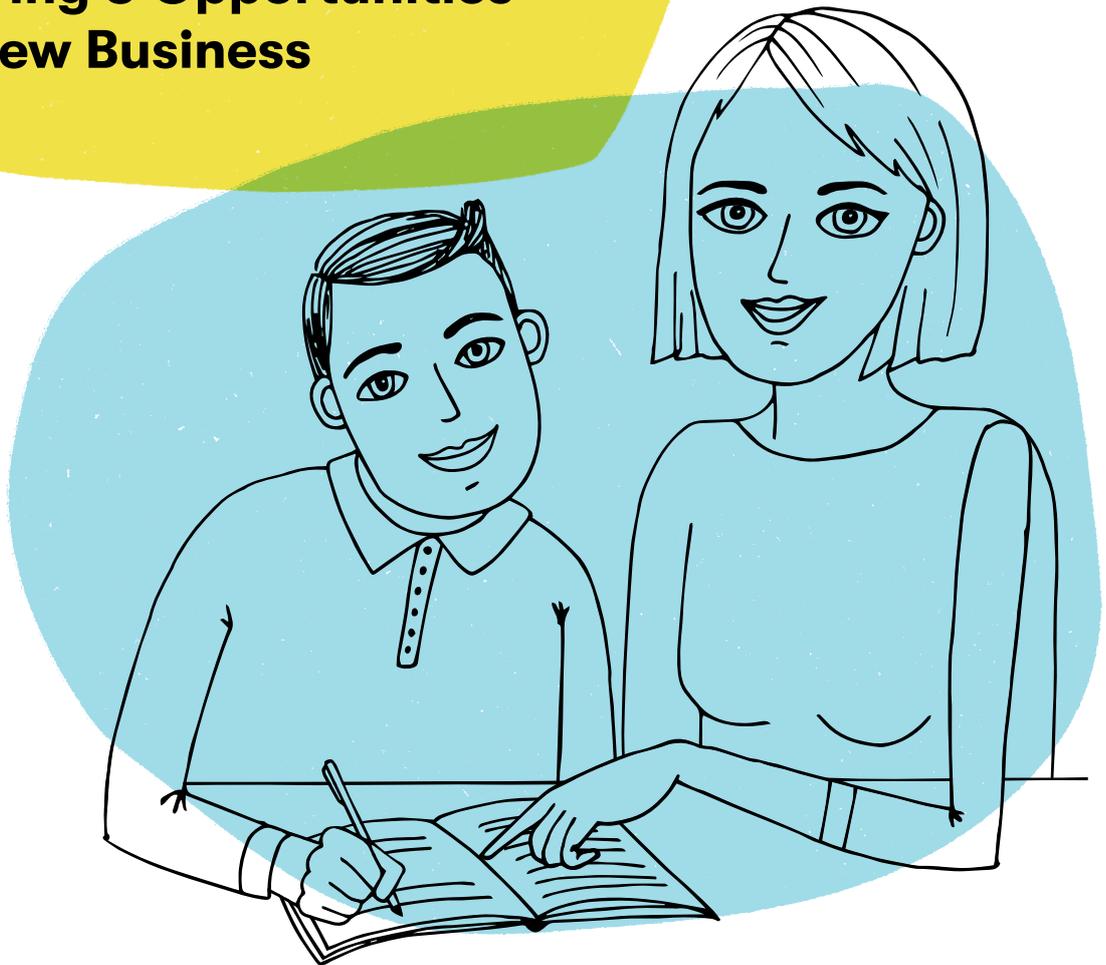


**tutor
doctor**
How learning hits home.

AUSTRALIA GETS SCHOOLED

**The Demand for Private
Tutoring & Opportunities
for New Business**



INTRODUCTION

Naturally, all parents want the best for their children. From buying them the latest toy, to ensuring a healthy home life and a good education, parents are accustomed to making personal sacrifices for the benefit of their kids.

Spending on education is now one of the top 15 expenditure items for Australian Families, increasing in recent years by almost 80 per cent for preschool and primary years, and 101 per cent for secondary¹. Though increases are largely related to school fees, parents are also spending more on extra home tuition, with 1 in 4 students receiving supplementary private tutoring every year at a rate of \$60-\$90 per hour for some subjects².

Australia's billion dollar home tutoring industry is growing at a fast rate, with supply unable to keep up with demand in many areas. Here we look at the factors driving demand and the unique opportunities that exist for investors looking for a burgeoning venture, without the costly overheads, employees or teacher training.

