

PLATINUM PARTNERSHIP  
**PROSPECTUS**

2024

Supporting and connecting  
Australia's franchising community through  
education and advocacy.



## ABOUT THE FRANCHISE COUNCIL OF AUSTRALIA

The Franchise Council of Australia is the peak body for the \$174 billion franchise business segment, which includes over 1,200 networks, with 94,000+ individual franchised outlets, employing 565,500 Australians across the nation. In Australia today, there is a franchise operating in almost every type of business category, with varying levels of complexity and market share, creating employment and prosperity for the nation.

As part of its strategic direction, the FCA (Franchise Council of Australia) is committed to recognising and celebrating diversity and inclusion, in business and more widely.

### In practice, the FCA is doing this by

- » Developing a reconciliation Action Plan
- » Implementing a diversity and inclusion plan
- » Convening membership engagement forums and committees, to guide and inform the FCA's commitment to Corporate Social Responsibility
- » Committing to the pursuit of sound sustainability and ESG policy, and to identifying practical mechanisms to enact this
- » Working toward achieving Rainbow Tick certification.



### COMMUNITY

Together we collaborate



### INTEGRITY

We are open, honest and respectful



### COMMUNICATION

We say what we mean, and we mean what we say.

## OUR PILLARS

### CONNECT

Foster a sense of community amongst franchising, through valuable, purposeful and relevant services that are inclusive and accessible to all.



### INFLUENCE

Be the voice for franchising in Australia and influence effectively through an integrated and unified network that includes government, peak bodies, advisory groups, alliances, and business networks.



### ADVANCE

Drive best practice, progress those involved or looking to enter franchising and retain, celebrate, and acknowledge those contributing to the success of small business and franchising in Australia.



# WHAT CAN THE FCA DO FOR YOU?



## CONNECT

Foster a sense of community amongst franchising, through valuable, purposeful and relevant services that are inclusive and accessible to all.



Strengthen the voice of our community through 80% representation of franchise systems and franchisees.



Engage with members to understand franchising systems through a commitment to local support and national delivery.



Solutions that deliver value, champion best practice and advance the franchising community nationally.



Be the “voice” of franchising, representing the franchising community at forums, conferences, events, and round tables.



Expand the FCA’s influence beyond existing networks and partnerships, broadening its reach.



Thought leadership and helping shape policy reform for small business in the context of franchising in Australia.



## INFLUENCE

Be the voice for franchising in Australia and influence effectively through an integrated and unified network that includes government, peak bodies, advisory groups, alliances, and business networks.



## ADVANCE

Drive best practice, progress those involved or looking to enter franchising and retain, celebrate, and acknowledge those contributing to the success of small business and franchising in Australia.



Develop an educational framework that is sustainable, recognised and champions best practice and innovation.



Celebrate, champion, and showcase best practice through standards, awards, and practical resources.



Deliver industry-leading events that are accessible, engaging and valuable to franchisors, franchisees, and suppliers.

