



A franchise opportunity

Keeping your body and mind A+

+ Physio + Rehab + Exercise + Pilates + Injury Prevention



Joint
Venture

Southern Cross
Healthcare

Why Active+?

- ✓ Be part of a growing high-profile rehabilitation network.
- ✓ Implement proven successful business systems to ensure business growth.
- ✓ Enjoy access to marketing resources beyond the capacity of individual health professionals including website and 0800, AdWords agency, public relations, and social media support.
- ✓ Business support by experts to grow the bottom line.
- ✓ Peer support in a multi-disciplinary team – clinicians supporting clinicians.
- ✓ Access to Limited Vendor and Exclusive Contracts from injury prevention to rehabilitation.
- ✓ Access to exclusive external training programmes specifically developed for us.
- ✓ Human resource support – know how to manage your staff effectively.
- ✓ Social media promotion through Facebook and Twitter.
- ✓ Retail and sales training and support.
- ✓ Access to high-profile advertising.
- ✓ Access to exclusive discounted products and purchasing arrangements.
- ✓ Immediate certification to the Allied Health Sector Standards (SNZ).

About Active⁺

Active⁺ is one of the largest multi-disciplinary rehabilitation suppliers in NZ, and have been in existence since 1990. We are proud to be 100% NZ owned.

Our commitment is to provide a seamless, quality orientated, interdisciplinary experience for our clients, to enable them to meet their full potential. Our network also includes a growing franchised clinic base of over 20 sites from Northland to Manawatu.

We deliver services to New Zealanders everyday in their workplaces, in their homes and from the practices.

The brand Active Physio began in 1998 and reflected the vision to develop a credible and cohesive network of progressive physiotherapy practices. Today we are known as Active⁺ the 'plus' being that we are more than just physio and Pilates; and now offer comprehensive rehabilitation services with a wide range of health professionals.

With our network of services and providers, we can help with almost anything in terms of prevention, rehabilitation and wellness.

Active⁺ has 4 directors, and is also a joint venture partner with Southern Cross Hospitals Ltd. We offer a range of services to ensure your mind and body are in good shape – at work and play.

Southern Cross Rehabilitation has been a shareholder in Active⁺ since 2018. Southern Cross Rehabilitation is a part of Southern Cross Hospitals. We chose to have them as joint venture partners in the competitive environment of rehabilitation because:

- they are 100% NZ owned
- they are part of a not-for-profit charitable trust
- we share common values and purpose, and prioritise the benefits for New Zealanders' health and wellbeing
- their people have the skills and experience to support and enable Active⁺ to take on global players in the rehabilitation market.

Active⁺ has over 660 clinicians representing many disciplines including: physiotherapists, occupational therapists, vocational consultants, psychologists, counsellors, social workers and medical specialists. Active⁺ provide collaborative healthcare services in the wider community through a variety of contracts.

Our core values



Our vision is to be distinctive by offering exceptional services and solutions by a network of people across New Zealand, delivering with integrity and innovative flair. We aim to anticipate and surpass all expectations of our clients and inspire them to wellness. We achieve our vision through our **five core values**;

RESPECT - for all people

Our clients feel safe and empowered.

Our people develop genuine relationships with their clients, which ensures we deliver a bespoke service, and also contributes to job satisfaction.

RESILIENCE - for stronger people

Our clients are empowered to learn long-term strategies for health and well-being for themselves and their whānau. They have a valued voice to enable us to deliver what they want.

Our people are engaged by delivering new services and developing new skills.

AKO - productive partnerships

Our clients and staff learn from each other and grow stronger through this.

Our people work in client-focused teams that manage the whole person, enabling long-lasting solutions.

PONO - truth & validity

Our clients are assured that they are receiving the best service in a safe environment.

Our people are proud of the credible reputation our quality delivery has built.

CONNECTED - to others & community

Our people are part of our local communities and because of this they understand the services that our clients require.

How the franchise works

The business systems

Why reinvent the wheel? Active+ has proven that growth is produced with following sound business and marketing systems. The strength of the systems come from analysis of the community; connecting with the community in a meaningful way and delivering consistent high quality services desired by the community.

On joining the franchise you are trained in the Business and Marketing Systems and mentored to implement them to work to deliver results to your community. The systems once implemented meet the requirements of the Allied Health Sector Standards so certification is guaranteed. You also join the clinical training programme to develop services and scope of all the Active+ programmes.

The territory

This is the area which we have agreed belongs to you under the franchise agreement and remains yours for the term of the agreement with exclusive rights to access all benefits of the franchise for the term of the agreement.

