



MARTIAL ARTS AUSTRALIA

BUSINESS NETWORK CATALOGUE

VERSION 1 - 2022

CONTENTS

MAA PROFILE - 4

MARTIAL ARTS INSURANCE - 7

MARTIAL ARTS UNIVERSITIES - 11

AUSTRALIA MARTIAL ARTS COACHING SYSTEM - 15

KAPOW WEB DESIGN - 17

GRAPHIC DESIGN SERVICES - 19

KAPOW VIDEO PRODUCTION - 21

MAGAZINE PUBLICATIONS - 25

MEMBERSHIP - 27

CLUBMANAGER SOFTWARE & BILLING SERVICES - 29

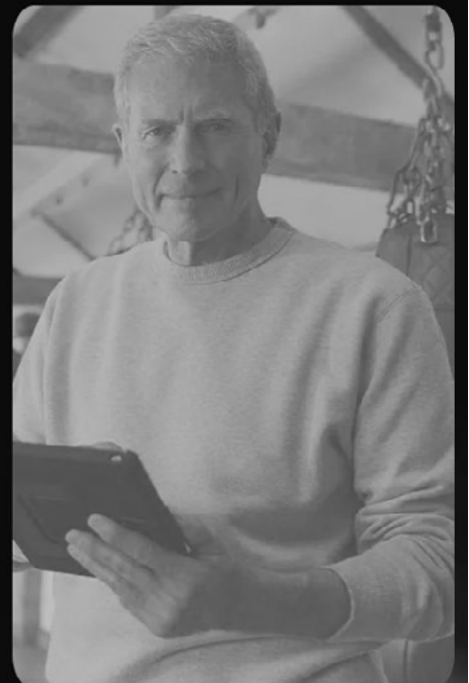
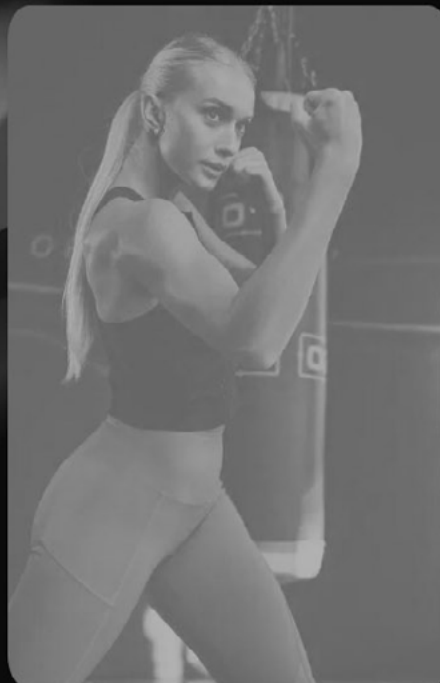
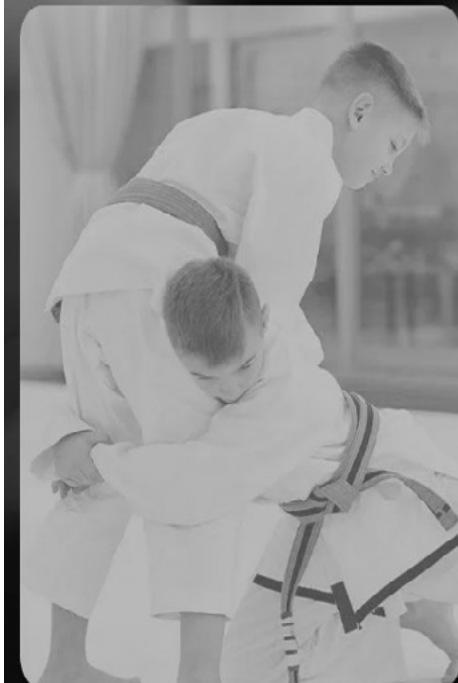


***THE 'ONE STOP SHOP'
FOR BUSINESS OWNERS***



**THE MARTIAL ARTS INDUSTRY'S
LARGEST NETWORK BY
MEMBERSHIP & SERVICES**

STUDENTS - INSTRUCTORS - CLUB OWNERS



- ESTABLISHED IN 1993 -

COMPANY PROFILE



MARTIAL ARTS AUSTRALIA

Martial Arts Australia and its partnership network includes multiple companies and businesses across the martial arts and fitness industries.

The founding director Graham Slater opened his business (martial arts club) in 1980 and within five years was managing five branches including a commercial gym. He was also traveling around Australia and overseas teaching and building his network.

In 1993 he launched his first association in Australia, Japan and England simultaneously. This was the forerunner for Martial Arts Australia. By 1997 the association was in all states of Australia and had representatives in 15 countries.

It was the first association to offer black belt gradings to all styles and introduced the first industry group insurance program in 1998.

Since then, it has created multiple Magazines, TV Programs, PPV TV Channel, run industry expos, instructor courses, sponsored community programs, hosted national / international conferences, introduced new business products such as: club management software, billing providers, video production, graphic design, websites, education portal and continues to introduce new innovative ideas / services for the industry.

Recently they have launched a new network called 'Fitness Club Owners' and a number of new Fitness / Gym Insurance websites to build their client base in the Fitness Industry.

MAA has also launched two new magazines in the martial arts industry and will soon add a Fitness Mag to the mix as well. These are both interactive digital publications, as well as offering print versions that are available through Amazon worldwide.

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Unit 6 / 12 Henderson Rd Knoxfield Victoria, Australia
Postal Address: PO Box 2057 Blackburn South
3130 Victoria, Australia

Phone: 03 8601 1124
Email: support@martialartsaustralia.com.au
Website: www.martialartsaustralia.com.au





AMACS
AUSTRALIAN MARTIAL ARTS COACHING SYSTEM



AUSTRALASIAN
MARTIAL ARTS MAG





WHERE PRICE AND EXPERIENCE
MATTERS EQUALLY

BUSINESS INSURANCE for: **Gyms, Fitness Centres, Health, Sports & Martial Arts Clubs, Yoga / Pilates / PT Studios, Trainers and more!**

MAAIS is a specialised Martial Arts, Fitness and Sports Brokerage based in Melbourne and servicing all States and Territories of Australia.

They believe protecting a client's assets is paramount, but also feel its important to offer a number of related business tools, to help them become more successful.

The principal of the team at MAAIS has over 40 years experience in the Martial Arts / Fitness Industries and 20+ years arranging insurance. This experience is particularly important in understanding how schools / gyms / studios / academies / clubs operate, so their insurance package is fit for purpose.



Over the years many of these types of businesses have diversified by adding new equipment and activities that may not be covered in a standard policy. We call this 'blending' when a martial arts academy introduces a gym section, and or an obstacle course, a cafe and child minding services for example. The insurer needs to know if you run a club out of a church hall / community centre (hourly rental set up) or what is deemed a full-time facility where the owner leases or owns a factory / shopfront . Each school is rated differently according to the risk exposures by the insurer.

EXTRA SUPPORT FOR BUSINESSES

MAAIS works with a number of industry associations and speciality billing, software companies, website / video production providers. These all offer special rates for clients and have been road tested to make sure they can provide the appropriate service standard. We also check that they can offer the most competitive rates to match a high standard product.

Martial Arts & Sports

There's one policy that covers all styles of Martial Arts and all types of Gyms from a church hall set up, to a 24/7 Multi Gym Chain.

Don't Restrict Your Business To Fit Insurance
Get The Package That Is Fit For Your Purpose!

[See Package →](#)

Personal Trainers

Are you a Personal Fitness or Boxing or Martial Arts Trainer looking for an all inclusive insurance package. **There's No Need To Be Working Outside**

The Scope Of Your Cover.
Just Select The Right Policy For What You Do!

[See Package →](#)

Gyms & Health Clubs

Own a Health Club, Gym or 24/7 Gym, or something different perhaps, ninja course / bouldering / martial arts hybrid business there are plenty of options.

We Have Access To Numerous Markets!

[See Package →](#)

MARTIAL ARTS & FITNESS BUSINESS INSURANCE

IS JUST THE BEGINNING



Public Liability

The Public Liability cover for Martial Arts Schools is different to Gyms / PT Studios because of the diverse range of activities and equipment used. Find out the difference!

