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CONVENTION

Building a smarter future

FRANCHISE INTELLIGENCE

NFC17
GOLD COAST
8-10 OCTOBER 2017

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WELCOME

Welcome to the new look National Franchise Convention for 2017 at the wonderful RACV, Royal Pines Resort, on the Gold Coast.

NFC17 'Franchise Intelligence - Building a Smarter Future' sets the scene for a fantastic three days of learning, networking and engaging with peers and industry colleagues.

The use of business intelligence driven by data, machine learning and Artificial Intelligence, coupled with creative problem solving, systems thinking and dynamic cultures has the capacity to reframe the way we work.

Applied to franchising, franchise intelligence is a fact-based means of identifying and shaping new opportunities, solving problems, harnessing opportunities, minimising risk and ultimately gaining a competitive advantage.

'Franchise Intelligence - Building a Smarter Future' will help you make better decisions about the future of your franchise business.

The Agenda:

To ensure we get the right balance and shape an agenda that delivers real value for our members, this year we created an NFC17 Program Advisory Group, consisting of volunteers from the State Chapter membership. In 2017, the NFC has been designed by industry for industry.

Working together we believe we have created a compelling program that is designed to inform, educate, challenge and perhaps even leave you with a sense of unease...as you reflect on the future of franchising.

The round table program is back again in 2017, with opportunities to engage in discussions and debates, and to exchange ideas and solutions amongst your peers across the two-day program.

Our keynote panels and speakers draw upon industry leaders and experts to provide you with insights and personal stories, rich in experiences and lessons learned. These sessions are invaluable.

The NFC is a great occasion to get together and to network. The franchising community is generous in the way it shares personal stories freely and with an honesty that creates bonds and strengthens relationships. This year, the NFC has focused on creating opportunities to have fun, while reflecting on building a smarter future.

The MYOB FCA Excellence in Franchising Awards Gala Dinner is the night of nights to celebrate all those who make franchising such a fantastic sector and way of doing business. This is truly a unique part of the program where franchisees, franchisors and our corporate supplier members are recognised for their passion and commitment to excellence. It is truly humbling to hear the personal journeys, see the emotion and pride and to celebrate the successes of the industry at the Gala Dinner. We are proud to honour our finalists and winners of the MYOB FCA Excellence in Franchising Awards.

Once again in 2017, we will be providing young franchise entrepreneurs with the opportunity to showcase their businesses and access franchise sector experts as part of the Australian NextGen in Franchising competition, powered by Octomedia and proudly supported by the FCA Hall of Fame.

At the NFC, up to three NextGen finalists will pitch their business and plans to a panel of "FranSharks" - an expert panel of judges selected from the FCA's "Hall of Fame" members - with the winner to be announced at the Gala Dinner.

On behalf of the Franchise Council of Australia, I would like to sincerely thank our partners, sponsors and exhibitors. Without them the NFC would not be possible. We gratefully acknowledge their assistance and make no apologies for drawing your attention to their support of the franchising sector.

The FCA strongly believes that franchising drives economic and entrepreneurial success in Australia, and this year's NFC and its focus franchise intelligence, brings together the collective insights of the franchise community to build a smarter future.

I look forward to meeting you at NFC17 and it is my hope that you leave this conference energised, inspired, connected and engaged as we shift our focus to the horizon.



Damian Paull
Chief Executive Officer
Franchise Council of Australia



THANK YOU

Thank you to our Partners

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



Thank you to our Sponsors

The FCA gratefully acknowledges the support of the NFC17 sponsors who have made this event possible.



□ CONVENTION MC

ANDREW KLEIN

Convention MC

Andrew is one of Australia's leading professional MC's and presentation / pitching skills trainers.

A reformed corporate lawyer, for the last 20 years he has worked around the world as a Conference MC and speaker for companies including BT, QBE, McDonalds, KPMG, Westpac, Hotondo Homes, Aon, Howards Storage World, Dymocks Books, ANZ... and his daughter Lucy's Year 5 school class.

Andrew is also one of Australia's leading authorities in the area of presentation skills and pitching for business, running keynotes and workshops in these areas, writing prolifically on these topics and helping his kids give kick-ass 'Show and Tell' presentations at school.

His hobbies include coaching basketball, walking his dog Pebbles, getting sunburnt and trying to convince his wife and 3 young kids that he has a real job.



INFORMATION



NFC17 is convened by the Franchise Council of Australia (FCA). The FCA is the peak body for the franchise sector in Australia, representing franchisees, franchisors and service providers in the sector.

Convention Venue & Sessions

This year's National Franchise Convention is at the RACV Royal Pines Resort, Gold Coast. All convention sessions are being held at RACV Royal Pines Resort, Ross Street, Benowa, Queensland, 4217. See venue plan on page 10.

Refer to directional signage for specific session room locations.

The Annual General Meeting of the FCA is scheduled to commence at 5.45pm on Sunday 8 October and will be held in the Convention Lobby.

The Official Opening and Welcome Reception will be held at 6.15pm in the Royal Benowa Foyer.

The Legal Symposium concurrent sessions will be held in the Convention Lobby and Cypress 1 & 2.

The NFC17 plenary sessions will be held in the Marquis.

Concurrent breakout sessions on the Monday and Tuesday will be held in the Plenary Marquis, Convention Lobby and Cypress 1 & 2.

The CEO Workshop on Tuesday 10 October will be held in Karrie Webb.

The Franchisee Summit on Tuesday 10 October will be held in Jacaranda.

The Monday Night 9 October **Franchise Cloud Solutions FCA Networking Night** will be held at Paradise Country Gold Coast, Production Drive, Oxenford. Bus transfers have been organised to/from RACV Royal Pines and Mercure Gold Coast Hotel.

The Tuesday Night 10 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 during the convention. 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 Royal Pines Resort will provide free WiFi for all delegates. To access WiFi please use password racv1234.

Social Media

The FCA Twitter handle is [@FranchCouncilAU](https://twitter.com/FranchCouncilAU).

The official hashtag for NFC17 is **#NFC17**.

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

Registration and Information Desk

Sponsored by Thedocyard

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

Sunday 8 October

7.30 am – 10.00 am

2.00 pm – 7.30 pm

Monday 9 October

7.00 am – 5.00 pm

Tuesday 10 October

7.00 am – 3.15 pm

Trade Exhibitions and Breakfasts

The breakfasts will be in the Convention Lobby on Monday and the Expo Hall (Prince/Monarch rooms) on Tuesday.

The trade exhibition will be held in the Expo Hall (Prince/Monarch rooms) during the following times:

Sunday 8 October

Official Opening and
Welcome Reception 6.15 pm – 8.15 pm

Monday 9 October

Breakfast	7.00 am – 8.00 am
Exhibitors	8.00 am onwards
Morning Break	10.30 am – 11.00 am
Lunch	12.40 pm – 1.40 pm
Afternoon Break	3.15 pm – 3.45 pm

Tuesday 10 October

Breakfast	7.30 am – 8.15 am
Exhibitors	7.30 am onwards
Morning Break	10.00 am – 10.30 am
Lunch	11.50 pm – 12.50 pm
Afternoon Break	2.30 pm – 3.00 pm
Finish	3.00 pm

Shuttle service to/from your hotel

Transfers will operate at the following times to/from the Mercure Gold Coast Resort and RACV Royal Pines Resort. Please be ready 10 minutes prior to pick up at the following times:

Sunday 8 October

Depart Mercure to RACV Royal Pines	6.30 am
Depart Mercure to RACV Royal Pines	5.30 pm
Depart RACV Royal Pines to Mercure	8.30 pm

Monday 9 October

Depart Mercure to RACV Royal Pines	6.30 am
(Breakfast in the Convention Lobby starts at 7.00 am)	
Depart RACV Royal Pines to Mercure	5.30 pm

Tuesday 10 October

Depart Mercure to RACV Royal Pines	7.00 am*
(Breakfast in the Expo Hall starts at 7.30 am)	
Depart RACV Royal Pines to Mercure	5.30 pm
Depart Mercure to RACV Royal Pines	6.45 pm
(Gala Dinner in Royal Benowa Ballroom starts at 7.00 pm)	

Wednesday 11 October

Depart RACV Royal Pines to Mercure	12.30 am
------------------------------------	----------

Franchise Cloud Solutions FCA Networking

Night: Transportation: Return bus transfers from RACV Royal Pines & Mercure Gold Coast to Paradise Country will be provided. Buses will depart on a loop from the RACV Royal Pines from 6.30 pm. Return shuttle service will commence at Paradise Country from 9.30 pm.

*If for any reason you're unable to attend the breakfast, please advise us as we will assess the need to ensure your arrival by 8.00 am for the conference opening.

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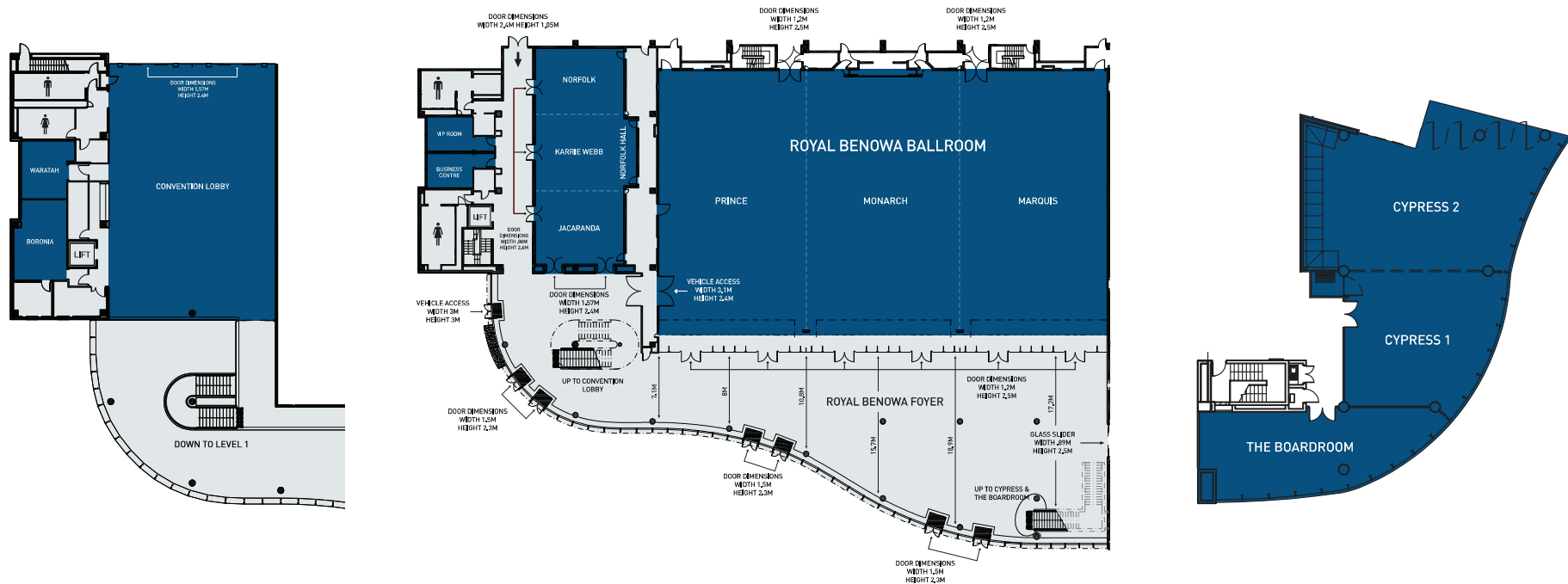
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VENUE MAP

RACV Royal Pines Resort GOLD COAST

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Ray Esquieres, Co-Founder & CFO, Rolld Australia

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Q NFC17

GET THE APP

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at your fingertips

- ☐ Create a personalised conference schedule
- ☐ Take conference notes
- ☐ Connect with other delegates
- ☐ Participate in Keynote Q&A's
- ☐ Learn about our Sponsors and Exhibitors



□ SOCIAL PROGRAM

NFC17 Official Opening and Welcome Reception

Date Sunday 8 October
Time 6.15 pm – 8.15 pm
Venue: Royal Benowa Foyer
Dress Code Smart Casual

Breakfast Forums

Date Monday 9 October
Time 7.00 am – 8.00 am
Venue Convention Lobby
Dress Code Business Casual

Date Tuesday 10 October
Time 7.30 am – 8.15 am
Venue Expo Hall (Prince/Monarch)
Dress Code Smart Casual

Franchise Cloud Solutions FCA Networking Night

Strap yourself in for a night of fun activities, entertainment and buffet-style dinner.

