

# **MA** BUS NEWS **AUSTRALIA**

JULY 2018 - Issue 1

**WINNING THE  
INNER FIGHT**

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CONCEPTS**

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**PAUL MRACEK**

A MARTIAL ARTS AUSTRALIA - INDUSTRY MAGAZINE

# OUR TEAM

**MA BUSNEWS**  
AUSTRALIA

Martial Arts Australia  
Kapow TV Productions

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### MA BUSNEWS

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## ROD DARLING

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Founder and 50% shareholder of International Goju Karate Schools which now has more than 2,500 members and owns other brand names such as Kanga Karate and My Fitness Kickboxing



## STEPHEN OLIVER

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Grand Master Oliver 8th Dan, is founder/ CEO of Mile High Karate since 1983, and the leading consultant to the top 1% and 5% of Martial Arts Schools



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By giving you more time you can make more money or have a better lifestyle. New ATO laws will have an impact on your business, see how you minimize the pain.



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You can stand by your tuition because you've established that you're worth it.

In each issue we will inform you of local and international events such as tournaments, seminars and exhibitions. Promoters / Associations can submit their events for free so you can gain greater exposure and attendance.

**We welcome all groups as we don't have any political bias to exclude any organisation.**

If you would like to submit a story please check the requirements for subject matter and size of articles. Images also need to be a set size and resolution.

There are **NO ADVERTISING COSTS**, yes sounds crazy but its true. That said we will start to charge when we can guarantee the readership numbers, reach their target market and be able to give you a great return on your investment.

At this point there is a selection process that needs to compliment other products and services within each issue.

Those who have supported Martial Arts Australia will have first preference on available space.

**READERSHIP:** We have our own network of **5500 businesses** with several hundred actual subscribing through the form.

**Our magazine is a service to the Martial Arts Industry funded by Martial Arts Australia**



## ACTION STAR TV

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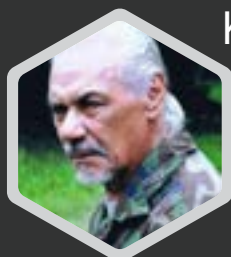
In a world of Reality TV Shows there is so much to choose from but very little with any real substance that isn't so predictable. This new series covers a subject that has been done before 'finding action stars'



## PAUL VELDMAN

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Paul is the co-owner of Martial Arts Business Success (MABS) and founder and Chief Instructor of one of Australia's most successful martial arts schools



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The Australian Stunt Academy has been established for over 22 years and the various courses have produced some of the world's leading stunt performers, riggers, specialists and coordinators.

### ASK US WHAT CONTENT YOU WANT!

Do you have a subject for an article that you feel would help club owners?

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Send it to us: [support@martialartsaustralia.com.au](mailto:support@martialartsaustralia.com.au)



Graham Slater - Publisher

I'm very pleased to be able to deliver our first issue of **MA BusNews**. It has been 12 years since we published our last one before moving on to TV programs. I didn't think we would go back to this medium but so many MAA members gave us the thumbs up to do it.

There is no doubt the martial arts industry needs more of us to work together and share knowledge. In doing so, we have the chance to increase the level of instructor professionalism which will give students a much better experience when training. As the professionalism of the industry grows, it attracts more followers and is more likely to come under the radar of TV networks and corporate sponsors. Obtaining more funds and exposure would certainly allow for greater industry advertising to compete with other sports. This is happening to a degree around the globe, as numerous individuals and associations focus on the business side of their operations and garner more exposure.

This publication has been created to give club owners / promoters (the entrepreneurs) a medium to share their knowledge and offer support to business owners. I come across many instructors on a weekly basis that are struggling to keep their clubs afloat, others want to take theirs to the next level. They are all seeking help and it can be hard to find. By bringing together some of the best minds in the world, instructors will find that help through this publication.

Focusing on the business side of your club doesn't mean compromising your traditional teaching philosophy. It means you can dedicate more time to training and not be concerned about your finances.

Working with the latest technology can certainly boost your business but it can be a minefield finding the right fit for you. Many of our contributors offer insights into numerous business tools that can make your operation more efficient and profitable.

Thank you so much to all the contributors who instantly recognized

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# GLENN COXON



*Graham Slater  
talks with Glenn Coxon on  
his recent health challenges  
and amazing achievements  
including mutiple world  
records.*

**Welcome Glenn... You've  
had an exciting career  
in both the martial arts  
and the wider business  
community with both  
crossing over on occasion.  
So, let's get a brief  
background on your history.  
Can we start with how long  
you've been involved in the  
Martial Arts?**

Well if we go back to when I first started and assuming you were to include boxing, because I always figured that's martial art as well, then you could say I first started

when I was seven years old. So that means I've been doing martial arts now for let's just say over 50 something years.

**That's a long time, and what styles have you been involved in over those years.**

Apart from the boxing, I started as a kid in things such as Kyokushin Karate and then Shotokan karate, Jujitsu. Mind you, that was Japanese Jujitsu back then as BJJ was a long way from being heard of here in the early 70's.

After that I started training in 1972 or 73 in a little known art called Korean karate which was actually Taekwondo but nobody had heard of it back then either, at least not in Qld. I was training with an instructor named **Stephen Cheah** in North Queensland and Stephen was a really hard task master.

We used to train in the pouring rain out on football fields and kick all the length of the football field with one kick before turning around doing another kick all the way back and another and another for hours on end with sometimes that being the only thing we did that night, it was crippling! Training went for a least two hours back then and that was the norm. It wasn't unusual

for us to get kicked in the guts just to make sure that we were actually tensing up during all of our techniques and it wasn't unusual for us to get a hiding on the floor from some of the seniors if we happen to be late with our fees.

**A hiding meant that we were actually dropped 3 times before they would give it a break!**

It was a different world then and you couldn't do that now or you get sued! Looking back, I'm quite sure I wouldn't have it any other way. I love that it made me hard of spirit and mind, in the right way and it prepared me for so many challenges that were ahead.

Many years later I had the opportunity to invite **Benny 'The Jet' Urkidez** to Australia to do a workshop tour. This was 1988 and on that first tour we travelled around the country for some 6 weeks. It was the first of some 8 tours to Australia which I promoted from 1988 to 2000. That lead to a long relationship and to many great opportunities with Sensei Benny including travelling to the US some 10 times meeting lots of amazing people in the movies and the Martial Arts. To this day he remains one of the great

*cont next page*

*Cont from previous page*  
influences on both my martial arts and my development. levels in his style of Ukidokan, which is karate, boxing and kickboxing and I consider that a great honour.

In the past 40 years only less than 40 people have ever achieved that level. I also consider it an honour to have lead the way for other Australians to go on to grade to this level with Sensei Benny such as **Nadine Champion** and **Toby Messiter** as I see him still travelling to Australia now with my old mate **James Sheedy**, it gives me a buzz to know I started that lineage.

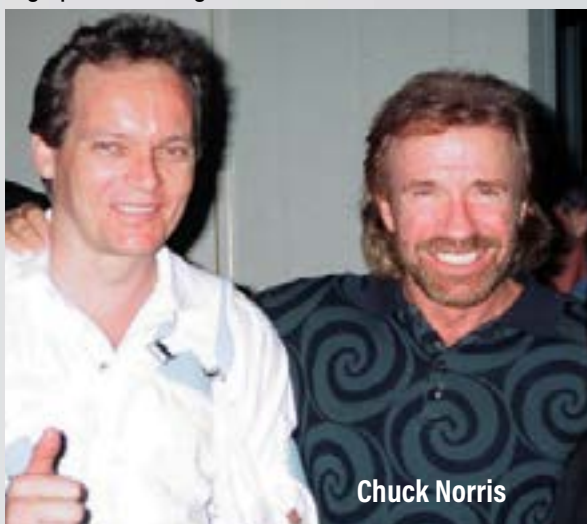
**Tell us a little more about what it was like training with Benny 'The Jet' Urquidez, Chuck Norris, Bill 'Superfoot' Wallace and some of the other legends.**

Well I first met **Bill Wallace** when I bought him out here with Sensei Benny for workshop tours all around Australia in the early 90's and to put on some really big shows with my partners **James Sheedy** and **Trevor Munnery**. Grand Master Bill's an interesting character; I remember once we were in the midst of workshop in Alice Springs and I actually snapped a picture of Bill doing a kick with his RIGHT leg, which if you know Bill is something unheard off. He chased me all around the room until I removed the film from the camera.. Hahaha.

Training with Sensei Benny was always hard but always fair. You couldn't ask for a kinder

instructor. He's one of those rare commodities where he delivers on technique, pushes you hard, expects nothing but 100% effort at the same time always delivering real insight and application to all technique in the Bunkai. Like **Bruce Lee** he isn't interested in any technique unless it works, unless it's real in real combat!

It was actually through Sensei Benny that I met so many others such as **Chuck Norris**. Growing up and training in the



backlots of North Queensland, I would never had dreamt that one day I would find myself opposite the legendary **Chuck Norris** to be his training partner. The first time, I had a smile from ear to ear and I'm sure I looked kinda stupid but after that we got on really well and he was great to train with; I always learnt something new.

His nick name is '**Mr Nice Guy**' and he's very giving, really great to work with, a great technician and loves a good workout; you don't get to be that great if you take it easy!

**Who else have you met along the way?**

I've been quite heavily involved in Martial Arts promotions for years as well as quite a lot of tours bringing people to Australia and also myself training overseas so it's given me the opportunity to meet and work with some amazing people. I've had the opportunity to meet or train with meet people such as **John Cusack**, **Cuba Gooding Jr**, **Mickey Rourke**, **Kylie Minogue** and so many I can't remember them all.

**How would you describe your style now?**

My style is called **Bushidokai Karate** and it is a blend of many styles of martial arts. A typical MMA mix, you could say, it's got all the kicking and punching you would expect to find in most styles combined with locks, chokes, takedowns, ground work. It's very very leverage based and practical from a self-defence perspective and at the same time still has many of the traditional elements, rather eclectic. We have traditional Katas as well as defence routines, sparring routines, like other Martial Arts. I think what stands out about **Bushidokai** is its sheer

effectiveness under stress. All of my Black Belts could hold their own on the street against more than one or more opponents; and that's the way it should be...no time for **Bullshit!**

**I have Dan grades in 5 styles** now, not that I have chopped and changed a lot, it's just been where life has taken me. Lately I have also been really enjoying working in Okinawan Kobudo weapons with **Kancho Johannes Wong**; he's the real deal and the most amazing weapons teacher.. totally loving it!

**What do you see is the future of Martial Arts in Australia?**

Basically, from a business perspective, I think that martial arts in this country is probably still around 10 years behind the development that other places such as Europe and the USA enjoys. By that, I mean, if you consider if we look back say 20 or 30 years ago the full-time Martial Arts school was still relatively new to Australia.

Whereas, if you look at it now you can see that there is an ever-growing trend each year for the need for full-time martial arts schools. As such we're seeing the slow decline of the small schools.

Larger established ones are taking the place of the old style classes being taught in school halls and Scout Halls etc. The community is generally looking to find a steady solid established school with bricks and mortar to take their kids, their family and a sense of community; not just place to train.

[\*cont page 12\*](#)

# How to increase your Martial Arts revenue with seminars! By Mannie de Matos

Mannie de Matos is a life martial artist. Having been trained and ranked in Boxing (AIS), Filipino Martial Arts, Budo-Jitsu, and Silat as well as been a security / body guard officer for over 17 years in Western Australia. Mannie over the past 5 years has also provided regular training in VIP Protection to Philippines PNP and Military units throughout the Mindanao provinces.



The business of martial arts is getting harder by the day.

Once upon a time there would only be one school for miles. Now days there's one in every corner catering to the full range of systems luring students in with "introductory specials to Black Belt in 12 month promises" all specially crafted to target and enrol students from every available demographic.

And depending on what system they teach, what age bracket it specialises in or what attitude the instructors have that decides if the school struggles or becomes a profitable business.

But business is business and costs associated with opening and running a school still have to be met. One of the ways to increase your revenue is through Martial Arts seminars.

Now there are two types of seminars that I will discuss in this article, **they are Internal & External.**

## Internal Seminars

This should be part of the grading curriculum. Each belt level should have a requirement of seminar attendance that the students must participate in if they want to progress to the next belt. Most students will attend seminars organised by other school / organisations at some point. Keep this revenue in your school.

Set a seminar schedule throughout the year that coincides with gradings which allows students and parents to organise times and finances. Internal seminars can be delivered by external instructors showcasing their system and skills or by internal senior instructors teaching advanced or specialised skills.

## External Seminars

To deliver external seminars requires two things:

1. You are associated or know the school you are delivering the seminar at;
2. You market yourself aggressively in Social Media where schools and individuals want to come and learn from you.

In the delivery of External Seminars, you have to be aware of a few issues that could either cost you time and money or can be very profitable and set a standard for more opportunities in the future.

1. No one wants to learn from a nobody. So, become a somebody.
2. Have no FEAR
3. Believe in yourself and your skills
4. Switch your antenna of opportunity ON
5. Set the boundaries from the beginning that covers topic, duration, travel, accommodation, transfer, meals, equipment, location and FEES
6. Ask for 30 to 50 percent of fees upfront
7. Don't take peoples word for it.

## Follow the ABC rule

- A = Assume nothing
- B = Believe no one
- C = Check everything

The delivery of seminars is also a great testing platform for your skills and the way that its imparted to others. Many martial artists are qualified instructors but very few are teachers.



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# Tailored Teaching - Achieving The Chameleon Effect to Influence People & Boost Business

By Phil Britten

Success in business, particularly in martial arts, is based on tailoring your teaching techniques to the numerous groups that walk through the dojo everyday.

There are many different types of martial arts instructor. You have the **'Super Sensei'** who stands out at the front commanding attention and dictating what you should do, how and at what speed. Then there's the super fit 20 year old that uses the class to put on a skilled show of personal prowess with one aim and one aim only; to wow and impress. Just as there are varying personalities of instructor, there are varying personalities in students and the key to a successful martial arts business is ensuring that every student's needs are met while collectively delivering a strong curriculum that will inspire and motivate.

**So how exactly can you ensure you build rapport, understand the needs of every individual and deliver a successful group class, be that a martial arts class or a self-defence seminar?**

By utilising what is known as the Chameleon Effect.

