FOUNDING PARTNERS PROSPECTUS

SOUTH AUSTRALIAN SIGNAGE ACADEMY

LEARN IT. CREATE IT. BUILD IT.

Building South Australia’s leading practical signage training destination — and a nationally accessible digital learning platform.

Growth horizon: 2027–2040 | Industry partnerships • schools • training facility • online education

The opportunity: support a staged, industry-led training venture that can grow from small hands-on Discovery Days into a multi-stream training business with the potential to exceed A$2 million in annual revenue over 10+ years.

Important: this is a partner discussion document, not an investment offer. All figures are illustrative scenarios, not forecasts or commitments. “Leading” is an ambition, not a verified market position.

01 THE OPPORTUNITY

Signage is a hands-on industry with many entry points: vinyl, print, fabrication, installation, design and project operations. Yet prospective entrants can struggle to find a low-barrier way to experience the work, and employers need reliable evidence of practical aptitude. SASA proposes to bridge that gap through industry-led learning.

What SASA will build

• A free or low-cost Discovery Day introducing learners to materials, tools and their first finished sign.

• Paid beginner and intermediate courses with documented skills assessments and a repeatable instructor handbook.

• School demonstrations, teacher resources and supervised career-exploration pathways.

• Employer upskilling, supplier-led technical workshops and a practical talent-introduction network.

• An online library of professionally produced tutorials, structured courses and subscription learning.

• A dedicated South Australian training facility when demand, funding and utilisation justify it.

Why partners should engage early

Founding partners can help shape practical curricula, demonstrate products, contribute equipment and offcuts, sponsor access for learners, and connect training to genuine workplace needs. In return, SASA proposes measurable visibility, education opportunities and transparent impact reporting — under written agreements.

Where SASA stands today

Founder-led concept with prepared Discovery Day and 12-week vinyl teaching materials, an existing website/social presence and industry relationships to develop. Potential workshop access and supplier support are discussions, not yet presented as signed commitments. SASA is not claiming RTO status or nationally recognised qualifications.

02 THE 14-YEAR SCALE ROADMAP

Stage	Period	What changes	Gate to advance
Proof	2027–28	4–6 Discovery Days per year; 1–3 paid cohorts; 3–5 industry relationships	Positive contribution margin; safety system; repeat bookings
Reach	2029–30	School pilots; employer training; instructor assistant; digital pilot	School permissions; repeatable delivery; first online buyers
Facility	2031–33	Dedicated training site if justified; 2–3 instructors; advanced modules	Signed demand pipeline; facility break-even and reserves
Statewide	2034–36	More course streams; employer contracts; regional delivery; digital catalogue	Consistent quality and reliable recurring revenue
National	2037–40+	Scaled online platform; interstate partner instructors; expanded enterprise training	Proven retention, customer acquisition economics and trainer capacity

The facility vision

A modular practical training centre with vinyl/glass bays, large-format print and laminating stations, ACM and fabrication benches, vehicle graphic training panels, a classroom/video studio, accessible amenities, safe storage and a demonstration zone for suppliers. An indicative 400–800 m² site is a planning hypothesis only; choose location and size using occupancy and utilisation modelling.

The national recognition strategy

Build a trusted industry brand through documented practical outcomes, consistent instructor standards and employer endorsements. For formal nationally recognised training, first explore partnerships with an existing Registered Training Organisation (RTO); assess owning an RTO only after independent regulatory and commercial due diligence. Online instruction alone cannot substitute for supervised assessment where physical competency is required.

03 PRODUCT & REVENUE ENGINE

Revenue line	Product	Scale mechanism
Entry	Discovery Day → 12-week beginner courses	Recurring cohorts; school and social referrals
Intermediate	Vehicle graphics, frosting, print/laminate, installation modules	Specialist instructors; higher-value seats
B2B	On-site employer upskilling and supplier training	Contracted training days; repeat clients
Schools	Career talks, practical school sessions and teacher packs	School agreements; safeguarding-first delivery
Online	Self-paced courses, subscription library, instructor Q&A	National distribution; recurring member value
Partners	Founding support, equipment sponsorship, scholarships	Written value exchange; no guaranteed ROI

The flywheel

Discover through schools and free workshops → Learn through short courses → Demonstrate skills via evidence and portfolios → Connect with employers → Advance via specialised modules → Return for ongoing online and workplace learning.

Online platform — phased, not speculative overnight scale

Phase 1: Record 20–30 evergreen lessons while teaching, with release forms and rights clearance. Phase 2: Sell 2–3 self-paced courses, track completion, refunds and learner feedback. Phase 3: Add a membership library, live clinics and employer team access. Phase 4: Scale paid acquisition only once retention and contribution economics are proven. Publish clear non-accredited status unless an authorised RTO delivers accredited components.

04 THE A$2M+ ANNUAL SCENARIO

The following is one possible mature-year revenue mix (2038–2040+), not a forecast. It deliberately uses multiple income streams rather than relying on one physical classroom.

Stream	Annual volume × price	Illustrative sales
Beginner cohorts	24 cohorts × 10 learners × $1,299	$311,760
Advanced courses	350 enrolments × $1,299	$454,650
Employer workshops	90 days × $3,500	$315,000
School programs	120 sessions × $1,500	$180,000
Online courses / membership	2,500 annual purchases or member-years × $249	$622,500
Partner & sponsor packages	40 packages × $5,000	$200,000
TOTAL	Gross annual revenue	$2,083,910

Pricing is assumed in AUD excluding GST for scenario comparison. The online line combines purchases and member-years as a simplified volume unit; a real model must separately forecast subscriptions, churn, annual recognition, and one-time purchases. Sponsorship is less predictable than tuition and should not underpin fixed costs.

