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WELCOME

NFC15

Welcome

Growth & Expansion

It is my pleasure to welcome you to the National Franchise Convention as we return to the Gold Coast in 2015.

I cannot emphasise enough the importance of undertaking continual professional development and education, as well as the value of making connections within the industry. NFC15 is set to provide all of this in spades. The focus this year is on growth and expansion and we are delighted to present a keynote speaking program jam-packed with successful business leaders that is sure to motivate and inspire us all as we look to seek out opportunities to further grow the sector and our individual franchise systems.

As franchise professionals, we all share common challenges and in the new workshop sessions at this year's NFC the spotlight is firmly placed on some of the biggest ones. Recruitment. Finance. Innovation. Your brand.

The workshops, along with the franchisor concurrent sessions, are a fantastic forum to drill down into the detail of the innovative systems and solutions that your peers have implemented to drive success in their franchise systems.

The beauty of the NFC15 is, of course, not just the packed program but also the plentiful opportunities to mix and mingle with your fellow franchise professionals. There is much to be gained from these informal conversations and the ability to share ideas and make connections at a range of informal networking events across the three-day program.

At the conclusion of the event, the MYOB FCA Excellence in Franchising Awards Gala Dinner will shine the spotlight on the exceptional achievements and successes of individuals and brands within the franchise sector.

The National Franchise Convention, and the work of the FCA, would not be possible without the invaluable support of both the FCA partners and NFC sponsors, who are acknowledged with gratitude in the following pages.

I look forward to the chance to meet with you and encourage you to take advantage of all the opportunities that are on offer at the franchising information and networking event of the year.

A handwritten signature in black ink, reading 'K. A. De Britt'.

Kym De Britt

General Manager,
Franchise Council of Australia

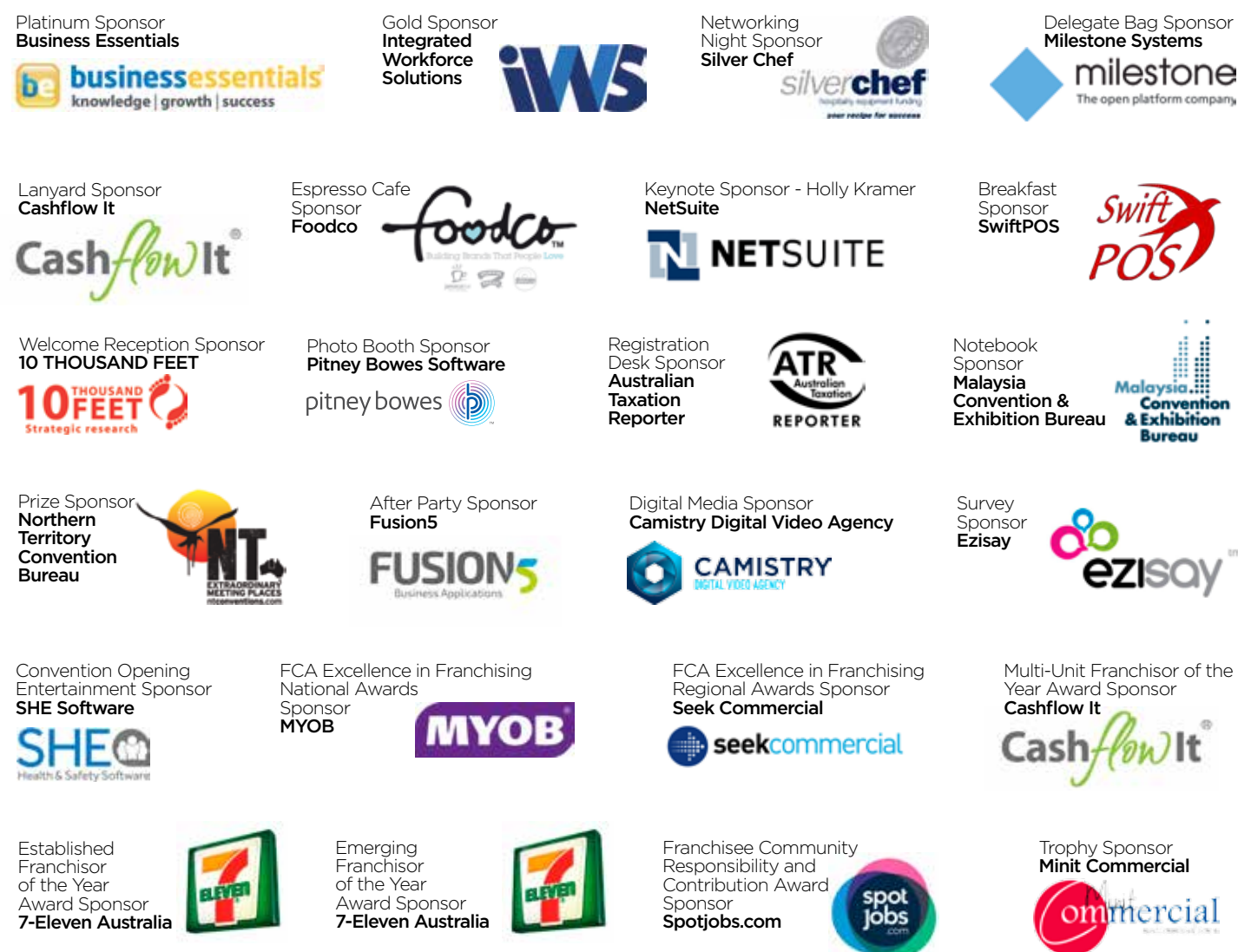
Thank you to our Partners

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 NFC15 Sponsors who have made this event possible.



Convention MC

Andrew Klein

Andrew Klein is one of the most sought-after professional MCs 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, communicate and make your job much easier by ensuring the smooth running of your program. 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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FOR OVER TWO DECADES, THE FOODCO GROUP HAS BECOME ONE OF AUSTRALASIA'S LEADING FRESH FOOD AND FINE COFFEE FRANCHISE BUSINESSES. WITH OVER 450 OUTLETS AROUND THE WORLD, WE ARE NURTURING AN EVER-GROWING FAMILY OF LOYAL CUSTOMERS WHO HAVE INSTINCTIVELY COME TO LOVE OUR WONDERFUL RETAIL BRANDS.



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NFC15 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 and Sessions

This year's National Franchise Convention is at the RACV Royal Pines on the Gold Coast.

All convention sessions are being held at RACV Royal Pines Resort, Ross Street Benowa Queensland.

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 5.30pm on Sunday 11 October and will be held in the Jacaranda/Karrie Webb room.

The Official Opening and Welcome Reception will be held in the foyer.

All convention plenary sessions will be held in the Plenary Room.

Concurrent breakout sessions will be held in the Convention Lobby, Cypress 1 & 2, and breakout rooms within Norfolk Hall.

The Monday night 12 October: Silver Chef FCA Networking Night event will be held at Movie World Gold Coast.

The Tuesday night 13 October: MYOB FCA Excellence in Franchising Awards Gala Dinner will be held at the Monarch & Marquis rooms within the Royal Benowa Ballroom.

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.

WiFi

The RACV Royal Pines will provide free WiFi for all delegates.

To access WiFi please use password **racv2015**

Social Media

The FCA twitter handle is **@FranchCouncilAU**

The official hashtag for NFC15 is **#NFC15**

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

Registration and Information Desk

Sponsored by Australian Taxation Reporter

The registration and information desk is located in the Royal Benowa Foyer.

Sunday 11th October

8.00 am – 10.00 am
2.00 pm – 7.30 pm

Monday 12th October

6.30 am – 5.30 pm

Tuesday 12th October

7.00 am – 3.15 pm

Trade Exhibition and Breakfasts

The breakfasts will be in the Convention Lobby (Monday) and Expo Hall (Tuesday).

The trade exhibition will be held in the Royal Benowa Foyer during the following times:

Sunday 11 October

Official Opening and Welcome Reception 6.00pm – 8.00pm

Monday 12 October

Breakfast 7.00am – 8.15am
Exhibitors 8.00am onwards
Morning Break 10.25am – 10.55am
Lunch 12.35pm – 1.25pm
Afternoon Break 3.00pm – 3.30pm

Tuesday 13 October

Breakfast 7.30am – 8.15am
Exhibitors 8.00am onwards
Morning Break 10.35am – 11.00am
Lunch 12.30pm – 1.25pm
Afternoon Break 3.00pm – 3.30pm
Finish 5.00pm

The following functions are included in full registrations.

Additional tickets can be purchased at the registration desk.

NFC15 Welcome Reception

Sponsored by 10 THOUSAND FEET

Date Sunday 11 October
Time 6.00pm – 8.00pm
Venue Exhibition Area in Hall 5
Dress Code Smart Casual
Additional Tickets Member \$120
Non-member \$170

Keynote Breakfast - Monday

Sponsored by SwiftPOS

Date Monday 12 October
Times 7.00am – 8.15am
Venue Convention Lobby
Dress Code Smart Casual

Breakfast Forum Tuesday

Date Tuesday 13 October
Times 7.30am – 8.15am
Venue Exhibition Area
Dress Code Smart Casual

Silver Chef FCA Networking Night

Strap yourself in for a night of entertainment and a street-food style dinner. Return bus transfers from RACV Royal Pines to Movie World will be provided.

Date Monday 12 October
Time 7.00pm – 11.00pm
Venue Movie World, Gold Coast
Dress Code Smart Casual
Additional Tickets Member \$180,
Non-member \$257

MYOB FCA Excellence in Franchising Awards Gala Dinner*

Date Tuesday 13 October
Time 7.30pm – 12.00am
Venue Monarch/Marquis rooms, RACV Royal Pines Resort
Dress Code Formal black tie or lounge suit
Additional Tickets Member \$180,
Non-member \$250

*The Gala Dinner is separate to the full registration. Tickets can be purchased at the registration desk until 11am Tuesday 13 October.

After Party

Sponsored by Fusion5

Date Wednesday 14 October
Time 12.00am onwards
Venue Hydrate Bar

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NFC15 Survey

Thank you for attending the NFC15. We value your feedback regarding this year's convention and will use it in planning NFC16. Please take a few minutes to evaluate your NFC15 experience using the **ezisay** surveys (right). Scan the code to access the survey for each event you attend.



One lucky winner will win a seven night stay in a luxury beach house in Victoria's Phillip Island.

