



STANDINGSTRONG™

PROGRAM LICENSING

Start your Club!

Health & Wellbeing Programs for
Children & Teens



www.standingstrongclubs.com

WELCOME TO STANDING STRONG

Standing Strong® is a health and wellness organisation working with innovative partners to build lasting positive change, in the lives of children and teens.

Developed by an experienced and dedicated team of health and wellness professionals, Standing Strong® takes a holistic and child-centred approach to wellness programs.

If you are a motivated person or organisation, that thrives on delivering professional, high quality and solution focused services and programs, then becoming a Standing Strong® Program Licensee is an opportunity not to be missed!



Something Very Special

WHAT MAKES STANDING STRONG DIFFERENT?

Through our **STRONG *Body*** - Movement, **STRONG *Mind*** - Mindset, **STRONG *Heart*** core components, children learn how to improve their confidence and self-esteem, build resilience, grow connections, improve their health, manage stress and gain the tools essential for living happy, healthy and inspired lives.

1 Standing Strong® programs are unique in that they offer the consistency of an ongoing approach, as well as a community of support. This structure promotes long term benefits to children and families and promotes participant retention for Program Licensees.

2 Since 2013 Standing Strong® classes have been co-created with children aged 5-18 years and parents. This means they have been given the golden tick of approval by our most important stake holders; Families!

3 We have both an online platform with a community of support and resources as well as face to face classes. This innovative approach means families always feel connected and supported and Program Licensees have a greater impact through connection and positive relationship building, leading to greater attendance and retention rates.

4 Standing Strong® offers programs for children and teens aged 5-18 years. This means Program Licensees are able to build a strong support network with families and support participants from early childhood, through to the end of adolescence.

5 At Standing Strong® we are 100% invested in the quality, service, professionalism, duty of care and outcomes of our programs. We can say with absolute certainty, there are no programs that offer what Standing Strong® does.

6 All training is provided. There are no qualification prerequisites for being a Program Licensee. We provide all training including an intensive Instructor Certification Training Course.

7 Program session plans have been developed for Instructors in a systemised way which allows Instructors to choose their preferred sessions and piece together their own unique classes. This means every Standing Strong® program is unique and classes never become repetitive. This also means Instructors can utilise their own valuable training, knowledge and experience and cater their programs to the individual needs of their participants, organisation and community.

“I felt really anxious the first time I started Standing Strong®. But now it’s one of my favourite places, one of the only places that makes me feel happy and like I can truly be myself” - Georgia 13 yrs

THREE CORE COMPONENTS

Standing Strong is a multi-award winning health and wellbeing organisation providing uplifting and empowering wellbeing programs for young people aged 5-18yrs. Every Standing Strong program incorporates three core components of:

- **STRONG Body - Movement**
- **STRONG Mind - Mindset**
- **STRONG Heart - Mindfulness**



Each session focuses on one of 40 topics available and includes practical, discussion based, written, creative and mindfulness activities.



SIX STANDING STRONG PROGRAMS



STRONG Little Ones

STRONG LITTLE ONES: Children 5-7yrs

STRONG Little Ones is a supportive, gentle and fun program designed to help children feel strong from the inside out. Each session runs for one hour and includes 15 minutes of STRONG Body - Movement, 30 minutes of STRONG Mind - Mindset and 15 minutes of STRONG Heart - Mindfulness. STRONG Little Ones has been specially designed for younger children and introduces life skills concepts in a playful and interactive way. STRONG Little Ones is full of games, story telling and sharing to ensure younger children feel engaged and connected in every session.

STRONG JUNIORS: Children 8-10yrs

STRONG Juniors is a supportive, fun, interactive and uplifting program designed to help children feel resilient and empowered. Each session focuses on a specific life skill topic and includes 15 minutes of STRONG Body - Movement, 30 minutes of STRONG Mind - Mindset and 15 minutes of STRONG Heart - Mindfulness. The topics explored in STRONG Juniors have a strong emphasis on self awareness, self discovery and relationships with others. This is a pivotal age group for developing core beliefs and positive mindsets and these themes are focused on in each individual session guide.



STRONG Juniors



STRONG Tweens

STRONG TWEENS: Children 11-13yrs

STRONG Tweens is an empowering, supportive and uplifting program designed to help tweens build confidence, self esteem and resilience. As participants progress into this age group, generally they are preparing for significant life changes with the transition into high school. At this stage in their lives, developing a strong sense of self, feeling a sense of belonging and having a strong network of support are pivotal for building and maintaining self esteem and confidence. Each session focuses on a specific lifeskill topic and includes 30 minutes of Movement, 30 minutes of Mindset and 30 minutes of Mindfulness.



STRONG TEENS: Children 14-18yrs

STRONG Teens is an empowering, engaging and supportive program designed to help older teens build confidence and resilience. STRONG Teens has a strong emphasis on encouraging participants to embrace individuality, self belief, self worth and a strong voice. This program prepares teens for transitioning into adulthood by creating a space where they are encouraged to speak their minds and support others. Each session focuses on a specific life skills topic and includes 30 minutes of Movement, 30 minutes of Mindset and 30 minutes of Mindfulness.

