

ADVISORY MEETING MINUTES

Held on 3rd February 2015

At

Foothills Conference Centre

48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees: Anthony Silverman, Jill Stallworthy, Rob Clark, Tom Garamy, Carly Thornton, Peter Hansen, Shane Foran, Dean Knowles (proxy for Mark Withers) and Phil Smallman.

Teleconference: No teleconferencing was available due to a power cut to the National Office.

Apologies: David Hughson, Mark Withers, Mandi Morison, Lloyd Moody.

National: Jim Penman, Joel Spatt, Ross Jackson, Bev Wagner

Chairperson: Jim Penman

Note Taker: Bev Wagner

Meeting commenced at 1:00pm and concluded at 2:50pm

1. Jim's Phones – Debiting illegally? (00:15)

We started with item **3** on the main Advisory agenda so that Neil could address it while he is available.

Anthony Silverman wanted to know why the billing had changed, when Jim said at the last advisory he would continue to run the debits. That didn't happen.

Joel Spatt explained that we have advised everyone and we are entitled to direct you to make payments to a 3rd party. You are bound by terms and conditions of your contract.

Anthony asked where in the contract it is written.

Joel advised Anthony that if there is an issue you are entitled to get legal advice. At law we are entitled to appoint a 3rd party to administer and manage the contract on our behalf. Anthony told us that the Franchisee who brought this up spoke to the Telecommunications ombudsman and they didn't agree.

Jim felt that perhaps he didn't explain to them that we still hold the contract. We didn't pass the contract to someone else, it is still between the Franchisee and Jim's Group.

Jim pointed out that if you appoint someone else, it doesn't mean you don't owe the payment. The contract is still with Jim's, we have just appointed a 3rd party to collect the payments.

Neil asked when the Franchisee spoke to the TIO? Anthony told Neil it was when he sent an email to him.

Jim told Anthony if he gave them the wrong information he will get the wrong answer.

Neil mentioned that he is a member of the TIO and part of their process would be that if there is a dispute or a claim like that against them, they would contact them but he hasn't had anything.

Anthony said it would have been over the phone, nothing in writing.

Joel said we are comfortable with our position and if someone does have some concerns, they can go to the TIO or seek their own legal advice. We'll be more than happy to speak to their representatives.

Anthony asked how a company direct debits without having a signed debit form? Anthony hasn't signed a form and was still debited by another company and that's what Meesha's issue is.

Jim replied that Anthony is still being debited by Jim's Group, via another agency.

Anthony disagreed and mentioned that they are asked to sign another direct debit form and according to the credit act, if you give a debit form you have to give terms and conditions that tells you what you will be charged etc., There are no Terms and conditions on the Direct Debit request form. We told Neil about this omission and the section mentioning that you should check the Ts & Cs was removed altogether.

Joel advised that the Terms and Conditions are in the Optus contract. There are no terms and conditions of the direct debit per se. Your contract says you must pay by direct debit or credit card payment and then we direct you to pay to a third party who collect it on our behalf and if you say you aren't going to do that, you are in breach of your contract.

Anthony said what he has said is only what people are telling him, and that is what Meesha's issue was.

Jim told Anthony that he and Meesha need to go and hire a lawyer and get some top level legal advice.

Anthony said the deals used to be great through Jim's. Now it looks like a big profit thing for a new division, when you can walk into any Optus store and get it heaps cheaper than what we are paying, for the same service, for more data etc., it's just not a good deal any more.

Joel told Anthony 'you are on your existing deal, and your existing contract'.

Neil told us they inherited the plans you have. Neil and James are in discussions with a chap named 'Travis Palooza' at Optus and want to offer great deals in the future and a new contract. Over the next couple of weeks there will be further information from Optus. They know it needs to be better than retail, the handsets need to be better. Unfortunately the hardware makes Jim's Mobile Phones not competitive. James and Neil are going to buy 2,000 – 3,000 phones and supply them to the group. This is the only way they can compete. There is a Telstra plan there now. It isn't the best one - \$79 plan, unlimited with 2GB data but, when you put a phone on top of that we are out of the marketplace. The gap between wholesale and retail is really skinny now.

The guys will get both options, Telstra and Optus. Where we hope we can save them some money is if we can bundle some services. Soon there will be Gas, Electricity and Pay TV (not Foxtel) James and Neil want to provide the best deals to the group and give them a fantastic customer experience. The

market has changed. Strathdale consulting group will negotiate our internal plans. Externally we will buy space from 'Telco in a box' for external sales. Jim read additional info for the agenda item from Meesha Watson, who was unable to attend the meeting. No information has been sent etc., to say their plans aren't changing, call rates are not changing and giving them opportunity to break any contract without penalty if they wish to. Meesha wrote that she does not wish to sign that form unless she receives assurances and details that her plan won't change from the arrangement that she has with Jim's Group. Joel said there is no obligation on Jim's or mobile phones to do anything of the sort because your existing contracts are just that and nothing is changing, then highlighted that if your contract expires you can go anywhere you like. If you are part way through a contract and you want to break the contract you will have to pay the break fees. Jim said we will write and re-assure them again that nothing will change. Meesha had mentioned that the bills are different. Can't compare now. Downloads are billed as minutes instead of bytes. Neil said the majority of people are happy with that. Jim agreed there are issues with billing and asked Neil if he could provide some information. Neil can't do it in the same way but plenty of information has been provided. We may be able to send something out explaining the billing and get clarity on the minutes vs bytes question. In 2-3 weeks you should get some more information. Jim mentioned that his daughter received a very high bill. Something seems wrong. Neil said Optus haven't been fast to offer new deals so far. They have 3,000 people on the existing plans so they aren't in any hurry to move. Tom pointed out that if they don't do it, they will not have it anyway. We will all move elsewhere. Neil agreed. And this is our bargaining point.	Neil to issue something with clarification on billing in 2-3 weeks.

Item	Pending items from November 2014 Meeting	Outcome and Action
	1. Marketing Proposal (23.21) We received no responses from Advisory members following distribution of the marketing kit. Prospect tool box. Videos to be sent out at set intervals to prospects. Test & Tag are trialling then they will be available to the divisions to make specific. Jim felt we could make the videos at National. (Andrew Penman) National to provide costing. Short videos 1.30 – 2.00 minutes – say 5 of them. Matt Wandmaker has one (MYOB saw it and used it in their advertisement). Ross will find a shorter version. We need some feedback from Test & Tag on this. Franchisors will be paying. Shane Foran wants this and requires a quote. Test & Tag are still developing their toolkit and Ross has seen parts of it. They said we can use it when they are finished. Over the next couple of months. Will measure success and roll out. Recording equipment at the meeting turned off at this point, due to the return of power. Franchise recruitment videos – there are two of them we may be able to use. With the toolbox we will be able to make it division specific. Jamie will coordinate for the rest of the divisions. They can have a common pattern. Sales & Marketing Training: We can present a one or two day course at a cost of \$100 per participant per day, involving role plays and other interactive training. Do we want this and who should attend? At the Divisional meeting the group indicated they want less documents training and more sales. This was agreed at advisory. 2 day advanced training to be revamped. We are putting a lot of resources (Richard Long together with outsourcing) to make the documents process easier. The form will ask all questions and will make it difficult to make a mistake. Breaches will be an easier process also. <i>Dave Hughson (UK) asked how this will affect the overseas attendees. Jim advised we will work something out.</i>	Ross has Matt Wandmaker's video and a couple of others that could be used. Matt's is mowing, but we could use for other divisions. He speaks about how good it is to be a Franchisee. Test & Tag will be finished their toolkit over next couple of months. Measure success and roll out. Jamie to coordinate for other divisions. At the Divisional meeting the group indicated they want less documents training and more sales. This was agreed at advisory. 2 day advanced training to be revamped. We can present a one or two day course at a cost of \$100 per participant per day, involving role plays and other interactive training. Do we want this and who should attend? Advanced training will be less documents

		and more sales (Jamie will do a full day) Jamie Byard to coordinate (consider o/seas also) Work in progress.
	2. Change to the Franchisee Manual as follows: (Jim Penman) If a lead is sent to two separate divisions and one Franchisee quotes for both and gets them, they will pay the other Franchisee the entire gross value of the job to the Franchisee missing out. For example, if a lead is sent for Building Inspections and Pest Control and the Building Inspections Franchisee quotes for and gets both jobs, they will pay the Pest Control Franchisee the total value of the Pest Control job. Building Inspections and Pest Control should make an agreement. Cross services are offered in many cases. Sometimes the other job could be given to a competitor. If it isn't part of the Franchise's core service, they shouldn't do it. Undercutting should not happen. Franchisors should speak to their Franchisees. Work with fellow Franchisees. Network is good. Meesha felt that if we are going to be sharing opportunities we should be trained and insured for the other service also.	Change approved. Will be incorporated into the next review of the manual.
	3. PR – should we look for another PR company? Rob Clark (Locksmiths) has a contact. Rob will follow up. Rob Clark has 2 contacts in Adelaide. He knows one. The others are the guys who did their marketing work when they first set up. Jim says put in a recommendation, we may discuss at the next meeting.	Rob Clark to put in a recommendation for discussion at next Advisory. Impact no good

	Jim may have another option ‘Impact’ who are promoting his book. Should be able to tell in a couple of months. 4. National Warranty Fund (Shane Foran) What is happening with the National mowing warranty fund? The fund has grown well above its initial mandated amount of 40k? Is the rest to be returned to Mowing Franchisors? We cannot take this fund and use it for something else. Legally we have to keep this in a Trust Account. Does the fund need to be in disclosure documents? Legal to advise in light of the new Code. It was suggested that we get a quote from Insurance. Jim advised that if we used the warranty fund as insurance, it would cost a lot more than the warranty fund (at least double). The warranty fund has no margin. It is \$100 when a Franchisee joins. The key is risk assessment. Find the biggest risk and control it i.e. roofing/fencing/paving. We know where the risk is – what do we do about it? Think of how we protect the brand. Anthony Silverman said he doesn’t see why mowing have to prop up the rest of the divisions? Jim asked ‘how do you find the ones who can’t pay?’ How would you find the negative \$75k? Start now, make payments relative to claims Jim says it protects FSOs Divs and the brand. Tom thought the warranty fund was as per discussion. Anthony asks why can’t we separate and start again when it is even. Jim advises Fencing had a massive surplus, now due to a claim..... One of yours could cause \$000s of damage, then yours won’t be in surplus. We could do it through insurance but it will cost so much more due to excess/administration. \$100 once off is minimal. Insurance is a regular premium. (Fencing is \$2,000) Mowing will have a big one. 1. Tom thought perhaps the higher risk Divisions need professional indemnity? Jim says we can’t rely on Divisionals to administer. No. 1 is we must protect the brand. We will try to even it out eventually. Just stick with it as is for now.	Matter to be reviewed in light of the new Code. Please note that the National Franchise Fee has been renamed the Initial Warranty Fee in the new 2015 GFA. If you require a franchisee to contribute to a marketing or other cooperative fund, such as the Initial Warranty Fee, the Code requires that franchisors provide certain information to the franchisee about the fund in its disclosure document such as: • an annual financial statement detailing all of the fund’s receipts and expenses; • the statement must provide the franchisee with meaningful information about sources of income and items of expenditure (that is, who contributes to the fund and what the money is spent on); • Franchisors must have the statement audited by a registered company auditor, unless 75 per cent of the franchisees in Australia that contribute to the fund vote not to audit the statement (this agreement must be made annually within three months of the end of the financial

		year); • the statement and auditor's report (if required) must be prepared within four months of the end of your financial year; and • Franchisors must give a copy of the statement and the auditor's report (if required) to the franchisees that contribute to the fund, within 30 days of the preparation of the documents. • We note the Initial Warranty Fee will be used (at the sole discretion of the National Franchisor) to protect the reputation of the franchise business and rectify any faulty workmanship or the use of sub-standard materials in circumstances where: (a) The Regional Franchisor or Franchisee fail to rectify the problem; and (b) where payment to rectify the problem is made on or after 1 January 2006 (regardless of whether the work the subject of the problem is carried out before this date)

5. Trailers/vehicles on Re-sale

FSOs are to receive, in the event of a franchisee who keeps his/her trailer or vehicle after terminating, photos of their re-sprayed trailer or vehicle by the 45th day.

If not received they are non-compliant and this will delay the second payment (in the case of a resale). For walk-aways some strongly worded letters from Legal. As FSOs we need to be very protective of our brand so we don't have one of these trailers running around for months after an FSE has left us.

Proposal from national: we require updated trailer photos to do sale contracts.

Tom thought also, if it is not up to scratch, the trailer is not part of the agreement.

Purchaser should also know that he potentially needs to upgrade.

Dog Wash owns the trailers. It is a better scheme.

With much consultation with the Documents team the only practical solution to this is to place into the FSOs manual that if a Trailer is to be incorporated into a resale then the FSO must approve the trailer prior to requesting the documents, if approved and it does not pass TVU the FSO must pay for the upgrade / refurbishment.

Update for February 2015 Meeting :

Clause 8.7 of the current version Generic Franchise Agreement states that within 10 days of the execution of the Purchaser Franchisee's franchise agreement, 50% of the sale proceeds must be forwarded to the Vendor Franchisee. However, a number of deductions may be made from this initial 50%, including the amount of \$2,000 if any vehicles &/or trailers "were not sold to the Purchaser Franchisee or another current Franchisee, unless the vehicles and/or trailers have been presented for inspection with all traces of signage removed. This money will be returned if vehicles and trailers pass inspection at a later stage, minus \$500 for every full month that has lapsed since the Franchisee's surrender".

6. Online Adverts posted by Franchisees

What information should we allow franchisees to post in online 'work seeking' websites? I'm specifically thinking of Home Improvement Pages (hipages.com.au), however there are more and more of these sites all the time, and I don't think we have policies that cover such sites. Franchisees get leads from HI Pages and our call centre. Call centre job can come through later. Two different Franchisees can be calling the same client for the same job. Should we allow FSEs to submit their own email address or make them use a CCC/centralised email address?

No central email address. This is too hard to police.

What about 24/7 phone manning? Locksmiths run 24/7. Happy to do for us as a trial if we want to. At the present time, the call centre has 5 people on until 8pm then between 9 and 10 there is only one person, taking WA calls only.

Perhaps Call Centre could have someone working from home?
How is this paid for?

Jill advises regarding 24/7 operation, she has looked at the hours. This would be an additional 83 hours per week at penalty rates. Has to be 2 staff members. Would cost \$161k per annum to operate 24/7.

Jill has looked at the stats and finds that on Sunday there are 300 -400 calls. Overnight. 55 calls – 25 of which are 7am – 8am. If we change to a 7:00am start and work weekends, the cost will be \$65k. Rob Clark said last week 12pm – 6am maybe 1-2 calls Friday/Saturday. Sunday is the bulk of the calls we are losing.

Anthony Silverman asked what division are the calls.

Jill didn't know. Rob said they are mainly locksmiths – sometimes pest control. Sunday around 6:00pm people usually phone to confirm bookings.

Jill felt there were maybe 1,000 calls per week unanswered.

Jim suggested it could be done off-shore. Could be an additional fee on new Franchisees.

Phil Smallman asked if there is scope to introduce an after-hours lead fee?

It was agreed that FSE can only advertise the 131546#

Also, Rob was going to come back to the next meeting with some guidelines he is getting from someone he knows who works with Facebook. This will help in creating a policy.

When Rob's contact comes to speak re Facebook at Divisional meeting, she may be able to speak at Advisory.

Plumbing will be running via the call centre in April 2015 and requires after hours emergency service. Locksmiths run 24/7. Locksmiths are happy to run a trial with Plumbing and Glazing for a combined after hours service

Jill will get analysis of calls coming at odd times. Explore some options

	Jim said this is okay for new Franchisees, not existing. We would be able to run a trial working Sunday plus 1 hour. Someone must pay for this however. Anthony thought it would be good to find out if the people who called on Sunday called back on Monday. IT could do this. There is software to test this. Jim asked if we could figure out a way to answer calls 24/7, would it be worth \$5 extra on the admin fee? We will get analysis of what calls come in at odd times Bec and Jill will explore some of the options Peter has 700 unserviced leads (Sydney)	IT to run a check to see if people who called on Sunday, call again on Monday.

	Advisory Meeting	
Item	Detail of Item	Outcome and Action
1.	Jim's Vouchers and Credits – Lloyd Moody Lloyd proposed that when a Franchisee claims a voucher, Jim's Group pay the voucher amount back to the Franchisee. Currently goes through Franchisor. Paper vouchers get lost. Jim advises this is being organized now. The Franchisee can put their bank details in.	Details being confirmed by Infotech, with Finance.
2.	Report on setting up individual websites – Jim Penman Advisory Committee approved individual websites. We tried SEO and putting onto Jims.net. We will continue to experiment until next advisory.	Minimal SEO seems to be getting sites to the first page at cost of around \$60 per site. Will continue to check.
3 & 4	Discussed at start of meeting.	
5.	Recording begins again here: (25:50) Acknowledgement of Franchise Manual change and recognition of franchisees' responses – Tom Garamy (25.50) Tom Garamy complimented National with regard to the way they handled the Franchisee manual change, that they listened to suggestions being made even though it was under the vote limit of 51%. Also to request that when a Franchisee puts forward a suggestion, National responds to them to acknowledge that the suggestion has been received.	

6.	Add question on mental health to the Franchise application form? (26.25) Do we add a question on mental health to Franchisee Application Form? What drove this was a Franchisee with some serious problems and has claimed that he told the Franchisor in advance that he had serious mental health issues and anger issues therefore it's our responsibility for taking him on. He therefore wants all his money back plus a whole lot of damages. On this form he said health issues 'none' but he mightn't have considered what happened. The thought was that we put this as a question on the form. If a person says they have serious mental health issues, first of all it's a notification for the Franchisor. Secondly what the Franchisor should ask them to do is go to their psychologist or whoever it is and get an assessment about whether they are suited to running a business in this present state. So we're not saying no.... Joel said the short answer is you can ask the question but there are obviously privacy and discrimination issues around that and how you deal with that information, how you store it. High threshold to hold that type of personal information. So there's a number of issues surrounding it which if we want to start using or putting that question on our forms we are going to need to give consideration to as to how we properly administer that information and what we do with it. Carly added the exposure of risk if we still took on that Franchisee. He might be under control then but something makes a difference and then they're not... Joel said there are a whole lot of queries you have to ask yourself about it and the implications. We haven't looked into it a great deal at this point in time but there are a number of issues to consider and obviously as individual Franchisors you need to go off and get your own legal advice around it. Certainly if it is something advisory put to Jim to say we want to start asking the question then we'll consider it and come up with what we propose to do about it. It's not something you just do lightly. There are a lot of grey issues here, has anyone spoken to Beyond Blue about that particular issue? Joel said that certainly could be part of the consideration. Seeking advice from Beyondblue, to ask is there some procedure that we should follow, that you could recommend to head off this sort of situation?	Divisionals should include in pre-signup questionnaires "Do you have any mental health issues?" If the answer is yes, require a report from a qualified psychologist or psychiatrist stating that they are capable of running their own business. The form and the report should be filed but made available to National on request.

	I think you have to be careful if you get then to fill out that form where they say they have mental health issues and then nothing is done about it so you need to deal with that as importantly as National deals with not having a police form. So there's been that check by National office. Discussion regarding the Franchisee in particular who started this question. Joel said if advisory puts this to National then we will look at it properly and put a policy in place. Jim asked if in principle advisory members agree with the idea of putting in safeguards? The group signalled agreement.	
7.	Business arising from last meeting. Accuracy of minutes! – Tom Garamy (30:57) At the last meeting during the Tape of the meeting at the 3hr 01 minute mark. Jim committed to "Not charging the Jimbo App fee to exiting franchisees(Prior to January 2013) who come up to their 10 year renewal" This has been totally not recorded in the minutes and must be documented. Tom believes everything that is said should be recorded. The Jimbo statement wasn't in the minutes. Our minutes have to be much more accurate. The written minutes do not reflect what is on the audio tape. Jim said realistically if you want to know what is actually said, the recording has to be the thing. You can't have written minutes of every word and every conversation. Tom said he knows it has been added and appreciates that but it wasn't in the minutes and was a very important point. It may be that our minutes have to be 30 pages long, because that is actually what is then taken out and typed in. Jim said he can't agree with verbatim minutes if you want to know the exact wording then listen to the recording. Discussion about how the minutes can correlate to the recording.	Noted that one piece of conversation was left out of last minutes. As the recording is edited to remove breaks, the actual time of each topic is not as per real time. This being the case, Bev will need to listen to the entire CD after typing up the minutes as taken and put the time stamps in.

	Tom said on the recording it shows the time mark on playback. It is requested that there is a time stamp for the start of each point. Jim suggests Bev look at her watch and record the time each time a point is started.	
8.	Financial year diaries Anthony Silverman (35:04) Could the option of purchasing financial year diaries as well as calendar year ones? - Anthony says it doesn't seem worthwhile looking at the stats. The Jim's diaries are good but you can buy cheap ones	No action to be taken
9.	Jim's Group Logo – celebrating 25 years – Suggestions? – Jim Penman – (36:33) Maybe we can modify it to “25 years +” or “more than 25 years” or “Franchising for more than 25 years” or similar. Jim asked for ideas or suggestions. Discussion. The group agreed to ‘established date’	Established 1989 to be used in place of celebrating 25 years.
10.	Jimbo Newsletter – Meesha Watson (37:10) Can all franchisees and franchisors receive a Jimbo newsletter on what is being worked on, bug fixes, improvements etc? I have several franchisees using Jimbo and they are keen to know what is going on with it. IT – We're planning to add a “Jimbo Updates” tab (or “Latest News” or something similar) to www.jimbo-app.com. Jimbo 2 – We can have a web page showing current pending bugs and feature requirements along with releases and notes Jimbo 3 – Within the same page or even a new page showing the progress of the App development with latest updates, with new screen shot, design and a link to download plus a feedback section. Rather sending a newsletter on Jimbo every time, it would be easy to send a link to view latest changes on Web. Discussion re these options.	IT to place news/updates link on Jim's Online

	Why not put it onto Jims Online? Isn't there a space there for newsletters etc., Jim says we can put a link in Jims Online Anthony Silverman asks are we still on track while we are talking Jimbo. Jim says March, at least for the initial.. it will be an Apple version initially but the android version should come soon after. Anthony thought the android version was coming in March. No they will do it in Apple version first because that is comparable to the existing model but it's not that different. It should be soon after that we get android.	
11.	Is PRO135 Engaging Personnel up to date? (38:29) Lloyd Moody	PRO135 is included in the new Franchisee Manual and is up to date however, it is now PRO119
12.	FORM BUS033 CUSTOMER SATISFACTION SURVEY – Lloyd Moody (38:40) Simply says, "Jim's Customer Survey" and "Refer questions provided by Jim" - I wanted to use that form.	We will complete this form
13.	PRO201 feedback (38:54) Page 4/14 says National will send Jim's Book to all Prospects. Is this disingenuous? There is no note on FMS to say who did or didn't get one. We know they sent the More than Just Mowing Brochures to some prospective franchisees. Selling By Not Selling forms an important part of Jim's Bookkeeping (North Queensland)'s sale process – not happy Jan! Now, I have to send books to people who may already have one because I do not know who did or didn't get one from national. What is the point of FMS if we need to use BUS040? Jim advises that initially we found a tremendous increase in conversion rates so we started sending out books, at National's expense. We didn't see any real improvement in conversion rates though. We just didn't see the cost and the trouble as worth it so we stopped sending that out. PRO201 needs to be changed	PRO201 to be changed to remove 'will send book to all prospects'.

