

MEMBERSHIP  
PROSPECTUS

2025



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

# WELCOME FROM OUR CHIEF EXECUTIVE OFFICER



The **Franchise Council of Australia** (FCA) is the peak industry body for the \$174bn franchising sector. Our sector encompasses approximately 1,300 franchise networks, comprising of over 90,000 individual franchise units. Together these units provide employment for nearly **600,000** Australians.

Franchising exists in nearly every industry in Australia's economy, exhibiting diverse levels of complexity and market share. This widespread presence generates employment opportunities and contributes to the national economic prosperity.

The FCA plays a pivotal role by providing avenues for Franchisors, Franchisees, Business Advisors and small to medium enterprises to influence government policies, communicate with political leaders and key decision makers, network with industry peers and engage with policy discussions.

Membership to the FCA offers access to invaluable business insights, experiences and up-to-date essential information, making it an indispensable investment for all businesses operating within the Franchising sector. The information, policy advocacy and business resources provided directly support the endeavours of all FCA members.

## FCA OBJECTIVES

- » To develop a strong, vibrant and financially viable franchising sector
- » To provide information and education to existing and potential franchisees and franchisors
- » To provide an extensive networking and events program for the benefit of members
- » To inform and lobby state and federal government on issues relevant to the sector.
- » To establish standards of international best practices for Australian franchise systems
- » To advance the interests of members in Australia, the international franchise community, franchise advisory councils, business advisors and small to medium businesses

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So take the important step and join us at the FCA to make a difference and help to build a better franchise sector in Australia.

**Jay Westbury**  
Chief Executive Officer





## WHO IS THE FCA?

The FCA advocates on behalf of the franchising sector and small businesses across Australia.

FCA members range from major retailers to local service providers, covering industry sectors from hospitality to fitness, and from real estate to aged care.

FCA members include multi-channel, multi-category, state, national and international businesses, from start-ups to global brands.

The FCA brings franchised businesses together in a national community to lead and represent franchising as the best system for doing business.

FCA membership offers unique opportunities for networking, industry updates, ongoing education, awards programs, and more.

## THE FCA'S VISION

**Everyone involved in franchising is successful.**

## THE FCA'S MISSION

**To support and connect the Australian franchising community through education and advocacy.**

“

I chose the franchising path because it's a great way to grow our band with like-minded, passionate people that share our vision, franchising creates an environment for people to succeed in a collaborative manner with a shared focus on owning a profitable business.

”



**Tim Butters**  
*Global CEO and Co-Founder,  
City Cave*



# WHAT CAN THE FCA DO FOR YOU?

Franchise Council of Australia  
Assisting franchise and small business Australia

Hon. Julie Collins MP  
Minister for Small Business  
Minister for Agriculture, Fisheries and Forestry



## 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.





## FRANCHISING IN AUSTRALIA



**1,300**

**Franchise  
Networks**



**\$174**

**Billion In  
Revenue**



**90,000+**

**Individual  
Franchised  
Businesses**



**590,000+**

**People  
Employed**

“

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.

Franchising like many businesses contributes and supports the local communities in which they serve, from employment opportunities through to a vast array of initiatives to improve the wellbeing of their local communities.

”

