

THE MAGAZINE FOR FRANCHISEES

BUSINESS Franchise

VOL 15 ISSUE 02 JAN/FEB 2021

AUSTRALIA and NEW ZEALAND

**PURPOSE.
CULTURE.
BRAND.**

***WHY THIS HOME CARE
FRANCHISE IS EXPERIENCING
SUCH RAPID GROWTH***



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AUSTRALIA and NEW ZEALAND

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Comments

FROM THE PUBLISHER & EDITOR



Vikki Bradbury



Sinead Horan-Webb

"It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things."

– Leonardo da Vinci

Welcome to our January/February issue of *Business Franchise Australia and New Zealand* magazine and the first issue for 2021!

There's no denying 2020 was extremely tough for many franchisors and franchisees, so we sincerely hope the year ahead brings growth and prosperity to you all.

For our cover story this issue we are very pleased to introduce Nurse Next Door who, despite the pandemic, were able to achieve phenomenal growth. As a relative newcomer to the Australian home care services market, this Canadian brand attributes success to their core purpose of Making Lives Better. Turn to page 12 to read how Nurse Next Door's vision is attracting a legion of dedicated franchisees across Australia.

Our cute and colourful special feature this issue is all about child-friendly franchises. After suffering through Covid restrictions, child-care centres, play-and activity- based franchises and children's retail outlets around the country had to quickly adapt or shut up shop. We're happy to report many have bounced back and are doing better than ever. Turn to page 39 for more on Children's Products and Services Franchises.

We also have all your usual franchising advice and insights from the experts. Andrew Watson from the ATO provides some essential tips on setting your business up for a successful 2021 (p16); business psychologist Greg Nathan offers a handy do's and don'ts checklist when investigating a franchise (p22); and Erin Chancellor of Xero Australia has advice on building and maintaining a thriving online community (p50).

Plus, we have many more expert advice articles, loads of franchising news and profiles, and our A-Z franchise listing directory with all of the best franchise opportunities available right now.

Enjoy the read!

Vikki Bradbury & Sinead Horan-Webb

Business Franchise magazine



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what's new!

GET 'APPY' WITH AUSTRALIA'S FIRST BAKERY APP



Banjo's Bakery Café has rolled out the first Australian bakery order and pay app across the country. The free mobile application has a range of benefits for users including a ViP Loyalty Club, Click and Collect ordering, online catering options, and 50 percent off first orders on the app for all customers.

Twelve months in the baking, the user-friendly service allows customers to skip the queue when ordering, pay safely ahead of time, save their favourite products, and keep track of loyalty points.

Banjo's Bakery Café CEO and Managing Director, Jessica Saxby said the mobile app offers customers the convenience of ordering before arrival at a bricks-and-mortar store.

"Digital experiences are the future, and the new mobile app responds to consumer demand for fast and flexible payments," she said. "It's amazing to know that customers who have purchased their bread in-store every day since we opened at our first location in Launceston will now be able to interact with the brand and make that same purchase via the app."

Every person who signs up to the new app will also receive an annual bonus on their birthday, discounted offers, earn points on applicable purchases, be able to use points towards their purchases and review previous purchases.

Available on IOS and Android devices, download the Banjo's ViP Ordering App on Google Play and the Apple App Store.

banjos.com.au

AWARD-WINNING VETERAN FRANCHISE OWNER REVEALS HABITS FOR BUSINESS SUCCESS

What separates outstanding, high-performing franchise businesses from those struggling to survive? Yes, marketing, location, and operational skill are all critical. But they're not the determining success factor.

In *The Wealthy Franchisee: Game-Changing Steps to Becoming a Thriving Franchise Superstar* (Entrepreneur Press; November 17, 2020), author Scott Greenberg sheds light on the mental advantage—how extraordinary franchise owners think.

Drawing on cognitive behavioral therapy, brain science, interviews, and his decade of firsthand experience as a franchise owner and operator, Greenberg shows why a franchisee's mental grit and focus on people makes the difference between running an average business and an extraordinary one. What's more, he shows franchisees how to change their mindset and optimize their thinking for better business leadership and financial results.

Readers will learn how to:

- become masters at clarity and calm, control



their inner critic, and embrace constructive comparison.

- place a priority on humanity and deliver emotionally satisfying experiences that win loyal customers and increase sales.
- assemble high-performance teams, bring out the best in employees of all ages and experience levels...and more



Scott Greenberg is an internationally recognized speaker, author, and coach who helps franchise owners develop the mental edge to grow their businesses.

www.scottgreenberg.com/the-wealthy-franchisee



THE MOST SCRATCHIE-EST TIME OF THE YEAR

HOW THE LOTT PREPARED ITS FRANCHISEES FOR THE BUSIEST GIFTING SEASON

Aussies scratched more than 11.4 million Instant Scratch-Its tickets over the festive season, making The Lott retailers busier than the elves in Santa's workshop.

The 2020 Christmas Instant Scratch-Its ticket range provided the perfect add-on gift to franchisees' other products, as well as an excellent cross-sell opportunity.

The Lott provided its retailers with an arsenal of festive products, promotional communications templates, gifting inspiration and advice, and most importantly ongoing support throughout the busy period.

They also provided inspiration on how to display and sell the Christmas range, with speciality gifting accessories easily ordered through the lotteries terminal. Franchisees also had access to a dedicated 'Santa's Workshop' portal on The Lott's intranet to help them boost their selling opportunities.

The Lott General Manager Lotteries Retail Antony Moore said the team worked closely with franchisees in the lead up to, and throughout the festive season.

"We knew that with everything that happened in 2020, Australians would embrace Christmas in a big way, which is why we worked to prepare our franchisees so they were ready for the extra foot-traffic coming their way," he said.

"Ensuring our franchisees were equipped, educated and enthusiastic about our products meant they could easily provide their customers with an excellent experience.

"With the 2021 gifting season fast approaching, we will once again provide additional support to franchisees so they can start their year off with a bang."

www.thelott.com

FRANCHISE SUCCESS RECOGNISED AT 2020 EXCELLENCE IN FRANCHISING AWARDS



In December, the Franchise Council of Australia honoured some of the nation's best and brightest in business at the MYOB FCA Excellence in Franchising Awards.

This year's winner of Australian Established Franchisor of the Year is The Cheesecake Shop, now in its 27th year of franchising, with 228 cake bakeries across Australia, New Zealand and the United Kingdom.

SILK Laser Franchising was named the Australian Emerging Franchisor of the Year, with MoneyQuest Australia, Home Caring Franchise and Fitstop Australia all named as finalists in the category.

The International Franchisor of the Year Award was taken out by XTEND Barre, who shared their story of innovation as they turned their business entirely digital within 36 hours as COVID hit hard.

Poolwerx took home the Excellence in Marketing Award while the Excellence in Franchise Innovation Award was won by the RAMS Product, Construction Lending Proposition.

FC Business Solutions was named this year's Supplier of the Year.

Andrew Toogood of Bakers Delight, Mount Gambier - Commercial Street won the Single Unit Franchisee, two or more staff Award while the Franchisee Community Responsibility and Contribution Award was won by Geoff and Jo Harrington of Bakers Delight, Southern Highlands.

Field Manager of the Year was awarded to Phil Colburn of Poolwerx, while Wendy Donaldson of Narellan Pools was named Franchise Woman of the Year.

"The 2020 MYOB FCA Excellence in Franchising Awards showcase just some of the franchisors, franchisees and individuals who continue to make outstanding business contributions in extraordinary circumstances," said Franchise Council of Australia CEO, Mary Aldred. "The achievements of all award winners and finalists in what has been an extremely difficult year for small business owners is truly remarkable."

www.franchise.org.au/awards

what's new!

SUMMERTIME AUSSIE CLASSICS WITH A TWIST – ADRIANO ZUMBO STYLE

Gelatissimo is keeping things imaginatively fun and fresh this summer with their latest flavour release—thanks to the creative genius of one of Australia's most celebrated pâtissiers, the Sweet Assassin himself, Adriano Zumbo.

Adriano's signature playful energy can be found throughout the three new flavours, with each offering a whole new take on an Aussie classic.

"When Gelatissimo asked me to create some new flavours, I wanted to pair fresh local ingredients with classic Australian treats that are loved by generations," he said.

Gelatissimo CEO, Filipe Barbosa added, "For us, working with Adriano was a natural fit. His thinking aligns seamlessly with our ethos of creating innovative flavours alongside our dedication to fresh, local ingredients."

New flavours include the Chocolate Wagon with Davidson Plum, the Iced Man-GoGo and the Salted Caramel Lamington.

"Each new flavour perfectly balances all of the components that go into making a delicious gelato flavour. You've got salty and sweet, an array of crunchy, chunky, chewy textures and bursts of fresh, beautiful flavours," said Adriano.

Freshly made in store daily, Gelatissimo uses only the best ingredients with no artificial colours or flavourings. Available in a cup or cone, the



Aussie Classics with a Twist range can also be purchased as a take home pack, made into a delicious shake or gelato cake.

Made using traditional Italian methods, Gelatissimo's gelato is available across 44 stores throughout Australia and in 26 overseas locations.

www.gelatissimo.com.au

NSW BUILDERS HELP INDONESIAN BUSINESSES RECOVER FROM COVID IMPACTS



G.J. Gardner Homes reflects 12 months on from travelling to Indonesia to invest in local businesses through Opportunity International Australia's microfinance programs.

Opportunity International provides small loans and financial training to individuals

who are determined to leave poverty. Some spend their loans on a sewing machine or material to start a tailoring business, others on bulk goods which they resell for a profit, and others on animals, like chickens or cows, that can provide food items to sell. Once their business is up and running, these families

pay back their loans, allowing Opportunity's partners to re-lend the same funds to other families in need.

In addition to the funds raised, eight G.J. Gardner Homes NSW team members took part in an Insight Trip to Rote Island, Indonesia, run by Opportunity, to see first-hand how small loans, alongside training and support, can help families living in poverty to transform their lives.

CEO of G.J. Gardner Homes NSW/ACT and long-time supporter of Opportunity, Matt Hope encouraged the franchise partners to get involved.

"I truly believe in the power of the programs that Opportunity have in place, and it warms my heart that straight off the mark we were able to raise \$50,000 to fund microloans for Opportunity International through the generous G.J. Gardner Homes NSW network," he said.

franchise.gjgardner.com.au

PRICE ATTACK SET TO SCORE GOALS WITH LIONS AFLW SPONSORSHIP

Price Attack CEO John Pascoe joined players and coach Craig Starceвич at the Gabba in Brisbane to announce Price Attack as the new co-major sponsor of the AFLW team in a deal that will run for the next two seasons.

Mr Pascoe said Price Attack was an Australian owned company with a commitment to empowering women. “As women’s sport continues to grow in Australia, Price Attack is proud to be sharing the AFLW journey,” he said.

“Whether this is by providing employment opportunities in a thriving business or styling their hair for the next Zoom meeting: we are about creating confidence and our brand shares the values associated with women’s sport: inspiring, progressive, equality, inclusive, resilient and good for well-being along,” he said.

Lions AFLW CEO Bree Brock said it was a great boost for the Club to have re-signed Starceвич and it was equally as exciting to partner with a company like Price Attack that championed the needs of Australian women.



Orla O'Dwyer, Price Attack CEO John Pascoe, and Taylor Smith

“Supporting women’s sport is so important and we are thrilled to welcome Price Attack to the Lions family,” she said. “We look forward to a great relationship and we encourage all

members and supporters to visit their stores to buy some of their outstanding products.”

www.priceattack.com.au/pages/franchise-opportunities

COURIERSPLEASE EXPERIENCED EXPONENTIAL GROWTH IN 2020



Leading courier franchise business CouriersPlease (CP) was fortunate to continue operating as an essential service for millions of Australians last year throughout the pandemic.

Between March and October 2020, deliveries across the network grew by 80 percent nationally, compared with the same period in 2019. In Victoria alone, CP experienced 150 percent growth in delivery volumes.

In October, CP was forecasting a further 35 to 50 percent growth in delivery volumes in the lead up to Christmas.

The company was quick to respond and implement changes when it experienced the first spike in volumes, increasing its franchisee network by more than 40 percent, staff by 30 percent, and hiring hundreds of extra drivers. It also opened six new facilities in NSW, Queensland, WA and ACT to improve processing capabilities, and improved its technologies to minimise potential delays and enhance the delivery experience.

Mark McGinley, CEO of CP, said: “While we experienced our strongest growth to date in 2020, it was not without its challenges: CP was required to deal with border closures and social distancing restrictions, which delayed delivery times early on. Due to this, we invested millions in sortation technology designed to boost efficiency for franchisees and get parcels in the hands of consumers much quicker. We also rolled out our new driver app, CPGO, which provides optimum route planning and prioritisation, and gives consumers visibility and control of the delivery experience.”

www.couriersplease.com.au

PURPOSE. CULTURE. BRAND.

WHY THIS HOME CARE FRANCHISE IS EXPERIENCING SUCH RAPID GROWTH

As a relative newcomer to the Australian market, Nurse Next Door Home Care Services continues to exceed all expectations.

Amber Biesse and Matt Fitton (pictured on front cover), who established Nurse Next Door Australia in October 2018, are not surprised by the level of interest they are receiving from potential franchise partners - a bold pink brand, with an award winning culture, and a purpose that resonates with so many people, has underpinned the successful launch of this Canadian brand into Australia.

They took some time out to talk to Business Franchise Australia New Zealand and reflect on the success of Nurse Next Door and discuss why they believe it is experiencing such rapid growth in what has otherwise been considered a difficult year for many business owners.

A core purpose

"Nurse Next Door's core purpose of Making Lives Better really appeals to people who are searching for something more than just making money, we call it wanting to build a business with heart!" Amber says. "In what has been a year where people are reconsidering their options, many of our partners, or potential partners, are keen to be a part of something bigger than themselves and recognise that running a Nurse Next Door Home Care business is an opportunity to make a real difference in their community."

This sense of purpose, says Amber, is exactly what drew her and Matt to Nurse Next Door initially. "We knew as soon as we walked through the doors at Nurse Next Door in Vancouver that we'd found the right business for us," Amber said.

Long time entrepreneurs, Amber and Matt have run many successful businesses over the past 25 years, but it was on a two year family



sabbatical in Vancouver they decided that their next business venture would be one that had a broader purpose. "And scalable," adds Amber. "We wanted to take all the business knowledge and experience we'd had over the years, and build something at a national level, so acquiring the Master Licence for Nurse Next Door in Australia was perfect for us."

Leap forward two years and that's exactly what they've done. With twelve locations awarded, four more optioned and a corporate location in Melbourne where the turnover has grown more than 500% since March 2020, Nurse Next Door - one of North America's fastest



"I want each and every one of our community, regardless of age or ability, to live their best lives, without boundaries." Lauren Macdonald, Managing Director of Nurse Next Door Southern Gold Coast.

"It's those random acts of kindness, the little details, the focus on possibility, that is what each of our Franchise Partners do so differently that helps them stand out." Co-CEO Amber Biesse, Nurse Next Door, Australia.



"We were looking at other businesses during COVID but when we found Nurse Next Door we knew it was the opportunity we had been searching for." Glenn Bartel and Vicki Caton, Nurse Next Door Melbourne South East

growing home care companies, is quickly assuming the same mantle in Australia.

World Class Systems

The success of the brand to date speaks for itself. Throughout the COVID pandemic the business has continued to flourish. Amber believes a focus on operational excellence, backed by systems developed over years of research, practice and refinement is what lies behind the rapid growth.

"Nurse Next Door's systems, our One Best Way, support every

"When I realised there is a genuine need for quality home care services in my local community, and I could be that person making a difference, I knew Nurse Next Door was the right fit for me." Debbie Hill, Nurse Next Door Melbourne Outer East talks with Co-CEO Amber Biesse (right)

franchise partner to deliver a home care model that goes above and beyond the expectations of the industry.

This is why the franchise model, Matt believes, is a great fit for home care - a local entrepreneur with a desire to do something meaningful in their community. "It's about being in business for yourself - but with the training and support of a Franchisor, and a network of other franchise partners to collaborate with - not by yourself."

He points to Nurse Next Door partner Lauren Macdonald - the franchise's first partner - awarded the Gold Coast Territory in February 2020. With a background in the airline industry, Lauren has shifted seamlessly into the role of Managing Director of Nurse Next Door Gold Coast, building a team of caregivers and nurses who work tirelessly to ensure every request for care, whether a one off visit or ongoing 24/7 care, is met with the same enthusiasm - what Nurse Next Door calls a WOW customer experience.

An Essential Service

Home care is a 24/7 business and one that most of us will need at some point in our lives.

Although there has been exponential growth in the aged care and disability support sectors over the past 5 years, this is a sector that still has untapped potential. The NDIS, coupled with an ageing population whose desire is to age at home, and the government's determination to support this choice, means more and more people are seeking home care options.

However Amber and Matt recognised early that having a strong market doesn't necessarily guarantee success. So whilst Nurse Next Door franchise partners don't need a medical background, they must be prepared for hard work, and a business plan that is equal parts profit and passion.

Matt notes that Nurse Next Door franchise partners come from all sorts of backgrounds but the one thing they have in common is a desire to make a difference in their own community. The franchise partners are tenacious, they have what Matt likes to call "grit - passion and perseverance" and they know how to hustle.

"We're excited about the future, not only for Nurse Next Door nationally, but for each of our franchise partners and the opportunity they have to not only build a profitable business, but to be part of a franchise system where we all share the same passion and drive for truly wanting to make a difference in someone else's life."

For more information visit our website:
www.nursenextdoorfranchise.com.au



FCA MAINTAINS *FOCUS ON*



MEMBER SUPPORT

After the trials and tribulations of 2020, most businesses are cautiously looking towards a better year ahead.

The restrictions and resulting tough economic climate have demanded adaptability, determination and innovation by all businesses and franchising has stood out as one of the most resilient business models.

However, many franchise businesses have been operating in the hardest-hit sectors – food and catering, hospitality, travel and home services – and have relied heavily on the FCA

for guidance, support and advocacy.

With 2021 looming larger, the FCA continues to focus on three key priorities:

1. supporting members with access to information, resources and support through the transition from COVID-19 lockdowns and trading restrictions to business reopening
2. advocating and representing the interests of members to all levels of government on the issues, concerns and needs of our members and the small business sector
3. and through the media, enhancing the standing and reputation of franchising

as the preferred model for small-medium business success, including highlighting the resilience of franchise systems during the challenges of 2020.

The FCA has engaged deeply at all levels of government both informally and formally in recent months, including:

- facilitating COVID-safe business recovery by emphasising the specific assistance and regulatory changes needed by diverse business sectors
- bringing bad commercial leasing practices and landlord misconduct to their attention and urging government intervention

- reinforcing the need for fairness in application of operating rules across sectors, including highlighting disparity between public and private outdoor workers
- encouraging Federal Treasury and state governments to introduce or continue support for struggling businesses and workers facing unemployment
- making submissions on specific issues to various state government small business departments on business restrictions, exemptions, customer registers and industrial relations

The core of our advocacy has been a concerted campaign of dialogue with members to test government policy and temporary regulatory changes, as well as to provide input on specific measures requested by members.

The FCA continues to respond to a high level of calls and emails from members seeking assistance or providing feedback on these matters.

Feedback from FCA members, supported by a high level of membership renewal and retention (around 90%, plus 15 new members since July 2020) is that they feel they have been supported, listened to and represented through access to information and resources, and government advocacy.

Concurrently, the FCA has continued to provide input on Franchising Code of Conduct reforms, based on the input of members on the negative impacts of specific measures.

With nearly 600,000 Australians employed in franchise businesses and an annual economic contribution of more than \$180 billion, franchising is vital to our national economy and it's crucial that regulation is fair and effective for both franchisors and franchisees and avoids unnecessary regulatory burden.

The limitations on gatherings this year also forced a rethink of the Franchising Forum and Legal Symposium, which were successfully delivered as virtual events online.

The FCA Legal Symposium in November attracted almost 200 participants over the two-day program, which included five plenary sessions, four blocks of six concurrent sessions and 23 roundtables.

Feedback has been very positive on the legal program content and all sessions were recorded and are being made available to delegates.

In the most difficult of circumstances, 2020 has seen both franchisees and franchisors alike finding new opportunities and creating success in the changed operating environment, with some demonstrating outstanding achievements.



"The core of our advocacy has been a concerted campaign of dialogue with members to test government policy and temporary regulatory changes, as well as to provide input on specific measures requested by members."

Mary Aldred | CEO | FRANCHISE COUNCIL OF AUSTRALIA

The 2020 MYOB FCA Excellence in Franchising Awards showcased some of the franchisors, franchisees and individuals who continue to make outstanding business contributions in extraordinary circumstances.

I congratulate winners and finalists on their exemplary performances, resilience in the face of adversity, and continued contributions to their franchise systems and communities.

In the year ahead, we are determined to get the FCA schedule of program initiatives back on track, including:

Sustainability Forum (April 2021)

Earlier in the year, the FCA announced a Sustainable Food Leadership Forum, open to members and non-members looking for leadership, innovation, best practice and improved regulatory understanding of single use plastics, food waste and recycling.

The intention is to support businesses in the food and hospitality sectors progress the implementation and scale of sustainable practices, but as with many initiatives the first forum had to be postponed due to COVID-19.

Providing a forum for businesses to share problems, solutions and discuss innovation is still an FCA priority and in 2021, we propose to hold the first of a series of annual forums.

Regional Revitalisation Campaign

The FCA began a campaign in 2019 to support regional revitalisation by highlighting franchises as an efficient, innovative means of addressing service and small business ownership gaps.

The FCA engaged with regional economic development officers across Australia where councils are seeking to attract new franchised businesses. Concurrently, a number of franchisors advised their interest in setting up in specific regions and attracting potential franchisees and business operators.

COVID-19 brought the program to a grinding halt but in 2021, the focus will be on linking franchise members, local government and potential franchise operators to spark a

new wave of franchise expansion to the benefit of regional communities across Australia.

National Franchise Convention (August 2021)

As with other national industry and business conferences, NFC20 was cancelled due to social distancing requirements and bans on large gathering. NFC21 will be held at the Melbourne Convention and Exhibition Centre at Southbank in Melbourne in August next year instead of the usual October timing.

Franchising and small business leaders from across Australia are expected to attend NFC21 to immerse themselves in a program of practical ideas and information at the most comprehensive professional development event on the Franchise Council of Australia's annual calendar.

NFC21 is being designed to offer attendees an unrivalled opportunity to build their knowledge base, make invaluable connections and find solutions to their business challenges.

We look forward to sharing more information about these events with you early in the new year.

Whatever 2021 brings, the FCA will strive to support the ongoing success of our members and more broadly franchising and small business across Australia.

