



Franchise Council of Australia Media Release

Franchise Council of Australia announces new CEO – Damian Paull

27 May 2016

The Franchise Council of Australia (FCA) is delighted to announce the appointment of Damian Paull as its new CEO.

The FCA Board and growing membership are delighted to welcome Mr Paull as our new Chief Executive and very much look forward to working together to grow, promote and nurture success in the vibrant franchise sector, FCA Executive Chairman, Bruce Billson said today.

“Damian comes to the franchise sector with a sound systems-based understanding of the shared purpose, collaboration and mutual respect between franchisors and franchisees that is at the heart of successful franchises and their capacity to support \$144 billion of annual economic activity and more than 460,000 local jobs,” Mr Billson said.

“Damian is a highly regarded membership organisation executive who bring years of experience, a successful track-record of achievement and reputation for effective stakeholder collaboration and membership engagement.

“His leadership role at the Australian Retail Credit Association (ARCA) shows an ability to work with and embrace the goals of a diverse array of large and small members where views need to be distilled into a clear and coherent agenda and policy-maker engagement that is credible, considered and collegiate,” Mr Billson added.

Mr Paull spoke fondly of his five years at ARCA and excitement about his new role with the FCA as he feels that he can make a valuable contribution in implementing the FCA’s strategic agenda, lifting the profile of franchising and the FCA and helping the sector pursue a sustainable growth trajectory.

“Franchising is a very big deal in the Australian economy and draws its strengths from well-developed business models working in partnership with small and family business investors to enable enterprising people to be in their own business but not be on their own,” Mr Paull said.

“I understand how right-sized regulation and effective regulator engagement, supported by education and professional development, provide the confidence and competence to support growth, investment and job creation in a key sector of our economy.”

“Franchising is where creative ideas and innovation delivers real economic value. Working with our Board and the FCA team, my aim is to capture that spirit of innovation and creativity to deliver real value to our members,” Mr Paull added.



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It is anticipated that in the coming weeks Mr Paull will begin familiarising himself with the opportunities and challenges before franchising in Australia, meet with the Board, staff and key stakeholders and be briefed on the organisation's business plan and budget, before formally commencing full-time with the FCA later in June.

An early priority for Mr Paull will be finalising plans for the National Franchise Convention to be held in Canberra in October, implementing plans for membership growth and supporting the Board in restoring sector confidence and a sustainable FCA budget position in the wake of the impact of the 7-Eleven revelations and regulatory responses.

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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