

**\$1,060**  
the approximate amount Canadian parents spend per year, per child, on education and recreation.  
(Statistics Canada, via *MoneySense* magazine)

**60%**  
of parents say that they don't have as much time as they would like to spend helping their child learn.  
(2012 Ipsos Reid survey)

**90%**  
of Canadian parents agree that more preparation for the workforce is necessary due to increased competition.  
(2008 Ipsos Reid survey)

**86%**  
of Canadian parents agree that it's now more important for their kids to compete for scholarships to offset the rising costs of post-secondary education.  
(2008 Ipsos Reid survey)

Research points to parents taking a more proactive approach to their child's learning, and tutoring is one way to help.  
(The Transformation of Private Tutoring: Education in a Franchise Form by Janice Aurini and Scott Davies, Department of Sociology, McMaster University)



**KUMON<sup>®</sup>**  
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## THERE'S A LOT TO CELEBRATE!

2018 marks the 60th anniversary of Kumon since it was established in Osaka, Japan in 1958, and its 30th anniversary in Canada. Kumon franchises now operate in 50 countries with enrollment numbers exceeding 4.3 million.

In addition to being named *Entrepreneur Magazine's* number one tutoring services franchise for 17 consecutive years, we were recently honoured with the CFA Franchisees' Choice Designation.

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## The Popularity of Tutoring

While tutoring and supplemental education is growing in popularity in Canada, in other parts of the world it's a regular part of students' educations.

According to the United Nations Educational Scientific and Cultural Organization (UNESCO)'s International Institute for Educational Planning:



50%

50% of public school students in Brazil receive supplemental tutoring.



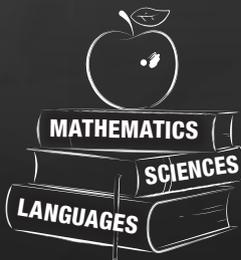
70%

70% of students in Japan receive tutoring by the time they finish middle school.



70%

70% of Korean students are tutored, with the majority receiving it while in elementary school.



The most common subjects students seek tutoring for are languages, mathematics, and sciences.

## Who receives tutoring?

Students who are already doing well academically and want to retain or build on that edge, and students who want to boost their understanding of the subject matter and their grades.

## Observed Benefits of Tutoring

While the overall academic outcomes of tutoring can vary from student to student, studies have found some common advantages that may be gained, such as:

- An encouraging effect on self-confidence
- A more positive attitude towards the subject matter being studied
- Reduced anxiety due to the one-on-one or small group format

(Canadian Council on Learning's 2007 Survey of Canadian Attitudes toward Learning <http://www.ccl-cca.ca/ccl/Reports/SCAL/2007Archive/SCALStructuredTutoring.html>)

## Why tutoring?

According to the UNESCO International Institute for Educational Planning, students report a variety of reasons for seeking supplemental education.

They include:

- To prepare for important exams
- To review and build on regular studies
- To combat underachievement in school
- To study subjects not taught in school
- To receive individual attention
- Because parents are not able to assist (particularly with more advanced subjects and grade levels)

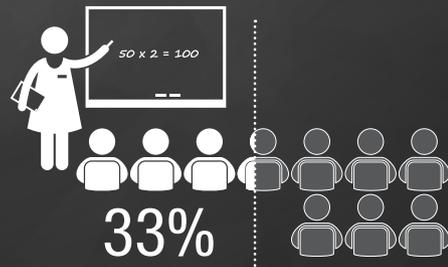
(UNESCO International Institute for Educational Planning, [www.unesdoc.unesco.org/images/0011/001184/118486e.pdf](http://www.unesdoc.unesco.org/images/0011/001184/118486e.pdf))



500%



**the growth of businesses** offering tutoring services has quintupled over the past 30 years (The Transformation of Private Tutoring: Education in a Franchise Form by Janice Aurini and Scott Davies, Department of Sociology, McMaster University)



33% of parents with children aged five to 24 have engaged the services of a private tutor or a tutoring company to assist their child with reading and/or writing, math, science, or other subjects.

(The Transformation of Private Tutoring: Education in a Franchise Form by Janice Aurini and Scott Davies, Department of Sociology, McMaster University, and the Canadian Council on Learning's 2007 Survey of Canadian Attitudes toward Learning <http://www.ccl-cca.ca/ccl/Reports/SCAL/2007Archive/SCALStructuredTutoring.html>)

# Become our next Franchise Owner



## a little about us

A network of committed individuals who want to do **more** than make learning fun for kids & teens.