	Page 5/14 says FMS will send you a SMS or similar notification to remind you to make this call. Does it? Page 5/14 says FMS you should enter a reminder into FMS identifying the agreed follow up time. How do we do this? Jim advises this had been done at one time manually by Brendan. Tom Garamy said they were sent even if you had done them. Jim asks do you want us only to send them if you haven't done them? The reminder seems to have been well received, so we're going to make it automatic. We'll only send them if you haven't done them and which ones you haven't done. Page 6/14 11.4 Follow up Call – the word the, in between successful and interview should perhaps be deleted. Again, Page 6/14 says FMS will send you a SMS or similar notification to remind you to make this call. Does it? Most of Page 7 seems to be the manual duplication of information/actions that could be achieved on-line. Page 11/14 last dot point – Is BUS042 really necessary or are is Administrative Burdon being increased to an untenable quantity? InfoTech - In FMS5, we can have function to create an SMS/Email reminder for franchisor. However, no further info is available at this stage. InfoTech - Monthly reminder for pro-active calls will be a new function in FMS5. The last run was executed in Sept 2014 by InfoTech manually as a trial, so it has not been running at all since the trial. We are looking at re-enabling this as a function now and it could be ready in Feb 2015 IF APPROVED.	Reminders to be programmed in. Additional word to be deleted.

	Discussion about Jim's book and the mention of Phil Maunder and others not now with Jim's. (41:55) Discussion re Fox and how he is going. Some prospects are lost to him. The last one because we didn't have a territory close to him that he could start up. Normally is territory related when we lose out. A degree of cost. Remind Jim when the next print run happens, to remove Phil.	Alteration to be made to Jim's book on next print run to remove Phil Maunder's name.
14.	Spelling Error – Lloyd Moody Franchisee Manual November 2014 Page 32/131 stationary should perhaps be stationery. Perhaps spelling should be checked elsewhere	Error to be amended by documents team
15.	Telemarketing sample script - Lloyd Moody (44:50) The Telemarketing section says, "Refer to Appendix A for a sample script". I cannot locate that sample script. I wanted to share it with franchisees.	Sample script – 'Appendix A' can be found on Page 91.
	General Business (45:02)	Outcome and Action
	Pick Ups (45:03) There was a request for a personal pick up report so we can see when a personal pick up is entered and who entered it. Which staff member I think is what we're talking about. Jill advises this is an IT issue. Jill believes we should discuss pick-ups in a lot more detail. What you as Franchisors consider a pick up and what isn't. At the Call Centre we train that if they can identify who that Franchisee is, by name or if they say i.e. Jason from Brisbane...	

	We went back to a previous advisory decision that they must know their surname. This is unrealistic sometimes. If you can identify the Franchisee, you wouldn't send them someone else that they don't want. Part of the problem is there is no transparency. There is no report to say this staff member entered this job as a personal pick up. Jill said It's all about the lead fee but where do you draw the line of what constitutes a pick up. You are saying you have to have a surname but I think that is unreasonable. That was the decision by advisory. The problem is we have no report to show the scale on which this is occurring. We need proper guidelines on what is and what isn't a pick up. Can we have a report that can detail these? People are probably jumping to conclusions. Yes, this will be from IT. Jim says if they ask for someone and it is clear who they are, from address, first name, if they are blonde and ten feet tall etc., then it's a pick up. Sometimes Franchisee may not even know why they got the lead. Do you document the reason why it is handled as a personal pick up? Jill says no – we can do this.	IT to run report on pick-ups. Job to be treated as a pickup if it's obvious who the previous Franchisee is, such as from first name or personal description. Call Centre staff to enter reason for pick up.
	(51.33 – meeting closed)	

ADVISORY MEETING MINUTES

Held on 26 May 2015

At

Foothills Conference Centre

48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees: Anthony Silverman, Dean Knowles, Dion Morgan, Gary Morgan, Jill Stallworthy, Lynton Paddick, Rob Clark, Tom Garamy, Peter Hansen, Rebecca Rainbow, Shane Foran, Steve Smith,

Non-advisory

Attendees: Doug Copley, Tino Grossi

Teleconference: Dean Knowles, David Hughson, Lloyd Moody, Gary Turton, Meesha Watson.

Apologies: Carly Thornton, Phil Smallman.

National: Jim Penman, Joel Spatt, Ross Jackson, Bev Wagner, Eugene Renehan.

Chairperson: Jim Penman.

Note Taker: Bev Wagner.

Meeting commenced at 1:00pm and concluded at 4:05pm

1.

Presentation – Simone Douglas from Social Media AOK – 1:25

Rob Clarke was asked by Jim to work with Simone to put together a social media policy.

Simone presented on social media and how it might work for Jim's Group.

All attendees were sent a copy of the draft social media policy for feedback and for legal to review.

The policy sets out the rules. The power is firmly with the Divisional and the Franchisor. The divisional always has centralised access to all of the accounts.

Recommendation in the draft policy is open for discussion – there are a couple of options not explored in the draft. Facebook in particular has a parent/child framework which allows you to have a single Facebook page and local pages that live beneath and content is pushed out through all of them. You can liaise with people from Facebook on this. Simone can put Rob in touch with people at Facebook who can help.

LinkedIn accounts is tricky because they are quite often personal profiles. Company pages for individual divisions is shown in policy. Recommend separate policy according to Franchise Agreements and what would be a breach – Policy is all around protecting the process of the call centre, leads and flow through. Protecting revenue streams. What is appropriate or not appropriate? Policy is only as good as its implementation. Will come down to FSOs training FSEs in what is involved. Gives guidance in protecting the brand.

Rob has a soft copy of the policy.

There is some info on what makes good social media content and what will expand your reach.

Costs effective advertising. On Twitter you can run targeted advertising campaigns that allow you to target followers of your competitors. You can do this with specific brands in Facebook as well.

You need to know what you want from it and make a strategy.

Make your Franchisees excited about promoting the brand. This gives them the power to speak in a way they probably can't at the moment

It would be good to open this up for discussion about what kind of goals you have for your social media

Ross asked, regarding FSEs having a voice, how would you monitor that across 1800 people? The policy has the Divisional that sits at the top, then the Franchisors who have access to monitoring. Simone recommends they send the content to someone that is nominated, say the FSO or someone within the FSOs office who ensures it is distributed in a way that is brand compliant and has all the correct hash tags that you might be wanting to do from an SEO point of view. Lynton has it set up and has been running for 14 months. Lynton got Pest Control to page 1 in around 8 months simply by instagramming and uploading to the Facebook and Twitter accounts. Franchisee sends Lynton an image and he uploads and puts the hash tags etc., in it and uploads to the site. Twitter and Instagram accounts feed directly into his website. Google rates this really well and they like that type of stuff. A new website is being created and all FSEs will have their own page. Lynton will give access to an Instagram account but he will watch it and approve everything that goes on it. Ross confirmed with Simone that the preferable way to handle this is for there to be one Facebook account only. Not every FSO gets one. The opportunity is with the parent/child framework, specifically developed for places like Hungry Jacks where there is a brand, then local operations of that brand. If you are in a suburb, and type in a search, you see the local page, but the local page is populated by the parent page. This is just an option. At this stage it would be better to keep it as simple as possible. Division page and central contact. It would be difficult for say Mowing to handle this the same way as Pest Control, due to the number of FSEs. Dave Hughson asked how Lynton engaged his FSEs to participate. Lynton asked them for a photo and where they took the photo from, because this will help generate work in their area. Around 20 – 30% are contributing information. They will gain from it. Simone thinks the best thing to do is educate them and if they don't use it they run the risk of not being showcased in the way others are.	No action required.

2.	25:18 Item 3 –General Business –Advisory Agenda – Breach of Franchising Code of Conduct. Request for Disclosure Document not provided within 14 days. Lloyd Moody – Joel asked Lloyd if the disclosure document was a National one, or one of Lloyd’s own (a regional FSO) disclosure documents? Lloyd said as far as he is aware, none of it got back to the Franchisee in the time, it was just a general question basically. Joel said National updates its disclosure document by 31 October each year in accordance with the Code, which we have to do as National Franchisor, as do all other Franchisors. National’s DD is uploaded to the FSO website and available for anyone to access and/or they can contact Documents for a copy. Joel said he had made enquiries with the Docs team and no-one had registered any complaints regarding this matter. Lloyd will need to provide information on who made the request, to whom etc., and Joel will follow it up. Joel noted that Franchisor disclosure documents are prepared by the Docs team based on information provided to us. It is the FSO’s responsibility to ensure that their DDs are Code compliant. He noted that Jim’s cannot provide legal and/or financial advice, rather we simply populate the document based on FSOs instructions. Joel advised that any instructions for preparation of documents for Franchisors need to be complete before being actioned, otherwise the parties go back and forth thereby delaying the process. Joel will look into it if Lloyd gives him a name and who it was submitted to etc. Peter Hansen asks if a Franchisee requests a copy of the disclosure document are we obliged to give them one as it pertains to them or a general one as it is at the time. It should be the current one.	Lloyd to email documents with the name of the person who is missing the document and Joel will follow up internally.

3.	30:44 Item 1 – Advisory Agenda - Inadequacy of current email system – Jim Penman. Our current email system hasn’t changed in 5 years. Now people have multiple devices, smart phones, tablets and PCs. The problem with the current set up is the allocated space is too small for people to keep mail hosted on the server, that’s why mail gets downloaded to your computer. Other problem is synchronisation. If you send from one device it won’t show up on another device as being sent. A better solution is IMAP mail. All lives on email server and everyone accesses it from that. We then have to worry about storage space though. With our current provider, storage space is 90cents/GB. Industry standard for mailbox is around 25GB. This works out to \$22 per month or more. We looked at alternatives. Rack space can do it for \$5.00 per month. Found another hosting company who can provide it for 6cents/GB - \$1.50 per month per mailbox. Company is a lot bigger and we can have mail going in and out. Currently we receive from the company we use but when we send we ask people to use their own internet service providers. The new company has improved anti-spam and anti-hacking. This company has auto configure which is easy to set up on other devices. It is too hard at the moment for FSEs to set up now and IT can’t see if they are pressing the wrong key etc., so hard to support. A support call can go from an hour down to 5 minutes. The Franchisees will get a reasonable level of mail for a reasonable price. Jim added that at the moment we receive a lot of rejected messages etc., because mail boxes are full. A rising number of Franchisees don’t use it. It isn’t fair to penalise someone for not using a system which is grossly inadequate for the purpose. We have to make it voluntary or give them a system that will work properly. If we do this, how do we pay for it? One suggestion that we came up with this morning was that to avoid charging existing FSEs for a service that has been free until now, we put a \$5.00 per month fee onto new Franchise contracts and National covers the cost. In the short term, for the next couple of years we’ll lose – after that we will make it up. Otherwise we stay with what we have and say it is voluntary. Use if you want to. New company is ‘Servers Australia’. It will work in UK and Canada. We keep existing email addresses. Any mail stored on the server will be migrated across. Jim says we will work out an equivalent for exchange rate. About 75p now? About two to 1. David Hughson said the two regionals in UK may be willing to absorb that cost as a goodwill gesture

to their Franchisees to make sure we encourage everyone to come across to it. It is much more professional to use the Jim's mowing address rather than their private address. Some use a forwarder, to their own email address. The emails on their private address can't be migrated but it is easy to import. If you are using an exchange server, you can continue to do so and won't be affected by the change. Anthony Silverman would prefer we increase the technology fee rather than add another fee. Jim agrees with this. It just means they pay \$15.00. Is there a limit to the size of the individual email box? At the moment it is 500MB and we would be moving to 25GB. Can we get rid of old email addresses? Yes. Difficult when it is 'firstname@division' as there is no way of tracking who it belonged to. We do though go through and cull the ones that we can guarantee are no longer used. We change the password on them, then 3 months after that if it hasn't been accessed we look at deleting it. Anthony Silverman said best thing seems to be change the technology fee and move forward. Jim said this is only for divisions we run of course, individual divisions are able to make their own decisions. Decision of the committee is to go ahead and we will work on that.	Decision of Advisory is to go ahead with the new system and increase the technology fee for new Franchisees. IT

3.	43:45 Item 1 – General Business - Advisory Agenda. FMS Notes App - Lloyd Moody and Item 1 Divisional Franchisor Agenda – Brett Blair. Is there an app that can get notes onto FMS? Eugene advises that in FMS5 we are looking for it to be web based. Still a fair way off but we are trying to have the modules that have been developed available early on, via a web login. You browse to a web page, login to your portal and even if there are only one or two FMS files in there, you'll have access to that. One of the key ones going in first is notes app. So you'll be able to log in from any enabled device through a web browser, go into your notes and add them there. If you have a device that can do it you can use voice to text. We are trying for end of June 2015.	Notes App to be complete by end June. IT

4.	45:34 Item 2 Divisional Franchisor Agenda – Jimbo Update Brett Blair Jimbo 2 is in maintenance mode. Doing bug fixes etc., Will be retired when Jimbo 3 is released so there won't be an option for using 2 or 3. Jimbo 3 beta has been out for nearly 1-1/2 weeks now. We're getting lots of good feedback that we can build on and use to develop. Testing is expected to last 2-3 months. As we iron out all the bugs for the features being tested, we will roll out more components. Official version in 2-3 months. We are putting a lot of resources into it. We have not only got Manny, we now have an assistant for him. We also have people working off shore. Anthony Silverman asks if we can add a new client/referral and upload to FMS from on the road. Eugene advises Jimbo 2 is one way information from FMS into Jimbo. Jimbo 3 will be 2 ways. Everything that is in a Franchisee's Jimbo2 profile database will migrate into Jimbo 3 Some are using Jimbo 2 on iPad but not entering onto the system because they know Jimbo 3 is coming. Will this update? Eugene believes so, but he will need to check. Anthony Silverman said he was pretty certain that we agreed that when the new Jimbo comes on board, those who don't use it would have a six month trial and if they like it they could then start paying for it. Jim wasn't sure of the trial time and thought it was less than six months, but said those who aren't on it, they're not paying for it, can certainly have the trial first.	Will Jimbo 3 update clients etc., on iPad that aren't entered onto FMS? Eugene to check.

5. **49:47 Item 3 – Divisional Franchisor Agenda – 24/7 – Jill/Bec – see Attachment**

Results were handed out of the two week 24/7 trial that was conducted by the call centre. From 7am – 8am we lost a fair amount of calls and we lost calls on Sundays. One of the Sundays was Mothers' Day so it was quiet that day.

The results show the entire amount of calls. It breaks the calls down into call types. We also had Nick in IT look at the call line id numbers from a Sunday when we were closed in May, showing 157 unique numbers recorded as missed calls on the Sunday. 18 of those 157 called back on the Monday and 5 booked on line.

We are missing calls. Customer expectations have changed.

We rang the Franchisees for both Mondays following sending out the leads on the Sunday to see what the conversion rates were like and it was just over 80%.

There is a breakdown of the types of jobs that came through. There were 361 jobs in total that were booked as opposed to not being booked with the potential of never being booked.

The after-hours service is a paging service, they were taking messages and emailing them to us. They were processed in a timely manner and people were contacted.

To have the Call centre open Monday – Friday for the additional hour 7:00am – 8:00am, Sundays from 8:00am-5:00pm and a 24/7 service for after-hours calls, would cost \$2.56 per FSE per month. National would obviously gain some benefit. Most of the cost would be covered by the extra lead fees. A number of the calls were franchise enquiries. Jim said he would contribute the .56, so it would cost only \$2.00 per Franchisee per month which of course would be tipped in by FSOs if they agree.

Jill said it is obviously something everyone would have to opt in to. We can't have some people saying we're not open for you today. It's either everyone or no-one.

Jim told us it could be done by change of manual.

If the Advisory committee agrees we would put it to referendum and change the manual.

This is just for Australia at present. Potentially we could offer it for the rest of the world. David

Hughson is very interested due to the timing, the delay etc., which is off-putting for the potential clients. Jill advised us It would be a massive undertaking to manage. We know what is involved to manage this on a 24/7 long term. The cost provided is bare minimum and is based on current call volumes. Call volumes will increase, with advertising and we'll absorb that as part of running the call centre. There is no profit, only wages in the costing. Tom asked are the Franchisees required to service customers 24/7 ? Jim said if they put down for work on a Sunday, they return the phone call on the Sunday. It doesn't mean they have to do the work that day – it is business as usual. Peter Hansen asks if we would be able to identify the calls that have gone out, so we can marry up/offset the leads with the additional cost to us. For Peter it is around \$500 per month. He needs to know if the leads benefit outweighs the cost. It shouldn't just be something locked in as an additional cost to the business. It was felt that the Franchisors need to be consulted before a decision is made. The results and figures will go with the minutes and Jim will put into the newsletter. Jim thought it would be a good idea to do this before Spring hits. Discussion about unserviced leads, some will like, some will not. The balance of those with more FSEs than others. Region to region also differs. Some have more valuable leads... To be taken back to FSOs for feedback.	To be taken back to FSOs by Divisionals for feedback.

Item	Pending items from Previous and February 2015 Meeting	Outcome and Action
6.	1:06:43 Item 1 – Online Ads. Posted by Franchisees. This is basically what we were hearing earlier. Social Media Policy. We haven't had a chance to look through that completely yet, but we will need some sort of feedback, certainly by next meeting, as to what you want done, anything you disagree with in particular.	Divisionals to provide feedback before next Advisory meeting.
7.	1:07:48 item 2 - Marketing Proposal. "We are able to make the toolbox division specific. Jamie will coordinate for the rest of the divisions. They can have a common pattern." Test & Tag have not yet completed their toolkit so we have no further progress on this.	Jamie to coordinate for other divisions when Test & Tag complete toolkit.
8.	1:07:57 Item 3 - Change to the Franchisees Manual. This is concerning leads going to two separate divisions. Legal advises this will be incorporated in the net review of the manual.	To be incorporated in next review of manual. Legal
9.	1:08:12 Item 4 - PR. Rob Clarke has contact details and has spoken to a lady in Adelaide called Nadia from a PR company there and also Shona Creative who could do a newsletter. I assume that currently the National one is being done with the Divisionals and that we're happy with that and if there is a change that needs to be made we can have a look at it from there. Newsletter being done by Catherine. Jim says we don't have a PR company as such. I'm using Debbie McInnes from PMCR or CMPR, from Sydney and she is doing an okay job but I'm not sure yet.	Rob Clarke to send pricing to Jim from Nadia in Adelaide for PR for Jim's.

	PR i.e. planting positive stories in the media. Rob says Nadia is happy to do that. She is putting a pricing together so Rob will send to Jim. Jim says Debbie charges \$5k per month for the campaign she is doing for us. If it's a minor cost then it comes from the branding fund which is over \$200k in surplus. Probably best to have someone come and talk to us.	
10.	1:10:12 Item 5 - Jim's Vouchers and Credits. This has been taken care of and is complete.	Complete
11.	1:10:24 Item 6 - Report on setting up individual websites. We were unable to get hold of Sumi to speak to us about this as he was attending a meeting elsewhere, however Sumi will send out his report and statistics.	Sumi to send stats and report to Divs.
12.	Item 7. 1:10:56 - Jim's Group Logo – Celebrating 25 years This logo has been changed to 'Established 1989' and has been emailed to DFs.	Complete No action necessary
13.	Item 8. 1:10:58 – Jimbo Newsletter Jimbo News is now accessible on it's website (www.jimbo-app.com) or via Jim's Online >Downloads and links	Complete No action necessary

14.	Item 9. 1:11 – Form BUS033 Customer Satisfaction Survey This form will be changed in the next review of the manual.	BUS033 to be updated in next review of manual Legal
15.	Item 10. 1:11:24 – PRO201 Feedback (various changes required as per pending items) This form will also be updated in the next review of the manual P 5/14 says FMS will send you a reminder to make a proactive call. This was being done manually as a trial and has not been running since the trial. Jim’s book, which was being sent out to prospects. No longer being done. We have hundreds of books. Does anyone have any good ideas of what to do with them? It was suggested and agreed that the books could be given away at training sessions.	PRO201 to be updated in next review of manual. Legal IT to program reminder Books to be given out at training sessions.
16.	Item 11. 1:12 – Spelling error Stationery. Page 32/131. This will be changed in the net review of the manual.	To be updated in next review of manual. Legal/Docs
17.	Item 12. 01:12:30 - Pick Ups Request for a personal pick up report so we can see when a personal pick up is entered and who entered it. One option in the lead report is showing pick-ups only. A new column could be added to identify who entered it. Will be produced in next release of FMS 5.	FMS5 next release to contain additional column showing who entered pick up. IT

18.	Tom Garamy commented that 'pending items' should be sent to Advisory members at least a week before the meeting. Has been asked for previously.	Pending items document to be sent to Advisory members a week prior to meeting, as well as the agenda. Val

Item	Advisory Agenda	Outcome and Action
3.	1:13:39 – Survey to new Franchisees The attached proposed questionnaire. Jim receives a lot of calls from Franchisees who are failing. Very often there are problems with failing to collect PfWG or that anybody even picks up on the fact that they are doing badly. Some sort of survey should go out. Suggestion from Divisional meeting – that it be done less often i.e. once after a month and many months later on. It was suggested this would be going only to those that qualify for PfWG. (ticked on the system) New Franchisees quite often still get that tick however, when they start up, just to get the 2 for 1 leads at the beginning. Jim advises you would just have to explain that they will receive the survey but it doesn't mean anything in their case because you are only giving them the tick to get their 2 for 1. Jim may restrict it to those who have a claim. Discussion re frequency. 1st month then 6 months suggested. Discussion re Franchisee calls to Jim, who receives many calls. Jim asks them about PfWG and they say things like they didn't know, they weren't helped with it, they were discouraged from it – and now they're failing and shouldn't be. They are informed about it at training. Jim reminds them about this. They then remember. It isn't that they haven't heard about it. Peter says it is in our interests to have them succeed.	Survey to go to new Franchisees, with PfWG ticked on system only, at one month, then again at 6 months. Survey result to go back to Divisional to chat to Franchisor. Wording to make FSE feel at ease answering

	In the survey it will remind them of the allowable service for PFWG, by listing them as per contract. Jim said we could be losing 50-60 Franchisees a year because of this problem. Most Franchisors do do the right thing, but there are enough to make a substantial difference. Ross asked where the questions trigger to? I.e. if, on questions 1 and 2 the answer is 'no, FSO hasn't contacted me... hasn't mentioned PFWG etc., '- who does this go to? Ross wants to know who is informed of the lack of contact, to follow up. Peter said it may not be himself that contacts them, but someone in his office. Jim acknowledges it should say Franchisor or 'Manager'. Jim says this survey will show some patterns. They won't all respond, but some will. Ross feels that if it doesn't go back to the Divisional, then it doesn't really serve a purpose. It can't really go back to the FSO, since the question is about them. We need to word it carefully on the survey. Divisional must discuss result with the Franchisor. Jim says with the suggested changes we will go ahead with the surveys.	these questions about their FSO. 'Franchisor' to be changed to 'Franchisor or Manager' IT
4.	1:30:35 Questionnaire by trainers of potential Franchisees	
	Jim would like a minimal report that all can complete and send in. Possibly 2 trainers that give some feedback i.e. a prospects English, initiative, can they follow instructions for instance. They need to put their name to it. In the past, there have been occasions where the trainer advised against putting a Franchisee on, then has seen them working in the field, having been signed. If the division already has their own questionnaire it is fine, but if not, we need something minimal (field report) that has to be sent in with the document request. Ideally two. If you don't have your own trainer, for trialling, send in your own report.	

