



Franchise Prospectus

# LōKAHI

WELLNESS

# Join the Wellness Revolution

Complete complimentary therapies supporting physical, mental and emotional wellness under one roof.



Mind



Body



Community

"The Centre's creation was driven by the need for new therapies to support an individual's physical and mental health, being accessible, affordable and integrated."

# Welcome to LōKAHI Wellness

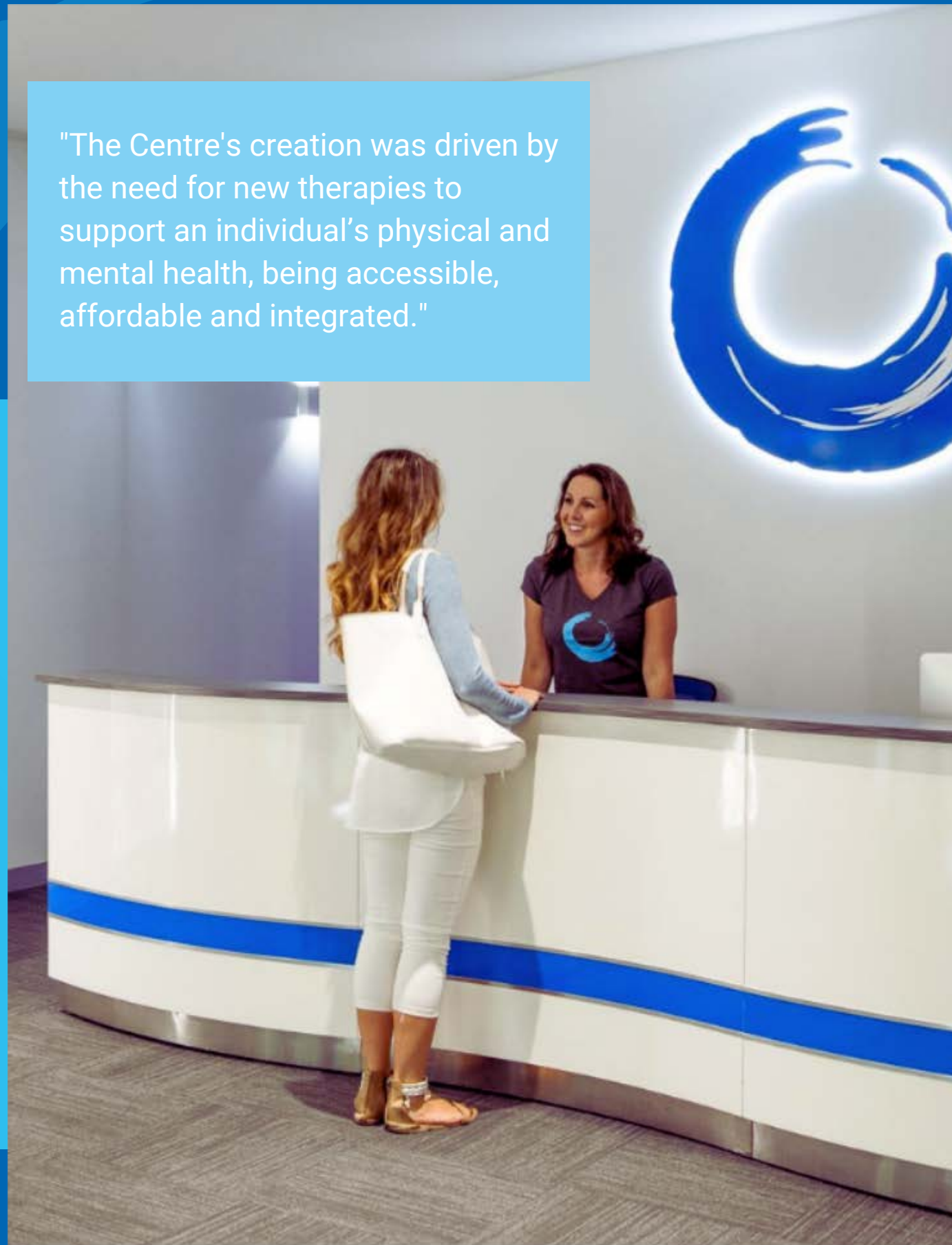
## The LōKAHI vision is big.

Our mission is to be the largest and most recognized wellness centre in Australia supporting every Australian on their health and wellness journey. Delivering a comprehensive range of complimentary therapies across the country with exceptional service, experience, community connection and range.

LōKAHI Wellness offers a complete complimentary therapy service to support physical, mental and emotional wellness under one roof. The first centre opened in 2018 and is the largest of its kind in Australia.