***– we want to be a catalyst for inspiring confidence and academic success by leveraging their passion for coding and computer technology.***

Level UP merges peer-based learning with relevant interests in Computer Science & Technology Education to accelerate the achievement of academic outcomes.

Success and engagement is based on creating hands-on projects as a vehicle for learners to develop a sense of ownership and accomplishment through active self-discovery.

While our after-school programs and camps are experienced as adventure-based learning, the true advantage in the mind of a parent is that Level UP is a digital stepping stone toward their child's future.

The educational enrichment market, especially in STEM fields such as Engineering and Computer Science, is growing faster than our schools can adapt to meet demand, which is one of primary drivers of Level Up's market growth.

From what we teach to the way we interact with our franchisees, Level UP is about constantly looking forward. In our world, success is about inspiring and developing STEM related skill-sets to help kids and adolescents maximize their future before it happens.

We believe every community deserves a Level UP Centre, and we're thrilled with the potential of helping you make it happen in your part of the world.

**LEVELUP**  
LEARNING CENTERS

## Contact Us

230 Diligente Drive  
Riverview, NB E1B 1N5  
1-877-225-3835  
[franchising@levelupkids.ca](mailto:franchising@levelupkids.ca)



## The Rise of Canada's After-School Tutoring Industry

Enrolments in after-school programs are on the rise. From tutoring programs that aim to sharpen student's mathematics skills to soccer camps, more and more parents across Canada are turning to education and tutoring franchises to supplement their day-school education.

### \$1-billion

The estimated value of Canada's tutoring industry. Canada is home to a wide range of franchises that provide after-school tutoring and supplemental education to students of all ages, from kindergarten, all the way up to high school. The most common subjects students seek tutoring for in Canada are English, mathematics, and science.

(The Financial Post)

### \$1,540

The average expenditure on education by all households in Canada in 2015.

(Statistics Canada)



### 13,408

The number of employers in Canada's educational services industry.

(Statistics Canada)

### 36,929

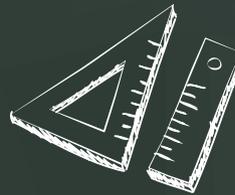
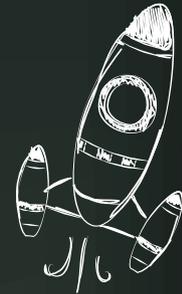
The number of educational services established in Canada as of 2016.

(Statistics Canada)

### 200 to 500%

Growth of tutoring businesses in Canada between 1990 and 2004. This growth outpaced the aging of Canada's school-age population, according to experts, who have called the rise of after-school programs "revolution."

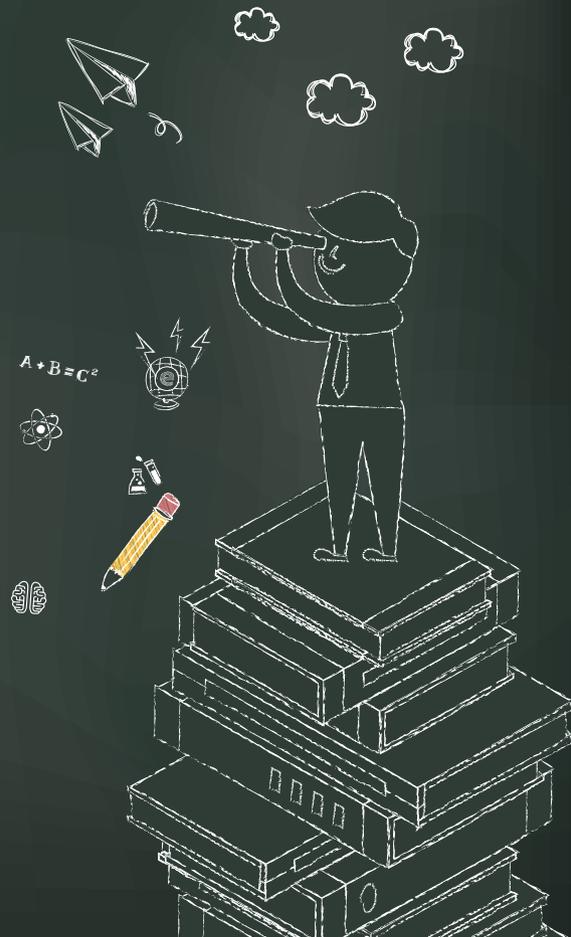
(The Globe and Mail)



### 35%

The number of Ontario parents who reported having purchased tutoring in past three years.

