



NFC14

RULES OF SUCCESS  
**PEOPLE  
PASSION  
PERFORMANCE**

CONVENTION PROGRAM



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# NFC14

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# STREET CONTENTS

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# WELCOME



## PEOPLE. PASSION. PERFORMANCE.

It is my pleasure to once again welcome you to the National Franchise Convention.

In recent years, our flagship event has had a varied focus. In 2012 we converged on Canberra to concentrate on stakeholder relationships in the lead up to the scheduled Franchising Code of Conduct Review. Last year on the Gold Coast we looked to the future and explored the new ways technology could enhance our business operations and the work/life balance of our franchisees.

This year we turn the spotlight to what is most important. Our people. Our passion.

Along with an inspiring keynote speaking program, the value I always take from these events is the opportunity to hear from my peers. Be they from a similar industry or a completely different one, we all experience the same challenges. It is always enlightening to hear how others are navigating the ever changing business landscape. The franchisor concurrent sessions are one of the highlights of this event, not only for the emerging brands, but for those of us seeking a fresh perspective.

As always, the networking opportunities at this event are better than any you'll find on the franchise calendar. Along with the breaks during the day, the networking night will allow all guests to get together to share a meal, stories and ideas in an informal atmosphere.

At the conclusion of what will surely be a jam packed three days, we have the chance to celebrate the truly wonderful things happening in the sector at the MYOB FCA Excellence in Franchising Awards Gala Dinner on Tuesday night.

The work of the FCA, including this event would not be possible without the steadfast support of both the FCA partners and NFC sponsors. It is with respect and gratitude you will see supporters of this event and the efforts of the FCA acknowledged in the following pages.

I encourage you to take advantage of everything on offer at this year's convention.

Expand your network, be inspired by the speakers, learn from your peers and renew your passion.

A stylized, handwritten signature of Michael Paul in white ink.

**Michael Paul**

Chairman  
Franchise Council of Australia



# THANK YOU

## THANK YOU TO OUR PARTNERS

The work of the Franchise Council of Australia, including the National Franchise Convention would not be possible without the annual support of our Partners.



## THANK YOU TO OUR SPONSORS

The FCA gratefully acknowledges the support of the NFC14 sponsors who have made this event possible.

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# CONVENTION MC

## ANDREW KLEIN

Andrew Klein is one of the most sought-after professional MC's on the conference circuit in Australia. This Sydney based ex-lawyer has been MC'ing, speaking, training and team-building for almost 15 years, and is widely recognised as one of the best in the business.

His aim is to simultaneously entertain, inform, introduce, coordinate and communicate. He has become well-known in the conference circuit for his ability to involve the audience in the proceedings, adapt to vastly different audiences and his improvisational and ad-libbing skills.



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# INFORMATION



## NFC14 is convened by

Franchise Council of Australia (FCA). The FCA is the peak body for the franchise sector in Australia, representing franchisees, franchisors and service providers in the sector.

## Convention Venue & Sessions

This year's National Franchise Convention is at Sydney Olympic Park.

All convention sessions are being held at Sydney Showgrounds Hall 5, 1 Showground Road, Sydney Olympic Park.

See venue plan that follows.

### Refer to directional signage for specific session room locations.

The Annual General Meeting of the FCA is scheduled to commence at 5.00pm on Sunday 26 October and will be held in Breakout Room 4 in Hall 5.

The Official Opening and Welcome Reception will be held in the Exhibition Area in Hall 5.

All convention plenary sessions will be held in the plenary room, Hall 5.

Concurrent breakout sessions will be held in the breakout rooms within Hall 5.

The Monday night 27 October FCA and AIDA Networking Night event will be held at Novotel Hotel, Sydney Olympic Park.

The Tuesday night 28 October MYOB FCA Excellence in Franchising Awards Gala Dinner will be held at the Allphones Arena.

## Name Badges

Delegates are required to wear their name badges at all times. You will not be authorised for entry into the sessions, exhibition area or provided access to the morning and afternoon teas and lunches without your name badge.

## Mobile Phones

Please ensure your phone is in 'silent' mode during all the convention sessions.

## Photography on site

Patrons entering the site consent that FCA and third parties authorised by FCA may make or record film, photographs or other forms of moving picture, still pictures of the event (including, without limitation, of patrons) for the use of media and promotions.

## Social Media

The FCA twitter handle is @FranchCouncilAU

The official hashtag for NFC14 is #NFC14

The official hashtag for the MYOB FCA Excellence in Franchising Awards night is #FCAawards

## Registration and Information Desk

The registration and information desk is located in the main lobby of Hall 5.

**Sunday 26th October** 8.00am – 10.00am  
2.00pm – 7.30pm

**Monday 27th October** 7.00am – 6.00pm

**Tuesday 28th October** 7.00am – 3.00pm

## Trade Exhibition and Breakfasts

The breakfasts will be held in the Charley Room – Spotless Stadium

The trade exhibition will be held during the following times:

### Sunday 26th October

Official Opening and  
Welcome Reception 6.00pm – 8.00pm

### Monday 27th October

Breakfast 7.00am – 8.15am  
Exhibitors 8.00am onwards  
Morning Break 10.35am – 10.55am  
Lunch 12.35pm – 1.25pm  
Afternoon Break 3.00pm – 3.30pm

### Tuesday 28th October

Breakfast 7.15am – 8.15am  
Exhibitors 8.00am onwards  
Morning Break 10.35 – 11.00am  
Lunch 12.30pm – 1.25pm  
Afternoon Break 3.00pm – 3.30pm  
Finish 5:00pm



# SITE MAP

## SYDNEY OLYMPIC PARK



Sydney Showground  
1 Showground Road, Sydney Olympic Park, NSW 2127

For a detailed map of the speaking and exhibition areas please see **page 56**

# NFC14 SURVEY



Panel Sessions

**Short Link**

<http://ezsy.co/vt1104>

## Thank you for attending the NFC14.

We value your feedback regarding this year's convention and will use it in planning NFC15. Please take a few minutes to evaluate your NFC14 experience using the ezisay survey(s) below.

Scan the code(s) below to access the survey for each session you attend. One lucky winner will win a seven night stay in a luxury beach house in Victoria's Phillip Island.

Terms and conditions apply.



Keynote Presentations

**Short Link**

<http://ezsy.co/tv2014>



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From Mobile Web - Go to [www.i-nigma.mobi](http://www.i-nigma.mobi) on your mobile phone. i-nigma will automatically identify your handset type, download and install i-nigma.

If you do not wish to use a scanner, you can use the short form URL below each code.



Franchising Awards

**Short Link**

<http://ezsy.co/mr1555>



Social, Exhibition, and General

**Short Link**

<http://ezsy.co/uj1124>

# NFC14 APP

The NFC14 event app is the only way to fully experience this year's conference. Use the app to network with other attendees and make sure you don't miss a thing by using the full agenda. You'll also be able to tell us what you think with live feedback for each session.



**Download now  
for iOS and Android**

Search NFC14 in the  
App Store and Google Play



# SOCIAL PROGRAM

The following functions are included in full registrations.  
*Additional tickets can be purchased at the registration desk.*

## NFC14 Official Opening and Welcome Reception

Date: Sunday 26 October  
Time: 6.00pm – 8.00pm  
Venue: Exhibition Area in Hall 5.  
Dress Code: Smart Casual  
Additional Tickets: Member \$120, Non-member \$170

## Breakfast Forums

Date: Monday 27 October  
Times: 7.00am – 8.15am  
Venue: Charley Room – Spotless Stadium  
Dress Code: Smart Casual

Date: Tuesday 28 October  
Times: 7.15am – 8.15am  
Venue: Charley Room – Spotless Stadium  
Dress Code: Smart Casual

## AIDA FCA Networking Night

Date: Monday 27 October  
Time: 7.00pm – 11.00pm  
Venue: Novotel Sydney Olympic Park,  
Olympic Boulevard, NSW, 2127  
Dress Code: Smart Casual.

Join us for a casual evening with a buffet style meal and entertainment at the hotel.

Additional Tickets: Member \$180, Non-member \$257

## MYOB FCA Excellence in Franchising Awards Gala Dinner\*

Date: Tuesday 28 October  
Time: 7.00pm – 12.00am  
Venue: Allphones Arena, Edwin Flack Avenue,  
Sydney Olympic Park, NSW, 2127.  
Dress Code: Formal black tie or lounge suit.  
Transportation: To the Gala, trackless train will depart from the Novotel at 6.45pm. From the Gala, coaches will depart from Allphones Arena beginning at 11.15pm. The last shuttle back to the Novotel will be at 12.15am.

Additional Tickets: Member \$180, Non-member \$250

*\*The Gala Dinner is separate to the full registration. Tickets can be purchased at the registration desk up until 11am Tuesday 28 October.*

# NFC15

## Early Bird Special

The National Franchise Convention is the pre-eminent event in Australian franchising, bringing together some of the best known brands in the country.

**LOCK IN YOUR SPONSORSHIP PACKAGE OR EXHIBITION BOOTH BEFORE WEDNESDAY 10 DECEMBER TO SECURE A 10% DISCOUNT.**

Contact Angie Cooksey on  
[angie.cooksey@franchise.org.au](mailto:angie.cooksey@franchise.org.au) or  
1300 669 030 for more information.



## OCTOBER 2015 GOLD COAST



7.00 - 8.15	<b>Breakfast</b> Opening Address: Minister for Small Business, The Honourable Bruce Billson  <b>Learning &amp; Development Breakfast: Skills for Success</b> <i>Facilitator</i> Bernard Moore, Workforce Development, Service Skills Australia <i>Panellists</i> Trevor Maher, National L&D Manager, 7-Eleven Australia Paul Gixti, General Manager, Sushi Sushi
8.30-8.40	<b>Day one opening session - Official opening - MC Andrew Klein</b>
8.40 - 8.50	<b>FCA Chairman's update - FCA Chairman and PACK &amp; SEND CEO, Michael Paul</b>
8.50 - 9.35	<b>Keynote 1</b>  <b>Developing a winning culture</b> David Smorgon OAM, Founder Generation Investments, Former Executive and Director Smorgon Consolidated Industries
9.40 - 10.25	<b>Keynote 2</b>  <b>Reasons to be positive about the future of Australian retailing</b> Bernard Salt - Partner at KPMG
10.25 - 10.55	<b>Break</b>
10.55 - 11.40	<b>Keynote 3</b>  <b>Foundational Leadership: Putting the roots down deep</b> John Pollaers, former CEO of Pacific Brands & Foster's Group
11.45 - 12.30	<b>Keynote 4</b>  <b>Borderless Brands – Expanding the franchise overseas</b> Danny Hanlon, Chief Operating Officer, Granite Transformations UK
12.35 - 1.25	<b>Lunch</b>
1.25 - 2.10	<b>Concurrent Session 1</b>  <b>Do you have an exit strategy?</b> <i>Facilitator</i> Chris Levy, Franchise Hall of Fame, Former CEO, Pizza Hut <i>Speakers</i> Geoff Davis, Franchise Hall of Fame, Co-Founder, Wendys Supa Sundaes Chris Meyer, CEO, Narellan Pools Craig Davison, CEO & Founder, The Outdoor Furniture Specialists  <b>Franchising Code of Conduct update - looking towards 2015</b> <i>Facilitator</i> Philip Colman, Principal, MST Lawyers <i>Speakers</i> Sean O'Donnell, Partner, HWL Ebsworth Stephen Giles, Partner, Norton Rose Fulbright Derek Sutherland, Special Counsel, HWL Ebsworth  <b>How is the digital disruption impacting franchise systems?</b> <i>Facilitator</i> Rod Mewing, Business Consultant, Telstra <i>Speakers</i> Gareth Jude, Industry Executive, Telstra Ian Roderick, CIO, Mr Rental
<b>Change over - 5 minutes</b>	