Mary Aldred is the CEO of the Franchise Council of Australia, the peak body for the nation's \$184 billion franchise sector. Mary commenced in the role in April 2018, bringing with her extensive experience across government, industry and the corporate sectors. As CEO, Mary has led the FCA in developing and delivering strategic priorities to strengthen the FCA's role as an effective peak business organisation and advocate for a compliant, sustainable and profitable franchise sector.

Franchise Council of Australia

Phone: 03 9508 0888

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Web: www.franchise.org.au



TIPS FOR SETTING YOUR BUSINESS UP FOR A SUCCESSFUL 2021

With 2020 behind us, it's time to turn our attention to 2021. Many businesses are still suffering the effects of last year's natural disasters and the COVID-19 pandemic, which are likely to be a consideration for the foreseeable future.

We want small businesses to have the information and support they need to get back on track and thrive. The following are some tips to help your business in 2021.

Embrace digital

We know from research that businesses who are digitally engaged perform better. When tax and super obligations are integrated into natural business systems, business owners and their advisers have better information and more time back in their day to grow, improve, and expand their business. With this in mind, we are committed to continuously improving our digital and data services for business.

This year we'll be rolling out a new service – Online services for business. This will replace the Business Portal and make it easier for businesses to interact with us online and at



"This year we'll be rolling out a new service – Online services for business. This will replace the Business Portal and make it easier for businesses to interact with us online and at a time that is convenient for them."

Andrew Watson | Assistant Commissioner, Small Business
AUSTRALIAN TAXATION OFFICE

a time that is convenient for them. Online services for business will deliver users a range of new functions that are not available in the Business Portal, such as creating payment plans, viewing and printing their income tax return histories, and switching between businesses within a single login.

Online services for business has undergone extensive user testing to make sure it meets users' needs. A private beta is currently underway, and we will let businesses know when this service is available for everyone to use. We will support businesses through this change by providing a transition period before we remove access to the Business Portal.

Keep up with your tax obligations

It's important to lodge your activity statements and tax returns on time, even if you can't pay by the due date. This will show us that you're aware of your obligations and doing your best to meet them.

If you're worried you won't be able to pay on time, or you've already missed a due date, contact us as early as possible to discuss your situation as we have a range of options to support you. For more information visit ato.gov.au/helpwithpaying.

If you're having difficulty meeting your tax and super obligations because of COVID-19, we're here to help. Contact our Emergency Support Infoline on 1800 806 218 or speak with a trusted tax advisor. For more information visit ato.gov.au/COVID-19.

Report all income and sales

We know that 2020 was complex for small businesses, with decreases in sales, changing service offers and restrictions likely to have effects for some time to come. Businesses struggling to get back on their feet might be tempted to engage in behaviours such as under-reporting income, assisted by electronic sales suppression tools (ESST).



ESSTs can be used to manipulate sales records, enabling a business to under-report their sales income and avoid paying the right amount of tax. The government banned the possession and use of ESSTs in October 2018.

You may have an ESST if your point of sale (POS) system can manipulate records during or after the transaction, for example, if it can:

- permanently delete and re-sequence transactions
- change transactions to reduce the amount of a sale
- misrepresent records, like re-categorising a product to avoid GST
- produce fake records.

ESST suppliers may prey on vulnerable businesses during this time. It's also possible that businesses might already have an ESST installed in their point of sale software and not know it.

If you have an ESST, or think you may have used one unknowingly:

- contact your POS system provider and ask them to remove the ESST
- review the information you have reported on past tax returns and activity statements to make sure it is accurate.

It's important to note that fixing a mistake in a record retained by the system is okay – it's

not the same as manipulating records.

We will continue to support small businesses who do the right thing by tackling the use and supply of ESSTs in order to maintain a level playing field.

If you suspect a person or business is producing, supplying, possessing, using or promoting an ESST, report it at ato.gov.au/tipoff

You can find more information about ESSTs, including what to do if you think you have an ESST, at ato.gov.au/esst

Stay on top of your superannuation (super) obligations

The superannuation guarantee (SG) is the minimum super an employer must report and pay:

- for each eligible employee
- at least four times a year – by 28 October, 28 January, 28 April and 28 July

"We know from research that businesses who are digitally engaged perform better. When tax and super obligations are integrated into natural business systems, business owners and their advisers have better information and more time back in their day to grow, improve, and expand their business."

- electronically, to meet SuperStream requirements
- to a complying super fund.

You must pay super on top of wages for any employee you pay \$450 or more (before tax) in a calendar month.

Currently, the minimum you must pay is 9.5% of an employee's ordinary time earnings (OTE). OTE is usually the amount your employee earns for their ordinary hours of work. It includes things like commissions, shift loadings and allowances, but not overtime payments.

You can use the ATO's SG contributions calculator to help you work out how much super you must contribute for your eligible workers at ato.gov.au/Calculators-and-tools/Super-guarantee-contributions/

You can claim a tax deduction for super payments in the financial year you make them – but only if you meet the SG requirements.



Extending super fund choice

A change to the law means that you may need to offer your employees more choice in the fund you pay their compulsory super contributions to.

All workplace determinations and enterprise agreements made on or after 1 January 2021 must give employees the right to choose their super fund. Once a new determination or agreement is in place, you'll need to give a Superannuation (super) standard choice form to:

- existing employees who request to choose their super fund
- all new employees.

You must then pay employees' compulsory super to their nominated funds.

Visit ato.gov.au/offeringchoice for more information.

The JobMaker Hiring Credit

The JobMaker Hiring Credit was announced by the government on 7 October 2020 to support new employment of young people. Eligible employers will be able to claim:

- \$200 per week for each additional eligible

employee they hire aged 16 to 29 years old, and

- \$100 for each additional employee aged 30 to 35 years old.

New jobs created until 6 October 2021 may be eligible for hiring credits for up to 12 months from the date the positions were created.

New employees must have received the JobSeeker Payment, Youth Allowance (other), or Parent Payment for at least one of the previous three months at the time of hiring. Their employer will be able to claim the hiring credit as a reimbursement for the wages paid to their eligible employees.

You can register for the JobMaker Hiring Credit through ATO online services, the Business Portal or your registered tax or BAS

agent can do it for you from 7 December 2020.

You can claim the hiring credit quarterly in arrears from 1 February 2021. You will need to report through Single Touch Payroll and meet the eligibility criteria.

Andrew Watson is an Assistant Commissioner for the Australian Taxation Office in the Small Business line. He collaborates with small businesses, industry groups and government agencies to shape the client experience and drive improved digital services. His area also helps small businesses manage cash-flow and digital readiness.

For more information go to ato.gov.au/jobmakerhiringcredit



Franchise Group Insurance Made Simple

Why do Australian 'Blue Chip' franchise groups partner with NFIB?

NFIB gives you access to cutting-edge Group Insurance Management technology that gives you more control over insurance activities, peace of mind that every franchisee is adequately covered, and removes the burden of managing their individual insurance needs. Our insurance programs are also compliant with your franchise agreement.

National
Franchise
Insurance
Brokers



For franchisor enquiries, email Darryl Morris at darryl@mynfib.com.au
www.mynfib.com.au



Access to your own, customised online insurance portal



Full documentation issued, including certificates of currency.



Automatic notifications of franchisee insurance activities.



24/7 claims reporting to keep you in the loop.

A hand holding a red umbrella over a crowd of black umbrellas in the rain. The background is a dark, rainy sky with rain falling diagonally. The red umbrella is the central focus, held by a hand emerging from the bottom left. Below it, a crowd of black umbrellas is visible, creating a sense of a large gathering. The overall mood is one of protection and standing out in a crowd.

10 YEARS OF MAKING COMPLEX INSURANCE NEEDS SIMPLE

Since 2011, Darryl Morris of National Franchise Insurance Brokers (NFIB) has been providing a simple, online risk management solution that has helped Franchisors and Franchisees manage their insurance needs.

Darryl understands that insurance is a complex and very important subject to get right. He spoke with Business Franchise Australia and New Zealand about how his service makes it simple.

Congratulations on 10 years in business! Tell us about the beginning of NFIB

NFIB first trialled its services in 2010. We talked with franchisors, franchisees and insurers to understand what was missing in the insurance space for the franchising industry.

The Franchise Council of Australia recommends cover for fire and peril, business interruption, burglary and theft, public and product liability and workers' compensation. But that's just your core

insurance needs. There are many additional areas that apply to specific situations for each franchise business.

It was clear that there was a real need to develop a specialised insurance solution that would address the needs of all the stakeholders. What we saw was a need for a simplified compliant insurance management system. And so, NFIB was born!

What services do you provide to the industry?

We offer a technology interface and extremely cost-effective insurance solution for franchised businesses. Franchisees can access a customised online area created specifically for their franchise. NFIB can take care of compliance, certificates of currency and even make sure your dates line up taking the headache out of administrating your insurance. NFIB also provides franchisors with full insurance broking services for their corporate insurance needs. And all NFIB products are underwritten by one of the world's leading insurers.

This is designed to bring real and tangible benefits to both the franchisor and the franchisee. All our services are operated within a no cost ecommerce platform bringing all these related aspects logically together. As NFIB has developed its own proprietary technology, we are able to offer insurance solutions together with compliance management via our e-base platform, all of which come as a benefit to the franchisor and their franchisees.

We also have a team of brokers that support and help all franchisees in arranging their insurance and are on hand to meet their questions should they arise.

How does your service benefit Franchisors and Franchisees?

Franchisors want to maintain the integrity of their brand, franchisees want business security, and brokers work with insurers to meet those needs. With an electronic distribution platform sitting between the franchisor, franchisee, broker and insurer, all the parties can be served in a cost-effective manner, often at a time that best suits everyone.

The custom-built free-of-charge web portal enables franchisees—via a few clicks of a mouse—to quote and bind their insurance in a quick and effective manner. And, in



"The custom-built free-of-charge web portal enables franchisees—via a few clicks of a mouse—to quote and bind their insurance in a quick and effective manner. And, in almost 100% of the cases, offer a saving premium to the franchisee."

almost 100% of the cases, offer a saving premium to the franchisee.

The Franchisee is able to arrange an insurance program that meets the Franchisor's component requirement, while the Franchisor has an overview of the insurance of their franchisees and the customer via an easy-to-use web portal. NFIB is unique in this space and enables a franchisor to have real time transparency over their brand's insurance at the franchisee level.

Tell us about your insurance background

I have enjoyed over 35 years in the industry covering both underwriting with an insurer and account management as an insurance broker.

In 2002, I joined my first broking firm and over the next 10 years I built and developed a number of insurance broking companies together with supporting insurance agencies.

I am passionate about success. Nothing is better than finding the 'gaps' in the insurance delivery process and being able to build businesses that meet these needs for the customers. NFIB has been a success story of a company created at the right time and

our clients and customers would attest to the value we have added to their brands.

Are there any costs involved for the Franchisor?

Setting up your own NFIB program is quick, easy and won't cost a cent. We are here to support Franchisors so don't charge any set up costs. The only costs are related to the actual insurance premiums specific to the requirements of your franchisor.

Talk to NFIB

NFIB have assessors Australia-wide. Knowing you have the right cover and that any unusual circumstances have been thought of brings peace of mind. And if something does go wrong and you must make a claim, they are best placed to ensure you get a quick and accurate settlement.

Darryl is happy to chat to Franchisees should you wish to discuss any matter relating to your insurance.

If you'd like more information, contact Darryl Morris, Managing Director of NFIB, on 1800 776 747 or darryl@mynfib.com.au mynfib.com.au

DO'S AND DON'TS WHEN INVESTIGATING A FRANCHISE

Business psychologist Greg Nathan is recognised internationally for his research into franchisee and franchisor performance. In this article he provides useful tips for franchisees during the recruitment process.

When searching for a suitable a franchise you will find that different franchisors will take different approaches to how they manage the process.

Companies with a well-known, successful brand can afford to be choosy as there will likely be a strong demand for their franchises.

Others with new concepts, or less well-known brands, will naturally attract fewer enquiries. This does not necessarily mean their franchise is less valuable. In fact, you may face less competition and enjoy better financial returns in a new concept.

However, there will be greater risks when you are dealing with a new franchisor with a less established concept. Ensure they have pilot tested the concept thoroughly in their own company owned stores, and research the financial viability of the business carefully.

Ask about the recruitment process

When investigating a franchise, it is important to ask about the franchisor's recruitment process and why they take this approach. You could ask, "Can you take me through your requirements for a prospective franchisee and how your recruitment process works?"

Most reputable franchisors will welcome



"A franchise is not like a job where you can just walk away if you are not achieving the results that you expected. So it's best if you and the franchisor both go into the relationship with eyes wide open."

Greg Nathan | Founder | Franchise Relationships Institute



your question as evidence you are an astute businessperson. However, if you get one of the following types of responses, be very cautious.

"Hang on a minute buddy, I ask the questions here!"

"Before I tell you, how much money have you got?"

"Well, if you like the concept, which I am sure you will because we have been inundated with people wanting to buy one of our franchises,

we will get you into your own business as quickly as possible".

Once you are satisfied the franchisor has a legitimate recruitment process, and you are comfortable with what you have heard about the company, you might choose to move to the next stage. This is like a courting process where you are getting to know each other to see if there is a good fit between your needs and expectations, and their requirements for a franchisee.

Imagine you are choosing a business partner

My advice is to treat the franchisee recruitment process as though you were choosing a business partner. Buying a franchise should not be like applying for a job or buying a product. You are entering into a long-term relationship which, if all goes well, will last for seven or more years.

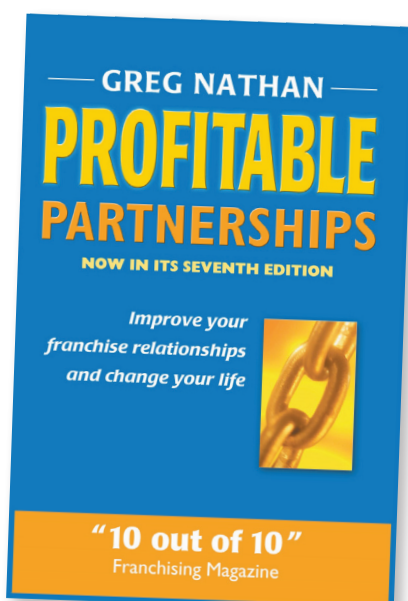
If the recruitment process is rigorous, take this as a good sign. Resist the temptation to exaggerate your strengths or your assets, or to make yourself out to be something you are not. It's best if the franchisor has a good understanding of your strengths and weaknesses so they can support you where you need it.

Remember, you will be fully responsible for what happens in the business. A franchise is not like a job where you can just walk away if you are not achieving the results that you expected. So it's best if you and the franchisor both go into the relationship with eyes wide open.

As you work through the recruitment process, here are a few do's and don'ts to keep in mind.

A reputable franchisor, regardless of size, will always be looking for people with the qualities and commitment to implement its systems, look after its customers and help to build its brand. It will consequently treat the recruitment process with the care and consideration that it deserves. I encourage you to do the same.

Greg Nathan is Founder of the Franchise Relationships Institute and author of *Profitable Partnerships*, the world's most popular book on how franchisors and franchisees can succeed together, available at www.franchisere relationships.com.



DO'S for dealing with a franchisor	DON'TS for dealing with a franchisor
Do give an accurate estimation of your financial position so the franchisor can help assess whether this is a realistic investment for you.	Do not exaggerate how much money you have. Being short of funds is a sure way to quickly get into financial difficulty.
Do give direct, factual and open answers to questions. Be yourself and say it like it is. If you are confused by a question or want to know its relevance, ask for clarification. The franchisor will respect your honesty.	Do not be vague or avoid responding to questions as this creates doubt in others. The franchisor will be asking specific questions for a reason. How you answer questions is just as important as what you say.
Do complete application forms thoroughly and honestly. Remember also the franchisor will be keeping this form on your file if you proceed and will be assuming what you write is the truth.	Do not leave sections blank, tell lies or make what you think are funny comments. These may be misinterpreted and what you put in the form may come back to haunt you if it is not true.
Before attending meetings or interviews do ask how they will be structured, if you should bring anyone or anything, and who from the franchisor will be in attendance.	Do not assume that you know what a meeting is going to be about or the issues that you will be covering. If you are caught by surprise you may come across as clumsy or incompetent.
Do come dressed in neat casual clothes and ensure you are well groomed. Treat the meeting as an informal business meeting. The franchisor will be looking at you as a possible representative of their brand so ensure you fit the image.	Do not come dressed like you are on holidays or overly formal. Franchisors may either think you are not taking the business opportunity seriously or that you don't understand their brand.
Do cooperate with any assessment procedures such as structured interviews, panels, profiling questionnaires or reference checks. These will help the franchisor determine your strengths and weaknesses for coaching purposes.	Do not try to fake profiling questionnaires, hold back on giving referee information or try to make yourself out to be something you are not.
Do tell the franchise representative to back off if you feel they are pressuring you to make a decision before you have the answers to specific questions or concerns. Allow yourself time to adequately research the company and its existing franchisees.	Do not make decisions out of a sense of obligation, fear or excitement from something you have just seen or heard. Remember this is a long-term commitment that you will have to live with long after your emotions have settled down. And the person that sells you the franchise may not be around in the future.

THE RISE AND RISE OF PACK & SEND

ECOMMERCE GROWTH IS TAKING PACK & SEND TO NEW HEIGHTS

PACK & SEND's investment in innovative proprietary technology has enabled franchisees to exploit the increased demand in eCommerce order fulfillment services - resulting in record sales for the brand.

Franchises are in high demand at PACK & SEND. This includes even within its own network. Since July 2020, eight franchisees have highlighted the confidence they have in the business model by investing in their second or third franchise outlet.

PACK & SEND currently has 110 Service Centres nationally and is looking for quality franchisees to service customers in a further 40 key locations, as the market demands more flexibility, convenience and choice in parcel deliveries.

Software solutions providing customised shipping solutions and increased profit streams to our franchisees

Ecommerce shipment volumes through PACK & SEND's shipping technology platforms (PACK & SEND Live, PowerSender & Online Self Service) in Australia have risen by over 200% since July 2020. This has resulted in a 110% increase in the passive income stream received by franchise owners through PACK & SEND's ecommerce shipping technology.

Current projects for PACK & SEND include introducing a range of new flexible B2C value add services in 2021. One focus is building more technology to help PACK & SEND win even more sales in the high



growth eCommerce order fulfilment market, including having the PACK & SEND network act as local fulfilment centres. This will give customers the option to hold stock through multiple PACK & SEND Service Centres nationally, enabling consumers to have same day delivery or pick up after placing an order on a web store.

Entrepreneurial Business Owners Become Multi-Unit Franchisees

PACK & SEND have always had entrepreneurial franchisees expand and fulfill their multi-unit business goals, with a number of franchisees operating 2 or 3 Service Centres for several years.

However, this trend has increased even further in recent times, as franchisees appreciate the value of PACK & SEND's technology, which can give them access and visibility of real time data across their multiple locations. Further, the technology has increased the comprehensive customised services on offer, enabling PACK & SEND franchisees to exploit new markets, including the high growth market of regular eParcel sending customers.

Record Sales for PACK & SEND

In the 2020/21 financial year PACK & SEND's global system-wide sales has year-

to-date (July to November) increased by over 30%. This growth corresponds with increased franchisee profits as franchisees operate on a business model with relatively fixed operating costs.

CEO & Founder Michael Paul said the company "has been riding the eCommerce wave, and the results were also an indication of the strength of the PACK & SEND business model during the challenging global economic period".

PACK & SEND's customer centric focus has the company continuing to invest in its Service Centre network, people, and proprietary technology solutions to offer even more value and choice to customers as the demand for ecommerce propels skyward.

"Commerce and consumer behaviour have fundamentally changed, and PACK & SEND is well positioned to leverage its assets to add value in the last mile delivery of ecommerce purchases. This will add value to our franchisee businesses and has driven the current strong interest in franchisees becoming multi-unit owners" said Paul.

To find out more about our national opportunities and the franchise model, call 02 8778 5608 go to our website www.packsend.com.au/own-a-franchise

When Australia dreams, we all win!

Why join us at The Lott ?

The Lott* offers Australia's official lottery games which Australians trust and love!

Each year Australia's Official Lotteries make dreams come true. With the help of our retailers, Australia's Official government-regulated Lotteries play an important role in helping to support Australian communities with over \$1.4 billion[^] available for hospitals, schools and sporting groups.

We are Australia's largest retail franchise network with almost 4,000 franchisees, operating across all of Australia, except for WA.

*The Lott represents Australia's Official Lotteries which are sold by licensed entities: Tattersall's Sweeps Pty Ltd, Tatts NT Lotteries Pty Ltd, New South Wales Lotteries Corporation Pty Ltd, Golden Casket Lotteries Corporation Ltd, and Tatts Lotteries SA Pty Ltd.

[^]State Lottery Taxes FY18 Australia-Wide (ex.WA).





Meet **BAO HOANG —** **FOUNDER OF** **VIETNAMESE STREET** **FOOD EMPIRE, ROLL'D**



What inspired the birth of Roll'd?

Roll'd is inspired by great Vietnamese family recipes handed down from my mother, Phien, who with my father, Quy and my two older brothers, came to Australia by refugee boat in 1981.

Over the years, I've watched people walk around eating sushi rolls, including my kids, and I'd think, "That would be great if it was a Vietnamese rice paper roll." So, from there the idea of Roll'd came about, and being quite competitive I was keen to knock the famed sushi roll off its pedestal! I wanted fresh Vietnamese to become the go-to option and I wanted to share my family traditions and shape the way Australian's interacted with Vietnamese cuisine and culture.

The first Roll'd opened in 2012, in the competitive heart of Melbourne's CBD.

Tell us about your delicious menu

Fresh, flavoursome, healthy and delicious Vietnamese street eats, inspired by the best of our Mamas' family recipes. Australian-born, rich in heritage and flavour, we deliver value through memorable food experiences.



Where are your current locations?

We currently have 86 stores nationwide, with more slated to open in the new year!

What type of person makes the perfect Roll'd franchisee?

Whilst food experience is definitely a leg-up, as is business acumen, Roll'd places high emphasis on an individual's values, attitudes and work ethic. Whilst we absolutely work to support all our franchise partners, it is very much up to our individual franchisees to drive sales through driving our values, overall business strategies, national and local campaigns, and general culture with their frontline team members at store level. Hence, an ability to build relationships, strong leadership, and communication skills are highly important, as is general management skills.

What support do you offer your franchisees?

At Roll'd, our people are our most valuable asset, none more so than our franchise partners. We have multiple teams to support our franchise partners through the Franchise process and overarching requirements until

their store opens, and then further supported post-opening. The Property team will work to source the right location, lease requirements, shop build etc. The Operations and Training team then provides a comprehensive training plan, to create alignment with Roll'd processes and policies, from store operations to business, people and financial management. This is further supported by a dedicated Area Manager, an online training platform and detailed operational guides and workbooks. A dedicated Marketing team then assists with growth by providing support via national campaigns, localised community marketing, as well as online and social media strategies.

