Shake It with Us

An interactive cardio program for children where they will learn fun dance moves, self-expression as well as building their confidence.
What is KONGA® Kids? An interactive cardio program for children where they will learn fun dance moves, self-expression as well as building their confidence. KONGA® Kids is an adapted version of KONGA® to suit the needs and wants of Kids aged 3-12. KONGA® Kids is a fun workout that fuses simplistic dance and fitness movements combined with popular music that is appealing to kids.

<table>
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<tr>
<th>WHAT IS INVOLVED?</th>
<th>COMPLEXITY &amp; SUITABILITY</th>
<th>SKILLS LEARNT</th>
<th>MUSIC CHOICE</th>
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<tbody>
<tr>
<td>Dance</td>
<td>Medium complexity</td>
<td>Self-expression</td>
<td>Hip Hop</td>
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<tr>
<td>Boxing</td>
<td>Suitable for 3-12 year olds</td>
<td>Communication</td>
<td>Kids Music</td>
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<tr>
<td>Cardio</td>
<td></td>
<td>Spatial Awareness</td>
<td>Pop</td>
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<tr>
<td>Ballet</td>
<td></td>
<td>Rhythm</td>
<td>Dance</td>
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<tr>
<td>Games</td>
<td></td>
<td>Confidence</td>
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The benefits of the KONGA® Kids program include:

- Improves coordination and spatial awareness
- Builds confidence and positive body image
- Boosts kids’ motor skills, and brain and social development
- Plays an integral role in the fight against childhood obesity
- Uses popular music the kids know
- Encourages self-expression
Important information

Who can participate in KONGA® Kids?

Children aged 3-12. Parents are also welcome to join in the workout. This can be very appealing to adults who also wish to get a cardio workout, or their kids feel comfortable with their presence. We do suggest defining what ages your kids class is for as there is a big difference in maturity & skillset in 3-12 year olds. Our routines we create are suitable for all ages, however, some routines are better suited to a younger group of children or older. For example, The Wiggles songs are better for 3-6 year olds. Therefore, we suggest in your marketing & promotion of your classes to include what age gap is appropriate for your class.

What music is used in KONGA® Kids?

The program uses clean versions or children’s adapted versions of popular adult music as well as childhood classics from movies, tv shows & popular children artists like The Wiggles.

How many routines do I get?

You receive 10 new Kids routines four times per year, plus you have access to all past Kids choreography. This is included in your KONGA® Licence Fee payment. Even if you do not teach adult classes, you need to pay this fee to teach KONGA® Kids.

Where & when can I teach KONGA® Kids?

You can teach our classes at any venue or gym you like. We suggest finding a venue that is child-friendly and a time that is appropriate for Mum’s to attend.

How much do I charge?

It is up to you. However, we suggest running Kids classes in Terms or blocks so you receive upfront payment & commitment from the parents & children.

What requirements do I need to teach?

- KONGA® Qualification
- Music Player & Speaker
- Insurance
- PPCA/APRA music licencing
- CPR & First Aid (specific to Kids ideally)
- Working with children check
- Guardians contact details of every attendee in class in case of emergency.
- Consent & permission from all guardians or parents of the children.

How long should a class be?

We suggest 45 minutes. However, you may do any length you prefer. You also need to allow time to give the kids drink breaks in between each track.

What is the “Welcome” part of the class?

To ensure your class participants feel welcome, enjoy the program & keep coming back they need to feel part of your KONGA® Kids Tribe; so we have a “Welcome”. It is essential every individual feels part of the tribe by beginning the class with a welcome. The Welcome must be performed every single week. The Welcome must include you introducing yourself & sharing something about yourself. Then, you must get the participants to say hello. Some ideas include:

- Standing in a circle & saying hello to everyone while learning their name
- Singing a Hello Song
- Getting each participant to share something special about their week.

What is the “Goodbye” part of the class?

To ensure your class participants feel welcome, enjoy the program & keep coming back they need to feel part of your KONGA® Kids Tribe you must for a formal Goodbye each week. This may be something like below:

- Standing in a circle & saying goodbye to each individual
- Doing a handshake or special movement to say goodbye
- Getting everyone to shake hands or give each other a hug.
How to teach KONGA© Kids?

Step 1  **STEPS** - Identify the four main steps for each track
Step 2  **MUSIC** – Listen to the relevant Kids song and recognise the beat
Step 3  **SLOW IT DOWN** - Apply the FOUR steps to the song & practise them
Step 4  **ADAPT THE STEPS** – Adapt the nature of the steps if necessary. For example, you may have a class of very young children, therefore you may adapt some movements slightly to be slower or changed to an alternate movement. Remember to follow The Jungle Body Formula you learnt from the Instructor Training Manual.
Step 5  **PRACTISE** – Practise all the routines with the new music, slower steps and adapted movements.
Step 6  **ADD IN A GAME** – Kids love games. We suggest adding in Musical Statues or Musical Bobs into the middle of your class.
Step 7  **CREATE YOUR PLAYLIST** – Choose all the routines you want to include in your class. Use previous months and new Choreography. We suggest only changing your Choreography every 4-6 weeks as this gives the kids time to learn & master the movements.
Step 8  **THINK ABOUT YOUR BREAKDOWNS** – In adults KONGA® we take around 20 seconds to breakdown our routines. However, in KONGA® Kids we take at least a minute up to two minutes. This gives you sufficient time to grab the attention of your class, breakdown the movements, practise them with your class & then get them ready to perform the track;
Step 9  **PREPARE** – Plan your Welcome, Playlist, Game & Cool Down. Kids thrive from structure, so you want to provide a consistent structured class each week that kids can grow from & eventually master; and
Step 10  **MARKET & PROMOTE** – Follow the steps over the page to market your classes.

