

Gelatissimo

FRANCHISE INFORMATION PACKAGE
AUSTRALIA

APRIL 2025

Flavour Obsessed!

TASTE THE DIFFERENCE

Obsession and imagination – two ingredients that drive us to create the best tasting gelato. We use traditional gelato making techniques, but there's nothing traditional about us. With fresh, seasonal ingredients, indulgent inclusions and better for you options, our gelato will inspire all your senses.

OUR AWARD WINNING ARTISAN GELATO IS MADE FRESH IN-STORE DAILY

FOR THE SEEKERS OF SENSATIONS THAT SMACK YOU WITH FLAVOUR; THAT JOYOUS JOURNEY OF TASTE AND TEXTURE; THOSE SWEET AND EVER-SO-SALTY CRAVINGS; TO QUENCH YOUR THIRST FOR ZEST, AND RICHNESS AND RIPENESS.

FOR THE FLAVOUR OBSESSED IN EACH AND EVERY PERSON: YOU HAVE ARRIVED.



DO YOURSELF
a flavour





Brand Drivers

ITALIAN INSPIRATION. THE AUSTRALIAN WAY

The best of both.

We don't claim to have invented gelato, but we sure have made it our own! Inspired by the artisans of Italy, we make gelato the Australian way - with a fresh attitude and the freshest ingredients.

MOMENTS THAT MATTER

Making memories that last.

A scoop of gelato can change our customers' day. Whether it's a fleeting interaction or an extended visit - we create magical moments for people to come together, connect and celebrate. Let's give them something to remember - with warm and authentic service, delivered with a smile.

**Flavour
Obsessed!**

INDULGENCE, YOUR WAY

Delighting all the senses.

We create gelato experiences to delight every sense. Immersive, indulgent experiences bring sweet surprise and daily delight in-store, online and at home. A Gelatissimo experience is a feel-good experience, to brighten your day and your mood!

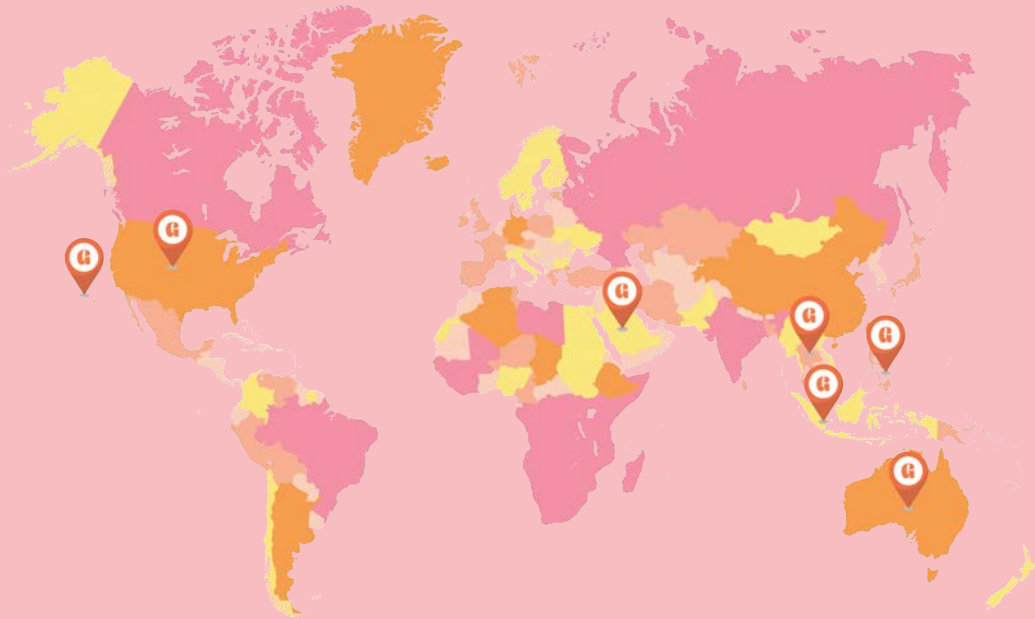
GLOBAL INFLUENCE. LOCAL CONNECTION.

Flavours for your world.

We believe inspiration can be found everywhere. Inspired by the flavours of the world, we use traditional techniques, delivered in new ways. Find fan favourite classics and reimagined flavours, all made fresh with care.

