



# Education campaign to help potential franchisees

**A** new education initiative for potential franchisees that will give those interested in the sector an opportunity to learn more about it is being rolled out by the Franchise Council of Australia (FCA). The campaign, being run with state governments and the ACCC, includes regional events, educational seminars, boot camps and the National Franchise Convention scheduled for October in Perth.

“The emphasis is on education, not selling,” says FCA executive director Steve Wright, “and each event will provide a unique opportunity for potential franchisees to speak directly with the experts and learn from their experiences.”

Many of the events run as part of the campaign will coincide with state-run business growth and development events held regularly in each state. Seminars specifically tackling franchise-related issues will operate

as part of each of these events, giving people interested in the small business sector an opportunity to learn more about franchising.

“There are many resources available to people through the FCA website, the ACCC website and government small business departments,” Wright says, “but the opportunity to speak to people working in the sector and to benefit from their expertise is unique. It’s about arming yourself with as much information as you can before you make the decision to invest in a franchise, so you can hit the ground running.”

The FCA’s role is to ensure there is relevant professional development and formal training available to potential franchisees and franchisors and those already working in the industry. This has to be available to them at every stage of their development in the franchise sector. While the Franchise

Academy’s “Franchising 101” course is designed specifically for those starting out, the FCA’s new education campaign is for those still contemplating whether to buy a franchise.

The first pre-entry seminar took place

in Melbourne in October 2008. Participants included FCA representatives; Frank Lilley, outreach manager with the ACCC; Roger Arwas, director of small business policy and programs at Small Business Victoria; franchisor Martin Rose, “TopDog” at HydroDog; and franchisee Nader Seifen from La Porchetta.

The next one is in Sydney on 8 April, at the NSW Trade & Investment Centre in Martin Place. Participants will include Steve Wright; ACCC NSW outreach manager David Badewitz; Tony Arena, a franchise consultant from BCI Business Brokers; NSW franchisor Ken Roseberry (FCA NSW State President and franchisor consultant) and franchisee Tony Melhem (multiple business owner and former Franchisee of the Year).

Contact Kerry Cooper at the FCA on 1300 669 030 or [info@franchise.org.au](mailto:info@franchise.org.au).



**For a full list of FCA events see [www.franchise.org.au](http://www.franchise.org.au) and follow the links to the events page.**