[Get Public Liability](#)



Civil Liability

It professionally indemnifies coaches / trainers / your business / organisation for providing advice / direction whether its teaching classes or in other areas.

[Get Civil Liability](#)



Management Liability

Management Liability Insurance protects your gym / business against staff misconduct and many other risks and exposures of running a company / association

[Get Protected](#)



Personal Accident

Group Personal Accident Insurance covers you / instructors / your members. An extra layer of support for an injury, disability and/or death that responds with a legal process.

[Personal Accident](#)

Business Owners generally just take up Public and Products Liability (cover limits from \$1mil - \$20mil) with \$10mil being the industry standard. We find that larger schools with multiple branches and staff, along with associations often include Management Liability to protect staff / directors on an individual basis. This is being taken up more often, especially as more business owners realise, the potential gap in their overall company operations and as the price is now very reasonable to add it on.

What is important to know is each martial arts code has a risk rating attached to it. This becomes more important when a school introduces a new style that maybe rated as a higher risk by the insurer. All you have to do is let the broker know what you teach now and what you may do in the future. This way we can make sure you are covered for all the activities you provide and there is no potential issue in the event of a claim.

Civil Liability is a much broader global Professional indemnity insurance

It indemnifies coaches / senseis / trainers and your sporting business or organisation (Martial Arts Schools / Gyms) by providing cover for protection against claims for property damage, financial loss, or bodily / personal injury arising from an act, error or omission in the operators duties.

With NO WIN – NO PAY Lawyers working in the industry, legal action is more common and exercised to compensate people who feel entitled to make a claim when they feel they have been given the wrong advice that has resulted in an injury. Insurance indemnifies you if your client suffers a loss – either material, financial or physical or as a result of goods / products causing injury or damage.

In the case of martial arts instruction, it is always better to combine the public liability with professional indemnity to have a more complete cover for your business.

MAAIS offers a FREE Health Check across all Business Insurances, to identify gaps in cover, new exclusions, policy cross overs and if you are paying too much.



MAAIS is a specialised Martial Arts,
Fitness and Sports Brokerage
servicing all of Australia

*Over 40 years experience in the
Martial Arts and Fitness Industries
and 20+ years arranging insurance.
You know you are in safe hands!*

FREE INSURANCE HEALTH CHECK



GET A REVIEW OF ALL YOUR
BUSINESS INSURANCES THROUGH
OUR 'BUSINESS HEALTH CHECK'

Insurances

- Public & Products Liability
- Personal Injury / Player Accident
- Civil Liability - Professional Indemnity
- Management Liability
- Event - Promotional Cover
- Property - Contents - Glass Plate
- Business Interruption

INSURANCE SPECIALISTS

Claims

We understand what
you do and that it is
essential when
assisting you with
incidents that may
eventuate into a claim.

Price

We know that price is
important, but nothing
beats getting the right
policy to cover what
you do, because peace
of mind is priceless.

*"Finding the right product to **cover all your business** operations can be hard, but not with
access to the **largest brokerage in the world.**"*



You can be confident you are in safe hands when it comes protecting your business!

CONTACT US TODAY! Dedicated Broker Team



Phone Number
03 8201 9908



Email: gslater@martialartsinsurance.com.au
www.maainsuranceservices.com.au



WE ARE WEBSITE SPECIALISTS IN THE MARTIAL ARTS AND FITNESS INDUSTRIES



Website Builds
Starting From
Just \$395



Easily Integrate
Your Software
& Billing



Built-in SEO Ready
To Launch Your
Google Rankings

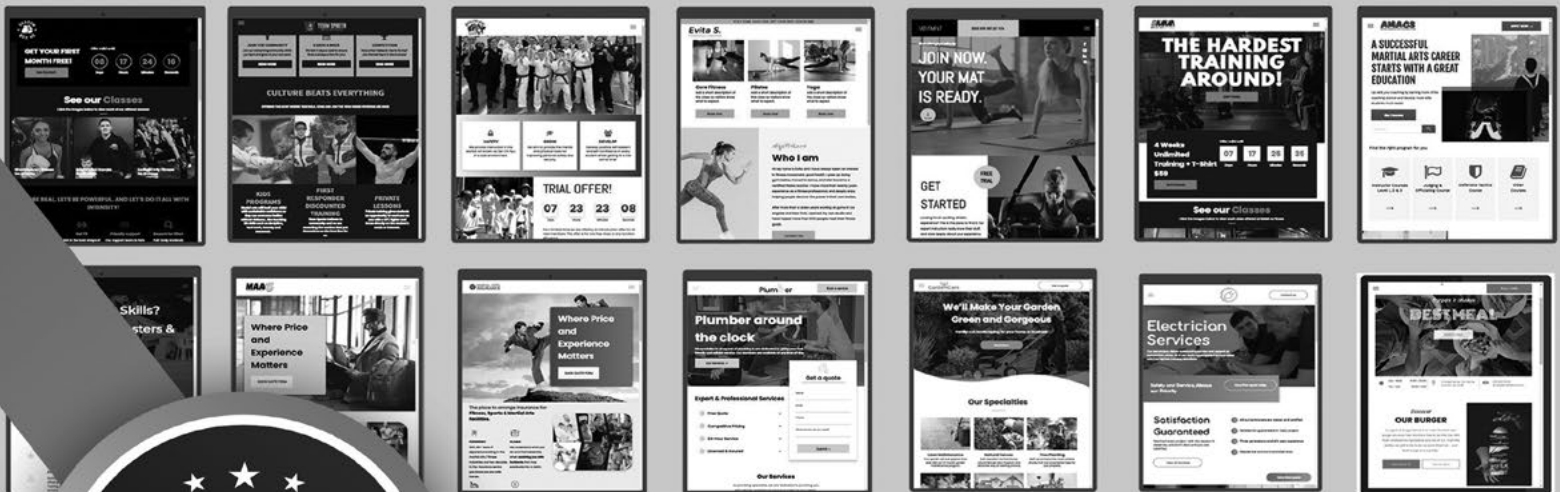


Top Website Features WE BUILD WEBSITES TO MATCH YOUR VISION!

- #Affordable Packages
- #Monthly Support
- #eCommerce Functionality
- #Unlimited Pictures & Videos
- #Pop-ups & Promotions
- #Google Maps Integration

Get Found More Often & Build Your Business

- #High Tier SEO
- #Powerful Lead Generation
- #Simple & Quick Editing
- #99.9% Server Uptime
- #Professional Graphics
- #Easy Software Integration



★ ★ ★
**LEAD
GENERATING
WEBSITES**
★ ★ ★



Kapow Web Design have been helping Businesses for over
10 Years with complete marketing solutions.

Let's have a chat!

(03) 86011124



MARTIAL ARTS UNIVERSITIES

ONLINE EDUCATIONAL POTENTIAL

MARTIAL ARTS, FITNESS, BUSINESS AND MARKETING COURSES ON DEMAND

Martial Arts Universities (MAU) has been a work in progress for many years by a group of like-minded martial artists that felt the industry needs to help instructors reach more students without travelling all over the earth.

It seems more appropriate than ever before, to make courses available to the masses remotely, rather than in the same room as their master.

As it's almost the same experience and certainly safer right now, for masters to be beamed into the room of their student.

Our board of Martial Arts Professors / Masters work with all the contributors and students to assist them achieve the best outcome.

Whether you are a Master Instructor with a club or without one, we can help you build your course, load it and market it for you. Students looking for styles and masters they don't have access to, let us know what you want to learn and from whom, and we will track them down.

WE MAKE IT HAPPEN FOR 'MASTERS TO TEACH' & 'STUDENTS TO LEARN', FROM ANYWHERE

Time to Start Training

Don't wait until you find the right gym / club! Get started online and begin training at your own pace, from beginners to masters!

Easy to Get Started

It's easy to choose and sign up for a course!. Choose your favourite style or master and get started with your very own martial arts course!

Friendly Support

Our support team is here to ensure that things runs smoothly. You'll always find the help you need. We will point you in the right direction!

Fast-track your Progress

Get started online to learn and grow faster than having to wait for one training session each week.

Train anywhere, anytime.

