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Franchise Council of Australia Announces 2017 NextGen in Franchising Global Competition Winners
-Three Young Entrepreneurs Invited to United States to Compete in FRANSHARK Competition for Cash Prizes -

MELBOURNE – (January 19 2016) – The Franchise Council of Australia is proud to present three young entrepreneurs selected to represent Australia at the 2017 NextGen in Franchising Global Competition at the International Franchise Association’s Annual Convention in the United States from Jan. 28 – Feb. 1, 2017. The Annual Convention culminates a year-long campaign and global competition in which more than 400 young entrepreneurs submitted their franchise business plans for a chance to be among the top 18 winners selected. Open to entrepreneurs’ ages 21-35, the NextGen in Franchising Global Competition is a worldwide program proudly supported by the FCA that engages young entrepreneurs seeking careers and business opportunities in the franchising industry.

“Australia are one of the world leaders in franchising and at the NextGen competition in the US, we have three great ambassadors going head to head in an international competition for the NextGen crown. The NextGen event hosted at the International Franchise Convention is a great way to celebrate and recognise young entrepreneurs.” said Damian Paull, CEO of the Franchise Council of Australia.

As part of the FRANSHARK competition, three finalists will pitch their businesses to a panel of industry judges and 3,000 convention attendees for a chance to win cash prizes ranging from \$5,000 - \$10,000. Last year, Carmelo Marsala, founder of Spray-Net in Canada, took home first place, with Australian Jai and Marlies Hobbs taking second place for Paleo Café.

The 2017 NextGen in Franchising winners from Australia are: David Lindsay, Salts of the Earth; Bao Hoang, Rollid; Nik Leigh, Real Estate Photography.

"For me, winning the Australian NextGen competition has been, and will always be one of my top career achievements and highlights," said David Lindsay, founder of Salts of the Earth. "The number one goal will be to win the Global NextGen competition and have incredible exposure for our brand. However, I am looking to learn from experienced franchisors and ask plenty of questions, develop clarity and strategy and identify ways to enter the US market and network."

In addition to receiving a complimentary registration and travel stipend to attend the IFA’s Annual Convention, winners are awarded with a spot at the NextGen in Franchising Summit, a two-day educational and networking program for next generation entrepreneurs; a 90-day accelerator program with industry leaders and CEOs; an opportunity to participate in the FRANSHARK competition for additional cash prizes; and opportunities to network with leading franchisors, franchisees and suppliers and with other young entrepreneurs.

Bao Hoang of Rolld, one of the Australian finalists is keen to take advantage of the networking opportunities that attending NextGen will bring. “The NextGen initiative has allowed us to share the story of Rolld and introduce it to the broader business community, outside of the food world...others now view Rolld as a serious player within not only the food franchise world but in the franchise industry in general, gaining attention from both potential franchisees and investors.

“Rolld has always strategised and set goals towards international expansion, so participating in the NextGen competition at the IFA convention 2017 will again broaden the reach of our brand, especially into a country where the market is so large and QSR industry is absolutely booming. We hope to gain greater knowledge of markets around the world, the varying policies and legalities that might affect our business and of course network, network, network and gain as much knowledge from everyone there,” he said.

#IFA2017 will feature more than 50 educational sessions, as well as 300 supplier partners in a cutting-edge Exhibit Hall, offering the latest tools and resources needed to develop a thriving franchise business. Attendees can expect to find numerous networking opportunities, including the International Reception and the Business Solution Roundtables.

For more information on the NextGen in Franchising Global Competition, please contact Soula Van Kooy at Soula.vankooy@franchise.org.au or call (03) 9508 0813.

About the Franchise Council of Australia

Formed in 1983 as a not-for-profit trade association, the Franchise Council of Australia Limited (FCA) is the peak body for the \$146 billion franchise sector in Australia, representing franchisees, franchisors and service providers to the sector. As the peak body for franchising, the FCA continues to add value to the businesses of its members by providing a range of services relevant to franchising. The Franchise Council of Australia works constantly to ensure that all activities and services which benefit franchising benefit the broader community including franchisees, franchisors, employees and their local economies and communities.

The FCA is closely affiliated with franchising associations around the world, and is a founding member of the [Asia Pacific Franchise Confederation](#) (APFC). It is also a member of the [World Franchise Council \(WFC\)](#) and for 1999 and 2000 managed the secretariat for the World Franchise Council.

About the International Franchise Association

Celebrating 56 years of excellence, education and advocacy, the International Franchise Association is the world's oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations and educational programs to protect, enhance and promote franchising and the more than 733,000 franchise establishments that support nearly 7.6 million direct jobs, \$674.3 billion of economic output for the U.S. economy and 2.5 percent of the Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law, and technology and business development.