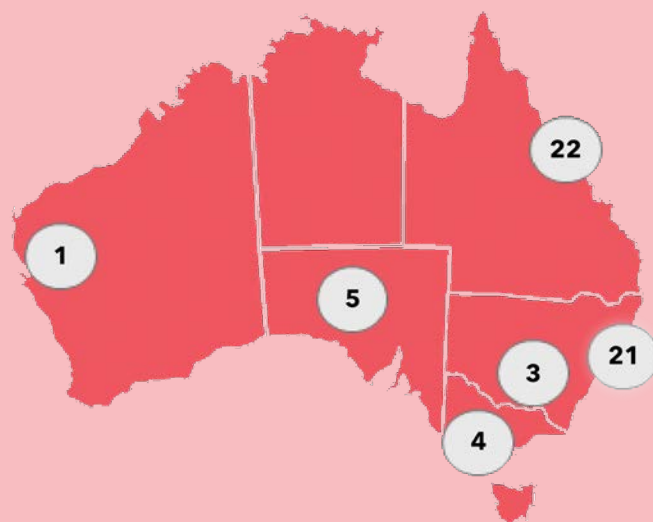
Brand Presence

WE HAVE OVER 70 STORES WORLDWIDE INCLUDING 56 STORES IN AUSTRALIA WITH PLANS TO GROW



We want to be the world's number one gelato brand, and thanks to the popularity and desire for our delectable gelato reaching distant shores, we've been expanding our family of gelato stores all over the globe.

Today we have 55 stores in Australia located in shopping malls, high streets and kiosks in addition to stores in Thailand, The Philippines, Singapore, Saudi Arabia and the United States.



A photograph of a store interior featuring a large, illuminated sign. The sign is mounted on a wall with vertical orange slats. Above the sign is a decorative, scalloped orange valance with several white spherical pendant lights hanging from it. The sign itself is made of white neon tubing and reads "Gelato made fresh in-store".

Gelato
made fresh
in-store



Branding

We have worked hard to make our brand synonymous with quality, fun and a highly memorable experience.

OUR BRAND
is our most
IMPORTANT ASSET

Not every brand can claim to make people smile day in and day out, and to truly bring a moment of joy to its customers. This is the magic of the Gelatissimo brand.

Our Products


Our artisan gelato is made fresh in-store daily, with only the best ingredients. As well as our innovative flavours and indulgent ranges, we're passionate about providing a range of vegan-friendly, made without dairy, and made without gluten options to suit all – we wouldn't want you to miss out on a sweet treat with us!

Obviously we believe the quality of our gelato is of utmost importance. Because we've got that down pat, it means we get to experiment with finding the latest mouthwatering creations where we make discovery half of the fun.

Newly created flavours are exclusive, offered to customers for a limited time only, and our way of saying "you're special, we made this just for you."

Digital Menu Example

GELATO		
SMALL	1 FLAVOUR	6.3
MEDIUM	1-2 FLAVOURS	8.3
LARGE	1-3 FLAVOURS	10.3
DELUXE FLAVOURS		+0.60C EA
EXTRAS		
TOPPINGS		+1.0 EA
CHOC DIPPED CONES		+1.5 EA
SHAKES		
MILKSHAKE	1-2 FLAVOURS	9.2
THICKSHAKE	1-3 FLAVOURS	11.2
SUPERSHAKE	1-4 FLAVOURS	12.5
TAKE HOME		
500ML	2 TUBS/FLAVOURS	21.0
1L	4 TUBS/FLAVOURS	32.0



THE AVERAGE ADULT DAILY INTAKE IS 8700KJ

GELATO		
SMALL	1 FLAVOUR	6.3
MEDIUM	1-2 FLAVOURS	8.3
LARGE	1-3 FLAVOURS	10.3
DELUXE FLAVOURS		+0.60C EA
HOT DRINKS		
	Sml	Reg
CAPPUCCINO	320kj 4.0	630kj 4.7
FLAT WHITE	540kj 4.0	870kj 4.7
LATTE	530kj 4.0	860kj 4.7
HOT CHOCOLATE	630kj 4.0	850kj 4.7
MOCHA	630kj 4.5	850kj 5.0
LONG BLACK	10kj 4.0	10kj 4.7
ESPRESSO		10kj 3.0
AFFOGATO		700kj 10.0
TEA	Cup 10kj 4.0	Pot 10kj 5.5
ALT MILK / EXTRA SHOT / SYRUP 0.50C EA		



THE AVERAGE ADULT DAILY INTAKE IS 8700KJ

AWARD WINNING
GELATO MADE FRESH
IN STORE BY OUR LOCAL
ARTISAN GELATO MAKER



Continuous Product Development

We pride ourselves on creating authentic and indulgent gelato that is packed full of flavour. We serve up the freshest ideas and ingredients, to serve a flavour-packed treat and whenever this is recognised, we love to share the news with our flavour-obsessed Gelatissimo customers. Each year we enter and win numerous awards both in Australia and Internationally. In fact we have even won first, second and third at the Wisconsin World Dairy Expo for 4 consecutive years in 2022, 2023 and 2024.