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Panel Sessions

Short Link
<http://ezsy.co/vt1104>



Keynote Presentations

Short Link
<http://ezsy.co/tv2014>



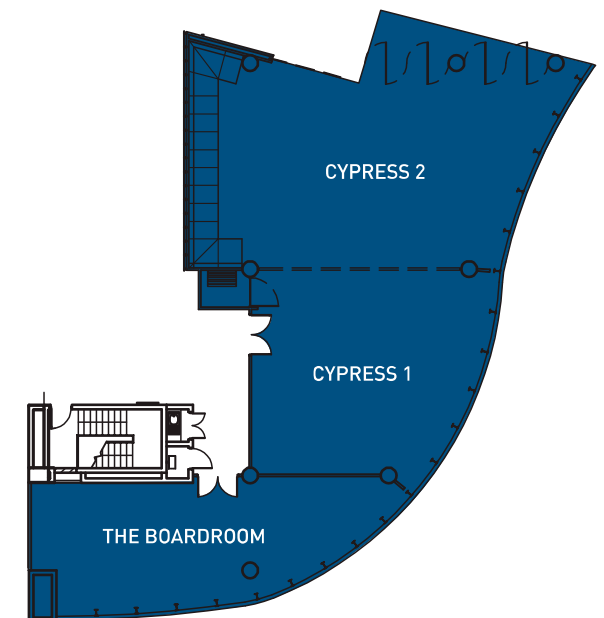
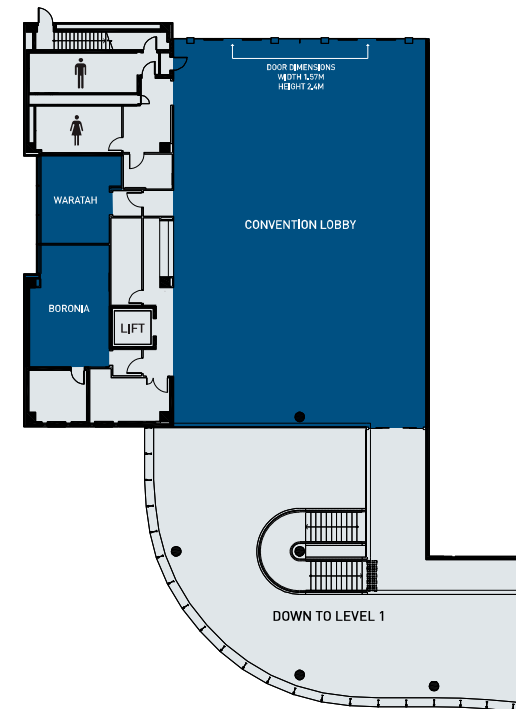
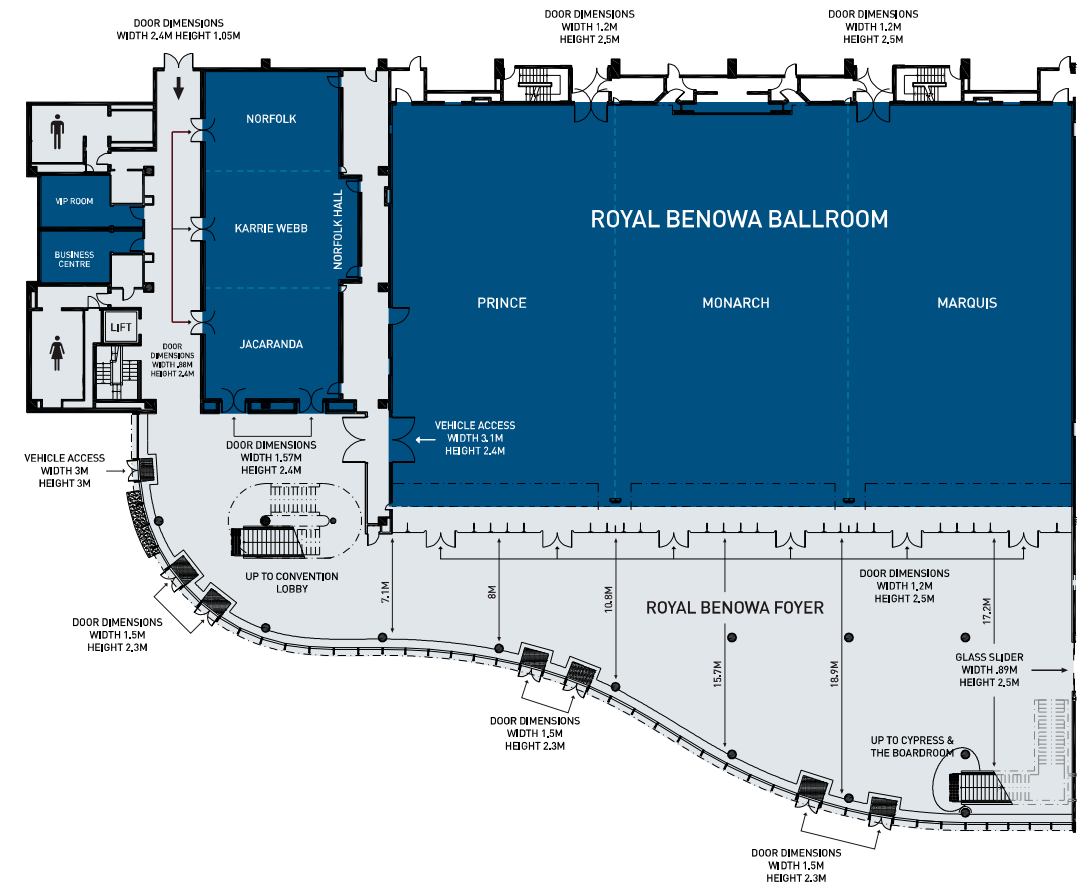
Franchising Awards

Short Link
<http://ezsy.co/mr1555>



Social, Exhibition and General

Short Link
<http://ezsy.co/uj1124>



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Monday 12 October 2015

7.00 – 8.15	Keynote Breakfast with Gen George, Founder, OneShift - Sponsored by SwiftPOS
8.30 – 8.40	Day one opening session: Official opening – MC Andrew Klein
8.40 – 8.50	FCA Opening Address FCA Interim Chairman, Michael Paul
8.50 – 9.35	Keynote Holly Kramer, former CEO of Best & Less - Sponsored by NetSuite
9.40 – 10.25	Keynote Andrew Demetriou, former CEO of the Australian Football League
10.25 – 10.55	Morning Tea
10.55 – 11.40	Keynote Todd Sampson, Chairman, Leo Burnett, Australia
11.45 – 12.30	Keynote Brad Smith, two-time Australian Young Entrepreneur of the Year
12.35 – 1.25	Lunch
1.25 – 2.10	Concurrent session one

Brand protection: you, your people and your people’s people Facilitator Damien Gooden, CEO, HR Central Panellists Angela Meredith, Marketing Manager, APCO Marshall Bromwich, Partner, Norton Rose Fulbright Michael O’Shaughnessy, Principal HR Specialist, HR Central Andrew Bradbury, CFO, Total Face Group	Digital marketing: how online can help grow your business Facilitator Tom van Gessel - Strategic Partner Development Manager, Google Channel Sales, Australia & New Zealand Panellists Steve Traplin, General Manager, Search Optics ANZ Kynan Albassit, Founder, Australian Institute of Internet Marketing Services (AiiMS) Trevor Glen, Chief Operating Officer, Dynamic Creative Chel Heler - Strategic Partner Manager, Google Channel Sales, USA	Customer loyalty strategies Facilitator Dean Salomone, Director, Rozzi’s Italian Canteen Panellists Natalie Brennan, National Services and Support Manager, Foodco Group Matt Brusi, Operations Director, Chocolateria San Churro Gareth Jude, Retail Industry Executive, Telstra
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Monday 12 October 2015

2.15 – 3.00	Concurrent session two			
	SwaS – how Software with a Service is changing the game for successful franchises Facilitator Rob Dryden, Founder and CEO, IWS Panellists Karim Messih, General Manager, Zambrero Australia Steve Younane, Founder and CEO, Retail Prodigy Group - Nike’s Retail Franchise Partner in Australia	How to use benchmarking to improve your business performance Facilitator Yvette Anelli, Director, Shift8 Panellists Andrew Benefield, Managing Director, Mrs. Fields Steven Plarre, CEO, Ferguson Plarre Bakehouse Nick Vincent, General Manager Retail, Eagle Boys Pizza	What the proposed unfair contracts laws mean for you Facilitator Stephen Giles, Partner, Norton Rose Fulbright Panellists Mark Brennan, Australian Small Business Commissioner Richard Weksler, Director – Small Business and Industry Codes, ACCC Dr Elizabeth Crawford Spencer, Associate Professor of Law, Australian Catholic University	Protecting your most important asset - your reputation Facilitator LJ Loch, Director, REPUBLIC Consulting
3.00 – 3.30	Afternoon Tea			
3.30 – 4.15	Concurrent session three			
	Using location-based analytics to better understand customer behaviour Facilitator Sam Haydon, Account Manager, Pitney Bowes Panellists James Barritt, Executive Director, Zarraffa’s Coffee Darren Gaunt, Operations Services Manager, Poolwerx	Selling in a social environment Facilitator Troy Townsend, Co-Founder and Chief Client Officer, Tiger Pistol	What’s the leadership succession plan for your franchise? Facilitator Peter Baily, Chief Operating Officer, Narellan Pools Panellist Rod Laycock, CEO, Civic Managed Services Dean Reid, CEO, The Leather Doctor Tracey Richardson, Franchisor, Cleantastic NZ	Alternative funding structures for franchise networks Panellists: Stephen Wainwright, Director and Chief Financial Officer, ReadyFundGo Campbell McComb, Executive Director, Direct Money Marshall Bromwich, Special Counsel, Norton Rose Fulbright
4.20 – 5.00	Keynote Alisa Camplin OAM, Olympic Gold & Bronze Medallist			
5.00	Day one close			
7.00 – 10.30	Silver Chef FCA Networking Night at Movie World Gold Coast			

Tuesday 13 October 2015

7.30 – 8.15	Breakfast
8.30 – 8.35	Day two opening session: MC Andrew Klein
8.40 – 9.25	Keynote Faddy Zouky, Executive Director, Zouki Group Of Companies
9.30 – 10.15	Keynote Michael Eyre, Founder and Managing Director, Blazes group of companies (UK) and Board Member, British Franchise Association
10.15 – 10.45	Morning tea
10.45 – 11.30	Hall of Fame Keynote Panel Facilitator Roger Wilson, 2006 Hall of Fame Inductee Panellists Denis McFadden, Founder and CEO, Just Cuts; John O'Brien, Founder and CEO, PoolWerx; Lenard Poulter, Founder, Lenard's Poultry
11.35 – 12.15	Keynote Scott Boockock, inventor and founder of HEGS
12.15 – 1.05	Lunch
1.05 – 2.45	Workshop sessions

Workshop 1 Techniques for Franchisee Recruitment
Facilitator
Mike Stringer, Franchisor, Car Care
Panellists
Warren Ballantyne, Managing Director, Gutter-Vac
Robert Guy, CEO, Inspirations Paint Store (Holdings) Ltd
Brendan Green, CEO, Hire A Hubby
Sarah Stowe, Editor, Cirrus Media Franchising Group

Workshop 4 Established Brands and Innovation
Facilitator
Shaun Temby, Partner, Norton Rose Fulbright
Panellists
Cameron Newlands, Field Service Manager NSW/ACT, McDonald's Australia Ltd
Chris Mourd, Head of Real Estate, LJ Hooker
Stephen Eyears, Head of Strategy, Innovation and Business Development, 7-Eleven