How has your business coped with the impact of Covid over the past year?

Like all Australian businesses, Roll'd has suffered high and low points during the Covid crisis. The biggest challenge has been making sure that our business survives obviously, but also to keep positivity, and in turn, productivity within our culture.

Our business is built around people and our number one priority is looking after people. We are continuing to support our staff and

maintain as many jobs as possible. We've innovated and introduced a fair few initiatives that have really brought the 'hustle' and creativity within our team, which has been amazing to witness.

We've found in showing strong support to one another, we have further fostered a really fantastic sense of community among the Roll'd team and are coming out of this better and stronger.

We have adapted and launched more delivery options including the Roll'd Runner food truck and are always engaging new customers with competitive offers like our recent 50% off menu-wide deals, free delivery deals, and new menu items such as the United by Noodles soup range, Roll'd Meal Box range, and new dinner-focused range of rice – an obvious addition being a staple of Vietnam. We're charging ahead with our aim to feed more and more Australians from the comfort and safety of home.

As adverse as this time may seem, it is about supporting each other, maintaining our quality products, and ensuring our food is accessible and affordable.

rolld.com.au/franchise



WHY INNOVATION AND TECHNOLOGY MATTER WHEN CHOOSING A FRANCHISE OPPORTUNITY

You could be excused for thinking that innovation and new technology pose a threat to franchising. After all, aren't franchises losing customers to e-commerce, on-demand services, automation, robotics, online services and all the other new technology that is disrupting traditional businesses?

On the contrary, smart franchisors are turning that situation around and latching on to new technologies like kids in a candy shop. But what does that mean for franchisees?

Franchising already had an advantage

Let's face it, many franchise systems already had a natural advantage when the COVID-19 pandemic hit. While independent businesses were closing their doors—sometimes for good—food service franchises were making the most of their drive-throughs and home delivery services, fitness franchises were offering online workouts, and retail franchises were shipping goods through e-commerce.

All of this flies in the face of the idea espoused by many industry commentators that franchising lags behind in innovation and technology. It was just a bit late in coming to the party.

Technology has become a driver of franchise success

"Franchising has become increasingly influential because it harnesses in a convenient package the drivers of contemporary business: brands, systems, training, ongoing support, management expertise, economies of scale, networking opportunities and technology," says Australian franchise writer Sarah Stowe. "While all are critical factors, the latter is a more recent addition to the list."



"Franchising is a relationship business, and technology helps drive the communication, service and collaboration that underpins strong relationships, both between franchisees and their customers, and franchisees and franchisors."

Robin La Pere | Franchise Consultant
NO ORDINARY BUSINESSES AND FRANCHISES

Franchising has the most to gain from innovation and technology

"Franchising is one of the business models that stands to gain the most from cloud computing and other digital solutions," according to Tariq Farid, a tech geek who founded international fruit basket franchise Edible Arrangements.

With more than 1,000 franchisees in 12 countries, Farid credits much of the franchise's success to technology such as point-of-sale, sales management and video training systems. Several years ago, Edible Arrangements delved into e-commerce and a mobile despatch app, and by 2019 more than 65 percent of the franchise's business was coming from online orders delivered by the orderer's closest franchisee.

But the moment when Edible Arrangement's investment in technology really paid off was when the COVID-19 pandemic hit.

Technology helps franchises to adapt rapidly

"We realised that pivoting our business during this time of uncertainty was crucial in order to help our customers and the communities we serve," says the company's president, Cheikh Mboup. "As health concerns grew, we recognised that there were many people who would not be able to go to their local grocery stores to get what they needed in order to stay healthy. Expanding our delivery options and offering fresh produce would allow us to help alleviate some of the issues someone may face if he/she cannot go out during this time."

Mboup puts Edible Arrangements' ability to adapt rapidly to the new reality down to the franchise's strong relationship with its franchisees and suppliers and leveraging the franchise's existing technology.

"We were able to launch this initiative over the course of just three days," he says. "Doing so required a chain of actions from contacting our vendor community and franchise partners to utilising our ecommerce platform."

Will the uptake of new technology continue after COVID-19?

While there is no doubt that the scramble of businesses to survive in 2020 has accelerated the uptake of new business models and technology, many wonder whether this urgency will continue when the pandemic is over—or at least under control—and the world goes back to normal.

But what does 'normal' mean? Those franchisors who believe that the world will be different after COVID-19 need to imagine this new world and rethink how they will do business in it. Those who have invested in technology in order to survive will be looking for a strong return on that investment once the economy picks up again. And those who have made the shift into new business models will be more likely to 'take two bob each way' than to revert completely to their old model.

What technologies are most benefiting franchisees?

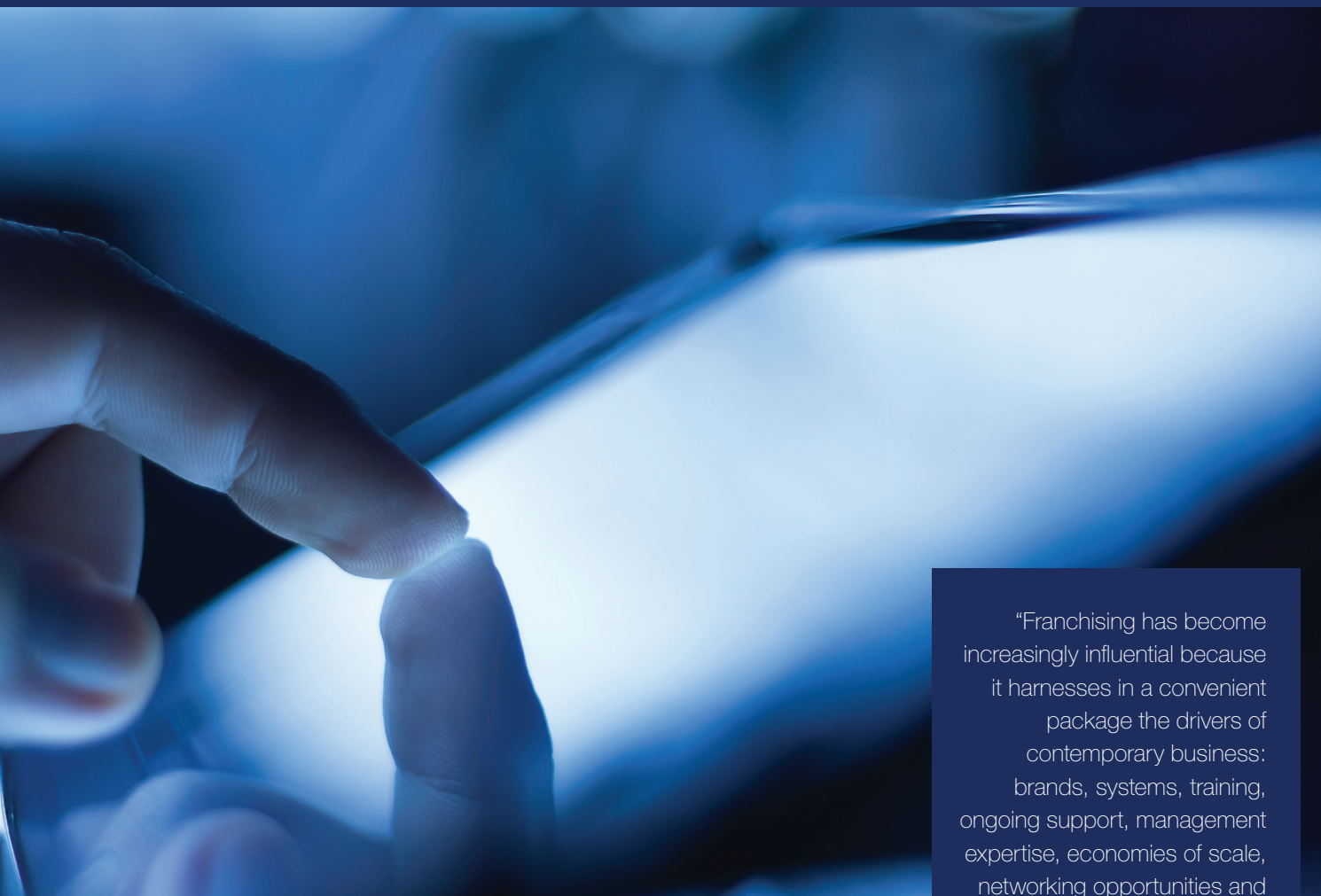
"The point of technology is to make life easy so franchisees can focus on growing their business, not running their business," says Tariq Farid.

Cloud technology and mobile services have undoubtedly had the biggest impact on this. The major advantage of franchising is leveraging a successful business model into a repeatable engine for business growth for both franchisee and franchisor. Since the franchisor's success depends on the success of the franchisees, the on-demand access made available through the cloud and mobile services to the all the shared resources needed across every aspect of this business model has become a critical success factor in franchising.

A Boston Consulting Group study of small and medium-sized enterprises (SMEs) found that 25 percent of businesses that use mobile services most intensively have revenues that grow up to twice as fast as their peers and create jobs up to eight times faster.

McDonald's is a classic example. It could be argued that the franchise started adding healthy options such as salads and fruits to its menu only after years of pressure from doctors, nutritionists, parents and governments. But as soon as minimum wages began to rise around the world, they introduced online and kiosk ordering to slash their franchisees' labour costs.

"Those franchisors who believe that the world will be different after COVID-19 need to imagine this new world and rethink how they will do business in it. Those who have invested in technology in order to survive will be looking for a strong return on that investment once the economy picks up again."



“Franchising has become increasingly influential because it harnesses in a convenient package the drivers of contemporary business: brands, systems, training, ongoing support, management expertise, economies of scale, networking opportunities and technology.”

What are the key benefits of technology for franchisees?

Franchising is a relationship business, and technology helps drive the communication, service and collaboration that underpins strong relationships, both between franchisees and their customers, and franchisees and franchisors.

If you're looking to buy a franchise, here are some of the key technology benefits you should look for:

- thorough information and transparency on the franchise opportunity offered through a dedicated recruitment website, social media pages and other online sources
- ability to contact and interact with the franchisor and the franchise support team through a range of media such as Zoom, Whatsapp, Teamviewer and email
- onboarding, training and support systems using technology to enhance engagement and learning, and enable you to learn at your own pace and revisit content any time you need to
- full suite of business systems, tools and resources available on a subscription basis to drive down start-up costs and streamline business, marketing and operations management

- online and mobile systems to enhance the customer experience, allow you to build stronger customer relationships and collect customer and market intelligence
- automated plant and equipment where applicable to speed processes and drive down labour costs
- systems to monitor, integrate and analyse market, performance and financial data within your franchised business and across the franchise organisation
- training on the use of data analysis for making informed decisions for the future with more accurate forecasting

The most important question to ask a franchisor

Of course, it is unlikely that all franchise systems will be able to offer all the technology benefits listed above, and if you're a technophile, you'll notice that I have left off new and emerging technology that is starting to make its mark in the franchising world—technology such as artificial intelligence (AI), robotics and blockchain.

If, on the other hand, you're not really up to speed on modern technology, rest assured that in business, technology is your friend and any franchisor worth their salt will provide you with full training and support.

Any franchisor who tells you they have a 'proven business model' should be avoided like the plague—well, like COVID-19. In these fast-changing times, no business model can remain proven forever. Those franchises which not only survive but thrive in the future will be those which are agile and unafraid to adapt and evolve when they need to.

So the most important question to ask the franchisor if you are considering buying a franchise may be:

“What continuous processes do you have in place across your organisation to encourage and implement innovation and change for the sustainability of the franchise?”

Robin La Pere is a franchise consultant with more than 20 years' experience as a franchise manager, CEO and owner as well as a consultant, coach and speaker on franchising. Based in Auckland, New Zealand, he works with clients throughout Australasia and internationally. He is a specialist in business model development, strategic planning, process improvement, innovation and franchise recruitment marketing.

www.noordinary.co.nz

Want to walk like a RAMS Franchisee?



"If you want to be part of an organisation where people want to help you succeed, you should join RAMS."

Julie Lawrence,
RAMS Franchise Principal, Redlands QLD

RAMS is currently looking for people who are passionate about helping more Australians fulfil the dream of home ownership by guiding them through every step of the home buying journey.

If you share our vision and are passionate about helping people, we'd love to hear from you.

Right now we have opportunities for suitable candidates to join the RAMS family in one of our existing vacant territories across the country.

Why wait, enquire now.

 RAMS.com.au/franchising



You and RAMS could be Greater Together

It's been 25 years since RAMS launched to the retail market and arguably anyone seeing its iconic and lovable mascot Raymond A. Ram would be hard-pressed to not associate him with the brand.

Of course a brand is much deeper than a marketing icon, even if it is a dashing ram with a fleece that would cause envy among the handsomest of flocks. RAMS prides itself on human connection, from its Sydney headquarters - affectionately referred to by staff as "The Paddock" (even the meeting rooms have clever names like Wool Shed and Shearers Shed) - through to its valued RAMS network of franchisees.

"It's our network of franchisees that makes us special," said Managing Director, Jake Bromwich.

"As a business, we focus purely on the residential home loan market, so we're passionate about helping customers into their new home. We provide step-by-step assistance

and as service-orientated, dedicated mortgage specialists, we're often able to help the customers that need more help, whether it be because they are time poor, new to borrowing, or have complex lending needs. We get to know our customers through our personal touch and our local model prides itself on forming enduring relationships.

"In effect we're a network of RAMS people, a family is how I like to refer to us, helping Australians realise the dream of home ownership with RAMS-only products. Our franchisees and their staff are mortgage experts with the skills and know-how to help customers who need more help."

And it's this network of franchisees that the RAMS business is now looking to expand.

"We have territories available across Australia right now and we're actively seeking individuals who share the same passion for helping people as we do, and who will commit to being fully invested in our brand and what we stand for," said Jake.

Why choose RAMS?

For anyone interested in seeking a new business venture, one that's with a recognised, iconic brand, where you are supported by a national marketing strategy as well as ongoing

training and development, then RAMS could just be the opportunity you've been looking for.

"From the moment you make that first contact we're there to support you," said Jake.

"Our dedicated team will walk you through every step of the franchise application process. You can then be on your way to building an income stream within your designated territory while you are building your business. But you won't be doing all this yourself."

RAMS provides all new franchisees with the flexibility to open up their branded RAMS Home Loan Centre anytime within 12 months of joining, so there's no need to stress about having a huge outlay right up front. RAMS has also introduced a new franchisee start up package, including increased commission in the first 12 months, as well as contribution to Local Area Marketing in the first 12 months and site branding. (Conditions apply)

And there are plenty of opportunities for you to mix and engage with your fellow family of RAMS franchisees, either proactively yourself or in more formalised settings like weekly RAMSBrief sessions, state meetings, Continuing Professional Development roadshows or the annual National Conference.





"For RAMS, people are our greatest asset, so if you have the desire to succeed, are passionate about helping customers, highly motivated and prepared to work hard, then we'd love to hear from you about joining our family."

RAMS MD Jake Bromwich (4th from right) being Greater Together with Christian (CJ) Johansson, RAMS Head of Marketing (far right) and Matthew Clark, RAMS Franchise Principal, Wollongong (2nd from right) along with his team.

"We have a great support network among our RAMS franchisees alone," said Jake.

"In fact our franchisees say 'all the answers are in the network', and I suppose they are right considering today we have over 1500 years of collective mortgage experience among all of our Home Loan Managers across Australia. Plus with a third of our current Franchisees having been with RAMS for over 10 years and half for over 5 years, many of them will tell you they bleed blue and green."

Not only is support available among the network, RAMS' unique credit relationship model means you can talk directly to credit teams to better assist customers. In fact RAMS also has a Complex Lending Team, for those customers with ... well, more complex home loan needs.

Are you ready to become Greater Together as a RAMS Franchisee?

"For RAMS, people are our greatest asset, so if you have the desire to succeed, are passionate about helping customers, highly motivated and prepared to work hard, then we'd love to hear from you about joining our family," said Jake.

"But don't just take my word for it. Here's what some Franchisees have to say about working in the RAMS family."

"Everyone is invested in each other and in each other's success. There's a genuine care factor. RAMS is small enough to feel like a family, but with the comfort of being part of a bigger business. It's very unique." Robyn Foster, Franchise Principal, Penrith NSW

"Being part of a national, reputable brand you feel a sense of ownership that is bigger than yourselves." Lischelle & Todd Franzway, Franchise Principals, Gold Coast South QLD

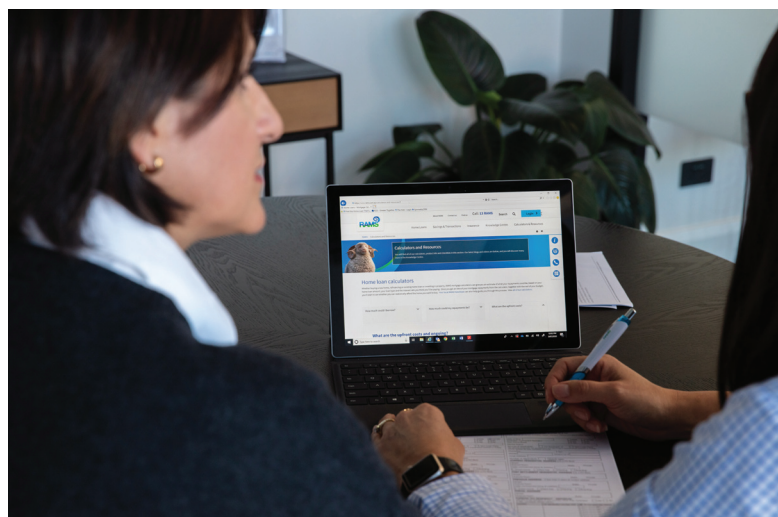
"If you want to be part of an organisation where people want to help you succeed, you should join RAMS." Julie Lawrence, Franchise Principal, RAMS Brisbane Sth, QLD

"At RAMS there's an attitude of if we all do well, we all benefit." Matthew Clark, Franchise Principal, Wollongong, NSW

If you're ready to apply to join the RAMS family, get in touch and we'll take you through the steps.

1800 616 082
franchising@rams.com.au
rams.com.au/franchising/

RAMS Financial Group Pty Limited ABN 30 105 207 538
 Australian credit licence 388065. Westpac Banking Corporation ABN 33 007 457 141 Australian credit licence 233714 is credit provider for RAMS home loans.



REFLECTING ON 2020'S RECIPE FOR SUCCESS

As 2021 begins, Subway® Australia Country Director Geoff Cockerill looks back at the way the brand faced challenges in 2020 and the tools they embraced to ensure franchisees were able to achieve success where others struggled.

With same-store-sales results returning to 2019 levels last year, and some restaurants even increasing their sales by up to 20 per cent year-on-year, Subway® is proud to share our recipe for success in 2020, that we're confident will underpin further success for all franchisees again in 2021.

Adaptability and bravery were key themes across the business in 2020, and underpinned the decisions made around the three major areas the brand focused on to combat the ever-changing landscape that last year continued to bring.

Coaching, Support for franchisees and Brand were focussed on in 2020 to ensure Subway® remained profitable for its franchise owners and relevant in a competitive QSR market.

Coaching

Subway® recognised that during periods where restaurants weren't experiencing normal volumes of in-store customers, it was an ideal time to refresh skills, in order to fine-tune operations and the guest experience.

During Covid-19, in order to maximise franchise owners' ability to service consumers, Subway® developed a new suite of restaurant excellence training modules to help owners increase delivery sales, reduce food wastage, prepare better products and deliver a better customer experience for guests. This knowledge, together with the support from Subway® field teams, empowered owners to optimise their revenue from every sale.



Support for Franchisees

As a brand we were fortunate to have made significant changes to our communication channels with franchisees as part of a larger brand transformation project the business undertook in 2017. As such we were able to refine and adapt existing systems to communicate all covid-19 changes effectively, in a way that ensured franchisees were able to successfully execute immediate and lasting changes in restaurant.

Subway® quickly re-designed its support systems with business coaching, regular check-ins and communication from both the corporate team and the business development teams that allowed restaurants to succeed where other cafes and restaurants may have struggled.

An often-underestimated benefit of a franchised business is the processes and support that the franchisee can tap into. Subway® believes the importance of this support is amplified during economic uncertainty, when many small businesses struggle. Successful brand systems like Subway® have long-established, proven business operations processes designed to help franchise owners build their own successful businesses regardless of any prior experience.

Alongside the business operations support that Subway® provided to franchisees the brand also waived or deferred ongoing franchising fees for the most severe periods of

the first lockdown – and provided practical support to reduce other costs across the business, including stepping in around government and landlord conversations.

Brand

For many companies the instinctive response to tough economies is to withdraw from advertising but Subway® believed remaining visible and relevant to consumers throughout 2020 was more important than ever.

For Subway®, with consumers' existing knowledge of the brand, immediate impacts from our world-class brand campaign during Covid-19 were seen, and we believe this is part of what enabled us to help shield franchise owners from as much of the retail impacts as possible.

Consumers look to familiar brands to deliver reliable products and experiences and Subway® reminded consumers they could continue to eat safely with us – and they could choose to have this any way they wanted, whether that was contactless delivery, contactless pick-up or visiting our restaurants.

The brave way Subway® adapted to the challenges faced by the business in 2020 was effective in ensuring success for franchisees and is a strong platform for continued success across the business in 2021.

To discover how you can start your career with Subway®, visit subway.com.au

Fresh



A VIRTUAL PRESENCE IS NO LONGER AN OPTION. IT'S A NECESSITY

For the purposes of this article, I am defining “virtual” as any information on your brand, products and services that can be accessed using a PC, laptop, tablet or phone.

There are areas in this virtual landscape that you control - such as the branding and product information, and areas where you don't – such as comments and reviews. The trick is to have a plan to manage all aspects of your virtual presence.

This year has demonstrated to every business that person-to-person interactions and

transactions are not always possible. You need a virtual presence and the best place to start is with a website.

Making an impression

A website is usually the first place a potential customer will visit when researching your product or service. That first impression must answer their key questions.

- Is the brand trustworthy? This can be conveyed by a great looking, functional website and backed up by testimonials and examples of the work you do.
- Who recommends you? Once again testimonials and a list of well recognised clients are gold in this area.
- Who is behind the brand? People like to know about the actual people behind the brand: their skills and expertise. Your team

page should have recent photos of your crew plus details of their skillset. Don't forget to get permission from your team members to put their photo on the page. Some people may have genuine reasons for not being in the public domain.