STRONG ONE 2 ONE Mentoring & Coaching

One-2-one Coaching sessions are empowering, supportive, solutions focused and designed to help children find the answers to the challenges they may be facing. Standing Strong Coaching sessions are holistic, comforting and non-clinical. One to One Coaching is based around building a supportive relationship and focus on the three Standing Strong® Components of; STRONGBody - Movement, STRONGMind - Mindset, STRONGHeart - Mindfulness. Standing Strong Mentoring Sessions are 45 minute one to one appointments.



STRENGTH FROM WITHIN WORKSHOPS

The Strength From Within Workshops are empowering, supportive and uplifting one day events designed to help children build confidence, self esteem and resilience. The Strength From Within Workshops can be delivered as 2, 4, 5 or 6 hour sessions and include all three Standing Strong® components of ; STRONGBody - Movement, STRONGMind - Mindset, STRONGHeart - Mindfulness. The Strength From Within Workshops are excellent for both School Holiday events or as mid term events. They are also a great way to encourage new participants to term programs.

PROGRAMS DESIGNED TO FIT

Every Standing Strong® program structure is flexible, with the ability to be custom designed to each individual community or location. Why? Because when it comes to school terms, holidays, communities and timetables, every location is different.

At Standing Strong® we have developed every program for you with full content and activities for every individual session, all you need to do is let your Instructor know how long you want your program to go and how many sessions per week.

For example, two separate locations may run the STRONG Tweens program very differently depending on their individual timetable:

PROGRAM ONE *Scenario*

Wk #	Monday 4pm-5:30pm	Thursday 4pm-5:30pm
1	Welcome	Individuality
2	Self Care	Worry
3	Confidence	Anger
4	Self Belief	Self Love
5	Resilience	Friendship Changes
6	Body Image	Bullying
7	Boundaries	Final Session

PROGRAM TWO *Scenario*

Wk #	Monday 5pm-6:30pm
1	Welcome
2	Self Care
3	Confidence
4	Self Belief
5	Resilience
6	Body Image
7	Boundaries
8	Individuality
9	Worry
10	Anger
11	Self Love
12	Friendship
13	Bullying
14	Final Session

In the examples above, you can see **Program One** has chosen to run a seven week term with two sessions per week.

Program Two has chosen to run a 14 week term with one session per week. Both Clubs have chosen the same session topics, they have simply designed their schedules differently to suit their individual needs.

LICENSEE SUPPORT & RESOURCES

1

We provide Program Licensees with all the information and resources you need to launch your programs with ease and confidence. From your program resources, to your Instructor Certification Training. Our goal is to provide you with all the tools you need to ensure your programs are a success.

2

We offer Licensees ongoing online support through our Standing Strong Licensee Portal. We know what works and what doesn't and we are here to guide and support you so you can take the lead with your programs.

3

Included in your onboarding training is four one-to-one personalised video calls. During these calls we will look at where you require the most support to get your programs up and running.

4

New resources and program materials are added to our Standing Strong Licensee portal regularly. There is always something new, and we welcome requests for new content and resources from Program licensees.

There is no feeling like knowing you are making a difference in the world!



WHAT LICENSEES RECEIVE

Everything you need...

As a Standing Strong® Program Licensee you will receive access to our full syllabus of programs.

Each program has been specifically designed for each age group and incorporates all three Standing Strong Core Components. to make learning easy and interactive for you and your Instructors.

With over 250 structured session plans and the ability to mix and match your sessions, your classes will always be fresh and unique to your location.

This means your participants won't become bored with repetitive activities and you have the flexibility to involve them with your program design.

INCLUDED IN YOUR LICENSE IS:

- Access to the Standing Strong Program Licensee Portal where you will receive all your training.
- Video training calls & ongoing support
- Program marketing resources, videos and session plans.
- Use of the Standing Strong® name, program names, branding and media for the term of your license.

Oprah Winfrey with Standing Strong® Founder Kim Henwood



CAN ANYONE BECOME A LICENSEE?

It takes a special kind of person...

It is not easy to deliver engaging, motivating and empowering youth programs and therefore, we do not let just anyone become a Standing Strong® Program Licensee. It takes a dedicated team to run successful programs and not everyone is equipped with the skills, passion, experience and dedication to do this.



TO BECOME A STANDING STRONG® PROGRAM LICENSEE YOU MUST;

- Be either a registered business owner, a health and wellness professional or community not-for-profit organisation.
- Have a designated Standing Strong® Program Team Leader to manage your programs. The Team Leader must be organised, proactive and dedicated to the quality and delivery of the Standing Strong® programs. The Team Leader must go through the Standing Strong® certification training. If you are a sole trader or small business owner, you can be the designated Team Leader.
- Have a designated program Instructor who is certified in the Standing Strong® programs. If you are a sole trader or small business owner, you may choose to be both the Team Leader and Instructor.
- Run your programs in a child and family friendly, and safe environment.
- Have Working With Children Police Clearance, or equivalent for all your team members.
- Be passionate about working with young people and provide a welcoming, safe, supportive, consistent and empowering space for young people to feel comfortable and thrive.
- It is recommended you have business marketing, business administration, occupational health & safety and customer service knowledge and experience.