5.	1:35:21 Proposal to change lengths of contracts Propose extending the franchise contract to 20 years. We have a lot of cases of Franchisees getting to 10 years then not wanting to sign another contract. Quite often they use it as an excuse to walk away. We don't materially change the contract after 10 years as we don't want to lose them. Franchisor has to spend money and time to get a new contract done which means little. They need special clauses so it's like their previous contract. Not much value in raising a second contract. At Divisional all they suggested was that it should be a Division based thing so the Divisions decide if they want to make it 10 or 20. All seemed to agree with this proposal. Proposed Divisional contract at 5 years only. The reason is in some cases poor leadership and the Division is going down. Contract renewal is an opportunity for us to put some fairly stiff requirements on, which we're doing with two divisions right now, both of which have lost badly. Also we put some minimum growth plans and let them know if they don't achieve it the minimum fees are going to go up. i.e. if you've dropped from 25 FSEs to 3, we want to see you with 5 Franchisees in a year's time and 10 in two years, we want to see some growth back. The Divisionals were of the opinion that Divisional and Regional contracts should stay at 10 years but were flexible on the Franchisee ones. Discussion regarding buying in with only a few years left on the contract. They probably wouldn't want to spend that kind of money for a 5 year contract. Jim said okay we will leave Divisionals at 10 years. Regional stays at 10 years.	Advisory decision is: Divisional contracts stay at 10 years Regional contracts stay at 10 years Franchisee contract moves to 20 years
6.	1:39:35 Breaches and non-compliance. Allocation of lost compliance discount funds Breaches and non-compliance are handled differently. One can be done by the Franchisor. Originally this was all to be done by the Franchisor. What has happened is that National has taken over these responsibilities. We spend a lot of time and effort doing breaches, yet virtually all the	

profit is going to the Franchisor. When the Franchisor does the breach, a share comes to National even if we do nothing. It is proposed that whoever does the breach gets the money. This is for future franchise contracts. So if Franchisor does the breach, they get all the money, no percentage going to National. It's an encouragement for FSOs to do their own breaches. It was asked why we don't just put a fee in place to raise a breach notice. Jim said we could do that, but what about compliance? We send notice after notice. A whole compliance department spend their time flat out chasing trailer compliance. We don't normally breach them, but all the money goes to the Franchisor. Peter asked if they can get the template for the breach. At the present time they have to go through documents to get the breach. (And they have to pay for it.) Jim said in that case you should be paid for it. You should get the non-compliance discount. We are working on a system so you just plot it in, give the Franchisee, the reason for the breach and it just spits it out. This will work for breach, termination – new contracts will be much more automated. If you do pay for it though, you should get the reward for it. Peter says when we do one now, we pay National for the use of the template and for sending the breach to the Franchisee. Discussion about the logistics of paying the compliance discount to the person who does the breach. Anthony says if you tick the box and do the breach, the FSO still has to chase it and if it doesn't come in they still have to pay National since it is in their monthly fee invoice. With Insurance, the FSO has no idea they are non-compliant until Insurance tells them. We should get an email within a week of 30/4 letting them know some are non-compliant. National should invoice the Franchisee direct in that situation, not the Franchisor. National office is insurance. FSO has nothing to do with it and doesn't know, but sends an invoice to the FSE when they find out and has to chase for payment. In the meantime, National invoices the Franchisor for \$60.00 which they haven't paid. Jim says you aren't out of pocket as they have to pay you. If they don't pay in the long run they are terminated and you can claim it back as an unpaid fee.	No disagreement with this proposal.

	Jim agrees we should send notifications out earlier. By the end of the first week of May you should have a list of those who haven't paid their insurance. Anthony says he doesn't mind about who gets paid so long as National invoice them and the FSO doesn't have to. Peter agrees. Peter asks Jim to spend some time having a legal person who is less inclined to harsh language actually write some of your notices with a little less aggravation or aggression. When they get a notice saying they are going to be breached, there are no niceties about it and the FSO wears the grief and has to sort it out. Jim says it should be put in context. They've had 3 nice notices beforehand and completely ignored them. Can we be copied on all things that go to Franchisees from National? Jim says yes, that is a good idea.	Franchisor to be copied on all notices/letters sent to Franchisee by National. Legal and Documents
7	1:50:47 – Call Centre spiel for unserviced leads – Lynton Paddick Lynton feels the spiel given by the call centre gives the impression that we don't care about their job. They don't like to be referred to another company or be told to ring next week. Jill says they are more than happy to change the spiel. It is mostly about how it is said. The un-serviced spiel is always going to be a tricky one. Jill and Bec have suggested a spiel which Advisory are happy with. Jill has also had some feedback on the text messages sent out after 7 days to clients. Nick is only sending them out to ones who get notifications, maybe we could cull them more – maybe to text when a franchisee in the area becomes available...?	New spiel for unserviced leads to go ahead. Jill/Bec

	The text says we may be able to assist you now... They can call straight away, then there is nobody available again. Some customers get very angry about it. Jim wondered if perhaps they could go on a list, and anyone who becomes available we text a message and they call back and re-book. Let's do it when there is someone available in the area. Jim likes the 24 – 48 hours rather than the 7-10 days. A Franchisee rarely rings back after 24 hours. Why don't we make it 24 hours? What if a text came back to say something like: "If anybody becomes available in the next 24 hours we'll put them onto you, otherwise we'll send you a text the next time somebody is available"	Texts to go out when someone in the area is available. Jill/Bec.
8.	2:01 – Complaints policy and Franchisors being made non-compliant – Tom Garamy The policy within Jim's Group seems to be that the Franchisor is the one responsible for the complaints. It should be changed. The onus has to be put onto the Franchisee. The item in the newsletter that says Franchisors will lose their compliance discount if they don't respond within 24 hours seems to say you aren't doing your job, when the Franchisee is the one not doing the job. Jim says the Franchisor should do the right thing and follow up, but if they don't nothing is going to happen. The Franchisor has to get onto the Franchisee. Jim says we wouldn't make the Franchisee non-compliant for a complaint without having heard his side of the story. We do it with the Franchisor because we know you have done nothing. A message comes in "urgent problem with this job' Franchisor to call. 48 hours later the client rings back screaming abuse at the girls to say nobody has contacted me, nothing has been said". Nothing has been done. There are no notes on the system. No note to say for example (which would be quite adequate) "tried to ring client, couldn't get through, left a message, call me" If that was on the system the girls could let them know you have tried to call them. Often there are complaints and there are no notes. Perhaps speaking but not noting it, but we don't know. We are just asking you to let us know what you have done. Have you spoken to the Franchisee? Have you tried to ring the client? Tom thinks a message should go to the Franchisee saying they have to call the Franchisor within 24	

hours, at the same time the Franchisor gets the message. This is a massive change to the Franchisee manual. Tom wants to digest that. Others also think it should be in the manual for both Franchisee and Franchisor. Jim is happy to put forward the change in the manual. If either side makes no contact, both are non-compliant for not following up. There seemed to be a problem when you put a note in. You need to say whether it is settled or not /who is at fault. Jim said we will change the system so that doesn't happen and we won't make any more non-compliant until that is fixed. Since the Advisory meeting, Jim has received an email from Meesha Watson stating as follows: <i>"I can confirm I was able to add a note to a complaint WITHOUT having to attribute a fault. You add the note click "add note", type the details click "ok", it goes back to the original complaint screen where you just click "close". It does not prompt me at all. I acknowledge it used to but that was years ago...it has not done that for some time."</i> Tom also finds non-compliance unequitable. In Darwin if I lose my non-compliance discount, it is maybe \$150.00, whereas if I lose my same 5% in my NE Adelaide area, for the same thing I will lose 5 x more than that due to the number of Franchisees. Peter will lose 500 times that! This isn't fair. The Franchisee loses around \$75, why doesn't the Franchisor lose the same? Jim said we could make a change to the manual to make it \$80 or something rather than loss of non-compliance discount. Also, it needs to say 24 business hours, not 24 hours. Anthony also complained about the complaints that are really surveys, not complaints. Jimbo will take care of a lot of the issues re complaints. You will make your call on your phone and Jimbo will record this. It runs with GPS. Requested that it is changed from 24 hours to 48 hours. This is very difficult if you can't get hold of them.	Franchisee manual to be changed so that after a complaint, the FSE (as well as the FSO) must make contact within 24 hours and note on the system, or be made non-compliant for not following up Fine should be changed to \$80.00 flat fine for FSOs if they don't contact, within 24 working hours. Survey type complaints can wait for 48 hours.

	Just put a note into FMS so the girls who answer the phone can see you have tried. Surveys can be left for 48 hours. Not complaints, just surveys. It does depend on the complaint as to who you speak to as well, the client or the Franchisee. We will let you know when software can be changed.	Change software to show that if you haven't had a complaint or a bad survey in the last 3 months and it isn't a quality problem, you don't need to follow it up. (survey)
9.	2:27:41 Jim's Debt Collector – Steve Smith Why don't we have a division or someone we can use or could be recommended by Jim's? Tino says a lot of people are using 'Probe.' We wouldn't do this 'in house' A lot of debt collectors say if the debt is less than \$250 we won't even listen to you. A lot of clients know this also. Jim says we can red note them. Tino advises that people will buy your debts if you have a few of them. Also if you hand Probe a few separate \$50 debts, Probe can handle this.	Information on 'Probe' has been supplied below.

For your records, our commission rate is based on the following sliding scale:

Debt Amount	Commission
\$100-\$500	25% +GST
\$501-\$2,500	20% +GST
\$2501 -\$10,000	15% +GST
\$10,001 - \$50,000	10% +GST

I confirm that we work on a '**No Collection No Fee**' basis.

For your records, the link to our website is www.ccaonline.com.au

We really appreciate the opportunity and are excited by the prospect of working with you.

Of course, should you require anything further or wish to discuss any aspect of the above further, please don't hesitate to contact us.

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Of course, should you require anything further or wish to discuss any aspect of the above further, please don't hesitate to contact us.

Kind Regards
Chris Manders
Divisional Manager

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10.	2:30:55 - Survey Questions – Steve Smith Survey questions changed without notice or opportunity for feedback. ‘Quote promised but never given’ should be changed to ‘quote promised but never received’. Why can’t FSOs receive a copy of the survey before it goes out?	Jim is happy to change this wording. IT
11.	2:32:02 – MCCC Source Code - Marketing - Lloyd Moody Jill said they get online jobs from other channels, through emails and the staff process them. These jobs are coded as MCCC. This is so we can differentiate between those manually entered jobs and the website automated Online jobs. Shirley was concerned that this is not a true indication of where it came from. So that we can track, it is suggested to have a tick box that can show it was an online job but the actual source code would show the origin.	Tick box to be organised IT
12.	2:34:51 Proposal for online enquiries to confirm their phone number We get details, but not always accurate and correct. We could have the technology to verify. We could also have a verification code texted to their phone and they enter it onto the site. It was felt that this would be too much and we would lose customers. We may end up with less numbers but more conversions. Jim felt this would be ok for a division with lots of work but not those who can’t afford to lose leads. Also the value of the job matters. For mowing this would definitely not work.	

13.	Continuation of item 11 – (Item 6 – pending advisory items) Report on setting up individual websites Jim told us we’ve been putting the individual landing pages up for Franchisees. They weren’t ranking very well. Sumi went onto a different system where he charged \$70 to do some basic SEO and they seem to be ranking quite well. I’d like to give you the figures, but we are getting a number of local area search enquiries we think are a result of that. We do need stats and Sumi will be able to get these. Sumi to send stats to Advisory members. We have over \$200k in the branding fund. We ought to be thinking about useful things to do with it, i.e. the ‘random acts of maintenance’. Advisory members did not see Suzanne Commerford’s video. Ross will send it to you. It is the story of an abused woman whose house is in need of repair and Jims from various divisions go and fix it all up. It’s the sort of thing you would put on social media and all over the place. Really well done. Fantastic PR. These types of things can go in client newsletters etc., to show good things Jim’s has done and we should use it. We only saw half the video at the divisional meeting. If you have any ideas on what we can use the branding fund for, please let us know. Anyone who is giving back to the community has a little story to tell. We as Franchisors should ask to hear these stories and we can use the branding fund to get that promoted. Jim thought we could go to a radio station and ask who has a real problem with their house, and tell them we’d like to come out and fix it for no charge at all. Gold 104 does this already. Melbourne did a big clean-up for one of their listeners.	Ross to send random acts of maintenance video to advisory members.

Meeting ended 4:05pm

ADVISORY MEETING MINUTES

Held on 10th November 2015

At

Foothills Conference Centre

48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees:	Anthony Silverman, Jill Stallworthy, Lynton Paddick, Peter Hansen, Phillip Smallman, Rob Clark, Suzanne Commerford, Tom Garamy.
Non-advisory Attendees:	Paul Commerford, Trevor Chrisp
Teleconference:	Gary Turton, David Hughson, Lloyd Moody, Steve Smith.
National:	Jim Penman, Ross Jackson, Bev Wagner, Richard Long.
Chairperson:	Jim Penman.
Note Taker:	Bev Wagner.

Meeting commenced at 1:00pm and concluded at 4:30pm

Item	Advisory Agenda	Outcome and Action
1.	(00:30) Update on Jimbo3 and FMS5 – David Hughson UK We started with Richard Long, who has been newly appointed as Software Development Manager. Richard updated us on Jimbo. Several components are being worked on. Several are non-essential. It is key that we offer functionality ASAP and expect that in May 2016 it will be live on iPad app and web interface, all smart phones & tablets with network coverage. Offline coverage available initially to iPad, later on there will be an offline for android. We are going through migration of Jimbo2 to Jimbo 3. This will do all that Jim's Jobs does, with the addition of a payment gateway being integrated. It will integrate with Xero and MYOB. Eventually there will be a simple finance package within Jimbo itself and there will be no need to use others as an add-on if you don't want to. Will have multiple choices. FMS5 is out and live, in modules. The way 'notes' is now managed – expect more like this. Everyone is very happy with 'notes'. Web interface is very powerful. We have just released the option for Franchisors to manage Regional disclosure. Bugs being ironed out now. This was done in a hurry. We are developing functionality for the docs team which should be fixed by hopefully the end of this year. We should be able to breach with a mouse click. An automatic breach goes out. Contracts will be a simple form to fill in. We should be able to produce Franchise Agreements and disclosure documents very quickly and more cheaply than it now costs as it won't take as much time. 'Offline'. FMS is all online. With Jimbo, we have online and offline access for those who could be further out and can't get online easily. (Coverage). We tried offshore and external providers to speed this up for us but it seems in-house is the best way. It is very integrated with FMS, which external and overseas couldn't know about. David Hughson (UK) wanted to know when the UK address database in FMS could be fixed. It gives out incorrect addresses and information. Richard felt this would take an estimate of 3 man months). Jim thought there must be some way of doing this. David showed IT software in May 2014 that is readily available and offered to pay costs of below £1,000 per year themselves. Jim asked Richard to look at what is already being used elsewhere and see what can be done.	Richard to look at a solution for UK from external providers.

2.	(20:44) PR Update - Jim Penman Debbie McInnes, Director DMCPR Media presented an update on her work for us. Has had some great stories but needs more. There will be things you may be doing that could be a story and you don't realise. Suzanne suggested an asbestos amnesty. Maybe something in the FSE/FSO newsletters asking for ideas. Jim told us he is about to launch a private university in Heidelberg opposite the Austin Hospital. An attempt to deal with mental illness. Setting up a clinic and research. Debbie is working with Jim on how to position this and work it in with Jim's. We must give Debbie the stories. Jim asked Debbie to stay around for the next topic, that is not on the agenda but he would like to bring it up whilst Debbie is here, for PR feedback.	Divisionals to seek out / think about stories to be sent to Debbie.
3.	(45:35) Aggregators – Jim Aggregators are a considerable threat to business. People on their sites have reviews etc., We need to compete with these. We will lose business to those who show and are rated on line. At National we have come up with a potential way of meeting this threat. We could go to a star rating for FSEs. If their rating goes down, Franchisees can go back to the customer and fix any problems, their rating would go up again. We can start to display ratings. If there is a territory holder available and he/she has a good rating then that is all that will show. If there are more than one available, the customer can choose from reviews and ratings. This will be run as a separate system from the usual bookings. We have many unserved leads. We could set up something ... for example Blitz.com. Our own private aggregator. We can refer anyone to this site who we cannot service. Anyone can register here. If there is a Jim's available the customer will only see that. If not, they will see other guys. When we are busy, leads may go to the other contractors. When we are quiet, leads only come to Jim's. People will always find someone to do their job.	

	There are 90,000 unserviced leads. All could go to the site. This makes us powerful. If they go back through Blitz.com and a Jim's person is there, it tracks through FMS. Lead fees as normal. Where should the funding come from for this? 1. Branding Fund? (income could go back into fund) 2. Jim's Group? (income would come to Jim's) This will be free to independents. Until full up, then maybe bid for a place – like AdWords. Tradies will be paying for the leads. They won't be one of 3 people quoting. Suzanne thought it would be good to be able to book online through a calendar rather than phoning in the future. Nowadays people prefer this to using the phone. Will we collect the name and address of the client booking through Blitz.com? Yes. Jim will do a scope and will come back to everyone to discuss funding. David Hughson wondered who will supervise the independents. Jim advises the clients will, because they can't book another until they rate the last one they used.	Jim will do a scope and return to the committee to discuss funding.

Advisory Pending Items from previous & August 2015 Meetings

	1. (1:15:14) Complaints policy and Franchisors being made non-compliant. 2. (1:16:37) Should zones include territory? This has been changed. People who have zones are warned that it doesn't include territory. They can make a decision as to whether they want to include territory or not. 3. (1:16:57) Recording Proactive Calls? First line proposal approved but with warnings re the FSE seeing the first line.	There is no need to change anything. To be left as is. No \$80 fine. No further action required. This will be actioned in the next FMS update (Mid November)

Item	Advisory Agenda Continued	Outcome and Action
4.	(1:17:45) Franchisor Training points – clarification - Jim Should Franchisors who attend FSE Induction training to support their FSEs be given points? Advisory dates were changed at one stage so that Franchisors could sit in on Advisory and attend training with their FSEs but Advisory is always on a Tuesday now. Discussed. Some thought it a good idea as it rewards support of FSEs by FSO. Ross felt as it isn't CPD and they don't learn anything, points shouldn't be awarded. NZ could go to their own local training.	It was agreed that this go ahead. 20 points maximum per year. 10 points per day. National: This will be effective January 2016 onwards.
5.	(1:26:20) 10,15,20 year service logo to Franchisees/Franchisors to display in their email signature. - Jim Divisionals agreed on No. 5 in the displayed ideas and suggested we don't distinguish between FSEs and FSOs. It was suggested also that they get something for their vehicles, not just email signature.	Agreed. Idea no. 5 chosen for email logo. Logo in the middle and member for x years or x years' service on the ribbon. Vehicle/trailer sticker (should be only around 20cm). This is really a Divisional style guide matter.

		10, 15, 20 and 25 years Don't distinguish between Franchisors and Franchisees. National is preparing the signature logos and will send to the Advisory Committee for their info.
6.	(1:31:34) Random Acts of Maintenance. - Jim We had a presentation at the Div meeting from Rotary. We were told of Helen Bertocchi, whose husband had been killed trying to save a lady from a violent attack. This has been put forward for another R.A.M. project but this time though Paul and Suzanne could coordinate, Liz from Rotary would support and facilitate. There could also be further projects that would be suitable for RAM. It is not sustainable for Building Inspections to carry out the entire project. Paul also asked us if we would consider providing \$6,000 retrospectively from the branding fund, to pay for another video on the current RAM project. Paul and Suzanne's costing of the project was \$54,000. Discussion on these matters. The rotary projects will be in all States and will involve all divisions. Suzanne told us the last video has footage that has not yet been used and can be shared nationally. It doesn't specify state or location. Retrospective payment of this would be a once off. Future contributions must be brought before the committee and must be approved first. This was a bigger project than first planned.	Vote was yes to paying the \$6,000 from the branding fund for Building Inspections. The committee are happy to hear a proposal from Rotary.
7.	(1:39:39) Voting out Divisionals - Jim How many votes does a Franchisor have? Discussion – Jim says the vote should only be from people there at the time. Tom currently has more vote power than Peter though Peter has many more Franchisees. If we use 'per person'... the contract offers 2nd entity voting rights.	Consensus of committee is 1 vote per legal entity.

8.	(1:48:19) Change to warning letters - Jim Jim presented the changes made to warning letters. 2nd letter is now tougher. No work will be allocated until you attend re-training (clause 5.2 in contract allows), combined with a breach notice. (3 months, then at 3 months if not complied let go or terminate) Discussed. Okay but people will want urgent training as they have no work. How many people do you need for a retraining class? Any time frame? Jim says to set up cost for the training, find the cost and divide between attendees. Discussion showed it would probably be \$250.00 Dave Hughson thought £100 for ½ day. Lloyd asked why can't we stop sending work when they don't pay fees etc., (breach)? Jim feels we can, but you would need to check contract. Section re territory rights. Timing is 6 complaints, 6% leads within 6 months.	Advisory agrees to the new letters.
9.	(1:55:44) Branding on client email newsletters – Division specific - Jim Division specific newsletters were offered to all by Elemental Solutions. Mowing has taken up this offer and are paying \$750 per issue. Can they use Mowing design and logo? After discussion, the Committee felt it is okay to use Divisional design and logo. What happens with the 'opt out' though? If they opt out of the National newsletter, do they also opt out of the Divisional newsletters? Yes, they do – as it is the same database. Suzanne thought maybe we could have 2 options – 'opt out of Group newsletter' and 'opt out of Division newsletter'	Agreed that Divisions can use their own logo and design and send to their own clients. Ross to look into whether we can have 'opt out of the group' and 'opt out of the division' newsletter options.
10.	(2:07:15) TradeNet – Anthony Silverman Jim explained that if a Jim's Division is involved, all others are blocked. If the Jim's Division doesn't want to come in, others will be put into the scheme. Jim's Franchisees will use their own numbers. Mobile numbers and personal names only. Nobody will know they are Jim's. They can't use 131546, or that would be Jim's, not TradeNet.	No action required.
11.	(2:09:52) Keeping Franchisors in the loop with commercial work from National Office. – Anthony Silverman Ben should be running past FSOs first. Will copy FSO each time as well. Some contract sites are already serviced by current FSEs. FSO can remove lead fee.	Ben to copy FSOs when issuing work.