Strong SEO (Search Engine Optimisation)

- Where does your page appear in the search results? When people are searching for key services and products that you supply, your website should ideally appear near the top of the first page of search results. This can be achieved organically by really working on optimised words, regular fresh content and the use of videos, or you can pay to be up the top in search results through platforms such as Google Ads.

- Are there targeted demographics? If you pay for your website to be at the top of the page, you need to be clever about the key words that you choose to spend money on. What demographic does your product or service want to target? What do you believe your product delivers to people who are searching? Is it Australian made? Key measures could include the gender, age bracket, profession, industry and their geographic location.
- Do you have a Google My Business listing with your operating hours, address and contact details? This listing drives business to you and your website. Not only should you have a Google My Business listing, but you should also ensure that it is always up to date. There's nothing more frustrating than your business hours saying 9-5 and when someone arrives you've closed at 4pm – or worse, your address has changed and they can't find you.

Brand consistency

- Is your brand memorable and instantly recognisable? When your posts turn up in social feeds, even if people don't read them, are you confident that the branding will at least catch their eye and be subliminally filed away?
- Is every client touch-point consistent in terms of fonts, colours, logo? This not only applies to websites but also to any social media accounts you use to promote your business. The consistent application of your logo and the colours that are recognisably yours, is critical for brand retention.

A safe and easy shopping experience

If your website is also a retail site, then there are other issues you need to consider.

- Is it secure? People are providing financial and personal details to you via the checkout facility on your website. Not only is it important that the payment options are secured but also that any personal data provided and accessed by you for re-marketing is stored securely in line with privacy laws. If you target these clients with electronic direct mail (EDMs), always ensure that there is an unsubscribe link in the email.
- Are delivery costs clear up front? There are quite a few people who visit websites, order what they need and when they go to checkout are faced with an unexpectedly high delivery fee at which point they bail out, with a less than favourable impression of your business. Yes, delivering costs money, but if customers understand early in



"This year has demonstrated to every business that person-to-person interactions and transactions are not always possible. You need a virtual presence and the best place to start is with a website."

Tony Tran | Digital Media Specialist | FC BUSINESS SOLUTIONS

their shopping what they are likely to pay, then you know that they are continuing to shop knowing the cost and are more likely to complete the transaction.

- Is there detailed product information? Photos are great but so are specifications. Ingredients? Fabric? How your sizing is measured? Is it dry clean only? What's the guarantee and return policy? Can I click and collect? Give as much detail as possible so that people can confidently shop on your site.

Websites are a low-cost starting point for marketing

Radio, television, billboards, print – these are all expensive forms of marketing – especially for a small business that's looking to grow. Using your website to promote your brand is a low-cost marketing entry point.

- Use social media to spread the word. Posts that can be boosted and targeted, can link people to your website to find out more about your products and services. The trick is to get people to engage with you – to click through to your website. Try a Facebook competition where they need to answer questions about your site, for a voucher to spend with you or to win a particular product or service.
- Publicise your website at every client touchpoint. Your email sign-off, on letterhead, invoices, business cards, brochures etc.
- You can measure your success. Tracking and analytics both from your website and your social media can be analysed to show success points and failures. Use this information to fix any weaknesses and keep on measuring.

The world is your marketplace

The beauty of a website is that it's selling for you 24/7 all around the world. This exposes your brand to an international market. If you are looking for worldwide success, invest in a translating facility on your website so people can read about your products and services in their preferred language.

Trolls, advocates and cranky customers

When you move into the virtual space, you do expose yourself to the opinions of everyone who is motivated to give one – and it can put your reputation on the line. While your website is in your control, your social media isn't. You can expect frank, public feedback from people who have something against you or your brand, people who love your products and dissatisfied customers. Whoever they are and whatever they say, the trick is to engage with them publicly (unless you can get an inappropriate post or review removed) and try to resolve the issue. This demonstrates that you care about your clients and puts your perspective on any reputation-damaging outbursts. Avoid a confrontational response and always be careful not to include private information in your reply.

The best way to start optimising your website is to conduct a website audit. Website audits can track what you are doing right and areas to improve - from security, ad performance and search engine optimisation. A high performing website should be audited at least every six months to allow you to prioritise the areas that need attention.

Tony Tran has been in the IT industry for the better part of the last decade, working across both small to medium enterprises, to some of Australia's largest retail brands. As a senior product manager, he has overseen the development of large enterprise web platforms that help maintain businesses with their operational excellence. He has been appointed the security officer at varying software development agencies to ensure the scalability, robustness and safeguarding of systems from third-party attackers. Specialising in web development, Tony has ensured businesses follow best practises across web security, analytics and marketing.

To discuss how Tony's expertise can help take your business to new heights, contact:

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Feature

CHILDREN'S PRODUCTS & SERVICES

EXPLORING
FINANCE OPTIONS TO
**OPEN OR
GROW**
YOUR CHILDCARE
FRANCHISE

KID-FRIENDLY
FRANCHISES:
EASY AS ABC



what's new!

KEEPING FIT IS CHILD'S PLAY WITH NEW FRANCHISE **NINJA PARC**

According to recent Australian studies, 1 in 4 children now fall into the overweight and obese categories.

John Pirlo, founder of Ninja Parc—a new franchise business by Belgravia Health and Fitness—has been an advocate for physical activity and getting kids moving for 20 years. As a child, he was teased for being overweight which inspired him to pursue a career in health and fitness.

“We all know that we need to move our bodies more and encourage our kids to do the same. We also know that kids and adults will be more inclined to choose an activity if it involves fun and play. This is where Ninja Parc comes in. We have created a place where children and adults can have fun running, jumping, climbing—doing all the things our

bodies were designed to do,” he said.

With the majority of Australians spending a large chunk of 2020 indoors, since COVID-19 restrictions have lifted, business at Ninja Parc is booming, with visitation surpassing pre-Covid numbers and party revenue up 33 percent compared to the previous year.

“Since reopening, we’ve seen a real shift in mindset. Parents are really prioritising physical-based activities as a way to spend the weekend with kids and to keep them active,” he added.

Ninja Parc is the latest venture of Belgravia Health and Fitness, a fitness franchise that supports more than 100 franchise locations across the country.

www.belgraviahealth.com.au



FUNTASTIC ANNOUNCES SUCCESSFUL COMPLETION OF THE ACQUISITION OF HOBBY WAREHOUSE GROUP

The Board of Funtastic Limited (ASX: FUN) announced the successful completion of the acquisition of 100% of Australian e-commerce websites Toys “R” Us, Babies “R” Us, Hobby Warehouse and Mittoni and the issue of new shares in the company.

Shareholders overwhelmingly voted in favour of the Proposed Transactions at the Company’s 2020 Annual General Meeting held in November 2020.

Louis Mittoni was appointed Managing Director and Chief Executive Officer of the Company and Kevin Moore was appointed Chairman of the Company.

“Toys”R”Us is now one of the fastest growing online retailers in ANZ and we will now look to accelerate that growth in 2021 with further expansion plus the commencement of Babies”R”Us. Our plans include building new physical and digital logistics in addition to innovative, ‘experiential’ physical store formats,” Mittoni said.

“Our wholesale businesses, Mittoni Technology and Funtastic, will continue to focus on and support all retailers with a wide range of some of the best-known branded technology, toys and baby products. We are looking forward to building a company with strong foundations and big plans for growth.”



Funtastic Louis Mittoni (L) and Kevin Moore (R)

7-ELEVEN AIDS SCHOOLS PLEDGE TO JOIN THE #CUPRESCUE



7-Eleven announced the launch of its Cup Rescue Schools Program. The program will see infrastructure placed into 100 schools to allow for greater recycling efforts across the country.

While takeaway cups can't usually be recycled due to their plastic coating, 7-Eleven's partnership with recycling solution company Simply Cups, enables takeaway cups of any brand to be collected, processed, and recycled. Now thanks to 7-Eleven, schools can join in too.

All collected cups at the school grounds - through the donated cup collection units - are delivered back to the schools' local 7-Eleven store for collection by Simply Cups. Once collected, innovative technologies transform the cups into upcycled items, such as kerbing, car stops and garden beds, which are all made locally in Australia.

Each year, it's estimated that over 1 billion cups end up in landfill when they could have been recycled. 7-Eleven and Simply Cups' goal is to recycle 70 million cups via the initiative.

"We're one of Australia's leading coffee retailers, and we acknowledge that the amount of coffees we sell is contributing to the number of cups going into landfill. We partnered with Simply Cups in 2018 to take the lead on this issue in Australia and be part of the solution to make takeaway cups recyclable. We believe engaging young Australians - who are passionate drivers of change - will enable us to achieve our goal of diverting as many cups as possible from landfill," said Chief Executive Officer at 7-Eleven, Angus McKay.

www.7eleven.com.au/get-to-know-us/cup-rescue



DOING THE MATHS: **MATHNASIUM** FRANCHISING OPPORTUNITIES ADD UP

Mathnasium, an exciting franchise in the education space, is making a huge difference in kids' lives, helping them grow their maths confidence.

"Australia is experiencing a significant amount of students turning away from STEM subjects including mathematics," says Ratika Khandelwal, from Mathnasium Australia.

"This is despite 56 percent of recruiters saying that they have trouble filling STEM jobs which means the opportunity in these areas is so much higher. Anxiety and a lack of confidence being the key reasons for avoidant behaviour."

Originally an American company, Mathnasium now has over 1,050 locations world-wide, with three launching in Australia in January 2019.

"Depending on each child's ability which is ascertained following a comprehensive assessment, maths is tailored in a way that puts focus on teaching it using either tactile, verbal, visual or written communication methods," says Khandelwal.

"This also takes the pressure off kids who feel they need to pretend they understand in the classroom."

The stats:

- 90% of students saw improvement in their first school grades
- 93% of parents reported kids had an improved attitude toward maths
- Classes can be delivered live or online
- Low-cost entry, under \$150k
- The global market for private tutoring services is estimated to reach \$260.7 billion by 2024 (Global Industry Analysts)

1Survey of parents whose children have regularly attended Mathnasium for six months or longer. 2Includes students with a starting grade below an A.

www.franchising@mathnasium.com.au



KID-FRIENDLY FRANCHISES: EASY AS ABC

Children's products and services franchises are a great business choice for the budding franchisee, with many brands offering low start-up costs, tonnes of support, lots of opportunities for growth—and a healthy supply of enthusiastic little customers!

Despite the national birth rate decreasing, according to an Australian Government Institute of Family Studies report, the demand for children's services is on the rise. While at first this might seem like a contradiction, the fact that parents are having fewer children means they have more money to spend on the one or two children they have. Modern parents also tend to have children later in life after establishing their careers, and due to the demands of

those careers, find themselves turning to extra-curricular activities as a community of support for their child's needs.

Parents are increasingly looking for ways to engage their kids in meaningful, healthy activities that will encourage development, socialisation, and physical and mental fitness. So not only are children's service franchises a great business opportunity, they also offer an extremely rewarding career choice.

Children's franchises have a host of benefits for those starting out in the world of franchising.

QUICK SET UP – Franchisors should provide everything you need to get started quickly, with training and support systems in place, and things like education packs, teaching equipment, uniforms or sporting goods all supplied for you. These out-of-the-box business models have very clear guidelines and procedures in place; allowing you to concentrate on growing your business and keeping your very important little customers happy.

LOW RISK – As with every business proposition, success is not always guaranteed. But for those starting out in franchising, many kids' franchises offer minimal financial risk. To make sure your business is a success, do your research. Speak to other franchisees and be sure to carefully review all business documentation provided by the Franchisor so you know exactly what they are offering and what is expected of you.

PROVEN BRANDS – Kids' franchises often have a very clear brand identity. Parents know and recognise the brand names they trust and will return to again and again. Rather than striking out on your own, joining a franchise offers you a piece of that instant recognition, so you don't need to worry about branding, marketing and building a reputation as a children's service provider. Be sure to do your homework when selecting the brand you want to work with. Make sure you have the same vision and values and truly believe in the service they are providing. Once you are on board, you will become a critical part of the entire franchise. How well the brand is perceived—



and therefore how well it succeeds—depends on every franchisee being a dedicated brand ambassador.

Want to learn more about franchising opportunities in the Children's Products and Services sector? Check out our franchise directory: www.businessfranchiseaustralia.com.au/directory

Child Care franchises

Taking care of kids means taking care of business for child care franchises. While the pandemic forced many centres into a hiatus in 2020, as parents begin to return to a new normal, many are keen to get their kids back into a fun, social and interactive environment where they can flourish—and mum and dad can take a break!

LITTLE ZAKS - Little Zak's Academy is a leading childcare provider in New South Wales, offering premium services and extracurricular activities throughout their early learning centres. At the core of their company values lies their love for family and close partnerships with all Little Zak's

parents, as well as a mission to provide the best start in life to all children through the Early Years Learning Framework (EYLF) - 'Being, Belonging and Becoming' - and the National Quality Framework (NQF) offering intentional teaching and spontaneous learning.

Since their co-ownership business opportunity hit the market a few months ago, Little Zak's has caught the attention of hundreds of eager potential partners keen to get into business in the childcare space, with more than five new franchise locations already confirmed to open next year.

"We know we do things really well at Little Zak's, which drives our strategic mission of delivering our best-in-class service to as many children as possible, as quickly as possible, without compromising on quality. To make this happen, we developed our franchise co-ownership model," said Owner Carlos Zaki.

LOLLIPOPS - Since 1993, Lollipop's Playland and Cafe has been encouraging kids to develop through active play. Lollipop's is now a multinational franchise network with play centres and cafes throughout

Australia, New Zealand and Indonesia. Lollipop's are known for bright, colourful environments and their 'superplay' features aren't found anywhere else. The business has made a strong name for itself in the indoor recreation industry.

Now is a fantastic opportunity to be part of an amazing family-friendly business, in a rapidly growing industry, working with a fun brand that encourages children to develop through play and activity. As a franchise owner, you'll oversee the management of your own operation, working towards a high level of return that will reward you with a successful and profitable business. Lollipop's is looking for superstar franchisees to join their team.

There are plenty of budget franchise opportunities available for budding business owners who love working with kids. Service-based franchises for children that don't require a bricks-and-mortar location—like tutoring or sports coaching—are often easy to get started and offer low investment costs.

Kids' activity franchises

From arts and crafts to dance and music classes, there are a wide range of activity-based franchises to capture kids' imaginations and encourage their creativity. Here are a few franchises that are just as much fun for the teacher as for the student!

KINDY DANCE TIME – Unique dance programs for 2-5-year-olds that lay the foundations for a lifelong love of music and dance. With three different lesson themes per term, children enjoy the familiarity of routine coupled with new challenges, resulting in a fantastic sense of achievement and loads of fun!

MINI MAESTROS – Fun, active and educational music classes for babies, toddlers and preschoolers. By combining music and joyful discovery, Mini Maestros encourage confident and happy learners. Both in-person and online classes are offered.





MATT FIDDES – The Matt Fiddes franchise is well recognised globally for offering martial arts classes in a safe and positive environment with an emphasis on self-defence, health, fitness and life skills. The MF franchise network has been successfully expanding for over 20 years earning its status as one of the most successful brands in its field.

Kids' sporting franchises

If you have a sporting background and love encouraging kids to move, play and experience the thrill of taking part, then a sports-based franchise may be right for you. From team sports like soccer to individual pursuits like swimming, there are plenty of sporty franchise opportunities out there.

GECKO SPORTS – Offering kids a fun and interactive start to sport and fitness for life, Gecko Sports gives children the inspiration and confidence to be physically active and try their hand at playing different games through their scientifically-designed sports programs.

LITTLE BIG SPORT – A play- and game-based soccer coaching program for toddlers to ten-year-olds where the emphasis is on having fun. Little Big Sport's passionate, experienced and qualified coaches provide the perfect pressure-free environment for children to develop physical skills and learn the importance of teamwork.

SOCCAJOEYS – Helping children develop valuable life skills, Soccajoeys' inclusive and dynamic kids' soccer program focuses on a stable foundation of active movement, play and social interaction. A Soccajoeys franchise lets you run a business that combines sports coaching and childhood development to make a positive impact in your community.

LITTLE KICKERS – This franchise provides kids with a positive introduction to sport by teaching football skills in a friendly, pressure-free environment. Little Kickers offers four different classes tailored to the needs of children between up to seven years old. This franchise has been around for 14 years, so is a well-established model that offers lots of support.

"Not only are children's service franchises a great business opportunity, they also offer an extremely rewarding career choice."

Kids' tutoring franchises

Do you love nurturing little minds? Tutoring franchises offer a highly rewarding career for those with suitable qualifications. There is high demand for education professionals to help kids with reading and numeracy, languages and other skills.

LCF FUN LANGUAGES – giving children the confidence to speak another language. LCF franchisees are a diverse team of dedicated language enthusiasts; some are qualified language professionals and experienced teachers; some are native speakers who want to share their language and culture.

LISTEN TO READ – This franchise offers a specialised program that combines phonetics training with sound therapy techniques, helping children through to adults to overcome their reading difficulties and discover the joy of reading.

TUTOR DOCTOR – Tutor Doctor's approach to education enables children of any age to get help on any subject by matching them with a specialised tutor. Franchisees manage their team of tutors while following an award-winning home-based business model that helps them grow and develop the business.

BEGIN BRIGHT – Providing a range of fun, interactive early learning and tutoring programs for kids, Begin Bright has been designed by Australasia's leading educational experts. Their programs incorporate all levels of maths and literacy through fun, engaging activities to create happy, smart and confident learners.



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EXPLORING FINANCE OPTIONS TO OPEN OR GROW YOUR CHILDCARE FRANCHISE

The child services industry plays a vital role in the lives of many Australians, with businesses including daycares and childcare centers providing vital care for children across the country.

The government also recognises this and has been injecting funds into the sector since the 1970s. However, the decision to open a childcare services franchise still comes with notable set-up costs and additional expenses down the road for refurbishment and expansion. So, where do prospective franchisees get the funds required to get their business up and running?

There are a broad range of funding options available to prospective and existing franchisees to either help with the initial establishment of their business or expand on their existing childcare business. The best option will vary depending on the individual's situation including their own financial circumstances, how long the business has been operating, and what they are looking to fund.

There are a range of different services in the childcare sector including long day care (LDC), occasional care (OCC), pre-schools/ kindergartens and outside school hours care (OSHC). Demand for these different types of care can depend on the centres geographic location as well as what is available from competitors in the area. The type of facility a franchisee chooses to open will impact what equipment and fitout is required and can influence their choice of funding for the business.

Current Lending Landscape

After more than 12 months of tightened lending conditions, prospective business



"After more than 12 months of tightened lending conditions, prospective business owners may have to expand their horizons in their search of suitable finance options."

Kaitlyn Meehan | FRANCHISE FINANCE AUSTRALIA

owners may have to expand their horizons in their search of suitable finance options. Whilst there is still a wealth of funding options on the market, applicants may face stricter application requirements when going down traditional paths.

Traditional finance providers such as banks offer a range of products that fund both soft costs and tangible assets which are suitable for both first time and existing franchisees. These lenders are often competitive on rates but tend to operate in a more risk-adverse manner. Because of this, their application and collateral requirements are rigid and can act as a barrier to some applicants. Requirements for property-based security is a significant obstacle, with 91 percent of small business owners stating they would rather take a higher rate than risk their home as collateral.

For those who want to explore the options beyond traditional providers, there are also non-bank lenders in the market which offer more flexible funding solutions that can be a better fit for unique circumstances. Whilst these lenders can come at a higher interest rate, they also have much higher approval rates and a larger appetite for funding. This means they are often more willing to work with applicants to find a solution to fit their diverse needs.

Alternative lenders also offer a range of products including traditional business finance which can encompass soft costs such as franchise fees and legal costs, asset finance which will only fund tangible equipment and fitout, and even rental solutions. The

latter two options often take the assets that are being financed as security, meaning there is no requirement for additional collateral, a benefit for many small business owners.

The Application Process

Regardless of what lender you go with, there are some steps that you can take to ensure you put your best foot forward when submitting your application. Whether applying with a traditional or alternative financier there are some common elements that they will be assessing in your application. These can be summarised by the 5 C's of credit: Character, Capacity, Capital, Collateral and Conditions.

Character refers to the applicant and assesses elements such as their willingness to repay the debt, credit reports, reputation, and any information found across social media and search engines.

Capacity looks only at the applicant's ability to repay the borrowed funds, and considers income, expenses and any existing financial commitments.

Capital is an assessment of the applicants overall financial positioning, and the liquidity of any available assets.

Collateral examines the assets available to be used as security for the loan. For traditional lenders this may be home or property, and for non-bank lenders this is often the assets being financed themselves. This can also include Directors and Personal guarantees.

Conditions is the terms of the funding being offered to the applicant, such as interest rate, term and any additional fees.



"Being educated about your finance options and knowing how to prepare an appealing application is the first step in securing funds to open or grow your childcare franchise."

Taking these principles into consideration, what can you do to prepare the best possible application for your childcare franchise? Well, it all comes down to preparation, having all the essential documents compiled for the initial application encourages a more streamlined approval process, and reduces the need for any back-and-forth. Essential documents will vary based on each lender, but there are some staples: the application form, a valid form of ID, Asset and Liability statements, commitment schedules, financial projections and a business plan. We suggest having up-to-date copies of these documents ready to accompany any finance application.

Wrap-up

As many family units rely on multiple income streams, demand for childcare

services is on the rise. There is significant potential for prospective and existing franchisees to take advantage of this steady rise in demand, however access to finance can be a hurdle to overcome in the franchising journey. However, it is clear that the lending landscape is opening up for potential franchisees and funding options are becoming more flexible to the needs of applicants. Being educated about your finance options and knowing how to prepare an appealing application is the first step in securing funds to open or grow your childcare franchise.

Kaitlyn is a marketing and communications professional who has been working within the franchise finance industry for almost three years. Building relationships with franchise networks across Australia, Kaitlyn has gained unique insights into the funding needs and challenges faced by the sector.

Franchise Finance Australia is a specialist funder to Australia's franchise sector. We have unrivalled knowledge of franchisees funding requirements as well as direct relationships with the franchise networks operating in Australia.

www.franchisefinanceaustralia.com.au/



BUSINESS OWNERS NEED TO ADAPT TO AWARD CHANGES

Managing a business is hard at the best times, but no more so than during a pandemic. Depending on the industry, there are different Awards employers have to get their heads around to ensure they're abiding by Fair Work standards.

Whether it be the rate of pay, the hours certain employees can work, or the leave they're entitled to, there are a myriad of workplace complexities that must be maintained.

The Children's Services Award is one of a number of Awards that have seen important changes recently. Since November 1,



"Those with young or school-aged children have, over the past year, the added complication of working remotely from home, while also caring for and entertaining their children due to the forced closures of childcare centres."

