

**Are you ready to  
own your future?**



**WE** extend your potential

# Welcome

## Who we are

Our national network of experienced recruiters are professional owner-operators, committed to providing superior service for our customers. As a franchise partner in Workforce Extensions, we aim to work closely with you to deliver the best labour-hire and staffing service in Australia.

We know that the people behind Workforce Extensions contribute to our unique outlook to be unashamedly different. Through this document we seek to demonstrate how a Workforce Extensions franchise will offer you the right level of support, flexibility and independence for you to start your own recruitment agency.

## Our mission

Our mission is to contribute to local employment in communities throughout Australia by delivering tailored recruitment and labour hire solutions.

## Our values

As a network of individuals working together we value;

**Responsiveness**, listening to and understanding our customers' needs and take prompt action to meet them.

**Reliability**, we do what we say we are going to do. Our customers will have confidence in our safe, professional and consistent approach.

**Collaboration**, approachable and able to work together with constructive communication and action, we will achieve better outcomes.

**Ethical**, we seek ways to positively contribute to the community and proactively manage safety, risk and compliance with integrity.

**Passionate**, we continuously seek to improve what we do and innovate, bringing a sense of curiosity to explore what's possible.

**Professional**, we hold ourselves accountable to a high standard of work in every aspect of our role.



We want you to be as  
**successful** as you can be

# The business opportunity

Workforce Extensions was established in 1997, and has since become a national supplier of temp and permanent staffing solutions across Australia.

Workforce Extensions is proud to be able to offer our clients a comprehensive supply of temporary or permanent staff for all types of jobs in industries including warehousing and distribution, manufacturing, transport and logistics, industrial, horticulture, domestic and commercial construction, civil construction, hospitality, security, healthcare and mining.

Each Workforce Extensions is owned by a local businessperson, operating through a franchise agreement. This means our clients receive the benefits of financial strength, systems and safety management that a national network provides, coupled with a stable on-going relationship with a business owner who is available to provide immediate service and advice.

**Our success is  
attributed to our  
owner operator  
model**



# Benefits

## Benefits of being a franchisee

The main benefits to you as a franchisee are:

- Enjoy a minimised cash flow burden as we eliminate the stress of carrying clients' accounts, funding large weekly payrolls and the associated costs of starting a new business.
- With your administrative workload kept to a minimum, as a franchisee you can focus on building and working on your business to drive growth in sales, income and profitability.
- We provide all candidate on-boarding documentation.
- Management of insurance and Workcover requirements.
- Take advantage of client rate calculators and terms of business documentation.
- Access to leading industry software specifically designed for your recruiting management.
- Access to systems certified to ISO Standards.
- Tailored marketing collateral you can use from day one.
- Social media presence and digital marketing campaigns to assist with lead generation for your business.

## Benefits to our clients

The benefits to our clients includes:

- **Flexibility** – the workforce can be increased or reduced at short notice without hassle and additional costs.
- **Training** – the client knows that all staff engaged will undergo formal induction including necessary OHS training.
- **Cost** – the administrative cost in employee record keeping is removed for the client.
- **Taxes and levies** – the requirement to pay such taxes and levies as PAYG tax, pay-roll tax, superannuation and the like are passed to Workforce Extensions instead.
- **Workcover** – the Workcover record of the client is not negatively impacted should a contract employee make a claim because they are not the "employer" for Workcover purposes.
- **Certification** – all our franchisees fall under our ISO certified systems.



Your time is spent  
on **your business**

# Franchise operations

## Choose your location

If you are successful in joining Workforce Extensions, you will be able to choose an office location that allows you to maximise the value of your network of contacts. Workforce Extensions franchise owners are not limited by a geographic area for their operations. We think that it is important not to prevent you from being able to use the value of your contacts just because they might happen to be located outside an artificial border. There are some restrictions in the way you operate your franchise which aim to protect your local area and your clients. While there is no exclusive area for servicing clients, the franchisor undertakes not to establish another Workforce Extensions office within a certain distance of an existing business partner office.

## Client ownership

Our system allows you to register your clients subject to them meeting our requirements, which means that other business partners are generally prohibited from soliciting or dealing with those businesses. This system is better for our business than having a fixed geographic area because it protects your goodwill and relationship with your clients while allowing you to prospect for clients anywhere within the state in which you are located.

## Candidates

Workforce Extensions franchisees find candidates from several sources. Job seekers often contact Workforce Extensions via the website, phones and in person at our offices. All potential candidates can apply online by uploading their CVs and personal information to job boards and the website, which is then available to business partners.

## Day to day

Our offices are open 5 days a week. Most business partners introduce a roster system that ensures a staff member is there to service clients from 7.00am to 6.00pm, and you are able to recruit and hire your own staff team members for your office. Since you have recruitment management experience we expect that you would want to do your own recruiting, however if you need any assistance to get started we are always available to help.

Feel secure as **you**  
grow **your** business





# The franchise process

1

## Initial Enquiry

Now that you have expressed interest in a Workforce Extensions franchise, you will need to complete a Confidentiality Agreement.

2

## We Meet

If the information that you have submitted qualifies you as a prospective franchisee, we will meet to answer all your questions and determine if you want to make a formal application.

3

## Your Research

The next step is for you to research the industry and analyse it. Consider your network of contacts and determine if this opportunity has potential. After conducting your due diligence it's time for you to formalise your interest and complete a Franchise Application Form.

4

## Franchise Application

Your Franchise Application will be sent to us accompanied with your deposit of \$1,000. (This deposit is refundable in accordance with the government's Franchising Code of Conduct which does allow for the franchisor to deduct its reasonable expenses in certain circumstances.) At this stage we will typically have a second meeting and begin to review more specific information with you about the how, when and where of opening a new Workforce Extensions Office. You can also meet other Workforce Extensions franchisees to hear more from them about how the system works. We will provide you with their contact details.

5

## Franchise Documentation

If your application is approved, the franchise legal documentation including the disclosure document will be forwarded to you in conformity with the Franchising Code of Conduct. Your solicitor will advise you about your rights and obligations under the contracts. The Code provides that you must have the contracts for at least 14 days before they are signed and there is a further 7 day cooling off period after you sign. Once this is completed, you will officially have your own Workforce Extensions franchise and be ready to start training!

# Franchise information

## Marketing Fund

A marketing contribution is paid into a fund where your contributions are held independently to other business partners. These funds are used to meet marketing and advertising expenses which promote the Workforce Extensions business, such as the website, digital marketing campaigns, local sponsorships, etc.

## Software System

Each Workforce Extensions office uses Fasttrack recruitment software, which is one of Australia's leading recruitment software packages. This software assists with effective candidate selection and payroll services. There is a monthly user license cost for this service and for access to all our systems, which provides the framework for your very own business to grow with support.

## Expectations

We cannot tell you exactly how much your franchise will turn over and generate as profit each year. This is something that no one can accurately forecast as it depends on a range of factors; key amongst these is your ability to develop new clients. Once we confirm that you are a genuine candidate we will assist you to develop your own financial forecasts for the operation of a franchise. You are also introduced to other franchisees within the Workforce Extensions business to discuss financial performance.

## Business Ownership

At any stage, you have the right to sell your business on the open market provided that we approve the proposed purchaser. There are certain conditions that must be met such as the buyer undergoing any necessary training and there is a transfer fee payable. Full details are contained in the franchise agreement.

**Your very own business  
to grow with support**



WE extend your potential

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