MARTIAL ARTS UNIVERSITIES

**EMPOWERING
INSTRUCTORS
TO TEACH STUDENTS
ANYWHERE AROUND
THE GLOBE**

All Courses, Instructor Courses

**AMACS - Level 1 Instructors Course with
the focus on risk management, class
planning & delivery**

79 Lessons

\$199.00



All Courses

**Mastering the Martial Arts Fundamentals
with Mike Stone**

32 Lessons

\$199.00



All Courses

**The Professional Grappling Curriculum
Level 1-3**

6 Lessons

\$99.00



The facilitator, Martial Arts Universities has created a global education / entertainment platform that operates as a superstore (inspired by Amazon / Netflix), to deliver your content.

All contributors / authors get a very generous split of revenue when their videos / courses are purchased. They also get a secondary payment as an affiliate, if they introduce someone else, who purchases other products, not just their own. Naturally all this activity will develop a greater following of students from around the world for you.

Each region will have access to the authors' content at various prices, depending on their economic status, for example, prices will be cheaper in India than USA.



MARTIAL ARTS UNIVERSITIES

The Global Education & Entertainment Platform

Our Course Superstore gives you access to some of the world's best masters of their art. Learn Sports Science, Coaching, Business and so much more right in your own home.

ONE STOP SHOP TO LEARN OR SELL^{LC} PREMIUM COURSES

The World's Leading Masters
Share Their Knowledge.



Students Learn

- Belt Bridging Courses
- Black Belt Gradings
- Instructor Courses
- Sports Coaching
- Health & Fitness
- Business Development

Start Anytime From Anywhere

Masters Create

Let us help you create your own courses from DVDs / Books etc. Make them fully automated or assess students yourself.

Affiliate

Course Authors can get Paid an Extra 10% from every purchase anyone makes using your affiliate link.



MASTERING THE TECHNICAL
MINDSET WITH MIKE STONE



ALPHA MMA - INSTRUCTOR
COURSE FULL COURSE



ADVANCED SECURITY DEFENSIVE
TACTICS SECURITY PERSONAL



MUAY THAI FUNDAMENTALS
BASICS & TECHNIQUES



Website
www.martialartsuniversities.com

Scan me >



MARTIAL ARTS
UNIVERSITIES





AMACS INSTRUCTOR COURSES

A SUCCESSFUL MARTIAL ARTS CAREER STARTS
WITH A STRONG FOUNDATION AND INDUSTRY
APPROPRIATE AND ENDORSED COURSES
IS THE BEST WAY TO START

AMACS LEVEL 1+2 AVAILABLE NOW
ON MARTIAL ARTS UNIVERSITIES

15% OFF ALL AMACS
COURSES
* FOR MAGAZINE
READERS ONLY*
SCAN THE CODE
TO REDEEM!



RECOGNISED PRIOR LEARNING RPL

**Get Your Career Qualifications
WITHOUT THE STUDY - Find Out If You Qualify**

Recognition Learning (RPL) is an assessment pathway you can utilize
to recognize the skill, knowledge and experience gained in Australia or overseas
through work experience, life experience, training courses and work-based training. All
qualifications are issued by our RTO Partners.

SOME OF THE QUALIFICATIONS AVAILABLE:

- FITNESS AND SPORTS COACHING
- BUSINESS & ADMIN
- BUILDING & CONSTRUCTION
- AUTOMOTIVE SERVICE & REPAIR
- HAIRDRESSING & BARBERING
- TOURISM, TRAVEL & HOSPITALITY



More Information
03 8601 1124



Visit our website
www.amacsaustralia.com.au



GET STARTED!



AMACS

AUSTRALIAN MARTIAL ARTS COACHING SYSTEM



FUTURE LEADERS

REVIEW LEVEL 1



SERIOUS INSTRUCTORS PROGRAM

REVIEW LEVEL 2

SPECIFICALLY FOR MARTIAL ARTS CLUBS, SPORTS COACHING, ADMINISTRATION, MARKETING AND BUSINESS

Industry appropriate and endorsed courses is the best way to start!

Up-skill your own knowledge by learning more about sports science, administration, marketing and business in our instructor courses.

Use these courses as part of your own instructor's development program.

Start anytime from anywhere and complete in your own time.

Select any level to start which suit your personal needs right now.

LEARN ANYWHERE START ANYTIME

Our online portal allows students to learn in their own time, wherever they are, over whatever period they need to finish. A lot of people are completing Levels 1 & 2 within a couple of weeks, but we give everyone up to 12 months to complete.

This makes learning the content easier and more effective in reaching a higher pass rate for each course! School Owners can enrol their own instructors / students and get discounts for groups as well.

Martial Artists

Take the next step on your martial arts journey to become an instructor. Ask your Sensei to assist you so you can reach your goals sooner.

Self-Defence

Learning how to protect yourself and others can done with your local instructor. Learning to develop class plans, coaching science etc, can be done right here!

Coaching

Learn the dynamics of elite coaching and the sports science behind producing the best out of your students in the shortest period of time.

Campus Training

We offer onsite training at multiple locations around Australia with internationally recognised assessors available on demand.

01 Our Association

Together with MAA (Martial Arts Australia) We have seen a need for those instructors who have been teaching for a long time, and are now wanting to obtain an industry recognised martial arts specific qualification.

- AMACS provides for these instructors to do just that and not take up too much of their valuable time in the process, especially with the three levels being offered.

- There is no restriction on which level a person wants to enrol in first, it is up to them which content modules appeal to them the most.

- AMACS courses are deemed the most appropriate for instructors either starting out or wanting to take their school to the next level.

02 Training Courses

They have been developed by Martial Arts Industry professionals and peak bodies

- They provide you with an engaging and modern learning experience to easily absorb the content

- Have the same course content (Levels 1-3) used by our previous RTO delivering Cert III Sports & Recreation Qualification

- They are delivered online so students can enrol anytime and from any location

- They are endorsed by Peak Industry Body Martial Arts Australia & International Martial Arts Coaching Council

03 Content Developers

Course developers have extensive martial arts coaching and business experience.

- Are leaders in their field

- They come from a variety of martial arts styles and business backgrounds

- The developers have created their own courses in the past and included elements from them

- They have worked in a number of registered training organisations

AMACS LEVEL 1 - THE MOST POPULAR COURSE

AMACS Version 1, is the most popular instructor course for many reasons. It's not designed at educating experienced instructors who have high level existing qualifications (Cert IV / Diplomas etc – Coaching / Fitness). This is not to say they wouldn't get any value out of the course content but it's not really required.

Our focus is for students coming through the ranks (team leaders / assistant instructors through to seniors). We feel this is especially helpful for Chief Instructors / School Owners who are starting out who need knowledge in a broad range of areas to better coach and manage their business.

This course is specific to training instructors about risk management, coaching principles, designing class plans, conducting a class and preparing them to teach unsupervised and to run their own branch.

"Learning Martial Arts Can Be Done Anywhere - At Anytime"

Martial Arts Universities (MAU) has been a work in progress for many years by a group of like-minded martial artists that felt the industry needs higher qualifications available to instructors.

Now the demand for such a service has become much greater with thought it was time to fully launch our new martial arts education portal. This now gives millions of consumers access to learn from the world's best, wherever they are on the planet.

[View Courses](#)



WEBSITE-

- # DESIGN**
- # HOSTING**
- # MARKETING**
- # MOBILE APPS**

WEBSITE DESIGN

We bring countless hours of design experience to each website we build and will create a gorgeous layout that drives the types of customer actions you value most whatever those actions may be.

Your customers are searching for you online and a professional, conversion driving website is the best tool to help them find and engage with your business. Here is how we create yours.

The flexibility and power of our website software is hard to beat at such an affordable price!

We offer a large range of design styles from using pre-designed templates to custom designed websites with our own professional graphics and videos. This gives you greater flexibility in selecting a solution that best suits your budget.

Our dynamic and professional websites are designed to build your brand and generate more leads, taking your business to the next level. Although we have initially specialised in the Martial Arts & Fitness industries we have built websites across many other sectors.

Experience

Kapow Web Design have been helping Businesses for over 10 Years with complete marketing solutions. What some providers charge extra for, we include as standard.

Devices

It doesn't matter what device people view your site it will adjust to make it easy to navigate so they can read and access what they want much easier. You can update your site on your phone.