Awards



WORLD DAIRY EXPO 2024

- 1st Chocolate
- 2nd Boysenberry Swirl
- 3rd Hazelnut



ROYAL SYDNEY 2025

- Gold Mango Passion Pavlova
- Silver Pistachio
- Silver Hazelnut
- Silver Salted Macadamia & Dulce de Leche
- Bronze Candy Wonderland



WORLD DAIRY EXPO 2023

- 1st Pistachio
- 2nd Choc Mint
- 3rd Espresso



ROYAL QLD 2024

- GOLD
- Vanilla, Lemon Sorbet



WORLD DAIRY EXPO 2022

- 1st Salted Macadamia & Dulce De Leche



ROYAL SYDNEY FINE FOODS 2024

- GOLD
- Mango, Lemon Sorbet



AUSTRALIAN DAIRY INDUSTRY AWARDS 2023

- GOLD
- Chocolate, Hazelnut



Delivery & Take Home

A key part of our business is delivery & take home. Our stores deliver to customers via Uber Eats, Menulog and Doordash to ensure that our customers can enjoy gelato made fresh at their local gelato store, without leaving the comfort of their own home. Alternatively, customers can pickup their favourite flavours convenient Take Home Tubs.



DOORDASH

Uber Eats



Social Media

We've cultivated a large and diverse social media following across all the major platforms and are constantly developing and innovating new content to engage our passionate consumers. Our most popular pieces of content include our famed gelato making videos and new flavour announcements.

39.5K FOLLOWERS



82K FOLLOWERS



112.2K FOLLOWERS



751K TOTAL VIEWS

YouTube

*Statistics as of Feb 2025



LAGUNA BEACH

G

FOR THE FLAVOUR OBSESSED

LOCALISED
MERCH



Store Design

Due to the simplicity of our store operations we are able to adapt our store designs to suit a variety of spaces whilst maintaining efficient store operations and a high quality customer experience.

