

JOIN THE NEXT FRANCHISE LENDING SPECIALIST PROGRAM



Part One – “The Australian Franchise Sector”

1 - Understanding the franchise model

- Key characteristics
- Types of franchises
- Typical fee structures and commercial terms
- The role of the Franchise Agreement and the Manual, and core terms

2 - The Economic Impact of Franchising

- A global Context
- Franchising as a component of The Australian Small Business Sector
- The drivers of economic value creation and franchisor and franchisee business value

3 - The composition of the Australian Franchise Sector

- Food v Non Food Businesses
- Industry composition
- Implications for financiers of any differences in franchisemodels

4 - Industry Representation and associations

- The Franchise Council of Australia
- State Based Small Business Commissioners
- ACCC Small Business and Franchising Consultative Committee
- Being credible in the eyes of key stakeholders

5 - Legal and Regulatory Environment

- What is captured under the Franchising Code
- The role and powers of the ACCC
- Emerging regulatory issues

6 - Key Strategic challenges in the Australian Franchise Sector

- Recruitment
- Access to finance
- Technology
- Compliance

7 - Accessing information on the sector

- Key information sources for the Australian sector
- Tapping global data to identify tomorrows trends

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Part Two – “Franchise Risk, Loan Structuring and Product Development”

1 – The Lender Accreditation Process

- Traditional approach
- Benefits of accreditation
- The cost of accreditation to lenders
- The cost of accreditation to franchisors
- The length of the accreditation process

2 – The Lender / Franchisor relationship

- Transaction processing considerations for accredited v non-accredited brands
- The information flow and gaps
- Existing asset quality implications
- Consistency across the network
- Documentation and loan processing practices

3 – Understanding and interpreting system risk

- Key performance metrics
- Historical and projected unit success rates
- Franchisor support

4 – Pricing for risk

- Recognising and rewarding superior risk profiles
 - o Franchisor
 - o Franchisee

5 – Key security considerations

- Tripartite Deeds
- Rights of Entry
- PPSA and UCT issues

6 – Loan structuring and product selection

- Seasonality across industries
- Equipment replacement profile for brand
- Average franchise tenure
- Lease agreements
- Refurbishment and renewal programs

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Part Three – “Winning strategies in franchise lending”

- 1 - Sector engagement
- 2 - Connecting with key influencers
- 3 - Engaging specialist media partners
- 4 - Identifying the right target Brands
- 5 - Screening target brands
- 6 - Selecting preferred brands /alliance partners
- 7 - Becoming the lender (or introducer) of choice

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Key dates

Registered Franchise Lending Specialist Program



Venue	Date	Time
Brisbane CBD	February 20, 27 & March 6, 2018	8:45 a.m. to 12:15 p.m.
Sydney CBD	February 21, 28 & March 7, 2018	8:45 a.m. to 12:15 p.m.
Melbourne CBD	February 22 & March 1, 8, 2018	8:45 a.m. to 12:15 p.m.

Per attendee

Enrolment / Annual Registration Fee	\$175
Program cost	\$750
Corporate Rate (Min 4)	\$500

2017 Continuing Professional Development Guide (20 credit requirement)

Provider	Activity	Cost (ex GST)	Date	CPD Points
IFA	Convention	External	February 2018	8 Per Day
NFC	Legal Symposium	External	October 2018	8
NFC	Day One	External	October 2018	8
	Day Two	External	October 2018	8
FRANdata	Lender Briefings – Bris, Syd. and Melb	Complimentary*	April & December 2018	4
FRANdata	Full Day Lending Summit – Melbourne	\$375	July, 2018	10
FRANdata	Lender Advisory Panel	Nil	Quarterly Telecon	4
FCA	Breakfast	External	TBC	2
FCA	Roundtable	External	TBC	2
Individual Brand	Conference	External	TBC	On application
Other	Other	External	TBC	On application

*Complimentary session for Registered Franchise Lenders



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Sydney

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Melbourne

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REGISTRATION FORM

Please email your completed form to dmcauliffe@frandata.com.au



Name	
Location	
Title	
Company	
Work Address	
Email	
Mobile	
Dietary Requirements	
Payment Options (Please Select One)	<input type="checkbox"/> Credit Card (Please contact me for phone payment and email invoice)
	<input type="checkbox"/> Invoice (Please forward invoice to our accounts payable department)

Signed: _____

Dated: _____

For more information please contact (02) 8346 6093