Workshop 2 Retail Excellence and Execution
Facilitator
Brett Spinks, VP Sales, Pandora
Panellists
John Pascoe, National Franchise and International Expansion Executive, Outdoor Furniture Specialists
Susan Skermer, Learning & Development Manager, Hairhouse Warehouse
Joe Sultana, Director – Franchising & Operations, Books & Gifts Direct
Luke Naish, CEO, Barbeques Galore

Workshop 5 Harnessing the power of your brand
Facilitator
Sean O'Donnell, Partner, HWL Ebsworth Lawyers
Panellists
David Jordan, General Manager, Baskin-Robbins Australia
Gis Marven, Sales Director, Whirlwind Print
Kim Portrate, Chief Marketing Officer, helloworld
Fabian Rebelo, Chief Operating Officer, Mad Mex

Workshop 3 Choosing the Right Finance Model for Your Franchise
Facilitator
Darryn McAuliffe, CEO, FRANdata
Panellists
Ajit Ponnambalam, Managing Director, Snap-On Tools
Amanda Linton, Certified Consultant, MYOB
Labrina Tsekouras, Franchise Development Manager, Westpac
Andy Reeves, National Franchise Manager, Silver Chef

Workshop 6 Advisory boards for growth and good governance
Facilitator
Sarah Cobb GAICD
Panellists
Sharon Jurd, Director, HydroKleen Australia
Julie Primmer, Head of Branded Network, helloworld

Tuesday 13 October 2015

2.45 – 3.15	Afternoon Tea
3.15 – 4.00	Keynote Bob Beaumont, Managing Director, Beaumont Tiles
4.05 – 4.50	Keynote James Sanders, Director, Google Channel Sales - Asia Pacific
5.00	Convention close
7.30 – 12.00	MYOB FCA Excellence in Franchising Awards Gala Dinner



Maximise your franchise business potential with location

01. Franchise territory planning

15%

Define territories to maximise revenue potential.

Identify new locations quickly and easily.

Profiling customer data to understand franchisee performance relative to the market.

02. Increase sales effectiveness

Effectively communicate the value of a franchise territory.

Reduce your territory sales cycle.

Know the value of a customer to maximise reach and profit.

03. Support your franchisees and marketing operations

Support your franchisees with intelligence and identified areas of opportunity.

Target the right people to maximise ROI from marketing campaigns.

Profile and segment your customers with relevant internal and external data.

“With some areas rapidly expanding and developing, it is vital that Domino’s has an up-to-date view of its franchise territories so we do not miss out on new opportunities. We are confident the changes we have implemented will not only help improve productivity but will also deliver an increase in revenue for both Domino’s and our franchisees.”
— Wayne McMahon, Chief Information Officer Domino’s Pizza

For more information, go to:
pitneybowes.com/au/industries/retail

7.00-8.15

Keynote Breakfast

Sponsored by SwiftPOS – Point of Sale Solutions

Gen George

Founder, OneShift

Gen's journey to becoming one of Australia's most successful female entrepreneurs and Founder of OneShift began in 2011 when she was just 21 years old.

Whilst travelling overseas and working in hospitality, Gen noticed how time-consuming and ineffective the job-seeking process was for searching for work and travel job roles. This was when she came up with the concept of OneShift – an online talent marketplace that instantly connects local candidates to local businesses. Gen created a business model, spoke with potential investors and mentors, and drove OneShift to being a pioneering online employment platform in Australia.

Now aged 24, Gen been announced as 5th in 'Smart Company's Hot 30 Under 30 2015' in Australia and 'Silver Winner of Young Female Entrepreneur of the Year 2014 & 2015'.

OneShift has blossomed from its early days of marketing with duct tape and paper posters, to being 'Winner of the Best Start-Up in NSW/ ACT 2015' (Startup Smart Awards) and 'Winner of Recruitment Technology Newcomer of the Year 2014' (Recruitment International Awards).



8.30-8.40

Official Opening – MC Andrew Klein



8.40-8.50

FCA Opening Address

Michael Paul

Interim Chairman,
Franchise Council of Australia



Michael Paul is currently Interim 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 over 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.

9.40 - 10.25

Holly Kramer

Former CEO of Best & Less

Sponsored by NetSuite

Holly Kramer is an inspirational business leader, who has worked at some of the best known companies in Australia, and who is responsible for the remarkable turnaround of retailer Best & Less. Her story is one of creating business success through building great cultures, empowering teams and truly understanding customers and their needs.

She is also a champion of diversity in the executive ranks: a driver behind the Telstra Business Women's Awards for 10 years and a Council member with Chief Executive Women (whose mission is Women Leaders Enabling Women Leaders).

Holly has devoted much time and effort to supporting others in need: she sits on the Board of the Alannah and Madeline Foundation and has been the leading national fundraiser two years in a row for the Vinnies CEO Sleepout.

In addition to her professional life, Holly is a wife and mum, a farmer, and a marathon runner.



9.40 - 10.25

Andrew Demetriou

Former CEO of the Australian Football League

Andrew Demetriou is the recently retired Chief Executive Officer of the Australian Football League, having held the position for 11 years. For three years prior to this he was the General Manager - Football Operations.

Andrew was appointed Managing Director of the Ruthinium Group in 1989, a position he held until his appointment as CEO of the AFL Players Association (AFLPA) in 1998. Under Andrew's leadership, the Ruthinium Group's sales increased by over 500%. In 1996, the Australian entity acquired the Italian parent company and is now to the point where the Ruthinium Group has now grown to be one of the world's largest manufacturers and distributors of acrylic teeth, exporting to over 70 countries worldwide. Andrew remains a director of Ruthinium Group.

Andrew then became the CEO of the AFL Players Association. He was instrumental in establishing programs to look after players during their careers and after their retirement. Andrew was responsible for the implementation of the AFL Players' Association Retirement Fund, the Player Welfare Fund, the Education and Training Fund and many other programs. At the AFLPA, Andrew was responsible for the management of over \$25 million of player funds.

Andrew also negotiated on behalf of the AFL Players a landmark five-year Collective Bargaining Agreement.

Andrew was also appointed Non-Executive Chairman of the Baxter Group, a Waste Management group that successfully listed on the Australian Stock Exchange.



10.55 - 11.40

Power of Creativity

Todd Sampson

Chairman of Leo Burnett

Creativity is one of the last remaining competitive advantages companies have today. This presentation is a celebration of the power of creativity in solving any problem - big, small, social, political, economic or environmental. It works from the premise that 'creativity has the power to change the world, but fear has the power to stop that from happening and the most successful leaders and organisations of the future will be the ones that can successfully balance both'.

The presentation is built on real life experience and explores innovative ideas, cultural change and problem solving. It weaves together real stories about the creation of Earth Hour, being a CEO of a leading company and climbing Mount Everest unguided.

Todd is the Chairman of Leo Burnett, Australia. His company is now ranked as the 7th most creative company in the world. He is the co-creator of the Earth Hour initiative, which was the largest environmental movement in history. The Financial Review and News Limited ranked him as one of the most influential executives in Australia. He sits on the Board of Directors of both Fairfax and Qantas.

He is also the breakout star of the hit ABC show the Gruen Planet and a co-host on the Channel 10 news show, The Project. Todd is also the writer, producer and host of a Discovery Science documentary series called Redesign My Brain, which won Documentary of the Year.

Outside of work, Todd enjoys mountaineering and has climbed to the top of Mount Everest unguided.



11.45 - 12.30

Brad Smith
Two-time Australian Young Entrepreneur of the Year

Brad is twice winner of Australian Young Entrepreneur of the Year and runner-up International Young Entrepreneur of the Year. Brad's company braap has won Australian Retail Business of the Year four times. In 2014 he was appointed to the Reserve Bank of Australia's advisory board.

At the age of 13, Brad began trading share options on the US share market, at 16 years old he started his motorcycle sales company from his back yard, at 18 he opened his first retail store and designed his first motorcycle and headed to China to find a manufacturing company to build his dream bike.

Brad's mission is to make motorcycling more accessible and more affordable to the masses, encouraging people to get their adrenaline rush from motorcycling rather than drugs, crime and violence. Last year, his company, braap, taught over 1,000 people to ride a motorcycle.

braap is the only Australian motorcycle company, all bikes are designed in Tasmania and braap controls and operates a production line in China. Utilising Australian engineering and quality standards has seen braap become the only motorcycle in the world that offers a lifetime warranty.



1.25 - 2.10 Concurrent Sessions 1



Brand protection: you, your people and your people's people

For too long the options around managing people related issues and the damage they cause to brands has been reactive and expensive. Find out how a combination of HR subject matter experts, supported by easy to use cloud based software can help protect you, your people and your brand.

- Facilitator** Damien Gooden, CEO, HR Central
- Panellists** Andrew Bradbury, CFO, Total Face Group
Marshall Bromwich, Partner, Norton Rose Fulbright
Angela Meredith, Marketing Manager, APCO
Michael O'Shaughnessy, Principal HR Specialist, HR Central



Certified Franchise Executive Education Credits apply for attending this concurrent session.



Digital marketing: how online can help grow your business

This session will provide you with strategies to get the most out of your online presence and provide your business with the edge to improve your market reach and ultimately generate sales.

- Facilitator** Tom van Gessel - Strategic Partner Development Manager, Google Channel Sales, Australia & New Zealand
- Panellists** Kynan Albassit, Founder, Australian Institute of Internet Marketing Services (AiiMS)
Trevor Glen, Chief Operating Officer, Dynamic Creative
Chel Heler - Strategic Partner Manager, Google Channel Sales, USA
Steve Traplin, General Manager Search Optics ANZ



Certified Franchise Executive Education Credits apply for attending this concurrent session.

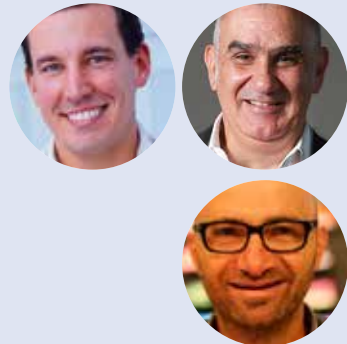


Customer loyalty strategies

Learn how to capitalise on customer loyalty to gain repeat business, as well as to generate positive brand awareness through using technology and through strategies such as customer loyalty programs.

- Facilitator** Dean Salomone, Director, Rozzi's Italian Canteen
- Panellists** Natalie Brennan, National Services and Support Manager, Foodco Group
Matt Brusi, Operations Director, Chocolateria San Churro
Gareth Jude, Retail Industry Executive, Telstra

2.15 - 3.00 Concurrent Sessions 2



SaaS – how Software with a Service is changing the game for successful franchises

Find out how the SaaS ('Software with a Service') delivery model has evolved and how it is changing the game in terms of allowing franchise systems to scale quickly and efficiently, whilst enabling effective, consistent and compliant management of day to day operations throughout their franchisee networks.

Facilitator Rob Dryden, Founder and CEO, IWS
Panellists Karim Messih, General Manager, Zambrero Australia
 Steve Younane, Founder and CEO, Retail Prodigy Group - Nike's Retail Franchise Partner in Australia



How to use benchmarking to improve your business performance

Benchmarks are critical to the effective management of a franchise network and business performance, building accountability and focus, facilitating better decision making, and improving franchisor/franchisee relationships. This session looks at real world examples franchisors have used to boost business performance through an effective benchmarking system.