**The Chameleon** changes itself to adapt and suit its surroundings, making it a master predator and skilled

communicators as they ward off their rivals and win the attention of the female of the species. These traits are also inadvertently displayed by humans, particularly in situations where we feel a desire to blend into a social situation or gain someone's attention.

## **So how can this Chameleon effect be used in business?**

By communicating effectively and aligning your teaching style and presentation method with the preferences of your students, you can increase their motivation and propel their learning. Granted, that is difficult when you have an adult class that includes nifty, energetic 20 year olds as well as 40 somethings that may be slower or more injury prone. However there are numerous techniques that can be utilised including, modelling, mirror-matching and empathy.

### **Matching**

Traditionally in martial arts, students observe and aim to imitate their sensei's techniques as they work through a series of moves. In modern day martial arts, it is just as important for the Sensei to imitate their students. The instructors should take the lead from less the students and match their mannerisms and postures, particularly during the down

times at the beginning or end of class. This modelling is also an excellent way to gain participation in a self defence/corporate seminar for example, where the clients are disposed to the traditional student/teacher relationships that regular martial arts students have become accustomed to or even seek.

Being able to decipher the atmosphere of the class is crucial to meeting the expectations of the students. If the atmosphere is energetic and students are pumped up for a high octane class of kicks and punches, it is the duty of the instructor to match that energy level. It is important to develop the skills to know when to lower or increase the energy levels.

For example, it may be necessary to tone it down a little while teaching a particular technique, but having an energetic drill after the initial warm up and great music will make the students in the class more attentive and motivated to learn...and come back again.

This can just as easily be utilised when faced with a mixed ability class. Creating a warm up which allows students to go at their pace while, matching them up with like minded partners and giving specific roles to bring



**Phil Britten**  
**Co-founder of the W.A.**  
**Institute of Martial Arts**  
**TIMA**

with three successful schools in Perth, WA. He also owns and runs four other highly successful businesses and shares his knowledge on gaining martial arts business success and longevity in what is fast becoming a highly competitive market place.

the class together can create a harmonious class, each and every time.

### **Mirroring**

Mirroring is a great method to build rapport with students. Building rapport with a group of people with different personality types is a difficult task but mirroring allows the instructor to do so subliminally without looking like they're trying too hard.

Be mindful however of the difference between imitating and mirroring. Directly imitating someone is far more obvious and can be taken the wrong way, leading to a decrease in rapport and a detrimental outcome. *cont..*

*Part two* : Instead you can use small subtle behaviours, like mirroring a student who perhaps uses their hands a lot when they speak, using similar language or language that is more familiar to the students during conversations and mirroring their tone of voice. Tonality is incredibly important when taking a class. As an instructor, you need to be heard by everyone but at the same time, you don't want to appear to be shouting. Use positive voice fluctuation, pitch, tone and volume, during different drills and at different times of the will keep the attention of the students. Mirroring your tone of voice to that of particular students is another subtle way of creating smoother interactions. For example, talking quietly to someone who doesn't like too much attention focused on them, or having a more energetic tone when speaking to 15 years olds.

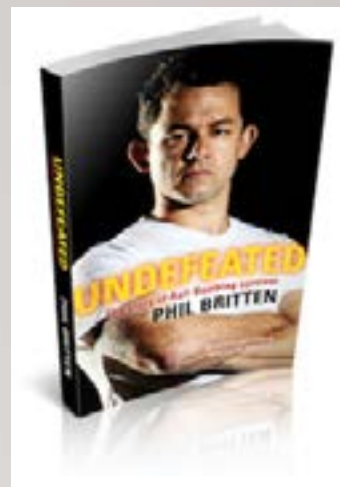
### Empathy

Repeating student's words, in particular the last few words or word used, encourages students to converse more. Additionally, everyone has a set of keywords (words they use around three times in most conversations) that they frequently use. By listening closely, it won't take long to pick up one or two of their keywords and using their keywords and repeating them during the conversation will help establish empathy and bring you closer into their trusted circle. Practicing a little compassion, alongside

mirroring and matching can deliver better results such as a higher engagement, satisfaction rating and increased loyalty. It doesn't begin



and end with the instructor however. From the Receptionist, right through to the Program Director; **everyone needs to confidently adapt** both physically, verbally and emotionally to deliver the outcome you desire



for your business which ultimately is to generate new business and increase retention.

**To summarise;** Chartrand and Bargh who carried out a landmark study to test what they called

**'The Chameleon Effect'** confirmed that mimicry increased the likelihood of facilitating positive engagement and social interactions.

Using these subtleties in behaviour with students, their families, potential clients and staff can help differentiate your martial arts school against that of the competition. In what is fast becoming a highly saturated market place, simply having a fancy dojo or the



most competitive pricing won't always equate to increased students and loyalty.

**Martial arts instructors are the face of the school** and it is not enough just to be a 1st, 2nd, 3rd or 4th Dan.

**Doing something you love** and teaching something you love is two very different things and requires two very different skill-sets. Using mirroring, matching and empathy approaches to each situation for which it is best suited is a vital aspect of creating a fun, productive, and positive atmosphere for your martial arts business.

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# Why Do Some Schools Flourish while Others Flounder?

By Toby Milroy

First off, congratulations to **Graham Slater** and the team at **"MaBusNews Australia"** for creating this wonderful tool for Martial Arts School owners! This will be a great benefit to the industry, and I'm honored to contribute.

Why are some schools bursting at the seams with students, vibrant with energy, with plenty of revenue, a happy staff, and amazing growth, while other schools struggle to keep the doors open and the bills paid?

This is a question I've spent nearly 30 years studying. Is it the demographics? Is it the "market"? Is it the style of martial art they teach?

While these factors do play a role in the success of a school, I've worked with schools that had terrible demographics, a horrible market and bland

curriculum, but still achieved amazing results.

While I've also seen other schools with everything working in their favor but still struggle.

**So, what is the "formula" to build a fantastic martial arts business regardless of these external circumstances?**

Let's explore one of the keys to the formula!

Believe me, I know what your life is like!

Not only have I run a hyper successful chain of high quality martial arts schools, but I've also been fortunate enough to work with, and help grow more schools and organizations than virtually anyone in our industry. And in that experience, I've learned some pretty important lessons.

When you turn the key in the door in the morning, you're faced with HUNDREDS of things that command your attention.

**You've got to take the trash out. You have to make sure the restrooms are clean. You have to make sure the attendance cards are put away. And on, and on, and on.**

One of the BIG 'differences' between the school owners that kick serious butt (from a business standpoint) and those that struggle is the ability to focus on the things that are most important and valuable to the school, while those that struggle tend to get buried in the 'minutia' of daily operations.

I call it focusing on your "20% Time".

**Typically, 80% of your results come from only 20% of your efforts/activities.**

So, what are our 20% activities? *Cont..*



## Columnist Profile

### Master Toby Milroy

**Executive Vice President at AMS and Atlas Martial Arts Software** has been called the Most Influential Leader in the Martial Arts Industry because of his ability to create hyper effective martial arts school "systems" for marketing, sales, teaching, retention and student service, and the results he's achieved for thousands of schools all over the world.

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[www.atlasmartialartssoftware.com](http://www.atlasmartialartssoftware.com)



*Why Do Some Schools Flourish while Others Flounder cont:*

### **Your 20% activities are ....**

#### **#1 - Marketing**

Whether we like it or not, the most financially impactful 'activity' in your school is driving more students into your school. How much of your DAILY time is dedicated to generating new students? Focus more time there, and you'll see a big difference in your business.

### **Spend more and more time on your 20% activities.....**

#### **#2 - Sales**

Next, is creating sales opportunities, enrolling students, selling higher level programs and other revenue generating activities. If you are personally enrolling students yourself, you owe it to yourself and your business to study and master the sales process. If your staff is handling this for you, you need to surround them with great tools and systems to maximize their effectiveness.

#### **#3 - Strategy**

YOU are the CEO of your company. You are the Steve Jobs of your school. Without Job's vision and direction, Apple would never have accomplished what it has. Even with lots of other talented folks at Apple, without Job's focus on the vision for the company and his intense focus on making it happen, Apple would be just another Compaq or Gateway instead of the game changing cultural phenomenon we see today.

If you aren't focusing on the macro 'strategy' of growing your school, no one else will. You should block out time each week to focus on what your business 'should' look like. What the results 'should' be, and then reverse engineer those results to plot out what you need to do to achieve them.

### **Spend more of your DAILY time dedicated to generating new students.....**

Spend more and more time on your 20% activities, and you'll be able to create more than enough revenue to hire, outsource, delegate, systemize or automate the less valuable activities.



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# MARKETING IDEAS TO HEAT UP YOUR SUMMER

By Dave Kovar - *COLUMNIST*

Summer can be an unpredictable time for acquiring new students, but with the help of our current students, there are tons of ways to get quality referrals. It's a universal truth that positive referrals create the best opportunities for new student acquisition.

**The following five tips will make asking for referrals more effective.**

## 1. Buddy Days

Schedule a handful of days sporadically throughout the summer to have your students invite their friends to their martial arts class. Attendance is typically higher if there is a theme for each Buddy Day. Consider themes such as Twin Buddy Day, Crazy Hair Buddy Day, or Board-Breaking Buddy Day, amongst others. While the buddies are out in class, the program director or another team member can take that opportunity to talk to the buddies' parents and schedule them for an appointment to begin a trial of your program.

## 2. Get Parents Involved Too

Often we see the parents of our students sitting in the audience with their eyes glued to their phones. We understand Facebook can be a never-ending whirlpool of cute cat videos, but the question remains, how do we use this

behavior to generate referrals for our martial arts schools? Involve the parents by asking them to check-in at your school on Facebook. A simple check-in acts as a testimonial for your program to a group of potential students.

If you're having trouble getting the parents to check-in, give them incentive to do so. You could create a summer raffle by offering a free/credit towards a karate camp to the student with the most check-ins, or pro-grams like Sweat Angels donate to worthy causes on your behalf for every check-in. There is a multitude of ways to create a drive to check in, find what works best for the parents at your martial arts school and run with it.

## 3. Online Referral

Consider doing an **email campaign** to your current students with a referral pass they can forward to their friends. Along with a beginning and end date for the offer, the email should emphasize the benefits of training in martial arts with friends. Create a **landing page** for this campaign, so you can track the email addresses you receive from these efforts. In doing so, you can reach out to these potential students with a **how-to of getting started** with your martial arts program.

## 4. Summer Camps

Long before summer break begins, parents are looking into summer camp options for their children. In order to retain your current students, we recommend scheduling summer camps within your program before your students become involved in a summer activity that conflicts with their martial arts classes. When announcing these camps, emphasize bringing a buddy to the camp. For every student that signs up for a camp, give them a physical invitation to give to a friend. The invitation should include the steps for signing up for a karate camp at your school. The day of the camp, each friend will walk away not only with a guest pass to start a trial program, but also with a greater enthusiasm to start attending your regular scheduled martial arts classes.

## 5. Just Ask

Summertime is a great time to get to know the families that attend your school a little better. While you're having conversations about vacations and summer plans with the parents off the mat, ask them if they know anyone they think would benefit from your program like their child has. Encourage them by emphasizing how far along their child has come because of the program and give them something they can pass along to their friends.



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5. cont:

**The 8-Step progress** check can be a great template to follow in these interactions. Follow up on the referral next time you see the parent. Not only will this create a stronger rapport between you and the families attending, but it can also generate quality referrals. Each martial arts school is different, and each student base responds to summer referral tactics differently. Try a few of the above tips this summer and decide what works best for your school. Above all, the best referrals are through extraordinary service, so focus on your school and your students and the referrals are sure to follow.



# NEWS & EVENTS

Hanshi Tino Ceberano is very much in demand for seminars these days which a recent one with host Paul Veldman from Kando Martial Arts.



MA 1st & Martial Arts Media Presents A Live Event for Martial Arts School Owners & Instructors 'THE MAIN EVENT' (with expert speakers)...

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**Richard Norton was recently awarded his 8th Dan by Chuck Norris here is what he said.**

Just returned home from the UFAF convention in Las Vegas. So thrilled and honestly so humbled to have been awarded an 8th Degree Black Belt and Master Rank in the **Chuck Norris Martial Arts System**, by my friend of over 40years, **Master Chuck Norris**. I have been involved with the CNS and the UFAF Convention since 1981. What a weekend it was, teaching and catching up with so many old friends in the Arts. Seen here with Chuck's brother, Aaron and Ken Gallacher.

**Richard Norton Seminar for Chuck Norris's UFAF**



*Glenn Coxon cont from page 2*

The next big step in the Martial Arts as much as many people don't want to know about it will be virtual Martial Arts instruction. By that I don't mean that the virtual Martial Arts instructor will take over from the real-life Sensei; what I'm saying is the real-life Sensei needs to embrace the fact of the modern approach to human development and the learning revolution which is augmented and virtual.

We need to get on board by getting involved in virtual reality teaching. It's also a great way that they can expand on both their service offer and

at a time that's convenient to them. Convenience is the key to the future.

**You raise some very thought provoking concepts here so tell us about your business experience inside the Martial Arts.**

Well apart from being a martial arts instructor teaching in everything from school halls to a large full-time dojo in Sydney for decades (Executive Defence Studio), I've also been heavily involved in Martial Arts sports promotion. As I mentioned, promoting people such as Sensei Benny, Bill Wallace to Australia, some of Australia's

I remember on one trip to the US we jumped off a long flight from Sydney to LA straight from the airport to have a meeting with **Jean-Claude Van Damme's** manager at his downtown office. It was only 9 am and I'm not sure what it was that we said but within two minutes of the meeting we sent him reaching for his pills and a bottle of Jack Daniels to swill them down. We all just looked at each other and thought this is what's happens when you're doing business in Hollywood! It's so funny now, like a scene from a movie, but at the time it was serious business and the we were dealing in the big time with the big boys, A lot of fun for a few Martial Arts guys from Australia to be getting out there taking on the world stage.