Date Monday 9 October
Time 7.00 pm – 10.30 pm
Venue Paradise Country Gold Coast, Production Drive, Oxenford
Dress Code Diamonds & Denim 'Country Theme'

Please note that there will be fun activities to participate in so comfortable footwear and clothing is highly recommended.

Extra Tickets Member \$209
 Non-member \$286

Bus transfers have been organised to/from RACV Royal Pines and Mercure Gold Coast Resort.

MYOB FCA Excellence in Franchising Awards Gala Dinner

Date Tuesday 10 October
Time 7.00 pm – 12.00 am
Venue Monarch & Marquis rooms within the Royal Benowa Ballroom
Dress Code Formal black tie or lounge suit
Extra Tickets Member \$209
 Non-member \$286

Fusion5 After Party

Date Tuesday 10 October
Time 12.00 am
Venue Hydrate Bar RACV Royal Pines Resort

CFE Credits



The following points are available for Certified Franchise Executives (CFE). Where CFE logo is listed, CFE candidates are entitled to the following credits:

Legal Symposium 200 education credits
NFC17 Concurrent Session 150 education credits
NFC17 Monday & Tuesday 200 participation credits

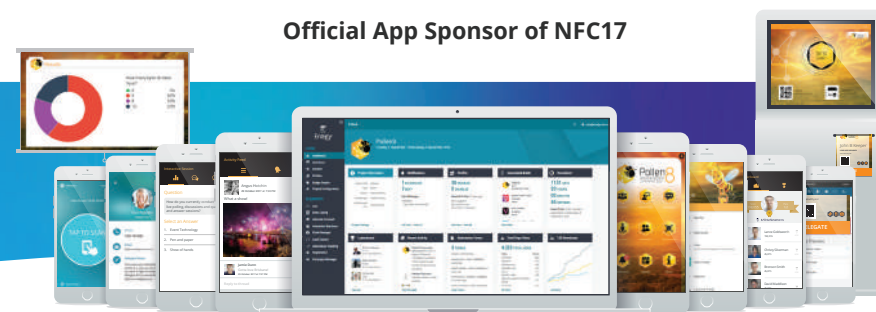
Thank you

This year for the first time we engaged a team of volunteers to be involved in the creation of the NFC. On behalf of the FCA and all its members, we'd like to thank the **NFC17 Program Advisory Committee** for your time, effort and valuable contribution. Expression of interest will be out at the end of the year for NFC18.

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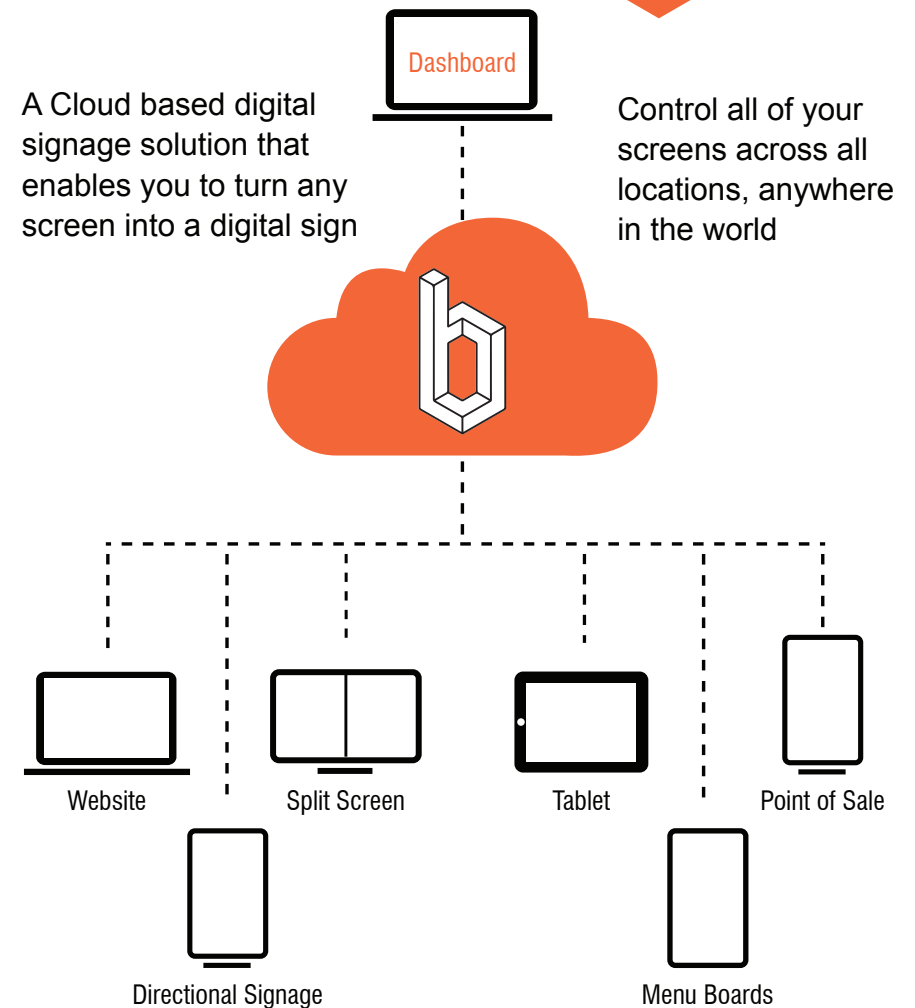
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PROGRAMS

NFC17 PROGRAM Monday 9 October

7.00 - 8.00	Franchising Keynote Breakfast Natalie Brennan, General Manager, Muffin Break Convention Lobby
8.30 - 8.40	Day One Official Opening MC Andrew Klein Plenary Marquis
8.40 - 9.00	FCA 2020 Vision Bruce Billson, Executive Chairman, FCA Damian Paull, CEO, FCA Plenary Marquis
9.00 - 10.00	Fair Work Keynote Panel Facilitator: Damian Paull, CEO, FCA Panellists: Brendan Green, CEO, Hire A Hubby Natalie James, Fair Work Ombudsman Ken Rosebery, MD, The Cheesecake Shop Tanya Robertson, National Store Operations Manager, Sigma Healthcare Plenary Marquis
10.00 - 10.30	Keynote Hon Michael McCormack, MP - Minister of Small Business Plenary Marquis
10.30 - 11.00	Morning Tea - Expo Hall
11.00 - 11.45	Keynote Futuristic Andrew Wildblood, Executive Director of Premier Business, Telstra Plenary Marquis

11.50 - 12.40	Roundtables Facilitator: Jason Gerhke, Director, Franchise-Advisory Centre and Director, FCA Convention Lobby
12.40 - 1.40	Lunch - Expo Hall
CONCURRENT SESSION ONE	
1.40 - 2.25	Funding Stream - The role of private equity in franchising Facilitator: Tony Garret, Partner, Deloitte Panellists: Denis Heizmann, Board Member and Investment Manager, Lazer Clinics Michael Thompson, Associate Director, Livingbridge Martin Checketts, Partner, Mills Oakley Convention Lobby
1.40 - 2.25	Technology Stream - How technology is revolutionising franchising Facilitator: Brad Rappell, Founder, Franchising 1st Panellists: Christian McGilloway, Head of Digital, Retail Zoo/Boost Juice Brendan Green, CEO, Hire A Hubby Makarla Cole, Head of Post Office Partnerships & Channel Management, Australia Post Plenary Marquis
1.40 - 2.25	Marketing Stream - Don't underestimate the power of brand equity Facilitator: Sam Haydon, Sales Manager - Commerical Solutions, Pitney Bowes Panellists: Audrey Lucas, Marketing Manager, Salts of the Earth Sophie Howlie, Marketing Manager, Jetts Fitness Marcel Lal, Head of Business Australasia, Novus Auto Glass Cypress 1 & 2

CONCURRENT SESSION TWO

2.30 - 3.15 Operations Stream - Creating a Mentally Healthy Franchise Network

Facilitator: Greg Nathan, Psychologist & Founder, The Franchise Relationships Institute
Panellists: Kate Memish, Small Business Project Manager, BeyondBlue
 Meda Royall, Founder & CEO, Your Law Firm

Cypress 1 & 2

2.30 - 3.15 Trends Stream - How to keep ahead of disruption

Speakers: David Francis, Head of Sales, Zappar
 Carli Johnston, Chief Experience Officer, Virtual Method

Plenary Marquis

2.30 - 3.15 Expansion Stream - Interdependent Growth - strategic alliances

Facilitator: Bill Lang, Executive Chairman, Human Performance Company
Panellists: Serge Infanti, MD, FoodCo Group
 Lawrence Cusdin, Co-founder, Croc's Playcentre
 Robbie Rae, Corporate Accounts Manager, Storage King
 Andrew Rickett, Sales Director of Australia & New Zealand, Europcar

Convention Lobby

3.14 - 3.45 Afternoon tea - Expo Hall

3.45 - 4.30 Franchisor Keynote Panel

Facilitator: Claire Wilson, Owner, The Alternative Board
Panellists: David Christie, CEO, Bakers Delight
 Tim Cockayne, CEO, Total Tools
 David Bell, MD, Kwik Kopy

Plenary Marquis

4.30 - 5.15 Closing Keynote

Tim Reed, CEO, MYOB

Plenary Marquis

7.00 - 10.30 Franchise Cloud Solutions FCA Networking Night

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NFC17 PROGRAM Tuesday 10 October

7.30 - 8.15	Breakfast - Expo Hall
8.25 - 8.30	Day Two Opening MC Andrew Klein Plenary Marquis
8.30 - 9.15	Keynote Leadership Steve Simpson, Corporate Culture Expert, UGR Plenary Marquis
9.15 - 10.00	Keynote International Ray Titus, CEO, United Franchise Group Plenary Marquis
10.00 - 10.30	Morning tea - Expo Hall
10.30 - 11.10	NextGen in Franchising Competition Facilitator: Roger Wilson OAM, Past Chairman, FCA Hall of Fame Panellists: Murray D'Almeida, Founder, Retail Food Group Roger Gillespie, Chairman-Founder, Baker's Delight Tom Potter, Founder, Eagle Boys Plenary Marquis
11.10 - 11.50	Hall of Fame Keynote Panel Facilitator: Amber Turnbull, General Manager, Just Cuts Panellists: Murray D'Almeida, Founder, Retail Food Group Roger Gillespie, Chairman-Founder, Baker's Delight Tom Potter, Founder, Eagle Boys Plenary Marquis

11.50 - 12.50	Lunch - Expo Hall
12.50 - 1.40	Roundtables Facilitator: Jason Gerhke, Director, Franchise-Advisory Centre and Director, FCA Convention Lobby
CONCURRENT SESSION ONE	
1.40 - 2.25	Finance / Funding Stream - Improve finance access for new and existing franchisees Facilitator: Darryn McAuliffe, CEO Australia, FRANdata Panellists: Thomas Reeh, Co-founder, Finn Group Lise Stothart, CFO, San Churro Tony Cotter, National Manager Franchising, ANZ Convention Lobby
1.40 - 2.25	Trends Stream - The Future of Fintech and Franchise Facilitator: Simon Dennis, Head of Partnerships, MYOB Panellists: Alan Tsen, General Manager, Stone & Chalk Charlene Batson, Head of Partnerships, OnDeck Adam Neill, General Manager, Soul Origin Cypress 1 & 2
1.40 - 2.25	Recruitment / Culture Stream - Culture fit - how to get the right franchisees Facilitator: Sarah Stowe, Editor, Inside Franchise Business Panellists: Aaron Smith, CEO & Founder, KX Pilates Antony Moore, Head of Retail, Tatts Group Lotteries Ross Worth, CEO, Hogs Breath Café Scott Bradley, Retail Operations Manager, Associated Retailers Limited Plenary Marquis
2.30 - 3.00	Afternoon tea - Expo Hall

CONCURRENT SESSION TWO

3.00 - 3.45 Marketing / Tech Stream

When loyalty, technology and the rise of automation collide

Facilitator: Oliver Ranck, CEO, Octomedia

Panellists: Simon Rossi, General Manager, UberEATS
Lawrence Pelletier, Sales & Marketing Director, Redcat
Carlos Antonius, General Manager, Chatime
Adam Neill, General Manager, Soul Origin

Cypress 1 & 2

3.00 - 3.45 Expansion Stream - Franchising lessons from around the world (challenges and opportunities on globalisation of brands)

Facilitator: Alan Branch, President - Global Business Development, Optivance360

Panellists: Douglas Stalgren, Vice President, Panda Express International
Jurgen Kernbach, Franchise Development Director, The Source Bulk Foods
John O'Brien, CEO & Founder, Poolwerx
David Chiem, CEO & Founder, Mindchamps

Convention Lobby

3.00 - 3.45 Human Resources Stream - Practical solutions for your legislative obligations

Facilitator: Damien Gooden, CEO, HR Central

Panellists: Leisa Rennie, HR Specialist, HR Central
Samra Tripodi, CFO, Plus Fitness
Ken Rosebery, MD, The Cheesecake Shop

Plenary Marquis

3.45 - 4.30 Closing Keynote

Raagulan Pathy, Workplace Enterprise Growth, APAC, Facebook
Presented by Brad Rappell, Founder, Franchising 1st

Plenary Marquis

4.30 - 5.15 Franchisor Closing Keynote

Dr Glen Richards, Founding MD, Greencross

Plenary Marquis

7.00 - 12.00 MYOB FCA Excellence in Franchising Awards Gala Dinner Royal Benowa Ballroom

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KEYNOTE SPEAKERS

□ KEYNOTE SPEAKERS

Monday 7.00am – 8.00am

Natalie Brennan

General Manager
Muffin Break

Natalie Brennan is the FCA Franchise Woman of the Year 2016.