Facilitator Yvette Anelli, Director, Shift8
Panellists Andrew Benefield, Managing Director, Mrs. Fields
 Steven Plarre, CEO, Ferguson Plarre Bakehouse
 Nick Vincent, General Manager Retail, Eagle Boys Pizza



Certified Franchise Executive Education Credits apply for attending this concurrent session.



Unfair contracts and beyond – regulating contracts and behaviour in franchising

This session will examine unfair contract terms – what is the state of the law? It will also provide an overview of the legal position of fairness in the workplace and will ask why should franchise agreements and business contracts be subject to a fairness test?

Facilitator Stephen Giles, Partner, Norton Rose Fulbright
Panellists Mark Brennan, Australian Small Business Commissioner
 Dr Elizabeth Crawford Spencer, Associate Professor of Law, Australian Catholic University
 Richard Weksler, Director - Small Business & Industry Codes, Australian Competition & Consumer Commission



Certified Franchise Executive Education Credits apply for attending this concurrent session.

2.15 - 3.00 Concurrent Sessions 2



Protecting your most important asset - your reputation

One of Australia's leading reputation management specialists, LJ Loch of Republic Consulting provides an information-rich, how-to session which will cover:

- the common ingredients of reputation crises
- how to develop your own reputation management strategy
- 10 golden rules of reputation management

Facilitator LJ Loch, Director, Republic Consulting

BUSINESS EVENT FACILITATORS
 Access to **free and unbiased expert advice** about the NT enables you to create a dynamic and unconventional business event.
 Our bureau team provide information on NT destinations, accommodation, activities, venues, and travel.

UNIQUE NETWORK CONNECTIONS
 We can introduce you to **hundreds of suppliers**, which will help you to tailor your event and enhance your delegates' experience.
 Supplier connections include meeting venues, accommodation, audio visual companies, caterers, entertainers, printers, graphic designers, artists and tour operators.

KNOWLEDGE EXCHANGE
 Access to **unique knowledge** from world leaders in the NT's primary industries, including rural, Indigenous and tropical health, renewable energy, mining, oil and mineral extraction.
 Connecting you to the **unique perspectives** of locals, speakers, hosts, fellow delegates, government ministers and high profile industry professionals.

UNLOCKING INNOVATION
Innovation is our priority. Our creative suggestions will inspire new ways of thinking and doing business for your delegates.
Access to ingenuity lifts ROI – what delegates learn in the NT is completely unique. This education delivers value to business for a competitive advantage.

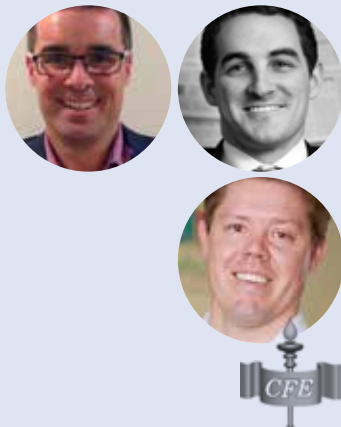
The NT Convention Bureau are proud to be partnering with the National Franchise Convention.

An extraordinary destination can make all the difference between a good event and a truly unique one.

Connect, learn and be inspired by holding your next event in the Northern Territory.

Contact the team at the NT Convention Bureau to think unconventionally for your next business event - ntconventions.com.au

3.30 - 4.15 Concurrent Sessions 3



Using location-based analytics to better understand customer behaviour

Collecting customer data is recognised as best practice for the retail industry, but what are you doing with that data? The panel session will look at how franchises are using location-based customer analytics to better understand buying behaviour in order to improve customer service and retention.

Facilitator Sam Haydon, Account Manager, Pitney Bowes
Panellists James Barritt, Executive Director, Zarraffa's Coffee
 Darren Gaunt, Operations Services Manager, Poolwerx

Certified Franchise Executive Education Credits apply for attending this concurrent session.



Selling in a social environment

From a national level to a local level, learn how to drive sales and prove ROI across multiple social platforms.

Facilitator Troy Townsend, Co-Founder and Chief Client Officer, Tiger Pistol

Certified Franchise Executive Education Credits apply for attending this concurrent session.



What's the leadership succession plan for your franchise?

Do you have a roadmap in place for the day you exit your franchise system? Learn how to plan your transition from your business from those who have done it, those who are planning, and those who have taken over.

Facilitator Peter Baily, Chief Operating Officer, Narellan Pools
Panellists Rod Laycock, CEO, Civic Managed Services
 Dean Reid, CEO, The Leather Doctor
 Tracey Richardson, Franchisor, Cleantastic NZ



Alternative funding structures for franchise networks

This session will examine the potential application of two recent innovations, crowd-funding and peer-to-peer lending, in the franchising context and how they might be used by franchisors and franchisees to supplement traditional sources of capital.

Panellists Stephen Wainwright, Director and Chief Financial Officer, ReadyFundGo
 Campbell McComb, Executive Director, Direct Money
 Marshall Bromwich, Special Counsel, Norton Rose Fulbright

4.20 - 5.00

Where to, what's next...
 It's your choice!

Alisa Camplin OAM
2002 Winter Olympic Gold Medallist

Alisa Camplin is an Olympic champion aerial skier who won gold at the 2002 Winter Olympics in Salt Lake City. It was the second skiing gold medal ever won by Australia, and the first won by an Australian woman. She also won the bronze medal at the 2006 Winter Olympics.

Originally training as a gymnast and sailor, Alisa saw early success winning two Australian National Sailing Titles in the Hobie Cat catamaran class. Inspired by the success of skier Kirsty Marshall, Camplin then turned to skiing at the age of 19.

After a great deal of training, Alisa was involved in a skiing accident, where she fractured both of her ankles, shortly before the Salt Lake City Winter Olympics. She was advised not to compete but went against the medical advice. During her event, she landed a spectacular triple twisting double somersault.

Alisa was again injured in the lead up to the Turin Winter Olympics in 2006. A serious knee injury in October 2005 led to a second knee reconstruction operation just four months prior to the event. She returned to limited training eleven weeks after the operation, and managed to finish with a bronze medal in her event.

She was awarded an Order of Australia medal in 2007.

While training to become an aerial skier, Alisa completed a Bachelor of Information Technology at Swinburne University of Technology, and started working for IBM. Throughout her 16 years as an executive with IBM, Alisa was active in her promotional and charity work. She joined the board of the Collingwood Football Club in December 2009, replacing Sally Capp.

Following the tragic death of their first child, Alisa and husband Oliver Warner set up the charity Finnan's Gift which helps the Royal Children's Hospital raise money to buy equipment for the treatment of babies with heart defects.



8.35 – 8.40

Day Two
Opening Session –
MC Andrew Klein



8.40 - 9.25

Faddy Zouky

Executive Director of Zouki Group of Companies

As a people-person first and foremost, Faddy has always attracted tremendous loyalty and inspired his friends, students and employees to be the very best at all they do.

A pilot; migration agent; assistant lecturer in commercial law; a philanthropist; business developer; community spokesperson; recipient of the Victorian Lebanese Council's "Businessman of the Year 2008" award and the Monash University's "Dean's Award for Excellence in Teaching 2007"; and a Bachelor of Laws, Master of Laws, Bachelor of Arts, Certificate in Migration Law and Diploma of Education graduate... Faddy exudes an energy and enthusiasm that is completely infectious.

Even whilst chairing charity committees, serving as a Community Advisor with SBS Television, tutoring at Monash University, and building his client base as a Registered Migration Agent, between 1992 and 2001 Faddy developed and operated more than ten highly successful mainstream cafes in busy shopping centres, malls and the Melbourne CBD. It is from the perspective afforded by this background that he identified the opportunity to create a niche market for retail within the public health environment - determining to join with his brothers to take the family's priorities of service, quality and freshness into this long-overlooked sector.

Esteemed for his charisma, keen business-sense and vision, Faddy has always been hands-on in the negotiation, design and project-management of the Group's largest developments and is continuously evaluating retail/hospitality opportunities in the areas of health, airport and government both throughout Australia and across the Middle East.

Currently focussing on the establishment of Zouki's brand in Dubai and Abu Dhabi, Faddy has partnered the Group with one of the UAE's most highly-respected companies, Global Information Technology (GIT), to form "Zouki International LLC".



9.30-10.15

There is no other business model on the planet that produces business growth, creates wealth and sustainable permanent jobs in the way that franchising can.

Michael Eyre

Founder and Managing Director of Blazes group of companies (UK) and Board Member, British Franchise Association

Michael Eyre is the founder and Managing Director of the Blazes group of companies. Michael's first venture as a franchisor was in 1994 when he franchised an existing retail business selling fires and fireplaces. From six outlets in 1994 franchising facilitated growth to over 60 outlets in just six years.

Michael's latest franchise launch is Blazes Renewables, which offers a wide range of renewable and energy saving technologies but concentrates on converting traditional lighting to LED and the installation of Solar Photovoltaic systems to the business community. Franchisees offering this service are home based and work flexible hours to match those of their potential clients.

Blazes became members of the British Franchise Association (BFA) in 1994. Michael took up an active role in the BFA in 2003, becoming the North of England Regional Chairman. In 2007, Michael was elected to the board of the BFA and in 2010 was elected to the position of Chairman of the Board. He held this position for three years making him the longest serving Chairman in the Association's history.

Michael is currently the BFA's Board Member for International Affairs attending the World Franchise Council meetings and the European Franchise Federation meetings where he is a Policy Board Member, Vice Chairman and Treasurer.



10.45-11.30

Hall of Fame Keynote Panel

This is your chance to hear from some of the best in the business as a panel of FCA Hall of Fame members share their insights, experience and tips for franchising success.

The panel will be facilitated by 2006 Hall of Fame Inductee Roger Wilson.

Facilitator

Roger Wilson,
former General Manager of
Forty Winks Franchising Pty Ltd



Panellists

Denis McFadden
Founder and CEO of Just Cuts



John O'Brien
Founder and CEO of PoolWerx



Lenard Poulter
Founder of Lenard's Poultry



11.35-12.15

'Yes' to Innovation

Scott Boocock

Inventor & Founder of HEGS

Scott's "The Aussie Innovator" most current venture is as inventor and founder of HEGS™ Australia – the innovative peg with hooks featured on Channel 10's Shark Tank. He is an inspirational speaker drawing on his range of life experiences, from growing up in Alice Springs, Northern Territory, to living and working across the globe.

Scott has travelled to over 80 countries, kayaked Glacier Bay Alaska, climbed Mount Kilimanjaro for the Make-a-Wish foundation and put together a team – and rode – in the Australian Safari. Always ready to seize an opportunity, Scott has lived in Sweden as an exchange student, Japan working in the mountains, and for eight years as Chief Purser of Carnival Cruise Lines.

After returning to Alice Springs, Scott ran his events management company 'Action Enterprises' while working as a Correctional Officer with Juvenile Justice and volunteered for Northern Territory Emergency Services. After selling the events business five years in, he became General Manager of the Alice Springs Convention Centre. It was at the Convention Centre that Scott created lifelong memories through his decision to create an ice skating rink in the middle of Australia – during summer!