Edward Mallett | Managing Director | EMPLOYSURE

2020, employees who have their roster changed in an emergency are entitled to overtime rates. What's interesting about this is the term 'emergency' includes cases where an employer is locked down due to a Government direction. We've seen thousands of businesses affected by this as a result of the COVID-19 pandemic. While this change is good for the employee, it leaves a greater financial dent on business owners, who need to change or adapt their operations to accommodate the extra cost.

Working from home has not just been an

adjustment employers and employees have had to make for themselves, but also for their families. Those with young or school-aged children have, over the past year, the added complication of working remotely from home, while also caring for and entertaining their children due to the forced closures of childcare centres.

An eight-hour a day working professional needs those services as there's simply no way to focus on a computer while also supervising a child at the same time. You take your eye off your work for a few minutes



"Another relevant change involves non-contact hours. Educational leaders are now entitled to at least two hours of non-contact time a week, where they are not required to supervise children or perform other duties as directed."

and your efficiency greatly decreases. You take your eye off your child for even a second and the outcome could be much worse.

Another relevant change involves non-contact hours. Educational leaders are now entitled to at least two hours of non-contact time a week, where they are not required to supervise children or perform other duties as directed. This can be increased to four hours if they also have programming responsibilities for children.

When the employee is in charge of children outside, such as during lunch, their employer must now provide them with hats and sunscreen, or they must reimburse the reasonable cost back to the employee. What we've seen in the past is a grey area that can lead to arguments between the employee and employer over who foots the bill for purchases like this. While it is good to have clarity, again, employers will have to consider that extra cost. There are further changes coming to this Award but are yet to be finalised.

Changes have also come into effect for those, particularly casual workers, who fall under the Educational Services (Teachers) Award. Casual employees who work for a children's or early childhood education service are

now paid under different rates. The former 'quarter day' or 'half day' rates have been scrapped, in favour of a new method that sees them paid on either a two-hour, four-hour, or full-day rate.

Initially there has been confusion amongst employers over what rate of pay they should be paying employees who work three or five hours for example, however it really is quite easy. If an employee is required to work for up to two hours a day, they're obviously paid for that period. If the employee is required to work for more than two hours and up to four, they're paid on the four-hour basis. If they're required to work more than four hours and up to a full day, then the full day rate applies, based on their appropriate hourly rate.

Overtime is generally a tricky subject when it comes to casual workers. Casual employees working in early childhood services that operate for at least 48 weeks a year, are now entitled to overtime when working outside or in excess of their ordinary or rostered hours.

Further changes to casual overtime for many awards which concern the rate of pay were introduced as of the first full pay period on or after 20 November 2020. The changes were complicated and no doubt kept

employers busy leading into the Christmas period trying to best schedule rosters and ensure correct payments.

In this sense, changes to casual pay rates that will have an arguably bigger impact on the retail industry are those where the penalty rates for evening work have increased.

Employers need to take a proactive approach and make adjustments to staff and their pay accordingly, to ensure they aren't incurring unnecessary costs by employing casual staff in more expensive periods.

These changes, coupled with Australia's complex industrial relations system, will lead to confusion among SMEs when paying staff. In light of the changes it would be prudent for businesses to review their operations and see if increased costs can be avoided.

These changes will undoubtedly lead to more challenges small business owners will need to learn to overcome. With changes to modern awards happening so regularly, it's no wonder SMEs struggle to get payments right.

Many employers who were hoping to take on extra casuales over busy periods simply won't be able to now. Complexity breeds a lack of confidence, when simplicity is what we need at the moment. Workplace relations legislation should be the framework that enables business growth, not prohibits it.

British-born Edward Mallett started his professional life out as an employment relations barrister after having studied law at Cambridge University in the UK and Duke University in the US. After migrating to Australia in 2010 and seeing how high legal fees for business owners seeking HR advice were, Mr Mallett wanted to establish a new system which offered professional help at an affordable price. Seeing a gap in the market, Mr Mallett founded Employsure, a subscription-based workplace relations service offering round the clock advice to employers.

Emloysure is Australia's leading workplace advisory firm for SMEs, advising over 28,000 clients in Australia and New Zealand on workplace relations and workplace health & safety issues. It was founded in 2011 to help SMEs navigate changes to Australia's complex industrial relations system with the introduction of the Fair Work Act. It does this via its advice line where businesses can speak with its team of workplace relations specialists, and through onsite visits to their business.

www.emloysure.com.au

GROW YOUR ONLINE COMMUNITY, GROW YOUR BUSINESS

SEVEN STEPS FOR BUILDING AND MAINTAINING A THRIVING ONLINE COMMUNITY POST-COVID

While 2020 was undoubtedly challenging and, yes, 'unprecedented', the benefit of a crisis is that it forces us to innovate.

And, for many small businesses, the ultimate COVID-19 silver lining has been the transition to online and the ability to extend their business's reach.

Physical borders and foot traffic don't define your audience anymore—you can build a thriving community with anyone,

anywhere, thanks to the incredible reach and connective power of social media.

But before we get into the nitty-gritty of how to do this, it's important to first understand how the coronavirus pandemic has affected consumer and community expectations of small business.

Small business and the Australian community: A reciprocal relationship

In *The Next Chapter for Small Business*, a Forrester Consulting study commissioned by Xero, nearly nine in 10 Australian consumers

(87 per cent) agreed that small businesses play an active role in shaping the culture of their local community. The fact that this is higher than the global average shows the unique regard that we Aussies have for small business.

When asked why they purchase from small businesses, 39 per cent of respondents stated that they wanted to contribute to their community and support the local economy and local jobs. Meanwhile, 69 per cent of consumers reported that they felt proud of the businesses in their communities and would feel a personal loss if those businesses were to close.





"Physical borders and foot traffic don't define your audience anymore—you can build a thriving community with anyone, anywhere, thanks to the incredible reach and connective power of social media."

Erin Chancellor | Head of Community | XERO AUSTRALIA

But this relationship works both ways. The majority of consumers and small business owners agree that small businesses need to establish a strong connection with their local communities to survive and thrive.

Fostering online communities just as important

During the pandemic, online purchases made up 36 per cent of all Australian spending, while 32 per cent of respondents were interested in engaging with small businesses virtually—that's a six per cent and 10 per cent increase on pre-pandemic levels, respectively. Growth in these areas is expected to continue as more people embrace the convenience of online.

In short, to ensure your business is sustainable and successful in 2021 and beyond, you will need to put as much care

into fostering your online communities as you do your local in-person ones.

Top tips for building a thriving online community

Building an online community is all about uncovering the magic of small business—which is the human element; the face behind the business. But you've got to be strategic about the content you're posting to get this right.

These are my top tips:

- 1. Consider the bigger picture.** For franchisors, the first step is to consider the brand you're operating under and understand what you are and aren't allowed to do.
- 2. Think about businesses you follow and why.** Over a couple of weeks, note down what interests you about the businesses you follow online—is it their imagery, their values, their stories? Think about how often they push their products, and the balance with non-product-focused content.
- 3. Know your audience.** Think about where your communities exist and what social channels you can use to reach them. You don't have to be on every channel, but you do need to understand why people go to them, what they're looking for, and when they're most active.
- 4. What and when to post.** Analytics are fantastic for helping you decide how and when to engage. For example, at Xero we know that our online community tends to be focused on business, with a greater appetite for educational, product-friendly content earlier in the week. By the end of the week, we can start posting more fun content and stories.
- 5. Don't be afraid to show who you are.** People choose to support small businesses because of the face behind the business. More often than not, this is your unique selling point, so don't be afraid to be human. Be honest, be authentic, be vulnerable. You'll build a really strong community when you show the highs and the lows.
- 6. Get people talking.** People joining communities are seeking support and connection, and it's up to the moderator or owner of that community to get that engagement and conversation flowing from the very beginning.

"To ensure your business is sustainable and successful in 2021 and beyond, you will need to put as much care into fostering your online communities as you do your local in-person ones."





I know I get frustrated if a business I've messaged on Instagram doesn't get back to me within a few days and there's no explanation of why. It causes me to lose interest, trust in the business and the sense they value me as a customer.

Along with a heightened regard for small business within the community, COVID-19 has provided an excellent opportunity for small businesses to think differently about how they build followers to support their business. Don't be afraid to experiment. The desire to innovate shouldn't stop as we slowly start to plan for a COVID normal 2021.

A senior communications and community professional with more than 15 years' experience in ASX-listed Australian and Asia-Pacific digital, financial services and professional services companies, Erin is currently Xero Australia's Head of Community. In this role, Erin is responsible for community management and strategy for Xero's thriving Facebook community of almost 6,000 accountants and bookkeepers. Erin has significant experience in cultivating online communities that encourage two-way information sharing and establish connection.

<https://www.xero.com/au/why-xero/your-business/franchises/>

Think about how to encourage conversations between community members—for example, a wooden toy business might pose the question to its Facebook followers: 'What's on your Christmas list this year?', or 'What were your favourite childhood toys?'. This generates great sentiment and authentic conversation and gives people a reason to come back.

Other options include doing polls, Q&A sessions or Facebook live streams. I personally love it when businesses I follow do an 'Ask me anything' event, because I love hearing real stories, where it's not about their product but what makes them tick. We do this a lot in our Xero community.

7. Feed the beast. The worst thing any

business can do is start a community and then ignore it. It has to become part of the day-to-day running of your business, which means setting aside time to think about content, what you're going to post, and when.

The power of an online community is the two-way communication it provides—and the benefit and challenge for businesses is that instantaneous connection and reaction.

Always set expectations with your community and be honest about when you will be able to respond. Facebook provides this information already, but on other channels consider including in your bio that you are 'really busy running your business but answer all online queries between 5pm and 7pm' (for example).

STICKY BUSINESS:

A community-building success story



Xero customer Sticky, a family business making delicious candy treats, is a great example of a business successfully harnessing this power of community to survive and thrive during the pandemic.

With foot traffic to their counter at The Rocks in Sydney grinding to a halt, and all their weddings and corporate events cancelled, Sticky owners David King and Rachel Turner faced the prospect of shutting down after 18 years in business. With nothing to lose, they began streaming their production live on Facebook and Instagram, and suddenly their audience and potential customer base exploded. Then, in a stroke of genius, their daughter suggested setting up a TikTok account.

David was initially sceptical—even asking "What is TikTok?"—but they gave it a go, and the engaging visuals and fun, quirky stories they posted were a big hit with the channel's audience. The different demographics and focus of the three platforms worked to nurture and cross-promote one another.

Now, with over 2.8 million TikTok followers and reposts from the likes of Snoop Dogg, business is booming. They've hired new staff, expanded production levels and started the ball rolling on international exports.

"Whether you're in Florida, Copenhagen or Sydney, we're like the local business," David said of the effect of their online community-building efforts. "We might be on the other side of the world, but we're your local lolly shop and you know us."



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6 WAYS



OF INCREASING BUSINESS PROFIT DURING TOUGH ECONOMIC TIMES

With the economy in recession, many businesses have faced the challenge of re-evaluating how they operate.

One of the most difficult decisions is whether to cut costs or continue spending. But which of these activities could help increase your profits to build a more resilient business?

Business Australia Chief Customer Experience Officer Richard Spencer shares

six ways SMEs can improve their profit margin, despite tough economic times.

1 New marketing strategies:

Review your business marketing activities to see if there are better ways you can make sales and grow your market share. A good place to start is focusing on communicating a strong and unique selling proposition, one that helps your business stand out from the crowd. Marketing does not need to be a big expense, there are plenty of free online resources on offer, through content and social media marketing for example.

2 Flexible staffing:

Even with support programs like JobKeeper, loss of revenue has forced some businesses to reduce their headcount. If you are trying to do everything to stand down staff, another option is keeping staff employed at reduced or part-time hours, which allows the business to be more financially flexible while retaining important skills. Alternatively, you might want to consider training employees to take on a wider range of responsibilities. Conducting a skills assessment can help identify potential skills gaps. Engaging contractors and freelancers can also help to reduce costs as

Case Study

Plumbing Bros is Australia's only nationally franchised white-collar plumbing business which launched in Western Australia in 2016. Founder James Riddle said the business had aggressive plans for expansion over the next five-to-seven years with a vision to create 75 franchises across the country.

"When Covid struck we had to re-evaluate our expansion plans," James Riddle said. "Luckily we were classified as an essential service so our work largely continued."

"We were receiving an influx of enquiries about new franchises from people who had lost their jobs that came looking for a new direction. But we had to be strategic about where we moved next, and we had to turn a lot of people down."

"We implemented safety precautions really early on as restrictions were coming in to keep our staff safe. Using face masks and getting flu shots for our workers, that helped with our marketing that our existing customers especially weren't reluctant to have us come in to do jobs," he said.

"There were a lot of people working from home that wanted projects completed that they hadn't gotten around to so work stayed very steady for us. The concern now is with the slow-down in-house approvals that there will be a lull in the future that we need to factor into our plans."



"South Australia has done very well throughout the pandemic and up until this week remained our number one target for where we would like to expand to next. We currently have five locations in Perth, Melbourne, Brisbane, Sydney and the Gold Coast. Covid is now another major factor in our strategic planning alongside constructions levels and progress in each state."

To hear more about Plumbing Bros and for more inspiring business stories, tune in to Business Australia's new podcast program, <https://www.businessaustralia.com/resources/podcast>

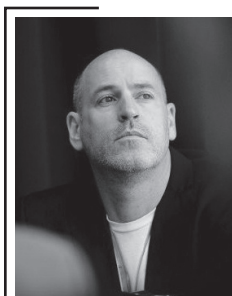
needed. Wages and working conditions are sensitive topics which could make or break employee morale. Remember to communicate any changes clearly and try to include employees in the conversation when seeking solutions.

3 Create new revenue streams:

Diversifying your customer base can be a smart business strategy during an economic downturn as it can help minimise the impact of losing other crucial clients. This could involve pivoting your business to serve more essential industries where consumer demand is likely to grow, such as health, education or remote working. Adapting your existing offering to align with these new consumer needs can be an effective way of increasing profits and expanding your market.

4 Cost efficiencies:

Reducing business costs should never have to involve cutting corners or reducing the quality of your overall offering, including customer service. Instead, try to seek out ways to cut unnecessary fat to the end of reducing both financial risk and waste. For example, try negotiating more flexible terms with your suppliers in order to still meet customer commitments without things piling up in the warehouse before being sold. Fine-tuning your sales forecast can help find the sweet spot



"At the end of the day, every good business strategy should have a positive impact on your bottom line. Examine every corner of your business carefully to unveil where you might be able to cut costs and expose higher profits."

Richard Spencer | Chief Customer Experience Officer | BUSINESS AUSTRALIA

between supply and demand that results in steadier cash flow.

5 Focus on the customer:

Being responsive to customer needs is a critical business strategy during a sudden market slump. It can help to improve retention and sales volume while giving your brand some extra gloss. This involves things like surprising customers with discounts and giveaways, running a loyalty program tied to incentives, listening to and acting on customer feedback and over-delivering on promises.

6 Partnerships:

Teaming up with businesses offering complimentary (or even similar) products or services could also help boost your profits. This practice is also called co-marketing. Combined efforts may enable you to offer greater value to customers while also

expanding your audience reach. A good example is a food delivery service such as Deliveroo, which offers contact-free delivery options to encourage people to support their local hospitality industry, thus boosting each other's business.

At the end of the day, every good business strategy should have a positive impact on your bottom line. Examine every corner of your business carefully to unveil where you might be able to cut costs and expose higher profits.

Business Australia is a free member-owned organisation that provides tools, resources and advice to support businesses of all sizes. Whether a business is just starting out, looking to become more efficient or wanting to grow, Business Australia exists to help them get there. It costs nothing to join, simply register online using an ABN. For more information visit www.businessaustralia.com

TAKING THE FEAR OUT OF FRANCHISING

Inspired by the book by Dr John P Hayes

I was introduced to Dr John P. Hayes when I met Michel E Gerber, so I knew he'd be an interesting subject when I interviewed him for my Franchise Radio Show. And John didn't disappoint me. In fact I was so impressed with his published works that I give copies to all Franchise Simply clients and recommend they give a copy of 'Take the fear out of franchising' to all their prospective or new franchisees.

Over the years I've been involved in the franchise sector, I have seen some of the best and the worst on both sides—by the franchisor and by individual franchisees. The best have given us some of the most successful businesses and the worst, some of the most horrific, for everybody.

Unfortunately, it's the worst that hits the press and recent negative publicity has created an environment of fear around franchising. But I know purchasing a franchised business is the safest and most successful way to enter business—provided both parties do their bit.

This means those considering purchase of a franchise have their share of the responsibility for making sure they will fit into the system. There are questions to ask, answers to get and there are evaluations to be made before proceeding. It is this research which will take the fear out of purchasing a franchised business and give you the best chance of success.

First understand the concept of franchising

Franchising is a simple concept. It's a business growth model where a business owner (the franchisor) grants a licence (franchise agreement) to one or more franchisees to own and run replica businesses in another location.

It is a business. Your business. And although you will have assistance from your franchisor, you are responsible for making it happen and



"Franchising is a simple concept. It's a business growth model where a business owner (the franchisor) grants a licence (franchise agreement) to one or more franchisees to own and run replica businesses in another location."

Brian Keen | Founder | FRANCHISE SIMPLY

rolling with surprises when they eventuate and working within the brand to overcome them.

As a franchisee, this model gives you enormous benefits. You do not have to build a business from scratch. You will be given the brand, product, systems to follow, marketing and training. You will be helped to set up your business and provided with ongoing help in both business skills and the skills to provide your customers with the service or product brilliantly.

In return you will be responsible for running your business in accordance with the franchise systems. There are rules to follow and, as with every business, you and your staff have to put in the work to understand how your business functions and to get things done.

Not all of us suit this form of business. Not all of us have the skills or personality to fit into all business types. And not all franchised businesses are created equal, some will have the background to be more successful than others.

So do your research. Ask questions of your prospective franchisor, specialist advisors and yourself. Protect yourself.

Are you being offered something which has the best chance of success? And will you be a fit for that particular group?

Understand yourself and how you will fit into a franchised business

As Dr John P Hayes says, 'Every franchise requires specific skills and values from franchisees. If you buy a franchise without possessing the specific skills and values shared by the top franchisees in that brand's network, you're walking yourself into a nightmare that won't end for years!'

Ultimately it is your responsibility to know what these skills and values are because many franchisors can't tell you.

The best franchisors will know and have documented the skills and values held by their top 10 to 25 franchisees but many can't or



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A FREE four question checklist for staff to use to declare themselves fit for work if they are in a customer/public facing role.



HomeWork

A FREE set of three online actions for staff working from home to undertake to ensure they are creating a safe working environment.



Both the COVID-19 Declaration and HomeWork are FREE to any Franchise Group or Multi-Site whom think they can benefit from these tools.

To find out more call me on **0401 803 302**
or send me an email at **cbeasley@safetynavigator.co**



SAFETY NAVIGATOR™





"One crucial thing to think about is your need for control. In almost every situation, the franchisor will have control over what you can and can't do. If this is difficult for you to consider then maybe a franchised business is not for you."

won't. So, ask for documents before you make the commitment to join the brand and if you don't meet specified skills and values and cannot see yourself being able to learn them, then walk away. Because if you find yourself in a business you don't have the skills or values to manage your only choices will be to hire suitably skilled staff or sell the business. Both avenues fraught with pain.

I always teach our franchisors to have a really clear idea of these three things about their franchisees.

PERSONALITY

What is the personality type needed for a franchisee to successfully supply the service or product to the franchise customer base? Is it drive and ambition? Is it chatty party sales? Is it empathy and support? Or is it careful detail and repetition? Usually it is a mix of a couple of these traits.

One crucial thing to think about is your need for control. In almost every situation, the franchisor will have control over what you can and can't do. If this is difficult for you to consider then maybe a franchised business is not for you.

VALUES

Franchised businesses have to be run in accordance with the systems and rules of the brand, legal agreement and operation manuals. Franchisees are most often involved

with customer service and dealing with people in the most appropriate way for the brand is important. Having the values to deal with both your customers and your franchisor with openness and caring will take you a long way.

SKILLS

Some franchises require specific skills to manage. Bookkeeping, accountancy, legal practices could be some. Most however do not. Provided you have the attributes to run a cleaning business with the ability to take care of the detail, the skills to get the job done can be taught. Janine Allis always says she does not need people with particular skills as franchisees, just people with the attributes to look after her customers and get the job done. She can teach the rest.

The main thing here is to understand how your personality and values fit the skills you are going to have to learn. Will you have the patience to give the level of customer service required? Can you deal with the detail and doing the same job well time after time? Do you have the strength to firmly manage staff or will discipline be difficult? Can you do the cold calling required by the marketing plan to bring in new customers?

Finally, understand as much detail as you can about the group you are considering

Remember, you are not just going into a

franchise to deliver the service or product of your choice. You will own the franchised business and it will be yours to make successful. Although the best franchisors will be aware that many of their new franchisees will need help in running their new business as well as getting the service tasks done.

The law protects you to a certain extent. Your prospective franchisors have to give you information and you have to be given copies of the Disclosure Documents and Legal Agreements. You will have access to other franchisees and the franchisor and their staff. So go through the documents with people you trust to give you the best advice.

Talk to other franchisees. Talk to your prospective franchisor. Then once you feel you understand exactly what is involved and you are happy to move forward, do so with excitement and enthusiasm.

Brian Keen has been involved in the franchise industry for more than 30 years and, today, is the Founder of Franchise Simply. His on-the-ground business experience as a multi-unit franchisee, franchisor and consultant helping many of the big names create their own franchise systems and growth over the years has been fed into Franchise Simply, helping today's SMEs grow their business by franchising.

**www.franchisesimply.com.au
brian@franchisesimply.com.au**








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If you are a **health professional**, owning your own home care business is the perfect way to help people while being your own boss and creating financial success.

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Join us as a franchisee and enjoy:

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-  Alignment with our highly regarded brand names, Home Caring and Dementia Caring.
-  A comprehensive training program, ongoing operation support and management tools.
-  Using your healthcare skills to provide long-lasting help to people in the community.

To find out more
Contact **Bill Lockett** on:

 1300 658 311
 info@homecaringfranchise.com.au
 www.homecaringfranchise.com.au

HOME CARING'S BRIGHT FUTURE BEYOND COVID-19



"The biggest thing we've seen is an increase in the weekly service hours we provide to people in homes. From March to November 2020, this has increased by well over 200%."

- Bill Lockett

COVID-19 has created unprecedented challenges for franchise businesses, but there are silver linings amongst the clouds. For the care sector, the pandemic has also brought opportunities to thrive.

Home Caring provides personalised home care services to seniors and people living with disability. In just 18 months, the brand welcomed 19 franchisees to the business and ranked 11th in the Australian Financial Review Top 100 Fast Starters list for 2020.