2.15 - 3.00

Concurrent Session 2

## Using Location Intelligence to understand your customers and effectively manage franchise territories

*Facilitator*

Simon Dell'Oro, Product Manager, Data & Analytics, Asia Pacific, Pitney Bowes

*Speakers*

Clive Hutcheon, Lawyer, Anytime Fitness Australia

Paul Reeves, Group Manager - Business Development, Betta Home Living

## Local Area Marketing: Cost effective methods for franchisees

*Facilitator*

Gis Marven, Sales Director, Whirlwind Print

*Speakers*

Tina Tower, CEO Begin Bright

Kylee Young, Marketing Manager, Mister Minit

Kerry Hannah, Marketing Manager, Battery World

## PR: The Most Effective Tool in your Communications Toolbox?

*Facilitator*

Verity Lowe, Head of Franchising, Keep Left

*Speakers*

Paul Houlihan, Communications Manager, Bakers Delight

Amanda Connors, Head of Marketing, Design and Product, endota spa

Louise Bellchambers, Brand Manager, Shingle Inn

3.00 - 3.30

Break

3.30 - 4.15

Concurrent Session 3

## Modern loyalty programs

*Facilitator*

Jono Britton, Managing Director, Shift8

*Speakers*

Alex Sutton, General Manager, Nutrition Station

Paul Stevens, Marketing Director, Montezuma's Australia

## Planning to succeed – achieving and maintaining accreditation with lenders in 2015

*Facilitator*

Darryn McAuliffe, CEO, FRANdata

*Speakers*

Charlie Duffill, Business Manager, Foodco

Andy Peat, CEO, Snap Fitness

Simon Ovenden, National Manager, Franchise Banking, NAB

## The next decade of franchising

*Facilitator*

Professor Lorelle Frazer, Dean (Learning and Teaching) Griffith Business School, and Director Griffith University, Asia-Pacific Centre for Franchising Excellence

*Speakers*

Josh Bannister, Development Director, Northern Region, McDonald's Australia

Deb Farnworth-Wood, CEO, Australian Skin Clinics

Abraham Hatoum, Franchisor, Looksmart Alterations

4.20 - 5.00

Keynote 5: Expert Panel Session

## If I knew then what I know now...

*Facilitator*

Warren Wilmot, CEO, 7-Eleven Australia

*Speakers*

Denis McFadden, Franchise Hall of Fame, Founder and CEO, Just Cuts

Ian Martin, CEO, Noodle Box

Serge Infanti, MD, Foodco

5.00

Day one close

7.00 - 11.00

FCA and AIDA Networking Night



7.15 - 8.15	<b>Franchising Breakfast</b> Current Franchise Woman of the Year, Debb Meyer, Strategic Advisor/Owner, Narellan Pools
8.30 - 8.40	Day 2 opening session - MC Andrew Klein
8.40 - 9.00	CFE Graduation Ceremony
9.00 - 9.45	<b>Keynote 6: Expert Panel Session</b>  <b>Franchise Innovation</b> <i>Facilitator</i> Ken Rosebery, Executive Director, The Cheesecake Shop <i>Speakers</i> Luke Baylis, CEO, SumoSalad Charles Hornor, Director of Communications, Specsavers Jacinta McDonell, Co-Founder, Anytime Fitness Australia
9.50-10.35	<b>Keynote 7</b> Janine Allis - Executive Director, Retail Zoo and Founder of Boost Juice Bars
10.35 - 11.00	Break
11.00 - 11.45	<b>Keynote 8</b>  <b>People + Leadership = High Performance</b> Karen Matthews past Franchise Woman of the Year and head of Retail at Freedom Furniture
11.45 - 12.30	<b>Keynote 9</b>  <b>How a small Australian owned Brewery competes against the global giants</b> Glenn Cooper AM, Chairman and former Marketing Director, Coopers Brewery
12.30 - 1.25	Lunch
1.25 - 2.10	<b>Concurrent Session 4</b>  <b>Dealing with internal dispute resolution</b> <i>Facilitator</i> David Newton, Franchising Mediation Adviser, OFMA <i>Speakers</i> John O'Brien, Franchise Hall of Fame, CEO and Founder, Poolwerx Sara Pantaleo, CEO, La Porchetta Peter Bailly, Director - Franchising & Acquisitions, Luxottica
	<b>How to optimise your marketing mix for franchise recruitment</b> <i>Facilitator</i> Jim Cornish, CEO, Nanotek <i>Speakers</i> Raffael Fernandes, Head of Franchising Group, Cirrus Media Australia Evan Foster, National Director, United Franchise Group Pippa Hallas, CEO, Ella Bache
	<b>Managing your franchisees by numbers</b> <i>Facilitator</i> Tracy Steinwand, Territory Leader, Subway Australia <i>Speakers</i> David Dean, Managing Director, Shoebooks Brett Spinks, National Franchise & Property Manager, Pandora Brendan Green, CEO, Hire A Hubby
	Change over 5 minutes

2.15 - 3.00

Concurrent Session 5

## Engaging customers beyond the counter - the next stage of payments

*Facilitator*

Jonathan Kelly, Head of Retail Services, PayPal

*Speakers*

Clovis Young, CEO, Mad Mex  
Geoff Sinclair, CEO, Chocolateria San Churro  
Tony Melhem, CEO, Coco Cubano

## Have you reviewed your strategic brand positioning lately?

*Facilitator*

Rod Laycock, Managing Director, Civic Managed Services

*Speakers*

Richard Thame, CEO, Fastway Couriers  
Dean Salomone, Director, Rozzi's Italian Canteen  
Andrew Benefield, Managing Director, Cookie Corporation

## Passionate and effective field support

*Facilitator*

Bert Cotte, Senior Field Support Consultant, McDonald's Australia

*Speakers*

Rob McKay, CEO, Wendys Supa Sundaes  
Michael Paul, CEO, Pack & Send  
Sharon Jurd, Director, HydroKleen

3.00 - 3.30

Break

3.30 - 4.15

Keynote 10

## Don't let adversity define you

Sponsored by 7-Eleven Australia

Michael Crossland - An extraordinary young man who has defied the odds of a life threatening cancer to build a life of exceptional achievements.

4.15 - 5.00

Keynote 11

## Sponsored by Civic Managed Services

Ita Buttrose AO, OBE - A truly exceptional Australian: a legendary media editor, businesswoman, best-selling author, committed community and welfare contributor and 2013 Australian of the Year.

5.00

Convention close

7.00 - 12.00

MYOB FCA National Excellence in Franchising Awards Gala Dinner

“Anyone who doesn't consider people  
as their most important  
asset is doomed to failure.”

*Bernard Tapie  
French Industrialist*

# MONDAY

7.00-8.15

## Learning & Development Breakfast

Sponsored by Service Skills Australia

**Opening Address: Minister for Small Business The Honourable Bruce Billson**



### Skills for Success

**Facilitator:** Bernard Moore, Workforce Development, Service Skills Australia

**Panellists:** Trevor Maher, National L&D Manager, 7-Eleven Australia  
Paul Gritti, General Manager, Sushi Sushi

8.30-8.40

## Official opening - MC Andrew Klein



8.40 - 8.50

## Chairman's Update

### Michael Paul FCA Chairman and PACK & SEND CEO

Michael Paul is currently the Chairman of the Board of the Franchise Council of Australia. He has been a member of the Franchise Council of Australia for almost 20 years and has been a national director of the FCA since 2009.

Michael is the CEO and founder of PACK & SEND, an Australian owned franchise system based on a unique retail business model that provides customers with convenient one-stop-shop solutions for sending anything, anywhere.

Established in 1993, PACK & SEND, under Michael's guidance and leadership has developed into a national retail network of more than 125 franchise service centres throughout Australia, New Zealand and the United Kingdom.

The company was recognised in 2007 as the 'Australian Franchisor of the Year' and in 2008 PACK & SEND earned second place in the prestigious International Franchisor of the Year Award - a major achievement given the company was up against some of the major global economies and franchising cultures in the world. Michael has extensive franchising experience (20 years) and speaks regularly at conventions, seminars, forums, and small business functions both in Australia and internationally about issues he is passionate about, such as world class franchising practices and building a culture of 'no limits' customer service.



8.50 - 9.35

## Developing a winning culture

### David Smorgon OAM Founder Generation Investments Former Executive and Director Smorgon Consolidated Industries

David Smorgon is a highly successful and respected businessman whose skills have seen him rise to the heights of the business and sports management worlds.

After training as a lawyer, he spent 25 years as an executive and director with Smorgon Consolidated Industries, followed by 16 years as the chairman of the Western Bulldogs AFL Club, the second longest-serving president in AFL history.

He was awarded the Medal of the Order of Australia in 2000 for his contribution to health, social welfare and education, as well as his service to the Western Bulldogs.

He currently runs a business, equity and property enterprise called Generation Investments with his three sons, as well as his own training business, PointMade. For six years, he chaired Family Business Australia, providing advice, assistance and lobbying.

David's talks have been described as motivating, empowering and inspiring as he shares his experiences from the business and sporting worlds.

# MONDAY



9.40 - 10.25

## Reasons to be positive about the future of Australian retailing

**Bernard Salt**  
**Partner at KPMG**

Bernard Salt, partner at KPMG, is one of the most well-known writers, media personalities, and business advisors in Australia. Bernard has the uncanny ability to explain even the most complex ideas in a way that everyone in the room can understand.

In business, Bernard's specialties lie in tracking and understanding demographic and social changes in his country of origin and the rest of the world, including the United States, New Zealand, and Asia. He focuses on the evolution of consumer cultures, how the most recent generation will fit into today's business world, and how companies can get the most out of their customer base and employees.

Bernard Salt works regularly as a columnist for The Australian and Wish magazines, and has authored two books, The Big Shift: Welcome to the Third Australian Culture and The Big Picture. He routinely appears as a commentator on a variety of television shows in both Australia and the US, including Business Sunday, A Current Affair, 60 Minutes, Today Tonight, Today Show, and Nightline.



10.55 - 11.40

## Foundational Leadership: Putting the roots down deep

**John Pollaers**  
**Former CEO of Pacific Brands & Foster's Group**

John joined Pacific Brands in September 2012 as Chief Executive Officer and Executive Director. Prior to this John was Chief Executive Officer of Foster's Group Limited, from May 2011, after joining the company as Managing Director of Carlton & United Breweries in 2010.

Before joining Foster's John had a distinguished career in consumer products, including senior roles at Diageo plc where he was President Asia Pacific and Managing Director, Australasia.

John was also a member of the Diageo Group Executive Committee.

John is Co-Chairman of the National Breast Cancer Foundation Council and an Advisory Board member for the Centre of Workplace Leadership.

He holds an MBA from INSEAD/Macquarie University, as well as degrees in Electrical Engineering and Computer Science.

*“An ounce of performance  
is worth a pound of promises.”*

*Mae West  
American Actress*

# MONDAY



11.45 - 12.30

## Borderless Brands – Expanding the franchise overseas

**Danny Hanlon**

**Chief Operating Officer, Granite Transformations UK**

Danny Hanlon is a passionate home improvement executive, known for his creative strategic thinking and motivating style.

In effect the company's first employee, he contributed significantly to the brand's growth in North America, before permanently relocating to the United Kingdom to do it again!

He now oversees the group's EU operations, based from its headquarters in Tunbridge Wells, Kent. Danny will provide an insight into the challenges and opportunities when franchising internationally.