High Street
45-75m²

STORE FORMATS

HIGH STREET



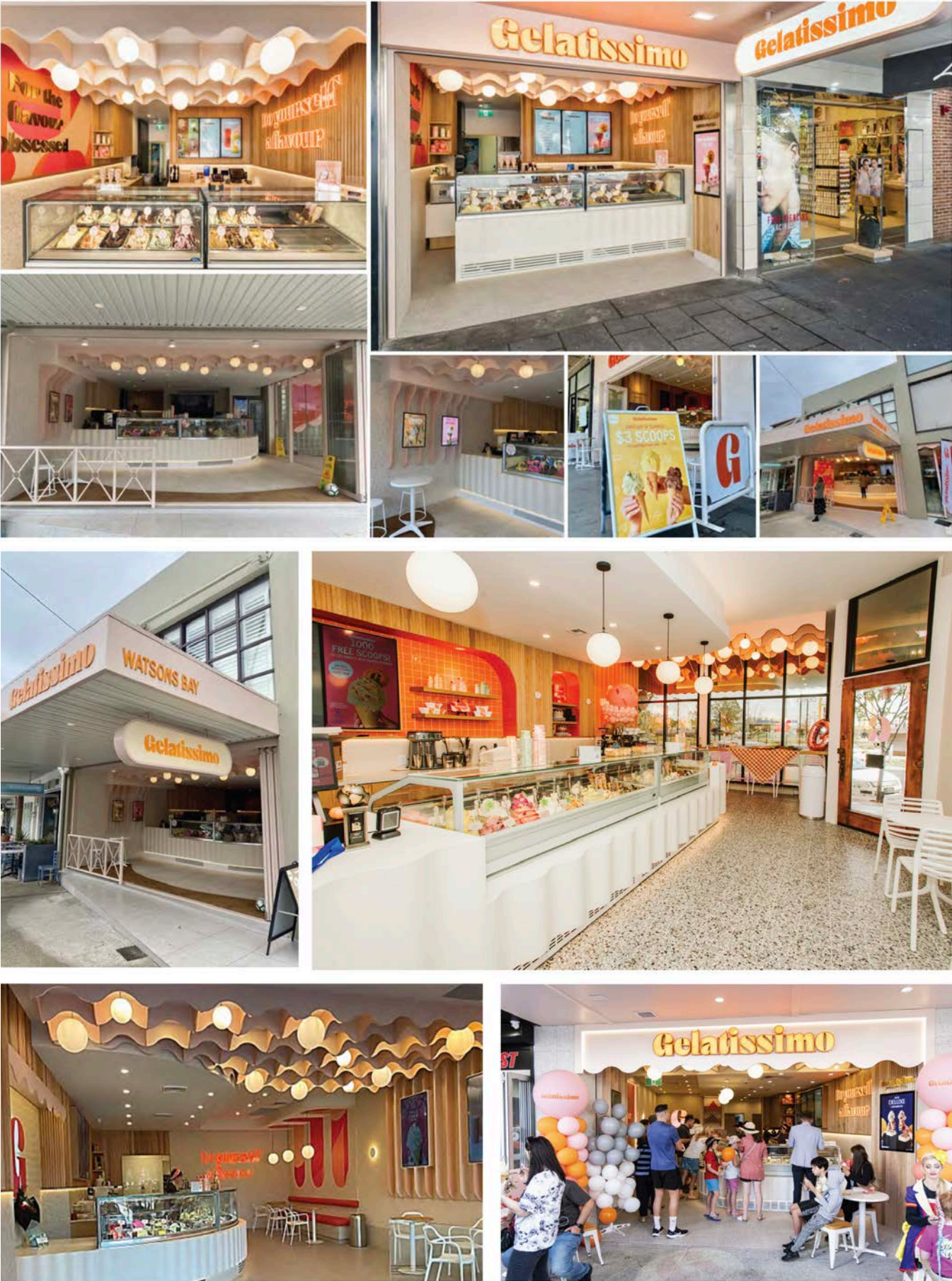
SHOPPING CENTRE



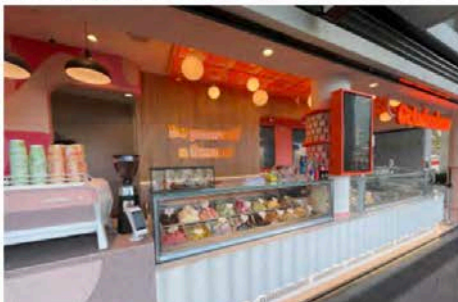
KIOSK



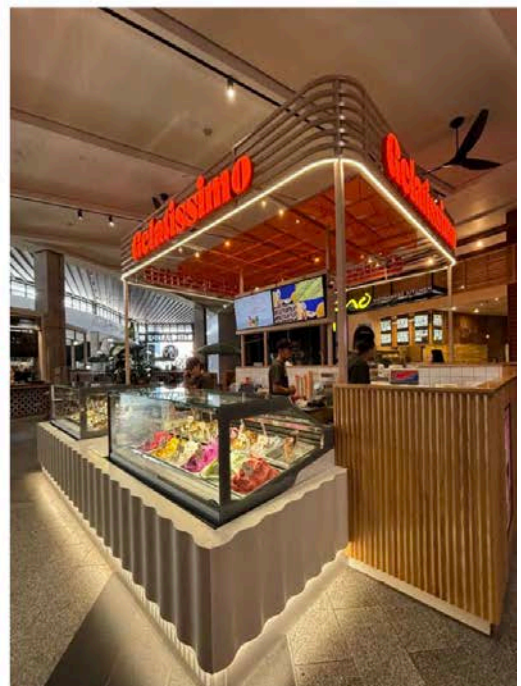
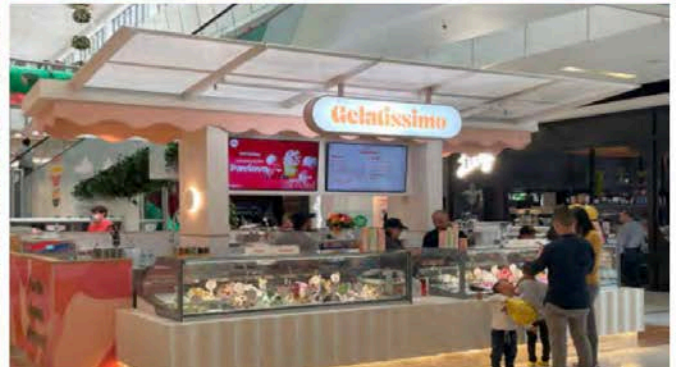
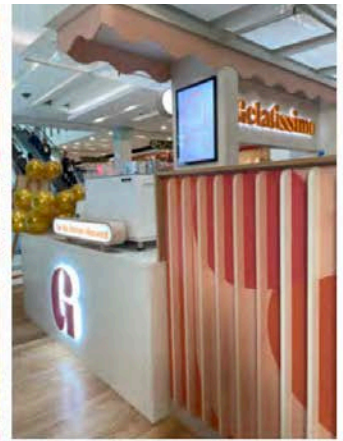
HIGH STREET FORMAT



SHOPPING CENTRE FORMAT



KIOSK FORMAT



Five reasons Gelato makes for great business

1. SIMPLE PRODUCT WITH ENDLESS VARIATIONS

New product development is key to growth as a business because it keeps customers coming back and allows the business to adapt to changing customer needs. At Gelatissimo, we stock over 50 different flavours in our stores and release new flavours every year. Our stores consistently stock a range of classic flavours like cookies and cream or our award-winning mango, as well as plenty more adventurous choices such as our Pistachio White Chocolate Cremino or our Indulgent Wicked Double Choc Brownie. The sky is the limit in terms of flavour creativity!

2. APPEALS TO A WIDE CUSTOMER BASE

Who doesn't love gelato? Whether it's a date-night dessert, a way to cap off a warm Sunday afternoon, a special celebratory treat or just a little pick-me-up, it's not hard to find a reason to buy gelato. At Gelatissimo, we pride ourselves in meeting the demands of the widest possible range of customers by offering product options that suit their taste buds and dietary requirements. Vegan, low-sugar, allergy-friendly, dairy-free—whatever the need, we can meet it.