**Carlos Antonius,**  
*Global CEO, Chatime Group*



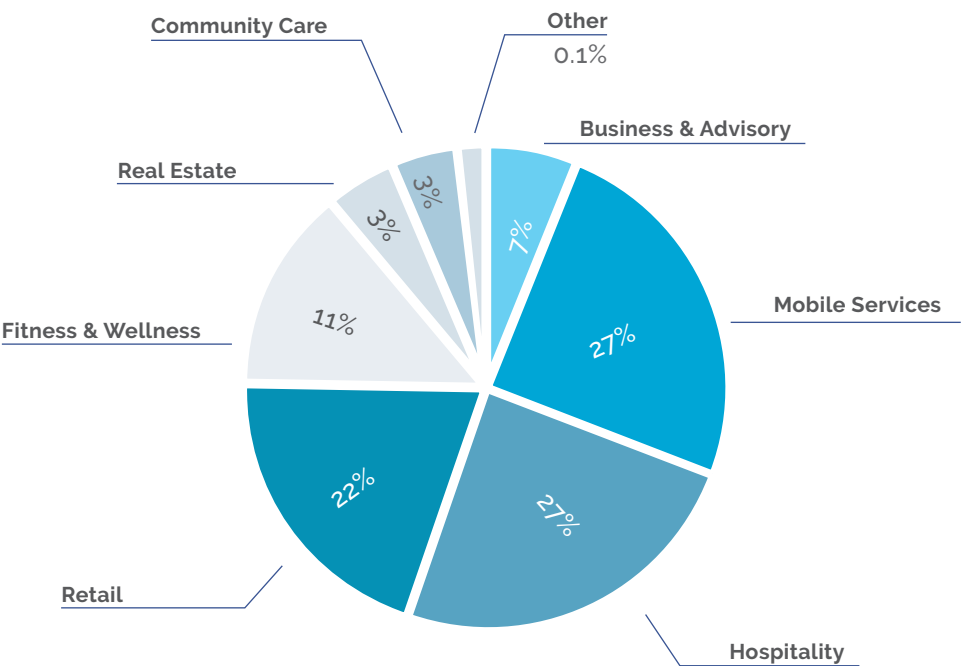


# AUSTRALIAN FRANCHISING AT A GLANCE

## 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 %



“ Franchising has enabled me to take control over my own future. I can structure my business, without my family life having to compromise all the time, provide great service to my clients and all with the support of the franchisor team. ”