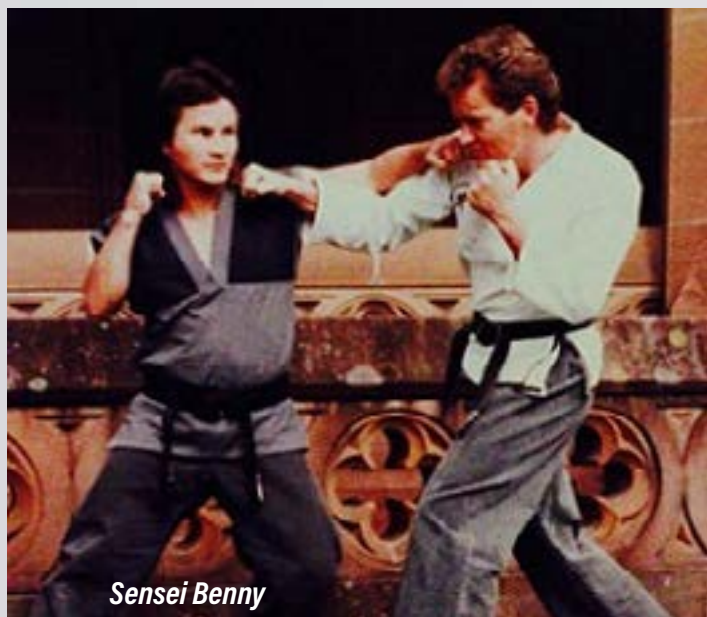
For those who may remember we ran some pretty great shows back then in the 90's. We invented the flying ring; where we had a boxing ring flying down out of the roof of the Sydney Entertainment Centre with rockets flying out of it, then Maurice Smith flying down in a red cape, bright reflector sunglasses in a cage with rockets shooting out of the bottom!

We managed to catch fire to a shirt and a tie of the boxing authority officials who were sitting ringside. That same guy still asks me for a new tie each time I see him after more than 25 years later! There were a lot of fun times, hard training, hard partying and a great lot of fantastic memories.

Getting back to the reality of the **Martial Arts business**, I also was the NSW State Director for the NAS for 14 years until 2007. Since then I've taken up a position as the **Chief Marketing Officer** for the **World Martial Arts Championships** which runs events in some five countries. I have really enjoyed working with some of the best professionals in the business with many of them now my lifelong friends and very much family. When you're choosing who to work with, you should always work with quality people; those who are real people, who are true to themselves and loyal, that's the real spirit of the Martial Arts.

Lately I've been heavily involved in the **Action Star TV** project and it has absorbed much of my business energy for the last year or so.

*Cont next page:*



*Sensei Benny*

also on their reach into a much broader audience. By doing so the smart entrepreneurial Martial Arts instructor can be teaching from anywhere in the world, to anyone in the world! For that matter they will be able to build themselves a very broad base of students on a global scale and will be able to reach them at any time. More importantly, the student will be able to reach their instructor

biggest MA promotions such as World Heavyweight titles in kickboxing with people such as **Stan 'The Man' Longinidis** and **Maurice Smith** though my company Sumbody Promotions.

This was back in the early 90's and we still managed to get that filmed and then sold into 18 countries with **Columbia TriStar**. That was a big deal back then!



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*Graham Slater - Martial Arts Australia*

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may be its on to take over the world as the **next action hero!**

### Out of curiosity, who is your favourite all time Martial Arts Movie Star?

Wow, there is so many of them! I think my all-time favourite would have to be **Jackie Chan**. I admire this guy because he can act, sing, dance, he is so acrobatic and his Martial Arts is fantastic. He's been there for decades doing it at the top of the game, a real leader in this field and a real pioneer. So he's my favourite. **I mean who doesn't love Jackie Chan?**

### You're big on challenges, so tell us about some of your challenges.

Yes I am big on challenges and I've had plenty of them. Probably some of my biggest ones have been medical ones such as a ruptured Achilles, a reconstructed shoulder and a total hip replacement.

The biggest one by far was

dealing with cancer. In 2014 I was diagnosed with late stage cancer in my neck and shoulder region. For those of you who know a little about cancer, it was stage 4, **which basically means it's game over.**

It's amazing how all the challenges of choice that I've taken on throughout my life had prepared me for this big battle. Well actually it was more of a war with a series of battles. The war included battles with surgery, chemo and then radiation therapy or as I like to think of it as slice and dice, weed killer and microwaving.

With the help of **my amazing wife Jo-Anne**, we managed to beat the disease and we learned a lot along the way about how to take care of yourself to avoid cancer, to beat cancer through traditional therapies complimented with the use of diet.

**I was determined at the time to not just beat the cancer but bounce back.**

### To thrive not to just survive!

So from there, less than 12 months later I was making an attempt to break my own Guinness world record for the most boards broken in one minute.

Whilst I didn't succeed on that attempt, I was so proud that my daughter Summerly managed to break the women's world record on the same day (215 boards in one minute). I challenged myself again last year. This time I took on a mammoth record for the **fastest to break 1,000 pine boards.**

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### Tell us more about the Action Star TV project.

Actually this project came about when you, Graham approached both myself and **Peter Mylonas** about being involved in **Martial Arts TV** production and from that we developed **Action Star TV**. The project revolves around creating an opportunity for a person to fast track into the action genre TV or movie.

It's a reality TV program which follows the progress of 12 finalists as they go about their training and development and follows the ups and downs as they prepare for a finale performance in front of a large live audience (similar to the Voice etc). The finale announces who will win the grand prizes; a movie studio contract and a trip to Hollywood.

We actually finished filming recently on the Gold Coast. We had the 12 finalists attend three days of really intensive training at the **Stunt Academy** with the amazing **Colin Handley**. From there, they had additional challenges, such

as skydiving, race car driving, wake boarding, abseiling down a 90-meter cliff all whilst they were staying in a wonderful mansion supplied to us by **Elite Holiday Homes on the Gold Coast**.

It was a dream experience for everyone involved and now we have a winner (who we can't mention at this stage until the TV show comes) They are now about to head off to Hollywood.

From there the winner will be heading off to work in an action movie being filmed in China. And who knows, from there

### In 2014 I was diagnosed with late stage cancer in my neck and shoulder region.





**Host & Judges (Grand Finale) Richard Norton - Davy Nguyen - Peter Morrissey - Maggie Phan - Belatrix Lee Vrndos**

*Cont previous page:*

The old record stood at 20 minutes and 33 seconds and I managed to cut that down to 10 minutes and 10 seconds. So yes, **I love challenges.** I think if you are challenging yourself on a regular basis you're alive, as you need to set goals on a regular basis to prepare you for the much bigger challenges which life throws your way. Those are the challenges of chance!

**What would you say to someone who is facing Cancer themselves or has a loved one who is currently dealing with the disease?**

I think the way that you deal with this disease must be your own choices for things such as treatment. Whether to go with a traditional Western medicine or Eastern medicine or if you take a naturopath approach it must be your choice!

The scary thing is that everyone will have an opinion, but at the end of the day it's

**'I thought was a very good diet. It just wasn't appropriate enough for beating Cancer'**



**Kylie Minogue**

your life that's on the line, it's **you that needs to make the choice!**

Unfortunately, I've seen and heard of many people who thought they could simply listen to someone who is not an expert and is not the one at risk; taking on some quite ridiculous hope for the best approach with unproven, untested esoteric healing.

But honestly whilst it does help, it's NOT everything and many of them have paid with their lives and that's very sad.

**When YOUR life is on the line, you should do everything to stay alive; it's not a time to gamble.**

Apart from that, the big learning event that we learnt along the way was how much diet has to do with being healthy and keeping cancer from the door so to speak. That doesn't mean that we actually had a bad diet; I actually had what I thought was a very good diet.

**It just wasn't appropriate enough for beating Cancer!**

**I was determined at bounce back!**

**So, the big tip is this: completely wipe all sugar from your diet!**

Because **Cancer loves sugar**, cancer cells thrive on any sugar, in any form within your system. And the other thing is, as much as possible, **try to live an Alkaline diet!**

**Again, cancer cells love an Acidic environment within your body and unfortunately all too often much of our western diet is very acidic in nature.**

It's easy for you to look up more information on this; just Google Alkaline diets.

Later this year Jonne and I plan to be launching our book on how to keep cancer from the door with a healthy lifestyle and diet.

*Cont:*



**GRAHAM SLATER   RICHARD NORTON**

### Where is your focus now?

Okay so these days my focus in regards to Martial Arts is working with people on an individual basis and particularly those who are looking to really make something of themselves in the Martial Arts either as a practitioner or as a business owner. I train people and coach people and I have an agent who books corporate clients for me. I have been working in the coaching arena in a business sense for a large corporate for many years and now I have taken that skill set along with my martial arts and I am coaching people in life coaching, business coaching and executive coaching.

I love helping people to find their better self, make the most of their relationships and to excel in everything they aspire to be in life whether it be a martial arts instructor, business owner, executive or just to be a "professional person".

### What tips have you for anyone starting out in the martial arts industry from a business perspective?

First of all with any business, do your homework and get advice from those who have been extremely successful in that field.

Next, surround yourself with the most successful people you can find in that business arena and then work hard.; **trust your gut instinct and only work with the best.**

### If you want to be good in any business, you should aim to be seen as a leader.

So act as a leader and don't just talk the talk, walk the walk and chase quality at every turn. Another step which most of the world's top leaders do is to get yourself a great business coach or mentor; someone who knows your business, someone who has been there and has been successful and someone who will support you at each level you and your business develops.

In that way you're never going to be alone because it can be very lonely starting any business and it's very risky!

If you have a leader a mentor, someone to coach you and support you at each step along the way then it's much harder to fall; you have someone there to catch you!



**TRUNG LY   JEANNE GON   COLIN HANDLEY**

**All you have to do is follow the proven methodology, follow a proven recipe, work hard at it with only good people.**

It's only a matter of time for you to also be successful.

### What's your next challenge?

My next challenges are a couple of books to continue to develop my coaching and speaking business and to get out there and help more people become their best.

Help others with their choices on the forks in the road that occur for all of us at various times around lives; helping with making better choices.

I want to help others to learn how to take on more challenges and surround themselves with nothing but the best people, to live the best lives they possibly can and to live their 'perfect day'.

**Think about it; are you living your perfect day?**  
**Thank you Glenn**

### Glenn with Maggie Phan (Host) and Trung Ly (Fight Choreographer / Judge) - Action Star Grand Final



**ASC FINALE: MAGGIE T PHAN & TRUNG LY**

# How To Turn Around Common Business Performance Issues

Part 1 – by Paul Mracek

I was recently speaking to a CEO of a leading industry association and as your normally do, I asked him 'How's business going?'

His response was 'it depends on what industry sector you are working in!'. Some areas are going well while others are finding it hard.

It doesn't matter what part of the world that I ask this question, I will usually get the same response, and from experience I have found the same issues al-ways come up that impacts on whether they are losing or making money.

Leadership and management are about being able to effectively use the resources in a business to achieve business objectives. The resources with the biggest impact in any organisation are its people, and this simple fact is often neglected.

## Challenge Areas To Focus On

The most common question that I get asked is "How do I go about turning a business around that is struggling and usually losing money?"

The areas that I focus on fall into 3 groups: **Products (& Services), Processes & People.**

These are from experience where most issues come up and results in excessive use of time, money and resources. Looking at these areas in this sequence provides a framework to ensure that all the foundational parameters, supporting infrastructure and people are in place. of these areas and share with you some of the things you can do that we have found helps to reduce risk and return businesses back to making money.

### Products / Services

The key thing to look for in products and or services is to understand which ones are actually making money. Some of the common misunderstandings around this point are:

# be clear on what your products benefits are to the end user (customer) rather than focusing on the features, be clear about the 'must have vs the nice to have';

# understand the real costs and net profit for each of the products/services being offered, our experience has shown that this is unclear for most businesses;

# a loss leader is costing the business money, so get rid of it;

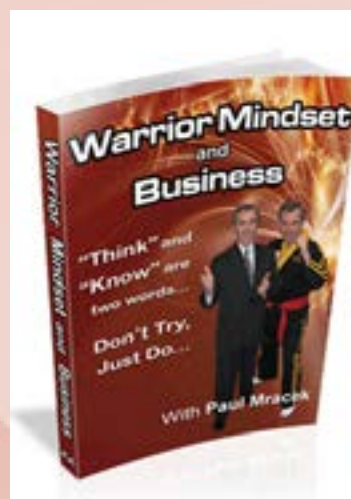
# a wide products / services offering uses valuable resources and time to maintain, so look to reducing it to the profitable few.

The other areas such as redefining target market, ideal customer and new products are all things that I would leave to later on, as they take more time and resources and are usually not as urgent in the short term.

**Achieving business performance is 95% people and only 5% systems!**

### Processes

In this area we normally include all the things that are needed to make sure that the products / services can be made or provided, i.e. infrastructure, procedures, processes, etc.



## COLUMNIST PROFILE PAUL MRACEK

Paul has worked for over 25 years experience in Asia, Eu-rope, USA and Australia establishing and building successful businesses. Author of several books on success, business, balance and how to apply the "Warrior Mindset".

Experienced as an International Coach, Mentor, Trainer and Consultant supporting both Businesses & Individuals who are looking to be at the Next Level of Performance and Success... Personally or Professionally.

Trainer & Master Coach - Kotan Method & NLP;  
8th Dan Black Belt  
Chartered Professional Engineer; Fellow: Australian Institute of Management  
Graduate: Australian Institute of Company Directors  
Master Coach & Practitioner: Time Line Therapy & Hypnosis

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[Other site information](http://Other site information)

[www.nutaofitmartialarts.com](http://www.nutaofitmartialarts.com)

What we look for are the gaps, what's missing and stopping or hindering things from being done, for, example:

# insufficient equipment, capacity or materials to make or provide products or services;

# non-existing or limited procedures on how things are to be done to achieve a consistent outcome, i.e. is it repeatable;

# clear process flow for each action noted or detailed in the procedures, i.e. is it reproducible;

# ensuring that there are clear boundaries or standards that identify what is expected as the required quality levels

Another useful tool that we have frequently used and can provide greater insights into what is happening is a process value add mapping review. This usually helps in identifying where value is added in the processes and where there are opportunities for improvement or elimination of extra activities. As this does take extra time and cost I would leave this as a later step.

## People

The third area of people is the one with the most potential impact on the business, and is usually the area where most work is needed. The first things to review and confirm are that the:

# objectives alignment there are 3 objectives that need to be checked and made sure are on the same page, i.e. the organisation's, the person's and yours. Quite often we find that the expected outcome can and is quite different;

# required skills and experience are available for the project or task that is to be done we have seen far too often that knowing what to do is not the same as knowing how to do it, and the difference is experience;

# people nominated or expected to do the project or task has both the capacity and capability to do it these two things are often neglected when selecting people and teams;

# complementary skills are considered when putting a team together a team of high performing and competitive people usually ends up in chaos not results;

# need for good soft skills is underestimated resulting in tension, arguments and even undermining behaviour the three common issues that comes up from experience are lack of understanding of how to communicate, create and maintain relationships and how to handle conflict. Providing key personnel and front-line managers with target training on these three areas has given a high return on the money spent from less resources and time being used to deliver results.