3. FAMILY-FRIENDLY FUN

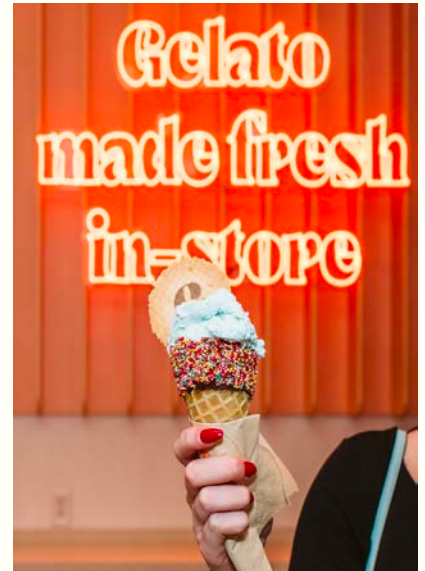
There's something innately special about sharing gelato with those you love. We know that the simple pleasure of eating gelato offers an authentic family-friendly experience that makes people smile, regardless of age or stage. To keep the good vibes rolling, our marketing approach always includes fun and light-hearted campaigns to appeal to families.

4. MINIMAL SPACE AND EQUIPMENT REQUIRED

The simplicity of the product allows gelato stores to be relatively small and inexpensive to operate, especially if take-away is the primary mode of service. The equipment required to make and serve gelato is minimal. These factors make for a low initial investment for a franchisee, while keeping the option open for expansion in future if desired.

5. MINIMAL WASTAGE

Gelato needs to be stored at a chilly -13°C for maximum creamy coolness. Because the product is frozen it retains its freshness for a longer period than a refrigerated product and wastage is drastically reduced. Less wastage is great news for the business-owner's budget and, importantly, for the planet as well. At Gelatissimo, we make gelato in small batches fresh instore which allows our franchisees to closely monitor stock levels and maintain quality control, further reducing any possible wastage.





Becoming a Franchisee

IS THIS A FULL-TIME GIG?

If you're asking if owning a Gelatissimo means full-time involvement, then the answer is yes and lucky you! Welcome to the greatest job on earth. The responsibility of the Franchisee includes: day to day running of the store, training and development of staff, local marketing activities and financial control. We have observed that stores with owners/operators who are closely involved in the business perform the best. The passion and contribution they bring across various areas is a big factor in maximising the potential of the store. For this reason, we strongly recommended that the owner has a day-to-day involvement in their store.

HOW MUCH WILL IT COST TO BUILD A NEW STORE?

We have a variety of different formats for our stores and the cost will vary depending on the site and the format. To get up and running you're likely to see an average cost somewhere between \$300,000 and \$450,000+. Smiles come after that!

HOW LONG DOES IT TAKE TO OPEN A STORE?

Altogether, we suggest allowing up to 20 weeks depending on whether a site and lease is available.

WHAT ASSISTANCE DOES GELATISSIMO PROVIDE?

- Training and development throughout your ownership
- Dedicated Area Manager support who have the skills and capability to be hands on and be involved with helping you drive your business.
- Extensive new product development. Check out our social media channels for a taste of the great products we are renowned for.
- National brand marketing program led by an experienced team.
- Dedicated local store marketing resources, including your own fund to create and drive local opportunities.
- National team across property, supply chain, finance, operations, product, marketing and customer experience who have been in place since 2004.

WHAT ARE THE ROYALTIES AND MARKETING FEES?

Gelatissimo currently charges a flat weekly royalty fee and 3% of turnover as a marketing fee. Our current fees and entry costs are regularly reviewed and subject to change.

Hear from our franchisees

JAIME MA

- SURFERS PARADISE, CHERMSIDE, BRISBANE CITY AND BROADBEACH

"I started working at Gelatissimo as a part time worker when I was 17. Before I started working there, I didn't even know what gelato was! Two years later, I quit Uni and started working full time because I LOVED working way more than bookwork and study! From starting out as a part-time Junior, I soon became full-time as a Senior, then Senior Manager. I was running Surfers as my main store while helping out at other stores if needed. My kids were 2 years and one was 9 months when I took over the store in Surfers in 2017. I wanted to move onto something bigger within 10 years. Steve and Susan, the Franchisees of Surfers, were (and still are) my biggest mentors. They suggested I take on Surfers because I knew it so well. So, I spoke with my parents and my partner we assessed our plans and having 2 young kids. I became a franchisee in 2019 and my concept of the store changed so much. My passion grew and I had a drive that I could always do more, do better. I've also made a great network of friends with other franchisees. When we can, we catch up over lunch, have pow wows and talk about what we can do better. I'm dedicated to my store and still work hard at Surfers full-time. I am also very excited Because I've now purchased my second store at Chermside! After working in the company for so many years, I still love to get up, go to work and make gelato. There's so much that goes into making good gelato – the texture, the smell, the consistency, the flavour."

JIM EFSTATHIOU

- CANBERRA CENTRE, GUNGAHLIN AND MANUKA FRANCHISEE

"Our first impressions of Gelatissimo as a customer, over 11 years ago, was the cheerful service and the variety, quality and consistency of the products on offer. Now as Franchisees we focus on providing the same fun atmosphere and strive for the same high quality service and product excellence that left an impression on us. The support from Head Office is always there when needed and we truly feel like they have the best interest of our business at heart."



