

SERVICE PROVIDER
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

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
Franchise Council of Australia
Assisting franchising and small business in 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





Bruce McFarlane
BDC Partners

Sonia Shwabsky
Kwik Kopy Australia

Amber Biesse
Nurse Next Door

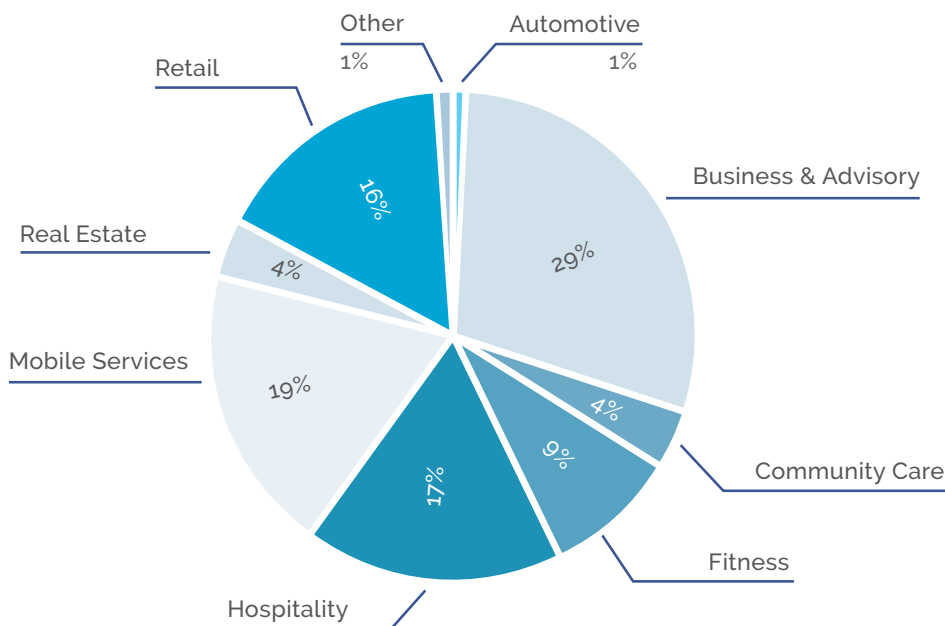
Richard Thame
CouriersPlease

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. ”