LICENSING AND TRAINING RATE CARDS

COMMERCIAL LICENSE	APPLICATION FEE	ONBOARDING & TRAINING FEE	MONTHLY LIC. FEE
LOCATION LICENSE (Includes 2 x Instructor Training and one program location)	AUD \$199.00 (+gst)	AUD \$4200.00 (+gst)	AUD \$199.00 (+gst)
ADDITIONAL INSTRUCTOR TRAINING PER PERSON	No Fee	AUD \$220.00 (+gst)	No Fee
ADDITIONAL LOCATION	No Fee	AUD \$1500.00 (+gst)	AUD \$99.00 (+gst)

NOT-FOR-PROFIT & NON-COMMERCIAL LICENSE	APPLICATION FEE	ONBOARDING & TRAINING FEE	YEARLY LIC. FEE
ORGANISATION LICENSE (Includes 2 x Instructor Training & 1 program location)	No Fee	AUD \$3400.00 (+gst)	AUD \$2148.00 (+gst)
ADDITIONAL INSTRUCTOR TRAINING PER PERSON	No Fee	AUD \$199.00 (+gst)	No Fee
ADDITIONAL LOCATION (Includes 2 x Instructor Training & 1 program location)	No Fee	AUD \$1200.00 (+gst)	AUD \$1188.00 (+gst)

Note: Not-For-Profit & Non-Commercial Licenses can only be used within community organisations and cannot be used for profit or public promotion. Terms & Conditions apply to how the Standing Strong programs can be used within not-for-profit & non-commercial organisations and all fees must be processed prior to license commencement. Additional training and support can be purchased for a fee if required. Commercial Licenses are issued an approved and protected location territory.

THE STATS SPEAK FOR THEMSELVES

After attending Standing Strong® Programs children recorded the following outcomes in the 2019 Standing Strong® Program Study;

100%

Felt Happier

81.5%

Felt Less
Anxious

88.9%

More Positive
Body Image

96.3%

Felt a Sense
of Belonging

85.2%

Felt Less
Alone

96.3%

Greater Self
Awareness

96.3%

Greater Resilience
& Inner Strength

88.9%

Felt Less
Stressed

100%

Felt More
Confident

HOW TO BECOME A LICENSEE

Opportunities in every community!

Once you're approved to become a Program Licensee, your Standing Strong® programs can launch as soon as your training is finalised. The portal has everything you need to ensure your programs launch successfully and you have all the resources you need to run your programs with confidence and ease.

HOW TO APPLY:

1. Complete the Standing Strong® License Application Form by emailing hello@standingstrong.com.au
2. Pay an application fee to secure your organisation. Payment must be received to secure your application, if your application is not successful your application fee will be refunded minus an administration processing charge. Once your application is received you will be contacted within 14 days with a notification of your application approval and location allocation
3. If your application is successful you will receive your Licensing Agreement and Establishment Fee payment link. Once these have been processed, you will receive full access to your Standing Strong® Online Training Portal. You will then be able to commence your training and start your Standing Strong® programs!

STANDING STRONG® HAS BEEN FEATURED, SUPPORTED & ENDORSED BY



WHAT HAPPENS NEXT?

Bring Standing Strong to your Community!

Are you ready? Once you become a Standing Strong® Licensee you will shine as an inspirational light to your local community.

ONCE YOUR REGISTRATION IS APPROVED ALL YOU NEED TO DO IS:

- Enrol your Instructor/s into the Standing Strong® Certification Training.
- Prepare your venue to run your classes.
- Connect with people in your local community to promote your classes.
- Connect with your local schools and community groups to share your program.
- Plan a Launch Event to start your classes with a BANG!
- Recruit a team of Mentors and Youth Leaders if you'd like to take your classes to the next level.
- Connect with your family of online Standing Strong® Licensees.
- Get excited to expand your service to the next level and join a fast growing and much needed industry that really is making a difference in the world!

We can't wait for you to Join the Team!



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Information in this document may change at anytime without notice, please check website for up to date version

STRENGTHENING CHILDREN FOR A

Lifetime

OF HEALTH & WELLNESS

"It's like another home to me, like a place where I can be myself. I love this place!" - Liv 10 yrs

"Standing Strong helps me to get away from the pressures of life" - Sarah 12 yrs

"Standing Strong is a place where I can talk to someone if I have something wrong. I love Standing Strong and the way I feel safe and happy here" - Megan 12 yrs

"Standing Strong is a safe place where I can be my goofy, silly, courageous self without worrying how I look or if anyone would judge me" - Kelly 13 yrs