

Water Cooler

MD's Letter

Dear franchisees

I hope this newsletter finds you all well and happy. Mastercare Franchising has just marked its first anniversary and we're in celebration mode here at Head Office. As we enter our second year, I'd like to say how proud I am of our franchisees. Without your terrific work, we could not have been so successful. Thank you.

In this issue of *Water Cooler* we'll examine Mastercare's continuing efforts to build a portfolio of excellent contracts that will benefit our franchisees as well as our company. We'll also touch on some of the great publicity we've generated in the past couple of months, how we hope to help the education sector in Queensland, news from the Franchise Council of Australia, directions for environmental sustainability, and a handy link to a respected cleaning-industry publication.

If you have any suggestions for future articles, or want to share some news, let us know. We'd love to hear from you!

Kind regards
Colin Walker
Managing Director



Mastercare goes back to school

Mastercare is always on the look-out for ways to contribute to the non-profit sector. In our last issue of *Water Cooler* we announced that we had joined Church Resources' long list of respected service providers. Church Resources is an organisation dedicated to offering its members better deals on products and services. Among its members are a group of schools located across the Townsville region of Queensland.

Our Managing Director, Colin Walker, and Group General Manager, Drew Kendal, recently journeyed to the region to talk to these schools, and offer a free site assessment to ascertain whether cost savings and efficiencies could be made. Colin and Drew visited almost a dozen schools in a few short days. We'll keep you posted on our progress but hopefully we'll have some good news shortly. More education contacts mean better prospects for Mastercare and its franchisees, as well as the opportunity to contribute meaningfully to a better education environment for all.

More for you

Given the amount of interest in Mastercare franchises, we are committed to ensuring we can continue to fulfil our promises by growing our client list with a view to offering franchisees consistently high-quality contracts. In just the past couple of months we've been making fantastic new inroads into the automotive and healthcare industries, picked up contracts with luxury car importers, and nurtured some extremely productive relationships with influential members of the aged care and education sectors. Stay tuned!



The big one

Mastercare Franchising has just turned one-year-old, and nothing could have prepared us for the amount of success we've experienced. Our first anniversary is garnering us plenty of media attention, with a double-page spread appearing in the upcoming *Business Franchise* magazine, which will be on stands in September. The big news has also earned us a spot on *Franchising* magazine's website, and an article in the electronic newsletter, *5Minute Franchising!*

What's ahead

As we enter our second year, what's in store for 2010-11? Well, we'll continue to build our client portfolio and offer the best possible training, but we're also ramping up our focus on the environment.

As we've said before, we think the cleaning industry has a clear mandate to adopt sustainable practices. Our focus will remain on effective recycling strategies and ways in which to reduce our clients' carbon footprints. More and more, existing and potential clients are asking questions about our green credentials. It's not an issue that will go away and we can only strengthen our position in the marketplace and the community by giving the matter the attention and priority it deserves.

As you may or may not know, Mastercare is a member of the Green Building Council of Australia and subscribes to the 'True Green @ Work' program. We take our social responsibility very seriously, and are committed to updating our sustainability practices in light of advances in technology, and new understandings in health and environmental science. Prevention of pollution, contamination or any other harm to the environment will continue to be a fundamental practice of our business.

Read all about it

At Mastercare, we're keen for you to have access to as many industry resources as possible – because whatever makes your job easier can only mean good things for your business. If you haven't seen *INCLEAN* magazine yet, you might want to check it out. The magazine has been covering the ins and outs of the cleaning industry for more than 14 years. According to **INCLEAN**, "one in every 11 workers is employed in the Australasian cleaning industry, underscoring its economic importance. Even more importantly, the cleaning industry is responsible for maintaining public health and hygiene - a role that often goes unrecognised by the public, government and other stakeholders." Their site is a great place to learn more about what's going on in our industry. Click on the above link to find out more or visit www.incleanmag.com.au

Degree of success

The Franchising Council of Australia (FCA), in partnership with Multiple Coaching Services (HAYS), recently launched a Diploma of Franchising course at HAYS International College in Box Hill, Melbourne.

According to Steve Wright, Executive Director of the FCA, "This nationally recognised franchise qualification is a big step in the right direction for the Australian Franchise sector.

"The FCA is driven to ensure everyone working in the sector has the necessary skills and knowledge to achieve their goals. This Diploma has been updated by some of the best minds in the sector and is poised to be the number one qualification for people looking to make their mark in Australian franchising."

Geoff McDonnell, CEO of Multiple Coaching Services (HAYS) said the course would provide "practical and affordable learning outcomes that can be applied the very next day."

The Diploma of Franchising is a 12-week course covering good franchising practice and other subjects, like managing a franchise operation, establishing new sites or regions and ensuring quality customer service, plus many more.

If you'd like to know more, contact the FCA on 1300 669 030.

Contact

Got questions or story ideas? Get in touch with Cheryl Fitzell, our *Water Cooler* editor, on 0402 672 076.

