

Franchise your business.

Transform07



Transform your business into a franchise and grow with confidence.

Transform07

LEGAL • ADVISORY • ACCOUNTING • MARKETING • DEMOGRAPHICS

Transform07 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 23 August 2007

Venue: Kooyong Tennis Centre
489 Glenferrie Rd Kooyong

Seminar: 12:30pm – 5:00pm

Refreshments: 5:30pm – 6:30pm

Your investment: \$95.00 (inc. GST) per person.
Includes afternoon tea and refreshments.

Franchise Alliance



Presenters will include:

- **Phil Blain**, Director, Franchise Alliance (Consultants)
- **Tony Garrison**, Mason Sier Turnbull (Lawyers)
- **Tim Kilham**, McLean Delmo Hall Chadwick (Accountants)
- **Andrew Baker**, Marketing Manager, Seamer Design (Marketing)
- **Sam Torcasio**, Managing Director, Insite Data Solutions (Demographics)
- **Gary Baldwin**, Director, Baldwin Consulting Group

Guest Speakers:

-  **Diana Williams**, Fernwood Woman's Health Clubs

-  **Bill Kollatos**, Yarra Valley Farms

-  **Chris Lowe**, Franchise Council of Australia


A Jam Packed Program Covering...

- What is Franchising
- Franchise Fundamentals
- Legal Structure and Documentation
- Tax Structure and Financial Modelling
- Franchise Marketing
- Demographics and Site Analysis
- Systems and Documentation



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ADVISORY



Franchise Alliance



Phil Blain Franchise Alliance

Established in 1990, Franchise Alliance is a firm of professional consultants across Australia specialising in the development of new business format franchise systems. We have a singular commitment to provide the very best franchise development services to our clients.

Our experience stems from many years as consultants and many more years as Franchisors and Franchisees ourselves. This brings a unique blend of knowledge and experience to every project we undertake.



ACCOUNTING



Tim Kilham McLean Delmo Hall Chadwick

McLean Delmo Hall Chadwick is one of the leading accounting firms specialising in franchising.

We work with franchisor clients across a range of industries including retail, food, building, printing, home services, mortgages and loans, and security services.

We offer strategic business advice and consulting services to existing and potential franchisors, with a particular emphasis on business and tax structuring, financial modelling for franchisors and franchisees, and ongoing tax and management advice.



LEGAL



Tony Garrison Mason Sier Turnbull

Mason Sier Turnbull's franchising team is headed by Phillip Colman, John Sier and Tony Garrison and is supported by a further 16 lawyers with extensive experience in franchising. Mason Sier Turnbull has developed a strong and highly recognised presence in the franchising sector, acting for a number of large and successful national retail and service franchisors.

Tony Garrison is recognised as one of the leaders in the field of franchising. He has "hands on" experience in developing franchise systems having spent five years as an in-house corporate manager for a national retail chain prior to joining Mason Sier Turnbull.



MARKETING



Andrew Baker Seamer Design

Established franchisees will tell you that long term success is all about the power of a really great brand.

Great brands attract loyal customers and quality franchisees, because they occupy a unique position in a consumers mind.

Building a brand requires the unique talents and skills of an experienced design partner.

Based in Melbourne, Seamer Design is fast becoming the partner of choice for many of Australia's up and coming franchise brands. Offering services such as Corporate ID, Packaging, Websites, Brochures & Advertising.



DEMOGRAPHICS



Sam Torcasio Insite Data Solutions

Insite Data Solutions is a company that specialises in the area of geo-demographic modelling and analysis. Our flexible service allows our clients to make more informed decisions to grow, change or rationalise a business network.

Products and Services:

- Market Modelling and Analysis
- Latest Census Demographics
- Electronic Mapping Solutions
- Project/Survey Design and Management
- Data Driven Location Selection
- Data Driven Sales/Territory Planning
- Shopping Centre Data
- Pedestrian Count Surveys
- Traffic Count Data



CONSULTING (MC)



Gary Baldwin Director, Baldwin Consulting (MC)

Baldwin Consulting Group are professional event organisers. Gary has over thirty years experience in finance, business consulting, learning and development in addition to organising seminars, workshops and conferences.

He has worked extensively in the franchise sector organising events and conferences for the Franchise Council of Australia and a number of franchise systems including 7-Eleven, Cartridge World, Red Rooster, Quest Serviced Apartments, Hairhouse Warehouse and many others.



Transform07

Transform07 is a seminar that could change your business future.