In particular he will share his experiences on how Granite Transformations first established a market presence in North America, from its original base in Australia, then extended into Europe.

This is an ideal session for those wishing to expand their business operations into new overseas markets.

## How can we help you?

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# MONDAY

1.25 - 2.10

## Concurrent Sessions 1



### Do you have an exit strategy?

Where do you see yourself in 10 years? How do you prepare your system for your exit? Hear from those who have done it, those who are planning, and those who have taken over.

**Facilitator:** Chris Levy, Franchise Hall of Fame, Former CEO, Pizza Hut

**Speakers:** Geoff Davis, Franchise Hall of Fame, Co-founder Wendys Supa Sundaes  
Chris Meyer, CEO, Narellan Pools  
Craig Davison, CEO and founder, The Outdoor Furniture Specialists



### Franchising Code of Conduct update - looking towards 2015

Understand the changes being implemented to the Franchising Code of Conduct. From redrafting documents to practical application, learn how the new Code will change the way you conduct your business.

**Facilitator:** Philip Colman, Principal, MST Lawyers

**Speakers:** Sean O'Donnell, Partner, HWL Ebsworth Lawyers  
Stephen Giles, Partner, Norton Rose Fulbright  
Derek Sutherland, Special Counsel, HWL Ebsworth Lawyers



### How is the digital disruption impacting franchise systems?

Technology innovation is disrupting every single part of the New World customer journey.

Join Rod Mewing, from Telstra for a discussion with innovative Franchisors and discover how they have innovated in their business to become champions in customer experience and make an impact in their operations from improvements in collaboration and productivity. Rod will be joined by a panel of experts including a Telstra customer who will share their own insights on their journey to business success.

**Facilitator:** Rod Mewing, Business Consultant, Telstra

**Speakers:** Gareth Jude, Industry Executive, Telstra  
Ian Roderick, CIO, Mr Rental

2.15 - 3.00

## Concurrent Sessions 2



### Using Location Intelligence to understand your customers and effectively manage franchise territories.

Hear how Location Intelligence technology is enabling franchisors to determine who their ideal customers are today, and how to optimise their network to leverage customers of tomorrow.

**Facilitator:** Simon Dell'Oro, Product Manager, Data & Analytics, Asia Pacific, Pitney Bowes

**Speaker:** Clive Hutcheon, Lawyer, Anytime Fitness Australia  
Paul Reeves, Group Manager - Business Development, Betta Home Living



### Local Area Marketing: Cost effective methods for franchisees

Learn to deliver cost effective local marketing strategies to your franchisees. Find out where money can be saved, and where it should be invested in your local marketing mix. From sponsorships to promotional drives, find out where systems have succeeded and how to get buy-in from your franchisees.

**Facilitator:** Gis Marven, Sales Director, Whirlwind Print

**Speakers:** Tina Tower, CEO, Begin Bright  
Kylee Young, Marketing Manager, Mister Minit  
Kerry Hannah, National Marketing Manager, Battery World



### PR: The Most Effective Tool in your Communications Toolbox?

This session explores the diverse role that PR can play within the franchise business model.

Learn from successful brands about how PR has made their marketing spend go further, while supporting their key business objectives of raising brand awareness, building reputation, driving footfall, growing their networks, and increasing customer engagement.

**Facilitator:** Verity Lowe, Head of Franchising, Keep Left

**Speakers:** Paul Houlihan, Communications Manager, Bakers Delight  
Amanda Connors, Head of Marketing, Design and Product, endota spa  
Louise Bellchambers, Brand Manager, Shingle Inn

# MONDAY

3.30 - 4.15

## Concurrent Sessions 3



### Modern loyalty programs

Modern loyalty programs can generate high customer engagement rates and give customers ownership of their shopping experience.

However a traditional cookie cutter approach simply won't cut it in the present retail landscape, where customers need to see the value proposition in order for the retailer to capture customer data and turn that into a financial return.

A high performing program should incentivise customers to continually engage with the program by establishing a strong and relevant proposition. Join us as we discuss the good and the bad of modern loyalty programs and identify areas where programs can be improved to add value to all stakeholders.

**Facilitator:** Jono Britton, Managing Director, Shift8

**Speakers:** Alex Sutton, General Manager, Nutrition Station  
Paul Stevens, Marketing Director, Montezuma's Australia



### Planning to succeed – achieving and maintaining accreditation with lenders in 2015

Take a "pulse check" on the current lending landscape and gain insights on what works from the varied experiences of our panel.

**Facilitator:** Darryn McAuliffe, CEO, FRANdata

**Speakers:** Charlie Duffill, National Business Manager, Foodco  
Andy Peat, CEO, Snap Fitness  
Simon Ovenden, National Manager, Franchise Banking, NAB

3.30 - 4.15

## Concurrent Sessions 3



### The next decade of franchising

In this session key results of the Franchising Australia 2014 survey will be revealed to forecast the major franchising trends by 2025.

**Facilitator:** Professor Lorelle Frazer, Dean (Learning and Teaching) Griffith Business School, and Director Griffith University, Asia-Pacific Centre for Franchising Excellence

**Speakers:** Josh Bannister, Development Director - Northern Region, McDonald's Australia  
Deb Farnworth-Wood, CEO, Australian Skin Clinics  
Abraham Hatoum, Franchisor, Looksmart Alterations

4.20 - 5.00

## Expert Panel Session



### If I knew then what I know now...

Join some of Australian franchising's most well known names to learn tips for success, insights on the current landscape and where they see the sector headed.

**Facilitator:** Warren Wilmot, CEO, 7-Eleven Australia

**Speakers:** Denis McFadden, Franchise Hall of Fame, Founder and CEO, Just Cuts  
Ian Martin, CEO, Noodle Box  
Serge Infanti, Managing Director, Foodco

*"I never thought I'd make much money out of the thing. I just loved writing software."*

*Bill Gates  
Founder, Microsoft Corporation*



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AIDA members represent some of the world's  
leading brands including Lipton Ice Tea Range,  
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AIDA is also able to provide refrigeration units  
to retail outlets to best assist in capitalising on  
the growing Beverage industry. An extensive  
range of fridges are available to assist customers  
with a complete retail solution.

# TUESDAY



7.15 - 8.15

## Franchising Breakfast

**Debb Meyer,**  
**Current Franchise Woman of the Year,**  
**Strategic Advisor/Owner Narellan Pools**

Debb Meyer has a colourful and accomplished career within the franchise industry spanning two decades. Having held leadership roles with McDonald's, Foodco and Krispy Kreme, to Senior Associate with the Franchise Relationships Institute, Debb has earned a reputation for straight shooting and a true commitment to her client's success.

Debb's unique ability to identify, unlock and harness the passion within people to drive performance and success saw her recently named Franchise Council of Australia's Franchise Woman of the Year.

Today, along with husband Chris, she is leading global brand Narellan Pools which is a manufacturer, franchisor and growing export business across Europe, The Middle East, New Zealand, South Pacific and Asia.

Debb is a sharp business woman, engaging speaker, exceptional facilitator, writer and passionate advocate for women in leadership but most importantly; a wife to Chris and mother to Xavier, Eliza and Kingston.

After the devastating death of her son Xavier, Debb became a voice for thousands of woman who suffer the loss of a child. She is proof a devastating loss in life can be the fuel to truly live life with passion, conviction and happiness.

8.30-8.40

## Day Two Opening Session - MC Andrew Klein



8.40 - 9.00

## CFE Graduation Ceremony

Official presentation of CFE designation 2014. The Certified Franchise Executive program is the only internationally recognised professional accreditation program for Franchise Executives.

9.00-9.45

## Expert Panel Session - Franchise Innovation



**Facilitator:** Ken Rosebery, Executive Director, The Cheesecake Shop

**Speakers:** Luke Baylis, CEO, SumoSalad  
Charles Hornor, Director of Communications, Specsavers  
Jacinta McDonnell, Co-Founder, Anytime Fitness Australia

Innovate or perish. If you're not innovating and evolving your business then somebody else will. Many franchisors start out with a radical innovation that enables them to achieve a competitive advantage, establish a foothold in a sector and grow. Do they need to continue to innovate and how is this best done? Should innovation be gradual so franchisees can keep up? How do you manage more radical innovations that threaten incumbent capabilities and resources? What can we learn from other franchisors about industry life stages and how innovation affects this?

A panel of established franchisors, including Luke Baylis, Charles Hornor, Jacinta McDonnell and facilitated by Ken Rosebery, will discuss their experiences with innovation and answer some of these important questions.

# TUESDAY



9.50-10.35

## Keynote Speaker

**Janine Allis**  
**Executive Director, Retail Zoo**  
**and Founder of Boost Juice Bars**

Yes, you've heard it before...working mother starts new retail concept, Boost Juice Bars, from her kitchen table. It explodes! The assumption is it was just like riding the perfect wave, but was it? The truth is it's been 13 years of relentless pressure on a woman with no formal business training. Her simple approach to solving the myriad of problems she has faced has played a vital role in Boost's success. Her leadership style is natural, warm, giving and extremely demanding, which has created a high performance culture in her business, achieving amazing results.

Janine and her team have taken the business from one store in Adelaide, South Australia to 300 stores in Australia, Chile, Indonesia, Singapore, South Africa, UK, Thailand, India, Estonia, Malaysia and Russia.

Janine has been presented numerous retail, franchise and business awards and this year, BRW named her one of fifteen people that changed the way Australia does business in the last 35 years. In 1999 during a trip to the US, Janine witnessed juice and smoothie stores pumping.

Upon her return to Australia, Janine studied the local retail sector where she noticed a distinct lack of healthy fast food choices. After extensive research, she began to develop a business concept that was different to anything else in the world. Her vision was to "do retailing differently", delivering a unique customer experience based on the "love life" philosophy. In 2000, Boost was born.

Around five years later, Janine and her husband Jeff wanted to expand upon the Australian business. They knew the solid foundation they created for Boost could be used for new and exciting brands. The platform enabled maximum growth potential. Salsa's Fresh Mex Grill was the first, and in 2007 they purchased a four-store business, that has grown to 49 stores Australia wide.

In December 2012, the business acquired CIBO Espresso, the Italian espresso bar franchise that has wowed Adelaide for 12 years. CIBO Espresso shares the simple pleasures of the Italian lifestyle - wonderful coffee and quality food - in a stylish bar setting. It has 21 stores in Adelaide and three in Brisbane. Under the guidance of Retail Zoo, expansion is underway. Their new baby into the business is a chicken concept called Hatch, which has huge potential in the Australian market.

There are almost 7000 people working across the four businesses under the holding company Retail Zoo of which Janine is executive director. Retail Zoo turned over \$250 million in the last 12 months.

Based in Melbourne, Janine is a working mother of four. Her life is hectic so she understands firsthand the demands the world can put on an individual! Janine is an advocate for a healthy lifestyle - she maintains a five-day-a-week yoga practice and she is a very average surfer and tennis player...but loves both.



# TUESDAY



11.00-11.45

## People + Leadership = High Performance

**Karen Matthews**  
**Head of Retail, Freedom Furniture**

Karen Matthews has more than 27 years' experience in national and international retailing, franchising and strategic brand management. Karen is currently Head of Retail for Freedom Furniture. She is recognised in the business community as an innovative leader with strong operational and strategic skills. A high energy leader, she walks the talk, fights to the death for what she believes in and has a personal mantra to "inspire people to be the best that they can be".