The terms of the agreement

The initial cost represents the investment of \$20K upwards, depending on the length of the term, territory, and region. During the term in return for the benefits of the franchise a royalty of 5% of the gross turnover is paid to the franchise company depending on the services delivered. The length of the term can be between 5 to 10 years. At the end of the Term the franchisee can renew for a small fee or opt out. Opting out requires you to return all the branded material and resources, client lists and phone numbers but you are able to continue trading from the same area under another name.

About the support

Business mentoring and peer support

You will be involved with the franchise mentoring programme every 6 weeks – once as an individual for 1:1 coaching and the next as a group with the other franchisees.

Human resource management

You will be mentored and facilitated to deliver management strategies to get the best from your staff and retain and develop your team.

External training programmes

We provide access to seminars and courses to develop the scope and capability of both our clinical staff as well as our administrative team. Topics range from presenters with leading clinical research, customer service, business and marketing strategies, sales and retail training and human resource management. These courses are a mixture of on line resources as well as presentations.

Social media presence

We host pages on Facebook and Twitter with a growing following of loyal clients, referrers and other rehabilitation organisations connecting with our regular updates, information and offers.

Recruitment

We are proactive in recruiting suitable staff through our network within New Zealand and internationally. We also provide access to our orientation programmes to ensure that staff are well supported in developing their scope and skills to deliver Active+ services and products.

Exclusive service contracts

We currently hold all ACC rehabilitation and psychology contracts which are limited vendor models. We also hold a number of preferred relationship contracts with Third Party Agencies and Large Employers to deliver rehabilitation and injury prevention programmes. We also have relationships with other government agencies such as the District Health Boards, Ministry of Social Development; Ministry of Education and private insurers.

Discounted prices for materials and products

We have negotiated exclusive and heavily discounted rates from materials and products including medical supplies; office products; computer hardware and software including Gensolve Practice Management System.

Marketing resources - website



The Active+ website has a clear focus on services, health benefits and calls-to-action.

The site is structured around the four aspects of what Active+ does;

Active+ BODY

Physiotherapy clinics providing physio, Pilates, injury prevention programmes and pain management for people who are injured.

Active+ MIND

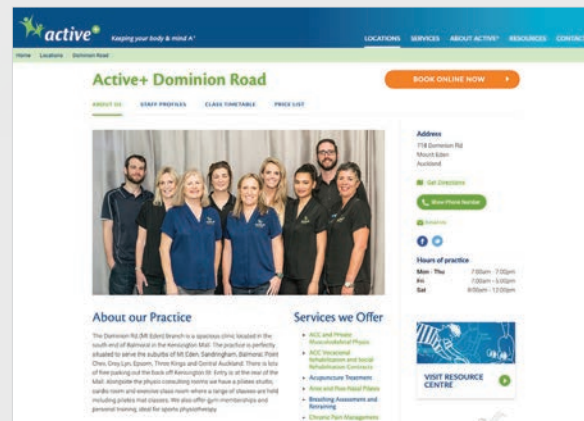
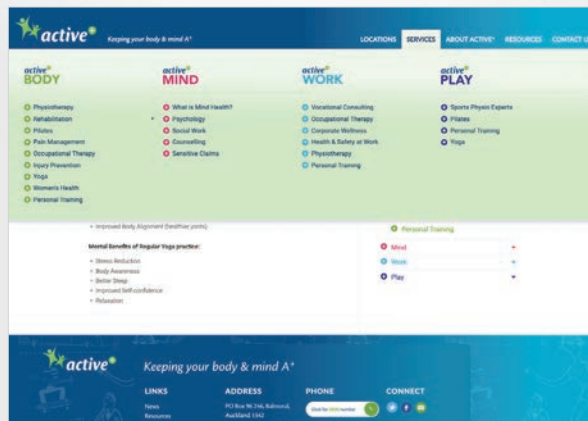
Psychology services, counselling and social work services to assist people to overcome challenges in their personal lives, with the aim of having a better quality of life.

Active+ WORK

Services to assist people to maintain their employment following injury (Stay at Work service); to stay well while working (Corporate Wellness); perform safely at work (Health and Safety) and Back to Work - preparing people to return to work following an injury resulting in the loss of a job.

Active+ PLAY

Helping people perform to their optimum, including for sport performance, injury prevention and general wellbeing. This includes providing physios for sports teams, personal training, and yoga and Pilates.