The organising companies and individuals all have first hand experience of how 'franchising' can unlock the potential for success tied up in a good business model. A number of our speakers represent franchise companies that have become household names.

Of course success isn't automatic. It requires planning, attention to detail, knowledge and expertise. And that's all on top of the original good idea!

Transform07 is both designed and presented by leading advisers in the franchise community, covering the legal, demographic, financial and marketing issues that face potential new franchisors. It's the first step on an exciting course that could power your business to a new level of success.

There will be time for you to meet and talk to the people who will be sharing their experiences with you. There will be opportunity to network. And the organising companies are happy to discuss how they might provide additional professional support.

Franchising is a dynamic area of business - and the benefits of Transform07 only begin today.

GUEST SPEAKERS



Diana Williams
Director and Founder,
Fernwood Woman's Health Clubs

Fernwood Women's Health Clubs was established in central Victoria in 1989 when Diana Williams recognised the need for women to have their own special space to enjoy regular exercise and to reach their health, fitness and wellbeing goals.

Since this time, Fernwood has become synonymous with Australian women's health

and fitness, and regularly appears in Business Review Weekly's top 10 fastest growing private companies. Today, with a national reach of almost 70 clubs, Fernwood is the largest organisation of its kind in Australia with almost 90 per cent unprompted recall of its brand name, over 15 years experience, more than 80,000 members, 3,500 employees and an annual turnover in excess of \$80 million.

Diana's current role as Founder and Executive Chairman of Fernwood is to guide growth into new markets at home and overseas and to keep alive the vision and strategy of the organisation and its core purpose of empowering women to shine.



Bill Kollatos
Yarra Valley Farms

Yarra Valley Farms was established on September 1, 2001. From the outset, the core focus of the company was to provide quality fresh produce to the hospitality industry with a dynamic combination of great service and fantastic prices.

By the following year, the Yarra Valley Farms' customer base was growing rapidly, and management were striving heavily to service their customers on a personal basis, as if the company were set up exclusively to service that one customer.

This is when the concept of franchising originated. This concept would in effect give owner-operated franchisees a localised run to service, and the personal touch could be kept with each and every customer within this growing organisation.

Thank you to our sponsors:



Chris Lowe
Chief Operating Officer
Franchise Council of Australia

Chris Lowe is Chief Operating Officer of the FCA. Prior to joining the FCA in October 2006,

Chris worked in hospitality development for 20 years working his way up from entry level to General Manager and CEO of a national serviced apartment chain. He has assisted both international and local lodging brands increase their presence in Australia. Chris' passions are service and change. Chris holds an M.B.A. majoring in the Management of Change and is a candidate for a Doctorate of Business Administration.

Transform07

THURSDAY 23 AUGUST 2007
KOOYONG TENNIS CENTRE

Seats are Limited!

Book early to
avoid disappointment



Fax Registrations to (03) 9018 4799

Program

12:30pm Registrations – Arrival tea & coffee	3:25pm Branding your franchise Andrew Baker, Seamer Design
1:00pm Welcome and overview of the day MC – Gary Baldwin	3:45pm Demographics/Site analysis Sam Torcasio, Insite Data Solutions
1:05pm Franchise Council of Australia Chris Lowe, Franchise Council of Australia	4:05pm Break
1:10pm What is franchising? Phil Blain, Franchise Alliance	4:20pm Systems, documentation and summary Phil Blain, Franchise Alliance
1:20pm Bill Kollatos, Yarra Valley Farms	4:40pm Diana Williams, Fernwood Women's Health Clubs
1:40pm Franchise fundamentals – The process and the wheel of success Phil Blain, Franchise Alliance	5:00pm Panel and further discussion
2:10pm Legal structure and documentation Tony Garrison, Mason Sier Turnbull	5:30pm Participants are invited to remain for refreshments and further discussions with the presenters who will be available to answer specific questions.
2:40pm Break	6:30pm Event closes
2:55pm Tax structure and financial modelling Tim Kilham, McLean Delmo Hall Chadwick	

Registration Form

Numbers are strictly limited so it is essential that you register your attendance. Simply complete the registration form and **fax to (03) 9018 4799 or call (03) 9018 4666 and ask for Rita to find out more.**

Tax Invoice McLean Delmo Hall Chadwick 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!

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)

Name:	Tel:
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Name of business:	Years in business:
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Places are limited and will be allocated on receipt. We will notify you to confirm your registration.