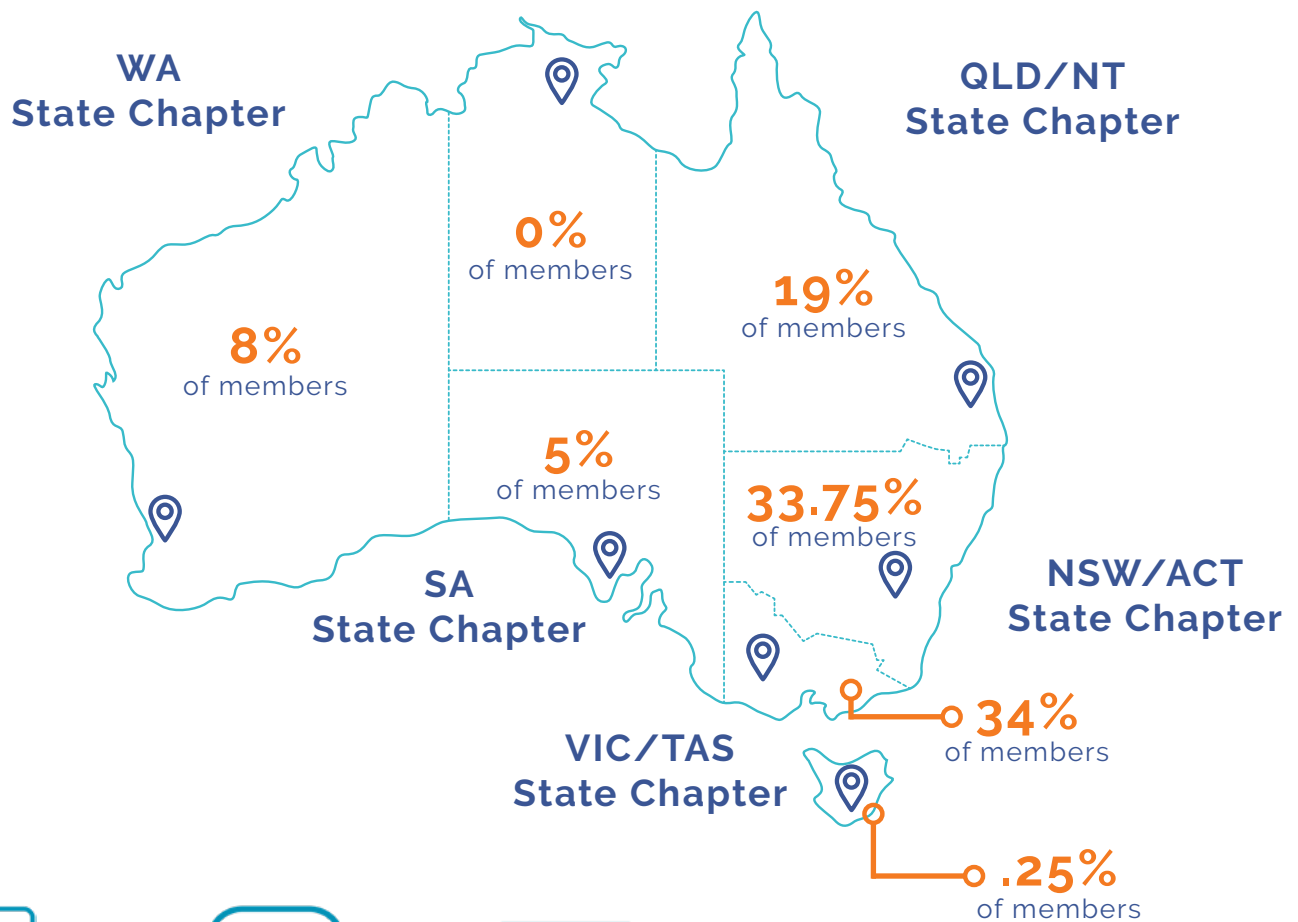


**Emma Glazebrook**  
MBCM Seymour

# STATE CHAPTERS AND COMMITTEES

## NATIONAL INFLUENCE, LOCAL DELIVERY AND SUPPORT

Connect and influence through participation in state chapters.



6.2K  
+77.4%



2.2K  
+95.5%



2,6K

### THE FCA'S REACH AS AT OCT 2024

My 40-year franchise journey has enabled the creation of Poolwerx – now the #1 pool service, #2 pool franchise and #3 pool retail brand in the world, employing 2000+ across Australia, New Zealand and 12 USA states with revenue of \$250m+. We have achieved this success by harnessing the phenomenal energy of franchising that combines the entrepreneurial guts and determination of small business with a known brand and system.



**John O'Brien**  
Executive Director and  
Founder, PoolWerx





# MEMBERSHIP INCLUSIONS

(SUBJECT TO MEMBERSHIP TIER ENTITLEMENTS)



- » **Events:** Unrivalled networking opportunities at state, national and regional events including networking breakfasts, panel discussions, national conference and more.
- » **Advocacy:** The FCA actively engages with government bodies, policymakers, and industry stakeholders to advocate for your the interests of the franchising sector to ensure a favourable business environment.
- » **State Chapters and Committees:** Build networks and meet like-minded professionals, experts, and suppliers locally, establishing local collaboration and gaining insights into the ever-evolving Australian franchise landscape.
- » **Franchising Expos:** 5% discount to all members when booking an expo stand.
- » **Education:** Develop knowledge and skills with FCA education programs, webinars, mentoring and CFE accreditation.
- » **Advice:** Access to cost-effective expert advice on business matters, pulse checks, and regular updates on legislative and policy issues applying to small business and franchising.
- » **Free Mentoring Webinars:** Each 1 hour mentoring webinar is presented by a franchisor and their franchisee. The discussion is on challenges faced and how they turn them around.
- » **Exclusive Benefits:** Get exclusive access from a curated network of trusted businesses offering a range of services tailored to the franchise community.
- » **Visibility and Credibility:** The FCA logo is a symbol of excellence in franchising. Use of the logo confirms compliance with the Australian Franchising Code and FCA Member Standards.
- » **Chief Executive Syndicate:** The FCA Chief Executive Syndicate provides an opportunity for CEOs and Managing Directors of franchising companies to meet regularly, in a confidential environment, to discuss common issues affecting their businesses.
- » **Email Updates:** Regular updates on legislative and policy issues relevant to franchising and small business.
- » **Pulse Check:** The latest franchise research and industry sentiment from FRANdata.
- » **General and Bespoke Workshops:** The FCA offers workshops teaching essential franchisee/franchisor/service provider skills, facilitated by accredited experts, which FCA members receive a discount on.
- » **Free Lunch and Learn Webinars:** Each 45-minute *Lunch and Learn* webinar covers a different topic, providing practical solutions that can be taken away and implemented.