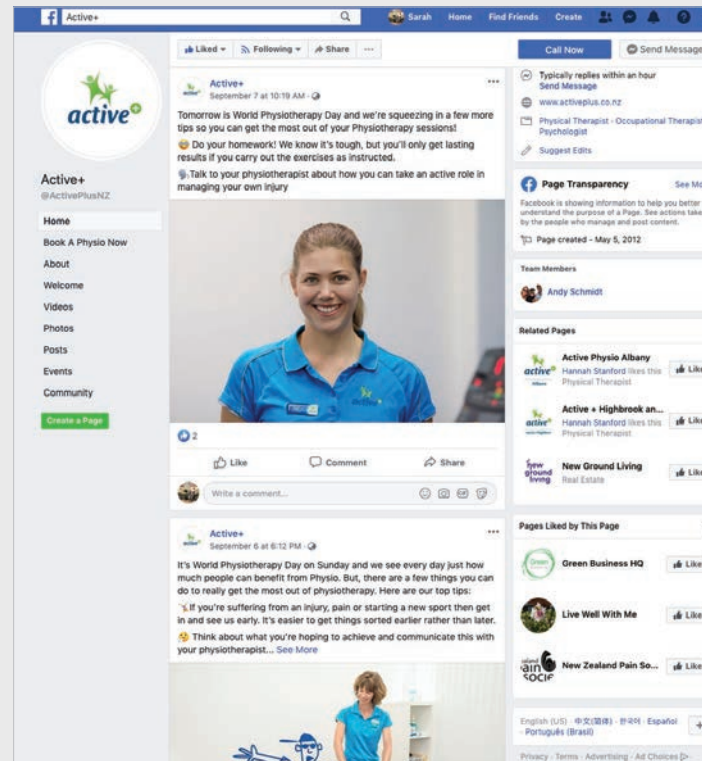


Marketing resources - social media

Active+ has a Facebook page which is regularly updated and monitored, with help from a social media agency as well as our management team.

Each Active+ franchise is encouraged to host their own Facebook and Instagram account to engage with their own community.

Facebook



Instagram



Marketing resources - electronic direct mail (edm)



active+
Keeping your body and mind A+
ALBANY

Spring is in the air (hopefully!)

As always, we have heaps of news to share with you as well as some exciting specials for the upcoming months.

It's always a good time to start with intentions around fitness and personal health and we have some great ways to help you on your journey. At Active+ Albany our business vision is "to help you be the best version of yourself," and there are many ways to achieve this goal...

To celebrate the anniversary of our move to our new premises we are offering a **FREE Initial ACC Assessment** or **HALF PRICE Private Initial Assessment** if you tell us you saw this newsletter.

**This special is only for the month of October and only able to be used once.*

FREE ACC Initial Assessment or HALF PRICE Private Initial Assessment*

Classes

Our Pilates and Yoga classes are specifically aimed to help you regain strength after injury or to improve your strength in order to prevent injury.

If you are new to Pilates, your options are;


- one-on-one sessions with one of our physiotherapists
- our 6 Week Beginners Course which currently runs on Wednesdays from 5-6pm.

We are also planning a 6-week **Pre-Natal Pilates Course**. **Patrice Irvine**, who is specifically trained in this area, will be running the course, subject to sufficient interest.

Our **Over 65's Gold Class** is for fitness, balance and falls prevention. This will be running twice a week, starting in October.

As a warm-up to the Auckland Marathon we are holding a special 4-week **Yoga for Runners** course with yoga instructor and certified personal trainer, Nadia Gagne. Nadia will look at specific myofascial release and hip opening exercises, as well as warm-up and cool-down stretches to help with your performance. This course is due to start on Tuesday 24th September at 5pm.

Please call us on 09 444 1925 or email us to find out more or take a look at our specific info on our **class timetable**.

100K MY WAY OCTOBER CHALLENGE


Join us in October to **RUN, WALK or RIDE 100K!**


You've got the month to complete the kms. So whether you smash it out in one run, pace yourself with 20 x 5km jogs, or grab some friends and share it out amongst you - the choice is yours!

Join the challenge by donating \$50, then become part of the team on our exclusive [100K My Way Facebook page](#). Share the highs (and lows!) of your 100k adventures. And claim your medal when you reach the magic 100!

This initiative has been created to achieve two things – as a kick-start into summer, and as a fundraiser to support **PINC & STEEL Cancer Rehabilitation Trust**. PINC & STEEL is dedicated to helping those diagnosed with cancer to get their bodies and mind back into shape after treatment.

DONATE NOW





Examples of Active+ electronic direct mail (EDMs)

- branch specific
- sponsored/partnership initiatives

Active+ has an in-house graphic designer who will help you put together regular EDMs to keep you front of mind with your database, and help with implementing new services, staff updates and community news

Marketing resources

Examples of Active+ service flyers



Using our graphic designer, we can individualise marketing resources that work for you and your clinic demographic and services.