**KONGA© Kids Structure**

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<tr>
<th>ACTIVITY</th>
<th>APPROX TIME</th>
<th>EXAMPLE</th>
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<tr>
<td>WELCOME</td>
<td>9:30am – 9:35am</td>
<td>Icebreaker</td>
</tr>
<tr>
<td>WARM UP</td>
<td>9:35am – 9:40am</td>
<td>Warm Up</td>
</tr>
<tr>
<td>ROUTINE 2</td>
<td>9:40am – 9:45am</td>
<td>Boxing</td>
</tr>
<tr>
<td>ROUTINE 3</td>
<td>9:45am – 9:50am</td>
<td>Hip Hop</td>
</tr>
<tr>
<td>ROUTINE 4</td>
<td>9:50am – 9:55am</td>
<td>Pop</td>
</tr>
<tr>
<td>GAME</td>
<td>19:55am – 10:00am</td>
<td>Musical Statues</td>
</tr>
<tr>
<td>ROUTINE 5</td>
<td>10:00am – 10:05am</td>
<td>Cardio</td>
</tr>
<tr>
<td>ROUTINE 6</td>
<td>10:05am – 10:10am</td>
<td>Ballet</td>
</tr>
<tr>
<td>COOL DOWN</td>
<td>10:10am – 10:13am</td>
<td>Cool Down</td>
</tr>
<tr>
<td>GOODBYE</td>
<td>10:13am – 10:15am</td>
<td>Goodbye to each other</td>
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### Marketing KONGA® Kids

Professional, consistent & innovative Marketing of your KONGA® Kids class to parents in your local area is essential in creating & growing your tribe of kids. We suggest the following Marketing Tools to promote your Kids classes:

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<tr>
<th>MARKETING TOOL</th>
<th>IDEAS</th>
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| Facebook             | - Create a page with kids & parents focussed imagery, videos & content  
                        - Post daily to ensure page growth & engagement  
                        - Ensure all class details, FAQ & important information is clearly displayed so it is easy for your market to understand what you are offering.  
                        - Have a weekly budget to spend on Facebook Ads  
                        - Use unique marketing concepts like “Mummy & Me Classes”  
                        - Run Holiday special events or end of term concerts where the kids get to show off what they learnt. This may include face painting, activities or a special character in dress up. |
| Instagram            | - Create a page with kids & parents focussed imagery, videos & content  
                        - Post daily to ensure page growth & engagement  
                        - Run competitions to build your following & follow people in your area.  
                        - With parental permission provide a photo at the end of the class or “selfie” so that the parents can see the fun that kids have at class. |
| Website              | - Set up a free website with wix.com. Being professional and offering a quality service is very important to parents when they are considering sending their child to a class. |
| Posters/Flyers       | - Create professional looking posters & flyers to distribute. These must include all important details and the imagery must be appealing. Use our logos & imagery. |
| Email Marketing      | - Be professional by sending out emails, text reminders & end of term updates via email.                                                                                                             |
| Cross-Promotions     | - Cross-Promote with local schools, adult KONGA Classes, local businesses & places parents go!                                                                               |
| Kids Pages           | - Ensure your class details are on all online & local kids forums/directories/blogs/newspapers so when parents search for what is on they can find you. |
Providing a fun, self-expressive & welcoming environment

**KONGA® Kids** is all about combining movement, music & self-expression with FUN. But, how do we ensure this? How can we create an environment in our classes that helps develop this culture?

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<tr>
<th><strong>GIVE ATTENTION</strong></th>
<th><strong>SET BOUNDARIES</strong></th>
<th><strong>STAY PLAYFUL</strong></th>
<th><strong>CREATE A TRIBE</strong></th>
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<tr>
<td>Give equal attention to all participants</td>
<td>To ensure the class can run to its optimum be clear with the rules of the class before each session. But deliver the rules in a non-intimidating &amp; friendly way.</td>
<td>KONGA Kids should be a happy place. Your tone, demeanour &amp; dialogue should be playful &amp; fun! Empathize rather than ostracise.</td>
<td>Make your class have something special about it. Maybe you do a unique welcome, a funny goodbye or one particular routine every single week. Build a tribe inclusive or kids &amp; their parents.</td>
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**Building a relationship with parents is essential in building your tribe.** Try the following techniques to ensure you make every parent feel welcome:

- **✓** Remember names
- **✓** Stay in contact via Social Media, Email or Text about the classes
- **✓** Chat to parents before & after class to understand their needs & expectations.
- **✓** Parents are the best form of marketing. Getting them to spread the word or invite other mums & kids along is very powerful. Provide the parents with photos so they can share on their social media, thus marketing for you!

“THEY MAY FORGET YOUR NAME, BUT THEY WILL NEVER FORGET HOW YOU MADE THEM FEEL”