Integrate

Automating multiple administration processes is easy as our site integrates a broad range of functionality. They perfectly link business software and payment gateways so you do business easier.



WEBSITE PACKAGES

You may not know exactly what you want/need or what is a fair price for the creation of your new digital presence. That's why we take the time ask you what you want to achieve by offering you a few scoping sessions.

We'll help you develop new logos, expand your visual presence and brand statements so that you have what you need to showcase your brand.

We have a package that will suit your budget now and allow you to expand to gain a greater market share when it suits you.

SEO - Digital Marketing Across All Areas

There are **many elements to marketing your products / services online** and **SEO** has been the term that has been used to describe this process. Unfortunately this term is now very loosely used and may only provide a few of the elements needed to showcase your products, depending on who you talk to. We **break down the elements and speak your language** to explain how the elements work and which ones will work best for you, with your budget. You **don't have to lock yourself into an ongoing monthly plan** as there are many ways to maintain your rankings without payment for it everyday.



Book Now!
Send us an email

WE HELP YOU FIND YOUR POINT OF DIFFERENCE - JUST LIKE OURS

Our ability to provide the essentially core digital elements for a business to grow fast, without high ongoing costs and any complicated processes, is our focus.

We put you in control and explain things in your language, so you know how it all works, because websites aren't rocket science, although some would like you to think they are.

Your have Options With Software Integration

Automating multiple administration processes is easy as our site integrates perfectly with our business software and multiple billing companies. We do the running around and get you integrated so all you need to do, is open.

Access To Video & Image Libraries Is Just For Starters

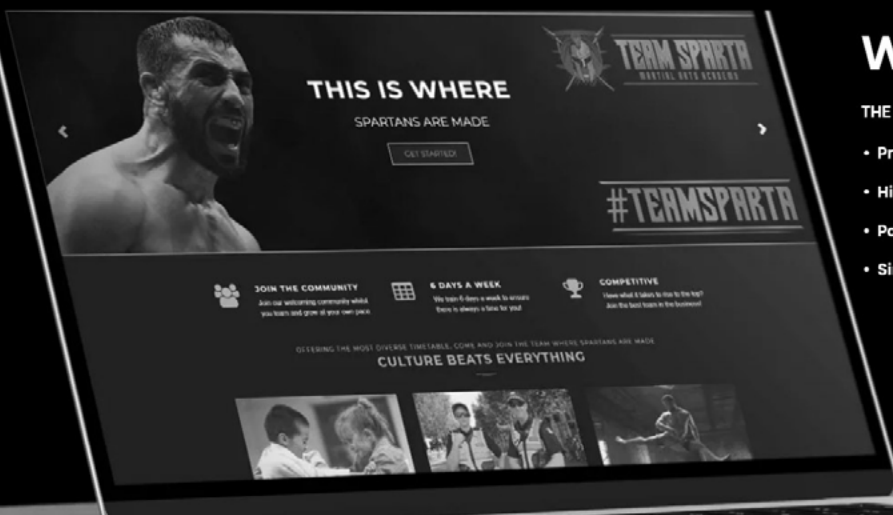
We can use professional imagery from our stock libraries at no charge to you and have a full inhouse Graphic Team at your service.

Are You Ready To Showcase Your Business Online?
Great! Then we are a business you should consider for the job
Kapow Web Design - The Complete Online Solution

Website Design

THE ULTIMATE WEBSITE CREATION AND DESIGN

- Professional Graphics
- High Tier SEO
- Powerful Lead Generation
- Simple & Quick Editing



GRAPHIC DESIGN SERVICES



We would rather show what we do with images and then ask you what you want to achieve. From our stock photos to our graphically enhanced images you will get an idea of how we can showcase your business.

You may just be looking for an updated or new logo, well don't just think of a flat image, think 3D, animated and with multiple colours to give you multiple mediums to work with.

Photos -

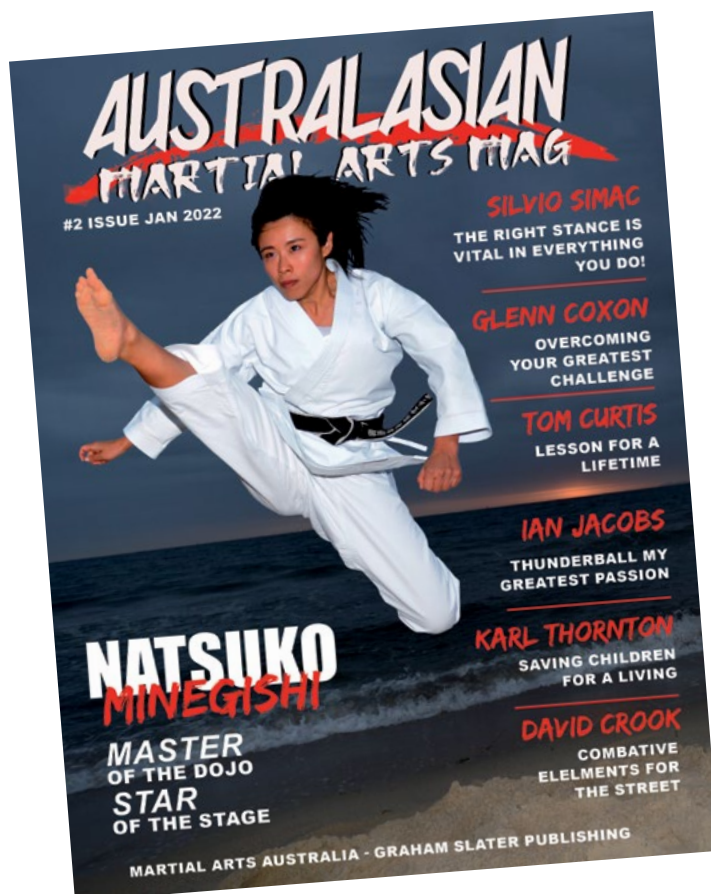
You may have your own existing images or you can subscribe to professional photo libraries of photos purchasing their licence. With the image copyright you can manipulate / optimise / crop / re-name the photos to suit your needs.

We can also do this for you for one small fee. We can provide professional images for free and only charge for the optimisation / tagging / titling etc process as part of your website build.

Price -

This work is set via the time it takes to create the images at \$77.00 per hour

We can even create your own Newsletter or Magazine with any number of pages.



VISUAL DISPLAYS



PROFILE BUILDING IMAGE CONSULTANCY

Creating the right image, profile and message is vital to develop consumer confidence and increase sales.

We do this by using a combination of elements from our libraries of images / photos / animations and videos.



**ACTION
PHOTO
READY TO GO!**

PROMO VIDEO PRODUCTION SERVICE

Showcase Your Brand

Included in this pack are a large range of **pre-made promotional videos** for your gym/club and offer full customised videos to showcase your message.

Promo videos are produced to be **SOCIAL MEDIA READY** and can be embedded straight into your website or link from any interaction.