Natalie Brennan started her career in the Franchise sector at 15 years old. Now some 3 decades later she runs one of Australia's most loved and iconic brands. Along the way she has held Operational Training roles with multi-unit operations including Collins Foods, Power House Hotels and the Billabong Group. She has trained, lead and mentored thousands of people, including 3500 for Spotless during the Sydney 2000 Olympics.

Natalie will share stories of not only her success, but the success of Muffin Break particularly over the 17 years that she has been part of building this brand. She is passionate about franchising and paving the way for other women in this sector.

With her current title of FCA Franchise Woman of the Year, Natalie is committed to influencing the improvement of gender equality on industry panels.



Monday 10.00am-10.30am

Hon Michael McCormack, MP

Minister for Small Business
National Party of Australia

Michael McCormack is Australia's Small Business Minister, as well as being the Federal Member for Riverina, one of the country's largest electorates.

Mr McCormack has ministerial responsibility for the nation's 3.2 small businesses. More than 5½ million Australians – half of the nation's workforce – are employed in the small business sector which contributes more than \$380 billion annually to Australia's gross domestic product.

Born and educated in Wagga Wagga, Mr McCormack owned and operated a local small business after more than a decade editing The Daily Advertiser newspaper.

Mr McCormack is married to Catherine and they have three children.



□ KEYNOTE SPEAKERS



Monday 11.00am – 11.45am

Andrew Wildblood

Executive Director of Premier Business
Telstra

Andrew Wildblood is Executive Director of Premier Business in Telstra Enterprise, accountable for a significant segment of Enterprise customers. Andrew leads a team nationally of sales, service and solution specialists creating ICT solutions for Enterprise customers. In addition, he is accountable for the Enterprise Growth agenda, focused on how Telstra can create new white space growth areas in chosen Industry verticals.

With more than 20 years' professional experience, Andrew has held a number of senior leadership roles within Telstra most recently as Head of Global Enterprise Team driving the growth strategy with a team and customers spread across 20 countries. He was also Country Managing Director, based in Singapore, heading up local business operations and company culture. Prior to this he was Head of Asia Pacific, and Head of Asia based at Telstra's international headquarters in Hong Kong.

Before relocating to Hong Kong in 2011, Andrew was the Head of Sales and Marketing for Telstra EMEA. As a member of the senior leadership team he was instrumental in reshaping the EMEA business by focusing on growth in the European markets of UK, France and Germany. Andrew also implemented a long-term strategy that targeted European multinational corporations operating in Asia, providing managed network services to meet the requirements of their global operations. From 2001 until 2009,

Andrew held various senior sales management positions in Australia working within Telstra's Enterprise and Government division. His extensive knowledge of multiple industry verticals has enabled him to guide sales and service teams to develop and implement innovative business solutions for enterprise customers.

Prior to joining Telstra, Andrew worked in Kardex systems in the UK, where he focused predominantly on the financial services industry.

Monday 4.30pm – 5.15pm

Tim Reed

CEO
MYOB

Tim Reed joined the MYOB Group in July 2004 when it acquired accounting software developer Solution 6. Tim was appointed CEO in 2008 after spending over four years in management roles including Managing Director of MYOB Australia and MYOB Group Product Executive.

Throughout his time with the MYOB Group, Tim has overseen the business's growth and its expansion into cloud products and Connected Services, including the acquisition of BankLink in 2013. He also led the creation of the Enterprise Division via the acquisitions of Commac and Exonet in 2007 and PayGlobal in 2014.

Prior to joining the MYOB Group, Tim worked in Silicon Valley within a number of companies in global technology and internet markets.

Tim is a Member of the Business Council of Australia and the Business Advisory Panel of the Minister for Small Business.

Tim holds a Master of Business Administration from Harvard Business School, graduating as Baker Scholar, and a Bachelor of Commerce (Honours) from the University of Melbourne.



□ KEYNOTE SPEAKERS



Tuesday 8.30am – 9.15 am

Steve Simpson

Corporate Culture Expert
UGR

Steve Simpson is an international speaker, consultant and author. Described by UK based eCustomer Service World as 'Australia's leading corporate culture authority', Steve has created the concept of UGRs® which is receiving global acclaim as a tool to understand and improve organisational culture.

Steve has spoken at two World Conferences on Customer Service Management, in the US – where he rated in the Top 10 speakers. He has recently spoken at UK Customer Management Conference in Edinburgh, the Regional Conference for the Academy of Chief Executives in London, and the International Leadership Symposium in Johannesburg. He is the author of two books and a contributing author to a further two books.

Tuesday 9.15am – 10.00 am

Ray Titus

Founder
United Franchise Group

Ray Titus is the CEO of United Franchise Group and its affiliated companies.

Mr. Titus is a life-long entrepreneur who began his career with his father, franchising legend Roy Titus, and went on to develop a group of successful brands and franchise development services. The company has over 1,400 franchisees in more than 80 countries with the brands: franchise industry giant Signarama, the world's largest sign franchise; Fully Promoted, a branded products & marketing services company; SuperGreen Solutions, the one-stop shop for energy efficient products; Transworld Business Advisors, the #1 ranked business brokerage franchise; Experimac, a retail store offering repairs and sales of pre-owned Apple laptops, tablets and phones; Jon Smith Subs, a high quality sandwich dining experience; VentureX, a revolutionary designed private membership office space, workspace and meeting rooms for today's innovative professionals and entrepreneurs; our newest brand, Paramount Tax, a CPA firm providing value to individuals and businesses through a broad range of services.

In April of 2016, United Franchise Group and Ray Titus committed \$1.5 million dollars toward the creation of the Titus Franchising Centre at Palm Beach Atlantic University for students who aim to own and operate their own businesses through franchising.

United Franchise Group also offers a unique range of development services that assist other franchise companies from conception to international expansion. Among those, Franchise Real Estate, a full service commercial real estate brokerage and consultant firm with a track record of delivering superior results.

Franchise Real Estate provides integrated services, from strategic planning to financing to execution, that are creative, cost effective and responsive to each client's specific commercial real estate needs.



□ KEYNOTE SPEAKERS

Tuesday 3.45pm – 4.30 pm

Raagulan Pathy

Workplace Enterprise Growth,
APAC
Facebook

Raagulan Pathy heads up Workplace by Facebook's Enterprise business in Asia Pacific.

Raagulan has been working with across the world with Enterprise, Consulting and Technology companies for 15+ years. He has lived in Australia, the US, UK, Africa, Middle East and for the last 5 years in Singapore. He joined Facebook earlier this year, after spending 4 years at Amazon where he was part of the Asian and Global teams.

Raagulan is passionate about seeing companies large and small leverage technology to make them move faster and bring people closer together. He truly believes Cloud technology has levelled the field so any company can compete.



Brad Rappell

Founder
Franchising1st

Brad has served as the CIO of a number of franchising organisations. For 12 years Brad and his team have worked for international franchising brands small and large navigating an ever changing technology landscape to help improve franchisor and franchisee profitability and relationship quality.

For the past 10 years Brad has served on the exclusive 20 seat Worldwide Partner advisory council to Microsoft in the USA that acts as sounding board for Microsoft's technical and go to market strategy for its 640,000 partner network businesses that turn over 1.2 trillion dollars per annum and employs over 16 million people. Franchising1st is one of a few select organisations that have been accepted into the Workplace by Facebook partner program and have developed a digital transformation roadmap for franchise systems powered by Microsoft and Workplace by Facebook.



Tuesday 4.30pm - 5.15pm

Dr Glen Richards

Founding Managing Director
Greencross

Glen is the founding Managing Director of Greencross and was a co-founder and Director of Mammoth Pet Holdings Pty Ltd (Petbarn) before it merged with Greencross.

Growing up on a grazing property near Richmond NW Qld is where Glen's love and passion for animals began. At 27, Glen bought a small vet practice in Townsville and within 10 short years, had developed five vet clinics and a large format pet store in Townsville as well as two veterinary hospitals in China. From there, he went on to build a multi-million dollar integrated pet care empire, which now operates more than 160 veterinary hospitals in Australia and New Zealand.

Greencross is also Australasia's leading specialty pet care retailer, with more than 230 stores operating under the brand names Petbarn and City Farmers in Australia and Animates in New Zealand. The company employs over 5500 employees including veterinarians, nurses, retail team members and managers.

Since moving from an executive role, Glen spends his time as a professional investor, mentor, and director with a number of companies. As well as being on the board of ASX listed companies Greencross, 1300Smiles and Regeneus his favourite area of interest is helping to scale up health and allied health companies.

Glen continues to help foster early stage businesses including his Shark Tank investments through active mentoring, investing and strategic planning sessions. He regularly does public appearances and speaking engagements in the business community to share his scaling up story and his V4P message (Vision, Planning, People, Patience, Passion).

A devoted family man, Glen is married with his three daughters aged 16, 15 and 9, and still lives in Queensland. His love for animals continues with two dogs, two cats, and four horses to keep the family company.



How to maximise your franchise business potential.

01. Improve territory planning



Define territories to maximise revenue potential.



Identify new locations quickly and easily.



Profile customer data to understand performance relative to market.

02. Increase sales effectiveness



Analyse and compare franchise performance.



Reduce your territory sales cycle.



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

03. Support marketing operations



Intuitively model complex relationships to create a single customer view.

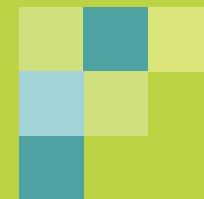


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CONCURRENT SESSIONS

PANEL SESSIONS

CONCURRENT SESSIONS 1 Monday 1.40pm - 2.25pm



Tony Garret



Denis Heizmann



Brad Rappell



Christian McGilloway



Sam Haydon



Audrey Lucas



Michael Thompson



Martin Checketts



Brendan Green



Makarla Cole



Sophie Howlie



Marcel Lal

Funding Stream - The role of private equity in franchising

Unpack the latest trends and disruption models available for franchisors in respect to private equity. Lessons for franchisors who are looking to expand their business investment with a private equity partner. Stories will be shared from panellists representing the banking, legal and private equity perspective. Attendees will walk away with a practical understanding of how private equity works in franchising combined with insights into current and future models and trends shaping the industry.

Facilitator: Tony Garret, Partner, Deloitte

Panellists: Denis Heizmann, Board Member and Investment Manager, Lazer Clinics
Michael Thompson, Associate Director, Livingbridge
Martin Checketts, Partner, Mills Oakley

Convention Lobby

Technology Stream - How technology is revolutionising franchising

How do you know you're heading in the right direction? Good financials and high NPS scores don't tell you enough. The world has changed – franchise systems are far from immune to the age of digital disruption. An intelligent business will question everything, always, and seek to deploy technology that empowers every person in their business to be a true brand advocate that keeps customers coming back for more, the competition at bay and the returns growing. Hear how some of the world's largest organisations are using the technology available to become a modern intelligent franchise system.

Facilitator: Brad Rappell, Founder, Franchising 1st

Panellists: Christian McGilloway, Head of Digital, Retail Zoo/Boost Juice
Brendan Green, CEO, Hire A Hubby
Makarla Cole, Head of Post Office Partnerships & Channel Management, Australia Post

Marquis – Plenary Room

Marketing Stream - Don't underestimate the power of brand equity

The power of brand equity is dependent upon the ability of an organisation to interact with their customers effectively. This stream will look at how franchise organisations can profile their customers using in-house and external data such as demographics and consumer spend information, to understand where they live, where they shop, what they buy, and more. They can then refine their marketing to target the right customers with the right offer at the right time.

