

FRANCHISE FOCUS

FRANCHISING has been in the news for all the wrong reasons of late, with the high-profile scandal surrounding 7-Eleven's underpayment of staff grabbing headlines.

Griffith University's Asia Pacific Centre for Franchising Excellence has decided it is time to put things in perspective with its annual Franchise Marketing Forum at its South Bank campus today.

The 7-Eleven crisis and how the sector moves on from the fallout will be the focus of a special panel discussion along with presentations from major franchise brands such as Baskin-Robbins, Clark Rubber, Jetts Fitness and Snap Printing.

Old franchise hand Michael Sherlock, the former head of Brumby's Bakeries and now an adjunct professor at the centre, will be among those serving up his thoughts on the 7-Eleven issue.