The Australian wellness market was providing the ability for an individual to attend their selected therapy option but were limited by choice, location, other supportive therapies or availability. This created the perfect opportunity to house all complimentary therapies in one location, limiting the barriers to treatments and opening up more choice for those seeking support.

**Now is the time to make this available in more locations and service those seeking complimentary therapies to aid their health and wellness goals and needs.**



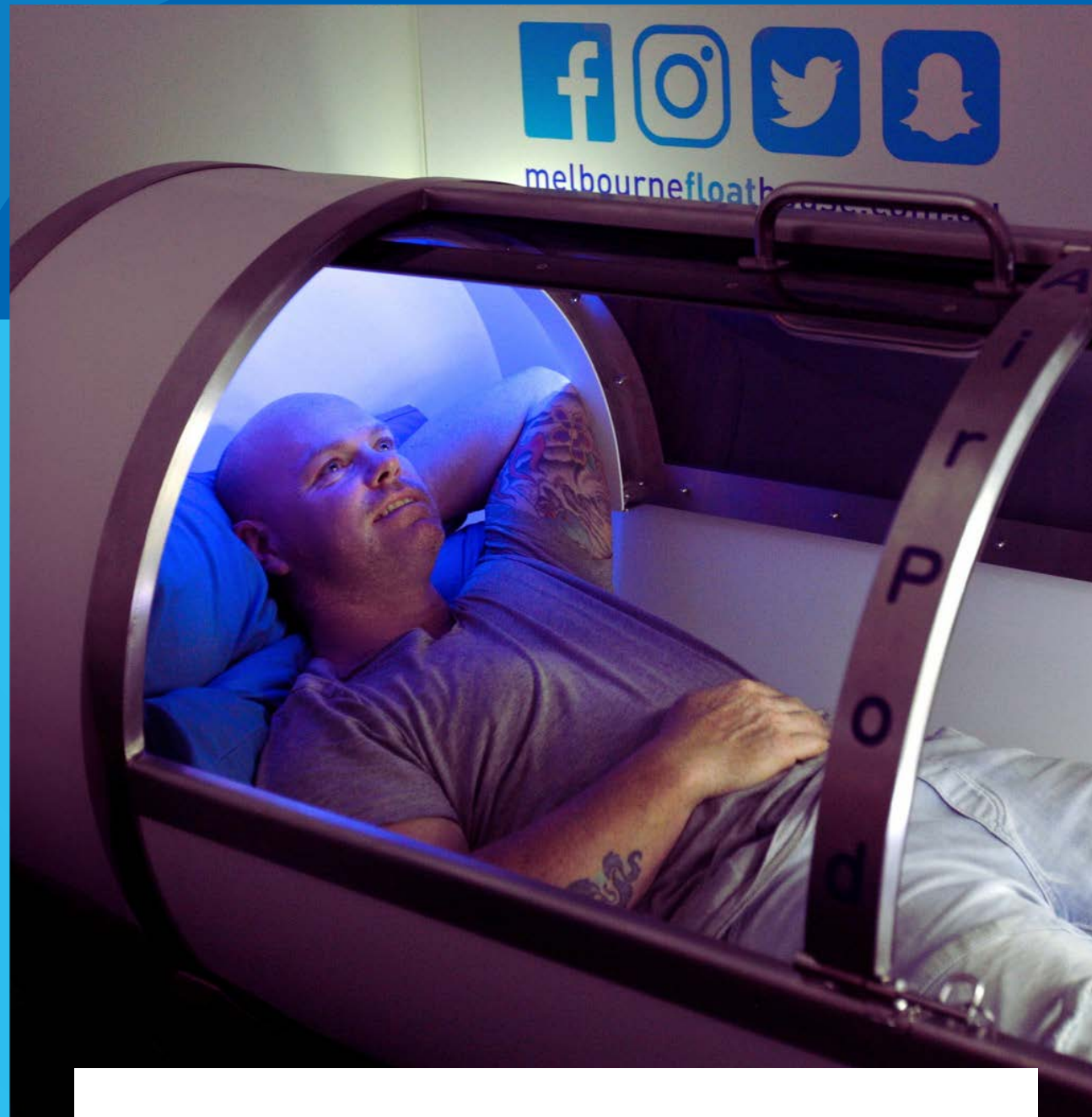
## About Us

# Our Story

### Founders

Kerry & Scott Thurrowgood

They are both passionate in helping people and love the feeling of being able to make a difference in someone's life.



"We have always had a background in Health and Wellness and both Scott and I have been in various sports and represented nationally. We generally always tried to keep fit and healthy."