Facilitator: Sam Haydon, Sales Manager - Commercial Solutions, Pitney Bowes

Panellists: Audrey Lucas, Marketing Manager, Salts of the Earth
Sophie Howlie, Marketing Manager, Jetts Fitness
Marcel Lal, Head of Business Australasia, Novus Auto Glass

Cypress 1 & 2

□ CONCURRENT SESSIONS 2 Monday 2.30pm - 3.15pm



Greg Nathan



Kate Memish



David Francis



Bill Lang



Serge Infanti



Andrew Rickett



Meda Royall



Carli Johnston



Lawrence Cusdin



Robbie Rae

Operations Stream - Creating a Mentally Healthy Franchise Network

While the challenge of running your own franchise or leading a franchise network can be a lot of fun, there can be a dark side for both franchisees and franchisor executives if these challenges get out of control. Long working hours, combined with financial pressure, health problems and unresolved conflict can cause stress, anxiety and depression in the most resilient franchisee or franchisor executive. In this interactive session we will explore the common causes of stress in franchising, and what franchisors can do to create mentally healthy franchise networks where everyone thrives, despite the pressure!

Facilitator: Greg Nathan, Psychologist & Founder,
The Franchise Relationships Institute

Panellists: Kate Memish, Small Business Project Manager,
BeyondBlue
Meda Royall, Founder & CEO, Your Law Firm

Trends Stream - How to keep ahead of disruption

We are seeing a revolution in how consumers are engaging with content and computing bigger than any preceding it in our lifetime. In this session, we will talk about tools and strategies of the exploding Augmented Reality (AR) and Virtual Reality (VR) industries and how they can be rolled-out and scaled-up to franchise networks as valuable, measurable platforms with governance, brand management and CX quality at the forefront.

Speakers: David Francis, Head of Sales, Zappar
Carli Johnston, Chief Experience Officer,
Virtual Method

Marquis – Plenary Room

Expansion Stream - Interdependent Growth - strategic alliances

This session will cover the different types of alliances and opportunities for industry diversification. We'll cover the operational and marketing challenges of combining systems and how to measure success.

Facilitator: Bill Lang, Executive Chairman, Human
Performance Company

Panellists: Serge Infanti, MD, FoodCo Group
Lawrence Cusdin, Co-founder, Croc's Playcentre
Robbie Rae, Corporate Accounts Manager,
Storage King
Andrew Rickett, Sales Director of Australia &
New Zealand, Europcar

Convention Lobby

Cypress 1 & 2

□ CONCURRENT SESSIONS 1 Tuesday 1.40pm - 2.25pm



Darryn McAuliffe



Thomas Reeh



Simon Dennis



Alan Tsen



Sarah Stowe



Aaron Smith



Scott Bradley



Lise Stothart



Tony Cotter



Charlene Batson



Adam Neill



Antony Moore



Ross Worth

Finance/Funding Stream -Improve finance access for new and existing franchisees

The availability of franchise finance remains a hot and challenging topic. Join us for insights on how to find active franchise lenders, what makes them lend and how quality brands keep them lending.

Facilitator: Darryn McAuliffe, CEO Australia, FRANdata

Panellists: Thomas Reeh, Co-founder, Finn Group
Lise Stothart, CFO, San Churro
Tony Cotter, National Manager Franchising, ANZ

Convention Lobby

Trends Stream - The Future of Fintech and Franchise

What is the future of Fintech and Franchise when it comes to payments, lending, bitcoin/cryptocurrency, trading and investment. This session will discuss what's happening now and in the future. Perspectives will be shared from a franchisor, futurist, cryptocurrency expert and a leader in the lending and payments space.

Facilitator: Simon Dennis, Head of Partnerships, MYOB

Panellists: Alan Tsen, General Manager, Stone & Chalk
Charlene Batson, Head of Partnerships, OnDeck
Adam Neill, General Manager, Soul Origin

Cypress 1 & 2

Recruitment / Culture Stream - Culture fit - how to get the right franchisees

How can you spot a perfect fit in a franchise prospect? This session puts the spotlight on the challenges of a matchmaking approach to recruitment, with panellists' insights defining what exactly we mean by culture, revealing some effective ways to attract the right franchise buyers, and showcasing tried and tested recruitment approval processes.

Facilitator: Sarah Stowe, Editor, Inside Franchise Business

Panellists: Aaron Smith, CEO & Founder, KX Pilates
Antony Moore, Head of Retail, Tatts Group Lotteries
Ross Worth, CEO, Hogs Breath Café
Scott Bradley, Retail Operations Manager, Associated Retailers Limited

Marquis – Plenary Room

□ CONCURRENT SESSIONS 2 Tuesday 3.00pm - 3.45pm



Oliver Ranck



Simon Rossi



Adam Neill



Alan Branch



Douglas Stalgren



David Chiem



Damien Gooden



Leisa Rennie



Lawrence Pelletier



Carlos Antonius



Jurgen Kernbach



John O'Brien



Samra Tripodi



Ken Rosebery

Marketing / Tech Stream Topic: When loyalty, technology and the rise of automation collide

Join the team to discuss how technology and loyalty programs work together. What makes a great loyalty program? How can technology strengthen your loyalty program? And why is 42 such an important number?

Facilitator: Oliver Ranck, CEO, Octomedia

Panellists: Simon Rossi, General Manager, UberEATS
Lawrence Pelletier, Sales & Marketing Director, Redcat
Carlos Antonius, General Manager, Chatime
Adam Neill, General Manager, Soul Origin

Cypress 1 & 2

Expansion Stream - Franchising lessons from around the world

Challenges and opportunities on globalisation of brands

This expert panel will offer insights on the challenges and opportunities encountered on the world stage of international franchising. It will cover topics such as timing for international expansion, practical tips on the management and technology needed for globalisation and which countries should be looked at first as your franchise expands overseas.

Facilitator: Alan Branch, President Global Business Development, Optivance360

Panellists: Douglas Stalgren, Vice President, Panda Express International
Jurgen Kernbach, Franchise Development Director, The Source Bulk Foods
John O'Brien, CEO & Founder, Poolwerx
David Chiem, CEO & Founder, Mindchamps

Convention Lobby

Human Resources Stream - Practical solutions for your legislative obligations

You've heard the lawyers, you've heard Fairwork. Now how to put it in to actual practice in your business.

Facilitator: Damien Gooden, CEO, HR Central

Panellists: Leisa Rennie, HR Specialist, HR Central
Samra Tripodi, CFO, Plus Fitness
Ken Rosebery, MD, The Cheesecake Shop

Marquis – Plenary Room

PANEL SESSIONS



Damian Paull



Brendan Green



Tanya Robertson



Claire Wilson



David Christie



Roger Wilson OAM



Murray D'Almeida



Natalie James



Ken Rosebery



Tim Cockayne



David Bell



Roger Gillespie



Tom Potter

Monday 9.00am – 10.00am

Fair Work Keynote Panel

A Q&A on the impact of the Fair Work Amendment (Protecting Vulnerable Workers) Act 2017 and how franchisors are dealing with the potential changes.

Facilitator: Damian Paull, CEO, FCA

Panellists: Brendan Green, CEO, Hire A Hubby
Natalie James, Fair Work Ombudsman
Ken Rosebery, MD, The Cheesecake Shop
Tanya Robertson, National Store Operations Manager, Sigma Healthcare

Marquis – Plenary Room

Monday 3.45pm - 4.30pm

Franchisor Keynote Panel

This session will explore how different franchise brands approach inspiring their franchisees to exceed their goals through coaching and mentoring. We will discuss what makes a good business coach, the pros and cons of internal vs external business coaching and how to develop a successful programme that franchisees actively engage in.

Facilitator: Claire Wilson, Owner, The Alternative Board

Panellists: David Christie, CEO, Bakers Delight
Tim Cockayne, CEO, Total Tools
David Bell, MD, Kwik Kopy

Marquis – Plenary Room

Tuesday 10.30am – 11.10am

NextGen in Franchising Competition

The three Australian finalists of the NextGen in Franchising competition take centre stage as they pitch their businesses to a panel of FCA Hall of Fame judges and compete to be Australia's representative at the International Franchise Association's 2018 NextGen in Franchising Global Competition.

Facilitator: Roger Wilson OAM, Past Chairman, FCA Hall of Fame

Panellists: Murray D'Almeida, Founder, Retail Food Group
Roger Gillespie, Chairman-Founder, Bakers Delight
Tom Potter, Founder, Eagle Boys

Marquis – Plenary Room



Amber Turnbull



Murray D'Almeida



Roger Gillespie



Tom Potter

Tuesday 11.10am – 11.50am

Hall of Fame Keynote Panel

In this interactive panel session, delegates will have the opportunity to hear from and ask questions of some of the best in the business as FCA Hall of Fame members share their insights, experiences and tips for franchising success.

Facilitator: Amber Turnbull, General Manager, Just Cuts

Panellists: Murray D'Almeida, Founder, Retail Food Group
Roger Gillespie, Chairman-Founder, Bakers Delight
Tom Potter, Founder, Eagle Boys

Marquis – Plenary Room



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Together, the projects stand to take our total transformation to a combined investment of up to \$850 million and increase our accommodation offering to more than 1,000 rooms.

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ROUND TABLE SESSIONS

□ ROUND TABLE SESSIONS Monday 9 October

01

How to enforce compliance without resorting to breach notices

Juana Laucirica
Manager Governance & Corporate
Elders Insurance

02

The challenges of rent and renewals, site locations, current market conditions and tips to take advantage

Ange Kondos
Managing Director
Leasewise

03

Why are Australian franchisors scared of the U.S. market?

Rupert M. Barkoff
Head of the Franchise Team
Kilpatrick Townsend & Stockton LLP

04

Using alternative finance options to grow your franchise business

James Scurr
Managing Director
Cashflow It

05

Unfair Contract Terms: What is 'reasonably necessary to protect your business interests' and what do you need to argue this effectively?

Alicia Hill
Principal
MST Lawyers

06

Local Area Marketing - What's working now and what isn't

Yvette Sholdas
Managing Director
Remarkable Franchises

07

Compliance audits as part of reasonable steps under Vulnerable Worker laws

Steve Champion
Director
ER Strategies Pty Ltd

08

Accessorial liability and the new Bill to make franchisors responsible for franchisee conduct (under the Protecting Vulnerable Workers Bill)

Lisa Anaf, Partner
Employment and Workplace Relations
Mills Oakley

09

Diversity in the Workplace

Marianne Marchesi,
Co-chair, Women in Franchising
Committee, Principal, Legalite

10

Recruiting and managing Gen Y franchisees and franchisor support personnel

Ben Makepeace, CFE
Franchise Manager - Gametraders HQ
FCA South Australia Chapter Vice-President

11

Managing legal risks when implementing change management programs

Courtenay Zajicek
General Counsel
Curves & Jenny Craig Australia & NZ

12

Common problems in franchise renewals and transfers

Seva Surmei
Senior Associate
DMAW Lawyers

13

Common mistakes made by Australian franchisors when setting up in New Zealand.

Dr Callum Floyd
Managing Director
Franchise Consultants (NZ) Ltd

14

The impact of company culture when introducing technology within an organisation

Luke Johnson
Head of Strategic Brand Relationships
World Manager

15

When relationships are irretrievably broken down between franchisor & franchisee

Maria Robinson
State Manager
BOQ

16

Using Data / Big Data and Analytics to Your Strategic Advantage

Vanessa Wilmot
Director / General Manager
Geotech Information Services

17

Succession Planning For Franchisors – Are you Ready?

Richard van der Merwe
Partner
Fordham

18

Single Touch Payroll

Graham Coutts
Senior Business Systems Analyst
ADP

19

Ten things you must do to maximise your return when you sell your franchised business.

Christopher Levy
Managing Director
Marketing Imagination Group Pty Ltd

20

Smooth sailing steps for franchisee and franchisor sales

Simone Pentis
Managing Director
Advantage Partners Lawyers

□ ROUND TABLE SESSIONS Tuesday 10 October

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How to enforce compliance without resorting to breach notices

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Wendy Donaldson
Co-chair, Women in Franchising
Committee, General Manager, World
Manager

10

Recruiting and managing Gen Y franchisees and franchisor support personnel

Ben Makepeace, CFE
Franchise Manager - Gametraders HQ
FCA South Australia Chapter Vice-
President

11

Local Area Marketing - A structured approach to developing and executing an effective plan

Sussan Campbell
Director
Franchise Right

12

How to Help Franchisees Get Funding

Ian Watt
Senior Business Development
Manager - Franchising, NSW & ACT
Westpac Banking Corporation

13

Making a Million Dollars for Franchisees

Rob Melin
Director of Franchising
Australian Accounting &
Franchising Professionals

14

What you need to know about franchising in New Zealand

Stewart Germann
Principal
Stewart Germann Law Office (SGL)

15

Streamlining your employee recruitment process

Ben Johnston
Head of SEEK Business
SEEK

16

Territory Planning Site Selection Strategic Network Planning

Peter Buckingham
Managing Director
Spectrum Analysis Australia Pty Ltd

17

How to get your people to learn what you need them to do!