Karen's proudest professional achievements include starting as one of Australia's youngest CEOs for Ella Bache a position she held for a decade. She launched Australia's first skincare franchise model with Ella Bache in 2002, as well as steering Ella Bache (a 50yr old family owned business), through a time of significant change and re-engineering from 2002 to 2008. In 2004 she was named NSW Telstra Business Woman of the Year, in 2005 PWC NSW Franchise Woman of the Year and in 2007, PWC Australian Franchise Woman of the Year.

Karen's experience and respect within the Beauty and Health industry, Franchising and the small-medium business community is unsurpassed. Karen understands that success in small to medium business will come from masterfully combining a handful of simple financial metrics, focused accountabilities, total commitment to the brand and vision, ongoing training and education and a respect for people, their technical prowess and their motivators. Karen started a new venture, in 2010, the Beauty and Health space - Beauty Health Group - a leading network of best practice Beauty Salons as well as a wholesale offering of the best salon based skincare brands in the industry. This was followed in 2011 with "Inside Out Leadership" providing guidance to businesses in need of turnaround, strategic growth, brand management, marketing or retail operational support.

Any industry close to people, brands, products & services in need of re-direction, leadership, brand positioning or strategic planning will benefit from Karen's unique style and powerful approach to business.



11.45 - 12.30

## How a small Australian owned Brewery competes against the global giants

**Glenn Cooper AM**  
**Chairman and former Marketing Director, Coopers Brewery**

Born in 1950 and educated at Prince Alfred College, SA, Glenn is a fifth generation Cooper. Glenn started his working career by gaining qualifications in electronic engineering, and later in computing and marketing. In 1983 Glenn returned to South Australia to set up a private business in computer sales and services. This company grew to a turnover in excess of \$3.5m.

In July 1990, Glenn joined the family brewery and today is Chairman at Coopers Brewery and also holds the responsibility of marketing. He has overseen the launch of numerous products in the Coopers beer range, including: Coopers Mild Ale, Coopers Dark Ale, Coopers Extra Strong Vintage Ale, Coopers Lager and most recently Coopers Clear.

Glenn is currently the Deputy Chairman of Australian Made Australian Grown, a position he has held since early 2010.

Glenn's focus at this stage of his brewery career is to continually expand the Coopers range of products both interstate and internationally. Coopers was named the world's top family business in 2011 in a poll by a UK magazine. "Coopers is a testament to the visionary management of Tim and Glenn Cooper - and indeed the whole Cooper family over the many generations that it has existed".

# TUESDAY

1.25 - 2.10

## Concurrent Sessions 4



### Dealing with internal dispute resolution

Learn how others have conducted internal dispute resolution. Understand the signs and know when to use external resources.

**Facilitator:** David Newton, Franchising Mediation Adviser, OFMA

**Speakers:** John O'Brien, Franchise Hall of Fame, CEO and Founder, Poolwerx  
Sara Pantaleo, CEO, La Porchetta  
Peter Baily, Director - Franchising & Acquisitions, Luxottica



### How to optimise your marketing mix for franchise recruitment

Learn how companies are investing their marketing dollars to maximise their return. It's an ever changing market place and one size does not fit all.

**Facilitator:** Jim Cornish, CEO, Nanotek

**Speakers:** Raffael Fernandes, Head of Franchising Group, Cirrus Media  
Evan Foster, National Director, United Franchise Group  
Pippa Hallas, CEO, Ella Bache



### Managing your franchisees by numbers

How much information should you be capturing from your franchisees? And once you have it, what should you do with it? Learn how to utilise your data for growth.

**Facilitator:** Tracy Steinwand, Territory Leader, Subway Australia

**Speakers:** David Dean, Managing Director, Shoebooks  
Brett Spinks, National Franchise & Property Manager, Pandora  
Brendan Green, CEO, Hire A Hubby

2.15 - 3.00

## Concurrent Sessions 5



### Engaging customers beyond the counter - the next stage of payments

Be the first to know about the latest in mobile innovation. Hear how a Panel of QSR leaders are thinking about new mobile payment solutions. Learn from their experience during the 2.15 panel discussion on how to best engage your consumers and meet their expectations.

**Facilitator:** Jonathan Kelly, Head of Retail Services, PayPal

**Speakers:** Clovis Young, Director, Mad Mex  
Geoff Sinclair, CEO, Chocolateria San Churro  
Tony Melhem, CEO & Founder, Coco Cubano

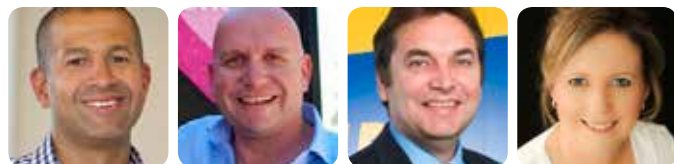


### Have you reviewed your strategic brand positioning lately?

Have you reviewed your brand position lately? Have you reviewed your customer base? Learn how to review and assess your marketing strategy to get the best return on your marketing investment and ensure you are hitting the right audience.

**Facilitator:** Rod Laycock, CEO, Civic Managed Services

**Speakers:** Richard Thame, CEO, Fastway Couriers  
Dean Salomone, Director, Rozzi's Italian Canteen  
Andrew Benefield, Managing Director, Cookie Corporation



### Passionate and Effective Field Support

Keeping the lines of communication open between franchisor and franchisee is paramount. How do you equip your field team to ensure your franchisees are getting the best possible support in their business?

**Facilitator:** Bert Cotte, Senior Field Support Consultant, McDonald's Australia

**Speakers:** Rob McKay, CEO, Wendys Supa Sundaes  
Michael Paul, CEO, Pack & Send  
Sharon Jurd, Director, HydroKleen

# TUESDAY



3.30 - 4.15

Sponsored by 7-Eleven Australia

## Michael Crossland

Diagnosed before his first birthday and spending more than ¼ of his life in hospital, doctors told Michael school and sport were not options. Infection and fatigue were too great a risk, reaching his teenage years would be a miracle. His only wish was to lead a normal life and be able to do all the things that other kids took for granted every day.

But he had a dream and the undying determination to achieve the impossible... No matter the size of the obstacles that lay ahead. Now, an accomplished businessman, National Ambassador for Camp Quality, Australian of the Year finalist, Australia Day Ambassador and international hall of fame inductee, Michael inspires people from all walks of life.

It is no doubt he has a heart for giving & a skill to engage people from all walks of life. Within the last five years he has gone from being one of the youngest National Sales Development Managers for one of the largest companies in the world, to running five banks then leaving his finance career to follow his dreams in making a global impact, and he certainly has done that!

Michael's story "Field of Dreams" was documented on Australian Story, ABC TV television. Through this documentary, his message touched the hearts of a nation, with his story of how he overcame seemingly insurmountable obstacles to achieve success in both his personal and professional life.

Along with his award winning program about his life on Australian Stories, he recently featured in a humanitarian documentary about the countless lives he has saved through his orphanage and school in Haiti. Michael captures audiences no matter what size and inspires each individual to achieve ongoing positive change in their life.



4.15 - 5.00

Closing Keynote Sponsored by Civic Managed Services

## Ita Buttrose AO, OBE

A truly exceptional Australian: a legendary media editor, businesswoman, best-selling author, committed community and welfare contributor and 2013 Australian of the Year

Twice voted Australia's most admired woman, Ita Buttrose was the youngest ever and an unprecedentedly successful Editor of The Australian Women's Weekly, the founding editor of Cleo, the first woman to ever edit a major metropolitan newspaper in Australia as Editor-in-Chief of the Sydney Daily & Sunday Telegraphs, and the first woman director of News Limited. In 2011, Ita's early career was the subject of highly-acclaimed ABC miniseries Paper Giants: The Birth of Cleo, in which she was portrayed by actor Asher Keddie.

Ita later founded Capricorn Publishing and The Good Life Publishing Company and created ITA Magazine, and has been involved with publishing work for such clients as David Jones, Telstra, and the ATO. Ita Buttrose is the current National President of Alzheimer's Australia, Patron of the Macular Disease Foundation, and Emeritus Director of Arthritis Australia. She received an AO for her services to the community especially in the field of public health education when she spearheaded Australia's HIV/AIDS Education Program, an OBE for her services to journalism, and a Centenary Medal for business leadership.

A founding member and former president of Chief Executive Women and host of the TEN Network's new morning chat program, Ita has written 11 very successful books including her best-selling autobiography A Passionate Life.

An accomplished communicator with a wealth of experience across a broad range of industry sectors, Ita has worked behind the scenes and in the public eye for major corporates, small business, governments and charity. When she speaks she does so with on-the-job knowledge and experience to deliver a speech that informs, entertains and inspires her audience. Her lively wit is a joy and there is never a dull moment at question time. Not surprisingly she is much in-demand as an entertaining speaker, an accomplished facilitator and a superb master of ceremonies.

# NFC14

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Business Essentials supports you as a business owner in most key areas of challenge for any business including – not limited to – marketing services, recruitment, IT systems, web hosting & support, legal, accounting, bookkeeping, consulting, coaching and personal development, training needs, media productions, financial services for small business owners and franchise & distribution network development.

Many individuals and businesses are available to offer expertise in a number of areas – Business Essentials – driven by its owner – Geoff McDonnell – is about providing clarity of purpose around the support offered – providing the right person for you at the right time.

You have a reason for starting your business and a desire to make it all it can be – Business Essentials adds support along the way as a partner in your journey.

Business Essentials is also a firm believer in helping you create your circle of influence – no one person or one organisation has all of the answers and support you may need to reach your lifestyle goals. In order to reach your potential – we work closely with you to help add people to your network who we feel will provide you with the linkages essential for the outcomes you have planned for yourself.

We look forward to seeing you at NFC14 in Sydney – Geoff McDonnell – here to help.

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We are committed to supporting the Franchise sector and are proud long-time supporters of the Franchise Council of Australia.

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It focuses only on this home turf and takes a client-centric approach in developing fantastic solutions that help businesses of all ages, industries and sizes be more productive and have more time to build their venture and to enjoy life outside work.

Every business is unique so MYOB solutions simplify accounting, payroll, tax, practice management, CRM, websites, job costing, inventory, mobile payments and much more.

To help support its large client base of 1.23 million businesses, MYOB provides assistance via many service channels, from phone, email and live chat through to a network of 40,000+ accountants, bookkeepers and other partners.

Not only do they work closely with businesses, they undertake extensive qualitative and quantitative SME research and spends more than AU\$35 million annually on research & development.

Whether a franchise is large or small, MYOB has the tools to provide real-time visibility of a franchise's finances, consistent accounting across the franchise network, and the ability to make informed business decisions faster.

Australia's leading franchises choose MYOB because it offers more flexibility, capability and opportunity for growth.

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and miss than to aim for  
imperfection and hit."*

*Thomas J Watson Sr  
Founder & first president of IBM*

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AIDA is a cooperative made up of independent beverage distributors and manufacturers who have become AIDA members and suppliers. Its major purpose is to set retailers free from having their fridge layouts dictated by the major drinks manufacturers. Currently some of the AIDA member suppliers include Lipton Ice Tea, Red Bull, Nu Pure Spring Water, Bundaberg Brewed Drinks, Fiji Water, Alo, Kids Drinks, Parkers, Real Coconut, with many more. Some of these are boutique beverages that are exclusive to AIDA members.

AIDA members cover all of the major coastal capitals of Australia and regional areas.

Our aim is to supply outlets with the best variety of market-leading beverage brands; assisting businesses and satisfying the demands of their customers. We provide the products and the tools you need to operate a successful business. Accompanied with a focus on great customer service, AIDA is most definitely your answer for convenience.

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An industry-leader with 25 years' experience, the Foodco Group has become one of Australasia's leading food and coffee franchise business retailers.