MEMBERSHIP CATEGORIES						
	EMERGING	INNOVATOR	INFLUENCER	INFLUENCER PLUS	FRANCHISEE	SERVICE PROVIDER
Sites	1-25	26-50	51+	51+		
Investment (plus GST)	\$2,500	\$3,500	\$4,900	\$15,900	\$350	\$2,900
COMPLIMENTARY WITH MEMBERSHIP						
Mentoring	✓	✗	✗	✗	✓	✗
Directory	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓
Recruitment Board	✓	✓	✓	✓	✓	✓
Lunch and Learn	✓	✓	✓	✓	✓	✓
Communities of Interest	✓	✓	✓	✓	✓	✓
Member Spotlight	✗	✗	✗	✓	✗	✓
SPECIAL MEMBER PRICED BENEFITS						
State Insights Breakfasts	✓	✓	✓	✓	✓	✓
NFC	✓	✓	✓	✓	✓	✓
Education	✓	✓	✓	✓	✓	✓
Events	✓	✓	✓	✓	✓	✓
FCA Boardroom (VIC)	✓	✓	✓	✓	✗	✓
FCA Podcast Studio	✗	✗	✗	✓	✗	✓
Policy Network Forums	✗	✗	✓	✓	✓	✓
Boardroom Policy Roundtables	✗	✗	✓	✓	✓	✗
Delegation Participation	✗	✗	✓	✓	✗	✗
CES/CEO Participation	✓	✓	✓	✓	✗	✗
OVERSEAS MEMBERSHIP	\$2,000 (no GST)	No voting rights				



## ABOUT THE INFLUENCER PLUS PROGRAM

It is with great pleasure that I invite you to our Franchise Council of Australia community, and share with you our new membership offering. I invite you and your company to explore our exciting offering to enhance your organisation within the franchising sector.

As the peak body for franchising in Australia, we are committed to advocating for policy and regulation that fosters a fair, transparent, and competitive franchising environment. We work closely with government bodies, industry stakeholders, and our members to ensure franchising remains a vibrant and sustainable business model in Australia. The FCA champions the interests of franchisees and franchisors alike, fostering trust and collaboration across the franchising industry.

FCA's advocacy work provides the unique opportunity for franchisees and franchisors to influence government at a federal, state and local level, providing exciting insight and input directly to the nation's most senior decision-makers.

The FCA Influencer Plus Membership is designed exclusively for franchisors operating with 51 or more outlets. This premium membership offers influential brands a unique opportunity to engage directly with key industry leaders and policymakers, ensuring their voice is heard on critical issues impacting the sector. As an Influencer Plus member, your brand will have access to exclusive forums, advocacy events, and networking opportunities with other leading franchisors. This level of membership is tailored for those who seek to drive industry standards, contribute to policy development, and shape the future of franchising in Australia.

**Jay Westbury**  
Chief Executive Officer



# INFLUENCER PLUS

## EXCLUSIVE BENEFITS



### ACCOUNT MANAGEMENT

Direct access to Head of Memberships and CEO



### INFLUENCE AND CONNECT WITH CANBERRA

Attendance at one delegation per year



### PARTICIPATION IN BI-MONTHLY MEETINGS

Connections with other CEO leaders in franchising



### EVENT CREDIT OF \$1000

Can be used across a range of FCA events



### PARTICIPATE IN CEO SYNDICATE

25% off CEO Syndicate membership



### PARTICIPATE IN EXCLUSIVE POLICY ROUNDTABLES

Delivered by FCA with Ministers and senior government officials



### EDUCATION CREDIT OF \$2,000

Can be used across a range of FCA education and training



### MEMBER SPOTLIGHT

Highlight to our membership and supplier contacts



### PARTICIPATION IN FCA COMMUNITIES OF INTEREST

Information peer to peer knowledge exchange (up to three places in each group available)



### TWO REGISTRATIONS FOR NFC

Attend Australia's premier event for franchising nationally



### LUNCH AND LEARN WEBINAR ACCESS

Monthly 1/2 hour webinar access for you and your team



### BOARDROOM ACCESS FOR YOUR OWN EVENTS / FUNCTIONS

Capacity 14 people boardroom style includes AV, furniture, and meeting set up.



### VIP SEATING AT FRANCHISE INDUSTRY AWARDS (FIA'S)



### MEMBERSHIP OF POLICY NETWORK (2 PLACES)

Discuss key matters effecting policy and governance in franchising.



