

**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.



**“Joining Workforce Extensions has truly been one of the best decisions I’ve made... I can confidently say the support from National Office has been nothing short of amazing.”**

Becky Neville, Director of Workforce Extensions Adelaide CBD

# The business opportunity

Workforce Extensions was established in 1997, and has since become a national supplier of temporary 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, mining, healthcare, aged care and disability support.

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 ongoing relationship and local expertise with a business owner who is available to provide immediate service and advice on the ground.

Our proven franchise model allows each office to focus their time on providing premium customer service and tailored staffing solutions, whilst the back-end of running the business is managed every day by our team at the National Office.

Our success is attributed to the **local expertise** of our franchisees, coupled with the support of a **national network**



# Franchising benefits

## Benefits of being a franchisee

Some of the key benefits to you as a franchisee are:

- **Weekly payroll:** We process and fund your payroll every week, eradicating any cash flow burden you might otherwise have
- **Client invoicing:** We generate and distribute client invoices on your behalf, as well as managing the end-to-end debt collection process in-house
- **Business operations:** Ongoing management of all required legislative and compliance operations, including insurance and Workcover requirements, client rate calculators, terms of business documents, candidate onboarding processes and much more
- **Marketing:** Enjoy full-scale marketing support including your own webpage and social media, Capability Statements and client collateral, and national promotional campaigns to assist with lead generation for your business
- **Technology:** Access industry leading software and platforms specifically designed to improve your recruitment efficiency, as well as ongoing IT support 24/7
- **Training:** We provide comprehensive training, in both initial set up and on an ongoing basis, across all aspects of your business operations
- **Workload burden:** Ultimately, with your administrative workload kept to a minimum you can focus on building your business to drive growth in sales, income and profitability

## Benefits to your clients

The potential benefits to your clients include:

- **Flexibility:** Their workforce can be increased or reduced at short notice without hassle and additional costs
- **Training:** Your clients know that all staff engaged will undergo formal induction including necessary OHS training
- **Cost:** The administrative cost in employee record keeping is removed for your clients
- **Taxes and levies:** The requirement on your clients to pay normal taxes and levies such as PAYG tax, pay-roll tax and superannuation are passed to Workforce Extensions instead
- **Workcover:** Your clients' Workcover record is not negatively impacted should a contracted employee make a claim because they are not the "employer" for Workcover purposes
- **Certification:** All our franchisees fall under our ISO certified systems, which we maintain and manage on behalf of the franchise network



“The National Office team made the process of starting up my own recruitment agency as straightforward as possible. They assist me with ongoing operational support across IT, payroll and finance, risk and compliance, marketing and more!”

David Walkden, Director of Workforce Extensions Scoresby

# 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, as we feel 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. The only limitation on selecting your office location is that it cannot be within a 1km radius of another Workforce Extensions branch.

## Client ownership

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

## Candidates

Workforce Extensions franchisees find candidates from several sources, including via expressions of interest on our website, posting ads on job boards and proactively searching online. All our franchisees benefit from heavily discounted costs on posting Seek ads, as well as access to their Premium Talent Search function to proactively headhunt candidates.

## Day to day

Our offices are typically open during normal business hours, five days a week, and you are able to recruit and hire your own internal staff members for your office. Since you have recruitment management experience we expect that you would manage your own recruiting, however if you need assistance or support in any area we are always available to help.

Our franchisees enjoy  
**no geographical or  
market restrictions**  
on where and who  
they trade with



# The franchise process

1

## Initial Enquiry

Once you express an interest in owning your own Workforce Extensions franchise, we will hold an initial phone call with you to determine your level of experience and suitability to join the network.

2

## We Meet

If the information that you have submitted qualifies you as a prospective franchisee, we will meet over video call or in person to take you through the opportunity in more detail, 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 by completing a Franchise Application Form and Business Plan document.

4

## Franchise Application

When you are ready you will send your completed Franchise Application and Business Plan document to us. 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. We can also put you in contact with current Workforce Extensions franchisees to hear more from them about the opportunity and their experience.

5

## Franchise Documentation

If your application is approved, the franchise legal documentation including the disclosure document will be sent 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 dictates 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 for every franchise office is paid into a fund where your contributions are held independently to other franchisees. These funds are used to meet marketing and advertising expenses which promote your Workforce Extensions business, such as digital marketing campaigns and advertising, signage, local sponsorships, etc.

## Software system

Each Workforce Extensions office uses FastTrack360 recruitment software, which is one of Australia's leading recruitment management platforms. 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 our 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 of which 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, and you can also discuss financial performance with other franchisees within the Workforce Extensions network.

## 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 our support!**



WE extend your potential

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