

# Franchise your business.

Transform08



Transform your business into a franchise and grow with confidence.

## Transform08

LEGAL • ADVISORY • ACCOUNTING • MARKETING • DEMOGRAPHICS

Transform08 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:** Tuesday 3 June 2008

**Venue:** Mason Sier Turnbull  
315 Ferntree Gully Road, Mount Waverley

**Time:** 1:15pm – 6:00pm

**Your investment:** 5 hours of your time



### Presenters will include:

- **Phil Blain**, Director, Franchise Alliance (Consultants)
- **Tony Garrison**, Mason Sier Turnbull (Lawyers)
- **Tim Kilham**, McLean Delmo Hall Chadwick (Accountants)
- **Jane Favaloro**, Marketing Consultant, Seamer Design (Marketing)
- **Sam Torcasio**, Managing Director, Insite Data Solutions (Demographics)
- **Dale Edney**, Franchise Alliance (Consultants)

### Guest Speakers:



### 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 & Dale Edney**  
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 group is headed by Tony Garrison and Raynia Theodore and is supported by a team of 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



**Jane Favaloro**  
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



## Transform your business into a franchise.

**Transform08** 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!

Transform08 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 Transform08 only begin today.

### GUEST SPEAKERS



**red rooster**  
it's gotta be red

**Tracy Steinwand**

**National Franchise Manager  
Red Rooster**

Tracy Steinwand hails from Canada where she worked on the operations and development for Subway Restaurants helping that brand grow to a place of dominance in her territory. She then transferred those skills here and headed up the

corporate team for Subway from 1998 to 2006. In her time there Tracy and her team opened over 1000 locations across Australia and New Zealand, making Subway the chain with the most restaurants in the region. Most importantly this growth was accomplished while seeing same store sales increase each year making Subway a highly sought after franchise opportunity. Recently Tracy traded sandwiches for chicken and joined the team at Red Rooster, and is working to enhance their franchise program and set the company up to reach its aggressive growth targets



**Steve Wright**

**Executive Director  
Franchise Council of Australia**

Steve Wright is a media and communications professional with over 15 years experience in industry advocacy and stakeholder relations, including investor, media and government relations and regulatory affairs. Prior to joining

the FCA, Steve was Director (Communications) with Gavin Anderson & Company, one of the nation's leading public affairs, corporate and government relations consultancies. Before joining Gavin Anderson, he was Director, Stakeholder Relations, at Hutchison Telecoms, a network owner and licensed operator of the Orange and 3 mobile phone services in Australia and overseas. Prior to that, he was Director of Public Affairs for Optus and SingTel Optus. Steve has also run his own small business and played a central role in the start-up of successful internet publishing business, Alan Kohler's Eureka Report.



**Barry Thatcher**

**National Manager, Franchise Banking  
National Australia Bank**

Barry Thatcher has worked at NAB for 5 years and is the National Manager for NAB Franchise Banking, helping to drive NAB as a market leading financier in this growing and dynamic sector. He coordinates a total of 35 trained and accredited specialist bankers around the country that specifically service franchisees and franchisors.

Barry is a qualified accountant (CPA) and has been in the finance and banking industry for 13 years. His experience is very broad having initially worked for Ford Motor Company before transferring across to its finance arm, Ford Credit. During this time he spent much of his time working with the Dealer group and corporate credit operations in Australia. He also was in heavily with the establishment of Ford Credit's commercial credit operations throughout Asia Pacific.

Since joining NAB, he has been a Senior Relationship Manager in the Business Bank and also the Major Client Group, specialising in hospitals, telecommunications and import businesses.

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**Seats are Limited!**

Book early to  
avoid disappointment



**Fax Registrations to (03) 9018 4799**

## Program

<b>1:15pm</b> Registrations – Arrival tea & coffee	<b>3:50pm</b> Branding your franchise <b>Jane Favaloro, Seamer Design</b>
<b>1:45pm</b> Welcome and overview of the day <b>Phil Blain, Franchise Alliance</b>	<b>4:10pm</b> Systems, documentation and summary <b>Phil Blain, Franchise Alliance</b>
<b>1:50pm</b> Franchise Council of Australia <b>Steve Wright, Franchise Council of Australia</b>	<b>4:30pm</b> Break
<b>1:55pm</b> Franchise fundamentals – The process and the wheel of success <b>Dale Edney, Franchise Alliance</b>	<b>4:45pm</b> Finance for emerging franchisors <b>Barry Thatcher, National Australia Bank</b>
<b>2:30pm</b> Legal structure and documentation <b>Tony Garrisson, Mason Sier Turnbull</b>	<b>5:00pm</b> Guest Speaker <b>Tracey Steinwand, Red Rooster</b>
<b>3:00pm</b> Break	<b>5:30pm</b> Panel discussion
<b>3:20pm</b> Tax structure and financial modelling <b>Tim Kilham, McLean Delmo Hall Chadwick</b>	

Participants are invited to remain for refreshments and further discussions with the presenters who will be available to answer special questions.

## 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.**

**Act quickly to avoid disappointment!**

### How did you hear about this seminar?

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

Name(s): (limit of two per organisation)

Name:	Tel:
Name:	Tel:
Name of business:	Years in business:
Type of business:	
Address:	
Email:	Fax:

**Places are limited. We will notify you to confirm your registration.**

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