

Franchise your business.

Transform09



Transform your business into a franchise and grow with confidence.

Transform09

LEGAL • ADVISORY • ACCOUNTING • MARKETING • DEMOGRAPHICS

Transform09 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 24 February 2009
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 (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 and 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

McLean Delmo 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 and 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.

Transform09 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!

Transform09 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 Transform09 only begin today.

GUEST SPEAKERS



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 over 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 over 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 heavily involved 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.



Paul Constantinou

Chairman, Quest Serviced Apartments

Paul has over 32 years of extensive experience in the management of accommodation businesses, including 20 years experience in the serviced apartment industry. In his leadership role at Quest, Paul has focused on developing and implementing strategies which have ensured continued growth of Quest.



Paul has also become involved in the construction and development of purpose-built properties that become part of the Quest franchise network. Paul believes that his role as chairman of Quest and the developer of Quest franchises is to be concerned with the full product lifecycle of each business and to maintain the continued success and wellbeing of both Quest and each Quest franchise. In 2007 Quest Serviced Apartments was awarded SmartCompany's NAB Franchise of the Year and named PricewaterhouseCoopers Franchise of the Year – Service. Individual franchisees were also recognised as hospitality leaders.

Seats are Limited!

Book early to avoid disappointment



Fax Registrations to (03) 9018 4799

Program

1:15pm	Registrations/arrival tea and coffee	4:10pm	Demographics/site analysis Sam Torcasio, Insite Data Solutions
1:45pm	Welcome and franchising overview Phil Blain, Franchise Alliance	4:25pm	Break
2:00pm	Franchise Council of Australia Steve Wright, Franchise Council of Australia	4:45pm	Systems, documentation and summary Phil Blain, Franchise Alliance
2:10pm	Franchise fundamentals – the process and the wheel of success Dale Edney, Franchise Alliance	5:05pm	Finance for emerging franchisors Barry Thatcher, National Australia Bank
2:35pm	Legal structure and documentation Tony Garrisson, Mason Sier Turnbull	5:20pm	Guest speaker Paul Constantinou, Quest
3:05pm	Break	5:45pm	Panel discussion
3:20pm	Tax structure and financial modelling Tim Kilham, McLean Delmo	Participants are invited to remain for refreshments and further discussions with the presenters who will be available to answer specific questions.	
3:50pm	Branding your franchise Jane Favaloro, Seamer Design		

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
 Advertisement
 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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