Toby Hewitt
Learning Strategist
Croomo

18

Seven Habits of a Highly Effective Franchisor

Mark Fernandez
Director
Business Development Alliance - BDA

19

Step-by-step processes to get your systems right

Brian Keen
Founder
Franchise Simply

20

Energy Markets 2017 and Beyond

Craig Jobson
CEO
The Energy Alliance

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

The Foodco story began in 1989 with the opening of the first Muffin Break bakery café in Coolangatta QLD.

The network 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.

franchising@foodco.com.au
1800 662 338



Franchise Cloud Solutions

Networking Night Sponsor

Franchise Cloud Solutions is an end-to-end franchising system with the capability to manage every possible function in a franchise.

Franchise Cloud Solutions can replace all out-of-date and inefficient franchisor legacy systems with just one solution, but also connect those original systems that are still important to you.

Leveraging cloud-based software and accessible on all devices, Franchise Cloud Solutions offers franchisors real-time reporting, a single source of truth for data, accounting integration, benchmarking capability, Franchise Code compliance and marketing automation.

Recognising that there are hundreds of expensive and clunky franchising IT systems being built and used in isolation, Franchise Cloud Solutions was developed as a cost effective and best practice industry solution.

Developed by Brendan Green, CEO of franchisor Hire A Hubby, Franchise Cloud Solutions has been designed with the unique needs of franchisors in mind. Australian owned and operated, Franchise Cloud Solutions is offers local support.

hello@franchisecloudsolutions.com
1800 277 881



Franchising 1st

Platinum Sponsor

Franchising 1st is an Australian owned organisation with deep and practical Franchising experience delivering franchise advisory and technology solutions that enhance profitability for both franchisors and franchisees.

With practical experience across retail and service industries in Australia and overseas Franchising 1st works with brands small and large to prosper in a world disrupted by digital transformation.

Our approach to business is simple. We start by doing of lots of listening. We are very aware of our client's need to make sense of the complex world of technology, software development and the rapid pace of digital disruption.

We are a team of business people with broad industry experience and a long track record in the franchise sector. We are not led by technology. We are led by the strategy of our clients and make sure our solutions help you maximise the investment you have made in the franchise systems IP.

Visit us at online to find out more.

Brad.rappell@franchising1st.com
0438 687 888

SPONSORS



Fusion5

Afterparty Sponsor

Fusion5 offers a full range of digital innovation solutions, applications, consulting services, development, cloud and managed services as well as first-class support services for your business.

Our expertise covers all your key functional areas, including Enterprise Resource Planning, HR/Payroll, Customer Experience, Customer Relationship Management, IT Service Management, and Infrastructure.

We've also developed a range of vertical specific solutions across a number of key industries.

With over 15 years' experience growing and supporting 750+ customers, you can be confident that Fusion5 is committed to achieving the best outcomes for your business.

brynt.moggach@fusion5.com.au
0419 394 537



IWS

Breakfast Sponsor

IWS provides a service which allows you to completely systemise and outsource backend admin across your store network including Rostering / Time & Attendance, Payroll and (if you so choose) Bookkeeping.

Our offering combines best in class cloud based technology platforms with dedicated customer support and service.

iws@iwsaustralia.com.au
1300 797 497



LeaseEagle

Keynote Sponsor

LeaseEagle is Australia's #1 cloud solution for retail and franchise tenants.

Centralise and simplify the management of your store portfolios and give your team access to the information they need anytime, anywhere.

Trusted by many of the best known brands to be their "single-source of truth", LeaseEagle also provides Document Management, Critical Date Alerts, Customisable Reporting, Contact, Legal and Financial Management.

Come visit us at booth #61 for a quick demo with one of our team.

sales.au@leaseeagle.com
1300 887 609



LINK Business Brokers

Keynote Sponsor

Over the last 20 years LINK Business Brokers have established itself as an industry leader and the authority on selling businesses.

LINK strives to connect the right business buyer with their ideal business for sale and believes in providing exceptional and equal service to both the business seller and the business buyer.

link@linkbusiness.com.au
1300 763 668



Minit Commercial

Trophies Sponsor

Minit Commercial specialises in corporate event engraving, and product launches, creating an authentic and unique experience for customers.

Engraving is a unique and creative way for companies to add that little extra finesse or personal touch to any event.

We also engrave and print name badges, name plates, trophies and plaques that support recognition and rewarding team members in the work place.

Our current client base consists of many of Australia's retail chains and brands, clubs and hotels. We add service value to our trade customers through electronic ordering, dedicated client relations, guarantees to deliver premium products and service quickly and efficiently.

Minit Commercial's distribution centre caters to a big range of name badges and signs, in a variety of styles and materials such as brass, aluminium, stainless steel, indoor and outdoor two and three layer plastics.

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

info@minitcommercial.com.au
1800 786 086



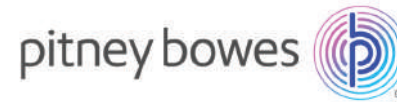
MYOB

Awards Sponsor

MYOB is Australia's leading business solutions provider, with over 25 years' experience helping businesses succeed. We make life easier for more than 1.2 million businesses by simplifying cloud accounting, payroll, tax, CRM, job costing, inventory, mobile payments, websites and more.

MYOB is committed to ongoing innovation, and spends more than AU\$60m annually on research and development

franchise@myob.com
1300 730 921



Pitney Bowes

Health & Wellness Sponsor

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

Retail and franchise organisations around the world use Pitney Bowes' location intelligence solutions for site selection, franchise territory management and improved customer experience.

Our data quality platform facilitates the omni-channel communication strategy for many organisations globally in our digitally connected world.

For more information, visit our website.

locate.anz@pb.com
1800 227 232



REST

Juice Bar Sponsor

REST is one of Australia's largest super funds by membership with \$45 billion in funds under management and around 2 million members as at 30 June 2017. Chant West awarded REST Innovation Best Fund 2017 at the Chant West 2017 Super Fund Awards. Heron awarded REST a 5 quality star rating for 2017. 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*.

*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

Caroline.Andrивon@rest.com.au
03 8601 6902

SPONSORS



Silver Chef

Delegate Bag Sponsor

Silver Chef is Australia's only dedicated hospitality equipment funder. For 30 years we have helped more than 30,000 customers realise their business dreams.

Our Rent-Try-Buy® solution that lets you try before you buy and gives you flexible options to choose from throughout the short term of your contract.

jhui@silverchef.com.au
0429 500 921



The Marketing Lab

Excellence In Marketing Award Sponsor

The Marketing Lab is a full service agency specialising in franchise, licensed and multi-site marketing. For store owners, we're kind of like a Bunsen burner - we get things moving by helping you plan, activate & execute marketing activities.

For the franchise and parent company, we are more like the beaker - we keep things contained by supporting & protecting your brand.

hello@themarketinglab.com.au
07 3088 3021



The Star Gold Coast

5 Star Sponsor

The Star Gold Coast (Formerly Jupiters Hotel & Casino) is one of Australia's largest 5 Star residential conference and event venues.

The property offers a 2,300 pax Ballroom, various break out spaces all on the one floor, a purpose built Marquee that is most popular for trade up to 53 booths (3x3).

A 2,000 seat Theatre, 12 bars and restaurants, a beautiful poolside space presenting the perfect backdrop for a welcome cocktail party up to 450 pax and almost 600 newly refurbished accommodation rooms with various levels of options with breathtaking views of the Pacific Ocean or beautiful hinterland.

Amanda.Barbaresco@star.com.au
07 5592 8665



thedocyard

Registration Desk Sponsor

thedocyard will revolutionise how you run, manage and close your franchise sales.

This game-changing platform standardises how franchise transactions are run, closing sales faster and eliminating 1000s of admin hours.

This saves you time and money, increases auditability, and reduces risk. It's efficient, smart and successful - just like your franchise business.

Designed by a lawyer who worked extensively on franchise transactions, thedocyard is already used by ASX 100 companies and professional advisory services, to manage deals ranging from a few \$k to \$10b+.

This world-leading platform is now available to franchise businesses.

info@thedocyard.co
0438 410 598



Tourism New Zealand

Welcome Reception Prize Sponsor

Tourism New Zealand's dedicated Business Events team provides advice and support to help you host your best-ever meeting, incentive or conference in New Zealand.

New, world-class convention centres are opening opportunities for larger events, while increased air access is further enhancing New Zealand's offering of venue variety, stunning scenery and unique experiences.

Take advantage of the Conference Assistance Programme, which provides strategic financial and marketing support for events with more than 200 Australian and international delegates, including a feasibility study, professional proposal documents and tailored marketing material.

Enjoy ongoing, first-hand organisational support through Tourism New Zealand's two Australia-based Bid Managers.

Helen.Bambry@tnz.govt.nz

02 8299 4800

Queenstown

**100% PURE
NEW ZEALAND**

businesssevents.newzealand.com

**MEMORIES
BEYOND
BUSINESS**

Your dream conference destination is closer than you think. Fly direct to New Zealand from eight Australian airports, arrive to state-of-the-art facilities, world-class cuisine and a range of activities that won't cost the earth. A huge variety of accommodation options deliver ultimate comfort and convenience, while breathtaking scenery greets you every step of the way.

Visit the team at **stand #32** to register your interest in attending an exclusive educational trip highlighting the very best of New Zealand.

Find out how we can take your event from ordinary to extraordinary, visit businesssevents.newzealand.com

EXHIBITORS



ADP

Booth 31

ADP has worked with Australian businesses for more than 35 years and has over 7000 clients. Globally, the ADP group is one of the largest providers of Human Capital Management and payroll solutions, serving more than 650,000 clients. Our software and outsourcing solutions help businesses gain compliance, insights and efficiency.

ben.green@adp.com
1300 961 734



Axsesstoday

Booth 40

Axsesstoday gives franchisees the ability to get what they need to succeed — Be it new equipment, a store fit out or the purchase of a franchise.

Our innovative, flexible and fully tailored funding solutions make it fairer, easier and faster for franchisees Australia-wide to realise their dreams.

info@axsesstoday.com.au
1300 586 936



Benie

Booth 38

benie is your easy to use digital signage solution that allows any screen to be turned into a dynamic digital sign. Ensure brand consistency & manage sales initiatives by combining central control whilst allowing local access to publish local content.

Benie allows content to be scheduled for publishing to target known trends, in addition offering functionality to divide a screen to broadcast multiple playlists simultaneously.

Use benie for:

- Menu boards
- Brand management
- In store advertising
- Directional signage etc.

Join customers such as Keno, TAB, Fernwood Gyms, UFC Gyms, Redspot & more.

contact@benie.com.au
03 9646 9900



BPO Connect Services

Booth 18

BPO Connect Services is outsourcing for accountants. We offer CA/CPA qualified professionals to scale your firm, supporting you with local account managers to increase your firm's profitability.

Our unique global resourcing model is helping hundreds of accountants across Australia scale their accounting firms indefinitely.

crystal@bpoconnect.com.au
1300 228 724



Business Events Tasmania

Booth 59

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.

lmuir@businesseventstasmania.com
03 6231 1366



Business Franchise

Booth 16

CGB Publishing is the highly successful company behind Business Franchise.

An established publisher of business magazines for more than 30 years across the UK, North America, Canada, Australia and New Zealand, Business Franchise offers franchisors and service providers a global multi-media approach to promote your business directly to your target audience.

cgb@cgbpublishing.com.au
03 9787 8077



Cashflow It

Booth 7&8

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

We offer flexible rental, traditional leasing and business loans tailored to your requirements.

Get Accredited with us today to enjoy pre - approved funding and other exclusive benefits.

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

customerservice@cashflowit.com.au
1300 659 676



Certica

Booth 71

Certica are Australia's leading contractor management experts, combining over 15 years of experience and unrivaled solutions to ensure workplace compliance in the Franchise sector.

We take the hassle and stress out of hiring contractors by setting up and managing insurances, payroll, tax, superannuation and we've had 100% success rate with our clients' fair work and workers comp claims.

In short, we do everything to mitigate your risks and ensure your business has all the right structures in place, so you can concentrate on expanding your network.

Call us to take advantage of our free workplace assessment. Visit our website for more information.

tony.mcgarvey@certica.com.au
0400 822 735



Croomo

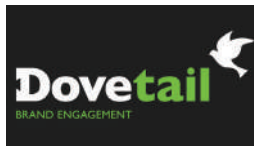
Booth 46

Croomo is a multi-award winning digital training development company. We create inspiring learning experiences with real outcomes for our clients and their learners.