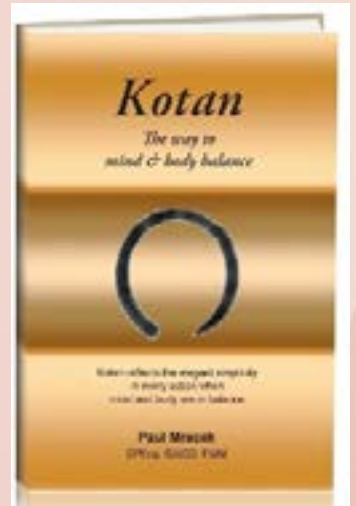
Interestingly countries where English is a first language have a greater resistance to training in these areas due to the fact that they believe they know how to communicate because they speak English. There is however a gap in most people's education in the basic life skills around creating rapport and trust in relationships.

Often when I outline these 3 areas of Products, Processes and People, the response is that this is too simple and this is usually where the challenge lies; as I am sure that you have all heard the saying that "simple doesn't mean easy!" It requires focus, discipline and perseverance to implement changes in the mindset of an organisation.

The areas covered in this article are given as a starting point of how to identify some to the most common issues in a business and to start the turn around process. Getting people on board and seeing the need for change is key and of course in the end its all is in the hands, hearts and minds of people!

## SPECIAL DEAL

Want to find out more about how to identify and implement the areas outlined, then contact Paul and refer to this article for the  
**MAA VIP Offer -25%.**



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# 5 Rookie Errors MA School Owners Make with Facebook Ads

## By Rod Darling

### 1. Run Only One Ad:

You need to be like a scientist, a scientist doesn't do just 1 experiment, they do dozens or even hundreds of experiments to find out what works and what doesn't. Pro marketers are the same, they just don't run 1 ad and see how it goes, they run several ads at the same time to the same audience to find out which works the best, then turn off the ads that don't and keep running with the winners. The best things to test are images and videos, but also look at testing different offers, age brackets, devices and interests.

### 2. They Believe Marketing is an Expense and not an Investment:

Your accountant will tell you your marketing dollars are an expense, but they deal with the past. Marketing is an investment to bring in future dollars. If you understand the lifetime value of your average student, you will be more prepared to invest your money into acquiring or buying more students.

So, if your average student trains with you for 18 months and spends an average of \$100 a month, the lifetime value is \$1800...

**Would you be prepared to invest \$50 or \$100 to bring in a student who spends \$1800 with you?**

I'm sure you'd be happy if you could turn \$50 into \$1800 in 18 months on the stock market, in fact you'd be bragging to your mates what an investment genius you are. Marketing is by far one of the best investments you can make if you understand some basic numbers such as lifetime value, cost of acquiring a new client and add to that a simple planned out marketing strategy, you will be way ahead of most MA school owners.

### 3. Budgeting:

When advertising on facebook, most Martial arts school owners will decide how much money they are prepared to lose and then put that onto 1 facebook ad and hope for the best.

*Here's a simple way to budget:*

**# Put 20% of your budget testing different images, videos or offers.**

**# Use another 20% of your budget confirming your test results**

**# Then put the remaining 60% of your budget on your winning ad. This is a simple way to ensure your marketing dollars are well spent.**

If you just do this one thing and record your results over time, you will soon have a very good idea of what your target market responds to.

### 4. Copying Their Competitors Ads:

You see this a lot, people copying other people's ads. What you need to understand is, there are a lot of unknowns when just looking at another schools ads. You don't know if the ad actually works, you don't know the targeting, you don't know the strategy etc.

I can pretty safely tell you that most ads don't work and lot of people don't even know that their ads are not working. They just put the ad out there and hope for the best. You are far better off investing in a few books on marketing, attending a few seminars or finding yourself a good business coach who is familiar with your industry and with Facebook marketing.



**Sensei Rod Darling**

Founder and 50% shareholder of **International Goju Karate Schools** which now has more than **2,500 members** and owns other brand names such as Kanga Karate and My Fitness Kickboxing.

Rod also is a part of **Martial Arts business Success (Australia's biggest martial arts specific coaching business)**. Most people know Rod for his ability at Facebook marketing, but what most people don't know, is he has killer Instructor Training systems and retention systems which sees him having a quit rate of less than 1% a month in his karate classes. The easiest way to contact Rod is through Facebook.

### 5. Not Being Consistent:

A lot of MA school owners run an ad here and there, when they lose a few students they decide to run an ad again etc. It is much better to be constantly marketing, always have something going on. My mentor Ben Simkin said to me once, if you are not marketing, your competitor could be getting your leads if he is marketing. So always have something running, it can cost as little as \$5 a day to have an ad running on Facebook.

Contact me here to get the low down on how get the best out of your marketing budget through Facebooks Ads.

<https://mabs.com.au>

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- \* Increased metabolism - significant shift in 43 metabolites after 4 weeks
- \* Enhanced fat oxidation and amino acid sparing
- \* Reduced Inflammation
- \*Cardiovascular performance - increased arterial elasticity, decreased levels of LDL (Bad Cholesterol)
- \*Increased Glutathione (immune system ) by 500 - 800%

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# The Real Number Holding You Back From Growing Your School

By George Fourie

A conversation often had with a school owner goes something like: "We would like to grow our school by 100, 200 or 300 students. What can you do for us for \$500?"

Sure. I totally get it. Who doesn't want their classes packed and business booming without bleeding the bank?

And if funds are tight, we all need to stretch those marketing dollars. Besides, if it came down to choice, who wouldn't rather prioritise that training trip to Okinawa or the Super Show in Vegas versus the sometimes uncertain gamble of a marketing ad campaign?

Problem is, it's expectations like these that lead to disappointment, frustration and zero growth.

And without a doubt in today's digital world, where everyone and their brother are 'marketing experts', there'll be one desperate startup agency who will happily experiment with your cash on the latest marketing trick rather than their own.

Next month the cycle continues, chasing the next silver bullet that never arrives. Adding another failed campaign after another.

Scaling your school is vital, but some certainty in results would be ideal (which once again makes that martial arts training trip way more appealing!).

I mean, If marketing could be as predictable as dropping \$1 into a slot machine with a guaranteed return of \$2, how many dollars are you prepared to spend? Almost all of them of course!

But once you have that key number, you'll never hesitate to spend invest in your school again.

For now, we'll keep the numbers basic and easy to action.

Here's how to uncover that magic number that's holding back your growth.

## The magic question which needs a realistic answer:

How much would you happily spend to acquire a new student knowing that you're still making a healthy profit?

To get to that figure you need to know your lifetime student value. That is your average fee multiplied by the average time a student trains with you.

$$[\text{Fee}] \times [\text{Time}] = [\text{Lifetime Student Value}]$$

**Example:** If your average member fee is \$100pm and a student trains with you on average for 15 months, that will give you a Lifetime Student Value of \$1,500.

$$[\text{Fee: \$100}] \times [\text{Time: 15 Months}] = [\text{LSV} - \$1,500]$$



**George Fourie** is a martial arts dad, active student and founder of **Martial Arts Media**, a Perth based company helping school owners across Australia and the globe scale through online marketing solutions and high converting custom websites.

[www.martialartsmedia.com](http://www.martialartsmedia.com)

The good news is that marketing online can be that predictable. Numbers can be tracked down to a science. It's definitely not a flick of a switch though. And be patient. It will take some commitment to finding your sweet spot.

One thing that can't be measured though is impact. That's why marketing persistence matters. There's always that one skeptical lurker that's keeping a close eye on all your campaigns in silence.



## The Real Number Holding You Back From Growing Your School *Part Two:*

Being clear on this number will change the way you go about your business.

Knowing that every online enquiry, phone call, Facebook message or website click is either a potential \$1,500 in the bank, or the one that stings and drives you to action, \$1,500 out of pocket!

If your lifetime student value is fairly high, you can obviously afford to spend more to acquire a new student.

If it's on the lower end, you might need to look at your pricing structure or how you can keep students training for longer to accommodate your growth.

According to world-renowned business leader Jay Abraham, there are only 3 ways you can do this to grow your business:

- #1 Increase the number of students you have
- #2 Increase your prices
- #3 Increase the frequency of purchase

The norm is always to follow no.1, get more students. However if the lifetime value per student is not sustainable, more students won't be the solution.

Raising prices are always an option, but if that doesn't sit right with you, how can you add more value to your already raving fans (a.k.a. Existing student base?)

Alright, back to the number, and we'll stay with a lifetime value of \$1,500 to keep this simple.

**Example:** When we help school owners with online ad campaigns, we look at what the dollar value of a student will be over their first 3 months of membership to be more realistic about guaranteed money coming into the bank.

$$[\text{Fee}] \times [\text{Training Months}] = [\text{Targeted Acquisition Cost}]$$

Which then looks like this:

$$[\text{Fee: \$100}] \times [\text{Training Months: 3}] = \$300$$

So in this case, how much of that \$300 can we comfortably spend to acquire a new student and still be in profit?

**Is that \$150, \$200?**

At first, almost expect to be paying more than you're comfortable with to acquire a new student.

When you really get tuned into your benchmark number, you'll know fairly quickly if you need to pull the plug on your ad campaign or double down and profit from the success!

**Now here's where it gets exciting...**

We often do an exercise with our website clients showing how tiny changes to conversions can have an outrageous impact on your bottom line.



Conversion Calculator		
Website Visits	2% Conversion	4% Conversion
100 visits (1 Month)	\$3,000	\$6,000
1200 visits (12 Months)	\$36,000	\$72,000
6000 visits (5 years)	\$180,000	\$360,000
12000 visits (5 years)	\$360,000	\$720,000
18000 visits (5 years)	*\$540,000	*\$1,080,000

**MARTIAL ARTS**

\*based on Lifetime Student Value of \$1,500

## The Real Number Holding You Back From Growing Your School *Part Three:*

Example: Let's say your website has a conversion rate of 2%. It sounds low yes, but that is actually a real average number.

That means that out of every 100 people that visit your website, only 2 people take action. The action could be an online enquiry, phone call or purchase of a paid trial.

$$[\text{Lifetime Student Value}] \times [\text{Conversions}] = [\text{Potential Income}]$$

So with a lifetime student value of \$1,500, that means that every 100 website visitors have the earning potential of \$3,000.

$$\begin{array}{l} 100 \text{ Website Visits} \\ [\text{LSV: } \$1,500] \times [\text{Conversions: } 2] = \\ [\text{Potential Income: } \$3,000] \end{array}$$

Now let's say we can improve your website conversion by only 2%, taking it up to 4%.

It might only look like a 2% difference, but a matter of fact is that you are DOUBLING your conversions.

$$[2 \times 2 = 4\%]$$

Now every 100 visits to your website have the earning potential of \$6,000!

$$\begin{array}{l} 100 \text{ Website Visits} \\ [\text{LSV: } \$1,500] \times [\text{Conversions: } 4] = \\ [\text{Potential Income: } \$6,000] \end{array}$$

And that's only on 100 visits to your website. If those were your monthly website visits, that's a potential \$36,000 (\$3,000 x 12) extra per year.

That's \$180,000 over 5 years. And what if you only doubled your website traffic to 200 visits per month, now we looking at a \$360,000 difference over 5 years.

### See the potential here?

And we've only just scratched the surface.

This is how a high converting website pays for itself 10 fold. It can play a huge part in whether a school plateaus in numbers or a school that scales!

## THE SPECIAL DEAL

If your current website is not helping you attract new students daily or you're simply suffering from website shame, then schedule a 15 minute demo call with me (George) to see if we can help make those first impressions count. Easy monthly payment plans available. Mention this article for a \$50 kickback.

**CLICK HERE for details -> <https://martialartsmedia.com/websites>**



# Why use a third party student fee collection provider to direct debit your members?

A third-party **Student Fee Collection Service** is an excellent way to guarantee cash flow, increase business value and give you more time on the mat.

- # So why aren't we all doing it?
- # Some clubs think they are too small
- # Some don't know how to go about it
- # Some don't want to tie their students to a contractual payment system

You would think club owners would jump on to this to secure their cashflow and lock it in. For some it feels like its too much like hard work. Well this is not the case you can sign up to a company very quickly, some have online forms others printed ones you send off. Either way you can select the provider that gives you the best service and makes you the most money. I repeat that, Makes You Money!

## So what is the actually service?

- # Basic - they just bill your client and any dishonors you follow up.
- # Basic+ - as above but they might do the follow up, send an email / SMS reminder.
- # Basic++ - as above but also help with talking to your clients if they default, they may even offer marketing support, software and business conventions.

The more processes you want managed the more you pay of course. Its generally via a percentage of your turnover or a flat transaction fee. Each provider has varying fees for dishoured payments, follow up SMS and emailing. Some even call the client on your behalf. Research states its better if the

the instructor does the personal touch after a SMS and a couple of emails. It allows them to motivate the client offer a deal if they were looking to drop out.

What if you have engaged a direct debit company but **see a better deal** but don't know how to change.

It used to be that you have to resign all you students to new contracts but now you don't. Certain provider can just use your existing ones. Many instructors feel they might lose students, especially sleepers ,if they ad to sign new agreement.

As you can see it's easy to overcome any hurdles and start gaining the benefits of a very competitive provider with the right service.

Direct Debit companies charge either a transaction fee or a percentage of each fortnightly / monthly fee, some charge both.

## Why do the collection fee companies vary so much?

It is based upon a number of factors for example:

- # some are part of a larger group and have more transactions making processing much cheaper.
- # Some don't have advanced software and their own costs are higher.
- # Some go by reputation and position them selves as premium service.
- # Some are no frills, cheapest price via a percentage of your turnover.

**Let's point out how you can make some extra money out of your student collection fees.**

## First time starting out:

Set you collection fee above the actual cost to you, (\$150 PM fees, cost to collect \$1.50 - charge student \$2.00) this allows you extra income to better administrate this process).