12.	(2:15:03) Movement of Franchisees between regions – Anthony Silverman The process is currently between the FSE and the receiving FSO. (In contract) The divisional should speak to FSE and ask why they are moving and the 2 FSOs they are moving to and from find out what issues there may have been. In Test & Tag the person wanting to move has to go to mediation and speak to James Jacka. It was discussed that Advisory should make the decision on these moves, but Jim told us this is a breach of contract. Could insist FSOs don't do favors i.e. free leads etc., if you do you can be terminated. Can we put in the manual that it is controlled by the Divisional or National FSO?	Approved. Manual to be changed to show that these moves are controlled by the Divisional or National. Also insert that you cannot offer an inducement in terms of free leads or lower fees, to entice a Franchisee to move.
13.	(2:22:20) Franchisees buying a franchise outside their region. – Anthony Silverman Anthony felt that we shouldn't even send the info pack to a person outside the region. We don't know where they live though as we send the pack to an email address. Don't send the pack until you know where they live. The Divisionals said the information statement goes out ASAP (ACCC). The selling Franchisee needs to understand that it has to go out immediately, so send a mandatory letter. They won't get leads near home and need to know this.	Decision was made that prior to sending the information kit, within 24 business hours of receiving the enquiry/making initial contact, tell the other Franchisor and the prospect that they are not in your region.
14.	(2:39:42) Jim is not in favour of wining and dining etc. See item 12 regarding movement of Franchisees between regions.	
15.	(2:46:01) Client surveys – Gary Turton Customers sometimes make a mistake in the survey and it makes a good FSE feel really bad. If it is an obvious error i.e. the comments don't match – Jim will remove the complaint. Can we change the word 'complaint' to 'concern' when it goes out to the Franchisee, until it is sorted out? No. Jim thinks this would ruin the complaint process and we'd have very unhappy clients. So many complaints marked 'not at fault'. We already use 'concern' if no complaints in 6 months and 'complaint' if there have been complaints in 6 months. Gary felt that whether it is a concern or complaint, it stays in the system and will show a pattern of behavior down the line, but 'concern' will not upset the good Franchisee.	No action required.

2.	(3:05:45) Rob Clark When division set up, a 24 hour service was provided, so they have contractors (happens to glass as well) Negotiated with Neil Baker to have contractor stickers on our current vans so they had Australian Locksmiths (Adelaide) Hartley Glass. Jim's Locksmith Contractors on Australian Locksmiths vans (dinner plate sized) Hartley Glass had 'Jim's Glass Contractors' on their vans. A complaint was made by a FSE in SA from another Division, so we are removing the stickers as they have been approached by their FSEs who want to put things on their vans. It was done as an approved contractor, that's all. Wasn't written into the contract. Guidelines are always very clear that you can't do that. Do we change the policy? Contractor goes to Jim's jobs in his van, (after hours) with Jim's uniform on and gives Jim's invoices. Jim says this is wrong. They are using Jim's leads and promoting their own business. Jim's Locksmiths vans also do jobs for Australian Locksmiths. On a Jim's job, you must turn up in a Jim's vehicle. Nothing else. No one was in favour of relaxing the rules on this.	No change to be made. No action to be taken.

Meeting ended at 4:30pm

ADVISORY MEETING MINUTES

Held on 9th February 2016

At

Foothills Conference Centre

48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees:	Anthony Silverman, Gary Chick, Jill Stallworthy, Lynton Paddick, Peter Hansen, Phillip Smallman, Rob Clark, Suzanne Commerford, Tom Garamy,
Non-advisory Attendees:	Carly Thornton, Paul Commerford.
Teleconference:	Gary Turton, Lloyd Moody, Steve Smith.
National:	Jim Penman, Ross Jackson, Bev Wagner, Richard Long, Matt Jeffrey.
Apologies:	David Hughson
Chairperson:	Jim Penman.
Note Taker:	Bev Wagner.

Meeting commenced at 1:30pm and concluded at 4:00pm

Advisory Pending Items from 10th November 2015 Meeting

No.	Item	Action & Time Frame
1.	00:44 Update on Jimbo3 and FMS5 – David Hughson UK Richard updated us on the UK postcode finder. This needs about another week's work, but the documents automation has been prioritised above it, so it's been taken off the immediate to-do list. It is coming, but will be a while yet.	Richard Long – item on hold for the present time, but to be completed after documents automation.
2.	01:17 Aggregators Richard told us that we have a domain name: goblitz.com (blitz.com was not available). Admin interface is almost done. New accounts can be created. New users can say what services they want to provide, what availability they have, what areas, postcodes and suburbs they want to work in. We still have the booking system to do. As the final step, users will be able to select who they want. They will get the territory holder but if they are unavailable, the other users will be given a chance. We may outsource some work as we don't want to hold up the work on Jimbo and document automation. The quality of other operators was discussed and whether that would bring our brand into disrepute. Jim told us that there will be something that tells them this is not a Jim's Franchisee and there is no guarantee on this job. Tom and Peter asked what stops a Franchisee leaving the system and putting their name down on the site and paying no fees? Jim highlights that in Summer they will get a lot of work, in Winter – nothing. They will then speak to us about it and we will suggest they 'become a Franchisee'... The first five guys will be able to join free initially, but there could end up being a bidding system in place. This will work like the games on line where the game is free, but to get more game play, you have to buy coins. Suzanne said the Home Improvement pages work similarly,	

	where the more you pay, the higher up the list you appear. Jim says we could barr anyone who is/was a FSE. We are funding this – and it should make money. We'll cover the cost first then profit can go back into something. Suzanne wondered what happens, since it is all areas, if there are 5 or 6 eligible Franchisees. There is a ratings threshold and the system will favour the best Franchisees. Gary asked if we can go back later and see how many jobs were given to independents. Yes.	
3.	14:46 Voting out Divisionals - Jim Consensus of committee was 1 vote per legal entity.	This is being applied. No further action required.
4.	14:55 Change to warning letters - Jim Jim has introduced changes to the warning letters, with a tougher second letter. Advisory agreed to the new letters at the November meeting. At this meeting Richard updated us and we viewed the flowchart on the compliance process created by Richard.	Complete. First live run was 4/2/16.
5.	15:28 Branding on client email newsletters – Division specific - Jim We are unable to have separate opt out options	Complete.
6.	15:44 Keeping Franchisors in the loop with commercial work from National Office. – Anthony Silverman Ben provided an update of information on Territory rights, Lead fees, FMS, Mowing contracts and the complaints process, in a separate document. All FSOs will be copied in on emails. The point about lead fees does not apply as there are no lead	

fees on National Contract works as National Office and not the Franchisee own the client. The Franchisee cannot add the client to their clients list if they are selling their territory as the relationship is with Jims National Office and not with the Franchisee. There was still a query as to why the Franchisor should be responsible for any issue concerning contract work done. Much discussion on handling of complaints. Ben handles complaints himself.(see sheet attached to agenda) Tom stated that there is no recompense to the FSO for the work done in getting the work, quoting, working out what territory it is in and making sure it goes to the correct guys etc., Jim asked Richard if we can run this through FMS? Ben allocates the jobs. Can he do it through FMS? If he does there will be lead fees and the FSO will handle complaints. Franchisees like the work. Lloyd felt that when there is a resale, the vendor will want to name the contract as part of his client list. Jim said ‘why shouldn’t he sell the rights to a regular client, if he is doing a good job?’” National don’t make money from what Ben does. We could investigate paying a lead fee to the FSOs either through the system or separate payment. If the FSO is to receive money, we have to add 1% or .1%, whatever it is to cover it. It would probably be easier to do through FMS. Peter thought it would be better for Ben to pass complaints to FSOs, they could handle it and get a bit back on the package. Lloyd pointed out that if it is allocated through FMS –A guy is down for work at a regular client but perhaps FMS would allocate to another guy.... the original FSE would be unhappy. Jim says you can still speak to FSOs then allocate through FMS. Jim asked, who has been dealing with complaints on these contract jobs. Nobody in the room. Jim says leave the system as it is. There appears to be no issue.	No action to be taken.

7.	29:21 Movement of Franchisees between regions – Anthony Silverman Approved. Manual to be changed to show that these moves are controlled by the Divisional or National. Also insert that you cannot offer an inducement in terms of free leads or lower fees, to entice a Franchisee to move. There was no further discussion on this matter.	Manual to be changed – Legal.
8.	29:31 Franchisees buying a franchise outside their region. – Anthony Silverman Decision was made that prior to sending the information kit, within 24 business hours of receiving the enquiry/making initial contact, tell the other Franchisor and the prospect that they are not in your region. Update for Feb 2016 meeting. See clause 11 of the proposed Franchisor Agreement. There was no further discussion on this matter.	Complete.
9.	29:41 Suggested dates for 2016 Divisional/Advisory meetings Has been set as 14 July for Div and Advisory, 15 July National Franchisor Conference, 16-17 July various divisional conference including mowing. Gala night 16th	Complete
10.	29:48 Breaches and non-compliance, and who gets the money Jim proposed that for future contracts, whoever does the breach gets the money. This was to be an encouragement for FSOs to do their own breaches and to fairly allocate the payment of this money.	There is a considerable amount of work that will need to be done to enable this change, given that the system will need to know who raised the breach. Also non-compliance does not always require a breach. As IT are working on so many other priorities at the present time, this item has been put on hold.

Item	Advisory Agenda	Outcome and Action
1.	30:23 Country specific emails – Gary Turton Gary was unsure what this was about. He doesn't get much from us now. It is not his item. Gary will find out what was received that shouldn't have been. We will send items to Grant in future for distribution.	Anything going to all FSOs/FSEs not to include NZ, but to be sent to Grant Anderson for distribution.
2.	32:04 Interest from funds held for purchase – Gary Turton Clause 8.5 in earlier contracts compared to the new contracts clause 8.7b "interest will be applied for the benefit of the Franchisor" has been removed. Jim advises this has been left out inadvertently. This will be put back in.	Legal to reinstate this sentence.
3.	32:38 Alternative FSO Manual proposal Jim has advised that we can keep the full manual as a separate document for advice (not legally binding) or can place the 11 pages at the front of the manual showing the important, breachable items. Suzanne told us that from the Divisional meeting there was an overwhelming consensus to keep in its current form but there is value in an executive summary and table on the key things you may be breached on. We can introduce it more extensively during training. To reduce it would reduce the value to our business. Jim told us there is a lot in the full manual that we will not enforce, some we will. This is confusing. Shorter manual will make it clearer. At the present time, if someone else took over the business, a lot of FSOs would be breached on the items in the full manual that are not enforced currently. Forms are not contained in the full manual. There are just numbers of the form required for each situation. Tom brought up that there is, in the smaller manual (summary) a section on 'avoiding complaints'. This is not relevant to FSOs so shouldn't be in there. Jim will remove. Gary feels that the manual is good advice and we need more of that, not less.	Jim to re-write manual, include the 11 pages of binding rules at the front as executive summary and a table and send out for review. Also remove section 6.3 'avoiding complaints'.

	Jim will re-write the manual and send out to all for review.	
4.	43:25 Divisional Vote Out changes – Lloyd Moody Concerns regarding the changes proposed and agreed at the last meeting. (1 vote per entity) Discussed. Does anyone want to propose a change? No change from previous meeting. Jim agreed that we will write up the decision made, with the reason (explanation) in notes. This discussion (from the 10 Nov 2015 meeting) is below: <i>“What is fair? By household – bigger region gets more votes.</i> <i>Andrew Parke felt that the service to the FSOs should be measured with KPIs. Meetings/ calls / business. A lot of the group agreed with this but Jim said there could be legal problems in defining whether or not they met their KPIs.</i> <i>Brett Blair thought it should be 1 x FSO = 1 vote – individual. – Agreed by Paul Commerford. Should the Divisional be allowed to vote? They are a Regional also.</i> <i>There was much discussion with comments such as:</i> <i>• A vote is too personal</i> <i>• Can also depend on those lobbying to be the new Divisional.</i> <i>• Vested interest in having the Divisional leave. How do you protect someone in these cases?</i> <i>• Should find out what Franchisors want (National should do). If they can do it the Div. stays in.</i> <i>• Don’t remove the vote but still should be KPIs.</i> <i>Jim still likes the voting system, but if it is found that they have ‘done the job’, the vote won’t go.</i> <i>Harpreet told us the current process is as follows:</i> <i>• there is an initial meeting where the issues in dispute are identified and it is agreed what the Div will do to rectify the issues;</i> <i>• the Div then has a 3 month period to rectify the issues; and</i> <i>• at a subsequent meeting the Franchisors are asked whether they are satisfied with the Div’s attempt to rectify the issues. At that point, we (National) have the right to keep the</i>	Complete – no new action from this meeting

	<i>Div in place even if the Franchisors determine he or she ought to be removed. Consensus was 1 vote per legal entity. The Manual (and all future contracts) are to be amended to reflect this."</i>	
5.	46:58 Franchisee Survey – Anthony Silverman The Mowing division feels that June is not a good time for a Franchisee survey. Others in the room agreed and it applies to a lot of the Divisions. April was voted for by Divisionals earlier. There was further discussion about the wording of the questions in the survey, especially the 'are you happy with your income' question. You are not rated on any of these questions. If you have any concrete suggestions for questions, Jim is happy to consider it. Jim said there are 3 questions that make the ratings: • How often are you contacted? • How quickly do they get back to you? • How helpful are they? After a survey, you may want to do better, but you don't know which of the FSEs are unhappy so it is difficult. Perhaps open up and ask them what do you need?	Franchisee Survey to be moved to April.
6.	56:21 Unserviced jobs – reallocation – Jim Cancelling lead or making job unserviced... Haydar feels that changing leads back to unserviced for cleaning franchisors taking work on bottom takes away the incentive to find someone to do the job. When changing leads back to unserviced (removes lead fee) means an automatic unserviced notification will be sent to FSEs who may pick up the job. There is a chance the client has found someone else already. Sometimes however, it is a fair and reasonable request to make it unserviced. It is when a person takes the work, then asks for it to be made unserviced that it is wrong. It was suggested at the Divisional meeting that the Divisions make a separate code called 'unservicable', when it is going to be changed back to unserviced. This code should be set	Separate code to be created called 'unservicable' – not to trigger SMS.

	up not to trigger an SMS.	
7.	59:49 Insurance Fees for handyman services – Tom Garamy This item had been dealt with prior to the meeting.	No action required.
8.	1:03:13 Points for Franchisees – Jim The points are to encourage FSEs to attend meetings etc., The Divisionals thought that 60 points would be fairer for FSEs. (need to get 60 points or non-compliant). Peter does not like the plan as it makes things more complex. Some guys don't come to meetings. Jim told us this would go into the FSE manual as an option and FSOs can use it if required. You could use it as a reward. Suzanne asked how would the points be tracked? Andrew Parke has an app for this that he is happy to share. It would be great if they could allocate via FMS. The number of points were discussed. Tom would prefer 40. We will work it out and will put it into the manual. It is up to you to use if you wish.	New points system to go into FSE manual. Legal.
9.	1:11:09 Unclaimed Gift Vouchers – Anthony Silverman Anthony wanted to know what happens to gift voucher money that isn't claimed. Jim advises that people are reimbursed if they are not used (if it goes to the public.) If we give them out (bulk) we give them a discount.	No action required.

10.	1:12:30 Admin Fees When a Franchisor has a bad debt the National Office will credit the Franchisor for the National Franchise fee for up to 3 months fees not received. Jim says this is not just Franchise fees, you can claim back anything like branding fund, technology fee. Anything at all that's just a fee. Why do we not receive the same credit from admin given we are paying a fair amount in admin fees? It seems totally unfair that we are paying for a service that we are not really receiving. Jill told the committee that this process is already in place and has been for a long time. Call Centre receives a statement every month from the Finance Dept. As long as the FSE is marked 'non-compliant' they will give back up to 3 months. Just advise Finance.	No action required.
11.	1:16:44 Mowing contracts with Ben Miall – Anthony Silverman Territory rights, lead fees, complaints. Ben has provided a full explanation of these items in a separate document and this was discussed at our Divisional meeting.	No action required.
12.	1:16:58 Conference 2016 – Suzanne Commerford Suzanne Commerford told us that Several divisions have joined in for the joint FSE conference and mowing have joined as an addition on 16th & 17th July. You might like to send some of Friday night will be the awards night. There was a draft program attached to the agenda of this meeting There is an open invitation for all Divisionals to send FSEs along. The booking site will be live before the end of the month. We can cross promote divisions. Feedback from Advisory is that Suzanne has done very well in organising this,	No action required from meeting.

13.	1:20:22 Sales Training – Lynton Paddick We discussed the removal of Jamie Byard from generic training. Jim told us we are trying to keep costs under control and Jamie’s fee for his 2 x 3 hour sessions was too high. Also, we like having someone who is at National office do this training. The Divisionals were almost unanimous in their vote to bring Jamie back. Jim is quite happy to do this but the price of training will be increased by \$20.00. All agreed that this was worthwhile.	Jim will Reinstate Jamie Byard for generic Franchisee training.
14.	1:29:34 SEO – Lynton Paddick Jim’s does not rank well in a search. How we can get onto the front page organically. Can the branding fund be used to help this ranking. Branding fund must be used for marketing, not for SEO. At the Divisional meeting it was agreed that Tania from Agency XYZ could handle this. Divisions will pay around \$100 per month per division and each will have their own page.	Ross / Suzanne will contact Tania.
15.	2:31:10 Proposal to Develop an Annual Marketing Fund Strategy/Plan – Suzanne Commerford Suzanne proposed an annual marketing plan to use the funds collected nationally in a planned manner. A rough outline of the plan was attached with the agenda. We need new marketing ideas that target the young on the platforms they are using. We are already having success with Catherine Grace at Elemental and it may be just a case of expanding on the ideas we are already using. Perhaps speaking to Sarfy about whether there are strategies we could look at. Drive as an advisory rather than responding ad hoc to those who come to us. Money would come from the branding fund. Peter Hansen feels that if we can find a way to use the money well - good. Suzanne said people are continually registering for a RAM. Maybe we could do this interstate, perhaps in Queensland. Almost all divisions can be involved. Facebook and YouTube etc., are great value. We can get conversion data. Grouping of divisions for like needs i.e. moving house where you could use several divisions –	Suzanne will get recommendations and proposals and bring them back to Advisory. If the ‘did you know’ addition to the booking service, is not already on the IT list – to be placed on it.

	Put the 'Did you know' on the IT list, to be put onto the site just after the online booking service, at the end where you say 'thank you'... by the way, did you know we can also offer these services.. See Sarfy – Catherine Grace – find out some pricing and propose.	
16.	1:41:15 Jim's Jobs and the Jimbo App – Lloyd Moody What is really happening with Jim's Jobs & the Jimbo app? Richard explained that when we compared Jim's Jobs and Jimbo, the strength is that it is online. We are re-building Jimbo, focussing on Jim's Jobs as a model - what is included in Jim's Jobs, together with its usability etc., Richard sent a feature list to Divisionals before Christmas. Has had a few responses. It was suggested it should be sent to FSOs, who deal with FSEs. Richard will send to Franchisors in future. Manny is working on this. We hope to have the online version by the middle of the year. Anthony Silverman brought up the Jimbo fee/technology fee – Anthony's guys don't use it as it doesn't work.	No further action to be taken. IT continuing to develop.
17.	1:47:01 Franchisees in isolated areas – Lloyd Moody Regional Franchisees in isolated areas where there is only one Franchisee, have a problem that potential customers cannot be informed there is a delay until such and such a date because the ONLY franchisee is on holidays until that date. Could FMS have a code that site above bottom that would be for this situation? A franchisee could list their holiday dates. Jill told us that we can do this already. You can put down holidays in advance. All areas or local. Is there anywhere FSOs could be advised if a FSE is away on holidays i.e. SMS (for holidays or sick)? Jim says ok to put on the list as an option for FSEs. Emails – not SMS.	I.T. Put on the list of things to be done as an option for FSEs. Ability to advise when on holidays or unwell. Emails – not SMS.

18.	1:52:00 Franchisee Retention– Anthony Silverman How do we put a mechanism in place that adds resistance to FSEs leaving and taking their trailer and customers with them? Ross has requested that an addition be made to the Sale of Business Agreement template, to say something like “money shall be withheld until all requirements of the surrender document have been satisfied”. Must be disclosed and only moving forward. Jim agreed to include this.	Legal to add to the Sale of Business Agreement template.
19.	1:52:29 DMCPR Media – Anthony Silverman Anthony would like a breakdown of costs. Jim says costs are just time. To make them more useful, they need input. They need more stories and information. Suzanne is getting great results. We could have Divisionals on a rotation roster. Jim will remind in newsletter.	Jim to place a reminder in newsletter to get stories from Franchisees for DMCPR and Elemental Solutions.
20.	General Business 1:57:15 - Advisory Start time Tom asked why we started at 1:30. Jim explained that Divisionals requested a 10:00 start due to attendees’ flights. Flights are difficult at both ends of the day.	No action required
21.	1:58:30 Home Team Spend – Tom Garamy One particular Skip Bins FSE received \$27K at that job. Tom understands that means that person had 54 large skip bins at that job to do. Have we looked at that cost? Funded by branding fund. Full cost around \$72,000 Suzanne thinks in her experience of renovation, that is more than demolition and removal of	Jim will look at this.

	the entire home several times over, so she thinks there is a significant issue there. It needs to be looked at and audited. It probably lends to the approach of planning the spending and reviewing after. Was the invoice fair? Project management needed more controls.	
22.	2:02:32 Selling part of a business - Gary Turton A FSE approaches a FSE to buy their business which has regular customers, but just wants to buy their lawns. Shouldn't this be the entire business? Jim asked then, couldn't a FSE sell some of his customers off? A FSO could offer to match the price... Jim couldn't see a way around this. Come up with some concrete ideas.	No action to be taken
23.	2:06:53 Witnessing signatures – Lloyd Moody In November Docs team sent notification that we no longer to witness signatures for the execution of documents. Doesn't that leave us exposed? Jim told us that was our legal advice. If you feel more comfortable having witnesses, do so. We will be moving fairly soon to online signing, so we won't even need paper. Harpreet says this is completely legal.	No action to be taken
24.	2:08:12 - Booking jobs online – Anthony Silverman Anthony had the question asked: When people book jobs online, can we add 'when would you like the service?' or 'When would you like a call back?'... Think about the question – maybe a 2 hour window? What 2 hour window would you like us to respond in? When a call comes in at 2:00am – they probably don't want a call back at 8:00am FMS will also need to allocate correctly also. The person who got the call may not be available when they want the call back. Needs some alternatives i.e. Any time, 7-9am, 11-1:00pm We can actually send out multiple SMS' Why multiple? Can't it just be longer Why is there a character limit? Richard will investigate.	Richard to investigate why message is 160 characters only. Richard to investigate call back times being added and allocation of the job to the right Franchisee.