He eventually headed to Adelaide with his young family to a new role as General Manager of Next Generation Clubs. It wasn't long before the events industry was calling him again with an opportunity to invest in a franchise – Scott is now Managing Consultant and agent for Keynote Speakers, Celebrities and Entertainers.

Scott understands the key to a winning mindset is that it doesn't matter what you do, you rarely do it by yourself. Your team; your family; your customers and those who you meet in your travels, make you who you are.



1.05-2.45 Workshop Sessions



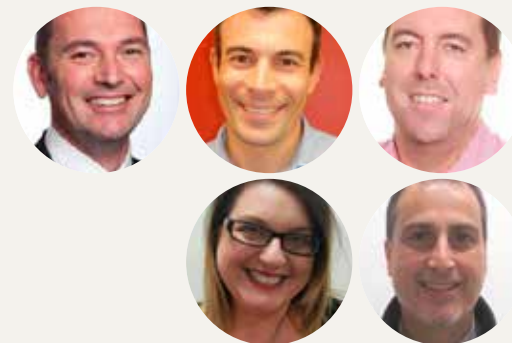
Workshop 1 Techniques for franchisee recruitment

Can you recruit quality franchisees through social media? How do you identify and sell what sets you apart from the crowd to a potential franchisee and get them to select your system? Find out the answers to these questions and more in this workshop session.

Facilitator Mike Stringer, Franchisor, Car Care
Panellists Warren Ballantyne, Managing Director, Gutter-Vac
 Brendan Green, CEO, Hire A Hubby
 Robert Guy, CEO, Inspirations Paint Store (Holdings) Ltd
 Sarah Stowe, Editor, Cirrus Media Franchising Group



Certified Franchise Executive Education Credits apply for attending this workshop session.



Workshop 2 Retail excellence and execution

Learn how to sustain results through determining the right focus for your business and measuring and communicating results for improved performance. This session will also provide strategies around execution and keeping the message simple, and motivating staff for excellence.

Facilitator Brett Spinks, VP Sales, Pandora
Panellists Luke Naish, CEO, Barbeques Galore
 John Pascoe, National Franchise and International Expansion Executive, Outdoor Furniture Specialists
 Susan Skermer, Learning & Development Manager, Hairhouse Warehouse
 Joe Sultana, Director, Franchising & Operations, Books & Gifts Direct



Certified Franchise Executive Education Credits apply for attending this workshop session.



Workshop 3 Choosing the right finance model for your franchise

As a franchisor, one of the most important decisions you will make is how you structure the finances of your business. Gain an understanding of the various finance structures available to secure cash-flow for your franchise.

Facilitator Darryn McAuliffe, CEO, FRANdata
Panellists Amanda Linton, Certified Consultant, MYOB
 Ajit Ponnambalam, Managing Director, Snap-On Tools
 Andy Reeves, National Franchise Manager, Silver Chef
 Labrina Tsekouras, Franchise Development Manager, Westpac



Certified Franchise Executive Education Credits apply for attending this workshop session.

1.05-2.45 Workshop Sessions



Workshop 4
Established brands and innovation

Discover different business approaches to the development of cultures that support and nurture innovation and how to plan, implement and measure the success of innovative ideas.

- Facilitator** Shaun Temby, Partner, Norton Rose Fulbright Australia
- Panellists** Stephen Eyears, Head of Strategy, Innovation and Business Development, 7- Eleven
- Chris Mourd, Head of Real Estate, LJ Hooker
- Cameron Newlands, Field Service Manager NSW/ACT, McDonald's Australia Ltd



Certified Franchise Executive Education Credits apply for attending this workshop session.



Workshop 5
Harnessing the power of your brand

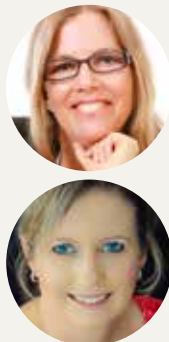
What are the secrets to undertaking a successful brand refresh?

Discover strategies to build your franchise brand and increase brand awareness as well as learning how to nurture brand-supportive franchisees and tie local area marketing into your overall brand strategy.

- Facilitator** Sean O'Donnell, Partner, HWL Ebsworth Lawyers
- Panellists** David Jordan, General Manager, Baskin-Robbins Australia
- Gis Marven, Sales Director, Whirlwind Print
- Kim Portrate, Chief Marketing Officer, helloworld
- Fabian Rebelo, Chief Operating Officer, Mad Mex



Certified Franchise Executive Education Credits apply for attending this workshop session.



Workshop 6
Advisory boards for growth and good governance

Strategic options and risks for directors and franchisors to successfully manage the 'why, what, when and who' of effective advisory boards.

- Facilitator** Sarah Cobb, GAICD
- Panellists** Sharon Jurd, Director, HydroKleen Australia
- Julie Primmer, Head of Branded Network, helloworld

3.15-4.00

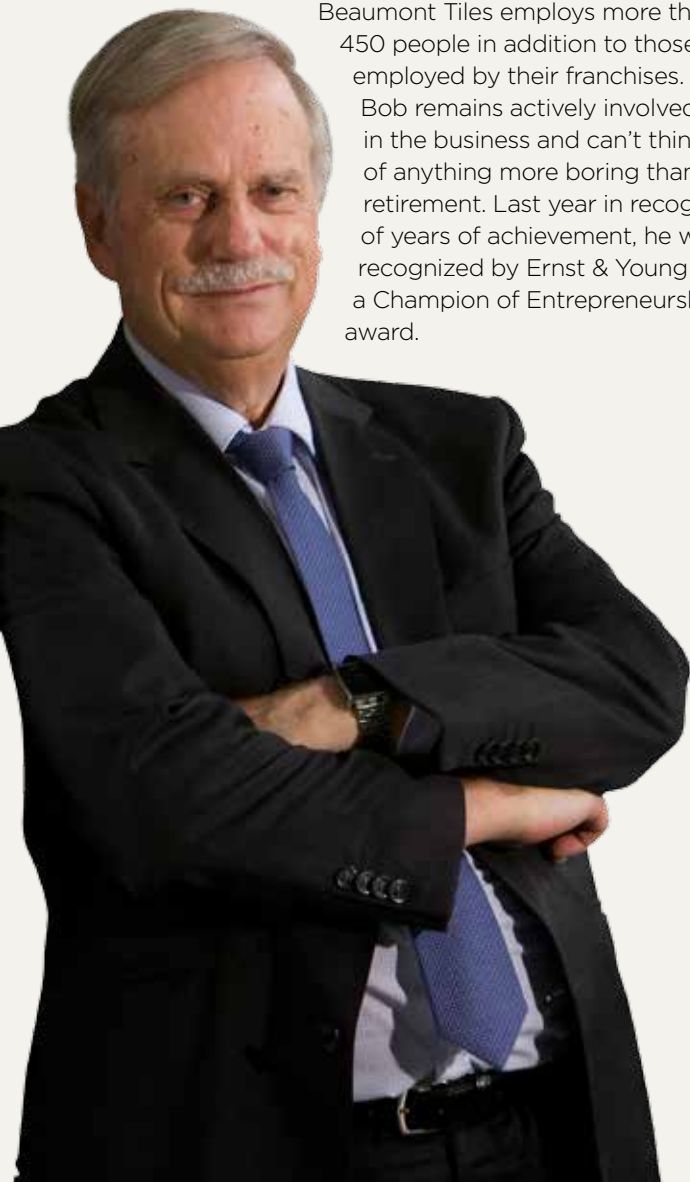
Franchising and Entrepreneurship

Bob Beaumont

Managing Director of Beaumont Tiles

At the age of 18, Bob Beaumont joined his father in a small business selling tiles and other wholesale goods to the building trade. Together they grew the business while Bob studied marketing at the South Australian Institute of Technology, later known as the University of South Australia.

In 1978 Bob became General Manager and Beaumont Tiles grew to multiple locations. Today the business is the largest tile retailer in Australia with over 100 outlets (about half company owned and half franchises) as well as extensive trade operations in South Australia, Victoria, New South Wales and Queensland.



Beaumont Tiles employs more than 450 people in addition to those employed by their franchisees. Bob remains actively involved in the business and can't think of anything more boring than retirement. Last year in recognition of years of achievement, he was recognized by Ernst & Young with a Champion of Entrepreneurship award.

4.05-5.00

The Digital Road Ahead

James Sanders

Head of Channel Sales, Asia Pacific, at Google

Online and digital are the new normal in business, but maximising the value of these channels remains a challenge for franchise systems large and small. Learn about the key digital trends and how to capitalise on them as Google's James Sanders provides his insights on the digital road ahead. Walk away from this presentation with a fresh understanding of the power of search, including how and why to use it as James shares how franchise systems globally are using search to generate positive business outcomes.

James Sanders is Director of Channel Sales, Asia Pacific. For the last 7 years, he's worked with technology, media and telecommunications partners to deliver Google's advertising products to small businesses, across both Asia Pacific and Europe. Prior to Google, James founded an online retailer in the UK, and prior to that worked in Finance for Europe's largest mobile phone retailer. James has an MBA from Cambridge University, a bachelor's degree in Computer Science from Nottingham University and is a Chartered Accountant.



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Business Essentials

We find out why you are in business and where the business will take you and your family. We then offer at no cost a set of solutions and partners to provide the solutions that we think will help you reach your family lifestyle goal. If you then engage us, we partner with you on the journey; if you don't engage us you at least walk away with another perspective.

We have assembled consultants and suppliers from around Australia to bring a portal of support to the nation's business owners. We have found through our research that business owners' needs are essentially the same in many ways. By seeking to understand first where the business owner and senior management wants to take the brand, we can then apply some of the fundamentals they may never have been exposed to.

Our national reach allows us to deliver service to business owners in all parts of Australia. So if you are keen to look at your growth options and are looking for someone to provide you an alternative, no obligation, perspective on where to from here - make contact, we would love to see how we may help.

www.businessessentials.com



Gold Sponsor

Integrated Workforce Solutions

IWS helps you run your business, better.

We provide a service based solution allowing franchise sector operators to completely outsource your backend admin including rostering/ time and attendance, payroll and (if you so choose) bookkeeping. Our offering combines best in class cloud based technology platforms with specialist customer support and service.

We typically work to customise a head office endorsed solution and then manage the rollout (both in terms of up front implementation and ongoing service delivery) at franchisee/site level.

IWS has serviced the franchise industry since 2007 and has earned very strong customer testimonials from our existing client base which includes Nike, Zambrero and Subway.

www.iwsaustralia.com.au



Networking Night Sponsor

Silver Chef

Silver Chef is the only specialist hospitality funder in Australia. We've provided flexible equipment funding based solutions to our customers for 30 years. Join more than 25,000 other Australian businesses who have secured their equipment through Silver Chef.

Silver Chef's Rent-Try-Buy® Solution is perfect for franchises who want to keep their options open. You won't be locked into a long term contract. Instead, Silver Chef offers a simple 12 month term, so you have the flexibility to:

- Buy equipment at any time during the first 12 months and receive a 75 per cent rental rebate.
- Return equipment at the end of the 12 month agreement if you don't need it anymore.
- Keep renting and we'll continue to reduce the purchase price.
- Upgrade if you decide your franchise has outgrown the original equipment.

