

Expression of Interest: Mind-Body Business Incubator

The Opportunity

The Brunswick Neighbourhood House focus on providing high-quality wellness activities is now combined with business incubation support for mind-body instructors.

Brunswick Neighbourhood House (BNH) is inviting Expressions of Interest from qualified, instructors who are ready to build their business attached to a trusted community organisation.

The Mezzanine is a cosy studio space available for morning and evening classes. Successful applicants will benefit from:

- 50 AUD all-inclusive studio hire rate
- on-site branding & flier distribution
- exposure to 600+ BNH participants per term
- exposure to 7000+ BNH social media followers
- optional business and marketing mentoring session with our in-house team
- free access to the BNH Microbusiness for Makers course.

If you are ready to progress your business from yoga teacher to yoga school, please see application details below. Minimum commitments apply.

The Studio

Brunswick Neighbourhood House is a double-storey mudbrick house nestled in leafy Warr Park. The Mezzanine is a glass enclosed space with windows on to the park.

Capacity	10 to 12 participants
Features	carpeted, climate-controlled, natural light
Storage	onsite mat and small props storage
Cleaning	daily between 3.30 – 5.30 pm
Access	stair-only access, not wheelchair accessible

The Program Schedule

The program schedule assumes a maximum of four independent instructors basing their businesses from Brunswick Neighbourhood House. Between them, these instructors will provide mind-body classes Monday to Friday. Instructors are required to offer a minimum of four classes per week. The minimum hire period is 90 minutes within the following time brackets.

Mon–Fri 6:00 am – 10:00 am (flexible entry)

Mon–Fri 5.30 pm – 9:30 pm (flexible exit)

Example Schedule: here's how the daily schedule may look split between four instructors.

Session 1 5.45 – 7.15 am	Instructor A
5.45 am	Instructor A arrive, room set-up
6.00 am	Class 1 starts
7.00 am	Class 1 end, room pack-up
7.15 am	Instructor A exit
Session 2 7.15 – 8.45 am	Instructor B
7.15 am	Instructor B arrive, room set-up
7.30 am	Class 2 starts
8.30 am	Class 2 ends, room pack up
8.45 am	Instructor B exit
Session 3 5.15 – 6.45 pm	Instructor C
5.15 pm	Instructor C arrive & setup
5.30 pm	Class 3 starts
6.30 pm	Class 3 ends, room pack-up
6.45 pm	Instructor C exit
Session 4 6.45 – 8.15 pm	Instructor D
6.45 pm	Instructor D arrive & set-up
7.00 pm	Class 4 starts
8.00 pm	Class 4 ends, room pack-up
8.15 pm	Instructor D exit

Conditions

The hire agreement is a minimum six-month commitment with first option to renew, assuming satisfactory completion. For business continuity, these classes will not be required to conform to BNH term breaks or hard stops.

Instructors are responsible for running all aspects of their own business including marketing, booking, payments, and student communications.

Instructors must provide substitute teachers to back-fill classes for reasons of planned and unplanned absence, and inform BNH of any changes to teachers.

Support for You

Brunswick Neighbourhood House is offering a number of supports to help you launch your business.

- 50 AUD starting studio hire rate
- Studio hire rate includes daily cleaning, utilities and consumables
- mats, blocks and blankets provided
- on-site branding & flier distribution
- exposure to 600+ BNH participants per term
- exposure to 7000+ BNH social media followers
- optional business and marketing mentoring session with our in-house team
- free access to the BNH Microbusiness for Makers course.

Hire Fees

To assist you in establishing your business, the Mezzanine studio hire fee is 50 AUD per hire for the first six months, increasing to 55 AUD thereafter.

The hire period is 90 minutes assuming 60 minutes of teaching and 15 minutes either side for entry and exit. The hire fee is inclusive of cleaning, utilities, limited props and consumables.

Fees are due monthly in advance. A one-month bond (866) is payable up front. On successful completion, the bond is refundable or credited against the next contract.¹

Class Pricing

As a neighbourhood house BNH provides community classes at affordable rates.

Instructors must offer a concession casual rate in addition to the usual advance purchase discounts. As a guide, BNH expects 20 AUD concession against 25 AUD full price casual rate.

On these costings, break-even requires 2 full price or 3 concession students per class.

For business case calculations note that marketing, subscriptions and insurances will be additional to your venue hire.

¹ Assuming four classes per week, venue hire is 866 per calendar month. Including bond the initial up-front payment will be 1,732 AUD.

Experience

The ideal applicant will be able to demonstrate:

- a deep knowledge of teaching in the relevant discipline
- demonstrated commitment to professional development
- a following of regular students
- high level organisational and communication skills
- professional approach to business relationships

Successful applicants may be asked to provide a business plan. Yoga Australia provides a guide here: <https://yogaaustralia.org.au/planning-your-yoga-business/>

Compliance

Successful applicants will attain the following where these are not already in place:

- training instructor certification
- peak body registration if applicable
- Australian business number (ABN)
- public liability insurance
- professional indemnity insurance
- criminal history check
- First Aid – desirable

How to Apply

Please follow the [link on our website](#) to the online form or [click this link](#).

Successful applicants will be invited to interview. Applications will be reviewed on receipt so please apply as soon as possible.

To discuss this opportunity, contact Program Development Manager, Reshad Sadozai via email or phone: programs@bnhc.vic.edu.au, (03) 9386 9418. Please leave a voicemail for a call back.