Next Steps

1. ENQUIRE WITHIN

Now you've realised this is a real gig that means you get to be in the business of smiles everyday, you'll need to complete and submit a franchise enquiry and one of our franchise team will get back to you.

2. WELCOME CHAT

This is our chance to get to know you and assess your suitability, discuss location preferences, give you an overview of the Gelatissimo franchise system and discuss final requirements. At this point we will also invite you to complete our Application Form and Confidentiality Agreement.

3. FIRST INTERVIEW

After receiving your application form and signed confidentiality agreement, we'll arrange a formal catch up to go into more detail around the financials and application process. Following on from the interview we will send you a more detailed information relating to the franchise.

4. INSTORE EXPERIENCE

Now that you've met with us, had a good understanding of the franchise system and received great feedback from our franchise development team its now time to do an instore experience. This provides an opportunity to see first-hand the day to-day operations of a Gelatissimo Franchise. You will spend a few hours in one of our designated stores, allowing you to gain an insight into our systems and the way we operate. This is where you see if Gelatissimo is the right choice for you. You will also meet with the Area Manager of that region who will answer any questions you may have.

5. SECOND INTERVIEW AND FINAL APPROVAL

You may have further questions after the first interview, so this meeting will help to answer those. You also get to meet with the CEO. We'll also chat about potential sites for your store in more detail, discuss training and determine the timing of financial commitments. We will request a fully refundable fee at this stage and provide you additional supporting information. You will then get a formal letter from Gelatissimo confirming your approval.

6. SITE SELECTION AND FRANCHISE AGREEMENT

Next up, site selection, rental negotiation and store fit out planning. Once the site is selected and lease terms have been negotiated, the lease and franchise agreement paperwork will be finalised, and the balance of the franchise fee is payable, to seal the deal.

7. TRAINING BEGINS

You're almost there. During your training period of 3-4 weeks, you'll be learning about all things gelato in the Gelatissimo Head Office and selected training stores.

Contact Us

WE APPRECIATE YOUR INTEREST IN BECOMING A GELATISSIMO FRANCHISEE. IF YOU HAVE PASSION FOR OUR BRAND AND WHAT WE DO, ARE HARD-WORKING, WELL-INTENDED, AND RESPECT YOURSELF AND OTHERS, WE WELCOME YOU TO INVESTIGATE A GELATISSIMO FRANCHISE TO ITS FULLEST

Franchise Sales Team

Direct: 02 8845 0100

Email: franchise@gelatissimo.com.au

www.gelatissimo.com.au



9-11 SOUTH STREET
RYDALMERE, NSW 2116, AUSTRALIA
+61 (2) 8845 0100
WWW.GELATISSIMO.COM.AU

SCAN HERE TO ENQUIRE



Gelatissimo



Information statement for prospective franchisees

April 2025

Acknowledgment of country

The ACCC acknowledges the traditional owners and custodians of Country throughout Australia and recognises their continuing connection to the land, sea and community. We pay our respects to them and their cultures; and to their Elders past, present and future.

Australian Competition and Consumer Commission
Land of the Ngunnawal people
23 Marcus Clarke Street, Canberra, Australian Capital Territory, 2601
© Commonwealth of Australia 2025

This work is copyright. In addition to any use permitted under the *Copyright Act 1968*, all material contained within this work is provided under a Creative Commons Attribution 4.0 Australia licence, with the exception of:

- the Commonwealth Coat of Arms
- the ACCC and AER logos
- any illustration, diagram, photograph or graphic over which the Australian Competition and Consumer Commission does not hold copyright, but which may be part of or contained within this publication.

The details of the relevant licence conditions are available on the Creative Commons website, as is the full legal code for the CC BY 4.0 AU licence.

Requests and inquiries concerning reproduction and rights should be addressed to the General Manager, Strategic Communications, ACCC, GPO Box 3131, Canberra ACT 2601.

Important notice

The information in this publication is for general guidance only. It does not constitute legal or other professional advice, and should not be relied on as a statement of the law in any jurisdiction. Because it is intended only as a general guide, it may contain generalisations. You should obtain professional advice if you have any specific concern.

The ACCC has made every reasonable effort to provide current and accurate information, but it does not make any guarantees regarding the accuracy, currency or completeness of that information.

Parties who wish to re-publish or otherwise use the information in this publication must check this information for currency and accuracy prior to publication. This should be done prior to each publication edition, as ACCC guidance and relevant transitional legislation frequently change. Any queries parties have should be addressed to the General Manager, Strategic Communications, ACCC, GPO Box 3131, Canberra ACT 2601.

