



HUGH MOORE

Sydney, Australia



With its billion dollar tutoring industry and fragmented one-to-one education service providers, Hugh knew that Australia would be the perfect location for introducing the Tutor Doctor method.

Until Hugh opened the first Tutor Doctor franchise in Sydney in 2014, this profitable market was largely untapped.

“Families want the convenience of tutoring in their home and they want high quality tutors, but finding exactly the person you want can be difficult and time consuming,” explained Hugh.

Unlike other tutoring services across the country, Hugh believed that Tutor Doctor’s dedication to personalized and reliable education had the potential to fill a significant void.

“The huge emphasis Tutor Doctor places on screening their tutors and most importantly the fact we go to the families home to meet the students is the differentiating factor. Tutor Doctor recognizes the value of going that extra step to find the right student/tutor match,” said Hugh.

With an impressive seventeen-year career in the Financial Markets behind him, it is no surprise that Hugh bravely spearheaded this expansion. Not only did Hugh’s ample experience teach him to value integrity, professionalism and the ability to think on his feet, but it also gave him the capacity to adapt his services for diverse cliental.

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“Working across the globe provided the opportunity to service clients of various backgrounds and nationalities, which has been invaluable given the multicultural nature of the families who use us,” explained Hugh, who has worked across the world in Sydney, London and Singapore.

This nuanced understanding of the market has allowed Hugh to seamlessly adapt this global franchise into a business that fits the needs of the Australian population. With his dedication to building a dependable and effective service, Hugh has already received positive feedback for his efforts.

Prior to opening his first franchise, Hugh identified the lack of brand awareness as a significant challenge to attracting families and students. However, through his hard work, families have begun to reach out to Tutor Doctor due to the unique and personalized service it offers. “Brand presence becomes an afterthought,” said Hugh, who has ensured the Tutor Doctor brand transcended its former obscurity in Australia.

“Within a short period of time we are already starting to see families renew, which is a vote of confidence for the service provided and the quality of our tutors. The extra lengths we go to find families the most appropriate tutor is validated when we see the renewal and receive the appreciation,” said Hugh. Further supporting the construction of a reputable brand in Australia is Hugh’s partnership with his wife Krista, whose background in marketing supports this expansion. The two have been able to combine their complementary skills to better understand the needs of the business.

With Tutor Doctor’s established global success and proven record of effectively tutoring students, Hugh feels confident pioneering this expansion.

“With more than a decade of experience globally, Tutor Doctor has a proven record in tutoring students, one that will hold it in good stead for developing the Australian business,” said Hugh. Hoping to build on the momentum established by his original success, Hugh’s next challenge is to make Tutor Doctor the home tutoring organization of choice on the North Shore of Sydney.

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