## Existing students:

If you have a collection fee of \$1.50 and you get a new special rate of \$.55c you could add \$.95c to your bottom line on every transaction.

As new students come onboard its essential to keep the collection fees all the same (students talk between themselves). This guarantees the extra income that can be justified in being attributed to your student collection budget. How you use it is up to you, but it could go towards preventing less defaults and better communication with students.

## Okay so you now you're thinking how you can get a rate so cheap, (\$0.55c).

Yes, you can get collecting rates at that price or even lower if you know where to look. We work in financial services and have a large network so we know how to source the best rates and can pass you on to them.

**MAA members get rates even cheaper, just \$0.45c per transaction.**

*'I know direct debiting can save me time by not having to chase students for fees but can it make me extra money?'*

Absolutely yes, if you had 100 students paying \$1.50 per collection fortnightly but your now pay \$0.45c you would make **\$210 PM Extra!**

Many clubs have hundreds of students some paying more than \$1.50 per transaction so they can **save \$1000's per year!**

**Is it worth allocating more time to consider new players? Certainly and we have made it even easier for you to find one!**

**CLICK THE LINK TO FOR MORE INFO AND TO GET YOU GOING**

# SHOW ME THE MONEY

By Steve Miller

## Is money the best payment for being in business?

Ask anyone who is successfully operating a business and they will say that of course they need the money to keep everything rolling, but the truly precious asset is time.

**It has been said that you can't buy time.**

In the world of the professional bookkeeper the opposite is true.

A professional bookkeeper can complete the necessary work for most small businesses in 1 to 2 hours per week, for a cost around about \$10-\$20 per day.

If this amount of work was done by an untrained bookkeeper would take around 3 to 4 hours per week

Even if a non-professional bookkeeper was quite experienced, they generally are not in an environment where absolute focus and attention enables them to get maximum productivity. The net result is that precious time is wasted doing activities that don't improve sales or family outcomes.

If you find yourself with your books for a few hours a week just know that we at Diligence Bookkeeping are happy to discuss how we can get that work done quickly and accurately so that you don't have to.

What we have also learned is that the other precious assets are state of mind, calmness, and confidence. Imagine what difference you can make when you have the time, state of mind, calmness and confidence in your business and its back-end. You can take on new initiatives, purchases or even just take a break, knowing that the business is being kept properly.

**The key is that if I show you the money can you turn it into time?**

It's far more likely that if I help you get more time, you can show much more money.

If under a hundred dollars a week is an expense your business can bear and you believe you could make more than that this financial year by having more time and focus, please don't hesitate to call me on **(03-5222 8886)**



### THE EXPERT

#### STEVE MILLER - DILIGENCE GROUP

Steve has spent most of his life under pinning businesses around Australia and overseas. His Financial Services Group

Diligence brings various elements together including Bookkeeping, Accounting, Banking and Legal Services to help build and protect businesses.

Steve can help you own your Dojo (freehold) and you may be able to do it through your superannuation fund.

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[www.diligencebookkeeping.com.au](http://www.diligencebookkeeping.com.au)

**VIDEOS BELOW: Graham Slater ask Steve Miller - Diligence Bookkeeping** on new laws and powers the ATO has and how this can impact on your business. Steve also reveals how you can forward plan to help your cashflow.





## COLUMNIST PROFILE

### Stephen Oliver

Grand Master Oliver 8th Dan, is founder/CEO of Mile High Karate since 1983, and the leading consultant to the top 1% and 5% of Martial Arts Schools internationally including many grossing over \$1,000,000.00 and netting over \$500,000.00 annually. He apprenticed with **Jhoon Rhee, Jeff Smith and Nick Cokinos** and completed a Master's Degree in Business. He has along with associate/teacher Grand Master Jeff Smith, helped top schools double or triple their incomes since 2001. He's authored several books on operating and marketing martial arts schools including "Direct Response Marketing for Martial Arts Schools," "Everything I Wish I Knew When I Was 22," and "The Way of the Mile High Maverick." The last two books are available free at:

[www.martialartswealth.com](http://www.martialartswealth.com)

### \* THE OFFER \*

If you are over \$200,000.00 a year in revenue **Stephen Oliver & Jeff Smith** will personally share a business plan that took a client recently from grossing \$30,000.00 a month to NET INCOME (personal income) over \$500,000.00 a year, you'll also receive two free books, and three free recordings live seminars.

All at no charge. Learn more at:

[www.martialartswealth.com](http://www.martialartswealth.com)

There are many myths that circulate our small industry about what it takes to be financially successful running a professional martial arts school. The internet has unfortunately added a huge amount of "noise:" false profits, charlatans, even well meaning but poorly informed who are striving to teach you how to run your business.

**I rather uncharitably refer to this by a term that I borrowed from Steve Jobs: "The Bozo Explosion."**

Most haven't done what you are doing very successfully. Others ran one fairly successful school but, never did it with multiples. Few have systems that have created 100's even 1,000's of successful schools. Between myself and **Jeff Smith** we know literally everyone who's highly successful running a professional martial arts school successfully. Unfortunately it's literally a handful that really understand the nuance of effective operations and who have mastered duplicatable systems.

That having been said I'll freely admit to being by personality and by intentionally developed habit, a contrarian. **Nick Cokinos** used to call it the "Oliver Twist." At the very least, so many years of knowing the players and seeing "behind the curtain" (probably along with the academic background) have made me one who wants to see proof of any and all claims.

Anything I share will you will have been proven in the field of operating professional martial arts schools and, are working RIGHT NOW. Not 20 years ago or in a wished for fantasy land. But, this month with highly successful schools.

That having been said much of what I say in these columns will be different than "common knowledge" and will go against "industry norms." I'd point out that common knowledge in our industry is created by mostly broke people. Industry "norms" by definition lead to mediocrity. I'll expand upon all of the following in future columns however the difference between successful school owners and the rest of the crowd mostly comes down to three simple things:

**Successful Schools focus on student experience and student retention.**

They aren't fixated on their lineage, style, or particular system. They focus incessantly on relationship and engagement with each student. They focus on developing quality individuals and developing a love of personal development through martial arts training. Really, the only person that cares about your style, lineage, personal athletic mastery, awards and trophies is you. Your real concern should be keeping any student long enough for them to develop mastery of your curriculum.

I learned this first hand from the all time master – **Grand Master Jhoon Rhee**. He was a constant flurry of activity. From working with organizations to creating HUGE publicity opportunities to big ad budgets in the Washington Post and all major TV stations – he never stopped to take a breath or slow down.

**What's your "Marketing Plan?"**

**Do you have 20 or more things happening THIS MONTH to create new students?**

**If not, why not?**

I see if over and over again. The guys who are so proud of how "Hard Core" they are – are the same ones that rarely get students past the first six month. They brag about how hard it is to get a Black Belt with them when in reality there are few students left four, six, eight years later. Want to know how good you are? Don't look at your Black Belts, look at the average skill level achieved by the students you've enrolled over the years. If they trained for 90 days and dropped out – guess what, they're terrible. *Cont next page*



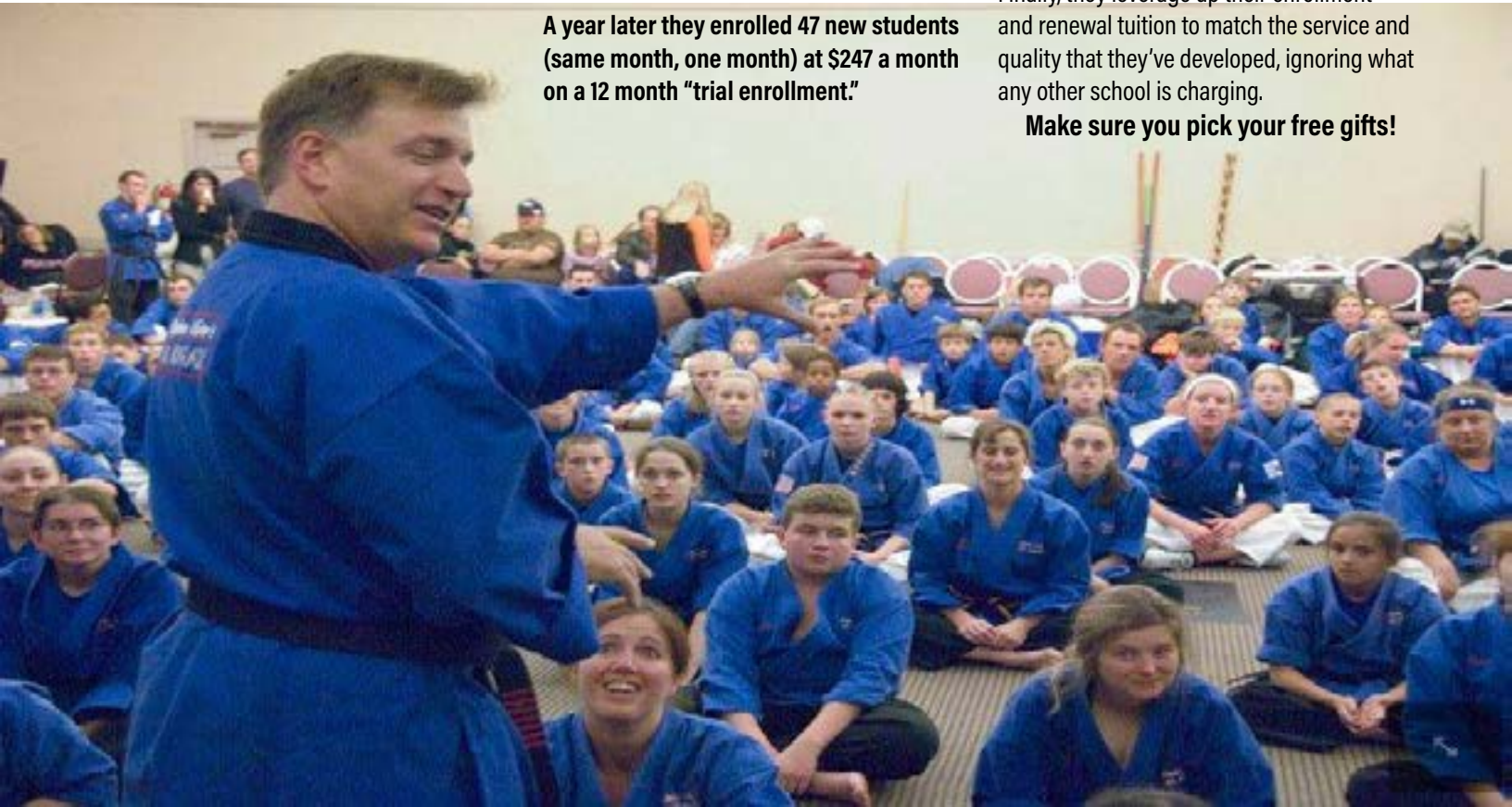
**The next thing** that successful schools do that the failures don't or won't do is market their school at a feverish pace. They have a constant "Parthenon" of marketing activities constantly operating. They have many "referral systems," they master online marketing – SEO, Social Media, and more, they have many community outreach activities constantly running, they effectively use direct mail, email, and text marketing, they are master's of generating free publicity in their local media and much, much more. They have a constant flurry of effective activities going to educate their communities on the value of martial arts training.

Once you've focused on your students, created huge value to your program, and created a strong flow of new prospective students you need to charge a "premium" tuition rate. My first warning to this is to reiterate: industry norms and especially what "everyone else around you" is charging only leads to failure not success. I learned that first when I moved to Denver in 1983. I researched what everyone else was doing (really unnecessary) then just charged what the Jhoon Rhee Institute in Washington, DC was charging. That happened to be more than double what the next most

**Now on this third one,** I'll freely admit that most school owner's (you perhaps?) have great fear and trepidation in charging higher rates and in creating more effective program structures. Far be it for me to try and convince you. That having been said I have a relatively new Martial Arts Wealth member. Last year, this month they were charging \$99 a month, month to month no contracts. This month last year they enrolled 17 new students.

**Well, to conclude** there are three main things that successful school owner's do that the broke guys don't or won't. They concentrate on the student and really work to create a love of training first. They keep their drop-out rate to 1-2% a month rather than a more typical 7-10% a month. Next they are in a frenzy to expose their program to their community through any all means available. They are tireless in marketing their school. Finally, they leverage up their enrollment and renewal tuition to match the service and quality that they've developed, ignoring what any other school is charging.

**Make sure you pick your free gifts!**



**A year later they enrolled 47 new students (same month, one month) at \$247 a month on a 12 month "trial enrollment."**

**and renewal tuition to match the service and quality that they've developed, ignoring what any other school is charging.**

**Make sure you pick your free gifts!**

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- ✔ **FREE Stephen Oliver's Groundbreaking Book:**  
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Off Your Learning Curve and AVOID the MOST COSTLY Mistakes  
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All at no charge.

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# How does your Martial Arts Club insurance respond to a potential claim?

By Graham Slater



## THE EXPERT

Graham Slater is a licensed insurance broker having worked in this area for nearly 20 years. He also has 45 years of martial arts training holding the rank of 7th Dan in Karate. Over the past 35 years he has also operated numerous clubs both in Australia and overseas.

*cont from left column:*

In many cases there is a deductible / excess to pay if you need to make a claim and this has to be paid before the Insurer responds.

As you can imagine over the years, I have had many instructors contact me requesting claim forms. Whether its a potential PL or PA claim I always ask some questions.

My response is not to simply hand over a claim form because I don't know what category it will come under.

There are also circumstances that may identify that the claim is not valid. Preexisting injuries may not be covered, or a person didn't follow the instructor's direction (told not to do something but persisted in doing it).

Many instructors are just not prepared to deal with an insurance claim so let me assure you it doesn't have to stress you out. If you have done your job the broker will do his to make sure the Insurer responds to the claim on your behalf. *cont next page..*

Finding out you have the wrong policy when you need to make a claim is too late, as it **can cost you and your business more than you can imagine.**

So, what are the pitfalls when looking for an insurance policy for your business. Let's start with the types of cover and then explain how they work.

### Types of policies:

- # Public Liability (PL) 1mil - 20mil (10mil being the industry standard).
- # Products Liability (as above)
- # Management Liability \$1mil
- # Professional Indemnity (PI) - 1mil - 10mil ((5mil being the industry standard)
- # Player Accident - As per the schedule (up to \$50k but \$100k is available)
- # Income Protection - From \$250 - \$500 PW for 12-24 months (depending on your request)

### Business Packs are used for those leasing or own a building - they will include:

- # Cover the building
- # Cover the contents
- # Cover glass breakage (inside & out)
- # Covers cash on premise
- # Cover business interruption

### What are your obligations in taking out insurance and what happens if you don't adhere to them?

When filling out the application form a person needs to be truthful and supply the most accurate information to the best of their knowledge.