“The demand for private tuition is on the rise, with global revenue estimated to reach US\$123.8 billion by 2020.”



WHAT'S DRIVING GROWTH?

There are many factors influencing the rise in home tutoring; time poor parents unable to assist with homework, the increase in children diagnosed with learning difficulties, and less intimate classroom environments, for example. However, primarily the rise is due to an increase in cultural awareness about the importance of a university education in securing a good job in the future, especially as the workforce becomes more competitive and the amount of technical knowledge in our world is doubling every two years³. It is predicted that by 2025 over 40 per cent of 25-34 year olds will be degree qualified or higher and a person with a post-graduate degree will earn more than \$3.17 million over their lifetime, compared to \$1.74 million lifetime earnings for a person with just year 11 or less education⁴.

In 2012, parents desperate to get their children into selective schools, spent on average \$200 per month on home tutoring⁵. By 2014, spending increased to \$800 a month⁶. Tutoring is no longer just for struggling children or the truly gifted.

Many parents simply believe that extra tuition will give their children the best start, no matter their ability.

Parents who can't afford the high cost of private schooling are more than happy to subsidise their children's learning by paying extra for private tuition, which is no longer reserved for the middle classes. In fact, new growth in this industry has come from parents on low incomes and ethnic minority families who are making substantial sacrifices to give their children the extra academic help⁷ which mostly- they never got themselves.

And it's not just parents driving demand. Both undergraduates and postgraduates seek private tuition from outside universities for the same reasons that students and families seek private tutoring at school-age. Agencies that have traditionally coached children for exams and helped pupils through resits, are reporting increased demand from undergraduates who are aware that higher grades, typically mean a higher earning potential⁸.

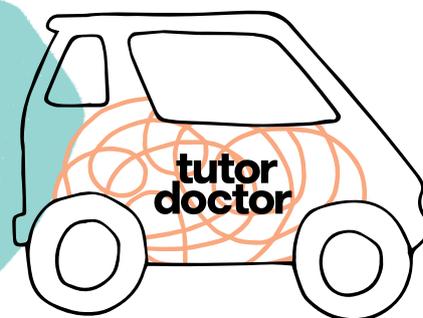
THE BENEFITS OF FRANCHISING

The demand for private tuition is on the rise, with global revenue estimated to reach US\$123.8 billion by 2020⁹. In Australia, as higher education becomes the 'norm', job seeking remains competitive and parents continue to hold high aspirations for their children, figures are likely to continue rising as they have done during recent years.

Franchising offers entrepreneurs an opportunity to operate under a brand that parents are familiar with and can trust that their children will be safe and taught in an effective manner that meets industry code of conduct in standards of education¹⁰. Dependant on the franchise, you don't even need to be qualified or experienced in tutoring or teaching. You will simply need business acumen and a passion for empowering students at any age.

Like most franchises, the support you receive from day one, in business training, operations and marketing is a key point of difference and will help you get your business off to a running start, without the hard years spent building your business from the ground up.

“**Tutor Doctor provides you with the technologies and training systems that make it possible to operate your business with just a laptop and a telephone.**”



TUTOR DOCTOR®

A Tutor Doctor franchise is a unique opportunity for people looking to run their own business, but without the extortionate overheads associated with leased premises and staff.

The Tutor Doctor Franchise model gives franchisees access to a multifaceted lead generation system, as well as internet marketing services, that allow franchisees to generate a steady flow of enquiries from parents and students in the local area who are seeking the services of a private tutor.

Tutor Doctor's services cover all grade levels, from kindergarten to university and all the way to adult learning. By working collaboratively with students, parents and teachers, Tutor Doctor tutors provide the best supplemental, personalized instruction to help students succeed.

Tutors are recruited and certified through a simple to use system which you will be fully trained on how to manage and operate. The ongoing coordination and management of the tutors as well as your ongoing client management is facilitated through a centralised business system called the "Big Apple", which has been designed to simplify your business and drive more profits.

The Tutor Doctor franchise network is growing quickly, ranked in the Top 100 fastest-growing franchises worldwide by Entrepreneur Magazine and number one in the one-to-one education space. They are currently operating in 16 countries around the world, in over 550 franchised territories.

Tutor Doctor not only provides quality, in-home tutoring to students and peace of mind for parents, – it also provides you the advanced technologies and training systems that make it possible to operate your business with just a laptop and a telephone, giving you the freedom and lifestyle you have always dreamed of.

For more information on becoming a franchisee, **click here.**

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