ACCC 04/25_25-30

www.accc.gov.au

Contents

Before you sign the franchise agreement	1
Learn about franchising	1
Conduct due diligence	1
Get professional advice	1
Consider other options	1
Understand franchising	2
Benefits	2
Risks	2
Questions to ask	4
Franchisor experience and reputation	4
Start-up costs	4
Ongoing costs	4
Earnings	5
Changes	5
Franchisor-franchisee relationships	5
What happens at the end of a franchise agreement?	5
If you change your mind	6
Take your time before you sign	6
Cooling off period	6
If you have doubts	6
After you sign the franchise agreement	7
Know your rights	7
Dispute resolution	7
Enforcing your rights	7
ACCC's role	7
Sign up to the ACCC's Franchise Information Network	8
More information about franchising and running a business	8

Before you sign the franchise agreement

Entering a franchise is a big decision. Check these important things off your list before signing up.

Learn about franchising

Franchisees who participate in pre-entry training tend to have better relationships with their franchisor and be more successful in business. Free online courses for prospective franchisees can be found at www.accc.gov.au/franchising-education-program.

Information about franchising (including translations) can be found at www.accc.gov.au/buyingafanchise.

Conduct due diligence

Thoroughly research the franchise system. Study the disclosure document, the franchise agreement and any other documents provided by the franchisor. Talk to current and former franchisees about what they find rewarding and challenging about the business.

Get professional advice

It's important to get legal, accounting and business advice from independent professionals with expertise in franchising. They will identify risks and help you make decisions.

Consider other options

Look at more than one franchise business. It's a good way to test if a franchise is the right fit for you.

The Franchise Disclosure Register is a free directory of franchisors available in Australia.

Use it to compare important information about different franchises, such as costs and contract terms. This can help you make informed decisions.

Check the Franchise Disclosure Register accessible via <https://franchisedisclosure.gov.au/>

Understand franchising

It is important that you understand what franchising is before you enter a franchise

Franchising is a way of doing business based on a brand name and business system. Usually the franchisor controls the system closely. The franchisor grants you the right to operate a business in line with its system, normally for a set time. As a result, you may be limited in the changes you can make in the business without the franchisor's agreement.

In some ways your franchise is your business and in some ways it's not

You could be bound by confidentiality obligations. This may include limits on your rights to discuss the franchise business with third parties or to use the franchisor's intellectual property or business system outside the franchise.

The franchisor might make changes to the franchise system to adjust to market conditions. A franchisor may make these changes, even if you don't agree with them.

When the agreement ends franchisors are not generally required to provide compensation for goodwill. Goodwill refers to the market value added to the franchise business by the franchisee for example, by building a client-base.

Benefits

Some franchise systems offer benefits other types of businesses cannot

- an existing product or service
- an existing reputation and image
- a pool of resources to fund advertising
- economies of scale when purchasing supplies.

Not all franchise systems offer the benefits listed.

Risks

Even with a well-established brand, franchising is not risk free

Watch out for site turnover

Look for warning signs about a franchise system like high site turnover. If one site has had many owners (known as churning) it could mean it's not in a suitable location. A high turnover across a system might indicate the system has expanded too quickly or without a plan to make existing businesses successful (known as burning).

Think about potential unexpected expenses

Franchisors can impose significant capital expenditure on you if certain conditions are met. For example, if some conditions are met a franchisor can make you pay for new equipment or refurbish your store - even if it costs you a lot of money.

If something is important, make sure it's in the franchise agreement

Some franchise agreements contain 'no agent' and 'entire agreement' clauses. Franchisors include these clauses so the terms of the franchise agreement can override any previous information provided to you. This could include all verbal or written information from an agent, the franchisor, or an associate of the franchisor. If there is something important that you've been promised verbally or in writing that is not in the franchise agreement, consider the risk you are taking.

You can choose not to sign the agreement, and you should seek independent advice from a lawyer, accountant and business adviser before you do.

Questions to ask

Take your time to do your research and seek professional advice. If the franchisor tries to rush you, remember you can walk away. There will be other opportunities.

Some of the following questions are answered in the Franchise Disclosure Register.

You will also have lots of questions to ask your franchisor, professional advisers, and current and former franchisees. Here are questions to consider:

Franchisor experience and reputation

- How long has the franchise system been operating? What success has it had and where?
- Has the franchise system had any reputational issues?
- What were they and when did they occur?
- What experience does the franchisor and its key staff have in managing a business?
- What is the franchisor doing to encourage, support or train franchisees regarding complying with workplace laws?

Start-up costs

- How much working capital or extra funds will you need to get the business established?
- How long will it take you to break even after paying the costs of setting up the business?

Ongoing costs

- Can you only get products from an approved supplier?
- Does the franchisor receive rebates from suppliers and how is that rebate used?
- Will you pay franchise fees even if you are not making a profit?
- What monthly fees do you have to pay your franchisor? Franchise agreements may include royalties, levies or interest payments, and they can be based on a percentage of your turnover, not your profit.
- Does your franchise system have a specific purpose fund? What is the fund used for and how much are you required to pay?
- What other ongoing costs will be required? Read your franchise agreement carefully and ask your franchisor.
- Will you make enough money to pay yourself as well as any staff? Labour costs can be hard to estimate. It's up to you to know what employment laws apply and to comply with them. The Fair Work Ombudsman can help you understand workplace rights and obligations: www.fairwork.gov.au/franchises
- What happens when there is product 'wastage' and 'shrinkage'? Some franchise agreements include clauses on wastage and shrinkage. Wastage refers to products that are no longer fit for sale. Shrinkage can include theft, another loss or accounting error.

