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## Women missing business chances

WOMEN remain under-represented in the franchise sector, new research reveals.

The study, undertaken by market research company 10 Thousand Feet, found franchisors did not target women when looking for new franchisees.

Almost 80 per cent of franchisors do not have a tailored strategy to recruit women, despite previous research showing at least 30 per cent of potential franchisees are female.

There has been an increase of just 7 per cent in the number of franchisors targeting women since 2007.

Franchise Council of Australia executive director Steve Wright said the sector was an ideal place for women in business. "Franchising is about relationships and it is heavily retail and service-industry-oriented areas in which women often excel," he said.

"For that reason alone, I will be surprised if more and more franchise businesses do not seek out women in their future recruitment and business expansion planning."

Intelligence head of 10 Thousand Feet Ian Krawitz said the study also found younger franchisees were not targeted. "Just 11 per cent of participating franchisors have a tailored strategy to recruit young franchisees into their business, but research shows that 33 per cent of prospective franchisees are under 30," he said.