The Foodco story began in 1989 with the opening of the first Muffin Break bakery café in Coolangatta QLD. The network includes over 400 franchise business retail outlets trading through the Muffin Break bakery café franchise, Jamaica Blue premium café franchise and Dreamy Donuts donut and coffee franchise.

Over the past two decades, Foodco has successfully carved out a prominent position in the specialty bakery café and café niche markets and built strong reputations and increased customer loyalty for each of its brands.

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10 THOUSAND FEET-Strategic Research, are a full service market research house who over the last 12 years have worked with over 100 franchisors providing customised research solutions for franchisee satisfaction tracking; customer and staff satisfaction; message testing; franchisee recruitment; demographic profiling; brand health studies; new product development and price point analysis.

10 THOUSAND FEET's team have a deep expertise in qualitative and quantitative research, enabling them to use the most appropriate research methods for each project. As a result every 10 THOUSAND FEET project provides their clients with actionable insights.

When surveyed, 98% of 10 THOUSAND FEET's clients would recommend them to a colleague or friend. To read what others in the franchisor community say visit their website.

[www.10thousandfeet.com](http://www.10thousandfeet.com)



## Civic Managed Services Keynote Sponsor - Ita Buttrose

Civic Managed Services (CMS) is an Australian-owned and operated company with a passion and skill for entrepreneurial business building, yet upholding that traditional fabric of honesty, transparency and accountability.

Our mission is sustained and simple – find the growth, unlock the potential, and realise the results.

The greatest frustration for Small to Medium Enterprises is their burning desire to grow quickly and achieve critical mass which is hamstrung by not being able to afford the resources or command an experienced team to drive home those sought-after results.

CMS is a unique service-provider that understands and tackles such dilemmas and provides a tailored solution via in-house expertise in professional business management, marketing and growth strategies.

Through dedication in Strategic Management; Marketing; Accounting, Finance and Management Reporting; Purchasing and Procurement; IT Support & Franchise Specialists, CMS provides clients with ready-made infrastructure for the support and direction they need to make the smart business choices with confidence

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



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Pitney Bowes - Location intelligence and customer engagement management for a connected world.

Pitney Bowes offers solutions that enable businesses and governments to make well-informed and highly-effective decisions that lead to a better customer experience. The company achieves this through a combination of technology, deep industry experience and a culture focused on delivering fast, measurable and meaningful client outcomes.

Pitney Bowes provides Location Intelligence, which enables clients to interpret, manage and act upon the complex and unique relationships between organisational data and location, in order to deliver operational efficiencies, sound governance and competitive advantage.

Pitney Bowes also offers Customer Engagement Management tools that drive organisational efficiencies and enable businesses and governments to engage with their stakeholders on a personal level, elevating their experience.

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

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Service Skills Australia (SSA) is one of 11 Industry Skills Councils funded by the Federal Government to support skills development across the Service Industries.

Representing the Wholesale, Retail and Personal Services; Tourism, Travel and Hospitality; and Sport, Fitness and Recreation sectors, SSA is responsible for reviewing and maintaining industry training packages to ensure they reflect current practices, as well as promoting and facilitating workforce engagement and development in these sectors.

SSA is also proud to provide an accreditation program for trainers and assessors, training facilities and resources. The Right Way Program is a symbol of quality for our Service Industries.

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



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7-Eleven Stores Pty Ltd, Australia's first choice in convenience, is a private company owned by the Withers/Barlow family. The company has a license to operate and franchise 7-Eleven stores in Australia from the US based 7-Eleven Inc.

The first Australian store was opened in August 1977. Today 7-Eleven operates 600 stores in Queensland, New South Wales, Victoria and the Australian Capital Territory.

Through its store network, 7-Eleven conducts more than 178 million transactions a year, serving an average six customers per second, generating sales of approximately \$3.4 billion.

Worldwide, 7-Eleven operates more than 51,000 stores in 18 countries, and is opening approximately six stores per day somewhere in the world.

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Battery World is a unique franchise concept. Since Battery World started, it has gone through many changes as demand grew and expanded. Battery World now has 80 stores, offers over 8,000 batteries and accessories, and remains the most convenient place for Australian consumers to obtain all their needs for batteries and related products.

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



**LeaseEagle**

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LeaseEagle is an award winning provider of property and asset management solutions. Used worldwide by hundreds of corporate and retail brands, LeaseEagle's technology automates complex reporting processes, tracks critical lease deadlines and centralises data management. Our solutions are tailored, scalable and backed by a team with more than 20 years specialised industry experience.

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Camistry creates business results through video. Video is a cost-effective, flexible way to reach new audiences, boost franchise sales, engage and train your franchisees, and create exciting new brand experiences. Our goal is to create long-term relationships with our clients founded on 'real measurable business results'.

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Here's a short introductory video <http://www.youtube.com/watch?v=9ZJI589QOUU>

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**AIDA**

**Booths 29 & 30**

AIDA is a cooperative made up of independent beverage distributors and manufacturers. Its major purpose is to supply outlets with the best variety of market-leading beverage brands and beautifully designed fridges; assisting businesses and satisfying the demands of their customers and setting retailers free from having their fridge layouts dictated by the major drinks manufacturers.

## CONTACT

**Jamie Sullivan**

**A** New South Wales

**E** [j.sullivan@aida-group.com.au](mailto:j.sullivan@aida-group.com.au)

**W** [www.aida-group.com.au](http://www.aida-group.com.au)



**Aon Risk Solutions Australia Limited**

**Booths 25 & 27**

Aon is Australia's leading provider of broking and consulting services for risk management, insurance transactions, reinsurance, human capital consulting and financial planning. Aon is a global leader in the design and provision of risk services and products. With almost 1,600 employees in Australia, we are the largest organisation of our type in the Australia Pacific region.

## CONTACT

**Chris Ristevski**

**A** Level 50 80 Collins Street Melbourne  
Victoria 3000

**T** 03 9211 3000

**E** [chris.ristevski@aon.com](mailto:chris.ristevski@aon.com)

**W** [www.aon.com.au](http://www.aon.com.au)



Australian  
Competition &  
Consumer  
Commission

**ACCC**

**Booth 47**

The Australian Competition and Consumer Commission's (ACCC) primary responsibility is to ensure that individuals and businesses comply with Australian competition, fair trading and consumer protection laws. The ACCC is responsible for the enforcement of the Franchising Code of Conduct. We also educate participants in the franchising sector about their rights and obligations under the code.

## CONTACT

**William Fenton**

**A** Level 20 175 George Street Sydney  
New South Wales 2000

**T** 1300 302 502

**E** [William.fenton@accc.gov.au](mailto:William.fenton@accc.gov.au)

**W** [www.accc.gov.au](http://www.accc.gov.au)



**Armodilo Display Solutions**

**Booth 11**

Armodilo Display Solutions designs premium display stands for Apple, Android and Windows tablets for a wide variety of uses including retail and corporate spaces. Our award winning stands are extremely robust whilst being stylish and are chosen by some of the world's leading brands. We design the world's most innovative, versatile and award winning tablet display systems

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**T** 1300 797 282

**E** [gregg.amies@armodilo.com.au](mailto:gregg.amies@armodilo.com.au)

**W** [www.armodilo.com.au](http://www.armodilo.com.au)

# EXHIBITORS



## Business Essentials

Booths 1 & 2

Business Essentials is your partner in business strategy. We take your business from where it is now to where you want it to be. Business Essentials provides support in most key areas of challenge including: marketing, recruitment, IT, web hosting & support, legal, accounting, bookkeeping, consulting, coaching and personal development, training, media, finance and franchise & distribution network development.

### CONTACT

Geoff McDonnell

**A** 405 Riversdale Road Hawthorn East  
Victoria 3123  
**T** 03 9882 8333  
**E** gmcdonnell@be.com.au  
**W** www.businessessentials.com



## Business Risk Advisers (Australia)

Booth 41

Business Risk Advisers is a unique, multi award winning financial advisory firm who create strategies to protect the interests of those in a Franchise business. We work with SME's and Franchises to provide a clearly defined path to secure Assets, Income and Lifestyle through positive risk & wealth strategies.

### CONTACT

**A** Suite 37A 194 Breakfast Creek Road  
Newstead Queensland 4006  
**T** 1300 799 102  
**E** info@businessriskadvisers.com.au  
**W** www.businessriskadvisers.com.au



## Camistry Digital Video Agency

Booth 3

After seeing far too many companies spending money on videos and not getting results, Camistry was founded on the single principle of business results through video. We know that you recognise the power of video as a business tool. What we do is put the right strategy and deployment behind it to produce the results you're looking for. Video is a cost-effective, flexible way to reach new audiences, boost franchise sales, engage and train your franchisees, and create exciting new brand experiences. Our goal is to create long-term relationships with our clients founded on 'real measurable business results'.

### CONTACT

**A** New Zealand  
**T** +6421 617 722  
**E** cameron@camistry.co.nz  
**W** www.camistry.co.nz



## Cashflow It

Booth 38

Cashflow It specialises in equipment financing solutions for the franchise sector. We offer competitive rates and flexible terms starting from just 12 months. Get your franchise system Accredited with Cashflow It today so you and your franchisees can access pre-approved finance. We are the franchise finance experts in Australia.

### CONTACT

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**T** 1300 659 676  
**E** customerservice@cashflowit.com.au  
**W** www.cashflowit.com.au



# EXHIBITORS



## Cirrus Media Franchising Group

Booths 19&20

Cirrus Media provides franchise sellers access to Australia's largest, wealthiest and most qualified audience of prospective franchisees via highly targeted websites, magazines, email databases and recruitment events. We qualify potential buyers by leading indicators such as investment level, access to finance and business ownership experience, to provide the highest-value lead generation.

### CONTACT

Raffael Fernandes, Head of Franchising Group

**A** Tower 1, 475 Victoria Avenue Chatswood  
New South Wales 2067  
**T** 02 8484 0754  
**E** fb@cirrusmedia.com.au  
**W** www.FranchiseBusiness.com.au



## Civic Managed Services

Booth 37

We have over 30 years' experience and offer ready-made infrastructure and services for businesses. Our services include: Franchise admin and operations, Strategic Management, Marketing and Digital Marketing, Accounting, Finance and Management Reporting, Purchasing and Procurement, Warehousing, Distribution, IT Support and systems. Our team can be your team, to fast track your results.

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### CONTACT

**Brad Carter, Associate Director of Sales**

**T** 1300 792 030

**E** [brad.carter@conferencedeals.com.au](mailto:brad.carter@conferencedeals.com.au)

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### CONTACT

**Ash Conway**

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Victoria 3004

**T** 03 9290 4615

**E** [ash@ezisy.com](mailto:ash@ezisy.com)

**W** [www.ezisy.com](http://www.ezisy.com)



## Dreamweavers Event Productions

Booth 57

Audio Visual – Lighting – Sound – Entertainment – Theming & Décor. After 14 years and thousands of successful events Dreamweavers Event Productions continues to evolve and has become arguably one of Australia's most exciting event production companies delivering perfectly integrated special event environments for conferences, gala dinners, touring road shows, industry trade shows, cocktail parties and awards dinners.

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**John Bond**

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**T** 1300 883 809

**E** [john.bond@dreamweavers.com.au](mailto:john.bond@dreamweavers.com.au)

**W** [www.dreamweavers.com.au](http://www.dreamweavers.com.au)



## FCF - Fire & Electrical

Booth 56

FCF Fire & Electrical is the leading Australian owned and operated Fire Protection & Electrical service provider. Specializing in Franchise systems compliance for Fire Safety and Electrical Testing. Covering Australia wide for all your Fire Safety and Electrical Requirements. Call FCF Fire & Electrical today for a free quote.

