

Opportunities in the upturn

Wednesday, March 3, 2010
Four Seasons Hotel, Sydney

Program

08:00 Registration: Coffee and light breakfast

08:30 Welcome from the Chair:
Jane Lindhe, Journalist, BRW Magazine

09:05 Ministerial opening address

Opportunities as the economy expands

09:30 Economic outlook

The franchise sector has generally outperformed the rest of the economy throughout the economic downturn. However it is essential for franchisors to seize the opportunities as the economy begins to recover.

Speaker: Steven Shepherd, Chief Economist and Group Manager Market Intelligence, Sensis

10:00 How to remain relevant as the world changes

Ever wondered how a major international franchise system has managed to remain relevant as the world changes? Changing demographics and the increased expectations of customers is forcing companies to think outside the square. How do they compete while differentiating between fads and real changes to the market? The leader of one of Australia's biggest franchise networks will explain how the big companies do it.

Speaker: TBC

10:35 Morning Tea

Opportunities in finance & franchising law

10:50 Alternative finance opportunities:
Panel discussion

Capital from the banks all but dried up over the past 12 months, leading smart franchisors to look at alternative ways to fund growth. This session will examine everything from joint ventures and company funded models to winning favour with the banks.

Topics:

- Accreditation
- Joint ventures
- Investing in start-ups

Panellists: David Milne, Co-founder, Noodle Box
Andrew Wilson, Finance Manager,
Boost Investment Group

11:30 Opportunities in a new economic and regulatory environment

In this session Professor Andrew Terry will look at how to seize opportunities and realise the dud's; new franchise reforms and whether they have gone far enough and what they actually mean? The session will also look at the commercial and legal challenges from franchisors and how to deal with the pressure points and if the notion of 'Good faith' is an ideal in search of a standard.

Speaker: Professor Andrew Terry, Emeritus Professor, University of New South Wales and consultant to DC Strategy

12:15 Lunch

New franchising opportunities

13:15 The lifecycle of a brand

How to recognise a good thing in the early stages and build it into a household name. How to know when to invest and when to walk away.

Speaker: Michael Sherlock, Executive Chairman,
Franchised Food Co and Co-founder of Brumby's Bakeries

13:40 A day in the life of a serial franchisor:
Panel discussion

Four 'serial franchisors' who have been involved with numerous franchise systems talk about their experience, what has worked for them and what they wish they had done differently.

Panellists: Michael Sherlock, Executive Chairman,
Franchised Food Co and Co-founder of Brumby's Bakeries
Steve Hansen, Managing Director, CHOOKS Fresh
& Tasty
Simon McNamara, Director, Spudbar

Facilitator: Tony Blackie, Journalist, BRW Magazine

14:15 Emerging franchise opportunities in the upturn:
Panel discussion

What is the latest boom industry for franchising? The last decade has focused on health and convenience, but as the population continues to age are there new areas of growth emerging? Will the sector move away from its retail routes to focus on services in the future? Four businesses that have recognised new areas of growth talk about the challenges and opportunities.

Panellists: Jason Smith, Co-founder and National Group Director,
Back in Motion Health Group
Braedon Lord, Chief Executive Officer,
Aussie Farmers Direct

Facilitator: Jane Lindhe, Journalist, BRW Magazine

15:00 Afternoon tea

Opportunities in the changing regulatory landscape

15:20 Opportunities in the changing regulatory landscape

Speaker: Senior representative, Australian Competition and Consumer Commission

15:40 Franchising opportunities offshore

Offshore expansion in an unstable economic environment, the tips and traps.

Panel discussion:

- Where are the opportunities coming from?
- What are the pitfalls of starting up an overseas franchise ie tweaking management structures to suit local cultures etc what works and what doesn't
- What are the economic considerations?
- What are the best offshore opportunities?
- What countries are open to franchising?

Panellists: TBC

Facilitator: Adrian McFedries, Managing Director, DC Strategy

New media marketing opportunities for franchises

16:30 New media marketing opportunities for franchises

How can emerging marketing tools such as Twitter, MySpace, Facebook, and LinkedIn be used as a marketing tool and advertising medium in the franchising sector? This session will be led by a panel of social networking practitioners and providers and discuss how to get the most out of these promotional vehicles.

Panellists: Stephen Johnson, Regional Head of Digital Innovation,
DRAFTFCB

Simone Drewry, Managing Director, Mango

17:00 Closing remarks

17:05 Networking drinks until 18:05

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Speaker biographies

**Michael Sherlock**

Executive Chairman, Franchised Food Co and Co-founder of Brumby's Bakery

Michael joined the Food Franchise Company as Chairman in September 2009 after 30+ years of involvement with Brumby's Bakeries, including 7 years as Managing Director. Since selling the 320+ chain to Retail Food Group in 2007, he has been working as a Director/Consultant to many companies in the franchising industry, including Krispy Kreme and Jesters Pies.