Using our knowledge and creativity we work collaboratively to deliver complete end-to-end training solutions.

Online, blended or face-to-face, our crafted, intelligent solutions will transfer knowledge, engage your learners and give them new skills for life.

natalie.long@croomo.com
07 3256 6800



Dovetail Brand Engagement

Booth 47

Dovetail offers a powerful new approach to align the way your Human Resources and Marketing are managed.

Starting from the inside out, we create a single integrated vision for your franchise and franchisees.

We develop and manage your employer brand in parallel with your customer brand, leading to more effective bottom-line results.

sales@dove-tail.com.au
03 9570 3358
08 9330 9984



Dreamweavers

Booth 33

We're what you call FULL SERVICE EVENT PRODUCTION - we own an arsenal of state of the art inventory, priceless intellectual property and a creative genius that is born not made.

From theming, corporate styling, staging and entertainment through to in-house solutions, technical production and presentation services, Dreamweavers can take care of everything or work with you and your existing partners to take things to the next level.

We're on the speed dial of major Hotels, Corporations, Professional Conference Organisers, PR and Marketing Agencies, Councils, Sporting Teams, Charities and Community Groups but we'll ALWAYS make room for you.

john.bond@dreamweavers.com.au
0414 655 830



Ecomist

Booth 24

Ecomist is a leading provider of premium quality hygiene products and services, specializing in odour and insect control.

Our ultimate aim is to enhance the environments of our customers with best-in-class products and after-sales services. We take care of everything, allowing you to focus on your customers!

info@ecomist.com.au
1800 243 500

EXHIBITORS



Energy Alliance Booth 29 & 30

The Energy Alliance now has 14 dedicated staff whose sole purpose is to serve our customers. Our vision is to be the most trusted energy business in Australia, and our mission is to serve our customers by reducing the cost of energy. We value integrity, expertise, education, responsibility, relationships and passion.

The Energy Alliance has helped some of the biggest franchise organisations in Australia, working in areas covering client education, pricing and contract negotiations and energy reduction strategies. As part of the latter we are helping our franchise groups reduce their energy consumption by up to 40% with leading technologies and products.

Electricity and gas are recognised as a major cost for franchise businesses, with significant escalation in pricing over the past 5 years. Now more than ever, independent and experienced energy market advice can make thousands of dollars difference to the bottom line to franchisees every year

admin@energyalliance.net.au
03 9872 6869



Finn Franchise Brokers Booth 60

#1 - We Sell More Franchises Than Anyone Else

Finn Franchise Brokers was first established in 2004, and we are widely considered the franchise experts in Australia and beyond.

Selling more franchises than anyone else, we are proud to have established strong relationships with leading franchise brands and communicate daily with buyers, franchisees and financial institutions.

Finn Franchise Brokers has experienced tremendous growth since our launch, with brokers in every capital city and many regional areas throughout Australia.

slen@thefinnngroup.com.au
0438 247 480



Foodco Booth 41 & 42

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.

franchising@foodco.com.au
1800 662 338



Franchise Cloud Solutions Booth 21 & 22

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Recognising that there are hundreds of expensive and clunky franchising IT systems being built and used in isolation, Franchise Cloud Solutions was developed as a cost effective and best practice industry solution.

hello@franchisecloudsolutions.com
1800 277 881



Franchising1st Booth 49 & 50

Franchising1st is an Australian owned organisation with deep and practical Franchising experience delivering franchise advisory and technology solutions that enhance profitability for both franchisors and franchisees.

With practical experience across retail and service industries in Australia and overseas Franchising1st works with brands small and large to prosper in a world disrupted by digital transformation.

We are a team of business people with broad industry experience and a long track record in the franchise sector. We are not lead by technology. We are led by the strategy of our clients and make sure our solutions help you maximise the investment you have made in the franchise systems IP.

We're proud to be the platinum sponsor of the NFC17.

Brad.rappell@franchising1st.com
0438 687 888



Franchising And Business Opportunities Expo Booth 14

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 marketed to 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. Visit us online for more info.

fiona@specialisedevents.com.au
03 9999 5464



Fusion5 Booth 6

Fusion5 offers a full range of digital innovation solutions, applications, consulting services, development, cloud and managed services as well as first-class support services for your business.

Our expertise covers all your key functional areas, including Enterprise Resource Planning, HR/Payroll, Customer Experience, Customer Relationship Management, IT Service Management, and Infrastructure.

We've also developed a range of vertical specific solutions across a number of key industries.

With over 15 years' experience growing and supporting 750+ customers, you can be confident that Fusion5 is committed to achieving the best outcomes for your business.

brynt.moggach@fusion5.com.au
0419 394 537



Gold Coast Business Events Booth 68

Gold Coast Business Events (GCBE) takes the stress out of planning, promoting and staging a successful business event.

Offering impeccable local knowledge and an extensive network of Gold Coast venues and service providers, GCBE will help you deliver a world-class meeting, incentive or conference on the Gold Coast.

melissa.trost@gctourism.com
07 5584 6239



HR Central MYOB Tech Hub

HR Central provides Employee HR Management Services and Cloud Based Software to franchise businesses Australia-wide.

Our goal is to provide HR advice and solutions that are current, practical and affordable and to ensure your business is compliant in its HR obligations.

Some of the areas that HR Central can assist you with:

- Brand Management
- Updated HR Policies and Compliance (providing an audit trail)
- Wages, Awards and Rates of Pay
- Leave Management
- Qualifications Tracking
- HR Procedures
- Recruitment
- Workplace Investigation

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

For more information visit our website

info@central.com.au
1300 717 721



ICMI Speakers and Entertainers Booth 62

As Australia's leading speakers' bureau, ICMI is the perfect partner for your next event. We give businesses the talent to communicate when running conferences, events and internal functions and help them to captivate their audience.

Speak to a consultant and see how ICMI can help you make your next event truly memorable.

barry@icmi.com.au
03 9529 3711



Inside Franchise Business Booth 55 & 56

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.

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

david.strong@octomedia.com.au
0411 366 656



IWS Booth 44

IWS provides a service which allows you to completely systemise and outsource backend admin across your store network including Rostering / Time & Attendance, Payroll and (if you so choose) Bookkeeping.

Our offering combines best in class cloud based technology platforms with dedicated customer support and service.

iws@iwsaustralia.com.au
1300 797 497

EXHIBITORS



Jago

Booth 53

Jago delivers timely customer feedback, capturing individual customer information and actionable insights with the ability to manage and drive positive online reviews.

Jago is a one-stop cost effective solution. Designed specifically for multi-location businesses, Jago is the industry's leading solution for franchises who have the customers best interest at heart.

terry@getjago.com
0412 267 344



Kwik Kopy

Booth 27 & 28

At Kwik Kopy we have been serving the Australian small and medium business community for 35 years, with a network of Print & Design Centres located across Australia.

We appreciate that every business is different, from reliable business printing, large format services, creative graphic design, or innovative online solutions, we can help you achieve your business goals.

Our aim is to provide you with practical advice to meet your budget, brand and turn-around expectations. Kwik Kopy is a leader in print innovation, with our online print management tool Zenith Hub used by many franchises and companies within Australia to control and distribute their branded assets, saving them time and money.

fca@kwikkopy.com.au
1300 251 787



LeaseEagle

Booth 61

LeaseEagle is Australia's #1 cloud solution for retail and franchise tenants.

Centralise and simplify the management of your store portfolios and give your team access to the information they need anytime, anywhere.

Trusted by many of the best known brands to be their "single-source of truth", LeaseEagle also provides Document Management, Critical Date Alerts, Customisable Reporting, Contact, Legal and Financial Management.

Come visit us at booth #61 for a quick demo with one of our team.

sales.au@leaseeagle.com
1300 887 609



LINK Business Brokers

Booth 48

Over the last 20 years LINK Business Brokers have established itself as an industry leader and the authority on selling businesses.

LINK strives to connect the right business buyer with their ideal business for sale and believes in providing exceptional and equal service to both the business seller and the business buyer.

link@linkbusiness.com.au
1300 763 668



Macroplan

Booth 72

MacroPlan is Australia's first choice when seeking solutions which add value to important property, retail, planning and economic development projects. Our national team of dedicated, award winning professionals provide economic analysis, strategic and statutory planning, in-depth research, visual and spatial analysis, project management and specialised advisory services to all property and retail sectors.

taylor@macroplan.com.au
0411 611 521



MKS Group

Booth 3

MKS Group is a team of fully accredited Chartered Accountants and are committed to providing best practice accountancy delivering quality & precision focused results.

Through this commitment to innovative, streamlined accountancy practice and process efficiency, MKS is fully accredited Xero Gold Partner, offering expert knowledge, training & support across the renowned Xero platform.

enquiries@mksgroup.com.au
03 9375 4500



MyGuestList

Booth 70

MyGuestlist addresses the challenge of aggregating customer data captured across multiple sites and business systems into a single, integrated database and automated marketing communications platform.

info@myguestlist.com
03 9999 2585



MYOB

MYOB Tech Hub

MYOB is Australia's leading business solutions provider, with over 25 years' experience helping businesses succeed. We make life easier for more than 1.2 million businesses by simplifying cloud accounting, payroll, tax, CRM, job costing, inventory, mobile payments, websites and more. MYOB is committed to ongoing innovation, and spends more than AU\$60m annually on research and development

franchise@myob.com
1300 730 921

MYOB Advanced

MYOB Advanced

Cloud business management software ideal for bigger franchises

MYOB Tech Hub

MYOB Advanced is cloud business and financial management software. A single unified platform, MYOB Advanced delivers finance, inventory management, manufacturing and payroll functionality.

Ideal for franchise organisations, MYOB Advanced can streamline business processes and simplify complex reporting by connecting data from multiple systems to create a single source of truth.

biggerbusiness@myob.com.au
1300 555 110



MYOB Loans

Powered By OnDeck

MYOB Tech Hub

Want to offer a better loan alternative for your franchisees? To find the right finance solution visit: myobloans.com.au/franchise or email us at franchise@myob.com.au for more information.

Getting the cash needed to grow a business is often challenging for franchisees. Applying for loans from traditional lenders can be time-consuming and difficult.

We offer a simple loan solution that can help your franchisees get their businesses to where they need them to be.

Are they looking for help with:

- Purchasing additional stock
- Upgrading or repairing equipment
- Carrying out refurbishments
- Investing in marketing activities
- Managing cash flow

OnDeck is a leader in lending for small business financing, and delivered over \$6 billion worldwide.

jbrady@ondeck.com.au
0438 270 765



Mystery Customer

Booth 5

Mystery Customer's team of 16,000 shoppers are located Australia wide. Our shoppers are able to conduct mystery shopping in person, over the phone or internet. We are known as the industry's market leader of quality mystery shopping services and use the latest software to produce in-depth benchmark reporting.

john@mysterycustomer.com.au
1300 601 234



Northern Territory Convention Bureau

Booth 69

The NT Convention Bureau (NTCB) is the key to unlocking a successful business event in the Northern Territory (NT).

Through the NTCB you will receive unparalleled personal access to the destinations, venues and facilitators of meetings, incentives, conferences and exhibitions in the NT.

We can help inspire new ways of thinking for stronger, smarter business. We facilitate outstanding outcomes for our clients and help planners achieve memorable outcomes for their delegates.

jessica.duesing@ntconventions.com.au
0438 542 644

EXHIBITORS



Pitney Bowes

Booth 1 & 2

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

Retail and franchise organisations around the world use Pitney Bowes' location intelligence solutions for site selection, franchise territory management and improved customer experience.

Our data quality platform facilitates the omni-channel communication strategy for many organisations globally in our digitally connected world.

For more information, visit our website.

locate.anz@pb.com
1800 227 232



Pronto Software

Booth 4

Pronto Software is an Australian developer of award-winning software for the retail industry. With integrated point-of-sales, franchise management, Business Intelligence and an easy-to-use web interface, Pronto Xi is simplifying IT.

Over 1,700 companies including PETstock, Inspirations Paints, Total Tools, and Clark Rubber trust Pronto to run their operations.

info@pronto.net
03 9887 7770



Receipt Bank

MYOB Tech Hub

Receipt Bank is the future of small business productivity. We automate bookkeeping for small & medium business saving valuable hours by pulling information from receipts and invoices quickly, accurately, and efficiently.

support@receipt-bank.com
1800 107 451



Redback Conferencing

Booth 35 & 36

We're an Australian conferencing and digital events provider dedicated to helping franchisers and franchisees meet, present and collaborate at a distance.

We help deploy the latest Webinar, Webcasting, Teleconferencing, Web Conferencing and Cloud Video Conferencing technologies to thousands of Australian businesses all while delivering an unmatched level of security, support, ease of use and peace of mind.