According to Franchise Manager Bill Lockett, the business has also experienced growth in the hours of service provided. "The biggest thing we've seen is an increase in the weekly service hours we provide to people in homes. From March to November 2020, this has increased by well over 200%," says Mr Lockett.

This is due to many factors, but a large part is the sector's agility in preparing for the unique requirements of a global pandemic.

This was especially true for Claire Zhang, a clinical nurse who owns Home Caring Campbelltown in Sydney's western suburbs. When the pandemic hit, Ms Zhang's business stayed strong by putting policies and procedures in place to protect both clients and care workers.

"Compared to restaurants and cafes, we've been very lucky. We've had some services put on hold, but the majority has kept going. Our quality and compliance manager updates our procedures every Friday, so as soon as there is something that we need to know about COVID-19, we are up to date," she says.

"As for clients, they don't want to go out but they still need to be engaged and helped every

day, so we support them in person and online. I also put a lot of effort into communication and assessing individual care needs. This means we're continuing to get clients and retain current ones."

Home care's future in Australia

The future is now looking bright for Ms Zhang and other Home Caring franchisees, especially as our population ages and the care sector continues to grow.

More people are choosing to receive home care rather than live in an aged care facility – especially in light of the Royal Commission and the pandemic crisis in nursing homes. It is estimated that the number of government Home Care Packages will reach 140,000 by 2022.

In the disability sector, over 365,000 people are being supported by the government through the National Disability Insurance Scheme – a figure that is set to increase to over 500,000 people within the next two years.

Mr Lockett believes these projected figures correlate with Home Caring's own territories. "We can already see growth over the last five years in the number of people needing care in our own marketing areas," says Mr Lockett.



"We've had some services put on hold, but the majority has kept going. Our quality and compliance manager updates our procedures every Friday, so as soon as there is something that we need to know about COVID-19, we are up to date."

- Claire Zhang



Ms Zhang agrees. “I’m really looking forward to the future. Home Caring Campbelltown is going to start providing Supported Independent Living (special accommodation with services to help NDIS participants live independently at home). We’ve got our first accommodation established in Campbelltown and we’ll get our first client in Christmas. She can’t wait to move in.”

A sea change for health care workers

Health care workers are especially well-placed to grow a successful home care business, given their skill set and experience with caring for vulnerable people.

“Throughout the COVID crisis, health care workers faced the frontline like none of us can understand,” says Mr Lockett. “Now is the time when they can build something for themselves while helping people in home care, as there’s not many businesses that cater specifically for people with that background.”

Home Caring is also making it easier for experienced health care professionals to get a foot in the door.

A common major barrier to opening a franchise is the amount of investment required. To assist, Home Caring offers a unique 50/50 partnership model to selected applicants, allowing you to get into a franchise for half the usual investment amount while sharing in 50% of the profits.

Franchisees are also paid a generous salary



“At the end of the day, I’m happy when I see my clients are healthy, happy and interacting with the community. That’s the best outcome for us in home care.”

- Candy Hu

which will takes away the worry of paying bills, especially in the first year when most small businesses do not make enough profit to pay a wage to the franchisee.

Ms Zhang said this financial benefit was one of the factors that attracted her to the Home Caring model.

“After 6 months I was able to make profit which I didn’t expect before I started the business,” she said. “I’m really happy with what I’m doing. I can be flexible with the work hours and do different things. The business gives me many opportunities.”

Home Caring’s community-based approach to home care also creates opportunities for health care workers who speak a language other than English, or are part of an ethnic community.

Australia is fast becoming one of the most linguistically diverse countries in the world, with one in three older Australians were born

overseas. To meet this growing market, Home Caring encourages franchisees to make the most of their cultural connections.

This is how Candy Hu, operator of Home Caring Chatswood, is building the business. The mother-of-two trained as a clinical nurse in China before migrating to Australia with her family. She speaks three language – English, Cantonese and Mandarin – and uses her connections in the Chinese community to grow her business.

“Because I can speak their language, my clients are really happy to let me help them. If they need a care worker to help with domestic assistance, cooking or transport, based on their language, I’ll send the right person to help them. I’ll find someone who can speak their language, who matches what they need,” says Ms Hu.

“At the end of the day, I’m happy when I see my clients are healthy, happy and interacting with the community,” she adds. “That’s the best outcome for us in home care.”

“In the disability sector, over 365,000 people are being supported by the government through the National Disability Insurance Scheme – a figure that is set will increase to over 500,000 people within the next two years.”

To find out more contact Bill Lockett at:
1300 658 311
info@homecaringfranchise.com.au
www.homecaringfranchise.com.au

KEY INSURANCE

TRENDS FOR 2021

Working with some of the world's largest insurance carriers for over three decades, large-scale global trends emerge and recede year-on-year.

Today, the industry is amid a game-changing course correction that will transform and redefine 'business as usual'.

While the pandemic has tested every business continuity plan to be true or false, there has been some silver linings for carriers and insureds. The insurance industry is better prepared for future disruptions and how to deliver tailored solutions for clients on a local and national scale.

At Gallagher Bassett, we have outlined the insurance industry's key trends for the year ahead. Here's the key insurance trends that will matter most to businesses and franchises in 2021.

Data, digitalisation and artificial intelligence

Data-driven automation, artificial intelligence and machine learning will remain vital for insurers to meet the level of personalisation businesses and franchises expect from their policies and overall experience. Large carriers are already using innovative solutions to automatically classify and extract data from the claims management process—and this shift to digital has only taken off since March. These solutions remove the need for a paper form or phone call, and allow customers to take photos or videos via their phone and monitor the claim via an app.



"Governments and financial regulators relaxed the rules at the height of the pandemic, but the insurance industry should start to see delayed or deferred legislative changes brought into effect from early 2021."

Jon Winsbury | Executive Vice President - International | GALLAGHER BASSETT

Customer experience

Despite digital and automated claims processes driving efficiency to lower operating costs, an industry with an experience-oriented focus will emerge to manage policies and claims not fit for machines. Businesses and franchises want insurance companies to know them as people and have different expectations for different groups. Some may prefer a fast, highly-personalised service whereas others may desire a high-touch and solutions-orientated approach—it's up to carriers to provide this deeply-personalised customer experience.

Work from home revolution

Even pre-pandemic, we were experiencing a shift to flexible and convenient working arrangements. 2021 will be the year insurers work out how to underwrite the new risks from the work from home revolution. Carriers will look to tailor policies to insure these new risks, such as occupational health and safety, to ensure products are truly fit for purpose.

Impact on affordability

A hardening insurance market will put pressure on capacity and therefore the price and affordability of premiums. There is

already evidence of increasing prices for some product lines, such as income protection and health insurance, so businesses and franchises will look to diversify even further to produce business revenue.

Regulatory changes ramp up

Governments and financial regulators relaxed the rules at the height of the pandemic, but the insurance industry should start to see delayed or deferred legislative changes brought into effect from early 2021. For example, Australian regulators are slated to implement the majority of reforms recommended in the Banking Royal Commission before June 2021. The regulatory focus will be extremely important post-pandemic as businesses and franchises become more cautious about their health and financial safety.

Jon Winsbury is Executive Vice President, International of Gallagher Bassett. With 30+ years of insurance experience, Jon is responsible for the strategic direction and growth of Gallagher Bassett internationally, his strong belief in culture and staff empowers the business to continually achieve stellar results.

www.gallagherbassett.com.au

Bakers Delight

SURVIVING AND THRIVING THROUGH A YEAR OF CHAOS



In its 40th birthday year, Bakers Delight is still trading strongly despite having to navigate its way through one of the most challenging years in its history.

As many businesses were forced to close their doors (some for good) during the COVID-19 pandemic, Bakers Delight was fortunately considered an essential business and allowed to continue trading. It turned out to be an inspired decision, as customers began seeking out alternatives to supermarkets where supply was limited and long queues became the norm.

"Every day we're reminded of how lucky we are to be living in Australia and to be in the business that we're in. We've experienced change, disruption and stress, but nowhere near the scale of many other businesses," said Joint CEO David Christie.

"We personally have been able to cope well due to the amazing team of franchisees and staff we have."

After 40 years in business, Bakers Delight has already experienced many economic highs and lows and has traded strongly throughout. During the early 90s recession, the business grew significantly and this latest crisis was no exception.

Both David and fellow Joint CEO, Elise Gillespie noticed a clear shift towards 'shopping local' during the height of the pandemic, along with a higher demand for simple comfort food. In fact over the last three months, sales grew by around 10%, mostly driven by the sandwich bread range.

"We saw a lot of people wanting to support local businesses like butchers, bakers and green grocers, rather than visiting the major centres which in turn, saw our bakeries on strip locations and small neighbourhood centres perform very well," said Elise.

However while sales have been strong, the need to adapt the current (and future) business model has become more urgent and as a result, a number of digital options are now being implemented. Partnering with delivery platforms like Uber Eats, exploring click and collect options and e-commerce functionality were all identified as being an important part of Bakers Delight's future and have been accelerated as part of the pandemic recovery plan.

"Online sales already represent a larger portion of our sales today than it did in February and we will be launching our digital loyalty programme later this year, along with an integrated online ordering platform."

"We are still a bricks and mortar business though," adds David. "With 99% of our sales being generated by people walking into our bakeries, we need to ensure their experience continues to be a delightful one. An integrated digital loyalty program that enables consumers to order online and pick up in bakery is important for our future success, but it will only be successful if the foundation of delivering delight in the bakery is achieved day in, day out."

When it comes to the future, both David and Elise agree that those businesses with a combination of a healthy balance sheet, a strong brands and working culture, adaptable teams and the ability to solve problems will be the ones to enjoy sustained success.

"Australians have enjoyed a greater sense of community during lockdown and have rediscovered the benefits of shopping at their local baker, butcher and son on," said Elise.

"We believe many of the core principles of a great customer experience that we have practiced for 40 years will remain important - delightful service, delightful product and delightful environment. For now though, it will need to be achieved in a socially distanced way."

CONTACT US TO SPEAK ABOUT FRANCHISING OPPORTUNITIES

AUS 1300 309 759 | **NZ** 0800 225 388

franchise.recruitment@bakersdelight.com.au

Visit our website www.bakersdelight.com.au



CHANGES ARE COMING - START PREPARING!

The Government has, as at November 2020, released a paper outlining the likely changes that will be implemented to the Franchising Code of Conduct from July 2021.

The status quo is definitely about to change, especially in regard to a Franchisor's disclosure obligations. It will be important to update your documents and get the items below in check.

Disclosure is more and more becoming the way by which franchisees assess all aspects of the franchise network and business opportunity and as such, following a number of legal proceedings over 2019-2020, is

becoming the document that a franchisee may rely on and consider a key document in the course of their due diligence and later any disputes relating to the initial representations made by a Franchisor. As such it is important to get your disclosure right, so to avoid any unnecessary visits by ACCC enforcement officials and/or disputes by franchisees due to inadequate disclosure under the new rules.

Some of these changes, as per the November paper, include the following—though further updates may soon follow as the July 2021 commencement date approaches.

Re Disputes

- Franchising mediations will now be referred to and take on the process and procedure of an Alternative Dispute Resolution (ADR) process. Disputes will therefore no be limited in regard to the manner of resolution to only mediations and may

also be conducted by way of conciliation meetings.

- Notification of a dispute must now provide active notice from the complainant as to what may resolve the dispute.
- Arbitration may be proposed as a means of resolving the dispute, aside from ADR but the Ombudsman will still appoint the relevant arbitrator.
- All disputes will need to go through the ADR process unless either nominated for arbitration or 30 days have elapsed without resolution and/or ADR is terminated by the appointed ADR practitioner.

Re Disclosure

- A key facts sheet on the franchise will now also be required in conjunction with the disclosure document. The details of this document are still to follow.

- Amendment and replacement of the Franchisee Information sheet.
- Details will be required to be provided as to any benefit received by either a Franchisor, master Franchisor or an associate of either in regard to the supply of goods or services to a Franchisee, including the nature of the benefit, the name of the business providing the benefit, the method by which the benefit is calculated (i.e. percentage of price paid by franchisee for specific quantities to purchase and whether it is shared or not and if shared how the calculation is made as to how the share is split).
- Requirement for Franchisor to now attest to the accuracy of financial information provided or otherwise specify where inaccuracies may lie.



"it is important to get your disclosure right to avoid any unnecessary visits by ACCC enforcement officials and/or disputes by franchisees."

Nina Rossi | Principal Lawyer | DC STRATEGY LAWYERS

Terminations

- The Franchisee will be capable, at any time, to provide a written proposal to the Franchisor as to the termination of the franchise, with the Franchisor being obligated to provide a reply within 28 days. Any refusal must provide reasons why.
- Franchisees will now have a 14-day post execution cooling off period during which they may seek to terminate the franchise.
- Termination may occur within 14 days if a copy of the lease subject to a licence to occupy of sublease is not provided to the Franchisee.
- A cooling off period will be applicable even where a franchise is transferred.
- Franchisor must provide 7-days notice of any termination, even if relating to bankruptcy or fraud and if a dispute arises then such matters, regardless of the initial reason seeking termination, must be addressed via the ADR process.

Capital Expenditure

- A Franchisor will no longer be able to require a Franchisee to undertake significant capital expenditure during the term of the Franchise agreement unless either that:
 - o expenditure is disclosed to the franchisee either before entering or renewing the agreement
 - o a majority of franchisees will incur this same expenditure
 - o expenditure is required by legislated obligations; or
 - o it is agreed to by the Franchisee.



- Where disclosing any expenditure that must include a rationale for the expenditure, the amount, timing and nature of the expenditure, the anticipated outcomes and benefits and the expected risks associated.

Marketing Funds

- A fund administrator, within four months of the last financial year, prepare an annual statement detailing all fund receipts and expenses, including sources of income and the items of expenditure.
- The same statement must also be audited within the same period unless agreed otherwise as per previous requirements.

Other

- Franchisors will no longer be able to charge franchisees for their complete legal fees unless that amount is disclosed and specified prior to commencing the franchise business. This is only applicable in regard to

trying to recover later and additional costs incurred.

- Franchisors will no longer be able to make unilateral changes to franchise documents without the consent of the franchisee.

More details will be provided as received, though it's time to start preparing as there is only just over six months to go before crunch time!

Nina Rossi is a commercial and intellectual property lawyer admitted to the Supreme Court of New South Wales. Nina has worked over the past nine years in commercial and corporate advice and contract drafting, litigation, intellectual property registrations, advice and disputes and insolvency matters. Nina is keen to work with clients to grow their franchise network, develop their business and overall achieve their goals.

legal@dcstrategy.com

NEW YEAR NEW WORLD NEW OPPORTUNITIES

Anyone wanting a new start in 2021 needs to check out the Franchising & Business Opportunities Expos, being held in Sydney, Perth, Brisbane and Melbourne showcasing a huge range of franchise systems and small business ideas.

Exploring a change of career in 2021 is going to be top of mind for many people, and the expos are the place to start the research, ask the questions and compare the opportunities.

With a resurgence in the franchising industry, so many new business opportunities are now available. The Franchising & Business Opportunities Expo gives you the opportunity to discover exciting franchise brands that align with your goals and values. You will have the chance to establish connections through face-to-face contact that allows successful partnerships to flourish.

The shows will be running in Sydney from 26-27 March, Perth 16 May, Brisbane from 18-19 June and Melbourne from 20-21 August. New features include the Start Your Own Business Workshop and the Franchisee Success Summit.

Over 100 brands from a broad range of industries will be exhibiting in Sydney. Exciting concepts on show include Jiffy Clean, Chicken Treat, Darbecca, PhysioInq, City Cave, Euclidean, Hey Juice, Ninja Kids, Green Motion, Okami Restaurant,



Pattysmiths Handcrafted Premium Burgers, Paint and Sip Studios, Rugbytots and many more.

"Small business is the driver of our economy and many people find it offers a fantastic lifestyle and steady income," says Exhibition Manager Fiona Stacey.

"But it's also crucial to do your research and make sure you choose the best concept for your circumstances. The Expo is independent and gives you the perfect chance to see the options, speak with the experts and have all your questions answered."

The Franchising & Business Opportunities Expos brings together franchisors, franchisees, legal and financial experts as well as industry and government authorities, giving you the chance to research a range of business ideas all under one roof. In addition to meeting exhibitors, visitors can attend the free seminars held as part of the show. Here visitors will learn from experts in franchising

READER SPECIAL:

Register to visit any Franchising & Business Opportunities Expo in 2021 for half price at:

www.franchisingexpo.com.au

by using promo code CGB

and hear from successful franchisees, as well as strategies to help you succeed and pitfalls to avoid.

"It's important to do some research online, but nothing can replace meeting real people who can explain the ins and outs of their business venture." Says Exhibition Manager Fiona Stacey. "And visitors are often inspired by business ideas in industries they had never even considered!"

Whether you are an experienced small business owner or just thinking about a new start, you will find everything you need to start or grow a business.

Put the dates in your diary now!

2021 DIARY DATES:

SYDNEY: 26-27 March, ICC Sydney, Darling Harbour

PERTH: 16 May, Crown Perth

BRISBANE: 18-19 June, Brisbane Convention & Exhibition Centre

MELBOURNE: 20-21 August, Melbourne Convention & Exhibition Centre

For more information on visiting or exhibiting please contact Fiona Stacey at:

03 9999 5464

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www.franchisingexpo.com.au

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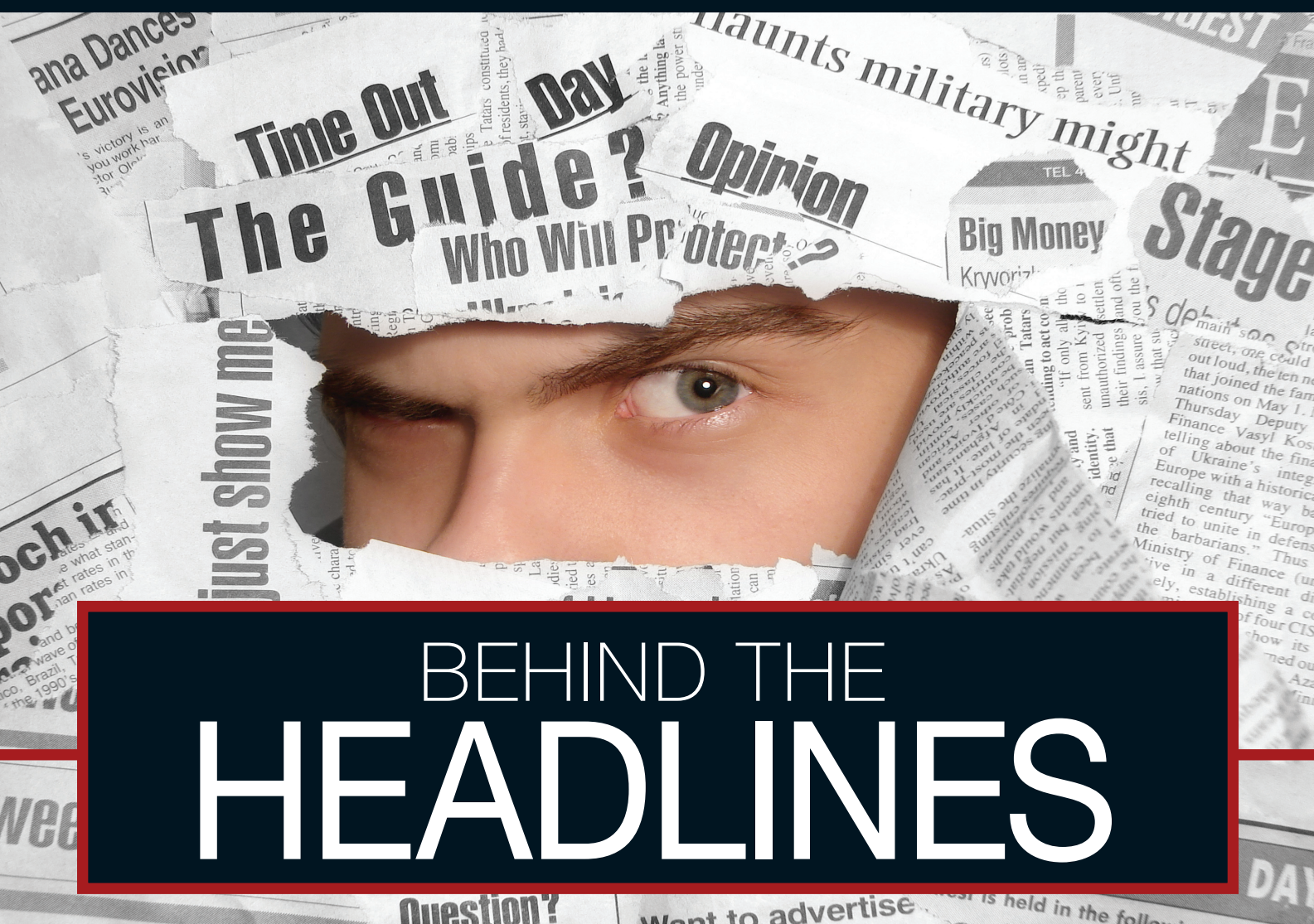
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Franchising Code exposure draft changes & supporting guide released

The federal government has released an exposure draft of proposed changes to the Franchising Code of Conduct and a supporting guide relating to the changes, and accepted public submissions for just three weeks, closing on Friday, December 4.

The exposure draft identified specific changes to the Franchising Code, however the supporting guide explains the nature of the changes and puts these into context in relation to the Government's official response to the 2018 Franchise Inquiry "Fairness in Franchising" report.

A key feature of the new Code will be a requirement for franchisors to summarise certain information in a Key Facts Sheet. The exposure draft of the Code does not include a template of this Key Facts Sheet, and instead, three versions are proposed in the supporting guide, with the consultation process to determine which version will be adopted.

Public submissions into the proposed Code changes closed on December 4.

To view the exposure draft of Code changes, visit:

<https://consult.industry.gov.au/small-business/franchising-code-exposure-draft/>

Key summary of Code changes

There are at least 14 significant changes to the Franchising Code of Conduct that franchisors should know, in addition to many minor and in some cases, technical changes. Key changes to the Code include:

1. Improved disclosure of future capital expenditure requirements in line with recent changes to the Automotive Code;
2. Disclosure of nature of rebates and how these are calculated, as well as whether and how these are shared with franchisees;
3. A ban on passing-on the costs of preparing a franchise agreement;
4. Improved disclosure of marketing funds, with penalties now applicable for abuse of marketing funds;
5. An extension of the cooling-off period from seven to 14 calendar days;
6. An extension of cooling-off rights to buyers of existing franchises, in addition to "greenfield" outlets;
7. Amendments to allow franchisees to negotiate an early exit from a franchise agreement;
8. A new seven-day notice period to the franchisee before termination on the basis of "special circumstances" to allow for dispute resolution processes to commence;
9. Restraint clauses will be rendered ineffective unless a franchisee has committed a "serious" breach (although serious is not defined);
10. Dispute resolution to include conciliation and voluntary binding arbitration (in addition to mediation);
11. Franchisors cannot refuse to take part in multi-party dispute resolution;
12. The Australian Small Business and Family Enterprise Ombudsman to oversee all franchising dispute resolution advisor functions;

13. A doubling of all fines and penalties, increasing from a maximum of 300 to 600 penalty units to a total of \$133,200 based on the current value of a penalty unit;
14. All new provisions to commence from 1 July 2021, except for the new dispute resolution provisions which will commence the day the Code regulations are registered.