(2015 University of Toronto Study)





## Step into the **spotlight!**

Stagecoach is an international network of Performing Arts Schools offering extra-curricular education in Acting, Singing and Dancing for children aged between 4 - 18 years.

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## A look at kids' health and wellness

With so many gadgets attracting the attention of children today, it can be hard to get youngsters to leave these devices behind to sit down to a well-balanced meal or participate in old-fashioned fun and recreation. Parents are looking for help in ensuring their kids have access to the right nutritious snacks and activities, and kid-focused franchises are answering the call, with programs and services aimed at keeping youth in tip-top shape. Looking at the stats below, these franchise brands may have their work cut out for them yet!

**one-third**

of Canadian kids between the ages of 4 and 18 are eating the recommended daily servings of fruits and vegetables.

(Health Canada)

**1 in 5**

Canadian youths between the ages of 12 and 17 are classified as overweight or obese, although more than 70 per cent of youths reported that they were at least moderately physically active during their leisure time.

(Statistics Canada, Canadian Community Health Survey, 2013)

Guidelines suggest that Canadian youngsters between the ages of 5 and 17 should be physically active for at least one hour every day. Data shows that only

**7%**

of Canadians in this age group actually exercise this often.

(Statistics Canada)

Children and youth are sedentary for at least

**60%**

of their waking hours.

(Statistics Canada)



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## Child Care in Canada



54% of Canadian parents with children under the age of four used non-parental child care in 2011.



39% of parents with school-age children (5-14 years) used non-parental child care.



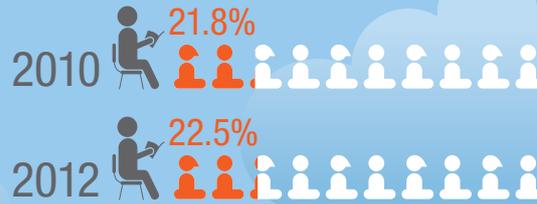
86% of parents using child care arrangements did so on a regular basis.



98% of parents were very satisfied or satisfied with their child care arrangements.

(Statistics Canada)

In 2012, there were full- or part-time centre-based child care spaces for only 22.5% of Canadian children aged 0-5 years. This was a small increase from 21.8% coverage in 2010. **Although the coverage rate has been creeping up steadily, there is still a very sizeable gap between need and provision.**



(Moving Child Care Forward by Carolyn Ferns and Martha Friendly, Joint Initiative of the University of Guelph and University of Manitoba)



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## Doing it for the Kids!

Franchises focusing on children's products and services are on the rise! *Franchise Canada* wants you to learn more about the exciting franchising opportunities that serve the more than 5.7-million families with children throughout Canada! Get to know the franchisors and franchisees that are helping youngsters stay healthy, happy, and to prepare for their future with a special video series on FranchiseCanada.Online.

Visit [franchisecanada.cfa.ca/kid-friendly-franchises/](http://franchisecanada.cfa.ca/kid-friendly-franchises/) to learn more



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Everything you need to create your franchise future!

Buying a franchise can be an overwhelming process.

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[www.FranchiseCanada.Online](http://www.FranchiseCanada.Online)



**Learn about franchising** Easy-to-read franchising articles and tutorials can make a huge difference as you navigate your franchising journey. Our resources have been designed with you in mind, and have helped many other prospective franchisees understand the franchise business model, and what it means for those starting out.

**Prepare for business ownership** Are you a first-time business owner? Understanding your responsibilities as an owner is very important to your success in franchising. Gain competency in the basics of business ownership so you can run your business like a boss.

**Discover franchise opportunities** Don't settle your future on the first franchise you see. There are over 1,300 different franchise opportunities available across more than 50 different industries, and at every price point. Explore the wide range of opportunities available to you in our online directory.

**Connect with franchisors** Before you sign a franchise agreement, get to know the people behind the brand that you're set to partner with. You can speak to them in person and face to face at the Franchise Canada Show, or set up a meeting through our online directory.

**Find financing and legal support** Before you sign on the dotted line of the franchise agreement, you'll need to ensure your finances are in order, and that you fully understand the franchise disclosure document. Learn from franchise professionals, who share their advice to help you through the critical disclosure process.

**Receive regular, informative updates** Get the latest Canadian franchise opportunities and industry news delivered straight to your inbox. Our free e-newsletter has the information you need to grow your franchise knowledge and learn how to invest with success.



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