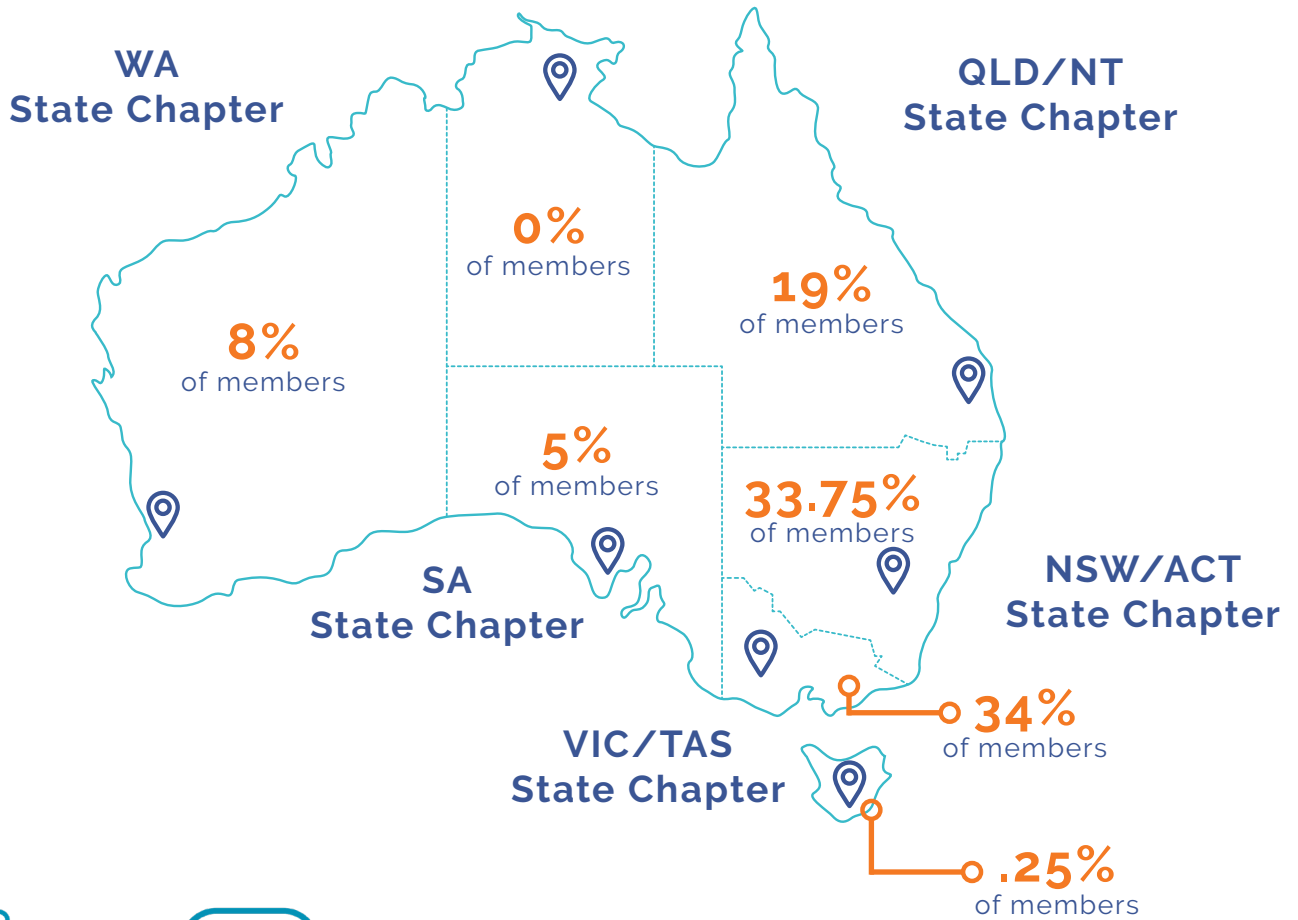


Emma Glazebrook
MBCM Seymour

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

ABOUT FCA SERVICE PROVIDER MEMBERSHIP

As a Service Provider Member of the Franchise Council of Australia (FCA), you gain the opportunity to connect and collaborate with key stakeholders within the **1,300+ strong franchising sector**.

This membership offers a platform to build relationships, share your expertise, and gain insights into the needs of both franchisors and franchisees. Service Provider Members are recognized as **trusted partners** who play a **vital role** in the success of the broader franchising community.

By aligning with the FCA, you are positioning your business as a leader in delivering tailored solutions that contribute to the growth and sustainability of the sector. Through access to member only events, networking opportunities, and engagement in FCA initiatives, you can **strengthen your presence within the industry** and demonstrate your commitment to supporting the thriving franchise community in Australia.

ABOUT FCA SERVICE PROVIDER PLUS:

If you are a Service Provider seeking to expand your reach in the franchise sector and leverage the power of the FCA network, **Service Provider Plus** is the ideal platform for you.

By becoming a contributor to this exclusive program, you can unlock new opportunities, establish valuable connections, and drive business growth, whilst ensuring franchising continues to support franchising.

HOW TO GET INVOLVED

To be eligible for inclusion in the FCA Service Provider Plus Program, Service Providers must meet the following criteria:



Must be a financial member of FCA.



Must provide a benefit or service for FCA members with a genuine value offering. This can be tailored according to the Associate's business and is subject to FCA approval.



\$2,900
plus GST
Annual Subscription.

MEMBERSHIP CATEGORIES

	SERVICE PROVIDER	SERVICE PROVIDER PLUS
Sites		Additional to Service Provider
Investment (plus GST)	\$2,900	\$2,900
COMPLIMENTARY WITH MEMBERSHIP		
Directory	✓	✓
Newsletter	✓	✓
Lunch and Learn	✗	✓
Communities of Interest	✓	✓
Member Spotlight	✗	✓
SPECIAL MEMBER PRICED BENEFITS		
State Insights Breakfasts	✓	✓
State Conference	✓	✓
NFC	✓	✓
Education	✓	✓
Events	✓	✓
FCA Boardroom (VIC)	✓	✓
FCA Podcast Studio	✗	✓
Policy Network Forums	✗	✓
Boardroom Policy Roundtables	✗	✓
Delegation Participation	✗	✓



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



MEMBERSHIP INCLUSIONS

SUBJECT TO MEMBERSHIP TIER ENTITLEMENTS



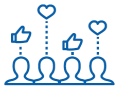
» Targeted Reach:

Unrivalled networking opportunities at state, national and regional events including networking breakfasts, panel discussions, national conference and more.



» Collaboration:

Becoming an FCA Plus Associate can open doors to potential long-term partnerships, new collaborations.



» Networking:

Being an FCA Plus Associate facilitates valuable networking opportunities to engage with the franchise community, conference and more.



» Education:

Develop knowledge and skills with FCA education programs, webinars, 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.



PLUS EXCLUSIVE

» Exclusive Benefits:

Get exclusive access from a curated network of trusted businesses offering a range of services tailored to the franchise community.



» 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.

» **Business Connect**

» **Communities of Interest**

» **Education Forums**

» **State Conferences**



» 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.



» Email Updates:

Regular updates on legislative and policy issues relevant to franchising and small business.

MEMBERSHIP INCLUSIONS

SUBJECT TO MEMBERSHIP TIER ENTITLEMENTS



» Directory:

Showcase your business on our membership directory. Add your company logo and bio.



» 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.



PLUS EXCLUSIVE

» Lunch and Learn Hosting:

Opportunity to host 45-minute *Lunch and Learn* webinar which covers a specific topic, providing practical solutions that can be taken away and implemented.



PLUS EXCLUSIVE

» One-on-One Meetings:

Gain the opportunity to meet with the FCA Membership Team to discuss their product or service offering and explore potential collaborations with FCA and its members.



PLUS EXCLUSIVE

» Quarterly Workshop:

Networking, education and open forum for business synergies.



» Exclusive Discounts:

- » **NFC Annual Event:** 5% discount.
- » **Awards/Gala Table:** 10% discount on table of 10 at our Awards or NFC Gala.



PLUS EXCLUSIVE

» NFC Attendee Pass:

Receive a complimentary attendee pass to the National Franchise Convention (NFC). NFC is an annual event that brings together industry professionals, franchisors and franchisees from across the country.



PLUS EXCLUSIVE

» Amplified Exposure:

You will benefit from enhanced brand visibility through our website, marketing initiatives, and our state managers on the ground.



» Pulse Check:

The latest franchise research and industry sentiment from FRANdata.



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



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