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**W** [www.fcfnational.com.au](http://www.fcfnational.com.au)

# EXHIBITORS



## FlexiCommercial

Booth 58

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**T** 1300 340 447  
**E** B2B@flexigroup.com.au  
**W** www.flexicommercial.com.au



## Foodco

Booths 52 & 53

A franchise industry-leader with 25 years' experience, the Foodco Group is one of Australasia's leading fresh food and fine coffee retailers. The network includes over 400 franchise business retail outlets trading through the Muffin Break bakery café franchise, Jamaica Blue premium café franchise and Dreamy Donuts donut and coffee franchise.

### CONTACT

**Drew Eide**  
**A** Australia  
**T** 02 9302 2228  
**E** deide@foodco.com.au  
**W** www.foodco.com.au



## Franchising & Business Opportunities Expo

Booth 4

The Franchising & Business Opportunities Expo is an exciting event that brings together the best franchise and business systems with potential franchisees and investors. The exhibitions take place annually in Sydney, Brisbane and Melbourne. The shows are exclusively endorsed by the Franchise Council of Australia and have been delivering great results since 1987.

### CONTACT

**A** PO Box 209 South Yarra  
Victoria 3141  
**T** 03 9999 5460  
**E** Fiona@specialisedevents.com.au  
**W** www.franchisingexpo.com.au



## FRANdata

Booth 73

For more than 25 years FRANdata has been supplying credible information to support key franchise decisions. FRANdata's objective reporting not only helps Australian franchise brands address ongoing strategic challenges around franchisee recruitment and finance access but also helps position them to take advantage of the significant opportunities emerging for quality franchise brands. FRANdata operates the Australian Franchise Registry™

### CONTACT

**Darryn McAuliffe (0412 789 027)**  
**A** Level 9, 1 O'Connell Street Sydney  
New South Wales 2000  
**T** 02 8346 6093  
**E** info@frandata.com.au  
**W** www.frandata.com.au  
**W** www.thefranchiseregistry.com.au

# EXHIBITORS



## Franklyn Scholar

Booth 15

Franklyn Scholar is a leading workforce education provider, passionate about designing, delivering and measuring successful learning outcomes for your business. With offices across the country, we have the ability to deliver educational solutions across a range of industry sectors and qualifications, on a local and national scale.

### CONTACT

Penny Harris

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Victoria 3008

T 1300 918 872

E [enquiries@franklynscholar.edu.au](mailto:enquiries@franklynscholar.edu.au)

W [www.franklynscholar.edu.au](http://www.franklynscholar.edu.au)



## Fusion5

Booth 42

Fusion5 is a Business Application company; we specialise in selling, implementing and supporting a wide range of leading software applications across Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Human Capital Management (HCM), Service Management Solutions (SMS) and Enterprise Project Portfolio Management (EPPM).

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T 02 8240 3800

E [marketing@fusion5.com.au](mailto:marketing@fusion5.com.au)

W [www.fusion5.com.au](http://www.fusion5.com.au)



## ICE Asia Pacific T/as My Just Rewards

Booth 68

ICE Asia Pacific is a pioneer in the provision of cruise, tour, resort, hotel, lifestyle and vacation programs for leading brands across Australia, New Zealand, The South Pacific and Asia, including Virgin Australia, Expedia Asia Pacific, Accor Vacation Club, Resorts Condominiums International [RCI], Wyndham Worldwide Resorts, American Express, Singapore Airlines, Marriott Hotels Asia Vacation Club and many more.

### CONTACT

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T 1300 642 328

E [enquiries@myjustrewards.com.au](mailto:enquiries@myjustrewards.com.au)

W [www.ourvacationcentre.net](http://www.ourvacationcentre.net)



## ICMI Speakers and Entertainers

Booth 26

ICMI are Australasia's Premier Speakers Bureau with over 5000 business and celebrity speakers along with 1000's of outstanding entertainers. Australia was the winner of both the 2010 and 2012 Mice.net magazine award for the best service/product company in the conference and events industry. ICMI are "Your Gateway to world Class Talent".

### CONTACT

A Level 2 159 High Street Prahran  
Victoria 3181

T 03 9529 3711

E [barry@icmi.com.au](mailto:barry@icmi.com.au)

W [www.icmi.com.au](http://www.icmi.com.au)



# EXHIBITORS



## Ignite PR & Marketing

Booth 49

PoolWerx, Ella Baché, G.J. Gardner, First Class Accounts, Good Price Pharmacy and Hire a Hubby (to name but a few) know what's like to have a brand in the spotlight. Franchise PR specialists, Ignite has extensive experience working with franchise companies at a corporate and local level to grow their brand awareness and engagement with customer. Is it time to put your brand in the spotlight?

### CONTACT

Trina McColl

**A** 44 Menzies Street Petrie Terrace Brisbane  
Queensland 4000

**T** 07 3368 1650

**E** [trina@ignitepr.com.au](mailto:trina@ignitepr.com.au)

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Booth 63

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Dee Prendergast

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**T** 02 9935 8447

**E** [dee.prendergast@ihg.com](mailto:dee.prendergast@ihg.com)

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**T** 03 9535 3600

**E** [mike.tuzee@impactevents.com.au](mailto:mike.tuzee@impactevents.com.au)

**W** [www.impactevents.com.au](http://www.impactevents.com.au)

## International New York Times

### International New York Times

Booth 59

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**W** [www.ontheavenuemarketing.com](http://www.ontheavenuemarketing.com)

# EXHIBITORS



**Klugo**

**Booth 46**

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#### CONTACT

**A** 95 Highbury Road Burwood  
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**T** 1300 766 011  
**E** [tanial@klugogroup.com](mailto:tanial@klugogroup.com)  
**W** [www.klugogroup.com](http://www.klugogroup.com)



**MCI Australia**

**Booth 63**

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings and events industry. We partner with our franchise clients to enhance performance, energise communities and drive business results through creative live experiences, digitalization, brand enhancement and content strategies. Event solutions include conferences, gala awards dinners, team building, incentive travel programs and reward and recognition programs for both franchisees and franchisors.

#### CONTACT

**Leanne Zeid**

**A** 82 Harris Street Pyrmont  
New South Wales 2009  
**T** 02 9213 4000  
**E** [Leanne.zeid@mci-group.com](mailto:Leanne.zeid@mci-group.com)  
**W** [www.mci-group.com](http://www.mci-group.com)



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**E** [lee.trevena@leaseeagle.com](mailto:lee.trevena@leaseeagle.com)  
**W** [www.leaseeagle.com](http://www.leaseeagle.com)



**MYOB**

**Booths 74 & 75**

Established in 1991, MYOB is Australia's leading business solutions provider. It makes life easier for approx. 1.2 million businesses by simplifying cloud accounting, payroll, tax, CRM, job costing, inventory, mobile payments, websites and more. Committed to ongoing innovation, it spends more than AU\$35m annually on research and development.

#### CONTACT

**A** The Glen Level 3 235 Springvale Road Glen Waverley  
Victoria 3150  
**T** 1300 555 111  
**E** [franchise@myob.com](mailto:franchise@myob.com)  
**W** [www.myob.com.au/franchise](http://www.myob.com.au/franchise)

# EXHIBITORS



## NAB

Booths 13 & 14

NAB Franchise Banking is a specialist business unit of National Australia Bank dedicated to providing banking and financial services for franchisors, franchisees and suppliers to the franchise sector. As the nation's largest business bank, NAB is committed to supporting Australian business. Visit our booth at the conference to talk to our Franchise Banking specialists.

### CONTACT

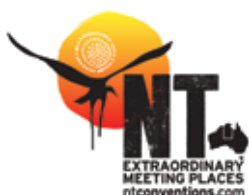
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A 100 Creek Street Brisbane  
Queensland 4000

T 07 3234 6118 or 0429 044 543

E [simon.ovenden@nab.com.au](mailto:simon.ovenden@nab.com.au)

W [www.nab.com.au](http://www.nab.com.au)



## Northern Territory Convention Bureau

Booth 24

The Northern Territory boasts a variety of infrastructure, including two state-of-the-art convention centres located in Alice Springs and Darwin, internationally branded hotels and an array of unique venues for offsite events. The Northern Territory Convention Bureau (NTCB) has the primary responsibility of marketing the NT as a desirable and relevant Business Events destination.

### CONTACT

Claudia Renner

A Jaliston House 18 Parsons Street Alice Springs  
Northern Territory 0870

T 1800 656 209

E [claudia.renner@ntconventions.com](mailto:claudia.renner@ntconventions.com)

W [www.ntconventions.com](http://www.ntconventions.com)



NISSAN FLEET

## Nissan Fleet

Booths 76 & 77

Driven by our core values of service and convenience, we aim to become Australia's fleet manufacturer of choice. At Nissan Fleet our dedicated national and regional fleet sales managers, comprehensive fleet plan and discount structure cater to all fleet sizes - from corporate, leasing companies and rental through to not-for-profit organisations and government.

### CONTACT

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Victoria 3175

T 0418 362 371

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W [nissan.com.au/fleet](http://nissan.com.au/fleet)



## PayPal

Booths 33 & 34

PayPal is the faster, safer way to pay and get paid online, via a mobile, and in store. PayPal was created to enable secure and convenient online payments. PayPal has now expanded its product range to allow business owners to accept MasterCard and Visa credit and debit card payments on their mobile phone using PayPal Here as well as in store with their POS solution and the PayPal Digital Wallet.

### CONTACT

Amanda Crowfoot

T 0414 210 181

E [acrowfoot@paypal.com](mailto:acrowfoot@paypal.com)

W [www.paypal.com.au](http://www.paypal.com.au)

# EXHIBITORS



## Pitney Bowes

Booth 48

Pitney Bowes provides technology solutions for small, mid-size and large organisations that help them connect with customers to build loyalty and grow revenue. Many of the company's solutions are delivered on open platforms to best organise, analyse and apply both public and proprietary data to two-way customer communications.

### CONTACT

**A** Level 1, 68 Waterloo Road | Macquarie Park  
New South Wales 2113  
**E** [pbsoftware.australia@pb.com](mailto:pbsoftware.australia@pb.com)  
**T** 02 9475 3500  
**W** [www.pitneybowes.com/au](http://www.pitneybowes.com/au)



## Service Skills Australia

Booth 55

Service Skills Australia is a not-for-profit, independent organisation, funded by the Federal Government to support skills development across the Service Industries. We consult and engage with industry, training organisations, government and other stakeholders to develop and support the implementation of nationally recognised training products that respond to industry skill needs.

### CONTACT

**A** Level 10 171 Clarence Street Sydney  
New South Wales 2000  
**T** 02 8243 1200  
**E** [MBrown@serviceskills.com.au](mailto:MBrown@serviceskills.com.au)  
**W** [www.serviceskills.com.au](http://www.serviceskills.com.au)

## DO YOUR STAFF HAVE THE SKILLS YOUR BUSINESS NEEDS?

**Developing your employees' skills increases your business's productivity. Employees who have the opportunity to do training feel valued, contribute more to the workplace and are more likely to stay in their jobs longer.**


Service Skills Australia works with industry and training professionals to ensure that training is in step with the needs of employers and the industry as a whole, and is practical to put in place.

### Why work with us?

We need to hear from as many people involved in our industries as possible so that we know what your needs are and can make sure qualifications match job requirements.

We can help you by providing you up to date information and advice tailored to your business on how to go about developing your employees' skills.