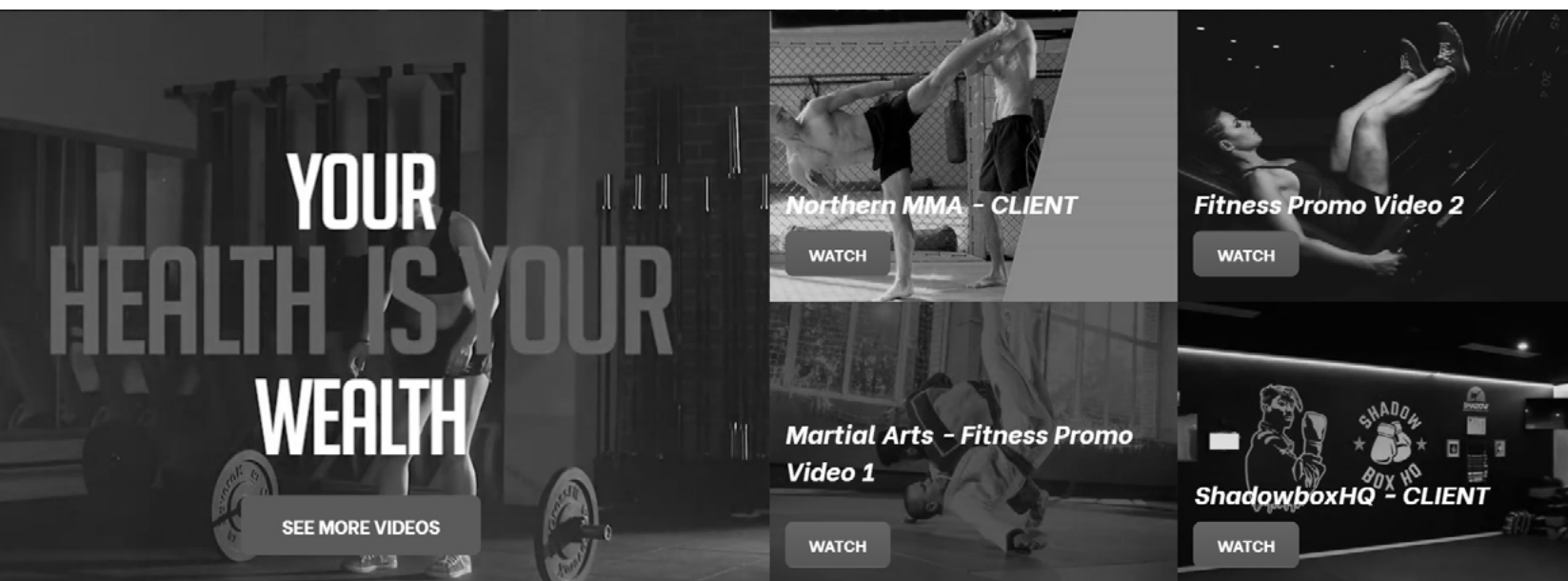
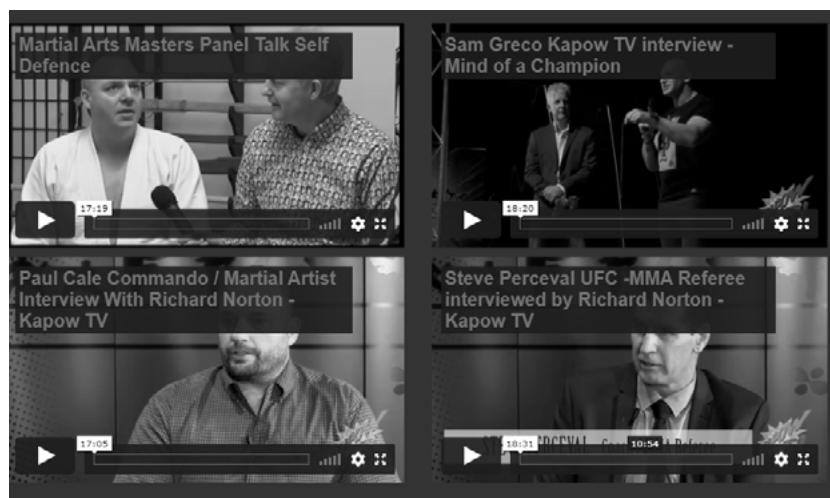
We provide a large range of stock videos, titles, images, music and calls to action that allow us to create multiple video ready to post and meet your requirements.



Promotional videos themed around exercising and health - group exercise and fitness.

Are you running a martial arts school / association / gym and want to make a bigger impression, we can certainly help you.

You can create either short promotional clips or a longer explainer video to convey your message. This can be done with a combination of stock footage and vision that we can film or you can do that part yourself. We have found the most efficient and cost effective way to create videos, so talk to us.





INTERVIEW



PHOTO SHOOT



ACTION STAGE

MAA has it's own Video Production Studio through Kapow TV situated in our Melbourne office.

The facility has a number of featured studio themes for instructional training videos, promo show reels and tv programs.

MAA creates videos from concept - storyboard - production - distribution, with titles, transitions, music, voice over and special effects.

We also have extensive libraries of ready-made stock videos, images, sound effects and music tracks to quickly and more cost effectively, create your masterpiece.

We are receptive to our clients needs but also make suggestions based upon what you want to achieve. We understand how to serve up your message, to the right audience, so you get the desired result.

We have a number of ready made generic promo videos where clients only have to add their logo, contact details and call to action (special deal). These are deemed our 'level one customisation' videos and you can add such things as: changing the music, titles, transitions and adding your video content which will increase the overall cost.

PROMO VIDEOS

These are normally a 30 second production ideal for social media, but can be made longer to tell a more comprehensive story on your website. It's also worth considering creating a few videos at one time with different specials as this saves a lot in time and costs.

BOOK IN A STUDIO TOUR OR A ZOOM MEET

TO GO THROUGH YOUR IDEAS -

PHONE: 03 8601 1124



The image below is taken from TV Program called 'Natsuko & Friends' using a lounge chair for interviews and a large space for demonstrations

The image above is taken from our Video Tour of the facilities with Graham Slater taking on 14 characters, one being 'Kung Fu Graham'



Kapow TV has been very active over the years covering many events around Australia and around the globe.

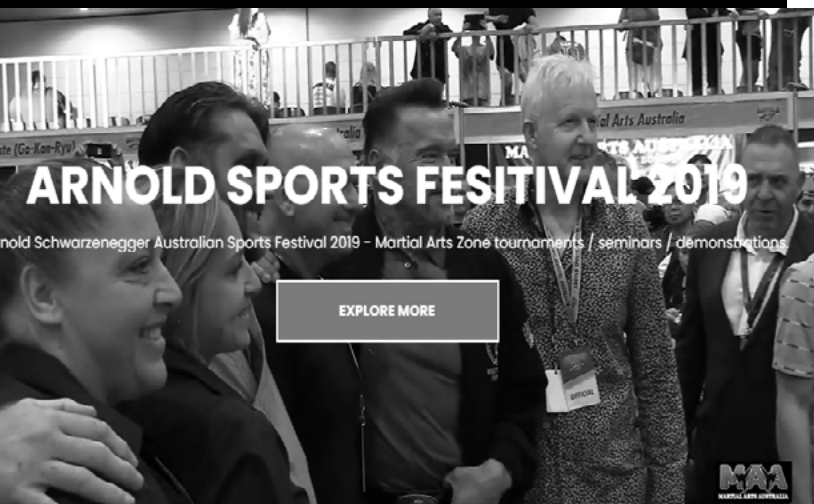
They have covered local tournaments (NAS, WASO, ISKA, AKF, AMAC ++) Fitness and Martial Arts Expos both in Australia and overseas including one of the most prominent the Arnold Sports Classic (as seen below).

They have also created TV Programs and Documentaries in Malaysia, Japan, England, Thailand and China.

KAPOW TV STUDIOS can help you create your next promotional video or instructional video.

Our purpose built production facilities are available to hire by the hour with your own equipment or you can hire our full studio and crew.

The Team is always open to have a conversation about a new project, so contact them through MAA.



Kapow Studio – Promo Videos & Graphics Packs

Promo Videos

- 3 Levels of Videos
- Social Media Ready
- Add Logo/Slogan
- Add Contact Details/CTA
- Add your own text
- Starting Bringing in Students Today!



Generic – Ready to Go Promos
Starting from \$295



SEMI-CUSTOM
Add your logo & Contact Details



FULL-CUSTOM
Add your videos/text & more

PROFESSIONAL GRAPHICS PACKS

We have a number of ready to use Posters / Banners / Graphics through our membership and we can custom the perfect vision through our design team.



AUSTRALASIAN MARTIAL ARTS MAG

Get To Know More About Martial Arts



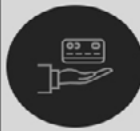
Grow Your Martial Arts Business

See our **Business Hub Section** in each magazine where it can help you take your school / gym to the next level! Awesome tips, product reviews and interviews from **like-minded business owners** – **Check Out – The One Stop Shop** for all your business needs!



Learn From The Masters

Grow as a person, learn from the **best the world has to offer**. We have gathered some of the **greatest minds and athletes** around the globe to contribute to our magazine!



Get Special Discounts On Martial Arts & Fitness Products

We definitely didn't forget to add our **discounts and specials** to each magazine issue. These offers are for **Magazine Subscribers** to access a wide variety of services for at discounted rates and plenty of freebies.

