

FCA MEMBERSHIP

2024



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

# A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



The **Franchise Council of Australia** (FCA) is the peak body for Australia's \$174bn franchised business segment, comprising some 1,300 franchise networks which in turn include over 90,000 individual franchised outlets that collectively employ almost 600,000 Australians.

There is a franchise system operating in almost every business category in Australia today, with varying levels of complexity and market share, creating employment opportunities and national prosperity. The FCA provides avenues for franchisors, franchisees, business advisors and small to medium businesses to influence government policy, communicate with political leaders and key decision makers, network with peers, and engage in policy debate.

FCA members are part of a unique association where business lessons, experience and up-to-date essential information are provided. FCA membership is an essential business investment. The information, policy and advocacy activity engagement and business resources of the FCA directly support members.

## FCA OBJECTIVES

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

We look forward to working together.

Matthew Monaghan  
Chief Executive Officer



## ACKNOWLEDGEMENT



The Franchise Council of Australia acknowledges the traditional owners of the land on which it works, the Wurundjeri peoples of the Kulin Nation, and pays its respects to Elders past, present and emerging. We acknowledge their continuing connection to land and waters.

**Sovereignty was never ceded.**





## 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?



## 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**



**94,000+**

**Individual  
Franchised  
Businesses**



**550,000+**

**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.

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**Carlos Antonius,**  
CEO, Chatime Group