Earnings

- Have any profit or earning promises been made to you? Ask current and former franchisees if profit or earning promises were kept. Their contact details will be in the disclosure document.
- Will you have an exclusive territory in which to operate your business?
- Does your franchisor have the ability to compete with you online?
- What other businesses will you be competing with in the area?

Changes

- What changes can be made without your approval and how will this impact your business?

Franchisor-franchisee relationships

- What are the dispute resolution procedures? Will the franchise agreement include a commitment by the franchisor to binding arbitration? Arbitration can be a quicker and less expensive way to resolve disputes than going to court. It might be hard to imagine needing arbitration, but it could become important if things go wrong.

What happens at the end of a franchise agreement?

- Will you be able to renew the agreement if you want to? Are there conditions on this?
- What rules apply if you want to sell the business before the end of the term?
- When the franchise term ends, what are you entitled to (such as paid market value for your equipment or for goodwill), and what happens if you are in debt? Goodwill refers to the market value added to the franchise business by the franchisee for example, by building a client-base. However, in franchising, franchisees often have limited rights once the franchise agreement ends. You may not get any value for goodwill at the end.
- Are there any restrictions on you starting a similar business if the agreement is not renewed? It's a good idea to obtain legal advice on restraint of trade clauses.
- If the franchise ends unexpectedly, how would this impact you? Are you aware of the types of events that may lead to non-renewal or termination of an agreement? For example, if the franchisor becomes insolvent, you may not be compensated for the loss of your business. You may not get back the money you contributed to a specific purpose fund.

Speak to former franchisees to find out what happened at the end of their agreement.

If you change your mind

Take your time before you sign

The Franchising Code of Conduct gives you at least 14 days to read all the information that a franchisor provides you. This usually includes the franchise agreement, disclosure document and information about any lease arrangement.

You can take longer than 14 days to study this information and get advice. For most people this is a bigger investment decision than buying a house so it's okay to take your time before signing a franchise agreement.

If you make a payment to the franchisor during the 14 days, known as the consideration period, you may give written notice asking the franchisor to repay that amount.

Cooling off period

You are usually entitled to terminate a new franchise agreement within 14 days. If you choose to exercise this right, you are entitled to a refund of the payments you have made (though reasonable expenses may be retained).

If you have, or have recently had, another franchise agreement with the franchisor you may waive your cooling off rights. You should be careful when waiving your cooling off rights because it can be difficult to terminate your franchise agreement once you sign.

Your cooling-off rights are outlined in the Franchising Code of Conduct.

If you have doubts

If you have any doubts, consider not signing the franchising agreement or exercising your right to back out of the agreement during the cooling-off period.

Even if you have already invested time and money, it's worth considering how much more you could lose if the business is not successful.

After you sign the franchise agreement

Know your rights

A franchisee may have private rights of action under the Franchising Code of Conduct, the Australian Consumer Law and the law of contract. Your franchise agreement is a contract that contains many of your legal rights and obligations. You may have rights in contract law if the franchisor does not honour the agreement.

The Franchising Code of Conduct requires franchisors to disclose certain information to both potential and existing franchisees.

It also sets out minimum conditions on the rights of the parties under a franchise agreement. It can be found at www.legislation.gov.au.

Dispute resolution

Franchisors must have an internal procedure for handling complaints. If you can't agree on an outcome within 3 weeks, either party may refer the matter to mediation or conciliation facilitated by an Alternative Dispute Resolution (ADR) practitioner. Arbitration is also an option when both parties agree to this process.

Dispute resolution services are provided by the Australian Small Business and Family Enterprise Ombudsman (ASBFEO). Visit the ASBFEO [website](#), or call 1300 650 460.

Enforcing your rights

If something goes wrong after you sign the agreement, you may need to take your own legal action to enforce your rights.

ACCC's role

The Australian Competition and Consumer Commission (ACCC) enforces the Australian Consumer Law and the Franchising Code of Conduct. The ACCC can investigate alleged breaches of these laws and take action in relation to systemic and widespread misconduct. The ACCC is not a complaint handling body. We rarely become involved in resolving individual disputes.

You can make a report to the ACCC via its website at www.accc.gov.au/contact-us.

Sign up to the ACCC's Franchise Information Network

Subscribers receive regular email bulletins about current franchising issues, including changes to the law, information for franchisors about compliance and updates about the ACCC's franchising work. To subscribe, visit www.accc.gov.au/fin.

More information about franchising and running a business

www.business.gov.au offers information about franchising and running a business.

www.accc.gov.au/buyingafanchise includes a franchisee manual and other information, videos and publications for people thinking about buying a franchise, including in languages other than English.

