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FCA ANNOUNCES AUSSIE COMPANY WORTH THEIR SALT GLOBALLY

The Franchise Council of Australia would like to congratulate David Lindsay, founder of Australia's Salts of the Earth for being awarded second place in the International Franchise Association's NextGen competition for their bespoke business model in the salt therapy health industry.

Bruce Billson, Executive Chairman of the FCA was very proud of David representing Australian franchising at a global platform.

"How fabulously exciting, it's great recognition for David and his Salts of the Earth team. It's a further example of how Australia is a leading innovator in franchising, what an important role franchising has and the opportunities it creates to our economy," he said.

NextGen in Franchising is the beginning of an evolving dialogue with young entrepreneurs to understand their overall professional development needs and their business goals to empower them as business leaders for the future. The IFA Franchising Convention is a worldwide event hosted by the International Franchising Association and was in Las Vegas this year, with over 3,000 attendees.

David Lindsay, founded Salts of the Earth in 2010 after seeing first-hand the effects salt therapy had on his father overseas, a long-term sufferer of chronic respiratory illnesses. "My father tried dozens of medications and unsuccessful surgeries to clear his airways," Lindsay said. "He did salt therapy as a last resort, and it played a huge role in improving his health and even made his medication more effective."

Lindsay saw a gap in the Australian market, and knew there would be thousands of people with respiratory and skin conditions, or in need of sports recovery, who could benefit from ongoing treatment.

Salts of the Earth is now one of Australia's largest fastest growing franchise, and Lindsay said being part of the NextGen competition has been a huge asset for the company.

"The competition has provided great exposure for our brand, and an opportunity to showcase our company to some of the largest franchises in the world," Lindsay said.

“Our concept and business model are both unique, and we’re fortunate to be the first to market in Australia for salt therapy. We’ve already had some international interest, so our next goal will be to enter the US market.”

The Franchise Council is proud to be a part of this initiative that supports the next generation of franchising and look forward to all the success to come for David and his team.

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 IFA Franchise Education & Research Foundation

Founded in 1983, the International Franchise Association (IFA) Franchise Education & Research Foundation is a 501(c)(3) tax-exempt organization and supported through the generous contributions of IFA members and others. The Foundation's mission is to advance franchising and the free enterprise system by increasing the knowledge and professional standards of all members of the franchising community; educating the next generation of franchise practitioners; increasing recognition of franchising's key role in the free enterprise system; and providing comprehensive information and research about important developments and trends in franchising.

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, technology and business development.

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