Although we have created a number of industry publications over the years, we also create corporate catalogues and special editions for associations, clubs and networks.

If you have an idea that you would like to produce your own publication and don't know where to start, chat to us, we are happy to help.

- # Newsletters (4 - 100 pages)
- # Magazines (30 - 200 pages)
- # Books (100 - 400 pages)

These can be created in both interactive digital forms as well as a print version with QR codes to link to videos and websites. We can also set you up with your own Amazon Printing account so you can sell your publications around the globe.



Issue 1# Australasian Martial Arts Barry & Anne Pang

Read all about the Martial Arts news here! Featuring Lourene Bevaart
Lourene Bevaart has been involved in the health industry for over 35 years. Lourene started out as a Secondary PE Teacher, then started a PT company which included Corporate Fitness and Corporate Speaking.

Lourene participated in the TV series "Gladiators". This led to the opportunity to train the famous actor Russell Crowe. What was supposed to be a 6-month contract for his movie Proof of Life with Meg Ryan became one that was extended for another 5 years.

SUBSCRIBE TO READ

MA BUSNEWS

GET BUSINESS TIPS FROM SOME OF THE BEST MARTIAL ARTS OPERATORS AND ENTREPRENEURS IN THE WORLD

Issue 3# Stan Schmidt

Read all about the Martial Arts news here! Featuring Stan Schmidt!

Stan Schmidt is the National Technical Director of JKA-SKC and resides in Melbourne Australia. Sensei Stan was born in South Africa on 6 October 1938. He studied at the University of South Africa and obtained a Master's Degree of Communications.

In 1963, he was one of the Westerners to train with the JKA at the Tokyo Headquarters (Honbu Dojo). After returning from his trip to Japan, Sensei Stan helped establish JKA Karate in South Africa which was the biggest and most successful Karate organisation in South Africa.

[Read Issue #3](#)

Contributors



STAN SCHMIDT
Fighting with Faith,
The Stan Schmidt
Story



DAVE KOVAR
WHAT WE ALL HAVE IN
COMMON - LOVE FOR
MARTIAL ARTS



TOBY MILROY
Taking Advantage of
Disruptions



PAUL MRACEK
How Lack of Sleep
Affects You



FREE MARTIAL ARTS BUSINESS MAGAZINE

MA Bus News is a magazine that focuses on content for business owners and combines digital and print to create a fully interactive publication.

Although we have a lot of talent in Australia, those who are at the top of their game did it by travelling the world to gain perspective and further knowledge. I know many Australian Instructors don't have access to the best in this country, let alone the best from around the globe. This magazine gives you the best of both worlds, Aussie and International talent sharing their knowledge. We have recruited an extensive team of expert contributors to assist you in running a martial arts school.

EXAMPLE ISSUE PROFILE - Issue 4# Paul Mracek

Read all about the Martial Arts news here! Featuring Paul Mracek!

Paul started training in martial arts in Melbourne, Australia in 1977. He trained in both Taekwondo and Engineering at the same time and after obtaining qualifications travelled extensively in Asia and Europe; training in Malaysia, Thailand, Hong Kong and China and studying meridian / pressure point theory and practice. Paul achieved his Master level 6th Dan in Malaysia in 2007, International Coach through OCFM in 2008 and achieved his 8th Dan in Taekwondo / TaekwonJitsu in 2016.

This publication has stories and contributors from around the globe who are leaders who are leaders in their chosen field.

They are teachers / mentors in both martial arts and in business and share their expertise and research freely in their articles.

We also 'roadtest' review various products / services to help school owners make informed decisions about insurance, software, billing and websites, for example.





GET YOUR CLUB LISTED IN OUR DIRECTORIES FOR FREE AS PART OF YOUR MEMBERSHIP

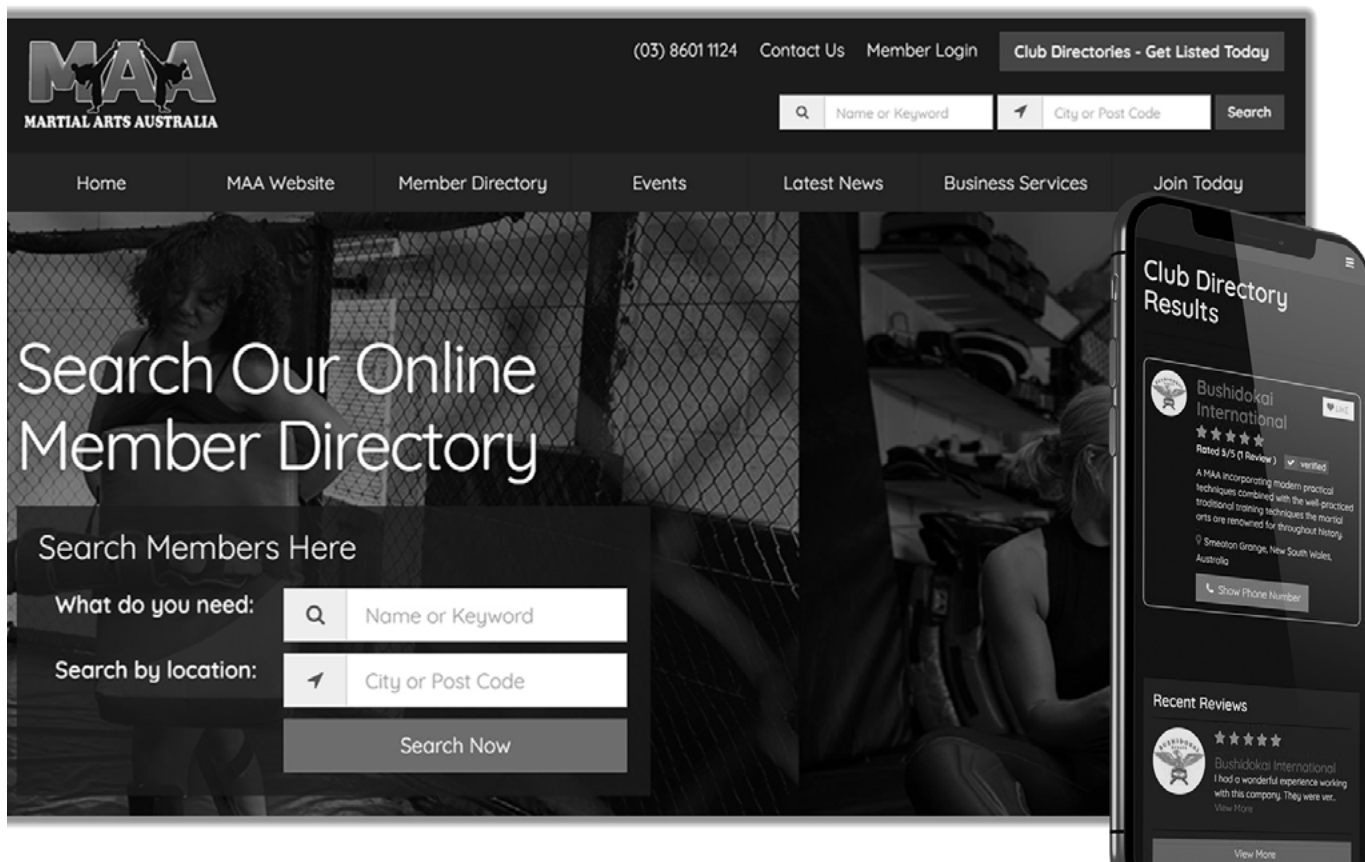
The Martial Arts Club Directory promotes 1000s of schools / associations and instructors making them easier to be found in any an online search.

If you are not listed, take a few minutes to do it now and include all your contact details, photos and videos with a description of your classes, instructor qualifications and facilities. The more content you put in, the higher your frequency of being found across more key word searches. You can also add your events and special class intro deals / memberships to get visitors to act now.

Don't forget to link your website and social media to your listing.

Its not rocket science to get great results in raising your profile and getting found easier, but it does take some expertise. We have made this part much easier for you, as our platform has the technology and functionality to automate the lead generation process for you.

All you have to do after you have completed your listing (free mini website), is look out for the enquiries / student requests coming in via an email from us and respond to them ASAP.