We help you connect, extend reach, and reduce costs. We are making distance obsolete for businesses

jeff.downs@rdbk.com.au
0423 144 300



Redcat

MYOB Tech Hub

Redcat POS is an integrated end-to-end hospitality solution, including round the clock local support, designed for the rigours of hospitality.

Our system gives you the information you need to grow your business, without having to be an IT expert. We leave you free to do what you're good at - offering great food, drink and service to your customers.

hello@redcat.com.au
1300 473 322



Redeem

Booth 65

Redeem is a Global B2B Software Solution with over 3,000 users operating across multiple different industries.

Redeem enables Franchise Groups, Buying Groups, Cooperatives and Membership Organisations to facilitate Communication, Ordering and Payment for Product Offers, Deals, Promotions, Group/Collated Orders, Catalogue Orders, Conference Orders, Product Benefits and Member Benefits to discreet closed customer groups via an app.

info@redeem.com.au
1300 733 336



Sea World Resort & Village Roadshow

Booth 73

Village Roadshow Theme Parks provides the ultimate in fun and adventure on the Gold Coast!

With a choice of six unique venues famous for their exhilarating rides, exciting shows, amazing animals, and spectacular theming, Village Roadshow Theme Parks will transform your next conference or event into a truly amazing experience.

Sea World Resort is an idyllic location for conferences and opened its doors to a brand new state of the art Conference Centre for up to 1000 delegates.

From Dinner with the Dolphins at Sea World to a glamorous Hollywood cocktail party at Warner Bros.

Movie World or a night to remember at the Australian Outback Spectacular, we can tailor your next event to be something magical.

jenny_ramos@vrtp.com.au
07 5591 0075



ServiceM8 MYOB Tech Hub

ServiceM8 is field service management software for field-based trades and service businesses like electricians, cleaners and pool care specialists.

It offers franchisees powerful communication, job dispatch, quoting and invoicing capabilities, and franchisors amazing visibility of network-wide operations, call centre management, performance reporting, and customer service quality assurance tools.

franchise@servicem8.com
03 9016 3217



Shape Shopfitters

Booth 52

Shape Shopfitters understand the customer experience and work with you to bring your brands vision to life on the shop floor.

We build inspired customer experiences through our customised offering, in-house joinery and our highly technical expertise, particularly in the food space.

info@shapeshopfitters.com.au
03 9432 1044



Silver Chef

Booth 63 & 64

Silver Chef is Australia's only dedicated hospitality equipment funder. For 30 years we have helped more than 30,000 customers realise their business dreams.

Our Rent-Try-Buy® solution that lets you try before you buy and gives you flexible options to choose from throughout the short term of your contract.

jhui@silverchef.com.au
0429 500 921



SME Finance Group

Booth 15

SME Finance Group commenced trading in 2005 and was established to support businesses by providing market leading asset and fleet finance, mortgage finance and cash flow lending products. We offer more to SME Finance businesses than any other bank or financial institution in Australia can. Find out by calling 1300 275 763.

rholewick@smefg.com.au
0402 4919 191



Spectrum Analysis

Booth 26

We solve your problems relating to territories, where to locate new stores, and any demographic information you require, including the new Census 2016.

See our new low cost web mapping solutions to see your stores, territories and other relevant information in your private web access.

Our motto is "Turning data into Solutions", meaning once we understand the issues, we can solve it with a data based

peterb@spectrumanalysis.com.au
0411 604 921

EXHIBITORS



Sydney Olympic Park

Booth 51

Sydney Olympic Park is a premier conference, exhibition & events destination boasting 10 world class venues and over 100 different function spaces all within the one central location.

We offer a complimentary venue finding service to assist small groups of 10 up to conventions for 21,000 with award-winning catering, team building options & onsite accommodation.

businesssevents
@sydneyolympicpark.com.au
02 9714 7133



Tanda

Booth 19

Tanda is an award-winning software solution that empowers Franchises to unlock efficiency and productivity gains through effective workforce management.

Streamline rostering, time & attendance, leave management, Award and EA Interpretation, as well as payroll integration in one powerful solution.

Tanda increases productivity, profitability, oversight and compliance within the entire organisation.

liam@tanda.co
1300 859 117



Task Retail Technology

Booth 9 & 10

Task Retail Technology (TASK) is a provider of innovative, transaction-based solutions to customers across the Retail, Hospitality, Casinos, Hotels and Quick Service Restaurant (QSR) industries. TASK's award winning xchangexec™ suite of software delivers tangible, commercial benefits to its customers through an array of integrated solutions including point-of-sale software, business intelligence reporting and analytics, mobile application development, multi-media content design and CMS, interactive hardware and professional services.

Winning innovation and a strong focus on customer service has driven TASK's cross-industry and international growth, including expansion into New Zealand, USA & Europe.

AndrewF@taskretail.com.au
02 9997 3500



The Franchise Show

Booth 66

The Franchise Show will explore a wide range of franchising industries, exposing issues and offering insights, while featuring expert info from a select group of leaders - including business advisors, finance experts, brand specialists and weekly panel of experts.

"Franchising is a fundamental cornerstone of Australia's economy, and has never been more ready to embrace The Franchise Show for another series," show host, Zahos said.

paul@thefranchiseshow.com.au
0412 054 823



The Marketing Lab

Booth 67

The Marketing Lab is a full service agency specialising in franchise, licensed and multi-site marketing. For store owners, we're kind of like a Bunsen burner - we get things moving by helping you plan, activate & execute marketing activities.

For the franchise and parent company, we are more like the beaker - we keep things contained by supporting & protecting your brand.

hello@themarketinglab.com.au
07 3088 3021



The Star Gold Coast

Booth 57 & 58

The Star Gold Coast (Formerly Jupiters Hotel & Casino) is one of Australia's largest 5 Star residential conference and event venues.

The property offers a 2,300 pax Ballroom, various break out spaces all on the one floor, a purpose built Marquee that is most popular for trade up to 53 booths (3x3).

A 2,000 seat Theatre, 12 bars and restaurants, a beautiful poolside space presenting the perfect backdrop for a welcome cocktail party up to 450 pax and almost 600 newly refurbished accommodation rooms with various levels of options with breathtaking views of the Pacific Ocean or beautiful hinterland.

Amanda.Barbaresco@star.com.au
07 5592 8665



thedocyard

Booth 43

thedocyard will revolutionise how you run, manage and close your franchise sales.

This game-changing platform standardises how franchise transactions are run, closing sales faster and eliminating 1000s of admin hours.

This saves you time and money, increases auditability, and reduces risk. It's efficient, smart and successful – just like your franchise business.

Designed by a lawyer who worked extensively on franchise transactions, thedocyard is already used by ASX 100 companies and professional advisory services, to manage deals ranging from a few \$k to \$10b+. This world-leading platform is now available to franchise businesses.

info@thedocyard.co
0438 410 598



TLS Marketing

Booth 25

TLS Marketing is here to help you achieve more with less as your local marketing specialists.

We have over a decade of franchise marketing experience with some of the biggest brands, and a reputation built upon our exceptional team of experts.

With everything from brochures to TV commercials and digital to social media marketing, we offer the solutions that grow your business and deliver ROI.

tammie@tlsmarketing.com.au
0408 451 978



Tourism New Zealand

Booth 32 & 34

Tourism New Zealand's dedicated Business Events team provides advice and support to help you host your best-ever meeting, incentive or conference in New Zealand.

New, world-class convention centres are opening opportunities for larger events, while increased air access is further enhancing New Zealand's offering of venue variety, stunning scenery and unique experiences.

Take advantage of the Conference Assistance Programme, which provides strategic financial and marketing support for events with more than 200 Australian and international delegates, including a feasibility study, professional proposal documents and tailored marketing material.

Enjoy ongoing, first-hand organisational support through Tourism New Zealand's two Australia-based Bid Managers.

Helen.Bambry@tnz.govt.nz
02 8299 4800



TruRating

Booth 39

TruRating is changing the way the world gains insight. Use your existing payment technology in-store or online to ask each customer a single question about their experience. It's so easy you'll hear from a high 88% of your customers.

You get real feedback, linked to real spend, in near-real time across in-store and online payment channels. TruRating isn't a standard feedback tool.

We provide businesses with trustworthy, actionable insight that supports improved performance, happier customers and directly impacts your bottom line.

hello.australia@trurating.com
1800 380 567



Tyro Payments

Booth 23

Tyro provides Australian businesses with seamlessly integrated EFTPOS solutions with 200+ leading POS providers.

Through our mobile Tyro App, merchants benefit from a fee-free, interest-bearing account and have access to unsecured working capital for a one-off flat fee.

Tyro works with Franchise Groups to develop bespoke features for their networks.

franchiseteam@tyro.com
02 8907 1745



UNSW Venues & Events

Booth 13

UNSW Venues and Events manage a portfolio of over 400+ impressive venues, located in Sydney's eastern suburbs and CBD.

Our affordable world class conference and training facilities are supported by a team of professionals; providing innovative and dynamic event solutions.

iSee where the freedom of innovative thinking can take your next event.

FCA Members receive 10% discount off venue hire, FREE WIFI, complimentary AV and technical support.

venuesandevents@unsw.edu.au
02 9385 1515

EXHIBITORS



Velpic Booth 37

ASX listed e-learning company Velpic Ltd and award winning national law firm Piper Alderman have teamed up to deliver a next-generation training platform for the franchise industry.

Online and Virtual Reality delivery of topical legal and workplace training engages staff while helping franchisees save time and money.

For more information, please see our website.

glen@velpic.com
1300 835 742



Women in Franchising Booth 54

Women in Franchising Vision

To be a professional, organised, national association that will provide genuine opportunities and initiatives for contribution, networking and professional development and promote the success of the franchising sector to the broader Australian business community.

Our Goals

Create initiatives for the FCA and franchising community;

Focus on and influence FCA policy on key issues relating to women in franchising;

Provide genuine opportunities for contribution, networking and professional development; and

Promote the success of women in franchising within the franchise sector and to the broader Australian business community.

wendyd@worldmanager.com
0433 004 739
marianne@legalite.com.au
0402 212 954



World Manager Booth 17

World Manager offers CEOs, HR, Training and Operations Managers the ability to train, track and communicate with every employee in the world in real time with our 100% cloud based, mobile compatible platform, complete with unprecedented reporting capabilities.

matts@worldmanager.com
02 8004 3105

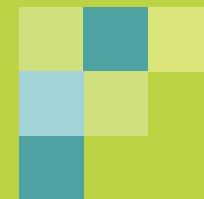


Zrilo Booth 45

Zrilo's Dynamic Insights. Unlock the power of connected Apps. Dashboards that present the data you want to see, the way you want it.

Data aggregated from all your business systems into one meaningful and powerful dashboard, consolidated for each location. Advice on Cloud solutions, access to a network of Cloud Integrators.

gtroxler@zrilo.com
1300 009 397



NATIONAL
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Building a smarter future

**FRANCHISE
INTELLIGENCE**

PARTNERS

□ PARTNERS



AON

FCA Insurances Partner

Franchise Insurance for members of the Franchise Council of Australia

AON are proudly the only endorsed insurance partner for the Franchise Council of Australia (FCA) and are the trusted insurance broker for many of Australia's largest franchise networks.

We're Australia's leading provider of broking and consulting services for risk management, insurance transactions, reinsurance, human capital consulting and financial planning, as well as a global leader in the design and provision of risk services and products.

Subsequently, no other broker can match our level of access to insurers and products, nor offer as comprehensive, competitively-priced or tailored insurance packages. As a testament to this, our clients continue to rate us with scores of 97% for cover and over 90% for service and price, in our independent survey.

By listening to you and developing an in-depth understanding of your business and franchise network, our specialist resources will enhance your business and ensure you're covered in the event of a claim with a bespoke insurance program.



Australian Franchise Registry

FCA Business Accreditation Partner

The Australian Franchise Registry™, launched in 2014, is a voluntary low cost registration platform that enables genuine franchise brands to promote their commitment to compliance and signal the availability of other key stakeholder information.

Prospective franchisees, lenders and other key observers of the franchise sector can all search participating brands through the registry's free publicly accessible search function.

The registry is operated by FRANdata, a leading international source of independent franchising information. FRANdata, established more than 25 years ago in the United States, commenced Australian operations in 2013. The business is led by CEO Darryn McAuliffe and is supported by an advisory board of well known leaders in franchising and professional services.

A substantial library of confidential and publicly available information is maintained to enable objective and comparative analysis and reporting to be done on all aspects of the franchise sector.



Energy Alliance

FCA Energy Management Partner

The Energy Alliance now has 14 dedicated staff whose sole purpose is to serve our customers. Our vision is to be the most trusted energy business in Australia, and our mission is to serve our customers by reducing the cost of energy. We value integrity, expertise, education, responsibility, relationships and passion.

