



Business News

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FCA launches mentor program

THE Franchise Council of Australia has launched a referral-based mentoring program in an effort to meet demand for more advisory services within Australia's \$128 billion franchising sector.

Launched at the annual national franchise convention in Perth on October 21, the program is an initiative of the FCA's Women in Franchising Forum.

WIF committee chair Kate Johnson said the FCA had aligned itself with a number of state government-funded mentoring initiatives, which recognise the need for programs tailored specifically for the 70,000 franchisees representing almost 1,300 franchising systems in Australia.

She said mentors needed to pass their knowledge on to others so they could learn from their experience.

"The state government mentoring programs are perfect for start-up franchises looking for the guidance of an experienced franchisor or franchisee," she said.

The FCA has also aligned itself with an in-depth mentoring service run by Wendy McCarthy, who heads up corporate advisory practice McCarthy Management to assist FCA members in all areas of their business and personal development.

McCarthy Management specialises in providing mentors to major corporations and the public sector such as Citigroup, National Australia Bank, Qantas, Oron Group, and The Australia Council for the Arts.