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As a sponsor of the 2010 BRW Franchising Forum, you will have the opportunity to engage and influence over 100 owners and senior decision makers within the franchising industry. Our sponsor packages are flexible and can be tailored to suit individual company needs or goals. Most importantly, our conference will give you the face-to-face access to:

- Senior-level executives of large Australian and international franchises
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- Successful SME business owners looking at franchising their business
- Franchise consultants
- Legal and accounting firms
- Financiers
- Franchise service providers

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To further discuss the range of sponsorship opportunities available, please contact John La Rosa on 02 9282 2245, or email at jlarosa@fairfaxmedia.com.au







# BRW. Franchising Forum 2010

#### **Registration Form**

Please complete this form and return to Financial Review Conferences and Events. For multiple attendees, photocopy this form or visit www.afr.com/events

### 5 Ways To Register



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#### Price (incl. GST) 1 day Conference

Registration includes morning tea. lunch, afternoon tea and networking drinks. Attendees will also receive a copy of BRW magazine.

Registration	General	Fast Club Members	AFR Subscribers	Endorsing Body Members
Early Booking Rate (until 5 February 2010)	□ \$ 990	□ N/A	□ \$ 792	□ \$ 880
Standard Full Rate (after 5 February 2010)	S1210	\$ 968	\$ 968	\$1000
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# **Opportunities in the upturn**

Wednesday, March 3, 2010 Four Seasons Hotel, Sydney

"I thought the information was very concise and valuable. It was an efficient information gathering process. I liked the fact it was mostly franchisors and not dominated by service providers."

Adrian Morrissy, Managing Director, Wok-in-a-Box 2009 BRW Franchising Forum attendee

# **Key topics:**

- Opportunities as the economy expands
- Financing: what are the options?
- Areas of growth
- Offshore expansion
- New media marketing opportunities for franchising





To register or for more information, call 1800 032 577 or visit www.brw.com.au/events

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# **Opportunities in the upturn**

Wednesday, March 3, 2010 Four Seasons Hotel, Sydney

# **Program**

08:00 Registration: Coffee and light breakfast

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

Ministerial opening address

Opportunities as the economy expands

#### Economic outlook 09:30

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.

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

#### 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

#### 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

#### Opportunities in a new economic and 11:30 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 they 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.

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

12:15 Lunch

# New franchising opportunities

### 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.

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:

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

Simon McNamara, Director, Spudbar

Facilitator: Tony Blackie, Journalist, BRW Magazine

#### 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

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 opportunites offshore

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

#### Panel discussion:

- Where are the opportunities coming from?
- management structures to suit local cultures etc what works and what
- 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

out of these promotional vehicles.

Stephen Johnson, Regional Head of Digital Innovation,

Simone Drewry, Managing Director, Mango

17:00 Closing remarks





# Opportunities in the upturn

Wednesday, March 3, 2010 Four Seasons Hotel, Sydney

# **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.



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

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.

Wery 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

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BT Financial Group Campbells Wholesale

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Healthzone

Horizon Communication Group

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Laing & Simmons

Landmark Operations

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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







• What are the pitfalls of starting up an overseas franchise ie tweaking

## 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

17:05 Networking drinks until 18:05