MAA HAS A ONE STOP SHOP FOR MARTIAL ARTS CLUBS

We know that instructors starting out need to know a lot more than just martial arts to run a school, so we have made that process a lot easier. We provide a lot of resources and tools essential for the success of the school. Membership gives Instructors access to free and or discounted services and products such as:

BUSINESS / CLUB INSURANCE

Public, Products, Civil & Management Liability, Professional Indemnity, Player Accident, Income Protection Insurance

Promoters - Events, (fight shows / tournaments / expos)

Business Packs - Property, Contents, Glass, Business Interruption, Cyber

BILLING COMPANY

Student Fee Collection through Direct Debit services through a number of providers such as Payrix, Ezidebit, Paychoice (Member discounts)

CLUBMANAGER SOFTWARE

Manage and Market your business from end to end with the Industry's leading software with local support.

BUSINESS RESOURCES

Technology applications, operational manuals / videos / graphics etc

MEMBERSHIP

This is what gives you access to all the benefits!

BUSINESS CONSULTING / COACHING

We have a number of industry experts that can provide multiple levels of support in many areas of business

INSTRUCTOR TRAINING & JUDGING / OFFICIATING, MARKETING, MANAGEMENT COURSES

INSTRUCTOR ACCREDITATION

Nationally Recognised Training and Industry Approved courses specifically created for Martial Arts Instructors and School Owners. You can also obtain Certified Practising Instructor status offers greater recognition with Senior / Master and 5 Star Ratings.

SCHOOL RATINGS

Get up to a 6 Star rating for your schools that instills consumer confidence and attracts more students

WEBSITE / MOBILE APPS / IT SERVICES

Want to be found easier online and deliver the right message to your clients, we have the perfect solution. Chat with us today!

MARTIAL ARTS AUSTRALIA

MEMBERSHIP ESSENTIALS



INSTRUCTOR ACCREDITATION
CLUB LISTING MINI SITE
CLUB MANAGEMENT SOFTWARE
DIRECT DEBIT BILLING
PROMO VIDEOS
BUSINESS RESOURCE PACK
INDUSTRY MAGAZINE



INSTRUCTOR FIVE STAR RATINGS



5 STAR INSTRUCTOR RATING
6 STAR SCHOOL RATING



Give Your Members And the Public More Confidence!

For nearly 30 years MAA has provided Instructors with the most recognised industry endorsement, their Instructor Accreditation / Certification.

Their 5 & 6 Star Ratings gives the public a whole new level of confidence.

SOME OF THE CHECKS WE DO TO MAKE SURE INSTRUCTORS ARE QUALIFIED

- | | |
|--------------------------------|-------------------------------|
| ● Operational Standards | ● Current First Aid |
| ● Instructor Qualifications | ● Working With Children Check |
| ● Industry Standard Insurances | ● COVID 19 Course Completion |



More Information
03 8601 1124



Visit our website
www.martialartsaustralia.com.au



JOIN NOW



CERTIFIED 5 STAR INSTRUCTORS / COACHES



WHAT'S COVERED IN A STAR RATING -

Instructors / Coaches are assessed to see how many ticks they obtain, which directly correlates to their level of qualifications, years of experience, honours and other achievements.

This is based directly on the following:

#Years of Training / Teaching # Dan Gradings # Coaching Qualifications #Business / Career Qualifications (can include Finance / Marketing / HR / TAE / Administration etc), Community Contributions, Honours they have obtained and other personal achievements.



EXTRA CREDIBILITY - CONVERTS TO COMMERCIAL VALUE

Martial Arts Australia the **largest and the most inclusive association** (by membership and services), provides consumers a method to find the safest and most qualified / experience coaches for their needs. **Consumers trust MAA** and search for Member Clubs in our directories, so it makes commercial sense, to be included and showcase your instructor profile.



MAA MEMBERSHIP ALONE GIVES CREDIBILITY - STAR RATINGS GIVES YOU MORE!

Consumers know Members have met the industry standards, having gone through a **number of checks in their application**. They also know that members get access to a number of business tools including risk management / OH&S documents which **makes students safer**. It's also recognised that being part of a professional body implies further / ongoing education is sort for instructors, they are kept informed of government / Industry trends etc, **which secures consumer confidence**.

MEMBERSHIP - ACCREDITATION - MASTER STATUS - STAR RATING

There are **THREE TIERS** to Membership - they include RPL Accreditation with upgrade to Senior / Master Level Status with 4 & 5 INSTRUCTOR STAR RATING

GET: Email Logo - Web Banner - Certificate - Badge - ID Card USE FOR: Websites / Flyers / Social Media - We Post For You As Well

REGISTERED WITH - International Martial Arts Alliance - Martial Arts Australia - International Martial Arts Coaching Council

APPLY - COACH RATING



ANTHONY PEROSH CERTIFIED



5 STAR MARTIAL ARTS MASTER

"YOU KNOW YOU ARE IN SAFE HANDS"

ENDORSED BY



The Martial Arts Australia - Accredited Instructor Status is the most sort after and recognised in the industry. There are various levels that instructors can obtain with their membership based upon their existing qualifications and experience.

For those seeking the highest level or even meeting the basic industry standard, maybe you can actually do specific instructor courses to qualify. Instructors can either do an external course or do one of the most industry recognised ones, through the Australia Martial Arts Coaching System (AMACS).

The Star Rating system allows instructors to gain up to a 4 or 5 Star Status depending on their years of experience and qualifications. This is available to Gold Members.

The School Star Rating (Levels 4 - 6) is an 'annual award system' that clubs need to qualify for each year. It operates like a Hotel Star Rating where the club must accumulate points in various areas that dictate the outcome. There is a separate application process for this and successful businesses receive a special 'Star Ratings Pack'.

Talk to the Membership team for more information



ClubManager Software

AWARD WINNING MANAGEMENT SOFTWARE
TO HELP RUN A SUCCESSFUL GYM / CLUB

- Low, fixed monthly fee
- No set-up fees. - No hidden costs
- Regular updating of innovative functions



Full marketing suite –
Powerful SMS,
Email Marketing



Full data import –
We can extract data
from any software



Branded to you –
Fully personalised
for your business



Software Features

Our platform, will **save you time** allowing you to better serve your customers. With so many integrations and automations, it allows you, to be a **more effective manager**. It's **simple to use**, so you can start winning more business faster and **increase your profits**.

Automate

Intergrate

Mobile App

Global Software – 12 Years Operating

ClubManager operates in over 11 countries. Our huge team across the countries all work together to best serve the customer. **Contact us today** to find out how we can help your business!

www.clubmanagersoftware.com.au
support@clubmanagersoftware.com.au

 **(02) 8052 9510**



★ ★ ★
**AWARD
WINNING
SOFTWARE**
★ ★ ★



ClubManager Software

FOR MARTIAL ARTS CLUBS, GYMS, YOGA / PILATES PT STUDIOS, SWIM / DANCE SCHOOLS



BILLING SERVICES - THE ESSENTIAL PARTNER WITH YOUR SOFTWARE

Using the right Management Software is as important as selecting the right Billing Provider.

Prices for collecting fees do vary extensively and there are some charges that you may not be aware of.

While some providers may charge a low bank transfer fee, they may add a separate admin fee and have very high default fees.

Some will charge a percentage of the fee being charged while others just charge a flat rate per transaction.

Its important to do your research or you could end up being locked into a long contract that really compromises your business. We understand this, that's why we did the research for you and created a matrix which identifies all the costs each provider charges.

We have negotiated special rates for Members with the following providers: Payrix, Paychoice and Ezidebit.

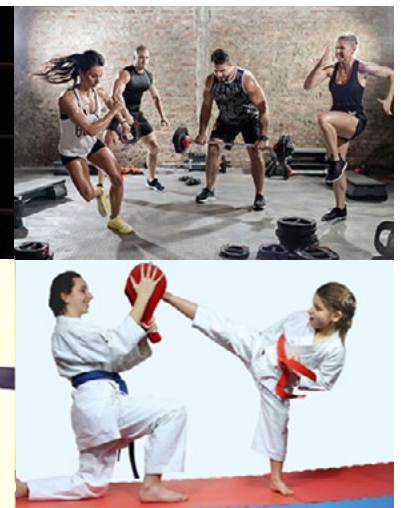
While the best rates are an important factor in setting up your fee collection function, you also need to know the securities of the provider. Will your member data be safe and can you get access to it if you want to change providers.