Call our dedicated team on 1800 337 153 today and start living your dream!

www.silverchef.com.au



Delegate Bag Sponsor

Milestone Systems

Founded in 1998 and acquired by Canon in 2014, Milestone Systems is the global industry leader in open platform IP video management software (VMS), according to IHS Inc. market research.

Milestone technology supports flexible choices in network hardware and integrations with other systems. Sold through partners worldwide, Milestone solutions help organisations to manage risks, protect people and assets, optimise processes and reduce costs.

Milestone XProtect® VMS is reliable, easy to use and proven in thousands of customer installations worldwide. Based on a true open platform, XProtect VMS enables integration with the industry's widest choice in cameras and best-in-class business solutions, such as access control, retail point-of-sale, RFID, HVAC and video analytics like people counting, heat mapping, customer queuing and flow, etc.

Milestone's product portfolio also includes the streamlined, ready-to-use Milestone Husky NVR series, which combines hardware with Milestone's market-leading surveillance software for customisable, pre-configured appliances.

The XProtect product suite fulfils any security level, from a surveillance system at a single site with few cameras to complex, multi-site installations with a dedicated central surveillance command center. XProtect VMS is easy to use and enables live viewing and playback of video recordings, incident investigations and video evidence export.

www.milestonesys.com



Lanyard Sponsor

Cashflow It

Cashflow It are the franchise finance experts. We specialise in equipment finance solutions only for the franchise sector.

Whether you are looking for just one piece of equipment, fitting out a brand new store, refurbishing a store, re-financing or buying an existing franchise with established equipment, we have a solution that can help.

Simply apply online with Cashflow It and then choose which equipment finance solution is right for you - a flexible rental or a fixed term lease.

Cashflow It are experts in assisting franchisors with national roll outs of new equipment across entire franchise networks.

Why spend your hard earned capital when you can simply... Cashflow It!

www.cashflowit.com.au



Espresso Café Sponsor

Foodco

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 now includes more than 450 franchise business retail outlets trading through the Muffin Break bakery café franchise and Jamaica Blue premium café franchise.

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

www.foodco.com.au



Welcome Reception Sponsor

10 THOUSAND FEET

10 THOUSAND FEET-Strategic Research, are a full service market research house who over the last 13 years have worked with over 100 franchisors to provide 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 www.10thousandfeet.com/why-choose-us/

www.10thousandfeet.com



Photo Booth Sponsor

Pitney Bowes

Pitney Bowes is a global technology company, specialising in customer information management, customer engagement and location intelligence software solutions.

Our innovative solutions are used across a broad range of industries globally including finance, insurance, retail, telecommunications, and the public sector, to analyse the complex relationships between location and data to drive better business decisions.

Our location intelligence solutions help police departments to fight crime, enable retail and franchise organisations to manage stores, franchises and customers and allow government agencies to provide a better service to citizens.

www.pitneybowes.com/au



Keynote Sponsor

Holly Kramer

NetSuite

Today, more than 24,000 companies and subsidiaries depend on NetSuite to run complex, mission-critical business processes globally in the cloud.

Since its inception in 1998, NetSuite has established itself as the leading provider of enterprise-class cloud ERP suites for divisions of large enterprises and mid-sized organisations seeking to upgrade their antiquated client/server ERP systems.

NetSuite continues its success in delivering the best cloud ERP/ financial suites to businesses around the world, enabling them to lower IT costs significantly while increasing productivity, as the global adoption of the cloud accelerates.

www.netsuite.com.au



Breakfast Sponsor

SwiftPOS

SwiftPOS is a hierarchical hospitality management system. This means that important functions can be delegated by the head office to lower-level organisational units.

In a franchise system, franchise partners can be managed like internal branches, while the head office has access to all profit data throughout the company.

SwiftPOS offers an integrated interface to ERP applications, therefore providing an all-round solution, starting with production planning, taking you through import/ export and wholesale, and finishing up with hospitality.

SwiftPOS provides companywide communication with continuous updates to profit data. This allows for targeted and informed decision-making by your management team.

www.swiftpos.com.au



Prize Sponsor

Northern Territory Convention Bureau

The NT is a place like nowhere else on Earth, with unique landscapes and conditions that have inspired countless generations of creative inventions and outside-the-box solutions.

So whether you're meeting in the Red Centre or the Top End, you too can't help but feel inspired to think unconventionally.

www.ntconventions.com.au



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Fusion5 is a Business Application company specialising 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).

Fusion5 has experienced consultants and data centres within five key pillars in eight cities across Australia and New Zealand.

Fusion5's integrated approach enables customers to receive their implementation and support services across core business applications from one key partner for products from Oracle, NetSuite, HEAT Software, Aptean, PayGlobal, Empower-HR and more.

www.fusion5.com.au



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Since 1991, ATR's clients have appreciated having the upper hand by being informed of compliance changes in Business Taxation plus tax planning and tax saving strategies.

Business owners today understand the importance of how changes to taxation could impact severely on their investment in their business.

ATR's unique subscription service delivers top level tax information, tax tips/tax alerts, webinars and reports that are easy to read and understand.

Making this invaluable service an essential tool for businesses today. ATR is the source of information and strategy insights that businesses have relied upon for 24 years.

www.taxreporter.com.au

Notebook Sponsor

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Malaysia Convention & Exhibition Bureau (MyCEB) was established in 2009 by the Malaysian Ministry of Tourism to grow the country's business events industry.

The bureau identifies potential business event leads – meetings, conferences, incentives - facilitates the bidding process, promotes government and industry collaborations, as well as providing support and marketing services to potential clients in Australia/NZ wishing to host an event in Malaysia. This includes consultation on Malaysian products and services in the events industry.

MyCEB has representation in Australia to assist with information and support for all business events. Please contact Jackie Caldwell via email - jackie@myceb.com.my, or call 0403 89 22 89.

www.myceb.com.my

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SHE Software

SHE Software provides insight to implement and sustain an effective health and safety solution for your franchise that reduces risk in the workplace.

Our long term partnership builds on intuitive software configured to do what you need.

Our customers are people with legal or functional responsibility for complex, dispersed operations where traditional approaches to managing health and safety are now inadequate.

Since launching in 2013, our latest Solution, Assure, is trusted by 160 global organisations with over half a million users.

We are established specialists in our field who are trusted and good to work with, as proven by our strong customer loyalty.

www.shesoftware.com

Digital Media Sponsor

Camistry

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'.

www.camistry.co.nz

Survey Sponsor

Ezisaay

Do you know what your customers are really saying?

Ezisaay captures instant honest insights you can act on. Through extensive research we've developed an innovative platform for engaging customers, employees, and suppliers.

By leveraging smartphone technology, we monitor your relationship with each of these groups in real time, capturing feedback in under 20 seconds, and providing instant data (not intuition) to guide decision making. We do this at the point of the experience in a fun and easy way.

www.ezisaay.com

FCA Excellence in Franchising National Awards Sponsor

MYOB

Established in 1991, MYOB is Australia's leading accounting software provider. An iconic local company, its vision is to make business life easier.

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 a large client base of 1.23 active 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 spend more than AU\$35 million annually on research & development.

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.

www.myob.com.au/franchise



FCA Excellence in Franchising Regional Awards Sponsor

Seek Commercial

Seek Commercial is a part of Seek Limited along with Seek Employment and Seek Learning. We are proud to partner with the FCA as principal sponsor for the Regional Excellence in Franchising Awards.

As a business we are committed to providing franchisors an efficient and cost effective way to access Australia's largest and most active business buying audience. We work with franchisors to develop and execute digital advertising campaigns that educate, engage and match business seekers with your brand.

www.seekcommercial.com.au



Established Franchisor of the Year Award Sponsor

7-Eleven

7-Eleven Stores Pty Ltd, Australia's first choice in convenience, is a private company owned by the Withers and 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 Stores Pty Ltd. operates more than 610 stores in Queensland, New South Wales, Victoria, the Australian Capital Territory, and most recently, Western Australia.

Through its store network, 7-Eleven Stores Pty Ltd. conducts more than 185 million transactions a year, serving an average six customers per second, generating sales of approximately \$3.6 billion.

Worldwide, 7-Eleven operates more than 55,000 stores in 16 countries, and is opening approximately six stores per day somewhere in the world.

www.7eleven.com.au



Emerging Franchisor of the Year Award Sponsor

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The first Australian store was opened in August 1977. Today 7-Eleven Stores Pty Ltd. operates more than 610 stores in Queensland, New South Wales, Victoria, the Australian Capital Territory, and most recently, Western Australia.

Through its store network, 7-Eleven Stores Pty Ltd. conducts more than 185 million transactions a year, serving an average six customers per second, generating sales of approximately \$3.6 billion.

Worldwide, 7-Eleven operates more than 55,000 stores in 16 countries, and is opening approximately six stores per day somewhere in the world.

www.7eleven.com.au



Multi-Unit Franchisee of the Year Award Sponsor

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Cashflow It are the franchise finance experts. We specialise in equipment finance solutions only for the franchise sector.

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www.cashflowit.com.au



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SpotJobs is Australia's fastest growing online job board dedicated to assisting employers and recruiters find talent in the entry to mid-level employment space.

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www.spotjobs.com



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Minit Commercial's distribution centre caters for a big range of name badges and signs styles and delivers products in a large range of materials such as brass, aluminium, stainless steel, indoor and outdoor two and three layers plastics or UV printed material to incorporate your PMS colours.

See our range of modern and sophisticated trophies and name badges on our website.

www.minitcommercial.com.au

exhibitors



Booth 24

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W www.taxreporter.com.au



Booths 66, 68

Aon

Aon is Australia's leading provider of broking and consulting services for risk management, insurance transactions, reinsurance, human capital consulting and financial planning. We operate three businesses focusing on the management of business risk - Aon Risk Solutions, Aon Hewitt and Aon Benfield and as a global company, are a leader in the design and provision of risk services and products.

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T 03 9211 3000
E chris.ristevski@aon.com
W www.aon.com.au/fca



Booth 49

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Axis is the global leader in network video, driving the industry by continually launching innovative network products. Axis offers innovative video surveillance and access control solutions.

 Vizualize is the leader in real time shopper insights for bricks and mortar retail, delivering key insights into shopper activity and the path to purchase, allowing retailers to make smarter decisions to acquire, convert and retain more customers.

Trevor Westhead
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T 03 9982 1123
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W www.axis.com



Booth 21

The Australian Institute of Company Directors

The Australian Institute of Company Directors is committed to excellence in governance. We make a positive impact on society and the economy through governance education, director development and advocacy. Our membership of more than 36,000 includes directors and senior leaders from business, government and the not-for-profit sectors.