25.	2:13:17 - FMS Outages – Tom Garamy Why are we getting so many FMS outages and warning not early enough? Richard advises we recently migrated the host and we have had problems ever since. We are looking at changing back.	No action to be taken from meeting.
26.	2:14:29 - Online Training – Peter Hansen Have we started building yet? The whole package. No.	No action to be taken from meeting.

ADVISORY MEETING MINUTES

Held on 20th August 2015

At

Foothills Conference Centre

48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees:	Anthony Silverman, Lynton Paddick, Rob Clark, Tom Garamy, Peter Hansen, Rebecca Rainbow, Shane Foran, Steve Smith, Lloyd Moody, Suzanne Commerford.
Non-advisory	Shirley Moody, Paul Commerford, Ross Ficarra, Mark York, Sam Robertson
Attendees:	Doug Copley, Peter Panagiotopoulos
Teleconference:	Dean Knowles.
Apologies:	Carly Thornton, Alanna Sadowski, David Hughson, Tom Garamy & Ross Jackson
National:	Jim Penman, Bev Wagner, Tino Grossi, Harpreet Hayer
Chairperson:	Jim Penman.
Note Taker:	Bev Wagner.

Meeting commenced at 1:00pm and concluded at 2:40pm

Advisory Pending Items from previous & May 2015 Meetings

	00:16 Most pending items have been or are being actioned. We reviewed them and the following are still outstanding: 1. Marketing proposal – toolkit 2. Complaints policy and Franchisors being made non-compliant.	Still working on this. Success of Test & Tag tool kit to be measured then rolled out. Jamie and Ross. Fine of \$80 for FSOs if they don't contact within 24 working hours. Survey type complaints can wait for 48 hours. Change software to show that if you haven't had a complaint or bad survey in the last 3 months and it isn't a quality problem, you don't need to follow it up. (survey). Legal and IT.

Item	Advisory Agenda	Outcome and Action
1.	03:00 Presentation – Debbie McInnes of DMCPR – Jim Jim introduced Debbie McInnes of DMCPR who has been doing some good work with PR for Jim’s book. Proposal for Debbie to carry out work for the group, at \$5,000 per month, from the branding fund, which is around \$220k+ at the moment. Debbie presented to us on what she has done with Jim for his book and how the high level of publicity was achieved, different types of PR, brand awareness etc., Debbie thought RAM was a brilliant idea. Debbie will prepare a proposal for our group. She works with stories and her job is to get something into the editorial section of the media. If you are associated with a charity, this is good to build on. Everyone likes corporates to ‘give’. Debbie is happy to receive emails with ideas and stories from everyone on interesting things you have done. Peter is happy with that. Always good to have a reputable PR company to work with, to continue to get the message out there. Anthony happy with it. Lynton thinks it is worth a try. Suzanne told us that the Divisionals are supportive and interested to see the proposal. They had a PR agency working with RAM, but they had much better results when they didn’t know it was from a PR agency. There is merit in having someone with the resources, providing we provide the stories to her. Lloyd okay with it. Jim suggests we give it two or three months and see how it goes.	Idea approved on three month trial. Await proposal from Debbie McInnes from DMCPR.

2.	26:51 Re-sale of Franchise without any regular clients - Jim When somebody re-sells a franchise without any regular clients, and they're once off type jobs, perhaps an option for a \$4,000.00 to be given to the Franchisor. That can be on a division by division basis. Why does it have to be without regular clients? Could be too few clients. They still have to use the money to build the Franchisee up and pay the PfWG. Anthony thinks the piece regarding regular clients should be removed. It is the same thing. Jim agrees it could be rephrased to "\$4,000.00 (inclusive of GST) where the Franchisee's PfWG has been terminated, alternatively where no regular clients are involved, the \$4,000.00 will be retained". This is a division by division decision. Just have to send them out a schedule.	Divisions may elect to retain a flat \$4,000 (incl. GST) where a Franchise has been re-sold after PfWG is terminated.
3.	29:58 Should zones include territory? – Rebecca Rainbow It has just come up recently that previously when zones didn't include territory automatically as a down for work status, Franchisees would add the territory to their zone if they wanted to take work in the territory in addition to a zone, but now they can't actually make a zone to exclude a territory which some did previously. It was really the only way you could be down for work, without taking work in your territory, to be down for a zone and not have your territory in it. Whereas now the zone automatically includes the territory just like all areas and local areas. It was agreed that it should be changed back. They should be able to put something in Jim's Online if they are creating a zone to say your territory won't be included, if you want to receive leads for your territory, add your territory – as disclaimer.	To be changed back to previous status, with the addition that when creating a zone, they are told 'Your territory won't be included. If you want to receive leads for your territory, you will need to add it'.

4.	31:42 Same day service, previous customer? - Jim If a current client of a Jim's FSE calls in wanting same day service and the FSE who does that is not down for work, who gets it? Suggested at the Divisional meeting, was that they can opt to get it, or not. An option to give same day service for previous clients only	Agreed, option to provide same day service for previous clients only to be included. IT
5.	32:37 Tighten franchise agreement for walk away's – Peter Hansen Currently reads as "give a 14 day notice period to the Franchisor and a list of clients and its ok to walk away". Discussion regarding obtaining the right to sell their business and get the client list from them. We could get their clients and pass to a Franchisee to caretake until the business is sold. Once the customers are gone it is very hard to get them back. Could be suspended until we sell. It is in the current contract that they pay \$4,000.00 to walk away and go independent. This is enough for them to not want to take legal action. Get their customer list from them. We need to make it more difficult for them to take their clients with them. Jim says it is very bad publicity to force a person to stay, or have them take it through the courts. Enforce the current contract and certainly chase the \$4,000.00 and demand the customer list.	No change to be made. Enforce the current contract, demand customer list and chase the \$4,000.00.

6.	43:43 Client Survey Questionnaire – Additional Comments – Anthony Silverman Can we change the last question about comments from “Do you have any additional comments to make about the service?” to read: “If there was any area we could improve the experience with Jim’s by – what would that be?” Jim said he is happy to change the questions to whatever you decide. Discussion about this question. Lloyd felt it would be good to sit down with Craig Cherry from the mowing conference and discuss this sort of thing. Suzanne offered a suggestion. Building inspections are going through the quality accreditation process and did a survey that gave them a different sort of feedback to the customer survey and was very successful. The last question asked ‘What more could we have done to help you’ or “how else could we have assisted you”? Makes the question more positive – and they received an overwhelming response saying thank you for telling us what was wrong with the house, now tell us where we can go to get someone we can trust to get it fixed. New service opportunities were uncovered. There was support from the Divisionals to go ahead with this change. Advisory agrees to this change.	Survey questionnaire to be changed. Rather than ‘any additional comments’ Make this a question that asks ‘what more could we have done to assist you?’ IT

7.	53:05 Client Survey Questionnaire – Jim The question ‘was the Franchisee wearing a Jim’s group Uniform?’ is seen to be unfair because people are saying he wasn’t in uniform when what they actually meant was they hadn’t seen him. The suggestion was we offer 3 options: • Yes, in a Jim’s uniform • Definitely not in a Jim’s uniform • Not sure, or did not meet Comments: Customers who may be long term mowing customers, upon seeing another division, wearing different colours may think the Franchisee is not in uniform. A lot of customers don’t know what the uniform looks like. Suzanne agrees with the options, especially the last one. Agreement with this question change. Anthony said the surveys have other issues – i.e. ‘did he turn up on time’. The surveys are done 2 weeks later and the client wouldn’t remember this. Can’t we change this to ‘were you happy with the response time?’. New Jimbo will help with this. Anthony asked when Jimbo is coming? Jim said it is being tested and we are waiting for feedback and making changes. There have been too many problems in the past and we want to get it out correctly so extensive testing is being carried out.	Advisory agrees to this change. Survey question to be changed. IT.

8.	59:23 – Recording Proactive calls – Jim There are two problems with recording proactive calls. This came out of the last survey. Some FSOs are completely making up proactive contact. In some cases the FSOs are making the calls but the FSEs don't recognize it, especially if put in some time later. This is where the first line proposal comes in. You need to be careful what you put on the first line. Jim says yes, on the first line you put something like 'discussed business, all going well' or something... then go to the second line and enter what you really needed to say. The new app has removed the excuse for not entering calls until much later. Anthony said that sometimes the FSE calls him, then they chat. Is that still a proactive contact? Jim said yes. Perhaps the name should be different... 'Coaching call'... 'Business contact'... Jim would be very open to calling this something else. There was concern at Divisional meeting that the automatic inclusion of the first line might lead to accidental blow-ups. If they made a mistake and putting something sensitive on the first line The first line proposal is okay. Maybe a warning on the notes system that pops up 'caution the first line will be seen by the FSE', or put the first line in a different colour. Can the email that goes to the FSE say something to let them know this is a proactive contact? Jim said this will happen, but Anthony would rather it didn't say 'helping you with your business'. Sometimes it's just a chat as they don't need looking after. There has to be a way to phrase it in a way where people are looked after when they need it.	First line proposal approved, but with warnings that pop up regarding the FSE seeing the first line. IT

9.	General Business Suzanne, on behalf of the Divisionals, brought to Advisory the matter of the mechanism for funding the call centre open hours. After debate, the Divisionals formally requested the advisory Committee consider a re-submission of the original proposal. That re-submission is that we fund the current extension of opening hours (from 1/9) not by the method most recently voted on, but by a method of \$10 per month increase on the admin centre fee for all new Franchisor agreements, not re-signs, and that a mechanism is included that once that figure crosses the threshold point and made up the loss, we can then extend the hours on a progressive basis, based on that. Jim was happy to absorb the up-front cost knowing that over time it would resolve as new and more Franchisors came on and they were at \$136 not \$126). It doesn't have any monetary effect on anyone that is already in the system. Previous model was hard to explain to a new Franchisor where you needed to say lead fees were different at different times of the day etc., Additional hour in the morning and Sunday 8-4, both of which are very busy periods. Anthony says it does devalue a business a little when selling. The complexity of the first proposal would also put off buyers. If a Region buys out another region – same deal. \$10 applies.	Unanimously agreed. The \$10.00 increase to the admin fee will be applied.

	Change wording in Surveys sent to Franchisees – Lynton Paddick Would you like Jim's to contact you? Franchisor gets the text to contact the Franchisee. Franchisee didn't necessarily mean for the Franchisor to contact them. Jim suggests: Would you like someone to contact you? A) Your franchisor B) Your Divisional C) Jim's Group (which would be Jim) All happy with this.	Agreed. The wording will be changed as agreed. IT

Meeting ended at 2:40pm

ADVISORY MEETING MINUTES

Held on 10th May 2016

At

Boardroom, 48 Edinburgh Rd, Mooroolbark, Vic 3138

Attendees:	Gary Chick, Jill Stallworthy, Lynton Paddick, Peter Hansen, Phillip Smallman, Carly Thornton (for Rob Clark),
Non-advisory Attendees:	Peter Pane, Peter Pan
Teleconference:	Gary Turton, Lloyd Moody, Steve Smith, Tom Garamy.
National:	Jim Penman
Apologies:	Suzanne Commerford, Rob Clark
Chairperson:	Jim Penman.
Note Taker:	Bev Wagner.

Meeting commenced at 1:30pm and concluded at 3:00pm

Advisory Pending Items from 9th February 2016 Meeting

No.	Item	Action & Time Frame
	Tom Garamy asked if we have an item i.e. <i>new programmer starting on Monday in IT</i> , could we please put the date in as well.	Dates to be included.
1.	00:14 Update on Jimbo3 and FMS5 – David Hughson UK Richard updated us on the UK postcode finder. This needs about another week's work, but the documents automation has been prioritised above it, so it's been taken off the immediate to-do list. It is coming, but will be a while yet.	Richard Long – item on hold for the present time, but to be completed after documents automation.
2.	00:52 Aggregators Richard told us that we have a domain name: goblitz.com (blitz.com was not available). Admin interface is almost done. New accounts can be created. New users can say what services they want to provide, what availability they have, what areas, postcodes and suburbs they want to work in. We still have the booking system to do. As the final step, users will be able to select who they want. They will get the territory holder but if they are unavailable, the other users will be given a chance. We may outsource some work as we don't want to hold up the work on Jimbo and document automation. The quality of other operators was discussed and whether that would bring our brand into disrepute. Jim told us that there will be something that tells them this is not a Jim's Franchisee and there is no guarantee on this job. Tom and Peter asked what stops a Franchisee leaving the system and putting their name down on the site and paying no fees? Jim highlights that in Summer they will get a lot of work, in Winter – nothing. They will then speak to us about it and we will suggest they 'become a Franchisee'... The first five guys will be able to join free initially, but there could end up being a bidding system in place. This will work like the games on line where the game is free, but to get more game play, you have to buy coins. Suzanne said the Home Improvement pages work similarly, where the more you pay, the higher up the list you appear.	Project has been started but progress is too slow, so Jim has asked for it to be scoped and outsourced. Jim's Group will provide funding, recouping costs from the income (if any).

	Jim says we could barr anyone who is/was a FSE. We are funding this – and it should make money. We'll cover the cost first then profit can go back into something. Suzanne wondered what happens, since it is all areas, if there are 5 or 6 eligible Franchisees. There is a ratings threshold and the system will favour the best Franchisees. Gary asked if we can go back later and see how many jobs were given to independents. Yes.	
3.	1:06 Breaches and non-compliance, and who gets the money Jim proposed that for future contracts, whoever does the breach gets the money. This was to be an encouragement for FSOs to do their own breaches and to fairly allocate the payment of this money	There is a considerable amount of work that will need to be done to enable this change, given that the system will need to know who raised the breach. Also non-compliance does not always require a breach. As IT are working on so many other priorities at the present time, this item has been put on hold.
4.	1:54 Unserviced jobs – reallocation – Jim Cancelling lead or making job unserviced... Haydar feels that changing leads back to unserviced for cleaning franchisors taking work on bottom takes away the incentive to find someone to do the job. When changing leads back to unserviced (removes lead fee) means an automatic unserviced notification will be sent to FSEs who may pick up the job. There is a chance the client has found someone else already. Sometimes however, it is a fair and reasonable request to make it unserviced. It is when a person takes the work, then asks for it to be made unserviced that it is wrong. It was suggested at the Divisional meeting that the Divisions make a separate code called 'unserviceable', when it is going to be changed back to unserviced. This code should be set up not to trigger an SMS.	Separate code to be created called 'unserviceable' – not to trigger SMS. Update for May 2016 meeting: Initial development is complete, yet to pass testing before release.
5.	2:01 SEO – Lynton Paddick Jim's does not rank well in a search. How we can get onto the front page organically. Can the branding fund be used to help this ranking? Branding fund must be used for marketing, not for SEO. At the Divisional meeting it was agreed that Tania from Agency XYZ could handle this. Divisions will pay around \$100 per month per division and each will have their own page	Tania from Agency XYZ was to be presenting at the meeting but was unable to attend. To be re-scheduled.

6.	2:52 Proposal to Develop an Annual Marketing Fund Strategy/Plan – Suzanne Commerford Suzanne proposed an annual marketing plan to use the funds collected nationally in a planned manner. A rough outline of the plan was attached with the agenda. We need new marketing ideas that target the young on the platforms they are using. We are already having success with Catherine Grace at Elemental and it may be just a case of expanding on the ideas we are already using. Perhaps speaking to Sarfy about whether there are strategies we could look at. Drive as an advisory rather than responding ad hoc to those who come to us. Money would come from the branding fund. Attachment from Suzanne was a general idea. Jim thinks possibly we need to approve some money for a plan to be developed and hire someone to prepare a plan for us, hopefully at low cost. Peter Hansen feels that if we can find a way to use the money well - good. Suzanne said people are continually registering for a RAM. Maybe we could do this interstate, perhaps in Queensland. Almost all divisions can be involved. Facebook and YouTube etc., are great value. We can get conversion data. Grouping of divisions for like needs i.e. moving house where you could use several divisions – Put the ‘Did you know’ on the IT list, to be put onto the site just after the online booking service, at the end where you say ‘thank you’... by the way, did you know we can also offer these services..	Suzanne will get recommendations and proposals and bring them back to Advisory. Update for May 2016 meeting: See attachment from Suzanne. Suzanne to expand on the information. If the ‘did you know’ addition to the booking service, is not already on the IT list – to be placed on it. Initial development is complete, yet to pass testing before release.
7.	5:49 Franchisees in isolated areas – Lloyd Moody Regional Franchisees in isolated areas where there is only one Franchisee, have a problem that potential customers cannot be informed there is a delay until such and such a date because the ONLY franchisee is on holidays until that date. Could FMS have a code that site above bottom that would be for this situation? A franchisee could list their holiday dates. Jill told us that we can do this already. You can put down holidays in advance. All areas or local. Is there anywhere FSOs could be advised if a FSE is away on holidays i.e. SMS (for holidays or sick)?	FSE option to notify RF when they are on holidays or unwell. This item has now passed testing and will be released with the May update of FMS. Check with IT to ensure that a text will be sent to the FSO. Answer from Richard Long: This is an email,

	Jim says ok to put on the list as an option for FSEs. Emails – not SMS. Was it organised that something would be sent to the FSO so they were informed?	as requested The FSEs have an option to set FMS to automatically notify the RFO when they set themselves as on holidays or sick. The function is complete, it's just waiting for the next release. Bear in mind that the FSE has to select the option in order for the notifications to get sent
8.	7:34 Home Team Spend – Tom Garamy One particular Skip Bins FSE received \$27K at that job. Tom understands that means that person had 54 large skip bins at that job to do. Have we looked at that cost? Funded by branding fund. Full cost around \$72,000 Suzanne thinks in her experience of renovation, that is more than demolition and removal of the entire home several times over, so she thinks there is a significant issue there. It needs to be looked at and audited. It probably lends to the approach of planning the spending and reviewing after. Was the invoice fair? Project management needed more controls. A spreadsheet was provided of each invoice charged by Skip Bins Was the project supposed to be over 6 months? Jim said the cost went way over and it isn't something we will do again. Wasn't that successful and was very costly. RAM was far more useful to us. This is why we need a plan for items such as this.	No further action required on this, but planning and review needed for future projects proposed.
9.	2:08:12 - Booking jobs online – Anthony Silverman Anthony had the question asked: When people book jobs online, can we add 'when would you like the service?' or 'When would you like a call back?'... Think about the question – maybe a 2 hour window? What 2 hour window would you like us to respond in? When a call comes in at 2:00am – they probably don't want a call back at 8:00am	Longer SMS messaging has been completed.

	FMS will also need to allocate correctly also. The person who got the call may not be available when they want the call back. Needs some alternatives i.e. Any time, 7-9am, 11-1:00pm We can actually send out multiple SMS' Why multiple? Can't it just be longer Why is there a character limit? Richard will investigate.	Time request is still in development with IT.

Item	Advisory Agenda	Outcome and Action
1.	10:30 Terms and Conditions on quotes Who should be able to change terms and conditions on quotes: Divisionals, Franchisors, Franchisees? We see some weird things on quotes that includes warranties given etc., Items such as 'we take no responsibility for damage to property, which is crazy as we would have to. The question is at what level do we approve changes to terms of quotes – guarantees/warranties etc., bearing in mind that if they are not honoured and the Franchisee leaves the warranty fund pays for it, which means all of us. Discussed. It can't be the same for everyone, as it will change for Division and even by State. At Divisional meeting it was agreed that the Division should set the terms and the manual says the FSOs and FSEs have to comply with that and if they want anything different they need to obtain approval. Agreed by Advisory members. It was suggested that there should also be approval by National of the terms and conditions as some of these may be required or not allowed legally. Members felt it should just be left to Divisional.	Divisional should set the terms and the manual says the FSOs and FSEs have to comply with that and if they want anything different they need to obtain approval.

2.	14:14 Access for retrieval of un-serviced leads across divisions. Should regionals be allowed to retrieve from FMS complete details of un-serviced leads from other regions and other divisions to do as they please? We can currently remove this right from franchisors. A Franchisor who is in one division, who had a Skip Bins franchise and went independent. He is now taking Skip bins jobs from the unserviced list and handing them to his own private non-Jim's business. We have stopped this, but should Franchisors have access to the unserviced leads of other divisions, not their own? Discussed. It will reflect badly on Jim's if the private person does a bad job and the customer thinks it is Jim's. Access should be division specific only. No access to other divisions. Agreed by Advisory members.	Decision is to allow division specific only access. No access to other divisions. IT to organise this.
3.	18:15 Alternative FSO Manual proposal Some people feel that what they agreed to at Advisory and in the referendum was that we have two manuals, the short one and the long one, but that both of them should be valid. That we should be able to breach on any aspect of either manual. Breach, make non-compliant, terminate. If Advisory decides that is what you want, we will put it back to referendum again and if that is what they want we will do it. Divisionals supported the view that the short one should be the compliance document and the longer one should be the reference. That is what we agreed to last time. 11 pages main manual, the rest of it is a support document. Unanimously agreed. Tom feels the long document should be reviewed. Perhaps the forms and things that we don't want, should be taken out of the long document. Jim feels some people use them. Some new Franchisors use the forms etc., as they learn, for guidance. NZ Franchisors like those forms as a guide in fact they want more documentation on processes. Not as breachable. Just as a guide. Jim says we are happy to update the large manual if things change, but won't breach on that manual.	Agreed by Advisory that the 11 page manual is the main one and the larger document is advice only.

4.	23:34 Could Divisionals & National office be surveyed like everyone else? – Gary Chick It was felt that the feedback would be very useful for Divisionals as they would then be able to consider changes that may be needed in themselves and their methods. There would be no surprises later i.e. people being voted out. Divisionals were in support of having this, if it is just an anonymous feedback, also of providing feedback to National. Advisory support this idea.	Advisory members are in favour of surveying Divisionals and National.
5.	27:19 Proposal for X2 Service to be added between Mowing and Window & Pressure Cleaning Divisions – Peter Hansen. Peter feels it should show a x2 on the job. When a job has been sent out to two different Franchisees and the first is able to complete the second part of the job, it should show this on FMS so the second division FSE can know, so he doesn't go there and find no job. Jill thought it could be enough to put on FMS that there is another div is going to quote. It is thought that x2 leads don't work and cause arguments.	MCCC Note to be placed on FMS that there is a second division going to the job.
6.	30:26 Re-Allocation of Leads – Gary Turton The 30min window is often too tight if the FSO has to get involved in re-allocation of a lead e.g. the NZ code MOW WINZ, client doesn't tell the Call Centre it is a WINZ quote (only WINZ registered Jims are able to quote). The Jim calls client to be told it is WINZ, so he sends back to the CC for re-allocation, but call centre needs FSO permission to re-allocate. Note: Winz is NZ social welfare. Either the Call Centre should have permission to re-allocate obvious lead misallocation or the 30min window should be longer. Currently, within 30 minutes, Call centre can re-allocate job and lead fee. There was a suggestion made at Divisional meeting that the call centre can re-allocate the job but that only the Franchisor can re-allocate the lead fee. If the Franchisee has good reason, obviously the FSO is going to agree to it, but if the FSE is just cherry picking the good jobs, the FSO can say no – you pay for the lead, and the new guy doesn't. Still 30 minutes.	To be changed so that call centre may re-allocate jobs within 30 minutes, but the lead fee must be referred to the FSO for transfer or retention with the original FSE.

