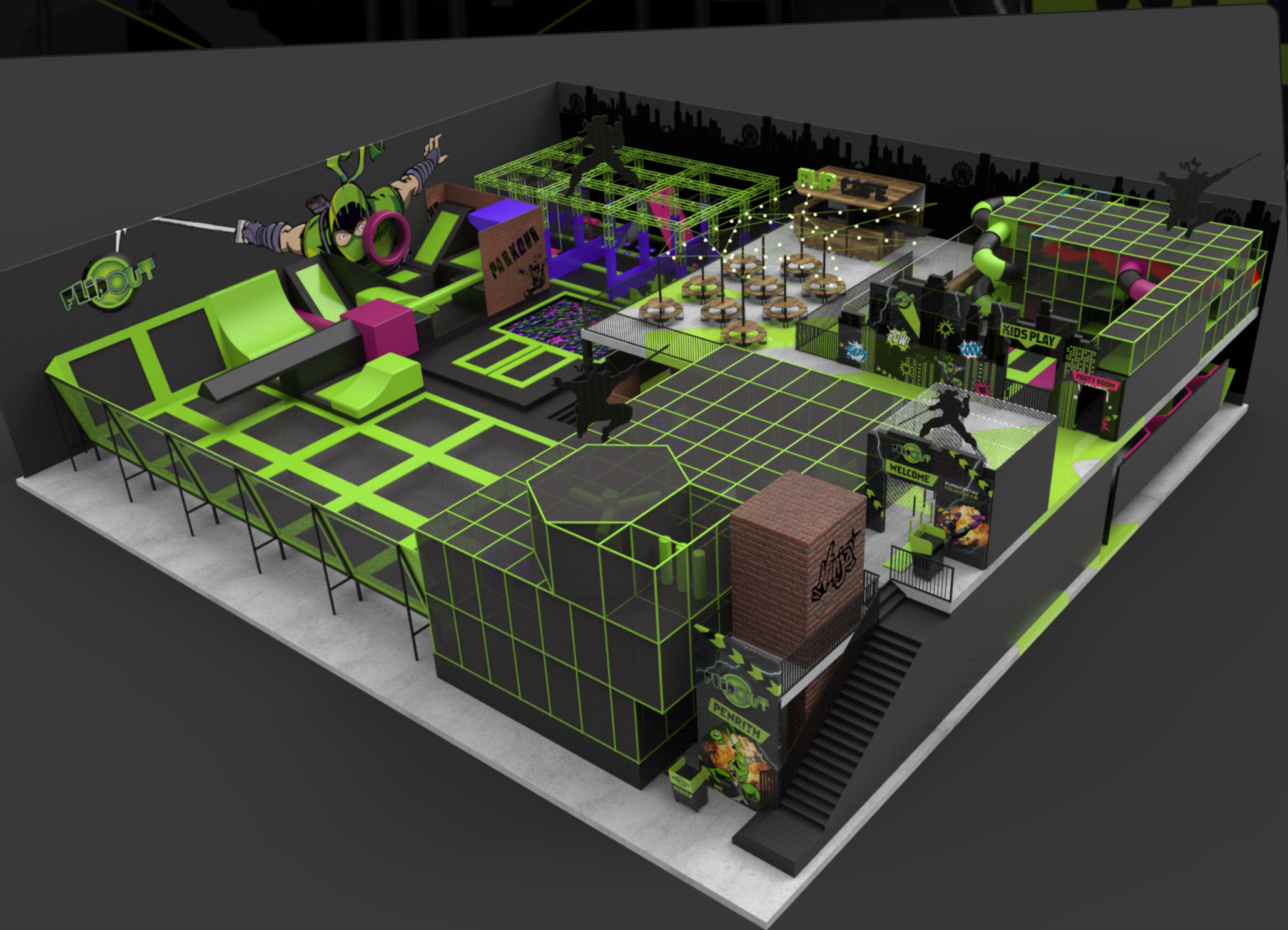
WARRIOR COURSE  
CLIMBING WALLS  
DODGEBALL ARENAS  
SLAM DUNK BASKETBALL  
PARKOUR ARENAS  
BATTLE BEAMS  
SLIDES  
SOFT PLAY AND KIDS ARENAS