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NSW 2000
T 02 8248 6600
E Board&ExecutiveServices@
AICD.com.au
W www.companydirectors.com.au



Booth 44

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A 18 Hayward Street, Stafford
Queensland 4053
T 07 3352 6972
E danny@bengadesigns.com.au
W www.bengadesigns.com.au



Booth 36

Brandon Hospitality Solutions

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Jeff Vassel

A 274 Wickham Road,
Moorabbin Victoria 3189

T 03 9555 3333

E jeff.vassel@brandon.com.au

W www.brandon.com.au



Booths 33, 34

Business Essentials

We find out why you are in business and where the business will take you and your family. We then offer at no cost a set of solutions and partners to provide these solutions that we think will help you reach your family lifestyle goal. If you then engage us we partner with you on the journey, if you don't engage us you at least walk away with another perspective.

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Bittern Victoria 3918

T 1300 850 684

E gmcdonnell@be.com.au

W www.businessessentials.com



Booth 12

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Business Events Tasmania offers a free unbiased and independent service assisting event organisers to host successful business events in Tasmania. Assistance ranges from hosting site inspections and familiarisations, preparing comprehensive bids and sourcing quotations from service providers.

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E charrington@
businesseventstasmania.com

W businesseventstasmania.com.au



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Cashflow It

Cashflow It are the franchise finance experts. Whether you are looking for just one piece of equipment, fitting out a brand new store, refurbishing a store, re-financing or buying an existing franchise with established equipment, we have a solution that can help. Simply apply online and then choose which equipment finance solution is right for you – a flexible rental or a fixed term lease. Why spend your hard earned capital when you can simply... Cashflow It!

A PO Box 867, Samford Valley
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E customerservice@
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W www.cashflowit.com.au



Booth 35

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Lyn Meharg

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E lyn.meharg@
conferencenational.com.au

W www.conferencenational.com.au



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W www.elevatecom.com.au



Booth 31

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E office@fcfnational.com.au

W www.fcfnational.com.au



Booth 51

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Finn Franchise Brokers are specialists in franchise business sales and part of the largest network of business brokers in Australia. We assist buyers and sellers with valuations, business profiling, due diligence, marketing and communications, negotiations, franchisor approval, contracts, settlement and handover. As franchise business owners ourselves we understand the unique nature of the franchise business model.

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Booth 16

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E greg.prussia@
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NSW 2021

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E info@foodco.com.au

W www.foodco.com.au



Booths 7, 8

Franchise Business

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 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.

David Strong

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E david.strong@cirrusmedia.com.au

W www.franchisebusiness.com.au



Booth 9

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E damien.gooden@hrcentral.com.au

W www.hrcentral.com.au



Booth 70

Franchising & Business Opportunities Expo

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.

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Booth 58

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The Franchise Relationships Institute has been in business for 27 years, helping franchise companies to better manage their people issues. Our ongoing research program, with hundreds of franchisors and thousands of franchisees, has established us as global leaders in understanding the factors that impact on franchisee suitability, satisfaction and success.

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Booth 72

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Booth 43

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Booth 74

Malaysia Convention & Exhibition Bureau

Malaysia Convention & Exhibition Bureau (MyCEB) was established in 2009 by the Malaysian Ministry of Tourism to grow the country's business events industry. The bureau identifies potential business event leads - meetings, conferences, incentives - facilitates the bidding process, promotes government and industry collaborations, as well as providing support and marketing services to potential clients in Australia/NZ wishing to host an event in Malaysia.

Jackie Caldwell

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E jackie@myceb.com.my
W www.myceb.com.my



Booth 19, 20

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Booth 15

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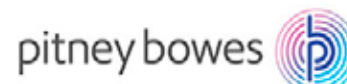
For enquiries, please contact:

Australia & New Zealand Representatives

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Booth 57

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NT Convention Bureau

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W www.ntconventions.com

Booth 45

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Pitney Bowes is a global technology company, specialising in customer information management, customer engagement and location intelligence software solutions. Our location intelligence solutions help police departments to fight crime, enable retail and franchise organisations to manage stores, franchises and customers and allow government agencies to provide a better service to citizens.

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E pb.apac@pb.com

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Booth 10

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E enquiries@seekcommercial.com.au

W www.seekcommercial.com.au



Booths 27, 28

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E info@shift8.com

W www.shift8.com



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Booth 73

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Mapping, strategic network planning, site selection and territory planning are our business. Spectrum Analysis gathers, analyses and presents general and geographic market information to help make better business decisions. This information is used to assist managers in the planning and implementation of more effective, efficient and profitable market strategies

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E peterb@spectrumanalysis.com.au
W www.spectrumanalysis.com.au

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Booths 53, 54

Telstra

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T 13 2000
E info@telstra.com
W www.telstra.com/smallbusiness

Booths 59, 60

Tiger Pistol

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T 1300 747 865
E jaime.nosworthy@tigerpistol.com.au
W www.tigerpistol.com

Booth 11

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E helen.bambray@tnz.govt.nz
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Coffee Order Screen

Kitchen Bump Screens

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Customer Facing Display

Point of Sale



Booth 14

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Jenny Gill
A Suite 1, 146 Bundall Road,
Bundall Queensland 4217
T 1300 286 694
E jenny.gill@traxiontraining.com.au
W www.traxiontraining.com.au

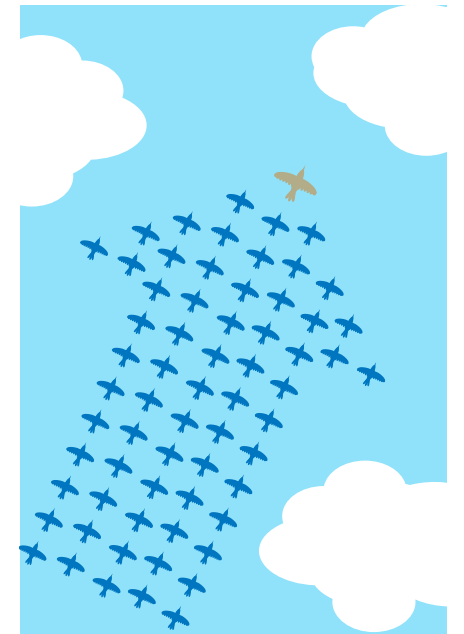


Booth 64

truRating

truRating is a brand new point-of-payment rating system designed to empower merchants and improve customer experiences. truRating collects mass real-time insight by asking customers a single, anonymous rating question on the EFTPOS machine when they pay, allowing businesses to quickly build a powerful picture of consumer opinion, based on feedback they can really trust. We're calling it the 'Ratings Revolution'.

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Booth 3

Webqem digital transformation

webqem helps franchisors carefully tread the path towards digital transformation with a concrete strategy to harness its strengths and mitigate its challenges. We advise and implement programs that drive customer engagement, business efficiency and effectiveness, and we help you leverage the internet delivering best of breed learning outcomes.

A Level 1, 130-132 Military Road,
Neutral Bay NSW 2089
T 02 8968 1600
E info@webqem.com
W www.webqem.com



Booth 4

Webqem digital marketing

everything from digital strategy through to implementation and ongoing support. A full-service digital agency partner – we can help with creative, development, integration, hosting and analytics services.

A Level 1, 130-132 Military Road,
Neutral Bay NSW 2089
T 02 8968 1600
E info@webqem.com
W www.webqem.com



Booth 5

Webqem learning

webqem are thought leaders in online learning, mobile learning and online collaboration, helping you deliver cost effective, timely and consistency in your franchise network. Services include: online training strategies, engaging learning content and selection/implementation of the latest learning technologies.

A Level 1, 130-132 Military Road,
Neutral Bay NSW 2089
T 02 8968 1600
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W www.webqem.com



Booths 61, 62

Dynamic Creative

Dynamic Creative is an Ad Automation Platform for busy AdWords Advertisers, specialising in profit driven marketing in Google AdWords, The Google Display Network and Google Shopping.

An Australian-based company, Dynamic Creative has been providing fast, relevant and cost effective advertising solutions since 2002 and has partnered with leading brands across Australia, the USA, Asia Pacific and Europe.

As a Google AdWords Premier Partner we offer both the software and specialised managed services needed to help you:

- build a profit driven advertising model
- automate large scale ad campaigns
- sell your products in Google Shopping
- organise your daily priorities and tasks

Dynamic Creative provides a performance pricing model to ensure risk free options for all customers and hassle free integration.

Trevor Glen

A 195 North Tce, Adelaide SA 5000
T 08 8224 1700
E sales@dynamiccreative.com
W www.dynamiccreative.com



Booths 61, 62

Hotfrog

Hotfrog has always had a focus on SME's, and combined with the expert knowledge of all online marketing products, it allows Hotfrog to provide tailored and comprehensive marketing strategies for local businesses.

From Hotfrog's experience and success in worldwide markets, Hotfrog has been able to identify and provide solutions for Australian businesses to reach their customers online.

Advertising on the internet is not a "one size fits all" approach hence the importance of customised strategy.

With a keen eye for all things search, Hotfrog has found the formula to successful online marketing!

Kynan Albassit

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W www.hotfrog.com.au



Booths 61, 62

Search Optics Australia

Search Optics knows one size never fits all, which is why we customise our solutions to meet your needs.

Our integrated digital marketing platform was specifically developed to improve your bottom line. We offer a comprehensive range of services that not only drives traffic to your business but also creates awareness, reach, and frequency for your brand.

Our team of the Google-certified experts are always available, and they actively manage and continually optimise your campaigns. No set and forget!

In addition, our patent pending, fully responsive "Mobile First" website solution – Blueprint Platform™ – was built for performance on the Internet.

At Search Optics, we make the most of your investment by tracking the right performance metrics and adjusting our strategies to put you ahead of the competition.

This unique, hands-on approach has led us to become chosen as a preferred provider to most OEMs and delivered results to many franchises. Class-leading marketing technology backed by real people – it's why all our clients love what we deliver, potential customers.

Steve Traplin

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T 02 8294 8894
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W www.searchoptics.com.au



Booths 41, 42

Whirlwind

Whirlwind Print is an Australian owned and operated trade-printing company, which delivers print, brand management and marketing solutions to large companies, franchises, and agencies nationwide. Whirlwind is a longstanding partner of the FCA and is known within the franchise industry for the quality of their products and an ongoing commitment to excellent service.

Adrian Waugh

A 22 Henderson Road, Knoxfield
Victoria 3180
T 1300 129 227
E Adrian.waugh
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W www.whirlwindprint.com



Booth 46

Workplace Central

Workplace Central is Australia's service centre for workplace relationships. We partner with SMEs to ensure business owners and staff alike have an exceptional workplace experience. Our vocational resourcing services include; recruitment, engagement, payroll, human resources, health, safety and workers' compensation, plus reporting. Our multimodal approach empowers companies to become proactive.

A 108 Grigor Street West Caloundra
Queensland 4551
T 1300 766 380
E ask@workplacecentral.com.au
W www.workplacecentral.com.au



Booth 13

World Manager

World Manager is the fastest growing communications provider in the corporate cloud, offering a 100 per cent cloud based online mobile compatible platform featuring four suites of software for operations, human resources, training and communications with built in unprecedented reporting capabilities. CEOs, operations, HR, and training managers have the ability to train, track and communicate with every employee in the world in real time.