7.	34:44 Survey results and complaints sent by SMS out of business hours – Gary Turton Some FSOs are given texts into the evening and they are asking if this could be restricted to business hours. Jim says this could be an option. Do you want this? You have 24 business hours to respond. What if there was an emergency over the weekend. You would want to get onto that immediately. Most feel that it is beneficial to at least be told about problems at any time. There is no support for a change to the times SMS comes through.	No action required.
8.	40:12 Low level of head office communication of change - Gary Turton New NZ franchisee agreements appeared recently 8 pages longer than old ones and no NZ franchisors knew they were coming or what the changes were. We need better systems including advance warning of what and why the changes are made and a marked-up copy provided in advance - so we as partners in the business can provide feedback and find any errors before they go live. Jim felt this is a fair point. Have we notified people of Australian contracts, in good time? No, we haven't. One month would be a good time in advance to do this.	Legal One month notification to be provided for any material changes to the contract.
	<u>General Business</u>	
1.	43:20 Selection of available services on a given day by Franchisees – Lynton Paddick Franchisor is wanting a Franchisee to be able to select and change what services a FSE is providing on any given day. FMS allows a FSE complete control over times of day and areas for leads but is relatively inflexible when selecting services. The issues is as follows: A FSE may be fully book for a few days and thereby cannot take leads that require immediate attention (emergencies) but are happy to take leads for service	

	where all that is required is to forward book a time to measure & quote. Can FMS be modified to allow a FSE to also select what services they are offering on any given day?" Pest control guys were against this when Lynton discussed it with them, as they say it encourages 'cherry picking'. Divisionals thought this should be on a divisional basis. Also felt they should be able to knock off applied services but not add ones that hadn't been approved because some Franchisees are not approved to do certain services. So the Franchisor approves a list of services and out of those the FSE can knock them off or put them back on, but they can't add new ones themselves. Advisory members agreed to programming this.	IT to program FMS to allow FSEs to add/remove services on a given day, that are on a list provided by the FSO, but not to add new services outside that list.
2.	46:23 Insurance premiums going up with Jim's insurance across the board. – Paul Commerford. Increase is not across the board. It's only for the JBI Division. Phil Smallman spoke to the group. Building Inspections do around 70,000 inspections a year and over a 6 year period that's over 200,000 inspections. We have a total of 4 claims that have been paid out totalling \$70,000.00. In that time our insurance premiums have increased because of that. We are close to a deadline for renewal, yet we are unable to find out how much those policies will cost. Recently BI was told their premiums and their excess will both double, from \$5,000 to \$10,000. Guys who want to go elsewhere for insurance are being told that if they go elsewhere the Franchisors must sign an agreement where they will accept liability of a claim is refused. If they do not pay the claim within 28 days the FSO will forfeit their business which will be sold as recovery. Jim clarified: They will be responsible for a claim that would have been paid by Jim's Insurance eg a Franchisee gets an insurance policy from a third party and cancels a month later. Nobody is told – so the guy has no insurance, then a claim is made. Phil advised they have an undertaking that their insurance will advise if anyone becomes uninsured. There hasn't been a case where Jim's insurance would have paid. Jim felt that they have no problem then, but Phil said then there should be no circumstance where a FSO should sign a guarantee and take responsibility for a FSE taking his business elsewhere. The FSE should take the responsibility. All FSEs have public liability insurance with Jim's Insurance. Phil explained that this question refers to indemnity. Claims have only been made against indemnity.	

	National don't mind if you use another company, as long as you take responsibility for it as a FSO. If you use Jim's Insurance and there is a claim that would have been paid by Wallace but isn't paid by Jim's Insurance, we will compensate you. Jim will sign the same document if you use Jim's Insurance. We don't believe it is reasonable that other FSOs should pay for a decision made by a FSE and supported by a FSO and the division. Phil feels that if a FSE can get a comparable policy elsewhere with an excess that's less than half the cost of Jim's, why would we constrain them from doing that? Jim advises this will not change. If you believe the risk of going with Wallace is insignificant, you must take the risk, if not, you must use Jim's Insurance. It is in the contract that you use Jim's Insurance. We have a specific exemption for third party enforcing on this. If Advisory committee agrees, we could have the warranty fund pay for a claim of this nature, so all divisions would have to pay a higher fee for new Franchisees Policies have been compared and Wallace covers more than Jim's Insurance does, but Jim feels Wallace is known for being a very poor broker. Poor reputation for payment of claims. Carly suggested another provider be found that Jim and Building Inspections both like. If we have to cover the risk, Advisory will need to vote to have it paid by the warranty fund. If Building Inspections are prepared to pay a substantial amount more towards the warranty fund, like \$5,000 per Franchisee on signing up, that's something we could consider. Warranty fund would take the risk. If Advisory Committee agrees. Carly mentioned It is everyone's warranty fund that will be used though. What if they have another claim? At what point does it become the warranty fund's payment? Jim thinks it is a very low risk and isn't likely to happen. They can sell the extra payment by the FSE by telling them it will reduce their insurance premiums and excess.. Tom feels this is an insurance issue, not a warranty fund issue. Everyone else agreed with this proposal and will take it back to discuss with their division.	Advisory Committee agrees with the proposal that Building Inspections new Franchisees pay a substantial amount (\$5,000.00) when they sign up, towards the warranty fund, to cover insurance claims where FSEs are insured with someone other than Jim's Insurance – and doesn't renew their policy unbeknown to anyone, then has a claim. Advisory members taking back to discuss with their division.
3.	1:11:18 National Marketing Fund: Lloyd Moody Brett Blair asked for this to be put forward. Can we do another National all Divisions Car promotion this Spring, "Book a Jim and go in the draw to win a Car/Caravan/Holiday" (and other prizes). Could run from August to October, or longer Could outsource the entire promotion and management to include PR and Facebook campaign. Each division just has to	Jim Penman & Tino Grossi making initial enquiries.

	put the promotion on their home page. Prize providers will do a good deal due to the exposure that they receive. We haven't ascertained the value. At Divisional meeting a number of divisions offered to put up prizes i.e a new hot water system. Carly told us that it was discussed a bit at divisional and it was proposed that we get the PR company or somebody to put together some structure around it but the general number floated was maybe contribute \$50k to it in terms of the value of a car and maybe some weekly prizes . Maybe you go to the book-a-Jim app and you go into the draw. Have someone put together a proposal for someone to run it, but Divisionals were very much in favour of it. Car say low \$20,000's Each division promoting as much as possible. We have over \$200k in that fund. Unanimously agreed. Part of the money will be getting it done. Perhaps give it to Katherine to promote through the newsletter etc.,	
4.	1:15:01 - Random Acts of Maintenance – Phil Smallman RAM 3 is going ahead. Re-concreting of driveway, garden fencing, gutters & eaves. Other organisations involved in supporting this including Altona Rotary and Karingal Golf Club and a few others doing fund raisers to contribute to the cost of the event. Need suppliers prepared to donate materials to minimise the cost as well. Channel 9 have signed up to do a 2-3 min segment on the news that evening, which is twice as long as they normally give good news stories. That will be significant exposure. May network around to others around the country. Looking very positive. Thank you to all those divisions who are involved in it.	No action required from Advisory.
5.	1:16:51 – Tom Garamy – error in newsletter In the newsletter recently put out, you refer to the 2010 FSO manual. This doesn't exist and we have been using the 2014 manual for a couple of years now. Should be whichever manual is current on the website. Possibly a misprint.	No action required.

ADVISORY MEETING MINUTES

Held on 14th July 2016

At

RACV Royal Pines, Gold Coast (National Conference Venue)

Attendees: Lynton Paddick, Peter Hansen, Tom Garamy, Shirley Moody, Gary Turton, Cameron Scott (divisional rep), Phillip Smallman, Carly Thornton.

Non-advisory Attendees:

Teleconference:

National: Jim Penman

Apologies: Anthony Silverman, Jill Stallworthy, Rob Clark.

Chairperson: Jim Penman.

Note Taker: Jim Penman.

Meeting commenced at 1:00pm

Item	Pending items from previous and 10th May 2016 meeting	Outcome and Action
1.	00:14 Update on Jimbo3 and FMS5 – David Hughson UK Richard updated us on the UK postcode finder. This needs about another week's work, but the documents automation has been prioritised above it, so it's been taken off the immediate to-do list. It is coming, but will be a while yet.	IT: Richard Long – item on hold for the present time, but to be completed after documents automation. Update for July 2016 Meeting: Infotech: No progress has been made on this item
2.	Aggregators	Project has been started but progress too slow so Jim has asked for it to be scoped and outsourced. Jim's Group will provide funding, recouping costs from the income (if any) Update for July 2016 Meeting: Infotech: Outsourced solution is continuing, with some additional specs from Jim.
3.	Breaches and non-compliance, and who gets the money Jim proposed that for future contracts, whoever does the breach gets the money. This was to be an encouragement for FSOs to do their own breaches and to fairly allocate the payment of this money.	There is a considerable amount of work that will need to be done to enable this change, given that the system will need to know who raised the breach. Also non-compliance does not always require a breach. As IT are working on so many other priorities at the present time, this item has been put on hold.
4.	56:21 Unserviced jobs – reallocation – Jim Cancelling lead or making job unserviced... Haydar feels that changing leads back to unserviced for cleaning franchisors taking work on bottom takes away the incentive to find someone to do the job. When changing leads back to unserviced (removes lead fee) means an automatic unserviced notification will be sent to FSEs who may pick up the job. There is a chance the client has found someone else already. Sometimes however, it is a fair and reasonable request to make it unserviced. It is when a person takes the work, then asks for it to be made unserviced that it is	Separate code to be created called 'unserviceable' – not to trigger SMS. Update for July 2016 Meeting: Infotech: No separate code 'unserviceable' is required. Instead, Franchisors / Call Centre Operators will be asked if they would like to notify the nearby Franchisees when lead is

	wrong. It was suggested at the Divisional meeting that the Divisions make a separate code called 'unserviceable', when it is going to be changed back to unserviced. This code should be set up not to trigger an SMS.	marked Unserviced, therefore triggering SMS is left to be a manual process. This is now live.
5.	Proposal to Develop an Annual Marketing Fund Strategy/Plan – Suzanne Commerford Suzanne proposed an annual marketing plan to use the funds collected nationally in a planned manner. A rough outline of the plan was attached with the agenda. We need new marketing ideas that target the young on the platforms they are using. We are already having success with Catherine Grace at Elemental and it may be just a case of expanding on the ideas we are already using. Perhaps speaking to Sarfy about whether there are strategies we could look at. Drive as an advisory rather than responding ad hoc to those who come to us. Money would come from the branding fund. Peter Hansen feels that if we can find a way to use the money well - good. Suzanne said people are continually registering for a RAM. Maybe we could do this interstate, perhaps in Queensland. Almost all divisions can be involved. Facebook and YouTube etc., are great value. We can get conversion data. Grouping of divisions for like needs i.e. moving house where you could use several divisions – Put the 'Did you know' on the IT list, to be put onto the site just after the online booking service, at the end where you say 'thank you'... by the way, did you know we can also offer these services.. See Sarfy – Catherine Grace – find out some pricing and propose.	Suzanne will get recommendations and proposals and bring them back to Advisory. If the 'did you know' addition to the booking service, is not already on the IT list – to be placed on it. Update for July 2016 Meeting: Infotech: This is now live.
6.	2:08:12 - Booking jobs online – Anthony Silverman Anthony had the question asked: When people book jobs online, can we add 'when would you like the service?' or 'When would you like a call back?'... Think about the question – maybe a 2 hour window? What 2 hour window would you like us to respond in? When a call comes in at 2:00am – they probably don't want a call back at 8:00am FMS will also need to allocate correctly also. The person who got the call may not be available when	Richard to investigate why message is 160 characters only. Richard to investigate call back times being added and allocation of the job to the right Franchisee

	they want the call back. Needs some alternatives i.e. Any time, 7-9am, 11-1:00pm We can actually send out multiple SMS' Why multiple? Can't it just be longer Why is there a character limit? Richard will investigate.	Update for July 2016 Meeting: Infotech: - Longer SMS messaging is complete. - Call Back Times into Book-A-Jim is complete
7.	30:26 Re-Allocation of Leads – Gary Turton The 30min window is often too tight if the FSO has to get involved in re-allocation of a lead e.g. the NZ code MOW WINZ, client doesn't tell the Call Centre it is a WINZ quote (only WINZ registered Jims are able to quote). The Jim calls client to be told it is WINZ, so he sends back to the CC for re-allocation, but call centre needs FSO permission to re-allocate. Note: Winz is NZ social welfare. Either the Call Centre should have permission to re-allocate obvious lead misallocation or the 30min window should be longer. Currently, within 30 minutes, Call centre can re-allocate job and lead fee. There was a suggestion made at Divisional meeting that the call centre can re-allocate the job but that only the Franchisor can re-allocate the lead fee. If the Franchisee has good reason, obviously the FSO is going to agree to it, but if the FSE is just cherry picking the good jobs, the FSO can say no – you pay for the lead, and the new guy doesn't. Still 30 minutes	To be changed so that call centre may re-allocate jobs within 30 minutes, but the lead fee must be referred to the FSO for transfer or retention with the original FSE. Update for July 2016 Meeting: Infotech: The automatic 30-minute transfer window has been removed. Instead, Franchisors will need to approve the transfer of the lead fee when job is re-allocated. Call Centre Operators can no longer transfer the lead fee, so there will be a notification sent to the Franchisors of both new and previous Franchisees and it is their call to transfer the lead fee.
8.	40:12 Low level of head office communication of change - Gary Turton New NZ franchisee agreements appeared recently 8 pages longer than old ones and no NZ franchisors knew they were coming or what the changes were. We need better systems including advance warning of what and why the changes are made and a marked-up copy provided in advance - so we as partners in the business can provide feedback and find any errors before they go live. Jim felt this is a fair point. Have we notified people of Australian contracts, in good time? No, we haven't. One month would be a good time in advance to do this.	Legal One month notification to be provided for any material changes to the contract. Update for July 2016 Meeting: To be actioned by Legal/doc team
9.	43:20 Selection of available services on a given day by Franchisees – Lynton Paddick Franchisor is wanting a Franchisee to be able to select and change what services a FSE is providing on any given day. FMS allows a FSE complete control over times of day and areas for leads but is relatively inflexible when selecting services.	IT to program FMS to allow FSEs to add/remove services on a given day, that are on a list provided by the FSO, but not to add new services outside that list.

	The issues is as follows: A FSE may be fully book for a few days and thereby cannot take leads that require immediate attention (emergencies) but are happy to take leads for service where all that is required is to forward book a time to measure & quote. Can FMS be modified to allow a FSE to also select what services they are offering on any given day?" Pest control guys were against this when Lynton discussed it with them, as they say it encourages 'cherry picking'. Divisionals thought this should be on a divisional basis. Also felt they should be able to knock off applied services but not add ones that hadn't been approved because some Franchisees are not approved to do certain services. So the Franchisor approves a list of services and out of those the FSE can knock them off or put them back on, but they can't add new ones themselves. Advisory members agreed to programming this.	Update for July 2016 Meeting: Infotech: The development is done and well tested, so it will be in next FMS update.
10.	46:23 Insurance premiums going up with Jim's insurance across the board. – Paul Commerford. Increase is not across the board. It's only for the JBI Division. Phil Smallman spoke to the group. Building Inspections do around 70,000 inspections a year and over a 6 year period that's over 200,000 inspections. We have a total of 4 claims that have been paid out totalling \$70,000.00. In that time our insurance premiums have increased because of that. We are close to a deadline for renewal, yet we are unable to find out how much those policies will cost. Recently BI was told their premiums and their excess will both double, from \$5,000 to \$10,000. Guys who want to go elsewhere for insurance are being told that if they go elsewhere the Franchisors must sign an agreement where they will accept liability of a claim is refused. If they do not pay the claim within 28 days the FSO will forfeit their business which will be sold as recovery. Jim clarified: They will be responsible for a claim that would have been paid by Jim's Insurance eg a Franchisee gets an insurance policy from a third party and cancels a month later. Nobody is told – so the guy has no insurance, then a claim is made. Phil advised they have an undertaking that their insurance will advise if anyone becomes uninsured. There hasn't been a case where Jim's insurance would have paid. Jim felt that they have no problem then, but Phil said then there should be no circumstance where a FSO should sign a guarantee and take responsibility for a FSE taking his business elsewhere. The FSE should take the responsibility. All FSEs have public liability insurance with Jim's Insurance. Phil explained that this question refers to indemnity. Claims have only been made against indemnity. National don't mind if you use another company, as long as you take responsibility for it as a FSO. If you use Jim's Insurance and there is a claim that would have been paid by Wallace but isn't paid by Jim's Insurance, we will compensate you. Jim will sign the same document if you use Jim's Insurance. We	Advisory Committee agrees with the proposal that Building Inspections new Franchisees pay a substantial amount (\$5,000.00) when they sign up, towards the warranty fund, to cover insurance claims where FSEs are insured with someone other than Jim's Insurance – and doesn't renew their policy unbeknown to anyone, then has a claim. Advisory members taking back to discuss with their division.

	don't believe it is reasonable that other FSOs should pay for a decision made by a FSE and supported by a FSO and the division. Phil feels that if a FSE can get a comparable policy elsewhere with an excess that's less than half the cost of Jim's, why would we constrain them from doing that? Jim advises this will not change. If you believe the risk of going with Wallace is insignificant, you must take the risk, if not, you must use Jim's Insurance. It is in the contract that you use Jim's Insurance. We have a specific exemption for third party enforcing on this. If Advisory committee agrees, we could have the warranty fund pay for a claim of this nature, so all divisions would have to pay a higher fee for new Franchisees Policies have been compared and Wallace covers more than Jim's Insurance does, but Jim feels Wallace is known for being a very poor broker. Poor reputation for payment of claims. Carly suggested another provider be found that Jim and Building Inspections both like. If we have to cover the risk, Advisory will need to vote to have it paid by the warranty fund. If Building Inspections are prepared to pay a substantial amount more towards the warranty fund, like \$5,000 per Franchisee on signing up, that's something we could consider. Warranty fund would take the risk. If Advisory Committee agrees. Carly mentioned It is everyone's warranty fund that will be used though. What if they have another claim? At what point does it become the warranty fund's payment? Jim thinks it is a very low risk and isn't likely to happen.	
11.	National Marketing Fund: Lloyd Moody for Brett Blair Brett Blair asked for this to be put forward. Can we do another National all Divisions Car promotion this Spring, "Book a Jim and go in the draw to win a Car/Caravan/Holiday" (and other prizes). Could run from August to October, or longer Could outsource the entire promotion and management to include PR and Facebook campaign. Discussed at length at Divisional meeting and agreed that we needed a strong national promotion and give away. The initial concept of a car and prizes that was agreed to at the previous meeting was discussed. It was raised by Cam Scott that "does that fit with our Brand" and recent efforts on the PR front of helping those in need. It was agreed that we need to engage a professional PR/Marketing company who can draft some ideas around a "National PR/Prize/Give Away Promotion" that sits well with the Jim's Brand. There were suggestions of extending the "Random Acts of Maintenance" program to include a regular cycle of "smaller give-aways", promotions, etc.. that all Divisions can promote on their websites and social media channels that then generate genuine PR stories, Photo opportunities, TV, Web, Papers, Social Media coverage, eg \$1000 towards your bills, or \$1000 of Jim's Vouchers to help you	Jim Penman & Tino Grossi making initial enquiries. Update for July 2016 meeting: Ross provided an update at the meeting.

	around your home. How this would be done and managed needs to be developed by professionals and costed. It was suggested that Cam discuss this as the “stand in” Divisional Rep on the Advisory. We also believe we need a bigger budget and commitment to this, approx \$100K. Cam agreed to present the ideas at Advisory. Ross Jackson also made a presentation from a Marketing/Media contact. It was agreed that this contact seemed to know what they were talking about and should be involved in any future quotes to win the win. We also agreed we ideally should get several quotes/proposals.	

Item	Advisory Agenda	Outcome and Action
1.	Proposal to set up a fund of \$20 per new Franchisee to cover insurance and other costs resulting from trials.	Agreed
2.	Potential Manual Change regarding marketing We've had cases of Franchisors overspending marketing one year, and then underspending the next year to the extent that a number of Franchisees have gone broke. Should surplus spending one year be allowed to carry over to the next, and if so should there be any limits on this?	Not agreed, though will look at again if results show that this happens
3.	To change clause 3.1 of the Franchisor Manual from 3.1 Initial Enquiry All prospects must be responded to within 24 hours' business days. to 3.1 Initial Enquiry All prospects must be responded to within 24 hours' business days, beginning an active process to show them the system and assess their suitability. If a prospect cannot be granted a franchise in the Region because of insufficient work, the prospect must be referred to neighbouring Franchisees, also within 24 hours' business days.	Agreed. To go to referendum (Documents Team)

Item	Advisory Agenda	Outcome and Action
4.	To change Clause 3.6 of the Franchisor Manual from 3.6 Selling to prospects who live in another Region A Franchisor who receives an inquiry from a Prospect should immediately inquire where the Prospect lives (if not on the inquiry). If the address is in another Region, they must inform the Prospect and the Franchisor of the Region in which the Prospect lives, within 24 hours' business days of learning the Prospect's address. To: 3.6 Selling to prospects who live in another Region A Franchisor who receives an inquiry from a Prospect should immediately inquire where the Prospect lives (if not on the inquiry). If the address is in another Region, before sending an information kit, they must inform the Prospect and the Franchisor of the Region in which the Prospect lives, within 24 hours' business days of learning the Prospect's address. Could the committee please discuss and advise on how to handle the situation when a Franchisee is approached directly, perhaps because he knows the Franchisee is selling due to a friend of a friend or a relative etc., and the Franchisee is in a different region from the prospect's home. What is the approached Franchisee to say?	Change not agreed to. This is not something we as Franchisors can control, but as soon as it is passed to the Franchisor he must act appropriately and let the prospect and other Franchisor know.
5.	Suggestion to change item 12.19 (c) which is regarding transferring the phone. (Peter Hansen) I have found that it is impossible to transfer a number to Jims all that can be done is to have it disconnected. Also if they don't there is no penalty only if you don't hand it over on a re-sale. I think a change needs to be made to this clause and a penalty if they don't disconnect by the require termination date. If someone wants to keep the number then maybe they would need to pay a fee. Please could you get someone to look into it because at the moment they can just walk away with	There is a clause in current sale agreements (8.7a) that allows half the money to be held back if trailer not resprayed and phone handed over. This was considered enough. 8.7a) (iii) reads as follows: A fee to the Franchisor equal to 50% of the

	the number regardless of clause 12.20 as it not worth chasing. (8.7 a) in full shows as follows: 8.1 The Sale Proceeds will be distributed by the Franchisor as follows: (a) 50 percent of the Sale Proceeds will be returned to the Franchisee within 10 days of the commencement date of the Purchaser Franchisee's franchise agreement, subject to the following deductions made by the National Franchisor and the Franchisor: (i) any money (including but not limited to the Monthly Franchise Fees) owing to the National Franchisor and the Franchisor; (ii) any money owing to suppliers or on a business loan where the Franchisor introduced the Franchisee to the lender or where the Franchisor is party to the loan, whether as surety or otherwise; (iii) a fee to the Franchisor equal to 50% of the Sale Proceeds, reduced to 20% if the Franchisee hands over their mobile phone number (if requested). If the 50% or 20% calculation is less than \$3,000 (plus GST), the amount deducted by the Franchisor under this clause will be \$3,000 (plus GST);	Sale Proceeds, reduced to 20% if the Franchisee hands over their mobile phone number (if requested). If the 50% or 20% calculation is less than \$3,000 (plus GST), the amount deducted by the Franchisor under this clause will be \$3,000 (plus GST);
6.	131546 number to be used for Franchises for sale, not Franchisee mobile numbers. Your suggestions please.	Not agreed. Franchisees should be able to use their mobile
7.	Fees, currently set for Country and metro for each state, but Regional FSO has the ability to change these fees. Shouldn't these be set and not able to be altered by the FSO? As an example, if 2 regional Franchisors are side by side, and they set their own fees, a prospect could choose the cheapest. (Tino / Jim)	Agreed. For Documents Team information to disallow variant fees. Franchisors in same metro area should agree to charge the same fees
8.	Jim's Group is offering a \$100 audit service for marketing plans. We would like advice on how best to approach Franchisees to see if they want an audit, and whether they approve non-marketing uses for the marketing funds (such as trailer refurb, invoice pads, etc.)	Committee decided it was too challenging for larger Regions his year so should be limited to 10 Franchisees or less. Since then, our contracted auditor has pulled out so this service will not be offered.

