

## National Franchise Convention 2015 focuses on best practice

**12 October 2015**

The National Franchise Convention 2015 (NFC15) has focused on best practice franchising, and has highlighted the importance of the franchising to Australia's small business sector.

Speaking at the opening of NFC15, Franchise Council of Australia Chairman Michael Paul told more than 400 delegates that franchising provides the critical structure that cradles and supports Australia's all-important small business community.

"We are the backbone of Australia's small business community. 95 per cent of franchisors and almost all franchisees fall within the definition of a "small business", Mr Paul said.

"Our sector employs an estimated 460,000-plus people through an estimated 79,000 independently-owned and operated franchised outlets across approximately 1180 business franchise systems in Australia.

"We generate an estimated \$144Bn in turnover each year, achieving growth rates that outperform the broader small business market – backing up the premise that as a method of doing business – franchising is the optimum small business model.

"We know that the leaders of Australian franchise systems are highly skilled, ethical and committed men and women who generate national wealth, create jobs and through innovation ensure Australia keeps up with rapid, ongoing change."

Mr Paul also told the Convention that that the FCA, as the sector's peak body, was continuing to work closely with the Fair Work Ombudsman and Fair Work Australia in the wake of the 7-Eleven allegations.

"We, the FCA, support the immediate allocation of greater resources to allow the Fair Work Ombudsman to pursue breaches of workplace laws. We support the implementation of higher penalties for those who have been found to breach workplace laws. This is in our interests as a sector committed to best practice – and ensures that our members can compete in a business environment that is a level playing field.

"We will continue to work with the Fair Work Ombudsman and Fair Work Australia to ensure the franchising sector undertakes best practice in workplace relations. We have, and we will continue to beat the drum on the need, the pressing need for the extension of powers and additional resourcing of Fair Work Australia and the Fair Work Ombudsman to ensure compliance.



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# Franchise Council of Australia Media Release

Highlights of day one of the conference on the Gold Coast included keynote presentations from advertising guru Todd Sampson, former AFL CEO Andrew Demetriou and former Best & Less CEO, Holly Kramer.

The Monday Convention program also featured sessions focusing on hot topics in franchising including brand protection and reputation management, proposed changes to unfair contracts laws and gaining maximum value from using technology, including social media.

NFC15 continues on Tuesday 13 October with keynote presentations from business leaders including Bob Beaumont, Faddy Zouky and a question and answer session with members of the Franchise Hall of Fame.

The Convention will conclude on Tuesday night with a celebration of the year's successes as the best and brightest in franchising are recognised at the MYOB FCA Excellence in Franchising Awards Gala Dinner.

**ENDS**

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*The Franchise Council of Australia is the peak industry body for the \$144 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. [www.franchise.org.au](http://www.franchise.org.au)*