A Level 13, 44 Market Street,
Sydney NSW 2000
T 02 8007 7095
E ausinfo@worldmanager.com
W www.worldmanager.com



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Milestone Systems Australia
Tel: +61 3 9016 7877

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partners





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.

Chris Ristevski

A Level 50, 80 Collins Street
Melbourne Victoria 3000
T 03 9211 3000
E chris.ristevski@aon.com
W www.aon.com.au/fca



Whirlwind

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.

Adrian Waugh

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W www.whirlwindprint.com



REST Industry Super

REST is one of Australia's largest super funds by membership with over \$34 billion in funds under management as at 31 December 2014 and around two millions members.

SuperRatings awarded REST Pension of the Year 2015, the second year in a row REST has won this award.

REST also received Money magazine's 2015 and 2014 Best of the Best award for Best Super Fund Manager and Best Pension Fund Manager as well as receiving Super Fund of the Year for 2014 at the Chant West/Conexus Financial Super Funds Awards.*

*Ratings or awards are only one factor that you should consider when deciding how to invest your super. SuperRatings Pty Limited does not issue, sell, guarantee or underwrite this product. Go to www.superratings.com.au for details of its ratings criteria. For further information about the methodology used by Chant West, see www.chantwest.com.au

Elliot Sabbah

A Level 7, 50 Carrington Street,
Sydney NSW 2000
T 1300 300 778
E elliot.sabbah@rest.com.au
W www.rest.com.au



Shift8

Shift 8 is a leader in cutting edge point of sale and 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.

HiveMind, the cloud based management suite, makes managing multiple sites across a network easy whilst still providing the detailed business analytics and powerful reporting capabilities required of a comprehensive POS management system.

A 10 Heeley Street
Paddington NSW 2010
T 02 9360 5761
E info@shift8.com
W www.shift8.com



Franchising & Business Opportunities Expo

Since 1987, the Franchising & Business Opportunities Expo has brought franchisors and franchisees together.

Exhibitions are a unique advertising medium allowing franchisors face to face communication with potential franchisees.

Our events are visited by over 35,000 people annually and give potential franchisees the opportunity to quickly research a large number of business options in one place, and get a wide range of specialist advice on going into business for themselves.

Exclusively endorsed by the Franchise Council of Australia, we are committed to delivering the best shows for the franchising community.

The event is held annually in Brisbane, Melbourne, Perth and Sydney.

Fiona Stacey

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



HR Central

HR Central solves franchise businesses' HR issues, saving time and money while providing peace of mind. It does this with their constantly updated, auditable and proactive approach to HR.

HR Central solves issues around and protects you against:

- Brand management
- Time and financial costs of employee claims
- HR policies and compliance (providing an audit trail)
- Wages, awards and rates of pay
- Information dissemination
- Employee leave management
- HR Procedures
- Information security
- Document versioning
- Employee file management

The HR Central relationship starts with your HR Specialist performing an audit and delivering the ensuing report to ensure your business is HR compliant.

Your Account Manager will then work with you to get you and your company on the HR Central online portal. Ongoing, both these resources are on there to help solve your issues.

Damien Gooden

A Level 10, 443-449 Toorak Road,
Toorak Victoria 3142
T 1300 717 721
E damien.gooden@hrcentral.com.au
W www.hrcentral.com.au



MYOB

Established in 1991, MYOB is Australia's leading accounting software provider. An iconic local company, its vision is to make business life easier. 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 active 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.

A The Glen Level 3
235 Springvale Road
Glen Waverley Victoria 3150

T 1300 730 921

E franchise@myob.com

W www.myob.com.au/franchise



Franchise Business

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 continues to be the Franchise community Go-to point online.

David Strong

T 02 9422 2418

E david.strong@cirrusmedia.com.au

W www.franchisebusiness.com.au



Telstra

Telstra recognises that small and medium businesses are the growth engine of the Australian economy. Telstra Business specialises in meeting their unique communication needs and enabling them to get the most from today's amazing, but complex, technology.

To do this Telstra has tailored a range of technology products and services which keep businesses connected to their customers.

These include compelling fixed line, broadband and mobile services as well as the latest cloud computing solutions.

A 400 George Street Sydney
NSW 2000

T 13 2000

E info@telstra.com

W www.telstra.com/smallbusiness



Silver Chef

Silver Chef is the only specialist hospitality funder in Australia. We've provided flexible equipment funding based solutions to our customer's for 30 years. Join more than 25,000 other Australian businesses who have secured their equipment through Silver Chef.

Silver Chef's Rent-Try-Buy® Solution is perfect for franchises who want to keep their options open. You won't be locked into a long term contract.

Instead, Silver Chef offers a simple 12 month term, so you have the flexibility to:

- Buy equipment at any time during the first 12 months and receive a 75% rental rebate.
- Return equipment at the end of the 12 month agreement if you don't need it anymore.
- Keep renting and we'll continue to reduce the purchase price.
- Upgrade if you decide your franchise has outgrown the original equipment.

Call our dedicated team on 1800 337 153 today and start living your dream!

A Park Tower 20 Pidgeon Close
West End Queensland 4101

T 07 3335 3300

E enquiries@silverchef.com.au

W www.silverchef.com.au



Tiger Pistol

Launched in early 2011, Tiger Pistol provides a unique approach to Social Media Marketing by utilising tailored technology and sophisticated data analysis to drive a brand's individual objectives. Combined with industry leading creative execution, Tiger Pistol demonstrates clear ROI across all social platforms.

With comprehensive Enterprise and SMB divisions, Tiger Pistol understands the franchise model from a national level through to a local level, and work closely with both franchisors and franchisees to ensure objectives and marketing goals are consistently exceeded. Campaigns are developed to resonate with individual audience segments while strategically aligning with the national marketing initiatives to ensure overall channel lift.

Tiger Pistol has been recognised by Facebook as an innovator, and as a result have received the prestigious title of Facebook Marketing Partner.

Jaime Nosworthy

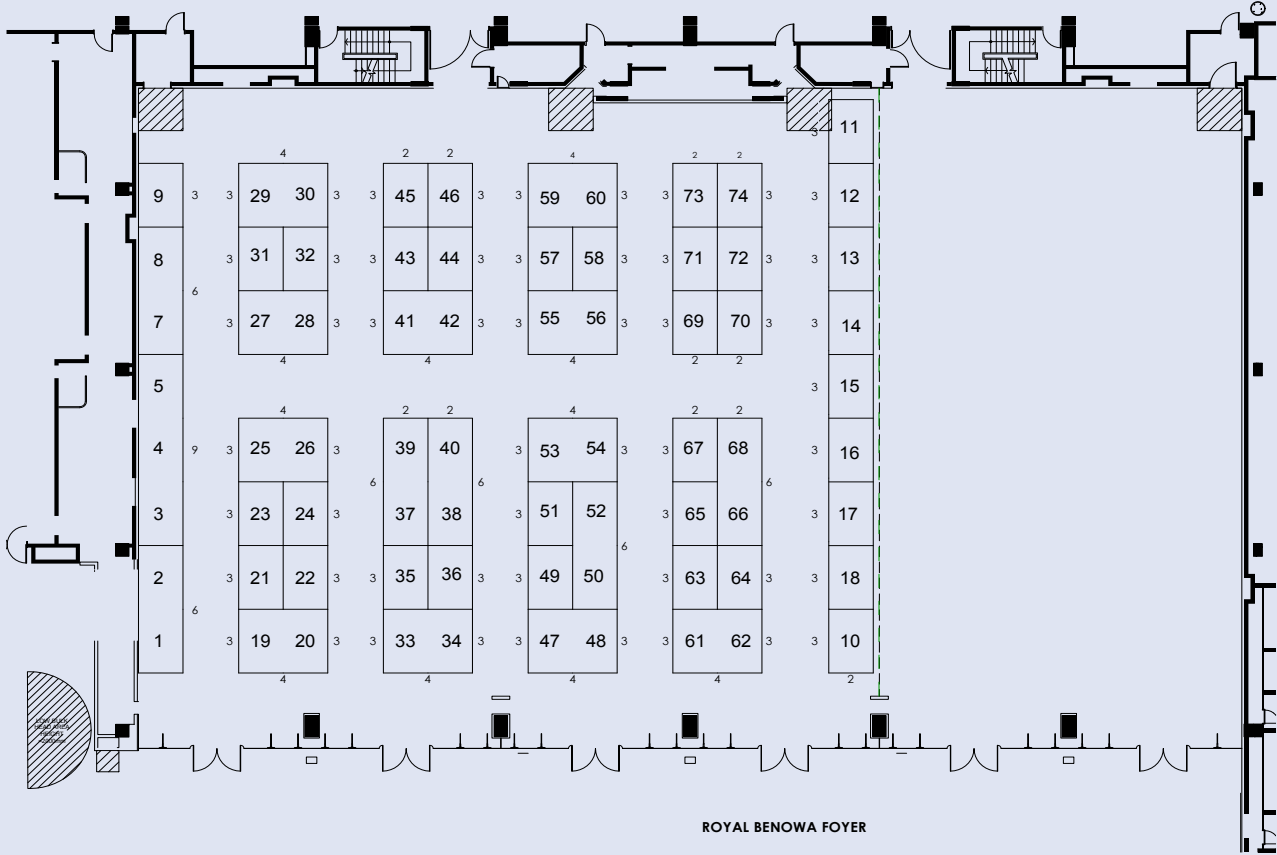
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W www.tigerpistol.com

NFC15 EXHIBITOR FLOORPLAN



Booths	Company
1 & 2	MYOB
3, 4 & 5	Webqem
7 & 8	Franchise Business
9	Fusion 5
10	Sea World Resort & Conference Centre
11	Tourism New Zealand
12	Business Events Tasmania
13	World Manager
14	Traxion Training
15	NetSuite
16	First Class Capital
17	3 x 2 booth
18	Australian Taxation Reporter
19 & 20	Milestone Systems
21	Australian Institute of Company Directors
22	Link Business
23	Jupiters Hotel & Casino
24	ADP Employer Services
25 & 26	REST Super
27 & 28	Shift8
29 & 30	HR Central
31	FCF Fire and Electrical
32	CSB Engage
33 & 34	Business Essentials
35	ConferenceNational
36	Brandon Hospitality Solutions
37 & 39	NT Convention Bureau
38 & 40	Seek Commercial

Booths	Company
41 & 42	Whirlwind Print
43	ICMI Speakers & Entertainers
44	Benga Designs
45	Pitney Bowes
46	Workplace Central
47 & 48	IWS Australia
49	Axis Communications
50 & 52	Silver Chef
51	Finn Franchise Brokers
53 & 54	Telstra
55 & 56	Foodco Group
57	Novotel Wollongong Northbeach & Sydney Brighton Beach
58	Franchise Relationships Institute
59 & 60	Tiger Pistol
61 & 62	Google
63	Franchise Buyer
64	TruRatings
65	Elevate Communication
66 & 68	Aon
67	Swift POS
69	Cashflow IT
70	Franchising & Business Opportunities Expo
71	hr bubble
72	ICE Vacations Asia Pacific
73	Spectrum Analysis
74	Malaysia Convention & Exhibition Bureau (MyCEB)

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franchise.org.au