### PODCAST STUDIO ACCESS

Free half-day access to our podcast studio and equipment



### WEEKLY NEWSLETTER

Sent to all members and suppliers on our database nationally



## FCA EVENTS: CONNECTING AUSTRALIA'S FRANCHISING COMMUNITY

### » National Franchise Convention

The NFC is the largest and most comprehensive professional development event on the FCA's annual calendar.

Other regular events on the FCA calendar include:

### » Franchise Industry Awards

The FIA's promote the achievements and work of franchise businesses and professionals across Australia at a national level. The awards process is an opportunity for public and peer recognition, and showcases the positive contributions of franchise businesses to industry, government, and the wider community.

### » The FCA Legal Symposium

An essential event for legal information and developments in franchising, the FCA Legal Symposium is an unmissable event for franchise lawyers, in-house counsel and franchise executives looking to navigate the evolving legal and regulatory landscape.

### » Multi- Unit Summit

The Multi-Unit Summit is an opportunity to learn how successful multi-unit franchisees have achieved greater financial success and business expansion through innovation, engagement, and high performance. An opportunity to collaborate, discuss and explore ideas specific to multi-unit franchise expansion.

### » Hall of Fame

Members of the Hall of Fame are chosen for their outstanding contribution to franchising. Nominees are called by members, and inducted at the National Franchise Convention.

### » Insights in Franchising

The FCA's Insights in Franchising events are held in each state capital multiple times each year. With extensive Q&A opportunities, these are relaxed and interactive networking breakfasts, and an opportunity to hear from panels of experienced franchise professionals, engage with peers, and to "dig deeper" into franchising.

### » Education Forums

These sessions are a great way to stay up to date on the issues and developments that matter in franchising.

### » Business Connect

Informal catch ups to mingle with peers in franchised businesses and hear from fellow franchising professionals.

### » Franchise Exchange

Meet and mingle with local franchising peers, with opportunities to chat to local FCA representatives, and (when possible) local members of Parliament. These are fun, informal events.



Women in Franchising Committee



Vicki Sweeney  
Origin Energy

Helen Alfa  
Franchise Council  
of Australia

Zeina Abdel Samad  
Origin Energy

## PLATINUM PARTNERS



## GOLD PARTNERS



“

I value the way the FCA keeps us informed on what changes are happening through their regular emails and information meetings.

Also the team is always so helpful and accommodating with any questions I have. Thanks for doing a great job.

”



Crystal Petzer  
Director,  
The Alternative Board



PROUD MEMBER OF



# CERTIFICATE OF MEMBERSHIP

This is to certify that

**YOUR COMPANY HERE**

*is a financial member of the Franchise Council  
of Australia Ltd. Members agree to abide by the  
Franchising Code of Conduct, the FCA Constitution  
and any FCA Member Standards.*

A black ink signature of Jay Westbury, written over a horizontal line.

Jay Westbury

**Chief Executive Officer of the FCA**

**Financial Member until:**





FRANCHISE INDUSTRY  
**AWARDS**  
**2025**

25 June 2025

**The Fullerton**  
Sydney

**Register**



**Sponsor**



**Be part of Australia's premier  
Franchising industry awards.**

Honour the achievements of  
franchisees, franchisors,  
suppliers, service providers,  
and people in our industry.



**REGISTER**



**NFC25**

NATIONAL FRANCHISE  
CONVENTION

MELBOURNE | 19-21 OCTOBER

NFC25 is where the  
Australian franchise  
community comes  
together to share  
knowledge, explore  
new ideas, and shape  
the future of the  
industry.

» LEADING THE WAY «



## Member enquiries



**Helen Alfa**

Head of Membership  
& Partnerships

0484 074 198  
helen.alfa@franchise.org.au



**Baxter Newbegin**

Member Relationship  
Officer

0474 122 798  
baxter.newbegin@franchise.org.au

## MELBOURNE OFFICE

**p:** 1300 669 030 **a:** Level 3, 21 Victoria Street, Melbourne, VIC 3000

## SYDNEY OFFICE

**p:** 1300 669 030 **a:** Level 8, 77 Castlereagh Street, Sydney NSW 2000