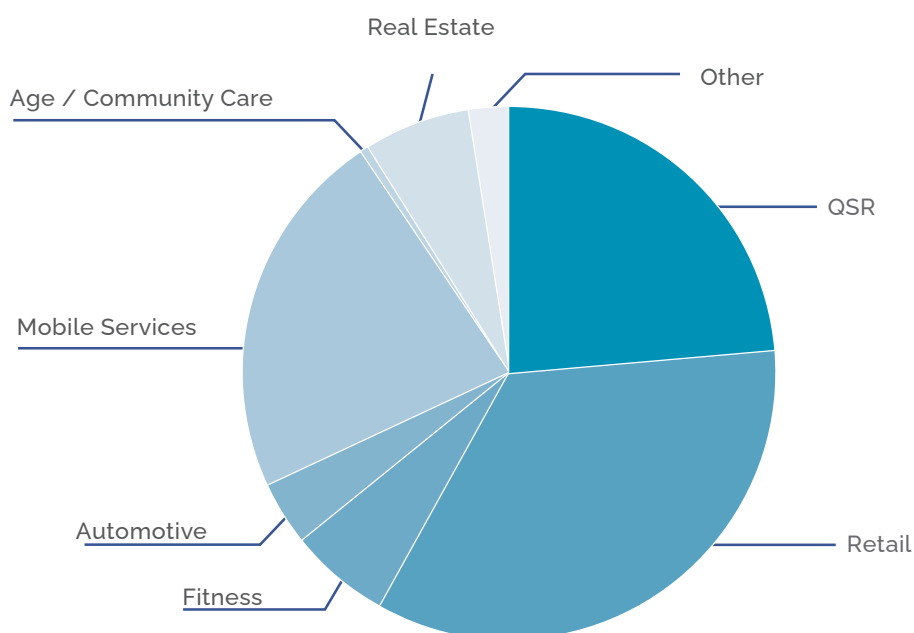


# AUSTRALIAN FRANCHISING AT A GLANCE

## 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. ”



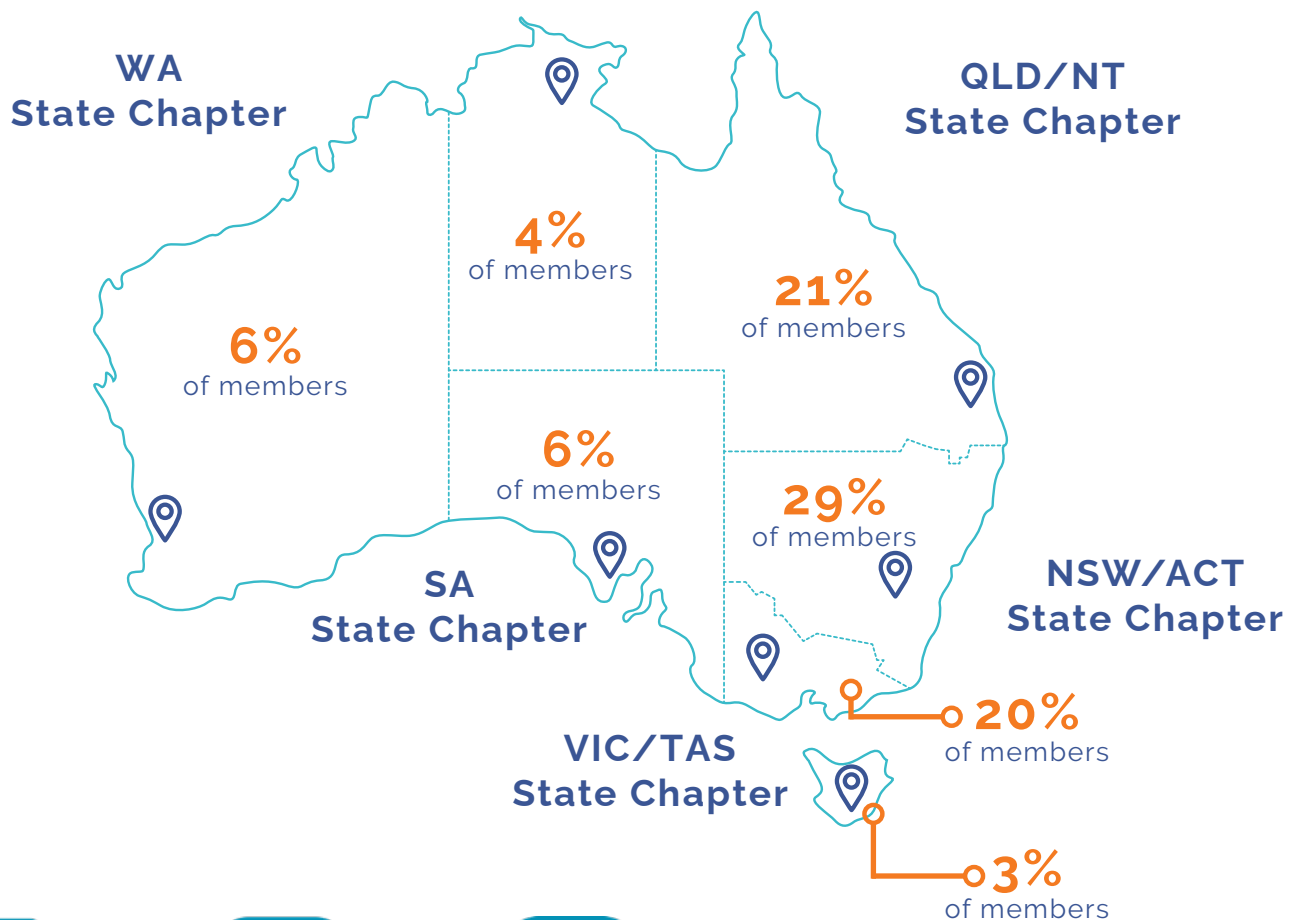
**Emma Glazebrook**  
MBCM Seymour



# STATE CHAPTERS AND COMMITTEES

## NATIONAL INFLUENCE, LOCAL DELIVERY AND SUPPORT

Connect and influence through participation in state chapters.



5.1K

+77.4%



2.2K

+95.5%



67

NEW

## THE FCA'S REACH

AS AT OCT 2023

“

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.
  - » **Coffee Connect**
  - » **Education Forums**
  - » **Exchange Events**
  - » **State Conferences**
- » **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.
- » **Exclusive Benefits:** Get exclusive access from a curated network of trusted businesses offering a range of services tailored to the franchise community through our Member Plus Program.
- » **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

	INCUBATOR	INNOVATOR	IMMERSE	INFLUENCER PLUS	FRANCHISEE	SERVICE PROVIDER	MEMBER PLUS
Sites	1-25	26-50	51+	51+		*Single State on request	Additional to Service Provider
Investment (plus GST)	\$2,499	\$3,552	\$6,456	\$17,499	\$350	\$6,456	\$2,994
Account Manager	Member Services Officer	Regional Manager	National Membership Manager	Head of Policy and Advocacy	Member Services Officer	Relationship Manager	National Membership Manager
Mentoring	✓	✗	✗	✗	✓	✗	✗
Directory	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓	✓
Job Board	✓	✓	✓	✓	✓	✓	✓
State Insights Breakfasts	✓	✓	✓	✓	✓	✓	✓
State Conference	✓	✓	✓	✓	✓	✓	✓
NFC	✓	✓	✓	✓	✓	✓	✓
Education	✓	✓	✓	✓	✓	✓	✓
Communities of Interest	✓	✓	✓	✓	✓	✓	✓
Events	✓	✓	✓	✓	✓	✓	✓
Expos	✓	✓	✓	✓	✗	✓	✓
FCA Boardroom	✓	✓	✓	✓	✗	✓	✓
FCA Podcast Studio	✓	✓	✓	✓	✓	✓	✓
Lunch and Learn	✓	✓	✓	✓	✓	✓	✓
Member Spotlight	✓	✓	✓	✓	✓	✓	✓
Policy Network Forums	✗	✗	✗	✓	✗	✗	✗
Boardroom Policy Roundtables	✗	✗	✗	✓	✗	✗	✗
Delegation Participation	✗	✗	✓	✓	✗	✗	✗
CES Participation	✗	✗	✗	✓	✗	✗	✗

OVERSEAS MEMBERSHIP	\$2,000 (no GST)
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“

In the past 10 years owning a franchise has allowed us a more rewarding and enjoyable lifestyle for ourselves and our family beyond what we ever thought was possible. Our business became more successful than we ever planned and this was due to not only our hard work but also things that a franchise brings to the table such as corporate branding, support, technology and buying power.



**Michelle Hampton**  
Hire A Hubby, Bayview

”



## 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:

### » Awards and Celebrations (National and Regional)

The FCA Awards program promotes the achievements and work of franchise businesses and professionals across Australia at a national and regional 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.

### » Coffee 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.





## CORPORATE 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.

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**Crystal Petzer**  
Director,  
The Alternative Board