#### For example:

- # Have you ever had a policy declined or cancelled?
- # Have you not disclosed a previous claim?
- # Have you under quoted your student numbers?
- # Do you run activities that the broker is not aware of?
- # Have you provided false information about your qualifications / accreditations?

**Giving false information on your form or at the time of a claim can create a few issues.** The Insurer may reduce a pay out or decline a claim altogether, leaving you to pay the shortfall, or the full costs. Ask your broker to assist you if you are not sure how to fill out the forms.

### So why do business owners not supply the correct information in the first place?

They feel they will be uninsurable or their premium will be too high. In many cases it will affect the premium because there could be a greater risk to the Insurer. It's of course better to pay the right premium for the risk knowing, if you have a claim you will be supported, otherwise you are throwing your money away.

**Never assume anything about insurance,** get the facts, ask the right questions and meet your obligations as a business owner. Insurance companies have rated the risk of your business, they know exactly where the cover starts and finishes, what's included and what's not. **You should know that too!**

**You can discuss these areas with your broker and in many cases, they negotiate these terms directly with the Underwriter to minimize costs.**

### Operational obligations:

- # Making sure the instructors are qualified to teach what they are teaching
- # Making sure the training area is clean, uncluttered and safe
- # Making sure there are people who can respond to an injury (first aiders) at each class
- # Making sure that all incidents are reported thoroughly

### Accessing your policies in the time of need:

Many people have a policy and don't know how it will respond when they need to make a claim or if in fact it covers them.

*Cont from previous page:*

**The main thing is to discuss the claim** to work out if it is a legitimate one and if it's covered under your policy.

**For example,** if the club / business only has PL / PI the injured party has to prove negligence on the part of the club / instructor to gain any form of compensation. This process can take anywhere from 12 - 24 months to come to a conclusion. If it's a PA / IP claim it is much quicker to resolve, and the injured party doesn't have to prove negligence to access support.

**Expectations on insurance payouts:**

Disputes arise from numerous issues when a student or instructor wants to make a claim. This is especially complex when an injured party doesn't care if it was their own fault, they still want compensation.

**If a person has an unrealistic expectation** on what they feel they should receive by way of compensation they will never be happy. Some people are preprogrammed from their environment that insurance companies should just pay out large amounts of money to anyone who is injured irrespective of the circumstances.

**One example:**

I was recently contacted by a disgruntled student who was seeking a payout for costs she actually hadn't incurred. The person was kicking a hanging bag by herself and tells me she was getting tired but wanted to push herself. She stated that she knew her supporting leg was not in the correct position to reach the bag but kicked anyway. The result was **she torn her ACL**, which was of course, completely her own fault. In her mind backed by her friends she felt the club should pay for all her medical and time off work.

She asked the instructor for a claim form and he refused to give her one, (he is not obliged to either).

She was led to believe by her friends that the club should just instantly pay out for her loss of wages and the costs for her operation upfront, (as estimated by her).

She felt that the claim was legitimate purely based upon the fact it happened at the gym. The upfront payment was justified in her mind by the fact that she would incur these costs in the future. Fortunately this mindset is the minority otherwise insurance premiums would be much higher.

I explained to her that the club wasn't obligated to hand over a claim form and that she could seek legal advice. Further to this I added that the process to gain an outcome could take 18-24 months with little chance of a payment due to there being no negligence by the club.



I said if the club had PA / IP insurance you could have enquired about that, but it wouldn't cover the operation because that comes under Medicare. She then tells me that she wanted to buy PA / IP insurance from me, so she can make the claim herself. I gently explained to her that a person can't claim on an item after the fact, nor purchase it from our company.



This story was to help you understand that there are lots of people out there that feel justified in making claims against you.

If you have a question about insurance and protecting your business, feel free to send it in. Your job is to protect yourself not just with insurance but with the right policies and procedures.

So the more knowledge you have, the better equipped you are to do it

**Email:** [support@martialartsaustralia.com.au](mailto:support@martialartsaustralia.com.au)

**Next Issue:**

Minimizing the chances of you been hit by a fraudulent claim?

What to do if you have been served with a rit (demand for compensation) and you feel it's fraudulent claim?

Finding the right insurance policy for your business doesn't have to be hard, you can simply call

**03 8601 1124**

# HOW EFFECTIVE SLEEP IMPROVES YOUR PERFORMANCE

By Paul Mracek

There has always been a mentality that surviving on minimal sleep is something to be admired. Those few that boast, "I only need 5 hours of sleep and I'm ready to go!" may not be the most productive. In fact it is counter productive. Whether it is at work, playing sports or training

we should rethink how we all seem to undervalue sleep.

A number of studies have shown that people who have under slept are less likely to take on challenges in the work place, the sporting field or during training. They end up taking on simpler tasks and avoiding those tasks that require in depth focus and attention.

People with less than 7 hours of sleep are shown to have less creative solutions to problems and generally slack off in group tasks and team activities or projects.

The challenge in this day and age is that we are working longer hours, commuting further from our homes and sleeping less. This sleep loss epidemic is affecting our overall health and wellness, and what is little known is that getting less than 7 hours a sleep at night will considerably affect your productivity, your focus, your efficiency and creativity in whatever you do?

## Sleep Basics

So, there are 2 principal stages of sleep, one is non-rapid eye movement sleep or non-REM sleep and the other is REM sleep which is commonly known as dream sleep.

Non REM sleep is further divided into 4 separate stages, i.e. stages 1,2, 3 & 4 and it is in the deep stages of sleep in stages 3 & 4 where a lot of the body replenishment takes place, which is great for the cardiovascular system and the metabolism. The current research is looking at not just about the quantity, its also about the quality of sleep, i.e. is it deep and refreshing sleep. Quality can be just as detrimental as a reduction in the total quantity of sleep.

## Sleep and Performance

The key to performance improvement in any sport whether it is at an elite level or not is repetition to build up the motor skills and brain memory (rather than muscle memory); as we often say practice, practice, practice. Sleep is an

important building block in increasing performance by building up the numbers of repetition of learnt skills.

Laboratory studies have shown that the same memory sequence that was learnt while awake the brain replays while you are asleep but at a speed that is 20 times faster.

So, the better the practice of the learnt skills, the better the memories will be when you wake up and test them the next day. You actually improve on those memories and skills while asleep.

The old saying of 'practice makes perfect' should read 'practice with a good night of sleep is what makes perfect'.

The results from testing with motor skill learning athletic performance has shown that the next day you come back with 20 to 30% increase in terms of your skilled performance than you were at the end of your practice session the day before.

Sleep provides skill learning, memory improvement and also body recuperative benefits. The other side of the coin is also true, for example if you are getting

**6 hours of sleep or less, your time to physical exhaustion drops by up to 30%.**

cont:

Memory sequence that was learnt while awake the brain replays while you are asleep but at a speed that is 20 times faster ...

*Cont previous page:*

Consider that you are preparing for a 10 round fight and then you only get 6 hours of sleep the night before, you are going to be physically exhausted by round 7 rather than round 10.

### **So, if you are thinking about burning the midnight oil to meet a deadline or get ahead of the game? Think again!**

Not only is your time to physical exhaustion reduce, but also the lactic acid builds up quicker, and the ability of your lungs to actually expire carbon dioxide and inhale oxygen decreases the less sleep you have.

### **Sleep and Risk Of Injury**

Peak muscle strength, physical vertical jump height and peak running speed are all impacted by the amount of sleep. The less you have the worse a person performs in these areas.

During the studies of these attributes one of the surprising factors was with injury risk when looking at athletes across a season and then plotting how frequently they got injured and correlated to the amount of sleep they had, i.e. 9 hours, 7 hours, 6 hours (or less) sleep and it surprisingly was an almost perfect linear relationship. In simple terms those who were getting 9 hours of sleep versus 5 hours it was almost a 60% increase in probability of injury risk during a season.

Clearly there are a number of other factors that come into play when talking about the issue of all these parameters however sleep is one major factor that we often either ignore or undervalue in the increasing demand for your attention and time.

**Making sleep and relaxation time a priority does not make you lazy and unmotivated, it makes you smart and ambitious.**

So, if you are thinking about burning the midnight oil to meet a deadline or get ahead of the game?

Think again before driving home after a long days work in the office.

Sleep researchers have proven that the cognitive impairment you experience when you're tired is the same as being legally drunk. You're chances of being involved in car accident will skyrocket!

The same goes for taking work home with us. Laptops and smart phones mean we can essentially do our jobs from almost any location with a WIFI connection. But just because you CAN do something, doesn't necessarily mean you should. Making sleep and relaxation time a priority does not make you lazy and unmotivated, it makes you smart and ambitious.

If diet and exercise are the pillars of good health, then effective sleep is the foundation with which they sit upon. Sleep is the greatest legal performance enhancing and skill learning drug that most people have got access to for free, and are probably neglecting in business, sport and in life.

### **References:**

*# Sleep Image: [www.serresponsavel.com/sleep-affects-athletic-performance](http://www.serresponsavel.com/sleep-affects-athletic-performance)*

*# Studies and results from 'Why We Sleep, Unlocking the Power of Sleep and Dreams...By Matthew Walker, PHD'*



Trainer & Master Coach - Kotan Method & NLP;  
8th Dan Black Belt - Martial Arts;  
Chartered Professional Engineer;  
Fellow: Australian Institute of Management  
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# CURRICULUM CONCEPTS

## #1 Lack of Confidence

My martial arts marketing strategy started with the plan to be the most expensive school in the area. I worked hard to be the best teacher in the area so I rarely, if ever, discounted my programs. Someone has to be the best and most expensive.

**Why not me? Why not you?**

Most martial arts school owners think about marketing in a panic to make rent. We see this on Facebook every day where an owner posts a poorly designed ad screaming, **"50% off. Hurry now! No contracts!"** That kind of marketing just smells desperate. It certainly doesn't build confidence and trust.

How you market your school is a reflection of where you place the value on your school. For instance, 50% off, hurry now places the value of your school on price.

**Of all the things you could share about your school, is that the best you can do?**

A screaming discount advert presumes that there are people on Facebook waiting for 50% off from your school so that they can "hurry now!" That is not a sound plan. The truth is the less than 2% of the population in your school's pull radius will enrol in any martial arts school. That also means that every school in your area is fighting

for that 2%. Yet, in virtually every market, **the school with the highest tuition and contracts has the most students.**

**If martial arts teaches so much confidence, why are you embarrassed to ask for a fair tuition?**

At the least, your martial arts school marketing plan should be at least 90-days in advance, with the offer, budget, platform, and goals laid out in advance. Since you are a school, work to educate rather than sell. **Create an image of education rather than desperation.**

Here are some ways to build trust through educating people about the martial arts and how your school operates. YouTube / Facebook videos that are less than 90 seconds.

- # Self defence tips
- # How and why you teach the way do
- # Safety tips for class
- # Anti-bully tips
- # Addressing misconceptions about the martial arts

Reach out to local schools, civic groups, and anywhere else you can get an audience to deliver a powerful presentation on what you do, self-defense, success principles or whatever you think will connect and motivate an audience.

*By John Graden*

**Showcase** any national or international recognition you receive with press releases and blog posts.

**Converting scripts to articles.**

When you script your video, turn that script into the description of the video on YouTube and Facebook Make it into a blog post on your website. Show your face as the leader of the school Talk about your students and staff success stories Tell your own story, especially if you grew up in the area. Your blog activity is a factor in Google ranking. When you discuss a local crime or event, include the address so Google can see you are active in the community.

**Show crime videos** (not too violent) and comment on the mistakes made that led up to the crime and how it could have been prevented. You don't have to go on camera. You can just write the article below the video.

Once you've started to establish yourself as a local martial arts educational expert, you won't have to offer 50% off.

**You can stand by your tuition because you've established that you're worth it.**



## COLUMNIST PROFILE

### JOHN GRADEN

[www.martialartsteachers.com/about-mata](http://www.martialartsteachers.com/about-mata)

John widely credited with leading the martial arts school business into the modern age, John was first called a visionary by MASuccess editor, John Corcoran and dubbed the martial arts Teacher of Teachers by Martial Arts Worldmagazine. John is also the author of many of the best selling books on martial arts business and personal development.

## SPECIAL OFFER

**JOIN MATA FOR JUST**

**\$27.00 per month**

**Normally \$37.00**

[www.martialartsteachers.com/#join](http://www.martialartsteachers.com/#join)



# NEWS EVENTS



The AUSTRALIA KYOKUSHIN KARATE ASSOCIATION's (AKKA) purpose is the teaching and developing students of Kyokushin Karate.

## History of Kyokushin Karate in Australia

In the early 1960's students of Oyama Karate began training in Australia and New Zealand. In 1967 **Shigeru Kato** was sent from Japan and trained students in Sydney and Melbourne then returned in the same year. In the following year, 1968, the South Pacific Kyokushinkai Organisation was established under the chairmanship of **Ivan Zavechanos** until 1970 whereupon **John Jarvis** (New Zealand) was appointed as chairman. In 1969 the New Zealand Kyokushin Association was formed but it wasn't until 1974 that the Australian Kyokushin Karate Association was born. The first meeting was attended by **John Taylor, Gary Viccars, Brian Ellison, Grant Radonich, Peter Wolfe** and **Trevor Field**.

In 1977, AKKA held the first Australian Open Knockdown Championships before a packed audience at the Sydney Town Hall. **Sosai Oyama** (or **Kancho** as he was known then) attended, visiting Australia for the first time. The Open champion at the inaugural event was **Nikola Cujic**. In 1979, **John Taylor** was appointed chairman of the South Pacific Kyokushinkai Organisation.

[www.akka.com.au](http://www.akka.com.au)

The Australian Martial Arts Championships (AMAC) is the Australian branch and flagship of the World Martial Arts Championships (WMAC). It has been in operation since 1993, and across Australia since 2008. It is currently running over 20 tournaments throughout the year in four Australian States (NSW, QLD, VIC, ACT) including a number of regional tournaments. It was found by **Peter Mylonas**, Kancho of Kempo Ryu International Karate Organisation.