# DESIGN

INITIAL DESIGN LAYOUT + FEATURES UTILISING  
LATEST 3D CAD TECHNOLOGY

NEW ARENAS DESIGNED IN COLLABORATION  
WITH DESIGNERS + ARCHITECTS

3D VISUALISE NEW ARENAS BEFORE CONSTRUCTION

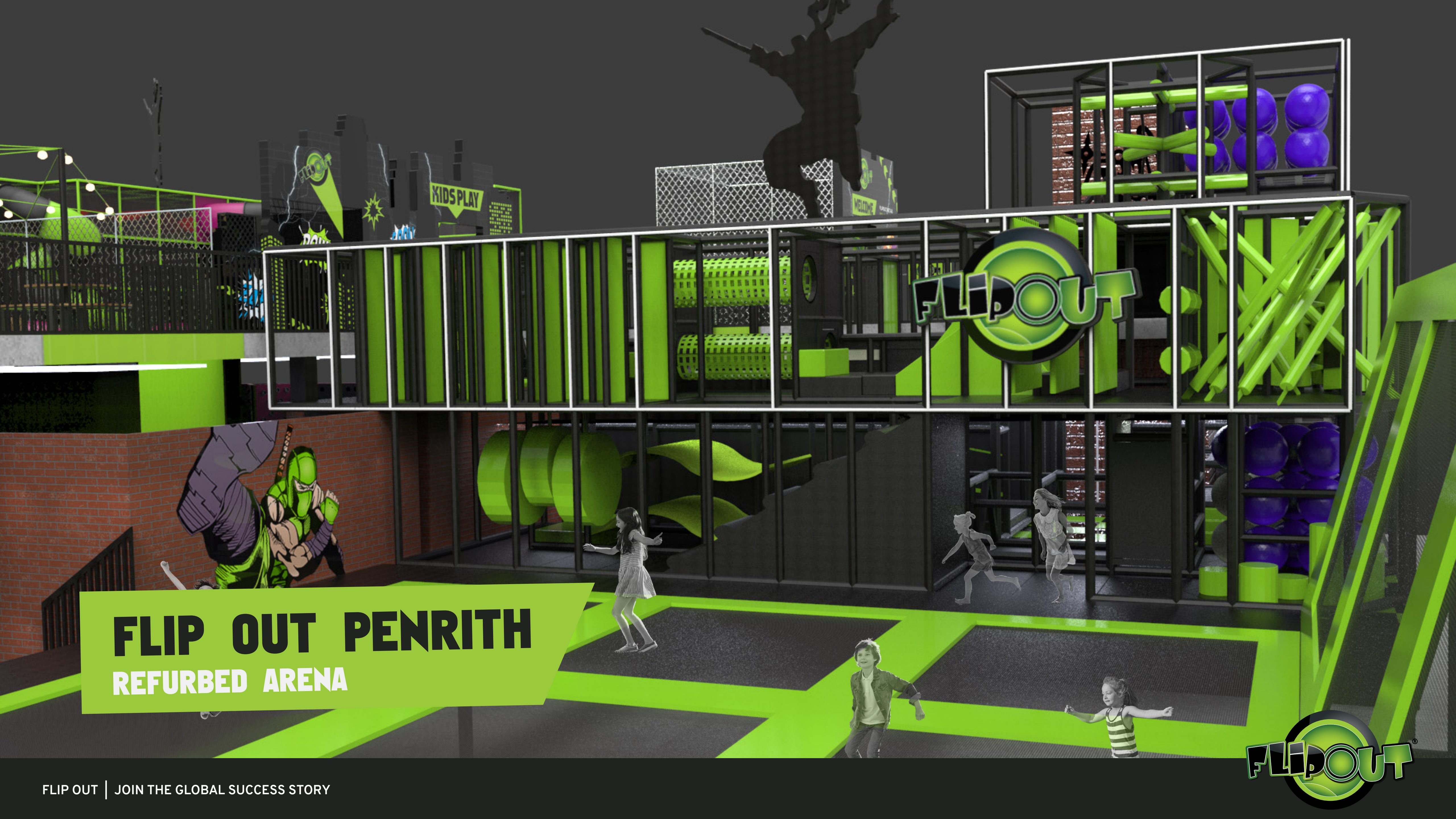




# FLIP OUT VILLAWOOD

NEW DESIGNED ARENA





# FLIP OUT PENRITH

## REFURBED ARENA

# HOW WE GROW



**CONTINUE TO ROL OUT NEW ARENAS**

**CONTINUE TO IMPROVE THE CURRENT  
CENTER FACILITIES AND PROGRAMS**

**IMPLEMENT NEW LIGHT MODEL (POP UP)  
FOR SMALLER POPULATION <\$500K**

**IMPLEMENT ON WATER MODEL**

**REVENUE**



**GENERAL ENTRY**

**FUNDRAISERS**

**FLIP-ABILITY**

**SCHOOLS**

**CAFE**

**PARTIES**

**CLASSES**

**GROUP BOOKINGS**

**GROUP CLASSES**

**MERCHANDISE**

**SEASONAL PROMOTIONS**

**GROUP CLASSES**

**AND MORE!**

# MARKETING

**FRANCHISEE INTRANET WITH 24/7 ACCESS TO ALL PROGRAMS AND OFFERINGS  
MARKETING COLLATERAL**

**MONTHLY SOCIAL MEDIA CONTENT AND GUIDANCE**

**FREQUENT MARKETING PROGRAM AND COLLATERAL DEVELOPMENT**



# MERCHANDISE

NEW CLOTHING ITEMS DESIGNED IN-HOUSE

BOTTLES + ACCESSORIES

ON TREND + PRACTICAL CLOTHING  
FOR STAFF + CUSTOMERS

COLLABORATIONS WITH BRANDS  
SUCH AS GATORADE