**Braeden Lord**

Chief Executive Officer, Aussie Farmers Direct

Braeden is the current Chief Executive Officer of Aussie Farmers Direct and has held this position since April 2008. Braeden has spent over 20 years developing the Bakers Delight business and successfully expanded the brand into Canada and the USA. As a passionate food and business executive, Braeden has also consulted to a number of developing food and franchise businesses in Australia and sits on an advisory board for a Melbourne based financial planning company.

**David Milne**

Co-founder, Noodle Box

Dave Milne founded Noodle Box in 1996, together with his business partner, Josh James, at the ripe age of 23. More than 13 years on and with 75 Noodle Box stores under his belt, Dave is still as driven to grow the business as he was on day one. Dave credits the quality of the product and the brand, combined with a successful franchise model for making Noodle Box one of the major players in Australia's fast food landscape.

**Simon McNamara**

Director, Spudbar

Simon was the Founder and Managing Director of Viva Juice with 22 company owned stores until he sold the business to Boost Juice in July 2004. Then as CEO of Boost, he grew the business from 80 stores to 185 stores. Simon is also a founding shareholder of Grill'd, a growing group of healthy hamburger restaurants. Recently, Simon bought into Spudbar and is using his experience to assist in the growth of the group from its' current 13 stores across Vic, WA and NZ.

**Steven Shepherd**

Chief Economist and Group Manager Market Intelligence, Sensis

Steven Shepherd joined Sensis in September 2000, bringing with him twenty years' of experience in Economic analysis and government relations. At Sensis he is responsible for the Sensis Market Intelligence Group which takes Sensis intelligence and insight to market.

**Adrian McFedries**

Managing Director, DC Strategy

Adrian McFedries is internationally respected as a business growth specialist and is Managing Director of DC Strategy. As a channel strategy and international specialist his predominant focus has been driving serious growth in national and international markets for both small family business and corporate such as Boost Juice, Nokia, Bank of Ireland, ANZ, Flight Centre, Forty Winks, Darrell Lea and OPSM.

**Professor Andrew Terry**

Emeritus Professor, University of New South Wales and Research Consultant to DC Strategy

Andrew Terry is Emeritus Professor of UNSW and consultant to DC Strategy. He has had a long career of teaching, researching, publishing and consulting in franchising and is the co-author of the looseleaf service Franchising Law and Practice. He has worked extensively with governments and franchise sectors in Asia in relation to franchise development and regulation and drafted Vietnam's franchise law. He has been inducted into the Australian Franchising Hall of Fame.

“Very good mix of theory and practical case studies.”

— Cheryl Scott, National Manager - Business Services, Austrade
— 2009 BRW Franchising Forum attendee

“Good day with a good mix of attendees. No one trying to ‘sell’ you anything, so more opportunity to network with good franchisor/ee contacts.”

— 2009 BRW Franchising Forum attendee

Past Attendees:

ANZ
Appliance Tagging Services
Austrade
Bakers Delight
Belgravia Finance & Insurance
Big Dad's Pies
Brands R People 2
Brazilian Butterfly
BRW
BT Financial Group
Campbells Wholesale
Coco Cubano
Commonwealth Bank
Cubewise
Datadot Technology Australia
DC Strategy
Debt Rescue
Deep Cleaning Services
Dymocks
ecowash mobile
Elephant Boy Cafes
Financial Review Group
Franchise Council of Australia
Gloria Jean's Coffees
Grill'd
Hairhouse Warehouse
Hall & Wilcox Lawyers
Harcourts International Limited
Healthy Habits
Healthy Life
Healthzone
Horizon Communication Group
Kingsley's Chicken
Laing & Simmons
Landmark Operations
Lenard's
Matchbox
McCredie
Mrs. Fields
Neil Clark & Associates
Oliver's Real Food
Pack & Send
Platinum Electrical Contractors
Plaza Foods
Poolwerx
PricewaterhouseCoopers
Quest Serviced Apartments
Raine & Horne
RedCat
Rural Fire Service Association
Secure Bookings 24-7
Snap-on-tools
Sportsman's Warehouse
Stockdale & Leggo
SumoSalad
The Australian Financial Review
Timezone
Turning-Leaf
Webstop Lounge
Wok-in-a-box
Workcorp