Initially, AMAC was the National Championships for Kempo Ryu, based in Sydney, Australia. This event was attended by all styles of Martial Arts and was one of Australia's fastest growing events in Australia.

In 2007 AMAC became a National Open Circuit and WMAC was formed as the parent body, both for AMAC and any other countries that would like to develop their own Open Martial Arts Championships (xMAC) circuit. The same year **Shihan Mylonas** invited then **Shihan Doug Turnbull** (now Kancho) to join the WMAC team – they had shared many years of friendship in the Martial Arts world and it was deemed right for the two to work on a worthy cause such as WMAC.

For details on tournament dates and to get involved go to:  
<https://www.wmachampionships.com/australia>

# ACTION STAR

## REALITY TV SERIES



A COMPETITION WHERE EVERYONE IS A STAR WITH A CHANCE TO GRAB A MOVIE STUDIO CONTRACT

In a world of Reality TV Shows there is so much to choose from but very little with any real substance that isn't so predictable. This new series covers a subject that has been done before **'finding action stars'** but showcases so much diversity in the way cast members are trained.

This series is pitched at taking **martial artists straight from the dojo floor into a movie.** Sounds intriguing for sure, but can they really pull it off especially as it's so hard to find good martial artists that can act?

Well they did, but they needed to broaden the scope of talent to include dancers, sportspeople, fitness fanatics and actors.

That said, this process delivered a much more diverse pool of talent creating a whole bunch of action stars worthy people, to fill multiple movie roles.

The primary production company **Action Star Entertainment (ASE)** pulled together all the right elements to make a unique format that delivers all the action, drama and entertainment.

ASE garnered an impressive team to pull this off that included Anima Studios, Australian Stunt Academy, Kapow TV, World Martial Arts Championships, Elite Holiday Homes, Australian Shooting Academy, Binna Burra Lodge, Supercars Gold Coast, GC Wake Park as well as a big team of individuals.

The big draw card to attract competitors was a **\$50k prize pool** and of course a movie role which included a trip to Hollywood. What they didn't know was what they had to do to get there. No, it wasn't running through a jungle, swimming across an ocean and crawling over broken glass, it was a little more challenging and rewarding.

After several hundred entries around fifty entered the physical competition so the odds of getting a substantial prize was looking good.

**Trung Ly** (Producer, Director, Fight Choreographer) explains the judging criteria to give competitors a better understanding of what the judges look for. There are five things I look for **Personality, Reactions, Choreography, Action and Character** that my team needs to understand.



# ACTION STAR

## Personality:

Show presence and naturalness, the ability to stay in character during choreography

## Action:

An ability to show and understand the action genre, the types of action used and display appropriate acting (eg action comedy needs to be

## Character building:

An ability to create a character by non-verbal means and build the character during the choreography (if the stakes are higher audience will love your character more).

## This is how the audition process started:

Step one, everyone did their

Step two, those that remained had to learn fight choreography from Trung Ly and perform for the judges.

Step three, the TOP 20 remained need to master Richard Norton's choreography in order to stay in the competition.

Step four, the TOP 12 is selected (6 males & females) to be housed for 10 days in a Hollywood style Mansion to

mountains, sky diving, supercar racing, wake boarding, hand gun / rifle shooting, professional stunt and acting training.

**The Action film industry is crying out for new talent and is very keen to see what Australia has to offer.**

Great news we found some great talent ready on the world and pressure tested them and now they are ready to take the role.



## ACTION STAR ENTERTAINMENT

funny, die-hard action need to look hard hitting, disaster action apocalypse fighting zombies, zombies need to fight like zombies. (Also, ninjas do not do MMA).

## Reactions:

Show facial expression in continuity to the choreography and using facial expressions to react to change in situations (getting hit: is it hard hit? or soft hit? are you angry? or surprised. You must apply appropriate reactions and body movement).

## Choreography:

Requires story to convey a message, add conflict and resolution, so some acting is required to tell the story, non-verbal preferred.

## Action:

All the moves need to be credible for any genre selected.

three minute piece to camera, this was entirely up to each individual knowing the judges were looking for potential action stars. Some just sang, others delivered a monolog, some a kata and the more prepared choreographed a fight scene.

compete in various challenges.

**If you think Big Brother, meets Survivor with a few Ninja Warriors** and you might get a bit of an idea of what went on. To me more specific here are a few of the challenges: abseiling down

**When will you get to see this TV Series?**

It's in the editing stage now and the producers are looking for the right distribution network to broadcast. You can however get a sneak preview from Facebook and their website links below. I have been told you will get to see it before the end of the year!

[www.actionstar.tv](http://www.actionstar.tv)



Those that couldn't show any physically shouldn't have been there and were immediately dropped.



# ACTION STAR



ACTION STAR TV - TRAILER - NEW SERIES OUT LATER THIS YEAR  
CLICK ON THE PHOTO TO WATCH VIDEO



**Richard Norton** - Host of Kapow TV Live facilitates a group of experts to talk about how they feel Mixed Martial Arts has impacted on the industry and how it is perceived by the public. Features: Vicent Busittil, Dr Peter Lewis, Stan Longinidis and Dave Hedgecock. You can have your say through the magazine as well!

# PRIVATE CLASSES

## THE HIDDEN GOLD MINE

Do you run private classes at your martial arts club?

Or even better, do you have your staff run them?

Private classes are what I think of as a **"hidden gold mine"**. This is especially true if you have a full time or dedicated training venue.

**You can run a couple a week** to supplement a bit of income, or you can roll out a whole program.



We run most of our private classes for junior students, although some adults do jump on board as well (we are more likely to do a bit of extra 1 on 1 time with an adult student after classes rather than a private class).

**Private classes are fantastic** for students who are short on class count coming up for grading, maybe not quite there with their skills, or as a retention tool for students who are struggling to keep up or stay motivated.

Regarding that last point, all of my instructors know they are able to give out a free private class if a student is wavering, and they think it will help.

Having this a couple of weeks before a grading will almost guarantee that it books out. Schedule a time where you have a 2 - 3 hour block of time available. Friday nights or Saturday afternoons work best for us, and fit in the best with our class schedule.

A great way you can launch or introduce private classes at your club is to do what we call a **"Private Class Marathon"**.

Allocate how long you want the classes to be for. For the marathon, don't do more than 30 minutes (we do 20 minute blocks). It's up to the student to get there early and make sure they are warmed up. Also, when you are taking the bookings, make sure to note what the student needs to work on, so there is less down time chatting about it.

Make this an event, especially if it is the first time. Promote the benefits class count, technique workshop, etc. Students should pay on booking. That way if they don't turn up, you haven't wasted a time slot and somebody else hasn't missed out.

By Paul Veldman

We actually used to run an entire program for kids who did once group class a week, plus one private class per fortnight. This equated to twice a week training and enabled them to keep up with the curriculum. Also, some students just get a better result out of 1 on 1 training.

### TIME MANAGEMENT IS VITAL

This is a focused session. Your time slot should include any time that you need to speak with the student or parent. Running late will throw your whole schedule out.

**As a guideline**, we charge \$25 for a 20 minute session. We run them every Saturday, and will often have multiple instructors taking them, especially getting close to a grading. Once you have established an awareness of private classes in your school, you will find that you get regular bookings from students. We find it especially useful for students who struggle to make their regular twice a week training. We give the same weight to a private class as we do for two standard classes.

**Remember**, if you are running a full time venue, you are paying for your mat space 24/7, so if you are not running regular classes why not use them for something else?



**FREE DOWNLOAD**



## COLUMNIST PROFILE

**Paul Veldman**

**Kando Martial Arts and Martial Arts Business Success (MABS)** Paul is the co-owner of **Martial Arts Business Success (MABS)** and founder and Chief Instructor of one of Australia's most successful martial arts schools **Kando Martial Arts**.

A 5th dan Karate black belt, black belt in Philippine Martial Arts, and currently training in Brazilian Jiu Jitsu and boxing, he is a martial arts student, instructor and owner that has taken Kando to 7 locations and nearly 2000 students.

## SPECIAL OFFER

**MABS has a number of offers for readers but start off by downloading their Free 30 day Manual**  
<https://mabs.com.au>

**Access proven strategies & systems which has seen Kando Martial Arts grow to 5 schools, 1900 students and still going strong...and we'll do the same for you too!**  
**'30 Enrolments in 30 Days is not a dream it's a reality.'**

# The Different Views Of Self-Defence in Australia

## Marital Artist By Paul Mracek

### When it comes to self defence it's all about reasonableness and appropriateness.

It is most likely and also fortunate that most of us will be able to go about our daily lives without having to be worried about being the victim of a mugging, road rage, a fight or other type of attack; or have our work, homes or cars broken into. However, most of us would know of someone, either family, friend or associate that has unfortunately had to face a situation where they have been abused, threatened, attacked or been burgled by someone to inflict harm personally or on their property.

**Our expectation** is that the law recognises that in such situations, self-protection of either ourselves or our property is not only possible but allowed, and which the general public would consider to be justified under what we generally classify as self-defence.

### Current Perception

The perception of the average person is that violence is on the increase because of the ever increasing media coverage of violence from either locally or around the world to improve media

ratings. This has also been reflected in the response from law makers with changes and introduction of new measures, such as one punch attacks, mandatory sentencing legislation, etc. This has resulted in many people coming increasingly concerned about the safety of their families, as well as organisations concerned about the vulnerability of their businesses.

### Business, family and

**personal safety services** is a as a result a fast growing market segment. There is an ever increasing number of programs teaching self-defence to the general public, as well as to other martial artists; and defensive tactics to security officers who are looking to keep safe while on the job. Talking to these groups it is clear that there is still a lot of miss understanding about what constitutes self-defence when a heated situation happens.

In this 3 part paper we will look at what is the view of these three groups, i.e. average person, martial artist and a security guard when it comes to self-defence or defensive tactics. Let's start by looking at what is self-defence. Self-defence in the law It would be helpful if all the states and federal laws where the same, which I am

sure you have worked out is not the case. It is natural that a person who is attacked should and allowed to resist and such actions are lawful so long as it meets certain criteria. As most of us would be thinking, this is not only about ourselves, it is also about those who mean most to us and then this right of defence should include the defence or safety of them (another person).

In simple terms the general rule regarding self-defence is that a person is allowed to take any defensive or evasive steps that they believe to be necessary. If force is used in taking the defensive action, then that force must be appropriate and proportionate to the danger. *cont next page*



### THE EXPERT

8th Degree Black Belt - Taekwonjitsu 6th Degree Black Belt - Taekwondo OCFM Certified Coach; ADT/PPDT Certified In-structor Trainer & Master Coach - NLP & Kotan Method Chartered Professional Engineer; Fellow: Australian Institute of Management Graduate: Australian Institute of Company Directors Master Coach & Practitioner: Time Line Therapy® & Hypnosis

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**Paul in his Bentleigh East Training Facility.**

*Cont from previous page*

The law in relation to self-defence, is viewed from the normal expectations of the average person. Clearly, both the law and common sense, have the understanding that a person who is attacked may defend themselves, but only to the extent of doing what is reasonably necessary in a specific attack and the circumstances of In teaching self-defence, the message to students is the best form of defence is to avoid the danger or threat, this of course is on the assumption that they have time. This is often not the case, and a person may be in immediate danger and have to take some spontaneous defensive action.

What this means is that, the force used by a person in using self-defence must be rea-sonable and proportional to the danger which they reasonably believed they faced.

**IN USING SELF DEFENCE IN ANY CONFRONTATION SITUATION, YOU MUST MAKE SURE THAT YOU DO NOT BECOME THE AGGRESSOR. THE LAW IS CLEAR THAT ANY BELIEFS AND DEFENSIVE ACTIONS MUST BE REASONABLE.**

**PART 2 - Next Issue**  
**The legal test for self defence**

*The principle for self defence comes from the Australian High Court decision set down in Zecevic v DPP (1987) 162 CLR 645. In this judgement the following rule for self defence was established:*

When the danger no longer exists, the issues of appropriate and proportional actions would not be met or justified in using force as a way of revenge against the attacker, as this would be viewed as violence and be seen as an assault. The main things to consider in all cases of self-defence are: (a) Type of the attack. (b) Response to the attack is proportionate.

Looking at each of the points; firstly a) being the type of the attack, what is the perception of the victim of the danger believed to be faced; and b) percep-tion of the level of personal danger and how proportional is the response to that danger.



# NEWS EVENTS



The National All Styles (NAS) started off as a small Victorian martial arts tournament and has now grown into one of the most successful and professional tournament circuits in the Australia today. It began with the simple idea of bringing all styles of martial arts together in a friendly tournament.

38 years later the National All Styles is one of the biggest and most professional martial art tournament circuit in the Southern hemisphere. With tournament circuits in every capital city of Australia as well as a number of regional areas, with over 5000 competitors annually as well as the vast number of different martial art organisations competing in the NAS such as Kung Fu, Karate, Tae Kwon Do, Silat, Hapkido, Tai Chi to name just a few is a statement of the popularity and success of the NAS circuit. Men, women and children of all different martial arts backgrounds have competed in this most unbiased and non-restrictive ALL STYLES event.

**The 2018 NAS Nationals will be held at the newly built Carrara Indoor Stadium in beautiful sunny Gold Coast, QLD.**

**1. Competition days - 1st & 2nd December 2018**

**Contact: Jim Casey - NAS President 0402 695 717**

<http://www.nationalallstyles.com.au>



**26th August Knox Netball Centre, Ferntree Gully, VIC**

**The August tournament has been a major event in the Lion Bushido calendar since 1999.**

**The 2018 August tournament will be held on Sunday, 26th August at the Knox Netball Centre in Ferntree Gully**

The categories of events are as follows: Kata, Self defence, Sword Play, Continuous sparring, Points sparring. Each category has a collection of events, where each event allows competitors to be within a given belt level and age range. There are also open events in each category that may be entered by any coloured or black belt level student within a given age range. Competitors may enter multiple events.

Placegetters are given awards in the form of trophies and medallions. Every student's place contributes towards their school's overall score, with the winning school taking home the perpetual cup. Remember, although trophies and awards are symbols of success, The spirit of healthy competition, maturity and experience gained from the tournament are considered more valuable.

