



Upon completion of a training workshop, businesses may apply to become a Senior Swans® (New Zealand) or Movitanz Senior Swans™ (Australia) or Movitanz™ (International) Licensee.

- Licenced studios/Licensees are listed on the Senior Swans website directory.
- Licences cover a minimum period of 2 years provided a successful annual review.
- Licensees agree to name their classes Senior Swan and will adhere to Brand Guidelines.
- New Zealand Licensees are accredited by ACC's "Live Stronger for Longer" Programme* and may use their tick of approval logo for marketing under the SENIOR SWANS name only. *Subject to review after the initial 3 months and annually thereafter. A brief quarterly report to ACC is a requirement for this accreditation.

Pre Requisites for Licensees

- Be trained in classical ballet to advanced standard and can confidently teach a traditional ballet class up to Grade 6 standard with the Senior Swans Principles.
- Complete a Senior Swans® training workshop (online or in person)
- Teachers within a licensed studio must be individually accredited.
- Agree to include components of Strength and Balance work in every class.
- Annual video accreditation and renewal process for each teacher.

Licence Options

Silver

Brand & Syllabus Licence
(only available in AU & NZ)

includes:

- **Logos & Marketing Pack** (graphics, promotional video, sample flyers/posters, banners)
- **Listing on the Senior Swans website** "Find a Class"
- **Senior Swans 5 week Ballet Initiation Course** (videos, technical notes, right way/wrong way photos that are downloadable to give your students)
- **Levels 1-4 Senior Swans Syllabus** with Spotify and Apple music playlists.
- 6 months free **Movitanz Basic Plan** (value \$150) for your own studio to share class videos (up to 25 members)
- **Optional Customised Marketing Pack:** Flyers, Posters & Social Media Images customised for your studio for one off \$80AU

\$320 NZD | \$299 AUD
/annum for a minimum period of 24 months

Gold

Brand, Syllabus & Teacher Vault

includes all of the features of Silver Licence, plus:

Exclusive Access to the **Gold Licensee Members Vault**

– A growing resource with:

- Monthly videoed **Senior Swans ballet classes**
- Senior Swans **Conditioning** class videos
- **Supplementary** Swans classes
- **Repertoire & Jazz** content

Access to the Members Vault requires a monthly subscription in addition to the annual license fee – and it's well worth it! (See details below).

Free Customized Marketing Pack – Flyers, posters & social media images tailored for your studio to help you promote your Senior Swans classes effortlessly. Free Promotional Videos.

12 Months Free Movitanz Basic Plan (Value \$300) – Create your own studio hub to share class videos with up to 25 members.

\$329 NZD | \$320 AUD | \$215 USD
/annum for a minimum period of 24 months

Gold Licensee Members Vault – Monthly Subscription Fee
This fee is in addition to your Annual Senior Swans Licence
\$73 AUD/month \$47 USD/month \$79 NZD/month

Apply for a Licence or an additional teacher at seniorswans.com/licences