What it would actually take

24 beginner cohorts represent 240 learner places annually, requiring overlapping cohorts and multiple instructors. 90 employer days and 120 school sessions imply dedicated B2B delivery capacity. 2,500 online sales/member-years require a sizeable audience, consistent marketing and evidence of repeat purchase or retention. Forty sponsors is ambitious and must be treated as optional upside, not a base case.

A safer scale test

Before committing to a major facility, require 12 months of measured utilisation, positive contribution margin by product, signed employer demand, online retention data and a cash buffer. A$2.08m revenue is not A$2.08m profit; payroll, rent, equipment, marketing, insurance, travel, content production and platform costs could be substantial.

05 PARTNER OPPORTUNITIES

Partner pathway	Indicative contribution	Proposed recognition / outcome
Foundation supporter	$2,500–$5,000 cash or equivalent in-kind	Acknowledgement, annual impact summary, approved event visibility
Workshop / equipment partner	Machines, offcuts, tools, consumables or venue access	Co-branded technical demonstration subject to approval
Student access partner	Fund 5–20 learner places or school visits	Scholarship reporting and consent-based impact stories
Employer pathway partner	Guest experts, mock briefs, site visits, interview opportunities	Early exposure to learner portfolios; no hiring obligation
Strategic growth partner	Negotiated funding or specialist expertise	Separate negotiated agreement after diligence; no implied equity

These tiers are starting points for negotiation, not existing packages or tax-deductible donation claims. Any exclusivity, naming rights, brand use, access to student information, equipment ownership or commercial return must be documented.

Priority partner conversations

• Material and equipment distributors: product education, offcuts, sample kits and instructor demonstrations.
• Sign shops and major installers: job briefs, mentors, employer workshops and practical feedback.
• Schools and career advisers: approved introductory sessions and teacher resources.
• Property and development signage clients: workforce-development sponsorship and applied projects.
• Video, software and learning-platform partners: production, hosting and accessibility.

Founding partner invitation

We are seeking a small group of organisations willing to support a measured 12-month launch through materials, workshop access, school introductions, practical expertise or direct program funding. Partners will receive a quarterly update showing learner numbers, courses delivered, outcomes and how support was used.

06 2027 EXECUTION PLAN

Quarter	Founder actions	Evidence to share with partners
Q1	Confirm venue, public liability and safety arrangements; refresh website; deliver Discovery Day pilot	Signed venue terms, attendance, satisfaction and event photos with consent
Q2	Deliver further Discovery Days; recruit first 6–8-person paid cohort; record initial video modules	Cost per learner, completion, student work samples
Q3	Pitch suppliers and employers; meet career advisers; test a school demo	Written partner commitments, school feedback
Q4	Repeat profitable formats; publish first annual impact report; decide 2028 timetable	P&L, cash flow, lead-to-enrolment conversion, repeat demand

Metrics that determine whether SASA scales

- Qualified enquiries, conversion to paid enrolments, attendance and completion.
- Direct material cost per student, teaching hours, gross margin and contribution after founder time.
- Employer satisfaction, school rebooking, student confidence and opt-in introductions.
- Online acquisition cost, refund rate, lesson completion, subscription churn and lifetime value.
- Facility utilisation, instructor capacity, incident reporting and cash runway.

Risk and governance

Put safeguarding and school permissions in place before working with minors. Confirm public liability, professional indemnity and venue arrangements with appropriate advisers. Use product-specific safety and installation instructions. Avoid job guarantees or accredited qualification claims. Formalise ownership of filmed lessons, copyright, brand licensing, partner logos and privacy permissions. Seek independent accounting, legal and RTO regulatory advice before capital raising, leasing major premises or pursuing accreditation.

07 THE ASK & NEXT STEPS

What we are asking founding partners to do

1. Attend a 30-minute founding partner briefing and review the pilot curriculum.
2. Choose one support lane: materials, equipment, venue, school access, instructor expertise, scholarships or cash sponsorship.
3. Agree a 12-month pilot contribution and a simple written deliverables schedule.
4. Review quarterly results before considering a longer-term strategic role.

Suggested pilot funding allocation

Use	Illustrative allocation
Training consumables and reusable practice panels	25%
Safety, insurance, compliance and documentation	20%
Course filming, editing and online pilot	25%
School outreach, transport and demonstrations	15%
Marketing, registration and contingency	15%

Allocation is a proposed framework, not a committed budget. An itemised pilot budget and quotations should accompany any specific cash ask.

Founder-led now. Institution-ready later.

SASA’s advantage at launch is hands-on industry teaching by its founder. The long-term business is built by turning that knowledge into teachable systems, quality-controlled instructors, employer partnerships and a nationally accessible digital catalogue. The objective is to grow responsibly into South Australia’s most recognisable specialist signage training destination, while making training accessible well beyond the state.

Contact and next discussion

South Australian Signage Academy | sasaacademy.com.au
Founding partner meeting: discuss the pilot, tour the proposed workshop where authorised, review support options and agree measurable next steps.

Prepared November 2026. Draft commercial proposal for discussion only. Financial assumptions and any partner relationships must be verified before external distribution.