We have asked all these questions for you and even negotiated special rates with a number of the leading providers.

We know we have saved all of our members lots of money each year in fees but also made them more profit with the whole process.

It makes sense to use the Bulk Buying Power of MAA and see what sort of deal they can arrange for you.

Simply ask us who has the best rates.





FIND A CLUB



LIST YOUR CLUB

Looking for a Martial Arts Club?

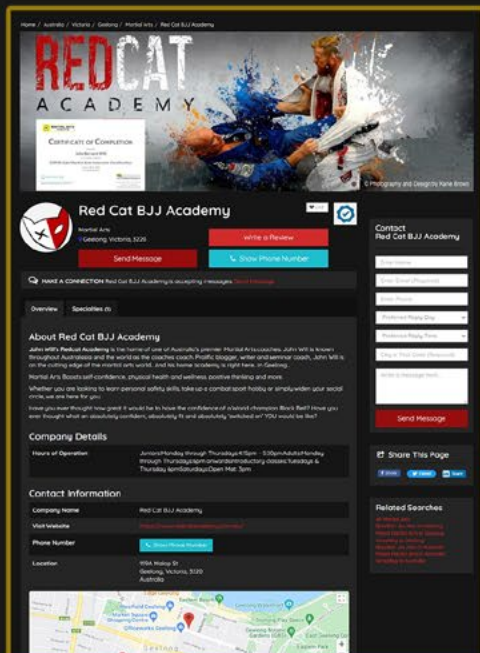
Find the perfect professional club easily through our Directory. Searches will appear instantly connecting to you heaps of schools.



- ✓ Easily Find Clubs in your Area!
- ✓ Get The Latest Special Offers
- ✓ Connect Directly with Clubs
- ✓ Find Certified Bronze, Silver & Gold Clubs
- ✓ See Reviews from Other Students



Check out some of our **GOLD** rated club listings!



Red Cat BJJ Academy

Head Office: Geelong, Victoria, 3220

Write a Review

Send Message

Share Phone Number

Have a connection? Red Cat BJJ Academy is accepting messages.

Overview

Specialties (0)

About Red Cat BJJ Academy

Red Cat BJJ Academy is the premier martial arts school in Geelong, Victoria. We offer a variety of martial arts disciplines including Brazilian Jiu Jitsu, Muay Thai, and Kickboxing. Our experienced instructors provide a safe and supportive environment for students of all ages and skill levels. We focus on technique, discipline, and self-defense, ensuring our students gain the most out of their training.

Whether you are looking to learn personal safety skills, take a combat sport hobby, or simply want to stay fit, we are here for you.

Red Cat BJJ Academy is a proud member of the International Brazilian Jiu Jitsu Federation (IBJJF) and is a certified provider of martial arts training.

Company Details

Hours of Operation: Monday-Friday 5:30pm-8:00pm, Saturday 9:00am-12:00pm, Sunday 10:00am-12:00pm

Contact Information

Company Name: Red Cat BJJ Academy

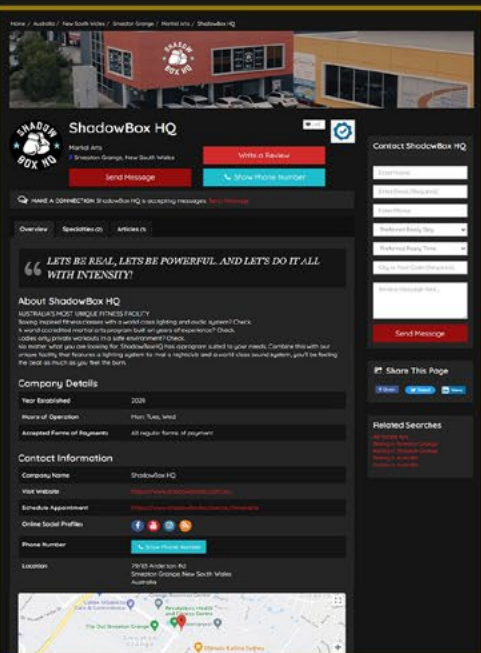
Visit Website

Phone Number: 03 5244 1111

Location: 1000 Geelong Rd, Geelong, Victoria, 3220, Australia

Related Searches

REDCAT ACADEMY
GO TO LISTING



ShadowBox HQ

Head Office: Brisbane, Queensland, 4000

Write a Review

Send Message

Share Phone Number

Have a connection? ShadowBox HQ is accepting messages.

Overview

Specialties (0)

Let's be real, let's be powerful and let's do it all with intensity!

About ShadowBox HQ

ShadowBox HQ is a premier martial arts school in Brisbane, Queensland. We offer a variety of martial arts disciplines including Brazilian Jiu Jitsu, Muay Thai, and Kickboxing. Our experienced instructors provide a safe and supportive environment for students of all ages and skill levels. We focus on technique, discipline, and self-defense, ensuring our students gain the most out of their training.

Whether you are looking to learn personal safety skills, take a combat sport hobby, or simply want to stay fit, we are here for you.

ShadowBox HQ is a proud member of the International Brazilian Jiu Jitsu Federation (IBJJF) and is a certified provider of martial arts training.

Company Details

Year Established: 2008

Hours of Operation: Mon-Fri 5:30am-9:00pm, Sat 9:00am-12:00pm, Sun 10:00am-12:00pm

Accepted Forms of Payment: All major forms of payment

Contact Information

Company Name: ShadowBox HQ

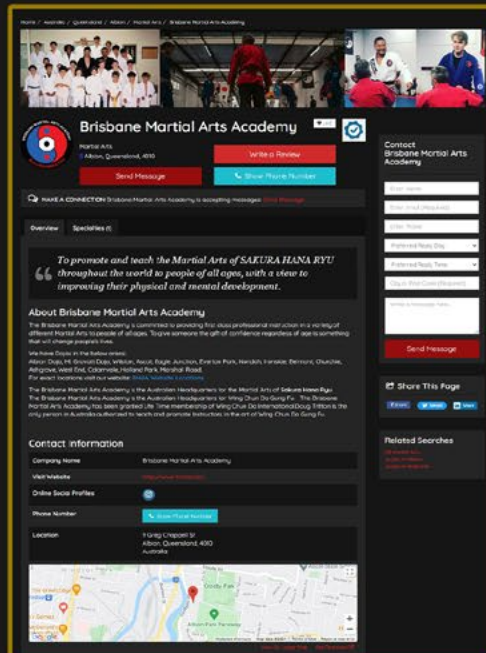
Visit Website

Phone Number: 07 3215 1111

Location: 1000 Brisbane Rd, Brisbane, Queensland, 4000, Australia

Related Searches

SHADOWBOXHQ
GO TO LISTING



Brisbane MAA

Head Office: Brisbane, Queensland, 4000

Write a Review

Send Message

Share Phone Number

Have a connection? Brisbane MAA is accepting messages.

Overview

Specialties (0)

To promote and teach the Martial Arts of SAKURA HANA RYU throughout the world to people of all ages, with a view to improving their physical and mental development.

About Brisbane Martial Arts Academy

The Brisbane Martial Arts Academy is a premier martial arts school in Brisbane, Queensland. We offer a variety of martial arts disciplines including Brazilian Jiu Jitsu, Muay Thai, and Kickboxing. Our experienced instructors provide a safe and supportive environment for students of all ages and skill levels. We focus on technique, discipline, and self-defense, ensuring our students gain the most out of their training.

Whether you are looking to learn personal safety skills, take a combat sport hobby, or simply want to stay fit, we are here for you.

Brisbane Martial Arts Academy is a proud member of the International Brazilian Jiu Jitsu Federation (IBJJF) and is a certified provider of martial arts training.

Company Details

Hours of Operation: Monday-Friday 5:30pm-8:00pm, Saturday 9:00am-12:00pm, Sunday 10:00am-12:00pm

Contact Information

Company Name: Brisbane MAA

Visit Website

Phone Number: 07 3215 1111

Location: 1000 Brisbane Rd, Brisbane, Queensland, 4000, Australia

Related Searches

BRISBANE MAA
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