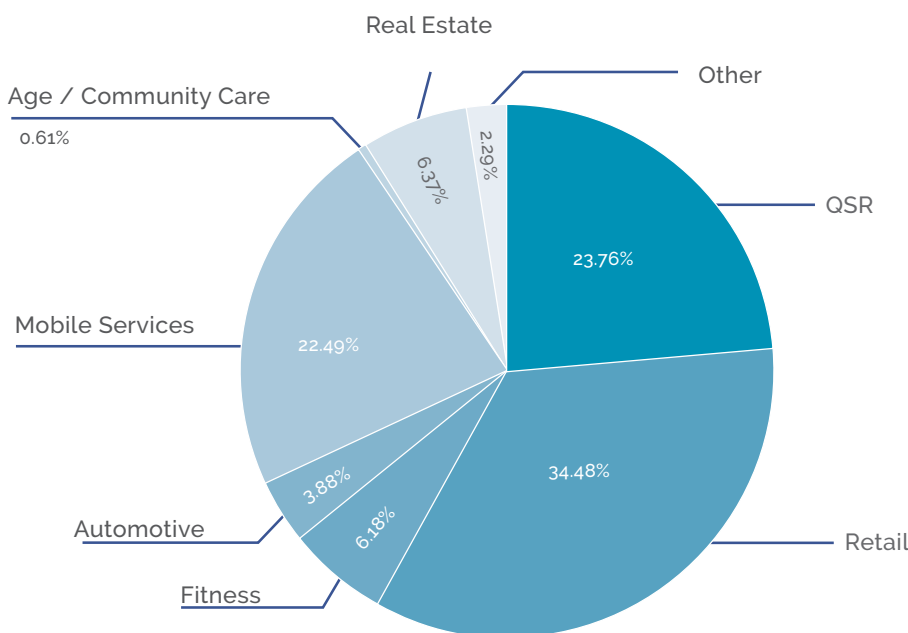


# AUSTRALIAN FRANCHISING AT A GLANCE

## FCA MEMBERS COVER A BROAD RANGE OF INDUSTRY SEGMENTS

-  Accounting
-  Education and Training
-  Automotive
-  Retail
-  Fitness and Wellness
-  Real Estate
-  Financial Services
-  Home Services
-  Business Services
-  Health and Beauty
-  Legal Services
-  Information Technology
-  Building
-  Hospitality
-  Aged Care

## INDUSTRY SEGMENTS %



“ It’s a privilege to contribute and participate in Australia’s franchising sector for over 20 years, developing scalable and sustainable businesses whereby Australian franchise investors participate and contribute to our Australian economy. ”



Carlos Antonius,  
Global CEO, Chatime Group



## PLATINUM PARTNERSHIP INCLUSIONS

VALUE OVER \$50,000

FCA partnerships are exclusive to the partner's industry category.

### LEAD GENERATION AND MEMBER INTRODUCTIONS

FCA to share member data with Partner (excluding contact details) so data wash and analysis can be completed to determine potential merchant acquisition opportunity.

Ongoing provision of ad hoc leads and monthly new member file. The Partner will not disclose to the member that data was provided by FCA.

FCA will facilitate 10 warm introductions per year to Partner with FCA C-level members (members to be agreed between FCA and Partner).

### FCA PARTNER ENDORSEMENT

- » Public endorsement of Partner as an FCA Partner on all print and electronic media
- » Website presence on the FCA home page with hyperlink to Partner's home page
- » Partner logo and verbal recognition as an FCA Partner at all key events
- » FCA Proud Partner logo provided for Partner's marketing use
- » Opportunity to speak at FCA events

### FCA MEMBERSHIP

VALUE \$2,994

FCA **Service Provider** Membership for the year 2024/2025 will be included with the partnership.

# PLATINUM



## PARTNER NEWSLETTERS

Partner will have the opportunity to provide editorial material for FCA quarterly online newsletters. This can include video footage and hyperlinks back to the Partner's landing page.

These can also include a current member of the Partner and the FCA as a testimonial.

## CEO BREAKFAST

**EXCLUSIVE**

In addition, as a Partner, you will have the opportunity to host ONE (1) CEO breakfast in the FCA Boardroom with C-level members. (members to be agreed between FCA and Partner).

## WEBINARS AND PODCASTS

Within the 12-month period Partner has the opportunity to participate in one (1) FCA member Lunch and Learn webinar and podcast. Topic and content will be created in consultation with Partner. (Topics to be agreed between FCA and Partner).

## FCA EVENTS

**VALUE \$12,480**

Four (4) tickets for each FCA event, including Insights Breakfasts, Coffee Connects, and Network Exchange Nights. Normally \$65 per ticket, there are over 60 events nationwide.

PLUS, you will receive Four (4) tickets per state to our Excellence in Franchising Awards.





## STATE CONFERENCE SERIES

VALUE \$16,320

The state Conference Series is a gathering of industry leaders, providing invaluable networking opportunities and insights into the evolving landscape of franchising. The theme for 2024-2025 is FCA 'Stronger Together'

The FCA will provide Partner with the following:

- » Exhibition stands in each state, four (4) provided to Partner **\$10,000**
- » Four (4) conference registrations include networking events **\$6,320**

## NATIONAL FRANCHISE CONVENTION

VALUE \$18,200

The annual National Franchise Convention is the flagship event on the Australian franchise calendar. Participants include franchisors, franchisees, business leaders, professional advisers and suppliers to the sector. The NFC (National Franchise Convention) includes keynote speakers, concurrent sessions, exhibitor hall and various networking events.

The FCA will provide Partner with the following:

- » An exhibition booth provided to Partner **\$8,000**
- » Four (4) convention registrations include networking events **\$7,200**
- » One (1) award sponsorship at Gala Awards **\$3,000**
- » Four (4) national Gala Awards tickets sitting at a VIP table **\$1,000**
- » Partner banners to be supplied and displayed at the NFC25 **(included)**
- » Partner acknowledgment during the convention **(included)**
- » The option to host or participate in a panel session **(included)**



**1,300**

Franchise  
Networks



**\$174**

Billion In  
Revenue



**90,000+**

Individual  
Franchised  
Businesses



**590,000+**

People  
Employed



**Partner enquiries:**

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