 Service Skills Australia supports skills and workforce development needs in the service industries, including retail and wholesale, sport, fitness, community recreation, outdoor recreation, travel, tourism, meetings and events, accommodation, restaurants and catering, caravans, hairdressing, beauty, floristry, community pharmacy and funeral services.

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**T:** +61 2 8243 1200  
**F:** +61 2 8243 1299  
Level 10  
171 Clarence Street  
Sydney NSW 2000



# EXHIBITORS



## Shape Shopfitters

Booth 28

Shape Shopfitters are a highly qualified, National Shopfitting operation of more than 13 years' experience. We are committed to bringing Franchisee or Franchisor's vision to life whilst adding extra value through our understanding of the customer experience, our customised offering (in-house joinery, signage etc.) and our highly technical expertise, particularly in the food space.

### CONTACT

Wayne Billings

**A** 4 Graeme Avenue Montmorency  
Victoria 3094  
**T** 03 9432 1044  
**E** wayne@shapeshopfitters.com.au  
**W** www.shapeshopfitters.com.au

## Shift8™

## Shift8

Booths 17 & 18

Shift8 is a leader in cutting edge point of sale and cloud based business management systems designed specifically for the franchise industry. Whether you are an established franchisor with hundreds of stores or are just starting out, Shift8's software solutions are scalable to your needs.

### CONTACT

**A** 10 Heeley Street Paddington  
New South Wales 2010  
**T** 02 9360 5761  
**E** jono@shift8.com  
**W** www.shift8.com



## Shoebooks Online Accounting Software

Booths 50 & 51

Shoebooks provides tailored back office solutions with integrated cloud accounting software, for franchise systems and hospitality groups. We work with you to find ways to automate the flow of data from your POS, Rostering software and other platforms to help reduce costs and deliver a real time financial reporting.

### CONTACT

Andrew Oldham

**A** 127 Chestnut Street Cremorne  
Victoria 3121  
**T** 1300 882 428  
**E** andrew@shoebooks.com.au  
**W** www.shoebooks.com.au/bookkeeping/franchises



## Silver Chef

Booths 31 & 32

Silver Chef is the only dedicated hospitality equipment funder in Australia. We have provided flexible funding based solutions to customers for close to 30 years. Silver Chef understands your business and through our unique Rent. Try. Buy.® Solution we are dedicated to keeping your options open whilst you grow your business.

### CONTACT

Alana Hesse

**A** Park Tower 20 Pidgeon Close West End  
Queensland 4101  
**T** 07 3335 3300  
**E** ahesse@silverchef.com.au  
**W** www.silverchef.com.au

# EXHIBITORS



## Spectrum Analysis

Booth 12

Spectrum Analysis gathers, analyses and presents general and geo-demographic information in reports or mapping formats. This information is used to assist senior management in their Strategic Network Planning, and implementation of more effective store location and distribution strategies.

### CONTACT

Peter Buckingham

**A** Suite 6 407 Canterbury Road Surrey Hills  
Victoria 3121  
**T** 03 9830 0077  
**E** peterb@spectrumanalysis.com.au  
**W** www.spectrumanalysis.com.au



## SwiftPOS Pty Ltd

Booth 45

Established over 18 years and with over 5,000 Venue installations, SwiftPOS is a leader in the Hospitality Point of Sale Industry. SwiftPOS has installations in over 10 countries around the world, supports multi language and can service any business size.

### CONTACT

**A** 10/135 Ferny Way Ferny Hills  
Queensland 4055  
**T** 07 3351 8777  
**E** pos-info@swiftpos.com.au  
**W** www.swiftpos.com.au



## Telstra

Booths 35 & 36

Telstra provides services to more than one million Australian small businesses and medium sized enterprises, helping to improve the ways in which they live and work through the power of connecting. It's the priority of our Account Executive teams and network of Telstra Business Centres to get to know a small business intimately and find the best internet, mobility and voice solutions to suit how they work – instead of a 'one size fits all' approach. We'd love to welcome you as a customer, so to find out more about our range of business solutions and services:

### CONTACT

**A** 400 George Street Sydney  
New South Wales 2000  
**T** 13 2000  
**E** companysecretary@team.telstra.com  
**W** www.telstra.com.au/small-business



## 10 Thousand Feet

Booth 54

10 THOUSAND FEET - Strategic Research, are a full service market research house who over the last 12 years have worked with over 100 franchisors providing customised research solutions for franchisee satisfaction tracking; customer and staff satisfaction; message testing; franchisee recruitment; demographic profiling; brand health studies; new product development and price point analysis.

### CONTACT

**A** Level 8 275 Alfred Street North Sydney  
New South Wales 2060  
**T** 02 8080 7544  
**E** enquiry@10thousandfeet.com  
**W** www.10thousandfeet.com

# EXHIBITORS

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## Tourism New Zealand

Booth 61

Whether you are hosting a conference or rewarding your high performers, New Zealand is the ultimate destination to truly inspire. Boasting world-class facilities, spectacular landscapes and unmatched experiences to motivate and invigorate. More than an extraordinary location; New Zealand is where connections are made, new experiences are shared and relationships are forged.

### CONTACT

Helen Bambry

A Level 12 61 York Street Sydney  
New South Wales 2000  
T 0415 933 325  
E helen.bambry@tnz.govt.nz  
W www.businessevents.newzealand.com



## Westpac

Booth 23

As Australia's first bank, we've been backing Australian businesses for almost 200 years and have specialist experts focused on delivering business strategies and solutions tailored to strong franchise systems. We support the growth of a franchise system by providing streamlined processes for lending, as well as access to other leading transactional solutions.

### CONTACT

T 132 142  
E sverrenkamp@westpac.com.au  
W www.westpac.com.au/business-banking



## Traxion Training

Booth 40

Traxion Training is a Registered Training Organisation specialising in connecting busy Franchise groups with government subsidies for a wide variety of up-skilling programs. We specialise in simplified training solutions for both nationally accredited qualifications and custom written courses. Course options include: Sales, Management, Business, Administration, Financial Services, Pool and Aged/Community Care Industry qualifications and a Diploma of Franchising (now approved for 400 CFE credits).

### CONTACT

Kate Baring

A Suite 1 146 Bundall Road Bundall  
Queensland 4217  
T 1300 286 694  
E kate@traxiontraining.com.au  
W www.traxiontraining.com.au



## Whirlwind

Booths 5 & 6

As a leader in offset printing and with a focus on upgradable, cutting edge technology, Whirlwind services clients Australia wide, including many of the country's top franchises. By continually pushing the envelope on behalf of clients and employing passionate print people, Whirlwind is working towards its vision to become the most sustainable printer in Australia.

### CONTACT

A Level 1 67 Fitzroy Street Surry Hills  
New South Wales 2010  
T 1300 129 227  
E Adrian.waugh@whirlwindprint.com  
W www.whirlwindprint.com

# EXHIBITORS



World Manager

Booth 39

World Manager is the fastest growing communications provider in the corporate cloud, offering suites for operations, human resources, training and communications with unprecedented reporting capabilities to manage your business. The award-winning World Manager® platform was launched commercially in 2005 and it is now being used by over 24,000 businesses in more than 50 countries.

#### CONTACT

**A** Level 13 44 Market Street Sydney  
New South Wales 2000  
**T** 02 8007 7095  
**E** bethanya@worldmanager.com  
**W** www.worldmanager.com

## NFC15

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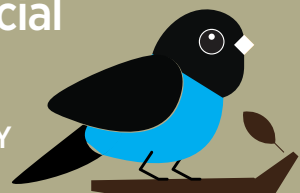
Contact Angie Cooksey on  
angie.cooksey@franchise.org.au  
or 1300 669 030 for more information.

FCA



FRANCHISE COUNCIL OF AUSTRALIA

OCTOBER 2015  
GOLD COAST



## Maximise Your Franchise Network Potential

Avoid making these common mistakes in franchise territory planning:

1. Relying on instinct or gut feel when defining territories
2. Incorrectly assessing a franchise's worth due to lack of data
3. Being unable to effectively communicate the value of a territory



## MapInfo™ Location Intelligence for a connected world

Now more than ever, strategic franchise territory planning, and market profiling is critical to franchise success. Effective use of demographic data and Location Intelligence helps franchisors:

- Increase sales effectiveness by understanding and clearly communicating the value of a franchise.
- Support your franchisees and marketing operations with market intelligence.

To read how Pitney Bowes has helped global leaders overcome these challenges scan the QR code below or visit:

[www.senseofcensus.com.au/franchise.html](http://www.senseofcensus.com.au/franchise.html)





# Franchise Equipment Finance

Do your franchisees need funding assistance to:

**Buy a new or existing franchise?**

**Purchase new equipment?**

**Refurbish their store?**

Cashflow It has a range of flexible funding solutions for franchisees and franchisors.

With terms starting from just 12 months, you have the option to:

- Purchase the equipment at any time.
- Return your equipment at the end of the term.
- Own your equipment over 48 months with a simple \$1 payout.

***Ask us how to get your franchise system  
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**Cashflow**It®

Apply online now at [www.cashflowit.com.au](http://www.cashflowit.com.au) or  
call our customer service team on **1300 659 676**.



# NFC14

# PARTNERS

# PARTNERS



## FranchiseBusiness.com.au

Launched in 2005, the site is Australia's most comprehensive franchise information resource. Visited by over 500,000 prospective franchisees per year who use the site as a central part of their research and enquiry process. Our users are able to search, find and apply to the franchise systems of their choice, as well as receive advice from franchise industry experts from the legal and banking industry. Our 1200+ franchise systems leverage off of this highly qualified stream of unique viewers and the invaluable information of our database. We also provide business contacts for over 500 service providers. Bringing Franchisee to Franchisor and Service providers to Business systems. [www.franchisebusiness.com.au](http://www.franchisebusiness.com.au) continues to be the Franchise community Go-to point online.

### CONTACT

Raffael Fernandes

T 02 8484 0754

E [raffael.fernandes@cirrusmedia.com.au](mailto:raffael.fernandes@cirrusmedia.com.au)

W [www.franchisebusiness.com.au](http://www.franchisebusiness.com.au)



## Ebay

eBay delivers one of the world's largest online marketplaces to customers via any connected device, connecting people with the things they need and love. With 149 million active buyers globally, eBay is one of the world's largest online marketplaces, where practically anyone can buy and sell practically anything. Founded in 1995, eBay connects a diverse and passionate community of individual buyers and sellers, as well as small businesses. Their collective impact on ecommerce is staggering, and more than 700 million items are listed on eBay.

### CONTACT

Fabio de Carvalho, Channel Sales Manager, eBay Aus & NZ

T 0405 355 364

W [www.ebay.com.au](http://www.ebay.com.au)

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VIDEO TRAINING OR FRANCHISE TESTIMONIAL WORTH \$3,800

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**80%** of enquiry was driven from the video testimonials"

Tracey Richardson, Franchisor, Cleantastic



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# PARTNERS



## Franchising & Business Opportunities Expo

Franchising & Business Opportunities Expo is an exciting event that brings together the best franchise systems with potential franchisees and investors. It is the only exhibition endorsed by the Franchise Council of Australia and has been delivering great results since 1987. It is held annually in Sydney, Brisbane and Melbourne. Come and talk to us about next year's shows. Visit us at [www.franchisingexpo.com.au](http://www.franchisingexpo.com.au).

### CONTACT

Fiona Stacey

A PO Box 209 South Yarra VIC 3141  
T 03 9999 5464  
E [fiona@specialisedevents.com.au](mailto:fiona@specialisedevents.com.au)  
W [www.franchisingexpo.com.au](http://www.franchisingexpo.com.au)



## Franklyn Scholar

Franklyn Scholar is a leading workforce education provider, passionate about designing, delivering and measuring successful learning outcomes for your business. With offices across the country, we have the ability to deliver educational solutions across a range of industry sectors and qualifications, on a local and national scale.

