

THE COMPANY



History and success

The first Kip McGrath Education Centre opened its doors in 1974 with the founding principle, "Any child can learn if they are taught properly". The company has rapidly expanded since beginning our franchise program in 1987, with almost 700 centres operating in 20 countries around the world.

Kip McGrath Education Centres (KMEC) has been tremendously successful. How could you not be successful when we combine these factors:

- qualified and motivated teachers
- organised and easily accessible materials
- technology that aids in motivating students
- preparation of individual programs for each student, dedicated to achieving success
- comprehensive training for all of our people
- the full support of a dedicated Head Office team

This is a unique opportunity to become part of a growing and rewarding industry. Are you the type of person who would be suitable to share in our success?

“ It is such a simple business.
We teach the children.
They appreciate it because
nobody else has managed
to teach them.
The parents are happy. ”

Kip McGrath, Founder

What do Kip McGrath Education Centres do?

Centres provide tutorial assistance in reading, spelling, English and maths, to students who are having difficulty with their school work or just want to do better. This is done in a positive learning environment through the use of proven teaching methods and programs and is delivered by outstanding teachers.

Our programs are designed to give students the motivation to succeed. Progress is at the students' own pace so they are never overwhelmed. Students try when they attend because achievement is there for them all. This achievement is not only rewarding but it is fun.

From the moment students walk into our centres there are clear messages given to them; 'this is a place where I can learn and this is a place where it is fun to learn.'

We provide the resources and the expert teaching . . . the student does the rest.

“ At KMEC, we aim to complement the work being done at school so that students can find success there too. There is a definite need and our centres help to fulfil that need. ”

Kip McGrath, Founder



THE MARKET

The tutoring market

The 'tutoring' or supplementary education market is enjoying rapid growth. This growth is occurring right across the board, from year one through to year twelve.

Currently, according to Standards Australia, 'approximately 25% of Australia's 4 million students receive coaching every year.' This number reflects overseas trends and continues to grow as parents all over the world seek a better future for their children.

The growth in the tutoring market has led to an increase in the number of private tutors servicing that market. Most parents have little knowledge of what to look for in a tutor and so tend to rely on recommendation and reputation when making decisions regarding their child's education.

It is this significant growth in the market that has led to some of the success that Kip McGrath has achieved. If you would like to enter this growth market, there is no better way than by owning your own Kip McGrath Education Centre.

KMEC within the tutoring market

Kip McGrath Education Centres is a leader in the marketplace. We have a 35 year history and an international reputation as a trusted and innovative deliverer of quality supplementary education.

KMEC is currently the largest international face to face education provider using only qualified and experienced teachers.

Who are our students?

We cater to students who want to do better or who have:

- had difficulty with their school work
- had disruption to their schooling
- a learning disability
- moved schools
- concentration problems
- dyslexia

“ As a Kip McGrath franchisee, working together with students and parents is a pleasure. Watching students reaping the rewards is more satisfying than ever before. In addition, their success brings more customers to your door! ”

Sue Hoile, KMEC Broadmeadows, VIC

Maths Tutoring

When it comes to maths, many children have trouble with the basics. A thorough understanding of basic maths is required before students can progress, so it is important that the source of any difficulty is identified and addressed early on.

Students progress because of:

- individually tailored work programs
- varied activities to hold their interest
- being able to work at their own pace
- a combination of face to face teaching and stimulating computer drills
- caring and qualified teachers

As children gain confidence, they improve even more quickly.

English Tutoring

Reading, comprehension, spelling and oral and written communication are important skills for students who wish to succeed at school, university and in the workforce.

Reading

Kip McGrath Education Centres cater for all types of reading abilities, ranging from students who are non readers to students who have only minor issues. We also cater for students who have specific learning difficulties.

Spelling

Spelling is taught in both the KMEC Reading and English programs.



THE 'KIP MCGRATH' DIFFERENCE

How is KMEC different from other tutors?

Tutoring in small groups is different to classroom teaching. Programs must be specific. They are based on the individual needs of each child. They must be appropriate for teaching in smaller groups. KMEC is the largest organisation in the world with programs specifically for tutoring.

One of the major differences at KMEC is our dedication to individualising programs so that every student can be successful.

All of the curriculum materials have been written and produced by the Kip McGrath organisation and are carefully graded so that progress is constant and accelerated. These resources take a number of different forms:

Computer programs

Much of the drill aspect of teaching can be done more effectively on computer. Teaching with the assistance of properly written programs not only provides students with 'up to the minute' technology but is also something they can enjoy. These programs are continually updated.

Textbooks

These cover all areas we teach. They are easy to follow and provide step by step work of increasing difficulty.

Homework

Every student who comes to our centres gets homework set for each week. Homework for every level of all subjects tutored is already prepared for you to distribute.

Audio

The primary use of Audio is for homework in reading programs. Every week a student being tutored in reading would take home a DVD and a booklet. This provides a self contained lesson to be done at home.

“ Kip McGrath franchises are an ideal way to feel that you have a real impact on the educational progress of individual students. Parents are confident that the tutors know and care for their child and know that Kip McGrath Education Centres are the leaders in learning. ”

Colleen Underwood, KMEC Essendon, VIC