Rebate changes may disadvantage franchises

A proposed change in the new Franchising Code of Conduct that will require franchisors to disclose their rebate income and detail how rebates are calculated could disadvantage franchises against corporate competitors.

The requirement to include detailed rebate information in a disclosure document could make it easier for competitors to access highly confidential supply chain information, and in turn, demand equal or better rebate arrangements from the same suppliers that could change the balance of current competitive advantage among brands, according to Franchise Advisory Centre director Jason Gehrke, who is also a director of two national franchise brands.

This is a particular concern for any franchise which competes with a corporate chain, for which there is no such disclosure requirement. Franchise brands which have evolved from buying groups and rely almost exclusively on rebates for their income will be the worst affected by this requirement, with potentially disastrous outcomes for their franchisees.

A similar proposal was initially recommended by a previous federal government inquiry into franchising in 2006 (the Matthews Inquiry), but was ultimately abandoned because of the same concerns that pose unintended risks to both franchisors and franchisees.

Unfair contract changes to affect franchisors

The Australian government, along with the states and territories, have agreed to changes to the Australian Consumer Law which will make unfair contract terms unlawful, and expand the application of protection laws, according to a government statement.

The changes are likely to affect franchise brands which in some instances previously were exempt on the basis of their contract value, but will affect all franchisors equally with the possibility of courts imposing civil penalties and alternative remedies for using unfair terms in franchise agreements.

The eligibility threshold for unfair contract protections will be increased from small

businesses that employ less than 20 employees to those that employ less than 100, or which has an annual turnover of less than \$10 million. The requirement for an upfront payment under the contract to be below a certain threshold will also be removed.

The federal government will move to develop exposure draft legislation and provide an opportunity for stakeholder consultation on the proposed changes.

Collective bargaining class exemption for franchises now available

The Australian Competition and Consumer Commission (ACCC) has finalised a class exemption from competition law effectively allowing small businesses, agribusinesses, fuel retailers, and franchisees to negotiate collectively with customers, suppliers, and franchisors, according to an ACCC media release.

The exemption applies to businesses with an aggregate turnover of less than \$10 million in the preceding financial year, and franchisees and fuel retailers regardless of their size. Target businesses are not obliged to negotiate with any bargaining group.

The exemption will be available from early 2021, will not override existing legal or contractual agreements between parties, and will co-exist with the ACCC's current authorisation and notification processes.

Franchise CEO resigns after government pressure, but licensees rue exit

Australia Post CEO Christine Holgate has resigned after intense government and media pressure over corporate culture and expenses, including the gifting of Cartier watches worth \$19,000 to four executives who brokered a deal with banks worth \$220 million, according to a media report.

Pressure came from the highest levels of government, with Prime Minister Scott Morrison bluntly telling her if she didn't wish to stand aside "she should go". Holgate has reportedly confirmed she will not claim the termination payment she is entitled to which is worth more than \$700,000. In her resignation statement Holgate spoke about the challenges Australia Post will face in the lead up to Christmas, and her regret that a decision made two years ago has not passed the "pub test".

The Licensed Post Office Group which represents 2,850 members servicing 80% of Australia Post's outlets has supported Holgate



Jason Gehrke | Director
FRANCHISE ADVISORY CENTRE

through the episode, describing her as the "best CEO Australia Post has ever had" and her resignation as "a significant step backwards for Australia Post licensees".

Business interruption COVID claims may skyrocket

Business interruption insurance claims related to the pandemic are expected to soar after the New South Wales Court of Appeal rejected the insurance industry's argument that policies should not cover losses incurred by business clients due to COVID-19, according to a media report.

The ruling relates only to policies referencing the now repealed Quarantine Act 1908, rather than the Biosecurity Act 2015, with payments being contingent on specific policy wording and application under a variety of conditions. These conditions include whether physical access to a business was denied and whether a business restructured or continued to operate in a different capacity. Insurance Australia Group (IAG) alone reportedly expects to payout hundreds of millions of dollars in claims.

One in five users struggle to make BNPL payments

Research by the Australian Securities and Investments Commission (ASIC) has found that 21% of buy now, pay later (BNPL) users have missed a payment in the last 12 months, according to a media report.

BNPL users who experience financial hardship or struggle to make payments are reportedly taking out additional loans or cutting back on essentials such as food to meet their financial obligations. A spokesperson for a major BNPL provider stressed that their best customers were those who could "afford to pay, and pay on time". A code of conduct is being developed by the industry to address issues of consumer harm, among other things.

www.franchiseadvice.com.au



PO Box 5039, Wheelers Hill, VIC, 3150

P 03 9533 0029

Contact Corina Vucic **E** hello@fcbs.com.au
<https://www.fcbs.com.au/>

FIX THE GAPS IN YOUR FRANCHISE OFFERING

There are often gaps in a franchising offering – whether that's because the franchise has just started, the franchise is deliberately being kept small and manageable, or because a decision has been made to keep the overheads of the Corporate Office low.

Whatever the reason, those gaps in the offering can be critical to not only the success, but also to the legal compliance, of your franchise.

That's where FC can help. We can provide you with as much (or as little) support as you need. We cover all areas of franchising from strategic business advice and modelling, to audits, manuals and policies to ensure you are compliant. We can do all of your marketing – from graphic design to website design, social media lead generation and full advertising campaigns.

We can run your events, handle your PR, do your recruiting, facilitate your training and even set up and run your Franchise Advisory Council.

We have a team of highly skilled, innovative people with decades of expertise in all areas of franchising success.

Contact us to see how we can help build your business, by providing a fuller offering for your franchisees.

IP | PARTNERSHIP



Level 6, 64 Marine Parade
 (PO Box 10857) Southport QLD 4215

P 07 5591 2522 **F** 07 5591 2511

Contact Sam Rees **E** sr@ippartnership.com.au
www.ippartnership.com.au

A specialist Franchising and Intellectual Property legal firm, providing advice for Franchisors from conception to recruitment and ongoing management.

The firm takes great pride in its long term relationships with Franchisors and providing clients with expert, tailored and cost-effective advice. Expert advice and assistance is also provided to Franchisees buying & selling businesses as well as in relation to disputes.



SAFETY NAVIGATOR™

Level 27 Governor Macquarie Tower,
 9 Farrer Place, Sydney, NSW 2000

P 1300 858 818 **Contact** Jessica Gadiel
E systems@safetynavigator.com.au
www.safetynavigator.com.au

Safety Navigator is a cloud-based health and safety platform used by over 10,000 Australian and New Zealand businesses. Our focus is on making health and safety compliance easy for business to allow them to reduce the risk of a workplace incident occurring. We specialize in servicing the Franchise industry.

WFD Wollermann FRANCHISE DEVELOPMENTS

415 Canterbury Road, Surrey Hills, Victoria 3127 AUSTRALIA

P Australia (03) 9999 5488 | International +61 3 9999 5488

Contact Colin Crawford, National Franchise Manager
E info@franchisedevelopments.com.au
W www.franchisedevelopments.com.au

WE ARE A "ONE-STOP SHOP" BUSINESS
 EXPANSION CONSULTANCY

WE CREATE TAILOR MADE BUSINESS STRATEGIES
 SPECIFICALLY FOR YOU AND YOUR INDUSTRY

OUR TEAM HAS A 25 YEAR TRACK RECORD

Our experienced and passionate consultants provide business viability plans, franchising and licensing expansion strategies, legal documentation, operations manuals and franchise recruitment.

We have assisted small companies to become household names. We have also developed expansion strategies for multi-national companies and worked with international networks to enter the Australian market.

We have a strong 25-year track record in the recruitment of new franchisees and selling existing franchised businesses – Australia wide and taking Australian companies international.

Want to discover the best methodology to grow your business?

Contact Colin Crawford our National Franchise Manager

FRANCHISE	NATURE OF BUSINESS	OUTLETS	ASSOC MEMBER	INITIAL FEE	MIN INVEST
7-ELEVEN Building 2 658 Church Street, Richmond, Victoria, 3121 Phone: (VIC) 03 9550 0600, (NSW) 02 9798 1200, 07 3291 9400 (QLD) Website: www.7elevenfranchise.com.au	RETAIL	7-Eleven Stores – 700+	FCA, AACS	Site Specific	\$400,000-\$1,000,000 (site dependant)
ANDREW BARTON 67 Colebard Street, Acacia Ridge, Qld 4110 Phone: 1800 304 030 Email: mls@andrewbarton.com.au Website: www.andrewbarton.com.au	LAUNDRY SERVICES	100+	-	20%-30% Deposit	\$100,000 financed over 5 years
APPLIANCE TAGGING SERVICES 80 Patterson Road, Bentleigh VIC 3204 Ph: 1300 287 669 Fax: 03 9557 4854 Email: franchising@ats.com.au Website: www.appliancetaggingsservices.com.au	ELECTRICAL TEST AND TAG	57	FCA	\$35,000	\$57,000 + GST + Vehicle
ARAMEX (Formerly Fastway Couriers) Level 9, 491 Kent Street, Sydney, NSW 2000 Phone: 1300 3278 929 (AUS) 0508 692 726 (NZ) Email: fso@fastway.com.au (AUS) recruitment@fastway.co.nz (NZ) Website: www.aramex.com.au www.aramex.co.nz	FREIGHT & LOGISTICS/ COURIER	29 (AUS) 18 (NZ)		Available upon application	Dependant on territory
BAKERS DELIGHT 36 Enfield Street, Mt Eden, Auckland 1024 NZ Phone: 0800 225 388 Fax Number: 0011 61 3 9811 6100 Email: franchise.recruitment@bakersdelight.com.au Website: www.bakersdelight.com.au/franchise/	LARGEST RETAIL BAKERY FRANCHISE	Over 600 bakeries across New Zealand, Australia, Canada and USA	Retail Association, Franchising Council of Australia	Existing Site Bakery Purchase \$50,000 - \$1,000,000 +gst Training \$8,000 +gst New Site Bakery Purchase \$500,000 - \$550,000 +gst	Training \$8,000 +gst
BATTERY WORLD Level 3, 203 Wharf Street, Spring Hill QLD 4000 Ph: 1300 793 209 Email: franchise@batteryworld.com.au Website: www.batteryworld.com.au/Franchise-Opportunities	BATTERY RETAILER	111	FCA / ARA	Initial Fee \$55,000 (Excl GST)	\$250,000 (Excl GST) Incl the initial franchise fee
DECKSEAL PO Box 4093, Burwood East VIC 3151 Ph: 1800 332 525 Email: admin@deckseal.com.au Website: www.deckseal.com.au	DECK AND TIMBER RESTORATION	10	FCA & AIG (Australian Industry Group)	\$30,000 + GST	\$65,000 + GST (incl Franchise Fee) + vehicle
ECOMIST 25 Hargraves Place Wetherill Park NSW 2164 Ph: 1800 243 500 Email: info@ecomist.com.au Website: www.ecomist.com.au	HYGIENE PRODUCTS & SERVICES	33 in AUS, 18 in NZ	FCA	None	\$10,000 - \$300,000
FANTASTIC SERVICES 2/198 St Kilda Rd, St Kilda VIC 3182 Email: info@joinfantastic.com.au Website: Joinfantastic.com.au	HOME SERVICES	530+	AFA, QFA, EWIF	From \$3,000	From \$9,300
FASTA PASTA PTY LTD Level 1, 137 The Parade, Norwood SA 5067 Ph: 08 8304 8600 Fax: 08 8332 8389 Email: franchise@fastapasta.com.au Website: www.fastapasta.com.au	AUTHENTIC ITALIAN FAMILY FOOD FRANCHISE	20	FCA	\$50,000 + GST	\$500,000 - \$700,000
GECKO SPORTS 1/11 Levanto Street, Mentone VIC 3194 Ph: 1300 432 565 Email: franchise@geckosports.com.au Website: geckosports.com.au/join-us	SCHOOL KIDS' SPORTS & FITNESS PROGRAMS	17	-	\$25,000+GST	\$10,000+GST in two installments as we offer a \$15,000+GST finance
HOME CARING 4/327 Woodpark Road, Smithfield, NSW, 2164 Phone: 1300 658 311 Email: info@homecaringfranchise.com.au Website: www.homecaringfranchise.com.au	HEALTH/AGED & DISABILITY CARE	20	FCA	-	\$50,000-\$100,000 (in partnership with the franchisor)
JIM'S POOL CARE 48 Edinburgh Road, Mooroolbark VIC 3138 Ph: 131 546 Email: info@jimspoolcare.com.au Website: www.jimspoolcare.com.au	MOBILE POOL SHOP & POOL SERVICE	100+	FCA	\$69,000	\$69,000 + Vehicle
JUST CUTS Level 1, 4-6 Kingsway, Cronulla NSW 2230 Ph: (AUS) 1800 334 498 (NZ) 0800 100 114 Email: bdm@justcuts.com Website: www.justcuts.com	HAIRDRESSING	210+ across Australia, NZ & UK	FCA	\$18,000-\$35,000	\$80,000-\$240,000
LITTLE BIG SPORTS PO box 440, Mermaid Beach QLD 4218 Phone: 0426236063 Email: franchise@littlebigssport.com.au Website: www.littlebigssport.com.au/franchise-opportunities-2	CHILDREN'S PRODUCTS AND SERVICES	-	FCA	Starting at \$25,000 + GST	\$25,000 - \$50,000
LISTEN TO YOUR BODY (LTYB) Level 1, 19-21 Centreway, East Keilor VIC 3033 Ph: 0409 438 286 Email: ben@listentoyourbody.com.au Website: https://ownaltyb.com/	FITNESS	FCA	13	\$29,700 (payment plans available)	\$120,000
MAGNETITE WINDOWS 36 garema Circuit, Kingsgrove NSW 2208 Phone: 02 9565 4070 Fax: 02 9565 4080 Email: info@magnetite.com.au Website: www.magnetite.com.au	WINDOW INSULATION	6 franchises & 12 dealers	AWA, HIA, WFAANZ	\$20,000-\$50,000	\$20,000
NURSE NEXT DOOR 10 Oxley Road Hawthorn VIC 3122 Ph: 1300 010 247 Email: matt.fittton@nursenextdoor.com.au Website: www.nursenextdoorfranchise.com.au	IN-HOME AGED CARE AND DISABILITY SUPPORT	4	FCA	\$70,000	\$150,000
PACK & SEND Unit 3C Mfive Business Park, 1 Moorebank Ave, Moorebank, NSW 2170 Phone: 0447 711 353 Email: luke.martin@packsend.com.au Website: www.packsend.com.au	LEADING PARCEL & FREIGHT RESELLER	106	-	\$75,000 ex GST	From \$100k
PEARL HOME CARE 123 Pinetree Gully Road, Willetton, WA, 6155 Ph: 0404 888 068 Email: bob@pearlhomecare.com.au Website: www.pearlhomecare.com.au	IN-HOME AGED CARE	8	-	\$75,000	-

FRANCHISE	NATURE OF BUSINESS	OUTLETS	ASSOC MEMBER	INITIAL FEE	MIN INVEST
PLUS FITNESS PO Box 76, Camden NSW 2570 Ph: 02 4648 2099 Email: franchising@plusfitness.com.au Website: www.plusfitness.com.au	24 HOUR GYM	FCA	Site Specific	\$350,000 to \$500,000	\$85,000 Incl. Franchise fee, sign written, equipped van. + vehicle lease
RAMS Level 12/321 Kent Street Sydney NSW 2000 Ph: 1800 616 082 Email: franchising@rams.com.au Website: www.RAMS.com.au/franchising/	FINANCE	50	Yes	\$35,000 + GST	\$200,000
ROLL'D Head Office: Waterman Business Centre, Level 2, UL40/1341 Dandenong Road, Chadstone, VIC 3148 Ph: 03 8564 8186 Email: franchise@rolld.com.au Website: rolld.com.au	FOOD - RESTAURANTS AND DINING	95	-	\$50,000	\$400,000 plus
RYCO 24•7 99 Calarco Drive, Derrimut VIC 3026 Ph: 1300 111 247 Email: sales@RYCO247.com Website: www.RYCO247.com	HYDRAULIC SERVICE AND MOBILE CONNECTOR SPECIALISTS	32	-	\$15,000	Various Options
SNAP FITNESS 1/238 Old Cleveland Road, Coorparoo, Queensland, 4151 Ph: 0435 841 811 Email: gcondello@liftbrands.com website: snapfitness.com.au	HEALTH & FITNESS	21 Locations Australia wide	Fitness Australia	\$62k	\$500k
SNAP-ON TOOLS PO Box 6077, Seven Hills NSW 2148 Ph: Aus: 1800 762 766 NZ: 0800 762 766 Email: sota.franchise@snapon.com Website: www.snapontools.com.au	MOBILE TOOLS AND EQUIPMENT FRANCHISE	175+	FCA / FANZ	Start-up cost from \$50,000	-
SNAP PRINT & DESIGNS Ground Floor, Building G, 12-24 Talavera Road, North Ryde, NSW 2113 Phone: 1300 810 233 Email: franchiseenquiries@snap.com.au Website: www.snap.com.au	PRINT, DESIGN, WEBSITES	150+	AUS & NZ FCA, FCNZ & Print Industries Association of Australia	\$35,000 AUD	From \$50,000 AUD
SUBWAY SYSTEMS AUSTRALIA PTY LTD Level 1, 42 Amelia Street, Fortitude Valley QLD 4006 Ph: 1800 630 355 Email: australia_development@subway.com Website: www.subway.com.au	FOOD - QUICK SERVICE RESTAURANT (QSR)	1354* (AU) 263* (NZ), 41,526* in 108 countries *as of 5 Sept 2019	-	AUD15,000 + GST (Australia), USD12,500 + GST (New Zealand)	Site dependent
SUPERGREEN SOLUTIONS FRANCHISING 161 Ingham RD, West End, QLD, 4810 Ph: 07 4772 7655 Email: franchise@supergreensolutions.com.au Website: www.supergreensolutions.com.au	ENERGY EFFICIENT PRODUCTS	81 in 9 countries	FCA	\$48,000 + GST	\$85,000 Incl. Franchise fee, sign written, equipped van. + vehicle lease
THE LOTT 87 Ipswich Road, Wooloongabba QLD 4012 VIC, TAS & NT - Tatts, Tatts NT - 07 3877 1095 NSW & ACT - NSW Lotteries - 07 3877 1118 QLD - Golden Casket - 07 3877 1117 SA - SA Lotteries - 07 3877 1096 Email: franchiseenquiries@thelott.com Website: www.thelott.com/franchisee	LOTTERIES	Approx. 4000	-	Varies dependent State/Territory	Varies dependent State/Territory
THEOBROMA, CHOCOLATE LOUNGES, PAVILIONS, BARS 3A Kia Crt, Preston VIC 3072 Ph: 03 9480 1030 or +61 431 727 004 Email: franchising@theobroma.com.au Website: www.theobroma.com.au	CHOCOLATE LOUNGES, PAVILIONS, BARS	11 worldwide	FCA, BFA	\$40,000	\$150K - \$400K depending on size & concept
THERMAWOOD RETRO-FIT DOUBLE GLAZING PO Box 1007, South Melbourne VIC 3205 Ph: 04 555 55 330 Email: info@thermawood.com.au Website: www.thermawood.com.au	RETRO-FIT DOUBLE GLAZING	6 AUS, 42 NZ	AWA	\$40,000	Varies depending if vehicle needed

A-Z Listings are a great way to promote your business

Bakers Delight

BAKERS DELIGHT

With almost 40 years of experience in the franchise sector, Bakers Delight has become one of the nation's most recognisable brands but, did you know most of the network's over 600 outlets are operated by franchisees who entered the business with no prior knowledge?

A 16-week competency-based training program, both in-store and online forms the foundation of the onboarding process. Additionally, franchisees receive strategic marketing support, with workshops, offered on an ongoing basis.

Purchasing a franchise business involves a lot of trust so we approach the entire process like a partnership and make information on just about every aspect of the business freely available to you. If you have the passion and drive to be the local face of a bigger brand.

Take the first step and contact our team to learn about any local business opportunities available within your area.

Email: franchise.recruitment@bakersdelight.com.au
Website: www.bakersdelight.com.au/franchise

For more information call **03 9787 8077**
(or +61 3 9787 8077 from outside of Australia)
and speak to one of our Sales Executives or go to:

www.businessfranchiseaustralia.com.au

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AUSTRALIA and NEW ZEALAND

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CURRENT TITLES INCLUDE:

Business FRANCHISE Australia and New Zealand magazine

The Magazine for Franchisees, Bi-monthly publication

The Australian and New Zealand

Business FRANCHISOR magazine

The Magazine for Franchisors, Quarterly publication

Australian and New Zealand Business FRANCHISE DIRECTORY

Annual publication

The FRANCHISE GUIDE

Annual publication

CGB's website also provides an additional advertising and information format and complements our publications.

www.businessfranchiseaustralia.com.au

7-ELEVEN

Looking for your next move? Your opportunity awaits with 7-Eleven Australia.

7-Eleven operates a growing network of more than 700 stores in Victoria, New South Wales, the Australian Capital Territory, Queensland and Western Australia.

A franchise with 7-Eleven means owning your own business with a success proven model and the ability to create a work-life balance that suits you. When you buy a 7-Eleven franchise, you buy two

things. Firstly, a brand name that's recognised around the world, and secondly a business system that works.

It's your opportunity to be a part of your local community, interact with customers every day, and build something that's yours. We'll help you at every step of the way, from setup and training, to marketing and even bookkeeping, we'll help turn your new investment into a solid investment.

Email: 7elevenfranchise@7eleven.com.au
www.franchise.7eleven.com.au

**ANDREW BARTON**

Andrew Barton Laundry Systems was established over 60 years ago to service the Queensland laundry market. The business was built around sole distributors of the world-famous Speed Queen brand of commercial laundry products.

Andrew Barton laundromats are an excellent long term investment primarily because the Speed Queen machines last for so long. An investor can expect day after day of reliable running for 15 years or more without the need for significant reinvestment, so once the initial set up costs have been recouped the

additional profits become even more attractive.