LōKAHI Wellness was founded by Kerry and Scott Thurrowgood. "We built our centre for people just like us. We believed that what we were looking for, others were too. And we were right!" Kerry said. Kerry was a Personal Trainer, Health Coach and Reiki Master running a private practice. Scott operated his own roofing company for over 20 years and was a competitive bodybuilder. Both understand the importance for health and fitness for mind and body.

However, in 2014 their world was changed forever.

Scott sustained a back injury which meant he was no longer able to work and they had to unfortunately close their roofing business. For the next 2 years they spent countless hours at the doctors, neurosurgeons and travelled overseas to try anything that would heal his back or reduce his pain. The pain was debilitating and nothing seemed to aid his rehabilitation.

They started looking into alternative therapies. First they tried Infrared Saunas and the benefits were instant. They knew they were on the right track. With more research they tried Float therapy, Cryotherapy and Oxygen therapy. The difference in his pain as a result of the treatments was significant. However the constant driving long distances and attending multiple locations to combine therapies was taking a toll. With a young family and extensive travelling time, the concept of LōKAHI Wellness was created. They figured if they were needing therapy options together and reduced travel time, others would be too.

# Therapies & Services

The LōKAHI Wellness Core Therapies



Therapies designed to support all bodies needs:

- Sports recovery
- Pain management
- Stress relief
- Anxiety/Depression
- Relaxation
- Wellness goals
- Weight management
- Mental clarity
- Vitality
- Immune function

# Therapies & Services

The LōKAHI Wellness Additional Therapies

Red Light Therapy



Vitamin Infusion IV Therapy



Cryolipolysis



CVAC



Practitioners



Ice Bath



## Membership Opportunity

As part of the Membership Network you can leverage other neighboring Centre's additional therapies for your Member clients.

Extending your therapy options and positively leveraging the Franchise potential to increase revenue possibilities.

# Your dream business in Wellness

Self-care and wellness are no longer just buzz words. More Australians every year are taking control of their health and combining traditional and complimentary therapies to see incredible results.

*"At LōKAHI Wellness, we know that every body has the ability to heal itself, it just needs to be put in an environment where it can." Scott, Co-Founder*



In 2022 the Australian market generated **\$4.1 billion** revenue within the wellness industry. Encompassing gym, therapies & practioners the trend is on the rise. Expected revenue forecast is 22% over the next 4 years.



## Comprehensive Training

- Training on business essentials
  - Marketing / LAM
  - Operations
  - Maintenance
  - Services training
  - HR and Payroll
  - Business Management & Sales



## First Month Support

- Onsite training
- Weekly visits from dedicated Acct Mgr
- Starter Kits
- Personal Business Guidance



## On-going support

- Dedicated phone support
- Franchise dedicated team contact
- Procedures Maintenance
- Regular



## Back of House

- CRM creation and updates
- Centre maintenance schedule
- HR software
- Accounting software
- Cloud based procedures manual



## Marketing

- National calendar of activities
- Campaigns creation & support
- Branding maintenance & updates
- Local Area Marketing guidance
- Brand Social Media management



## Connection

- Communications portal
- Regular visits
- Bi-annual sales training
- New product/service workshops
- Industry seminars/workshops

# The Perfect Match

To thrive in the LōKAHI Wellness franchise model, there are key drivers that you as an individual, couple or business will possess.

We recommend being an owner/manager for at least the first 12 months of your franchise to truly understand the requirements to deliver a great experience, identify the potential growth areas for your location and learn the key needs of who your ideal client is.

On the ground learning is immeasurably beneficial to assist your understanding on how to facilitate the growth of your business by delivering exactly what your clients need at the right time. You need to know your community to grow your community.

## Is this you?

- Be your own boss
- Business potential & knowledge
- Super driven to help others
- Love people and connections
- Seek first to understand mentality
- Want to make a difference with your life purpose.

If you dream big, work with passion and want to be surrounded by likeminded people AND want a turn key solution to your wellness investment then you can thrive in a franchise environment.



*"You should be driven by the community which you will grow and foster, through commitment, passion and understanding."  
Kerry, Co-Founder*

# The Franchise Model

Our goal is 80 franchises by 2030. A goal as big as our Vision, we want to help as many people with their health and wellness. We can't do it alone. Our franchisees are the driving force to share wellness around Australia, with us supporting them every step of the way.

We have built a model working with Franchise specialists to ensure we create a robust, committed and driven franchise structure and community. With likeminded franchisees bringing a broad and expansive set of business and wellness experience, supporting each other we will create your community to success.



## Membership Community

All LōKAHI paid members will be able to utilise their membership across the franchise network, which enables them to redeem services with a members' discount. The joining franchise will maintain the monthly membership fee. This allows Members to travel to other locations and continue their wellness routine whilst on holiday, travelling for work, visiting family or amidst relocation.