9.	Why do we wait so long before breaching FSE's for non-payment of Public Liability insurance? I have a few whose payments were due on 30 April, but not breached until 10 June. Then they have been given a further 28 days to rectify. I feel this is way too lenient. (Peter Hansen on behalf of Steve Walkom – FSO Cleaning ACT) <u>Note from Insurance:</u> The problem we have is that our system does not talk to FMS. First renewal stage 2,100 emails went out, as you know we have 900 approx. due to expire end of October Friendly reminder stage we had 834 franchisees still outstanding Final reminder stage we had 350 franchisees still outstanding Franchisor stage we had 183 still outstanding We try to get the list reduced as much as we can before we notify Franchisors and organise breach notices as this is a very large manual process	OK with current warning system, given that underwriters extend protection

Item	Advisory Agenda	Outcome and Action
10.	1. Re- categorise Business review in notes to become “Pro Active Contact Business Review”. (Tom Garamy) 2. That prior to a Breach Notice being issued, the divisional franchisor must have discussed the relevant issue with the franchisor, so that fact can be discussed instead of fiction, and anxiety being limited. If breach information is based on survey results, a second and comprehensive survey must be carried out prior to breach notice being issued. i.e. original survey only based on 60% response rate yet this is taken to represent the entire region. Show all facts (not hearsay) relevant to a breach.	Divisionals were warned and should investigate in future
11.	Divisionals are able to see the phone numbers and addresses of unserved leads and the concern from the Franchisor is that they would be able to contact the unserved lead and send a salesman out to quote and not pay for the lead. I am not sure that this is the case	Agreed. Only Franchisor of the Region should be able to see contact details. IT to action.

	for every division as I believe some regionals don't pay lead fees as they will only be paying themselves. (Lynton Paddick)	
12.	Aussie Data Disk – Approved by Advisory in 2010 – paid from branding Fund (Jim) Licence has expired. Should we renew for a cost of \$548.90? Currently used 5/6 times a year. It lists business records giving email and addresses and can be used for marketing purposes.	Approved. Most people did not know we had it and a number will use.
13.	Spending of the Branding Fund – Gary Turton Is it fair that a Franchisor with a single Franchisee has the same say in the spending of the branding fund monies as a Franchisor with 40 Franchisees?	No change for Australia, but Grant will ask if NZ wants to give each Franchisor a vote per Franchisee. NZ is looking at a system that gives weight to both Franchisee and Franchisor numbers, so that for example mowing Franchisors might be half the Committee. Similar to what happens in practice in Australia
14.	Changes to Jims online by IT – Gary Turton While we appreciate the responsiveness of the IT team to many minor issues, recently the ability of ALL fse to edit their client addresses was removed. We understand it was because a single fse did something dumb/wrong. What is the authorisation process for such a significant change? What are the checks that are made on the impacts of changes? What communication/advance warning process is used so that proposed changes are communicated to Fsor/Fse (to flag unforeseen issues/errors) before these changes are implemented?	IT should restore right for Franchisees to change client details. Look at stopping individuals from doing this if they abuse system.
15.	Which Jim has rights to the clients – Gary Turton Recently a FSE (Jim A) was on holiday, a previous one-off client booked another job online and was passed to another Jim (Jim B). The system now says that the client belongs to Jim B, but Jim A has paid for the lead and invested in the relationship with the client.	The most recent Franchisee has the right. If on holidays, suggested that Franchisees get a trusted friend to take past leads

16.	Pro-active contact - text of email. i) "meaningful" is open to wide interpretation. ii) what is the process if a FSE says 'no' - a good FSOR will want to contact and assist that FSE?	No change. No way to tell Franchisor without breaching confidentiality
17.	General Business Approved to cancel PR company. Paul Commerford to send Committee members proposal for program to run out Random Acts of Maintenance across the country, including paid convenor (Paul?) @ \$60k per year or thereabouts. Franchisors to be asked for views on different names for Random Acts of Maintenance. Jim's Helping Hand Jim's Community Help Jim's Community Service etc.,	

ADVISORY MEETING MINUTES

Held on 8th November 2016

At

Board Room of National Office

Attendees: Lynton Paddick, Peter Hansen, Cameron Scott (divisional rep), Phillip Smallman, Jill Stallworthy, Benn Ward, Gary Chick, Rob Clark.

Teleconference: Gary Turton, Lloyd Moody, Steve Smith, David Hughson

National: Jim

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:00pm

Item	Pending items from previous and 14 th July 2016 meeting	Outcome and Action
1.	00:24 Update on Jimbo3 and FMS5 – David Hughson UK Richard updated us on the UK postcode finder. This needs about another week's work, but the documents automation has been prioritised above it, so it's been taken off the immediate to-do list. It is coming, but will be a while yet.	IT: Richard Long – item on hold for the present time, but to be completed after documents automation. IT Update for November 2016 Meeting: Jimbo – delivery team has been built and a new version of Little Jimbo will be delivered within 1 to 1.5 months. The new version will also run on Android. Jimbo timeline to be provided 1 month after the release of Little Jimbo. FMS5 – FSE signup process is now in use. TVU compliance have been automated will be released within 1 week. End of month billing automation is in progress.
2.	01:34 Aggregators	Project has been started but progress too slow so Jim has asked for it to be scoped and outsourced. Jim's Group will provide funding, recouping costs from the income (if any) IT Update for November 2016 Meeting: The project has been brought in house and redefined to integrate with the other Jim's Group IT systems. Delivery team is being build. Delivery timeline will be provided before the end of the year.
3.	01:58 Breaches and non-compliance, and who gets the money Jim proposed that for future contracts, whoever does the breach gets the money. This was to be an encouragement for FSOs to do their own breaches and to fairly allocate the payment of this money.	There is a considerable amount of work that will need to be done to enable this change, given that the system will need to know who raised the breach. Also non-compliance does not always require a breach. As IT are working on so many other priorities at the present time, this item has been put on hold. IT Update for November 2016 Meeting: This has been added to the FMS backlog with medium priority. It will be prioritized in the fortnightly planning meeting.

4.	01:05 Variation in fees. Fees, currently set for Country and metro for each state, but Regional FSO has the ability to change these fees. Shouldn't these be set and not able to be altered by the FSO? As an example, if 2 regional Franchisors are side by side, and they set their own fees, a prospect could choose the cheapest. (Tino / Jim)	Agreed. For Documents Team information to disallow variant fees. Franchisors in same metro area should agree to charge the same fees Update for November 2016 Meeting: Doc Team: Process already in place as only DFs have authority to change schedules. DF to note that any change would require higher review.
5.	02:31 Ability of Divisionals to see contact details of unserviced leads. Divisionals are able to see the phone numbers and addresses of unserviced leads and the concern from the Franchisor is that they would be able to contact the unserviced lead and send a salesman out to quote and not pay for the lead. I am not sure that this is the case for every division as I believe some regionals don't pay lead fees as they will only be paying themselves. (Lynton Paddick)	Agreed. Only Franchisor of the Region should be able to see contact details. IT to action. IT Update for November 2016 Meeting: Added to the backlog with medium priority. It will be prioritized in the fortnightly planning meeting.
6.	02:48 Changes to Jims online by IT – Gary Turton While we appreciate the responsiveness of the IT team to many minor issues, recently the ability of ALL fse to edit their client addresses was removed. We understand it was because a single fse did something dumb/wrong. What is the authorisation process for such a significant change? What are the checks that are made on the impacts of changes? What communication/advance warning process is used so that proposed changes are communicated to Fsor/Fse (to flag unforeseen issues/errors) before these changes are implemented?	IT should restore right for Franchisees to change client details. Look at stopping individuals from doing this if they abuse system. IT Update for November 2016 Meeting: We can restore the rights for FSEs to change client details, but we are not able to stop specific individuals from making changes. This has been added to the backlog with medium priority and will be prioritized in the fortnightly planning meeting.
7.	03:05 Spending of the Branding Fund – Gary Turton Is it fair that a Franchisor with a single Franchisee has the same say in the spending of the branding fund monies as a Franchisor with 40 Franchisees?	No change for Australia, but Grant will ask if NZ wants to give each Franchisor a vote per Franchisee. NZ is looking at a system that gives weight to both Franchisee and Franchisor numbers, so that for example mowing Franchisors might be half the Committee. Similar to what happens in practice in Australia Update for November 2016 Meeting from Grant: The vote was in favour of 1 vote per FSO 11 (58%) voted yes 2 (11%) voted no 6 (32%) didn't vote

Item	Advisory Meeting Agenda	Outcome and Action
1.	03:21 Requests for Australian Franchisees only. Jim on behalf of Marty McAuliffe MCCC are asked by customers not to have their lead sent to Franchisees who are not Australian. What should be the process? (Jim for Marty McAuliffe) This could cause problems in the 'ratings' system. Divisionals felt that we should say 'sorry, we can't do that – our system goes by territory' or something similar. Franchisees could also use different names, or their business name if they wish. Jill advises that they currently give the job to the next person on the list. Sometimes they want a female cleaner. Jim asked who is in favour of telling the customer we can't help them in this case. There was much discussion and varying views on this subject, with points such as 'you don't know what past experience the customer has had' – 'It is probably a language barrier and not racism' – We have all types of people. Don't think we should accept the customer's choice. Finally it was decided that the customer is the one we need to satisfy and if they make this request we should try to do as they wish.	Call centre to proceed as they have been doing and pass the lead to the next suitable person if they make this request.
2.	12:11 Conversion level and criteria for claiming PFWG – Jim/Gary Turton In the past one of the criteria for claiming PWG was that the guys successfully quoted a certain % of their leads - this has, in NZ, been 80% of the standard success ratio which was in the schedule at 70%, so this was 56%. The current Agreement just notes that they are expected Clause 6.1(c) "to service at least 90% of leads". This prevented guys who were quoting too high or giving poor service from claiming PWG. How do we interpret this new clause and is this protection for Fsr against incompetent FSE in another place or document? <i>Recommended change from National:</i> <i>The Franchisee's conversion rate of leads to job is at least 80% of that of other Franchisees in the division over the preceding six months, as assessed by customer surveys.</i> Jim advises that if the lead is handled correctly, FSE is on time and quotes the	Recommendation agreed to. Agreement to be changed. Docs Team.

	customer but it isn't successful due to cost, this is still acceptable. If the customer service is bad you can pick this up. Over pricing could be a problem too. The conversion rate is done by the surveys. Most Jims run at 75%. Phil thought a new FSE could be struggling in the early days and this disadvantages them. Lynton felt that if customer service is bad etc., they shouldn't qualify. Jim mentioned that some divisions convert much lower i.e. Paving... it makes it much harder to get PfWG. Fencing can take two weeks to have a quote accepted. They are different. Advisory Committee agreed on 80% of what is standard for the division, as proposed.									
3.	18:50 Proposal that training points replace the 75% meeting obligation in future contracts, for example: <table><tr><td>Meeting or business review:</td><td>5</td></tr><tr><td>Pro-active contact:</td><td>3</td></tr><tr><td>Conference:</td><td>25</td></tr><tr><td>Half Day conference</td><td>10</td></tr></table> Total points required – 75 Discussed. Divisionals suggested that 60 points would be more reasonable. Some would be happy if they just did 75% of meetings and keep this as is. Conferences that are too far away are too hard to get people to go to. Some Franchisors do enforce meeting attendance. Do we want in contract to enforce if we need to? Yes. Benn thinks this is a good idea. Extend the criteria too i.e. take people on trial days, newsletter contributions, attend expos etc., Build on it.	Meeting or business review:	5	Pro-active contact:	3	Conference:	25	Half Day conference	10	Agreed by advisory. Number of points now to change to 60. Docs team
Meeting or business review:	5									
Pro-active contact:	3									
Conference:	25									
Half Day conference	10									
4.	22:10 Should employees have Police checks not just franchise owners – Tom Garamy At Divisional meeting it was thought that this clause is already there (7.1E) and Franchisors should police this. It was felt that this clause doesn't exactly say that.	Employees of Franchisors/Franchisees should have a police check (Face to face contact employees only). Agreed to by Advisory.								

	It was discussed as to whether this means all employees – admin staff included. This started to spread to National office employees and the call centre... Should we do this every 5 years? Rob Clark advises the people they work with want it done every 2 years (Catholic Schools). Jim advises National would not enforce this. If we don't enforce, it may as well be bypassed. The decision was Yes, this should be there, for face to face contact only employees, not office staff.	
5.	31:57 Approval sought to use some of the branding fund on a National TV commercial – (Ross Jackson) Ross put forward the proposal that Mowing contribute \$300k and Cleaning contribute \$150k towards making a FTA, Australia wide FTA commercial. We are asking if we can take \$150k from the branding fund, to then make the total \$600k to spend. We would then take this to someone (Cameron has recommended someone who can help us) to see what we can get. We would divide the money per time slot i.e. 50% of the ad would be for mowing and cleaning and the balance for all other divisions.. Ad would be 2 weeks on, 2 weeks off. We need a starting point to begin the enquiry stage. Cameron also thought we could get a new ad done. We have new Divisions all the time. The last one is out of date. Cam felt this could cost \$5000 - \$6,000. There are some talented people around that can operate for a lot less money and make some really good ads. Cam will send us the information and a contact who can help us. It was highlighted by Gary that we have a lot of unserved work. Is this an ad campaign to generate more work? Ross said yes, but it is a branding style ad, to drive Franchise enquiries as well. Different divisions have different lead levels at certain times of the year. Some are up and some are down. Big aggregator style businesses i.e. Hi pages, are focussing on our areas so it will be good to stay in the mind of the consumer, branding wise. Cameron says we can add a 'pull through' so that at the end of the ad, it will say "Franchises available in all divisions across Australia' as well. We could also run some 2.5 minute infomercials to take up the whole ad break on digital channels, then you could also have 15 second ads throughout. It can be made fair mathematically.	Approved. Go ahead with the enquiries.

	Divisionals agreed to this in principle and some felt the branding fund contributions could be increased for other divisions, other than mowing and cleaning. A sliding scale Should be done at a regional level. Peter said yes, and feels there is no point keeping this money in the account.	
6.	30:31 Franchise Agreement Change (Jim) Deletion to a couple of unfair sections in the franchise agreement which aren't used/enforced. <i>A fee to the Franchisor equal to to 50% of the Sale Proceeds..... and - If the trailer/vehicle (where relevant) was not sold to the Purchaser Franchisee or another franchisee: a. \$2,000;</i> Divisionals say they are used to prevent these things and we should leave them there. Advisory committee says they are a useful tool and all agree with keeping them in.	No action to be taken. Sections to be left in the agreement.
7.	44:23 Alteration to contact method instruction from newsletter. Suggestion that a <i>"call at the address"</i> be removed, from the instruction in the July 2016 Franchisee Newsletter for when you can't reach a client by phone. (Steve Smith) So this would be amended to read: If you can't reach a client by phone, SMS and Email (if possible) ~~and call at the address~~, plus let the office know. Only if all of these are done will a complaint be deleted. Discussed... comments Cam thinks this is appropriate in some cases. Benn thought you could scale it back to a letterbox drop if it is close by. It isn't always practical. If it is within a radius of their territory it is okay. Some people don't like people just turning up unannounced and they complain. Sometimes the email and phone number is wrong. Approved that we remove the 'call at the address'... Lloyd said use common sense. If we aren't going to enforce, leave it out.	Approved to remove 'and call at the address'.

	For information: Jim has made a reduced FSE manual as he did with the FSO manual. Referendum will be needed to make a change to the manual. 20% of FSEs can knock it back and the change will not go ahead.	
8.	50:14 Request that National office and Divisionals be surveyed (Steve Smith) Steve feels this used to happen but now doesn't. Once per year. Jim feels it should be done confidentially. Divisionals didn't want this, due to possible consequences. Peter felt that if the survey is structured well, it could improve performance. Jim asked what sort of questions would you ask? Peter said maybe send a range of questions to FSOs to see what they think... 'are you happy with your Div'... If not, how would you like us to improve this? Benn thought it could also be good feedback and a pat on the back for some departments. Jim asked do you want to rate departments or divisional staff?	National to get some questions together and send them out to the FSOs for thoughts.
9.	56:53 Rating System – and giving all FSEs (old and new) a once off 5 start rating to begin with so nobody is disadvantaged. (Lynton Paddick). We cannot put a false rating or fake survey in. Any FSE can speak to a client and ask for a rating. We did have something where we said 'if you're happy, go to 'product review.com'. Rating jumped from 3.5 to 4.7. A formalised message could be used rather than a discussion. Early next year, ratings will become public. When a new FSE satisfies a client, they could go home and send a message requesting that they rate them.	No action to be taken
10.	57:48 Franchises that claim PFWG must enter the client details into the Jim's system. (Lynton Paddick). The reason for this thinking is if a client to which they have gone and performed a free service calls Jim's instead of the franchise then this work/lead may go to another franchise. It will also make it easier for us as a Franchisor to contact his person to find out how the franchise went as we will have all their details in the system. Eg phone number, address, email etc.	No issues. Client details should be in the system.

	Lynton is concerned that they could lose work. Divisionals feel this is a good idea. Computers do this already. Franchisees put this in. This should be in the contract. A special type of job to tick? Computers just use a service code.	
11.	59:00 Can we send a text to advise that a survey is coming that requires completion? Sometimes surveys get caught up in junk mail and FSO/FSE may not know they are there. Some of Lynton's Franchisees brought this up. Phil mentioned that this is an educational thing too. a lot of the FSEs are just seeing that it is a survey... don't realise where it is from and they just bin it. Jim feels that this could happen if the FSO/FSE doesn't respond. There is a paging fee involved (5 cents) Further, Jim told us that a lot of the FSEs don't realise what it means if they don't respond. And that is taken as a yes vote. Jim	Yes, SMS if no response received.
12.	1:01:58 Advertising contributions from Country / Regional areas being spent in Metropolitan areas that are of no benefit to the country franchisees. (Cameron Scott) If there are shared regions with metropolitan and country areas and the media catchment area covers the geographical area, the Franchisees receive virtually no benefit, yet are contributing significantly, leaving very little to use. Can we discuss. Would get 20 calls in Melbourne for 1 in Torquey for instance. Can we control or cap the fee for this? Cameron feels they should contribute in some way. Who should make the decision about this for regional areas? Perhaps Divisional, then National if no result. Do you think it is a good idea to have the ability to modify based on the fact that one party isn't getting a fair shake? Local promotion is important too. Lloyd thinks it should be put in the hands of Divisional FSOs and they can come out with a good outcome. Steve thinks Divisional FSOs should be able to do this, case by case.	Decided that this should be left in the hands of the Divisional FSOs and should be handled case by case.
13.	1:08:03 2017 Divisional/Advisory Meetings – suggested dates as below:	Okay. no problem with these dates. Please note July 27th date is new. (was August 10th at

	• Feb 14th (Tuesday of FSE Induction Training week) • May 23rd (as above) • July 27th before National Conference, Mooroolbark • November 14th (as above) No complaints about dates from Divisionals.	meeting)

General Business

1.	1:08:30 Holding off proactive call notice (Peter Hansen) Is it possible to have FMS hold off sending notice of a proactive call out of office hours, for example a F/sor [who is out on the tools] does his proactive calls in the afternoon but doesn't load them until later that night, ideally the F/see would get the notification the next morning not late that night. Advisory committee agrees that this makes sense.	Agreed. To be set up by IT
2.	1:09:45 previous clients visible to a new Jim doing a job FMS has the ability to record previous jobs. Can a new Franchisee visiting see previous visits from any Jim's in the past? Jim. xx Date : This way the new Jim could have the opportunity to build some rapport and see where we stand. This was thought to be a good idea by Divisionals. Advisory committee thought this was a good idea. Jim said it can be a brief email, using fields already in FMS.	Agreed. To be set up by IT

3.	1:11:45 Social Media Campaign - Lynton Paddick Jim's Group has a Facebook page. Need to capitalise and better use of the Jim's Group national page as I believe we can use the people who attend training as a powerful social media tool - They are filmed as they come out, saying why they are so excited, then these are posted on the Group Facebook page. Ross told us at the Divisional meeting that for \$4,000 per month you can get someone who manages complaints and increases social awareness. Has been running in mowing for a few months. Not enough information to gauge success and effectiveness as yet, but it seems to be working. For \$1,600 per month, Sarfy will monitor and put up posts but won't go further and drive social presence. Lynton asked for a quote to post daily, capture live video of people coming out of training, asking why did you join Jim's etc., and get people to 'like' the page etc., The quote is \$880 per month including GST, from Social Media AOK (Simone). Simone has an excellent reputation. Ross says this is extremely cheap for all that! This is a branding fund decision as it is a branding exercise. It is not locked in by any contract. Price is for 5 posts each week – This is for Jim's Group.	Advisory Committee agrees this is a good idea. Go ahead.
4.	1:14:42 Double emails for complaints – Benn Ward When a FSE gets a complaint, the FSO receives notification. He receives two at once. One saying there is a complaint, then one is a reminder... at the same time! The second one (reminder) should come at a later time. Discussion regarding what time the second should come in. It was decided the reminder could come at 8:00am.	Agreed, this should be changed. Second SMS regarding a complaint should be delivered at 8am the following day. IT
5.	1:16:38 Gift Vouchers – Benn Ward Benn asks if gift vouchers could be obtained through FMS rather than an email from Finance saying we need to send a credit to the FSE. It should show up on their billing statement as a gift voucher. This would remove human error.	Agreed, Jim believes this is on the list, but check - IT

6.	1:18:28 Business Cards - Phil Smallman Many FSEs have their own number on their business cards. Should it be 131546? It is okay for the FSEs to have their own number... It should have 'if no answer, call 131546" just in case.	No action necessary.
7.	1:19:23 – Random Acts of Maintenance – Phil Smallman Phil advises they have stepped back from that now due to the cost involved. Phil has discussed with FSOs in Building Inspections based on a State by State basis. Putting together their nominations. When it gets momentum next year we will come back to Advisory regarding other divisions getting involved or requesting funding.	No action necessary at this time.
8.	Padlocks with Jim's Branding for sale – Rob Clark Rob has 200 – 300 padlocks with Jim's branding. He can offer them at a discounted price to Franchisees. Normally \$48.90 – will sell for \$30.00 plus postage. They can be specifically keyed.	Rob to put a proposal together for Jim to put in the FSE newsletter.