The Energy Alliance has helped some of the biggest franchise organisations in Australia, working in areas covering client education, pricing and contract negotiations and energy reduction strategies. As part of the latter we are helping our franchise groups reduce their energy consumption by up to 40% with leading technologies and products.

Electricity and gas are recognised as a major cost for franchise businesses, with significant escalation in pricing over the past 5 years. Now more than ever, independent and experienced energy market advice can make thousands of dollars difference to the bottom line to franchisees every year



Franchising And Business Opportunities Expo

FCA Recruitment - Expos Partner

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 marketed to 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. Visit us online for more info.



HR Central

FCA HR Support Partner

HR Central provides Employee HR Management Services and Cloud Based Software to franchise businesses Australia-wide.

Our goal is to provide HR advice and solutions that are current, practical and affordable and to ensure your business is compliant in its HR obligations.

Some of the areas that HR Central can assist you with:

- *Brand Management
- *Updated HR Policies and Compliance (providing an audit trail)
- *Wages, Awards and Rates of Pay
- *Leave Management
- *Qualifications Tracking
- *HR Procedures
- *Recruitment
- *Workplace Investigation

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



Inside Franchise Business

FCA Online Marketing Directory Partner

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.

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



Kwik Kopy

FCA Printing Partner

At Kwik Kopy we have been serving the Australian small and medium business community for 35 years, with a network of Print & Design Centres located across Australia.

We appreciate that every business is different, from reliable business printing, large format services, creative graphic design, or innovative online solutions, we can help you achieve your business goals.

Our aim is to provide you with practical advice to meet your budget, brand and turn-around expectations. Kwik Kopy is a leader in print innovation, with our online print management tool Zenith Hub used by many franchises and companies within Australia to control and distribute their branded assets, saving them time and money.



MYOB

FCA Accounting Partner

MYOB is Australia's leading business solutions provider, with over 25 years experience helping businesses succeed. We make life easier for more than 1.2 million businesses by simplifying cloud accounting, payroll, tax, CRM, job costing, inventory, mobile payments, websites and more.

MYOB is committed to ongoing innovation, and spends more than AU\$35m annually on research and development.

□ PARTNERS



MYOB Loans

Powered By OnDeck

FCA Finance Partner

Want to offer a better loan alternative for your franchisees? To find the right finance solution visit: myobloans.com.au/franchise or email us at franchise@myob.com.au for more information.

Getting the cash needed to grow a business is often challenging for franchisees. Applying for loans from traditional lenders can be time-consuming and difficult.

We offer a simple loan solution that can help your franchisees get their businesses to where they need them to be.

Are they looking for help with:

*Purchasing additional stock

*Upgrading or repairing equipment

*Carrying out refurbishments

*Investing in marketing activities

*Managing cash flow

OnDeck is a leader in lending for small business financing, and delivered over \$6 billion worldwide.



Redback Conferencing

FCA Conferencing Partner

We're an Australian conferencing and digital events provider dedicated to helping franchisers and franchisees meet, present and collaborate at a distance.

We help deploy the latest Webinar, Webcasting, Teleconferencing, Web Conferencing and Cloud Video Conferencing technologies to thousands of Australian businesses all while delivering an unmatched level of security, support, ease of use and peace of mind.

We help you connect, extend reach, and reduce costs. We are making distance obsolete for businesses



Redcat

FCA Point Of Sale Partner

Redcat POS is an integrated end-to-end hospitality solution, including round the clock local support, designed for the rigours of hospitality.

Our system gives you the information you need to grow your business, without having to be an IT expert. We leave you free to do what you're good at - offering great food, drink and service to your customers.



REST

FCA Super Cover Partner

REST is one of Australia's largest super funds by membership with \$45 billion in funds under management and around 2 million members as at 30 June 2017. Chant West awarded REST Innovation Best Fund 2017 at the Chant West 2017 Super Fund Awards. Heron awarded REST a 5 quality star rating for 2017. 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*.

*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.



UNSW Venues & Events

FCA Venues - Events Partner

UNSW Venues and Events manage a portfolio of over 400+ impressive venues, located in Sydney's eastern suburbs and CBD. Our affordable world class conference and training facilities are supported by a team of professionals; providing innovative and dynamic event solutions.

Kensington campus provides a plethora of event spaces, theatres, seminar rooms, and an executive residential centre:

- The award-winning Scientia Conference and Events Centre is the university's flagship venue accommodating up to 800 guests
- AGSM Residential Centre offers superb executive education and training facilities.
- Colombo House includes tiered theatres and flat floor spaces with large foyer and natural light.
- CBD campus offers modern executive boardrooms, theatres and creative workspaces.

See where the freedom of innovative thinking can take your next event. FCA Members receive 10% discount off venue hire, FREE WIFI, complimentary AV and technical support."



Rostering, Payroll & Bookkeeping Solutions

Full outsourcing solution combining cloud based technology platforms with outstanding customer support and service



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1300 797 497
iws@iwsaustralia.com.au

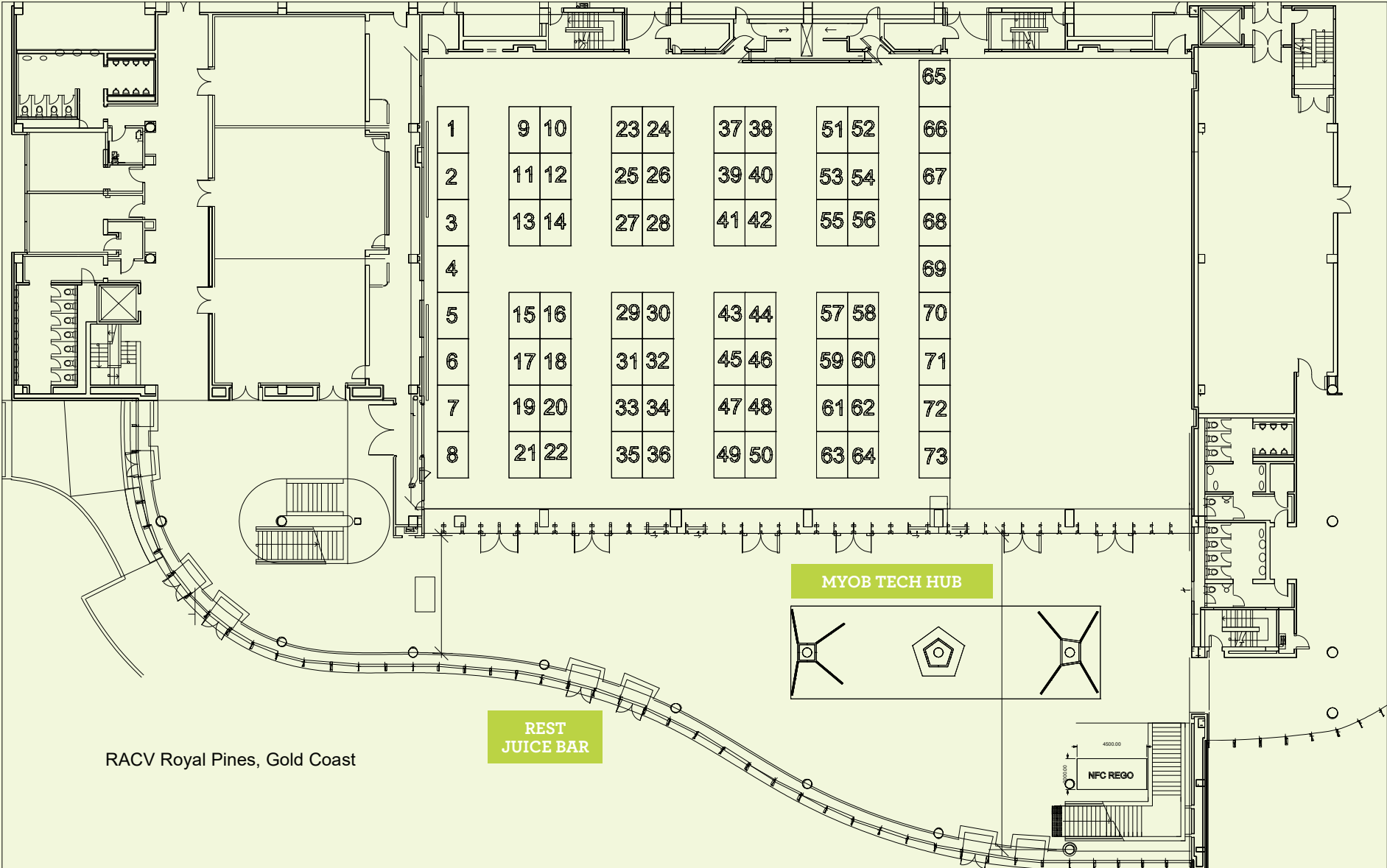
EXHIBITOR BOOTHS

Exhibitor Name	Booth Number
ADP	Booth 31
Aksesstoday	Booth 40
Benie	Booth 38
BPO Connect	Booth 18
Business Events Tasmania	Booth 59
Business Franchise	Booth 16
Cashflow IT	Booth 7 & 8
Cerita	Booth 71
Croomo	Booth 46
Dove Tail Brand Engagement	Booth 47
Dreamweavers	Booth 33
Ecomist Australia	Booth 24
Finn Franchise Brokers	Booth 60
FoodCo	Booth 41 & 42
Franchising1st	Booth 49 & 50
Franchising Expo	Booth 14
Fussion5	Booth 6
Gold Coast Business Events	Booth 68
HR Central	MYOB Tech Hub
ICMI Speakers and Entertainers	Booth 62
Inside Franchise Business	Booth 55 & 56
IWS	Booth 44

Exhibitor Name	Booth Number
Jago	Booth 53
Kwik Kopy	Booth 27 & 28
Lease Eagle	Booth 61
Link Business Brokers	Booth 48
Macroplan	Booth 72
MSK Group	Booth 3
MyGuestlist	Booth 70
MYOB	MYOB Tech Hub
MYOB Advance	MYOB Tech Hub
MYOB loans	MYOB Tech Hub
Mystery Customer	Booth 5
Northan Territory Convention Bureau	Booth 69
Pitney Bowes	Booth 1 & 2
Pronto Software Ltd	Booth 4
Receipt Bank	MYOB Tech Hub
Red Back Conferencing	Booth 35 36
Redcat	MYOB Tech Hub
Redeem	Booth 65
REST	Juice Bar
Sea World Resort	Booth 73
Service M8	MYOB Tech Hub
Shape Shopfitters	Booth 52

Exhibitor Name	Booth Number
Silver Chef	Booth 63 & 64
SME Finance	Booth 15
Spectrum Analysis	Booth 26
Sydney Olympic Park	Booth 51
Tanda	Booth 19
Task Retail	Booth 9 & 10
The Energy Alliance	Booth 29 & 30
The Franchise Cloud	Booth 21 & 22
The Franchise Show	Booth 66
The Marketing Lab	Booth 67
The Star Gold Coast	Booth 57 & 58
Thedocyard	Booth 43
Tourism New Zealand	Booth 32 & 34
TruRating	Booth 39
TSL Marketing	Booth 25
Tyro	Booth 23
UNSW	Booth 13
Velpic	Booth 37
Women In Franchising	Booth 54
World Manager	Booth 17
Zrilo	Booth 45

EXHIBITOR FLOOR PLAN





FCA Excellence in Franchising Awards 2018

- ☐ Regional Award entries will open from late 2017
- ☐ National Awards entries will open in early 2018

For more details, visit franchise.org.au

Acknowledging excellence in the following categories

Australian Established Franchisor of the Year
Australian Emerging Franchisor of the Year
International Franchisor of the Year
Multi-Unit Franchisee of the Year
Single Unit Franchisee of the Year, less than two staff
Single Unit Franchisee of the Year, two or more staff
Franchise Woman of the Year
Field Manager of the Year
Supplier of the Year
Excellence in Marketing
Excellence in International Franchising
Franchise Innovation
Franchisor Social Responsibility
Franchisee Community Responsibility and Contribution



Gala Dinner

7.00pm-12.00am

Royal Benowa Ballroom

Formal black tie or lounge suit

MYOB FCA **EXCELLENCE IN
FRANCHISING AWARDS**
10 OCT 2017

myob





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www.franchising1st.com

Intelligent franchising is built on systems and tools designed to help your franchise system grow, adapt, comply, protect and fuel franchisee performance and satisfaction.

Visit our stand to find how Franchising 1st can optimise your franchise system. Every system that registers for Workplace by Facebook at our stand will receive \$5000 in free Facebook advertising credits*

Franchising1st

*Terms and Conditions apply.



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