



MOVITANZ™



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
(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

Gold

Brand, Syllabus & Teacher Vault

includes same as Silver plus:

- Free Customized Marketing Pack: Flyers, Posters & Social Media Images customised for your studio
- 12 months free Movitanz Basic Plan (value \$300) for your own studio to share class videos (up to 25 members)
- Access to join the Gold Licensees Member Vault which contains monthly videoed Senior Swans ballet classes, Senior Swans Conditioning class videos, Supplementary Swans classes at each level. This is a monthly subscription on top of the annual licence fee (and well worth it!) **see below
- Additional staff beyond the first teacher may attend the Teacher Training Workshop free of charge.

\$320 NZD | \$299 AUD

/annum for a minimum period of 24 months

\$329 NZD | \$320 AUD | \$215 USD

/annum for a minimum period of 24 months

**Monthly subscription Fee to the Gold Licensee Members Vault, on top of annual licence

\$79NZD | \$73AUD | \$47USD /month

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