### CONTACT

Penny Harris

A 370 Dockland Dr Docklands VIC 3008  
T 1300 918 872  
E [enquiries@franklynscholar.edu.au](mailto:enquiries@franklynscholar.edu.au)  
W [www.franklynscholar.edu.au](http://www.franklynscholar.edu.au)



## Whirlwind

Whirlwind Print is an ISO certified full service provider of print and marketing related products specialising in the Franchise and multi store market sector. Our capabilities in online print management and our dedicated team delivers tailored brand management solutions to franchisors and franchisees. With over 12 years experience working closely with over 90 Australian Franchise Chains, we provide the ultimate solution for complex marketing challenges. Whirlwind has developed the skills and systems to service any franchise chain whether it be printing a flyer, managing a national campaign or sourcing other marketing collateral. Our easy to use online systems ensure easy access to all marketing collateral and can be customised to suit any requirements. Whilst an exciting partnership with Digital Logic enables us to deliver total marketing solutions, including integrated cross-channel marketing and sophisticated data integration and automation. Marketing a franchise chain is a specialist field requiring a diverse range of systems, products and reliable suppliers to make the process run smoothly. Whirlwind Print simplifies the complex business of marketing implementation by becoming the link between the Franchisor and Franchisee.

### CONTACT

Gis Marven, Sales Director

T 1300 129 227  
E [Gis.marven@whirlwindprint.com](mailto:Gis.marven@whirlwindprint.com)  
W [www.whirlwindprint.com](http://www.whirlwindprint.com)



## Aon

Aon is Australia's leading provider of broking and consulting services for risk management, insurance transactions, reinsurance, human capital consulting and financial planning. Aon is a global leader in the design and provision of risk services and products. We go beyond arranging protection through insurance cover. We believe our specialist resources can enhance your business and help you deliver the results you are looking for.

With almost 1,600 employees in Australia, we are the largest organisation of our type in the Australia Pacific region. We operate three businesses focusing on the management of business risk - Aon Hewitt, Risk Solutions and Aon Benfield. Our global network means you have access to Aon group resources worldwide

### CONTACT

Chris Ristevski

A Level 50, 80 Collins Street Melbourne VIC 3000  
T 03 9211 3149  
E [chris.ristevski@aon.com](mailto:chris.ristevski@aon.com)  
W [www.aon.com.au](http://www.aon.com.au)

# PARTNERS



## FRANdata

FRANdata has been supplying credible information to support key franchise decisions for more than twenty-five years and operates The Australian Franchise Registry™. Founded in the U.S. in 1989, and now in its second year in Australia, FRANdata receives international recognition as a trusted source of objective information and analysis for the franchise sector. FRANdata collects and uses information as the basis to help franchisors benchmark and improve their operations, to help franchisees assess their opportunities, to help lenders to underwrite franchise loans, to provide investors with due diligence before they invest, and to help all parties committed to building a stronger franchise sector. FRANdata continues to accredit franchise systems to support their efforts in attracting quality franchisees and accessing finance.

### CONTACT

**Darryn McAuliffe**

**A** Level 9, 1 O'Connell Street Sydney NSW 2000  
**T** 02 8346 6093 or 0412 789027  
**E** [dmcauliffe@frandata.com.au](mailto:dmcauliffe@frandata.com.au)  
**W** [www.frandata.com.au](http://www.frandata.com.au)



## Shift8

Shift8 is a leader in cutting edge point of sale, business management and loyalty systems, specifically designed in Australia for local and global franchised brands. Since entry to the market in 2010, Shift8 has altered the paradigm of POS solutions available to franchisors with efficient site management, data capture and information consolidation. Managing multiple sites across a store network is a seamless and truly scalable experience, while configurable access to real-time reports and operational tools provides all stakeholders with critical business data, enabling Franchisee, CEO and everyone in between to evaluate retail performance in the key areas of Sales, Cost of Sales, Labour and Administration.

Over 1000 stores across 50 brands are now using Shift8's comprehensive cloud-based management suite, supported by a team who bring extensive programming, analytical, financial and operational experience gained within the Australian retail landscape.

### CONTACT

**Yvette Anelli**

**A** 10 Heeley St Paddington NSW 2010  
**T** 02 9360 5761  
**E** [info@shift8.com](mailto:info@shift8.com)  
**W** [www.shift8.com](http://www.shift8.com)



## Paypal

PayPal is the faster, safer way to pay and get paid online, via a mobile, and in store. PayPal was created to enable secure and convenient online payments and has 5.6 million active accounts in Australia. PayPal has now expanded its product range to allow business owners to accept credit and debit card payments on their mobile phone using PayPal Here as well as in store with their POS solution and the PayPal Digital Wallet. PayPal is constantly working with consumers and merchants to identify and solve for unmet needs - making payments easier, more secure and more rewarding.

PayPal is an eBay Inc company. More information can be found at:

### CONTACT

**Amanda Crowfoot**

**T** 0414 210 181  
**E** [acrowfoot@paypal.com](mailto:acrowfoot@paypal.com)  
**W** [www.paypal.com.au](http://www.paypal.com.au)



## Telstra

Telstra provides services to more than one million Australian small businesses and medium sized enterprises, helping to improve the ways in which they live and work through the power of connecting.

Account Executive teams and customer service staff, as well as our network of local Business Centres, are here to serve business customers across every industry and every corner of the country. Many of our Telstra Business Centres are locally owned and operated businesses themselves, so they understand what it takes to run one, partnering with small businesses to help them work smarter not harder. It's their top priority to get to know a small business intimately and find the best internet, mobility and voice solutions to suit how they work - instead of a 'one size fits all' approach.

The digital revolution is changing the way we live and work and Telstra can help ensure you reap the full rewards of all the latest technology - we'd love to welcome you as a customer. Find out more about our range of business solutions and services at <http://www.telstra.com.au/small-business>

### CONTACT

**Erin King**

**A** 400 George St, Sydney 2000  
**E** [Erin.King@team.telstra.com](mailto:Erin.King@team.telstra.com)  
**W** [www.telstra.com/smallbusiness](http://www.telstra.com/smallbusiness)

# PARTNERS



## Keep Left

Keep Left understands that franchising is a multi-faceted business environment which requires a unique mix of expertise and experience to help franchisors successfully grow their networks.

A long-standing independent public relations agency, Keep Left has been helping brands and businesses successfully communicate with their audiences since 2001, and prides itself on having developed long-term partnerships with brands including Crust Gourmet Pizza Bars and Bakers Delight.

As cross-media communicators, the agency firmly believes in the fundamentals of traditional media relations, while simultaneously bringing clients into the right digital and social media conversations.

With a strong and ever-growing portfolio of franchise brands from food (Bakers Delight), and beauty retail (endota spa), through to business services (Pack & Send) and property (hockingstuart), Keep Left's franchise strengths include press office activations, retail sales campaigns, franchisee recruitment campaigns, blogger outreach and social media, and more.

As well as activating creative media relations campaigns, Keep Left also assists its franchise clients in promotional activities, internal and stakeholder relations, and in creating awareness of business growth through business and finance media.

The agency is committed to meaningful evaluation and the delivery of a strong ROI through its communications strategies, with the aim of delivering successful results across the board for all franchise stakeholders.

### CONTACT

**Verity Lowe**

**T** 03 9268 7800

**E** [verity@keepleft.com.au](mailto:verity@keepleft.com.au)

**W** [www.keepleft.com.au](http://www.keepleft.com.au)



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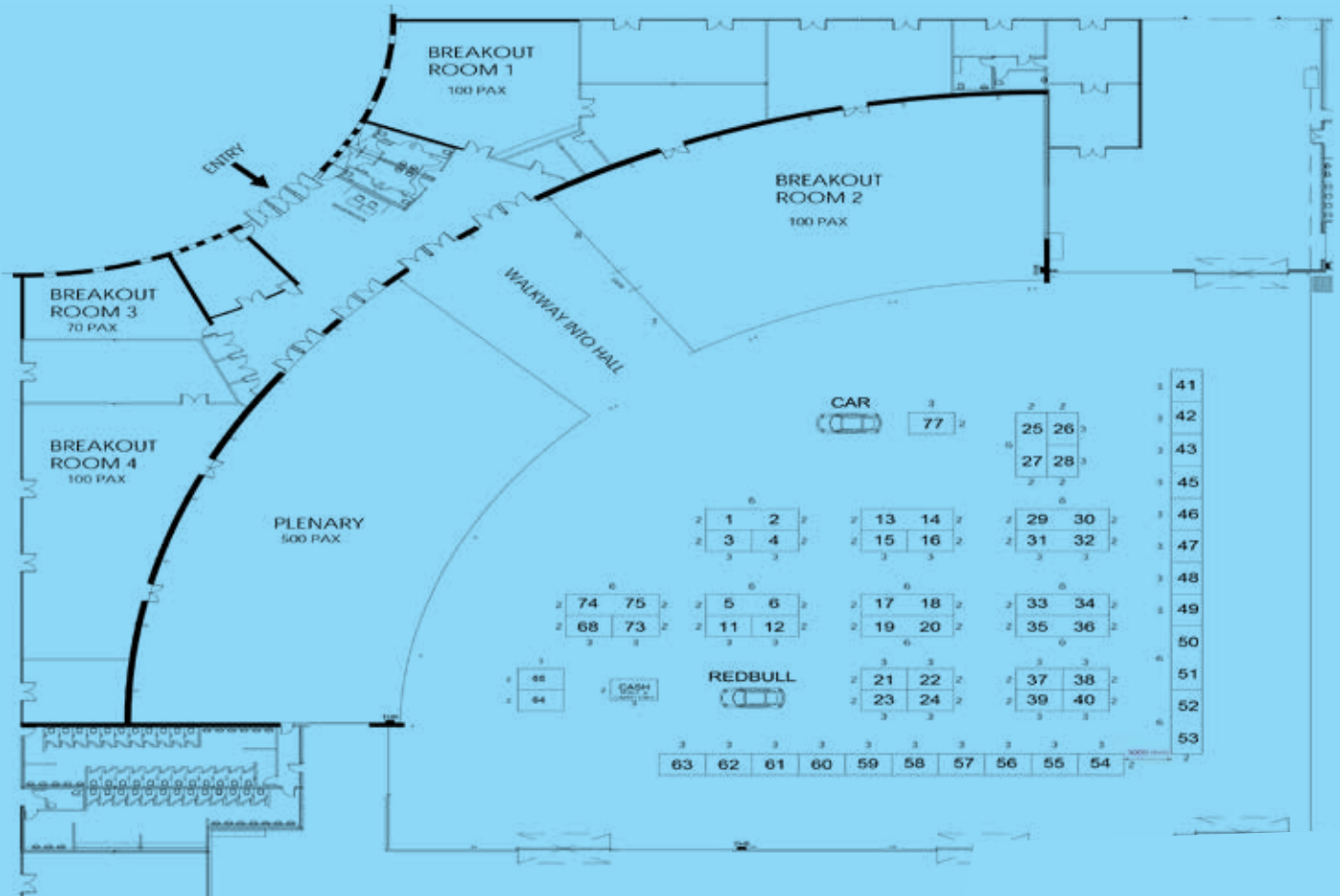


# NOTES

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you’ll never work  
a day in your life.”

*Confucius*  
*Chinese philosopher*



[franchise.org.au](http://franchise.org.au)