

# Women in franchising 'Whirlwind' tour

The Franchise Council of Australia's (FCA) inaugural Whirlwind Women in Franchising Series, *Franchising – A World for Women*, has finished its journey around the country travelling to NSW, QLD, SA, WA and VIC from 8 to 21 April.

With only 15% of franchise systems currently tailoring franchisee recruitment strategies towards women\*, *Franchising – A World for Women* was a unique opportunity for franchise systems interested in recruiting and retaining women to get up to date with financial, educational and recruitment tips.

Keynote speaker Karen Matthews (CEO, Ella Baché and 2007 Franchise Woman of the Year), captivated audiences sharing her journey as a woman in franchising. One of Australia's youngest female CEOs introduced a national skin care brand to the world of franchising. Like any successful leader, Karen knew when to call on her myriad of skills. She's passionate yet professional, feminine and fiercely determined to make her mark. Karen's honest and down to earth approach proved Australia's franchise sector can only benefit from a woman's touch. Her strong determination and her unwavering belief in her vision for Ella Baché, inspired 374 delegates across the country to articulate the 'big headline' they are shooting for. Karen's big headline is still under wraps, but the reviews are in: Karen Matthews is a sensation.

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## HER STORY

Karen began her journey with brands including Myer Grace Bros and fashion distribution label FJ Benjamin before coming on board as the marketing manager for Ella Baché in 2002. Three months later, Karen was appointed CEO of a 48 year old multimillion dollar national company without any signed agreements in place. Karen's biggest challenge was to inform 260 salon owners that franchising was the new direction for Ella Baché. Karen worked closely with the salon owners to create a unique dual franchising model that protects the Ella Baché brand.

## HER WORDS OF WISDOM

- Franchising is a framework dependent on people, trust, respect and individuality
- You must have passion for what you do. Do something that you love – something that makes you feel good
- You build a brand, company and culture from the inside out. The point of contact your customers have with your brand needs to be a living, breathing YOU.
- Women are good at asking questions so research, research, research.
- Understand the expectations of your franchisee / franchisor
- Commit to constant improvement and evolution

\*10 Thousand Feet 2007 Franchisor Expansion Study.

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