Marketing resources

Examples of Active+ service flyers (with brand illustrations)



Use of our illustrated characters can create a friendly & energetic balance to our corporate brand



Policies and procedures

Active+ Health & Safety Programme - we are committed to ensuring a safe and healthy work environment for all our people.



Active+ Health & Safety Programme



Introduction

The objectives of the programme is to identify areas of potential risk and to outline processes to mitigate these risks.

We are committed to ensuring sound governance to ensure the benefits of H&S. Our directors and management care for our people and our clients.

We follow the guidelines developed by the NZIEI and the Institute of Directors NZ to demonstrate our leadership in planning, policy development, implementation and review through involving our funders, providers, support workers and clients.

Introduction

Directors' Statement

As the Directors of Active+ we are committed to ensuring a safe and healthy work environment for all our staff, contractors, clients, and visitors to our sites. We will achieve this by:

- Providing a clear direction and vision for H&S within Active+
- Providing the resources required to achieve our H&S goals whether that be financial or human resources.
- Providing competency in H&S, supporting our personnel to engage in ensuring that our H&S and that of their colleagues and clients.
- Providing innovative solutions to H&S Challenges, allowing effective hazard identification and management of risk.

In order to ensure we give our people your help to ensure we all stay safe and healthy at work. This goal is our business goal for our personnel, and shared by our customers.

Giles Webb, Director; Andy Schmitt, Director; Cora Walker, Director; Tanya Brien, Director

March 2019

Leadership

PERFORMANCE REQUIREMENT 1
The Board must demonstrate leadership and oversight in health and safety.

Goals

- 1.1: Offer effective governance and safety.
- 1.2: Ensure accountability as a director across health and safety.
- 1.3: Ensure leaders understand their health and safety role in their business.
- 1.4: Ensure leaders consider and act on health and safety issues.
- 1.5: Ensure leaders consider general aspects of health and safety when making business decisions.

Key Actions

- 1.1: The Board must demonstrate leadership in a strategic direction.
- 1.2: Active+ Directors demonstrate their personal vision to achieve excellence in H&S through publicly displayed Capabilities in a personal life.
- 1.3: The H&S Manager has the power to place immediate any suitable incident to the Board and ensure managers' commitment to health and safety.
- 1.4: All Active+ and senior management business planning includes due diligence as to the assessment and potential consequences of the Active+ H&S. This includes identifying gaps which affect the need for H&S management in the business and its work. This is done through the Business Continuity and Planning.
- 1.5: The H&S Manager reports to senior management on incidents, hazards, trends, and risk management processes, including any assessment of the senior manager's involvement, business, reputation and regulatory compliance.
- 1.6: Directors and senior management must H&S budgets, standards and roles adjustments and supporting resources, to provide for their H&S Challenge.

Risk Management

PERFORMANCE REQUIREMENT 2
The Board must ensure that the Board, senior management, identify and control health and safety risks.

Goals

- 2.1: The Board must ensure that the Board, senior management, identify and control health and safety risks.
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Business Continuity and Planning

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Business Continuity and Planning

Business Continuity is defined as the capability of an organization to continue delivery of products and services at acceptable predefined levels following a disruptive incident (ISO 22301:2012).

The Active+ organizational model consists of a combination of physical and non-physical assets and a range of processes that are essential to the organization's ability to deliver products and services to its customers. The organization's ability to continue to deliver products and services to its customers is dependent on the organization's ability to maintain the continuity of its operations. The organization's ability to maintain the continuity of its operations is dependent on the organization's ability to maintain the continuity of its operations.

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Promotional photography

Examples of photography, for use across all marketing channels, including social media.

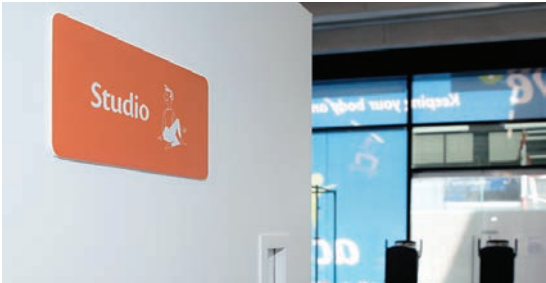


We regularly update our clinic and staff photos to ensure your marketing and community-facing images stay as up to date and fresh as possible.



Example of an Active+ clinic

Active+ clinics are fitted out under the guidance of our graphic design and signage specialists.



We support you with any move to a new premises, with business support around decision-making and marketing support for your database.

If financial support is needed, we have links with a major banking corporation that understand our franchise network.

Get in touch

If you are interested in discussing further
then please get in touch with:

Mike Bignall

Chief Executive Officer

021 1672 888

mike.bignall@activeplus.co.nz