# UPDATED CONTEMPORARY PROCESS

IMPLEMENTATION OF END TO END TRAMPOLINE PARK OPERATING SYSTEM

LAUNCH OF NEW WEB PAGE INCLUDING CRM, ONLINE SALES, MERCHANDISE SALES AND INVENTORY, ONLINE PRE-OPENING CHECKS AND INJURY REPORT FORMS

NETWORK BENCHMARKING TO ASSIST FRANCHISEE PERFORMANCE

LEARNING MANAGEMENT SYSTEM (FlipSkills)

MICROSOFT BI REPORTS DELIVERED DAILY TO FRANCHISEES AND FRANCHISORS

AUTOMATED MESSAGING SERVICES TO DATABASE

IN PROCESS OF SCOPING APP FOR MEMBERSHIP MANAGEMENT AND LOYALTY PROGRAM



# MEET THE TEAM

## STEVEN STONE MANAGING DIRECTOR

Steve is focused on developing the Franchise by providing a sustainable and successful business for every Franchisee in the network. Under his leadership, the Franchise has grown, providing more value to customers and Franchisees alike.

## SUZANNE STONE CHIEF OPERATING OFFICER

Vast experience in Franchising, owning and operating.

- Fernwood Women's Health Franchisee of the Year 2004
- PWC NSW/ACT Franchisee of the Year 2004
- Telstra Business Women's Awards Finalist 2005

## MARKETING CO-ORDINATOR

## MERCHANDISE MANAGER + FINANCIAL SUPPORT

## PROGRAM + LEARNING SYSTEMS

## EQUIPMENT + MAINTENANCE MANAGER