## Planned territories

Territories and geographical considerations are planned from the onset. A generous territory for each franchise location is pre-determined to help reduce location overlap, local competition and increase market potential. Creating a targeted approach for your local area marketing efforts.



## The LōKAHI difference

As part of the Membership Network you can leverage other neighboring Centre's additional therapies for your Member clients. This extends your therapy options and positively leverages the other franchises, working together together as a community to increase revenue possibilities across the network and providing greater choice of therapy options for the member community.



## Integrated therapies

A Wellness Centre is more than a place to feel relaxed & rejuvenated, its community, whole body health & performance. With our range of integrated therapies we can service sports recovery, immune function, pain & stress management and mental health across a vast demographic range of needs and requirements.



Fit out Options

# Your Wellness Centre

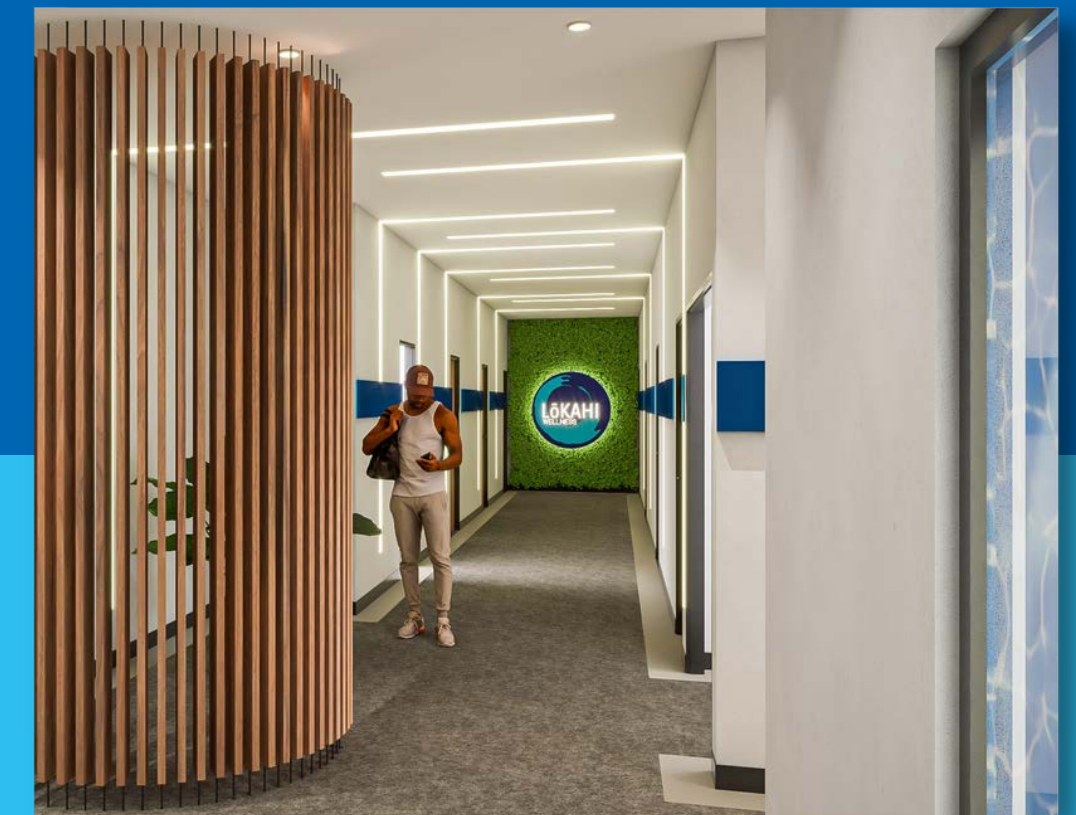
As part of our geographic research for optimal locations, we have devised two starting options for the Centre fit-out with specialist architects to deliver the optional wellness experience from start to end. These can be used as the basis for your franchise with some optional extras and substitutions where applicable.



## Centre Promotion

View our Client-centric video showcasing all LōKAHI Wellness therapies and services available.

[Click here](#)



# Where to from here?

We are excited to start a discussion on your franchise journey with us!

Once you are set to go as a Franchisee we will provide your initiation and on-boarding process in detail to ensure a smooth transition from interest to starting on your new or existing location. **We are with you every step of the way.**

We have a complete franchise process to ensure we step through all the requirements and meet all obligations.





**Ready to start your Wellness Revolution?  
Let's chat!**

**Our Location**

7 Trade Way, Kilsyth Sth VIC 3137

**Franchise Contact Hours**

Monday- Friday 9:00am to 5.00pm

**Contact Us**

[franchise@lokahiwellness.com.au](mailto:franchise@lokahiwellness.com.au)