**Call David Snell for further info: 0434 283 001**

<http://www.lionbushido.com>

Sam Greco talks about the Fight Mindset with Kapow TV Host Graham Slater  
How do you get up when you have been smashed to the ground and feeling the pain, you just get up!  
Filmed in front of a live studio audience in Melbourne.



click image: VIDEOS OPEN UP IN ANOTHER WINDOW - [VIMEO.COM/KAPOWTV](https://vimeo.com/kapowtv)



Mike Stone shares what its like living in paradise with Graham Slater for Kapow TV  
Mike Stone is a legend in the martial arts industry but has also had many success in front and behind the camera.  
Mike explains the power of mindset and the words that come out of your mouth, (they are so powerful).

# A CLASSIC SUCCESS STORY

**Article written by: Famous Martial Artist & Hollywood Stunt Legend Kim Kahana Sr.**

You may not recognize my name or my face, but if you've ever watched TV or a feature movie the chances are you've seen me, Kim Kahana Sr. I'm the guy going over the cliff, flying through the bar room window, crashing a car and falling off a horse. Subjecting my body to whatever the Hollywood screenwriters and Directors can dream up for their action shots.

**SO WHO IS KAHANA THE HOLLYWOOD STUNTMAN?** To Understand, it is essential to understand Kahana the man.

I was born in the Hawaiian Islands on October 16<sup>th</sup>, 1929. My father was in the U.S. Coast Guard and was an instructor in Judo and Aikido teaching to the general public as well as my family. At the age of 4 ½ I became very proficient in both these arts. In 1934 my father was transferred from Sand Island, Hawaii to Osaka, Japan taking me along with him where I studied under Sensei Hanna Fusa for about 3 ½ years earning my first black belt in Judo at the age of nine years old. Then in 1937 my father was transferred back to Hawaii. There I was able to see many different styles of martial arts such as Filipino-stick fighting, Kung-Fu, and Karate. I was very active and liked to fight in and out of the ring. I enjoyed contact. My first style in Karate was Shotokan, but after studying for a year it became a little too rigid for me so I made the decision to switch to Kempo and then to Shorin-Ryu. By this time I had developed a good mix of martial arts under my belt. I was also very interested in the art of the Samoan Knife and Fire Dancing which I learned from some of my Samoan friends. In later years I became a Samoan Warrior under the training of Freddie Letuli and traveled around the world performing.

As a boy I became very restless. I wanted to go to the mainland and see the country. At the age of nine I stowed away on a ship bound for San Francisco, but out to sea I was discovered and brought back to Hawaii. After witnessing the bombing of Pearl Harbor I stowed away again and this time made it to San Francisco. From there I hitchhiked and hopped trains across the country to my Uncle in New York where he was working in a band with Xavier Cugat. He taught me how to play the drums which was the start of my career in show business, playing drums and dancing the Samoan Fire and Knife Dance.

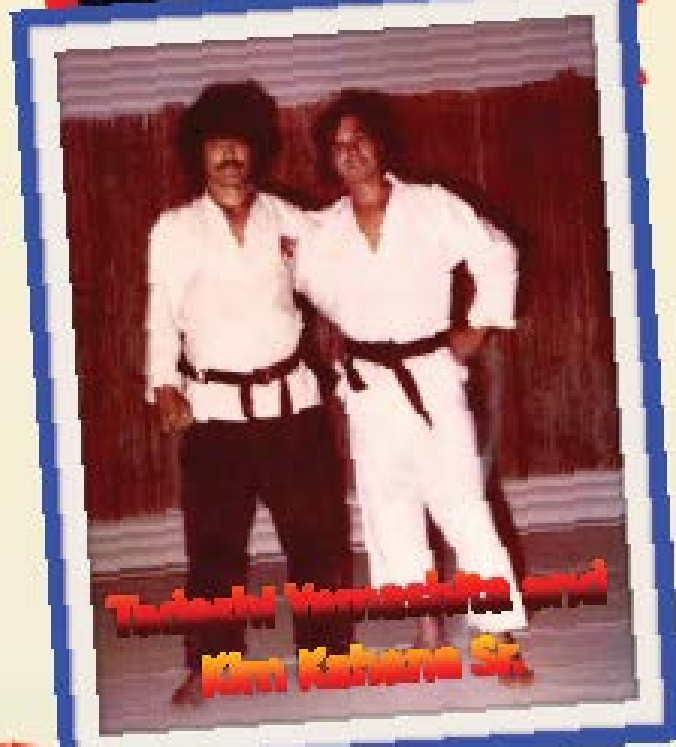
Years later during the Korean War I enlisted in the U.S. Army and became a member of the Airborne Ranger Unit. The Korean War was about survival. In fact I clawed my way out of a grave after an enemy firing squad had left me for dead becoming one of the country's most decorated soldiers of the Korean War, having received the Silver Star, two Bronze Stars and two Purple Hearts. I later also recovered after a grenade explosion had left me blind for two years and permanently sightless in my left eye.

After the Army I moved to Hollywood and began working as an extra. I also began picking up work as a stuntman after I realized that these guys were getting paid a lot more for what I had been doing in Korea for free. At least it seemed that way in my mind. I did not know how to ride a horse, so I went to such legendary Hollywood cowboys such as Yakima Canutt and the family of

I was also surprised as I received a Recognition Plaque for "Best Stunt Coordinator".

Over the past six years the Zaino's have not only become an extended part of my family they have excelled their talents far beyond what I could have ever imagined. This is why I offered to assist them and become the Director of their online television show, Director of their family documentary film "Born to Compete – the Zaino's", which is now in the editing stages and recently made the decision to become their official manager. Besides the obvious, their similar family values and work ethic, it is still quite amazing to me to see their family and reflect on how my family was so much like theirs with so many similarities to include both myself and Danny having long careers in the martial arts, with me over 60 years and Danny over 40 years. Danny and I both served in the United States Army and both were stationed in Korea. I from 1950 to 1953 during the Korean War and Danny, a DMZ Military Police Veteran serving from 1979 to 1981.

Both of our families are in the entertainment business. The Kahana's are long standing in Hollywood for our famous stunt performers, actors and second unit directors. The Zaino's are the new generation in Hollywood with their own online media network to include TV, Radio & Magazine in which Danny is the Executive Producer & Host of "Martial Arts Show Biz TV", an online martial Arts & entertainment reality based news show starring the Zaino Family. Theresa Zaino is the CEO and Operator of "Action Entertainment Talent Agency" A fully licensed and bonded SAG-AFTRA franchised agency located in Jupiter, Florida. As for the Zaino children, Tony Zaino is a graduate of Palm Beach State College in film production; Joey Zaino is a graduate of the Kahana's Stunt & Film School and a student at the Florida State University along with sister Dominique Zaino who is in the FSU prestigious media and communications Program. They are all actors and entertainers currently assisting the Kahana's Stunt & Film School and helping with on going projects.

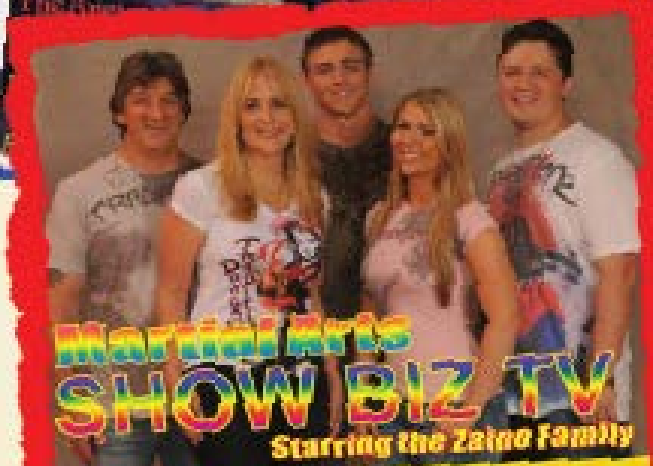
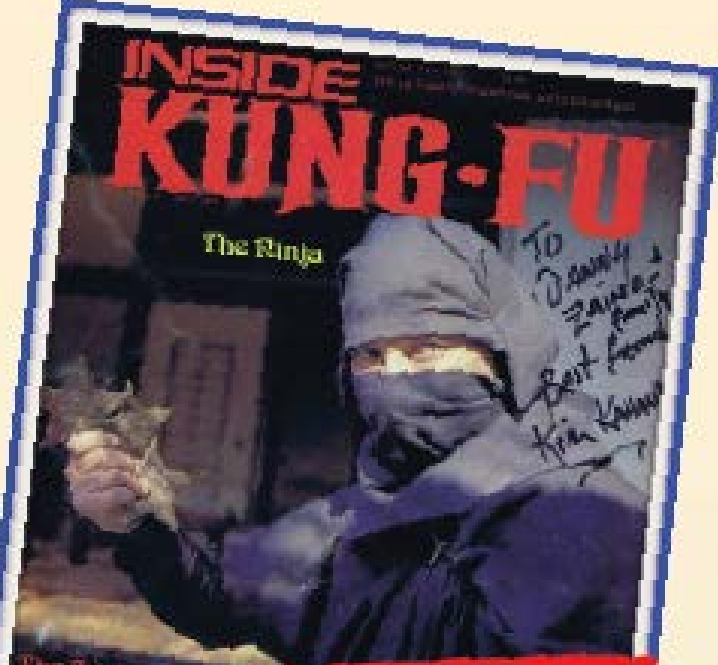


Theresa Zaino and  
Kim Kahana Sr.



Kahana Stunt School - LA

Today, the Kahana name is still active and working in the business. I'm still coordinating, rigging, and directing. I stay active in the field, motivated to continue by the stunt students and their families. I am doing more projects every year on my 100 acre ranch in Central Florida. The ranch is world renown for movie companies to use for their productions as well as teaching actors and stunt people to learn their craft. In fact now the Kahana Stunt & Film School has started a Junior class for stunt career oriented kids ages 10-17. Our Junior students predominantly have advanced martial arts or gymnastics background. I also continue to work with the Zaino's on a daily basis where our companies "Stunt Action Coordinators Inc." [www.kahanstuntschool.com](http://www.kahanstuntschool.com), "MASBT, RADIO & MAGAZINE" [www.masbtvnetwork.com](http://www.masbtvnetwork.com), and "Action Entertainment Talent Agency" [www.aetalent.net](http://www.aetalent.net) have on going film projects year round for people to come, learn and train from all over the world. At 85, I'm still kicking and I don't plan on stopping or slowing down any time soon.



Produced by Zaino Family Directed by Kim Kahana  
 We Promote Hollywood Action Movies, Movie Stars, Martial Arts Celebrities, Events, Products & More!

Directed by Kim Kahana with...  
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The second one is a bit later  
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[See the Facebook Tour Page For More Details](#)

IF YOU HAVE AN EVENT YOU WANT PEOPLE TO KNOW ABOUT - SEND IT TO US AND WE WILL CIRCULATE IT

# WHO WANTS TO BE A STUNT PROFESSIONAL

Ask Colin Handley how!

## WHO WANTS TO BE A STUNT PROFESSIONAL?

If you are thinking of becoming a stunt performer, you must have a passion for the stunt industry and the drive to put in consistent training in a variety of skills. Start to plan several months if not years of training, skill development, filming for your showreels, and surrounding yourself with like minded people in the industry who can help keep you focused on making this a career. It can be difficult, time consuming, frustrating and hard work, but when you make it, the effort will definitely be worthwhile. You can find stunt related training in most capital cities around the world if you start to research.

**A Stunt is defined as a stunt action performed that requires extraordinary skill or endured discomfort as part of the performance.**

Stunt professionals are made through immersing themselves in core skills practice and regular training, so you are performance ready all the time. I hope that if you want to know how to become a stunt performer then my post will provide a useful guide, listing top tips for succeeding as a stunt professional.

For more than thirty years, I've travelled the world to exotic destinations, and been in the company of action stars like Sylvester Stallone, Arnold Schwarzenegger and Bruce Willis, also trained with Chuck Norris, Van Damme, Scott Adkins and Michael Jai White. I was also

fortunate enough to work as a stunt double on the most recent **Pirates of the Caribbean**. I have also been the head instructor and principal of Stunt Academy, training over 200 successful stunt performers.

## MAKING A STUNT PROFESSIONAL

In learning how to become a stuntman or stuntwoman, you will come to understand that stunt work is very specialised, and it helps to be an expert in at least one field, to make a name for yourself. However, you also need to be a bit of an allrounder, as much of basic stunt work involves tumbling, fights, driving cars and motorcycles and falling down or off buildings. Having good coordination, balance, agility, aerial awareness and strength will be of great benefit as you enter this exciting industry. You can also specialise in high work, rigging, vehicles, fire, horses, weapons, tactical, water skills, fighting and parkour.

**The MEAA (Media Entertainment Arts Alliance)** is the largest established union for Australia's creative professionals such as stunt professionals, actors, crews etc. Stunt Grading Procedures govern working in the film and television stunt industry.

A Stunt performer must have advanced stunt skills and proof in four of the five categories of Body control (compulsory), Heights, Vehicles, Animals and Water. A Stunt performer must have advanced stunt skills and proof in four of the five categories of Body

control (compulsory), Heights, Vehicles, Animals and Water.

Starting out as a **Stunt Action Persons (SAP)** you must have evidence of a minimum 6 months compulsory recognised stunt training, certificates and/or references as proof of qualifications / level of competency, written recommendations from a graded stunt coordinator and one from a graded assistant stunt coordinator / or stunt actor. You submit an application to the **MEAA Stunt Committee** for grading approval. Once graded, you may start working as a Stunt Professional, earning between **\$500 and \$2000 per day**. You can be chosen to work as a stunt performer based on your appearance, special skills, or suitability to stunt double actors.

'**Stunt Book Australia**' provides an online self promotion opportunity for all stunt professionals working within the Film and Television Industry. The detailed profiles of all Stuntmen and Stuntwomen allow users to do a casting specific search of the member database. As the only website specialising in facilitating the casting of stunt professionals in Australia, Stunt Book Australia is the top resource of information for hiring stunt performers in Australia. You should also endeavour to become a trusted member of a stunt of a stunt group under a stunt coordinator.



## Colin Handley *Principal*

The Australian Stunt Academy has been established for over 22 years and the various courses have produced some of the world's leading stunt performers, riggers, specialists and coordinators.

## Stunt Academy

info@stuntacademy.com

Ph: 0412 455 005

[www.stuntacademy.com](http://www.stuntacademy.com)



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**Phone:**

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Graham Slater  
Founder



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