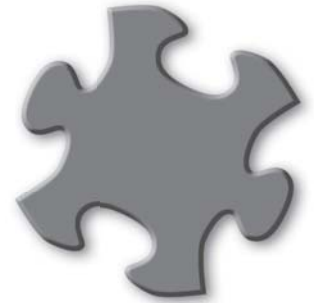


# Transform your business into a franchise

**TransformO6** 22 June 2006 > Rydges Riverwalk Hotel



TransformO6 is designed and presented by leading advisers in the franchise community. It covers the legal, demographic, financial and marketing issues that face potential new franchisors.

The seminar is specifically targeted towards successful, established businesses ready to explore the next step in franchising their business model.

**Date:** Thursday 22 June 2006  
**Venue:** Rydges Riverwalk Hotel  
649 Bridge Road Richmond  
**Seminar:** 12:00pm – 5:00pm  
**Refreshments:** 5:15pm – 6:30pm  
**Your investment:** \$125.00 (inc. GST) per person.  
Includes afternoon tea and refreshments.

## This exciting program will cover topics such as:

- ✦ Franchise Council of Australia
- ✦ The principle process start to finish
- ✦ Franchise fundamentals – wheel of success
- ✦ Legal structure and associated issues
- ✦ Tax structure and associated issues
- ✦ Turn your franchise into a brand
- ✦ Demographics / site analysis
- ✦ Systems and documentation
- ✦ Legal documentation
- ✦ Franchise financial modelling
- ✦ How long does it take? What does it cost?  
What about payback?

## Presenters will include:

- Phil Blain, Director,  
Franchise Alliance (Consultants)
- Tony Garrison and Philip Colman,  
Mason Sier Turnbull (Lawyers)
- Tim Kilham,  
McLean Delmo & Partners (Accountants)
- Kosta Poulos, Marketing Manager,  
Seamer Design (Marketing)
- Sam Torcasio, Managing Director,  
Insite Data Solutions (Demographics)
- Gary Baldwin, Director,  
Baldwin Consulting Group

## Special Guest Presenters include:



**Diana Williams**, Founder and  
Director, Fernwood Women's Health  
Clubs and Telstra 2005 Business  
Woman of the Year



**Michael Keaney**, Education  
Manager, Franchise Council of  
Australia



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## Registration Form

Please fax registration form to 03 9818 5152

Numbers are strictly limited so it is essential that you register your attendance. Simply complete the registration form and **fax to 03 9818 5152 or call 03 9819 4666 and ask for Rita to find out more.**

Tax Invoice McLean Delmo & Partners ABN 78 174 410 763

This form becomes a Tax Invoice once payment has been processed. Please keep a copy for your records.

### Act quickly to avoid disappointment!

This electronic form can be completed on-screen then printed.

#### How did you hear about this seminar?

- Direct mail or email
- Colleague or friend
- Industry newsletter or magazine (please specify which publication) \_\_\_\_\_
- Other: (please specify) \_\_\_\_\_

Name(s): (limit of two per organisation)		<b>\$125.00 Inc. GST per person</b>	
		Tel:	
		Tel:	
Name of business:		Years in business:	
Type of business:			
Address:			
E-mail:		Fax:	

#### Payment Details: Cheque payable to McLean Delmo & Partners or Credit Card

Type of card:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Amex	<input type="checkbox"/> Diners	Amount \$
Credit Card No.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Exp Date: /
Name on card:	Signature:			Date: / /	

Places are limited and will be allocated on receipt. We will notify you to confirm your registration.

#### Brought to you by:



Franchise Alliance



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