



Franchise Council of Australia Media Release

New Franchising Board chair appointed – Billson aims to boost buoyant sector

23 March 2016

The \$144 billion annual turnover franchise sector is set for a new era with the appointment of former Federal Cabinet Minister Bruce Billson to the Board of the Franchise Council of Australia (FCA) as Executive Chair.

The FCA's mission is to support the growth and success of franchising and the appointment of Mr Billson to lead the FCA Board is aimed at further boosting vitality in the sector.

Mr Billson is keen to continue to support entrepreneurial women and men in the Australian economy in his post-political life and believes the FCA Board role is an excellent fit for his skills, experiences and ambition to continue to 'energise enterprise'.

He has long been supportive of franchising including introducing reforms aimed at maintaining a mutually supportive relationship between franchisors and franchisees.

"Franchising is a wonderful model for entrepreneurship where people can be in their own business but not be on their own for this commercial journey," Mr Billson said.

"The experience and know-how made available by franchise systems and the drive and entrepreneurship of franchisees combined to make franchising a very resilient business model during and post-GFC.

"With improved business conditions, now is the time to take Australia's leading role in franchising to the next level and grow the number of first-class systems, investors and livelihoods made possible by franchising.

"I am excited to be able to work with the FCA Board, executive team and membership to build on the positive momentum in franchising by continuing to nurture confidence in this model of commerce, the capacity of the sector and our commitment to quality to ensure more people see franchising as a pathway to a more prosperous future.

"There is considerable scope to expand the appeal of franchising, particularly to the increasing number of women and young people looking to 'have a go' in their own business, by adding to the 79,000 independently-owned and operated franchised outlets.

"Our export markets are also ripe and ready for successful and proven Australian franchise systems to expand their reach," Mr Billson said.



FRANCHISE COUNCIL OF AUSTRALIA

Franchise Council of Australia Media Release

In addition to Mr Billson's Board appointment, the Franchise Council will shortly be appointing a new CEO with the Board keen to reset, renew and reenergise the value, contribution and representation of the FCA.

Outgoing FCA Chairman and PACK & SEND Founder and CEO, Michael Paul, said the Board felt the time is right to expand the organisation's positive outreach and engagement to boost the understanding and profile of franchising in order to increase membership, sector investment and education.

"Great franchise systems backed by informed investors able to access learning and training opportunities are the best conditions to encourage people to invest, recruit and expand", Mr Paul said.

"With more than 1100 operating franchise systems in Australia employing 460,000 people, franchising is an important and positive contributor to our economy and needs to be well represented, nurtured and promoted in order to fulfil its potential to contribute even more to Australia.

"The FCA is certain that the future of franchising is very positive and the Board has taken decisive action to reshape the industry body to be able to add greater value for franchisors, franchisees and sector service providers as franchising continues to grow.

"The positivity, experience and passion of Mr Billson will enhance the Board's interaction with the executive team to enhance the FCA's performance, help raise the public profile and understanding of franchising and improve how the sector's value and benefits are communicated to the broader community," Mr Paul said.

ENDS

For more information please contact:

Kim Coverdale, Marketing Communications Manager
Franchise Council of Australia on 1300 669 030 or kim.coverdale@franchise.org.au



FRANCHISE COUNCIL OF AUSTRALIA

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