The Laundry industry is going through its very own digital revolution, and Andrew Barton is officially launching its unique Managed Laundromat Service (MLS). The Managed Laundromat Service has been designed to take advantage of the latest digital technology, including their own cashless payment system and remote security monitoring, which has opened up the laundromat market to investors who want a truly hands-off approach.

Please contact us at mls@andrewbarton.com.au or call us on 1800 304 030

**APPLIANCE TAGGING SERVICES**

Looking for a franchise with on-going repeat business, large territories and access to an existing client base to get you started?

With over 12 years' experience, ATS are Australia-wide specialists in Electrical Testing and Tagging in accordance with AS/NZS 3760:2010. Providing expert technical, admin, business and sales support, access to our National client base and comprehensive on and off-site training, ATS are committed to helping its franchisees grow profitable and successful businesses.

No prior electrical experience is required, just a passion for safety and a commitment to growing your business. With low entry fees, minimal franchisee administration, and average returns between \$1,000 and \$3,000 per week an ATS franchise may be just the opportunity for you.

ATS were named FCA Emerging Franchisor of the Year 2011 and the FCA National Franchisee of the Year 2013 (less than 2 staff).

For further information please contact Chris Longley, National Sales Manager on 1300 287 669, email franchising@ats.com.au or visit www.appliancetaggingservices.com.au

**ARAMEX**

Aramex has been operating internationally for almost 40 years. In New Zealand and Australia, we began as Fastway Couriers over 35 years ago, joining the Aramex family in 2016.

The Aramex network across New Zealand and Australia now includes 40 regional franchises and over 1200 franchise partners.

We offer our franchise partners an award-

winning system, world-class technology, training and support to help them to run their own rewarding business in their local communities.

For more information contact:

AUS: 1300 327 892
fso@aramex.com.au
www.aramex.com.au

NZ: 0508 692 726
recruitment@aramex.co.nz
www.aramex.co.nz

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For more information call 03 9787 8077 (or +61 3 9787 8077 from outside of Australia) and speak to one of our Sales Executives or go to www.businessfranchiseaustralia.com.au or www.businessfranchisenz.co.nz



Bakers Delight

BAKERS DELIGHT

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A 16-week competency-based training program, both in-store and online forms the foundation of the onboarding process. Additionally, franchisees receive strategic marketing support, with

workshops, offered on an ongoing basis.

Purchasing a franchise business involves a lot of trust so we approach the entire process like a partnership and make information on just about every aspect of the business freely available to you. If you have the passion and drive to be the local face of a bigger brand.

Take the first step and contact our team to learn about any local business opportunities available within your area.

Email: franchise.recruitment@bakersdelight.com.au
Website: www.bakersdelight.com.au/franchise



BATTERY WORLD

Over the past 20 years Battery World has expanded to be the largest and most comprehensive Australian battery retail franchise.

The Battery World franchise network is a fast growing, sustainable, reputable franchise that continues to dominate the specialist battery market.

With over 111 stores Australia wide and with more set to open, it's never been a better time to

start your own business backed by a nationally established franchise network.

Our Batteryologists are everyday people who have a passion for their work and for helping their customers.

To find out more on becoming a Batteryologist and becoming your own boss contact us today!

Call us on 1300 793 209 or visit:

www.batteryworld.com.au/Franchise-Opportunities



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DECKSEAL

DeckSeal lead the way in deck and timber restoration and maintenance services, specialising in the treatment of new and existing timber decks, structures and features.

We are a unique business, delivering in an extremely underserved market space. DeckSeal offers everyday people the perfect opportunity to capitalise on their existing skills or quickly build a new set without the burden of learning a new trade. Full training and ongoing support are provided with operational manuals.

Specialists in all aspects of timber restoration, preservation and outdoor maintenance, we undertake a wide range of projects including: decking, timber cladding, fences, screens and garage doors to name a few. We also clean and seal concrete and paving.

A timber deck is an iconic part of the Australian outdoor lifestyle and a key feature in countless homes across the country.

With a continual flow of enquiries and an overwhelming demand for our services, we just cannot keep up. DeckSeal currently has territories available in NSW, QLD, WA, SA, TAS and only 5 regions left in Victoria.

Our territories are large and are all in huge demand for our services.

Our current franchisees are enjoying the benefits of the DeckSeal model and are being their own boss.

If you want to be your own boss and have the support of a franchise system, love working outdoors and want a better work/life balance then a DeckSeal franchise is not to be missed.

Contact Danielle on 1800 332 525 or email admin@deckseal.com.au



ECOMIST AUSTRALIA

Established in 1994, Ecomist Australia is a leading provider of premium quality hygiene products and services, specialising in Odour Control and Insect Control.

Our core product is an innovative programmable aerosol dispensing system that won an award for the Best New Product from The Aerosol Association of Australia and New Zealand. Our aerosol products are manufactured in New Zealand and we offer a natural insect killer and over 30 fragrance options with French perfume.

Our ultimate aim is to enhance the environments of our customers through our high quality products and excellent after-sales service.

Over the last 23 years we have developed a secure and proven franchising business model. Each Ecomist franchise has its own exclusive territory based on post codes and purchase price is generally 2x the net income of the existing business.

If you are interested in finding out more, please contact Gary Vadoros on 1800 243 500, email info@ecomist.com.au or visit www.ecomist.com.au

FANTASTIC SERVICES GROUP

Fantastic Services offers a range of services for the home and the office including cleaning, gardening, handyman, pest control, removals and more.

Established more than a decade ago, the franchisor is now one of the most technologically-advanced companies in the industry. They operate on three continents, continuously developing new services, implementing new technologies and attracting new franchise partners.

Fantastic Services is best known for the outstanding

and continuous support they're providing their franchisees with.

Today, the company has grown into a multi-niche service company, providing more than 100 professional property-maintenance services on three continents - the UK, the US, and Australia with a franchise network of over 530 franchisees worldwide

For more information contact

1300 333 247

info@joinfantastic.com.au

www.joinfantastic.com.au



FASTA PASTA

With our authentic Italian background and a 35 year success story, Fasta Pasta is now Australia's largest, independently owned group of 'fresh pasta' Italian restaurants.

An innovative ever-evolving menu, with healthy options and a commitment to outstanding service, have all contributed to Fasta Pasta being voted Roy Morgan's 'Quick Service Restaurant of the Year' in 2018. Loved for our affordable, fresh, family meals in relaxed, fully licensed surroundings, this is a

great opportunity to be part of our award winning national organisation. Extensive initial training and ongoing support is provided. New franchisees undergo 12 weeks of training in one of our company restaurants covering areas such as, front of house, kitchen (all areas), necessary bookwork, PPS, and Management skills.

For more information on joining a successful franchise

call 08 8304 8600

email franchise@fastapasta.com.au,

or visit our website www.fastapasta.com.au



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GECKOSPORTS

Own a GeckoSports Franchise today!

KIDS SPORTS & FUN FITNESS

Do you find the traditional 9-5 job stuck indoors all day unappealing... you're not alone! A GeckoSports franchise instantly gives you the work/life balance you've only ever dreamed of. Become your own boss where you have the autonomy to work within your local community engage with kids, families, schools, sports clubs, councils and more delivering fun active kids sports and fitness programs!

Imagine being able to follow your life's passion and desire to keep kids active while improving their health and wellbeing!

Reasons to invest in a GeckoSports Franchise...

- Low level investment • Low overheads • Multiple channels of revenue • Excellent margins & profitability • Non-seasonal -> operate all year round • Weekly and monthly cashflow
- Accredited Government funded programs • Website referral system • Supportive operating system & environment • Sports & Fitness fun programs • Diversity -> no day is the same • FUN + ACTIVE + REWARDING!

For more information contact our Franchise Director Kim O'Donnell

at 0417 159 807 or 1300 432 565

Email: franchise@geckosports.com.au



HOME CARING PTY LTD

Proudly Australian owned, Home Caring provides professional and compassionate personalised care services in the home and community and is seeking community minded franchisees who can build a solid financial future combining their local networks and the national marketing of the Home Caring and Dementia Caring brands.

We are seeking high achievers, preferably with a health background, who want to make a difference in the community by providing excellent quality of care to clients.

The active franchisee partner manages the daily operation of the branch, sourcing new clients, ensuring existing clients' needs are being met, recruiting and training care workers and managing a team of people.

A comprehensive training program, ongoing operational support and a full suite of cloud-based business management tools assist with the growth and success of your home care business.

Contact Bill Lockett for more information on:

info@homecaringfranchise.com.au

1300 658 311





JIM'S POOL CARE MOBILE POOL SHOPS

Join our team and Australia's largest franchise system to build a business that suits your goals and lifestyle.

Owning a Jim's mobile pool shop means you can earn money from multiple streams. You charge for your time and charge for the lucrative pool items such as chemicals, pool equipment and pool accessories. This means your income is not limited by how many hours you can work and gives you

scope to grow the business to a level that suits you.

Another great bonus is our FLAT franchise fee. Yes, our fee is a flat franchise fee system so you can work hard and earn as much as you like and pay the same at fee with all training and ongoing support included. If you are ready for a change then you need to put us on your list.

We have selected opportunities around Australia so give us a call and come for a ride along.

For more information ph: 131546 or visit www.jimspoolcare.com.au



JUST CUTS™

Just Cuts has over 30 years' experience across Australia and New Zealand. Now the largest hairdresser in the Southern Hemisphere.

Embracing business management and training Technology allows owners to remain on the pulse of the business remotely, and hence over 55% of Just Cuts owners are multi salon operators.

The dedicated Academy Team provide Operations and Marketing support and the Justice Product range is providing our owners with secondary

income stream in each salon.

A recent study conducted by the Franchise Relationships Institute, franchisee satisfaction with the Just Cuts™ System was rated higher than any other franchise group in the benchmark.

Style your work and life your way with Just Cuts.

Contact:
Zenardia Anderberg 0488 600 036 or 1800 334 498
Email: bdm@justcuts.com
Website: justcuts.com/franchising
LinkedIn: Just Cuts™ Franchising



BUSINESS FRANCHISE AUSTRALIA AND NEW ZEALAND

A-Z Listings are a great way to promote your business, giving you a presence within our publication and also the Business Franchise website.

For more information call 03 9787 8077 (or +61 3 9787 8077 from outside of Australia) and speak to one of our Sales Executives or go to www.businessfranchiseaustralia.com.au or www.businessfranchisenz.co.nz



LITTLE BIG SPORT

Little Big Sport is a play and game-based soccer coaching program for 2.5-10 years olds, where the emphasis is on having fun.

We will provide all of the training and support needed to kick off and grow your business. We also provide our intelligent software program and database system which takes the stress out of administration tasks by issuing bulk statements & invoices, taking automatic direct debit payments, sending group emails, taking attendance and more. As well as the training and I.T systems, we will also provide enough coaching equipment, player rewards, player merchandise and marketing material to get you well and truly off the ground.

Upon successful completion of our application process, you will be starting your own business and running your own classes within a matter of a few weeks!

If you are establishing a new territory, our Franchise Manager will come to you to assist in the initial establishing phase, and ongoing support will be available throughout the lifetime of your franchise.

We never want you to feel alone in this journey – we are in this together!

Phone: 0426236063
Contact: Cherys
Email: franchise@littlebigsport.com.au
www.littlebigsport.com.au/franchise-opportunities-2



LTYB

In fitness, one size doesn't fit all. LTYB sessions are individually programmed to drive 90%+ retention rates across our 13 Strong Franchise network.

LTYB have proven progressive systems, high level franchisee support and strong member retention and Franchisee Profitability. With only 90 members to break-even, many studios have a member base of 200+ and growing.

LTYB look for motivated people who have a passion to make a difference to member's lives. To be successful in the fitness industry, you need to walk the talk and continue to grow as a business leader and fitness leader.

We offer our franchise partners an exclusive territory, full marketing support including assets and plans, IT and Software support, Online Operations Manual access and training, Studio business coach, Franchisee Induction program, supplier discounts,

professional development opportunities and everything required to successfully run your studio.

We are currently recruiting Franchise partners Australia wide.

For further enquiries, feel free to contact our founder Ben Fletcher on 0409 438 286
email ben@listentoyourbody.com.au or search <https://ownaltyb.com/>

MAGNETITE WINDOWS

Do you have a trade license or are you hands-on? Do you want to become your own boss?

Your WINDOW of opportunity is now.

As noise and energy efficiency are prominent issues plaguing home owners, now is the perfect time to become part of an expert team who solve these issues every day.

Magnetite specialises in double glazing existing windows, as the core offering in a product range that includes seals, tint and other complementary window treatments. Our

solutions provide all the benefits of double glazing without the hassle of replacement windows. At Magnetite, we aim to exceed our customer's expectation of comfort. We believe this starts with the first contact and continues through an assessment, installation and after sales service. Join the team that has:

- 18+ years technical and practical experience
- #1 place in a niche market, with a unique product range
- Comprehensive, hands-on training, with ongoing business and technical support
- Average franchisee tenure now over 15 years.

To learn more, visit www.magnetite.com.au



NURSE NEXT DOOR HOME CARE SERVICES

With a core purpose of Making Lives Better™, Nurse Next Door provides in-home aged care and disability support services built on our philosophy of Happier Ageing® focusing on possibility rather than disability.

Award winning systems, world class processes and operational excellence have enabled Nurse Next Door to become one of the fastest growing home care franchises in North America.

Under the leadership of Melbourne based Master Franchisors Matt Fitton and Amber Blesse, Nurse Next

Door has quickly penetrated the Australian home care market. The 'Bold Pink' brand is disruptive (check out the pink cars!) reflecting our unique approach to home care.

With no requirement for a medical or healthcare background, we're looking for people to partner with who have a tender touch and the tenacity of a bulldog. Take the first step to building a home care franchise business with heart.

Contact Matt Fitton
1300 010247
matt.fitton@nursenextdoor.com.au



Nurse Next Door®
home care services

PACK AND SEND

PACK & SEND is equipped with the technology, systems and resources to handle the movement of parcels, freight and packages for clients located anywhere worldwide.

We service the Freight, Logistics and eCommerce Fulfilment Markets.

With our 'No Limits' business model we can send & receive anything, anywhere.

We save customers Time, Trouble & Money.

Phone: 0447 711 353
Email: luke.martin@packsend.com.au
Website: www.packsend.com.au



PEARL HOME CARE

Capitalise on \$24+ billion in government funding and build an in-home care franchise today!

With double digit growth forecast for Australia's ageing population, now is the time to cement your position within Australia's fastest growing sector through becoming a Pearl Home Care franchise partner.

If you're a self-starter, goal oriented and passionate about supporting the aged and disabled, then talk to us about available territories, complete with 10s of 1000s of target consumers waiting to receive your services.

Our highly competitive franchise fees get you:

- An exclusive territory

- Comprehensive training
- Cutting-edge marketing support
- Proprietary software
- All policies, procedures and manuals
- Personalised support for business establishment
- Ongoing industry registration and compliance support

This is a once in a lifetime opportunity to get in on the ground level of an industry that has guaranteed demand. Contact us today and start building a business that will not only support your future, but of which you can be proud.

Phone: 0404 888 068
Email: bob@pearlhomecare.com.au
Website: www.pearlhomecare.com.au



PLUS FITNESS

Plus Fitness is an award winning Australian company that has been trading in the Australian Fitness industry since 1996. Since launching its 24/7 gym franchise model in 2011, Plus Fitness has sold over 300 franchises with gyms located in Australia, New Zealand and Asia.

A Plus Fitness franchise is a true turn key solution that provides everything you need to get your Plus Fitness up and running including gym equipment, aesthetic fit-out, signage, access control systems

and much more. This low staff model also provides exclusive territories and extensive franchisee training and support with an unfaltering commitment to see its Franchisees succeed.

With finance options available, the model operates in 350sqm to 650sqm premises and offers consumers 24 hour access to all Plus Fitness gyms from only \$13.95 per week. With no lock in contracts, modern equipment and a great range of classes, Plus Fitness provides consumers exactly what they are looking for from a gym membership.





RAMS

RAMS is a recognised, iconic brand – we've helped hundreds of thousands of Australians buy their own home.

RAMS is unique.

Residential mortgages is all we do, which makes us experts at helping customers into their new home.

- Build yourself a business for yourself but not by yourself
- Strong upfront and trail commission
- Powerful online and TV presence

- Designate territory
- Owned by Westpac, Australia's oldest company
- Ongoing training and development
- Build your own successful and motivated team
- Support your local community
- Enjoy the camaraderie of a large RAMS family

For franchise enquiries please email franchising@rams.com.au or call 1800 616 082.



ROLL'D

Roll'd offers Vietnamese street food, with a modern Australian twist.

With over 90 locations and plans for an international location this year, we aim to enrich lives by bringing memorable family food to the world. Food is everything in our family. It's what we laugh over, cry over, fight over and have done since we were kids. Everything worth sharing has always been done over the dinner table, and through Roll'd it's now our mission to share the things that matter through great food and even better memories. We're not shy in saying we have big dreams. We have led the way in bringing Vietnamese food to the masses, making it a popular dining option in Australia, with flavours that are as vibrant as the bustling streets of Saigon.

Why us

Roll'd is one of few genuine family businesses and our proven system, know-how, goodwill and reputation will allow you to create your own success, whilst upholding the brand. Franchising allows you to be in business for yourself, not by yourself. Last year we served over over 6 million hungry customers! Our established network means that you will always have the support of our team and our strengths make us a truly unique franchise. We have the buying power to create a more efficient supply chain. Our network also creates positive competitive environments that encourage our leaders to excel and succeed.

For franchising enquiries email franchise@rolld.com.au or call 03 8564 8186
www.rolld.com.au



RYCO 24•7

If you are looking for a business opportunity that offers incredible job satisfaction and the potential for high rewards, a RYCO 24•7 Franchise business is the right fit for you.

RYCO 24•7 franchisees can start with one van, with the ability to expand to offer multiple service vans.

As a RYCO 24•7 Franchise Operator, you can also grow your business into a full RYCO Service Centre which offers over-the-counter service as an added level of support for your fleet of vans.

For more information contact:
1300 111 247
sales@RYCO247.com
Website: www.RYCO247.com



SNAP-ON TOOLS

Snap-on Tools Australia & New Zealand is a mobile franchise operation putting high quality tools and equipment in the hands of mechanics, engineers, and other professional tool users across the country.

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer of tools, diagnostics and equipment solutions for professional

technicians, with an established network of franchise operations across the globe.

After 35 years in the Australian market, Snap-on continues to perform, providing robust financial results for its network of over 175 franchisees.

Extensive training and ongoing support is provided - no previous mechanical experience required. Snap-on offers an exclusive finance package to assist new franchisees.



For the love of print

SNAP PRINT & DESIGN

Passion is the backbone to any successful business.

At SNAP, our passions are print and building businesses. As part of our network, you'll be supported by a team with the expertise and passion to see your business reach its full potential.

Boasting a 120 year history in the print industry and with 40 years in franchising, SNAP is 100% Australian owned and operated. We have over 140 Snap Centres locally and we're internationally

franchised in Ireland and New Zealand. SNAP is one of the most recognised brands in Australia with a reputation for fast, personalised service and high quality print & design solutions.

SNAP caters to all business print needs, from marketing materials and business stationary through to signage. If you want to learn more about becoming part of our Multi Award Winning Australian Franchise network, we'd love to hear from you!
Phone: 1300 810 233
Email: franchiseenquiries@snap.com.au
snap.com.au

SUBWAY SYSTEMS AUSTRALIA PTY LTD

Subway® offers a fresh alternative to traditional fast food.

Guests can choose from 37 million combinations of premium-quality meats, cheeses, fresh vegetables, and cookies & bread baked daily.

With more than 1,350 locations across the country, Subway® is Australia's largest restaurant chain*, serves nutritious and delicious subs, salads and wraps along with its iconic cookie range.

For franchise inquiries, please contact Michelle Milne at 1800 630 355 or australia_development@subway.com.

*based on number of restaurants.



SUPERGREEN FRANCHISING FOR SUPERGREEN DIRECT

SuperGreen Solutions have been globally trusted energy efficient products specialist for over 20 years' with over 81 locations in 9 countries. SuperGreen recently released a mobile version of the bricks and mortar model in the form of SuperGreen 'Direct'. Which is simply a mobile One stop - Energy Efficient products showroom.

SuperGreen Direct Franchisees enjoy the ability of going directly to where the business is, when

needed. i.e. Home shows, Display Homes, Builders, Eco- Fiesta's, Commercial and residential clients.

Our Franchisees Demonstrate & Display, Print the Quote, Sign the deal, Email the invoice and take the deposit from within a fully connected SuperGreen Mobile office. At the same time, these franchisees enjoy the freedom of working when they want, without the need for costly premises and leases.

To secure your area, Call Sean on 07 4772 7655 or 0481167423 or Email franchise@supergreensolutions.com.au



THEOBROMA, CHOCOLATE LOUNGES, PAVILIONS, BARS

The earliest record of chocolate was over two thousand years ago in the central American rainforest where the tropics is the ideal climate for the cultivation of the plant from which chocolate is derived, the Cacao Tree, Latin name "Theobroma Cacao" or "Food of the Gods".

The concept was developed in response to the spiraling demand of high quality chocolate and chocolate beverages with the added enhancement of a full food menu, with some stores even offering a licensed venue.

Our franchise offers:

- Innovative and unique concept that includes all of life's pleasures- chocolate, coffee, food, alcohol and retail.
- Highest quality chocolate products.
- Full training provided.
- Professional support team with a range of skills to assist you.

With new stores opening in countries across the globe, be part of something special.

Contact Ben on +61 431 727 004
E: ben@theobroma.com.au
www.theobroma.com.au



the LOTT

Join us at the Lott – Australia's official lotteries!

The Lott offers Australia's official lottery games which Australians trust and love! We are one of Australia's largest franchise networks with almost 4,000 franchisees operating across all of Australia, except WA.

Our franchise system complements a range of businesses including convenience stores, convenience supermarkets, convenience fuel outlets, pharmacies, tobacconists, newsagencies, hotels and clubs (SA), and more!

Incorporating the Lott in your outlet could be more attainable than you think. If you would like to find out more information, contact us on the contact details below!

The Lott
Thelott.com/franchisee
Email: franchiseenquiries@thelott.com
Phone:

VIC, TAS & NT – Tatts, Tatts NT – 07 3877 1095
NSW & ACT - NSW Lotteries – 07 3877 1118
QLD - Golden Casket – 07 3877 1117
SA - SA Lotteries – 07 3877 1096



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1,000 people
build a successful property-maintenance business worth
\$1,000,000
in the next **ten years**

"We are proud to be part of the Fantastic Services franchise. It's a well-established brand with a proven business model powered by high-end technology. The team's continuous support has helped us triple our initial investment in less than two years."

Lucy & Julian
Area Development Franchisees



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