



FCA CHIEF EXECUTIVE SYNDICATE

THE LEADING FRANCHISOR
CEO GROUP IN AUSTRALIA

"I joined the Sydney CES as an inaugural member and have found the group to be of great benefit. The CES group provides a framework for confidential discussions, whereby your non-competitive peers are able to share their thoughts openly"

Brendan Green - Hire a Hubby

"Learning from those that are fulfilling industry best-practice has been incredibly beneficial for me. To be able to see the thought processes and strategic vision that other members have for how they grow their businesses within their industries has been enlightening."

Evan Foster - United Franchise Group

In 2015, the FCA launched a peer support network for CEOs, MDs and GMs of Australian franchise companies. This is the only CEO organisation in Australia which specialises in the world of franchising. It is run under the auspices of the peak body which represents more than 500 of the major franchisors and their franchisees in this country.

About the FCA Chief Executive Syndicate

The FCA Chief Executive Syndicate provides an opportunity for CEOs and MDs of franchising companies to meet regularly in a confidential environment to discuss issues relevant to their businesses. They learn from visiting speakers and from each other.

Each syndicate group is chaired by a person with;

- Industry credibility and deep sector understanding of franchising
- Contemporary knowledge and global engagement with sector trends, innovation and technology
- Highly developed capacity to facilitate and chair group discussions, including ability to actively listen and respond to feedback
- Commitment to improving the standing of franchising in Australia, and a strong grasp of the issues, challenges and opportunities presented
- Highly developed network of sector contacts, including the ability to identify and secure guest presenters who are nationally and globally regarded for their area of expertise that is relevant and appreciated by CES members

What the Chief Executive Syndicate offers

Peer to peer exclusivity

Membership of each Syndicate is restricted to 20 CEOs and MDs of franchise companies. Each company must be a current financial member of the FCA and group members must be the principal decision maker in their company.

No conflicts

Each syndicate can take only one franchisor from each business category: no competitors can be in the same group. New applicants will be carefully vetted to avoid any conflicts of interest.

Convenient and regular contact

Meetings are held for a half day, once per month. Each member may also have four one-on-one meetings each year with the Chair to identify any key issues the member may wish to discuss with his or her group.

Expert speakers

Speakers are selected to inform and educate members, not promote their goods or services. The aim is to present about four high quality speakers each year. Should the opportunity arise, extra speakers will be scheduled when appropriate.

Staying close to the source

Members are updated in confidential briefings from time to time about the activities of the FCA Board, especially regarding ongoing discussions and negotiations with Government, and with other professional bodies.

Personal and business development

Gain both the business benefit from shared information exchange and personal development from networking with like-minded people at an executive level.

Earn CFE points

Members can earn points towards accreditation under the internationally recognised Certified Franchise Executive (CFE) program.

How to join the Chief Executive Syndicate

FCA members are invited to contact the applicable CES chair for more information or to express their interest in joining the Chief Executive Syndicates in Victoria, New South Wales or Queensland. CES group membership fees apply.

- **VIC** Corina Vucic corina.vucic@franchise.org.au
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