Meeting ended at 3:00pm.

ADVISORY MEETING MINUTES

Held on 14th February 2017

At

Board Room of National Office

Attendees: Lynton Paddick, Peter Hansen, Cameron Scott (divisional rep), Phillip Smallman, Jill Stallworthy, Rob Clark.

Teleconference: Lloyd Moody, Steve Smith, Benn Ward

Apologies: Gary Chick, Richard Johnson

National: Jim

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Pending items from previous meetings	Outcome and Action
1.	00:14 Update on Jimbo3 and FMS5 – David Hughson UK Richard updated us on the UK postcode finder. This needs about another week's work, but the documents automation has been prioritised above it, so it's been taken off the immediate to-do list. It is coming, but will be a while yet.	IT Update for February 2017 meeting: FMS – TVU compliance has been released. We are currently prioritizing work on the FSO signup process automation Jimbo – Little Jimbo app update has been delivered. Considering the findings from the build of the Little Jimbo app in regards to timeline, strategy has been reassessed. We are looking at acquiring licences to use a third-party product. We have shortlisted products and are going through the selection process. Once a product has been selected we'll communicate a rollout timeline.
2.	00:35 Aggregators	IT Update for February 2017 Meeting: Project is in progress. We expect to go live in 3 – 5 months.
3.	00:50 Breaches and non-compliance, and who gets the money Jim proposed that for future contracts, whoever does the breach gets the money. This was to be an encouragement for FSOs to do their own breaches and to fairly allocate the payment of this money. Advisory needs to decide if this is to go into the manual. If it doesn't there is really no point to it. Breaches will be able to be done really easily with the new version. At the moment the money is split between National and the Franchisor. We want FSOs to do their own breaches, so they will get all of the money this way. Of course, if we do the breach, we will get all the money. Committee agrees, put this in the manual.	IT Update for February 2017 Meeting: This has been added to the FMS backlog with medium priority. National Note: Advisory agreed, to be put in manual.
4.	03:48 Ability of Divisionals to see contact details of unserviced leads. Divisionals are able to see the phone numbers and addresses of unserviced leads and the concern from the Franchisor is that they would be able to contact the unserviced lead and send a salesman out to quote and not pay for the lead. I am not sure that this is the case for every division as I believe some regionals don't	IT Update for February 2017 Meeting: Added to the backlog with medium priority.

	pay lead fees as they will only be paying themselves. (Lynton Paddick)	
5.	04:11 Changes to Jims online by IT – Gary Turton While we appreciate the responsiveness of the IT team to many minor issues, recently the ability of ALL FSEs to edit their client addresses was removed. We understand it was because a single FSE did something dumb/wrong. What is the authorisation process for such a significant change? What are the checks that are made on the impacts of changes? What communication/advance warning process is used so that proposed changes are communicated to Fsor/Fse (to flag unforeseen issues/errors) before these changes are implemented?	IT has restored rights of Franchisees to change details.
7.	04:24 Holding off proactive call notice (Peter Hansen) Is it possible to have FMS hold off sending notice of a proactive call out of office hours, for example a F/sor [who is out on the tools] does his proactive calls in the afternoon but doesn't load them until later that night, ideally the F/see would get the notification the next morning not late that night. Advisory committee agrees that this makes sense. FMS-296	IT Update for February 2017 Meeting: In progress, scheduled to be released in 2 weeks
8.	04:38 previous clients visible to a new Jim doing a job FMS has the ability to record previous jobs. Can a new Franchisee visiting see previous visits from any Jim's in the past? Jim. xx Date : This way the new Jim could have the opportunity to build some rapport and see where we stand. This was thought to be a good idea by Divisionals. Advisory committee thought this was a good idea. Jim said it can be a brief email, using fields already in FMS. FMS-297	IT Update for February 2017 Meeting: Added to the FMS backlog with medium priority

Item	Advisory Meeting Agenda	Outcome and Action
1.	05:09 Which Jim am I? Website Committee was provided with an outline for the 'Which Jim am I?' website. Will be a couple of months to make the website and set up the program etc.,	

	Jim advised that this will get the Franchisees who do not know what they want. We don't have the quote as yet but we will if this is approved in principle. Most of the cost will be in running it using SEO and PPC to get people looking at it. This is not sent out. People look for businesses etc., through Gumtree, Seek commercial etc., In this case they will see 'Which Jim are You?'. Gives them a reason to jump into our site, look at what kind of franchise they might like and answer a few questions to see which one suits them. At the moment, if they key in 'I want to buy a Franchise', Jim's doesn't come up. Good idea because it will generate Franchise enquiries and most FSOs would be for that. Our original idea was that it be split among Franchisors per month which was around \$90 per FSO per month. The Divisionals thought it would be fairer to divide it amongst the divisions involved. Some may not be in it because they have specialised skills. So each division pays an equal amount, but that is split amongst the Franchisors in that division. Ben liked the idea of per division but felt it should be designed to spit out 4-5 franchises. Give them more choices. Yes agreed, this is in the hand out. Once they have their short list, it can automatically send an enquiry to that particular division. Phil spends money on advertising for potential Franchisees but doesn't put in big criteria. The ideal candidate would have a building background, but we don't put all that up because we're trying to attract other alternatives, people might have something else to offer. There is a big drop off though. Of 50, there are maybe 5-10 who are suited. These could be filtered back through this. Jim says if Divisionals want to add questions, they certainly can. We want feedback from divisions. General opinion is that this sounds good. Get pricing. Cost would be \$20k - \$40k to set up and website design. Major ongoing is SEO and PPC. Can be stopped any time if it isn't working.	Committee agrees to go ahead with obtaining pricing.
2.	12:38 Katherine Grace – Elemental Solutions – Client Newsletter Katherine is requesting that we move the client newsletter from bi-monthly to monthly. There are 350,000 subscribers and the number increases every issue. We do lose a few as well. We increase overall by an average of 6% or between 7 and	

	31,000 every time we send it out 50,000 people have clicked through to a Jim's group website or a Divisional website. It gives people general household advice to consumers. Gives an education in a specialised area which gives a good impression. Now due to G-Mail it is chopping off the bottom of the newsletter, so we have to put less in each issue. See hand out. To send out the newsletter monthly instead of bi-monthly – an additional \$525.00 per month plus GST. All agreed.	Approved by the committee.
3.	16:32 Katherine Grace – Elemental Solutions - Survey Katherine did a survey on a small group (not on Jim's behalf) to see what people think of Jim's brand. See handout. On the plus side, they thought we are 'clever', 'good', 'large', 'reliable', 'professional', 'easy to deal with'. On the negative, they think we 'lose loyalty' because they can see the old trailers going around with the 'obviously Jim's' peeled off signage. That we are 'daggy', 'male focussed', 'not local'. We're not getting across that they're the best any more. On price they thought we were 'good company', 'cheap', 'seemed expensive', 'expected cheaper'. If you are looking at branding, TV advertising seems a waste unless you get information on what people think about the brand. You are not getting the point across that you are the best. Can we use the data from the client newsletter and get the survey done through the newsletter (click on survey) on the perception of the brand? \$2.5k. We will present results and can give to TV people to consider when they are making the ad. Would hope for 20,000 – 30,000 responses. Maybe a \$300 Jim's voucher for someone who responds. (This is a Branding Fund expenditure). Cam likes the research idea, but it will be skewed. Yes, hopefully positively. These will be people who have used Jim's at least once. You could only survey others if you did a survey on the street in every state etc., Timing may be out – check with Ross. The Ad could be ready in 2-3 weeks. We could use the responses from the small survey. Katherine can give us 2-3 key responses that could be included. Look at the best way we can do it to a cold audience, and we'll chat after the TV starts running. Katherine will provide a proposal.	The committee approved Katherine going ahead with this survey.

	All were in favour.	
4.	Katherine Grace – Elemental Solutions - Social Media Katherine suggests a 3 month trial and then review, and we can also review current National FB management after 3 months. She would rather not do that part anyway. It would be good if all divisions did their social media, and put it on their pages but as they don't it is a big coordination job to get it all together. We need good positive stories, make it more personal. What are FSEs doing, community etc., good workmanship and quality side of things. Control the view out there of Jim's. Work with call centre, Divisionals, testimonials, client compliments that come through. Have 10 per month, photos of jobs, Franchisees, Testimonials etc., that contain all the key words etc., give to Divisional, Facebook team etc., Put in newsletter. 3 or 4 Videos – interview client and Franchisee and give to Divs for websites, Facebook, newsletter, build up YouTube channel with testimonials etc., Katherine recommends \$50 voucher to thank those who participate, perhaps to use on a division they haven't used before. Include voucher, minimum 3-4 videos anywhere in the country, testimonials anywhere in the country etc., cost \$6,600 per month plus \$2,500 set up.	For consideration by Advisory in future meetings
5	32:37 Spotters fee – Jim Sometimes a prospect is not suited for one division but could be good for another. As an incentive, should we put into the Manual a spotter's fee (\$500 or \$1,000?) for referring a prospect who buys another franchise? Could also be applied within the Division, if we wish. Divisionals chose \$1,000 and \$500 for a resale. Must put into FMS and attach your name, so that the prospect has a trail back to you. Advisory committee were mixed in their choices between \$500 and \$1,000 but majority chose to go with \$1,000.00	Approved by Advisory – Spotters fee of \$1,000 to go into manual for situations when the prospect is not suited for one division but could be good for another. Trail must be visible.
6.	36:17 Marketing Funds <u>FSE Manual:</u> Over the course of the financial year Franchisors must spend all marketing contributions on finding work for Franchisees, minus up to 5% for administration.	

Any non-advertising expense must be voted for by a majority of Franchisees, in a confidential referendum conducted by the National Franchisor. Franchisees will also be given the option for a refund of the proposed expense, split equally between all Franchisees. Approved expenses will only be valid for the financial year in which the referendum was conducted. <u>FSO Manual:</u> Over the course of the financial year Franchisors must spend all marketing contributions on finding work for Franchisees, minus up to 5% for administration. Any non-advertising expense must be voted for by a majority of Franchisees, in a confidential referendum conducted by the National Franchisor. Franchisees will also be given the option for a refund of the proposed expense, split equally between all Franchisees. Approved expenses will only be valid for the financial year in which the referendum was conducted. Advertising Funds must not go into negative or be loaned money by the Franchisor or fund holder, but Franchisors can contribute to the Advertising Fund at their own expense. If a Franchisor fails to collect Monthly Advertising Fees from a Franchisee for four or more months, they must contribute the outstanding amount for that period into the Advertising Fund. Cam explained that a show of hands showed a large majority put in more money and were not happy that we couldn't claw back. Divisionals approved a 25% clawback on money they have spent. We don't want people to not spend at all one year, because they overspent the year before. This was approved. Also at Divisional meeting, the 5% admin fee is only applicable on the spent amount.	Approved by Advisory that 25% per year of money overspent can be clawed back. Proposal to be changed and will be sent out in the newsletter for the manual change. Approved that 5% admin fee is only claimable on the amount of money spent on advertising.

7.	41:00 Can surveys be sent during business hours – Lynton Paddick FSEs are disturbed outside their working hours by survey results being sent. Can surveys that are not complaints, be set up to be sent out in business hours only.	Agreed by Advisory
8.	41:56 Phone number on invoices shows the number of the ‘stand in’ FSE, when the actual FSE is away on holidays etc., We recently had a number of presentations by outside companies to replace Jimbo. The cost and time frame to have Jimbo the way we want it is outside our range at 18 months and 1.5 million dollars. We are now looking at Formitize, so we just need to make sure this won’t happen with the new system.	No action necessary
9.	44:00 Jimbo not being able to go live until after a FSE starts – Phil Smallman The way we bring guys in, they do training as part of pre-start up. This includes Jimbo. Difficult when they can’t get access to it. Can we get activated on notification? Lynton explained that Formitize can be set up in training mode. All necessary items are available and when ready to go live, you just flick a switch. Formitize will fix.	No Action necessary. New Formatize system will fix this.
9.	45:26 Police checks for everyone including employees and updating frequency – Phil Smallman From Nov 2016 meeting: <i>At Divisional meeting it was thought that this clause is already there (7.1E) and Franchisors should police this.</i> <i>It was felt that this clause doesn’t exactly say that.</i> <i>It was discussed as to whether this means all employees – admin staff included. This started to spread to National office employees and the call centre...</i> <i>Should we do this every 5 years? Rob Clark advises the people they work with want it done every 2 years (Catholic Schools).</i> <i>Jim advises National would not enforce this. If we don’t enforce, it may as well be bypassed.</i> <i>The decision was Yes, this should be there, for face to face contact only employees, not office staff.</i>	

	Should this go in the manual? This would be policed by Divisionals, not National. Benn would prefer every 3 years. Catholic Schools SA want every 2 years. Peter would prefer not at all. Lloyd says they get checked before they join, depends what they are doing.. If working with a client who requires it – yes do it. It was thought that employees should.	Yes this should go into the manual. Every Franchisee and all front line employee staff. 3-yearly unless required by a certain contract. Franchisors to enforce. Agreed to by Advisory.
10.	52:15 Franchisees listing on Hipages and Oneflare and quoting against a FSE with Jim's lead and paying lead fee. - Lynton Paddick for Gary Chick. A franchisee gets a lead in his territory and there is already a Jim's quote there. The other Franchisee got this through Hipages. Listed as 'Joe Blows Cleaning'. Can we stop this? Pest Control make this a rule that you can, but not in someone else's territory. This could be difficult in a larger group. Cam told us Antennas have a virtual assistant that collectively looks at aggregators. They enter it into the system if booked. It also tells Cam how much work they get. Jim asks do we forbid someone operating independently. We can't do that – but they shouldn't wear the uniform or use the signed vehicle. They aren't going to know it is someone else's territory. It's a bit of a cultural thing too. Make Franchisees aware. This is so infrequent – no change should be made.	No action to be taken.
11.	1:01:31 FMS5 Update – Phil Smallman Liv told us that FMS5 is compatible with Mac – through Safari browser, billing will be available within a few months. Documents – FSO/FSE contracts are the priority over the next couple of months.	No action to be taken
12.	1:02:57 Proactive First call – Peter Hansen Suggestion that when you enter the proactive 1st call in FMS under a code 1st call, it sends a message to the franchisee stating that your franchisor has tried calling you to do a proactive call and please let them know the best time to get in touch to talk about your business.	Agreed by Advisory – IT to make change

	Jim says we can have a special note 'proactive try' and it sends a message that you've called, 'please get back to me.'	

General Business

1.	Confirm if we are going to spend more than the \$150K for national FTA TVC – if yes, then how much? Ross put forward the proposal at the last meeting that Mowing contribute \$300k and Cleaning contribute \$150k towards making an Australia wide FTA commercial. \$150k was approved to come from the branding fund, to then make the total \$600k to spend. We would then take this to someone (Cameron has recommended someone who can help us) to see what we can get. Ross has the numbers concerning audience delivery. Cam advises that Phil (media planner) has told us that we would be better to spend \$750,000 to get better coverage. Can we take this from the branding fund? There is \$200k in the fund and it increases by \$20k per month. 15 second option is not really viable. We would be better off with a 30 second ad for the mixed one. Some 15 second ones would be very valuable next year. Some thought it was obvious that we would need more money to make it work. Lynton happy for us to use it but change the air time split to 40% National, 40% Mowing and 20% Cleaning. Cam also said we need to produce a new ad. The old one has non-existent divisions in it and some of the new ones are not in it at all. Luke, the producer would come to Melbourne for 2-3 days with a sound guy and video guy and this would cost us \$12k plus travel, so \$15k for production is requested also.	Agreed by Advisory

2.	1:11:34 Franchisee fees – Sam Robertson We recently have been instructed by national that we cannot choose where we set our starting monthly fees at. For example, when a franchisee starts it is normally at a pre-determined consistent fee. i.e. \$500 CPI is then added each year. Each new Franchisee regardless of when they start all start at the same set of fees. The reason for this is that the figures are consistent with our financial appendix (For fair and legal reasons) We see no relevance for CPI before the franchisee has even started (an uneven fee is also confusing i.e. \$502.10). We believe that the Franchisor (within reason) should have the right to determine if CPI increases to the original fee setting. Phil says they have a flat point of entry – increases just occur as normal. Lynton – check with your FSO on exact costings due to CPI increases. Cam though perhaps it may need to be done by Division.	Decision is to leave this as is. Franchisor has control It goes up by CPI
3.	1:17:33 Katherine's proposal Lynton pointed out that the cost is \$81,700 over 12 months. Cam told us he has done videos with iPads and semi-professional microphone (\$80.00) If you want to look at this, see the website. Franchisors could take that role which would reduce cost dramatically. Footage from 3 or 4 customers every month. Those who do this will get better results. Kath told Cam this would be a workable option. Let's get Kath back next Advisory with better costings.	Katherine to return to next Advisory meeting with better costings
4.	1:19:42 Formitize When Jim asked IT about Jimbo's progress, he was told it would be ready around the middle of 2018 and would cost \$1.5million to get it to where we want it to be. Jim made the decision not to continue with it and to seek out external alternatives. 3 different options were presented to us on Monday 13th February. The best of these appears to be 'Formitize'. (widely used by Pest Control with great success) Cost is \$10.50 per month (normally \$30) but they are still to come back to us regarding how many free SMS we can get. They are currently 8 cents each. We	No action required

	should have all info within a couple of weeks. Formitize will link to FMS, XERO and will link to MYOB soon. Trial expected in next couple of weeks. Lots of great things will come out. One stop solution. Lots of features. Real time reporting. Some Divisionals have overlaps of similar services... X2 leads.. i.e. Mowing/Trees. Building Inspections / Pest Control The guys working with Pest Control have developed a building Inspection report format. There are issues such as insurance, risk management etc., and the implications. Should we allow a division to use a platform and forms that represents other divisions? No, forms will be division specific. Pest Control don't have access to other Divisions' forms.	

Meeting ended at 3:00pm.

ADVISORY MEETING MINUTES

Held on 23rd May 2017

At

Board Room of National Office

Attendees: Lynton Paddick, Cameron Scott (divisional rep), Rob Clark, Gary Chick, Benn Ward

Teleconference: Lloyd Moody, Steve Smith, Jill Stallworthy.

Apologies: Gary Turton, David Hughson, Paul Sandles, Richard Johnson, Peter Hansen,

National: Jim

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Pending items from previous meetings	Outcome and Action
1.	18:07 Update on Jimbo3 and FMS5	IT Update for February 2017 meeting: Formitize is rolling out. Has been trialled with Pest Control and they are happy. Currently trialling with Mowing. We want to get trialled by every division before we release.
2.	18:23 Aggregators	IT Update for February 2017 Meeting: Project is in progress. We expect to do the first transaction in June.

Item	Advisory Meeting Agenda	Outcome and Action
1.	08:05 Presentation – Katherine Grace from Elemental Solutions - Client Branding Survey Results - Brand survey to non-Jim's homeowners - Revised Testimonial Collection proposal & costings Franchise Inquiry email proposal The Divisionals approved sending out a prospect newsletter, in a similar way to the way we do the Customer newsletter now. Branding survey to existing Jim's Customers – 300,000 customers. 500 people completed it. 71 people asked to be contacted by the call centre afterward, and this was done. There was not a lot of bad comment (results attached). They were allowed to say whatever they liked, then someone went through every comment. If anyone gave heaps of overly positive or overly negative, these were removed as they were obviously coloured by an experience with Jim's. They were asked whether or not they would refer – this is a good KPI to set. 57% said yes. Katherine suggested that if there are any changes made to Jim's, we do this again in a year's time to see how it has affected opinion. All things were surveyed i.e. fast response times, people getting back, price... Some	No decision was made

	said we were too expensive, but some said we were really cheap. Drawbacks were – Sometimes not getting back to the customer. Not having someone available in an area came up quite a lot. Clients expect to have someone come every time, though some of the divisions aren't everywhere yet. Almost nobody mentioned that Jim's was local. We need to promote individual stories. Next thing to consider is a survey of people who are not clients already. What do you expect when you use Jim's, do you think Jim's is going to be more expensive, less expensive, what do you think the quality is going to be like when you use Jim's. these are much more interesting questions when you ask someone who hasn't used Jim's because that will tell us what people actually perceive about the brand. The difficulty is finding people that haven't used Jim's. Focus groups cost \$6k - \$7k per state to get ½ dozen people to do. This is not worthwhile. We can do through Social Media. Create a Facebook post that links to a survey. It will be multiple choice and can be done on home owners above 30 years old. We'll need to provide some incentive to do the survey – give vouchers for instance. Perhaps a game of skill, not a lottery. Sarfy told Katherine to try to get the call centre and Franchisors to push it out to people who haven't used Jim's first. Perhaps offer \$500 in vouchers to do a survey. Total cost of survey with Katherine \$2,500.00. We hope to get another 500 responses from that.	
2.	18:42 Penalty for taking another Division's Prospect - Jim Should a penalty apply if a Franchisor at training tries to induce a prospect from another division to swap to theirs, and the prospect fails to sign with the Franchisor who sent him (whether or not he goes with the other division). If so, what should the penalty be and under what circumstances? Benn wondered how we would know if it were innocent or actually poaching. Divisionals felt if it were a deliberate, a decision should be made. Investigate by National, decision by Advisory. The losing FSO should be compensated for that profit. Lynton said in SA he is told that it happens quite often. Discussion confirmed that there would have to be an investigation and if there is evidence of poaching, there must be a penalty. Rob Clarke suggested he and Archie would be good to investigate, both being ex Police Force.	Committee decision is that National investigate and Advisory (by email) for final decision. We will hold a referendum to put this in the manual.

	There were suggestions that Divs, Franchisors and National should make the decision rather than Advisory. Benn thought Mike Davenport should be involved as National Training Manager. Steve thought there should be a hard and fast rule and you just don't do it. Jim felt we should give the Franchisee a choice. We can't tell them they can't do it. Gary thought perhaps a sub-committee of 3 or 4 people, then National make a decision. Cam feels that Advisory should have final say as these are impartial views. There needs to be a very clear circumstance before imposing the significant financial penalty. Jim says if this is passed it goes to referendum, then it is in the manual, it will happen. Franchisor should immediately contact the other Franchisor as soon as this happens. Franchisors should be trained to do that.	
3.	30:58 Sponsorship - Jim Should sponsorship require a majority vote of franchisees in the region, with disclosure of any association between the franchisor and the sponsored entity? As an example – Franchisor sponsorship of 40% to son's Footy team and 40% to daughter's team, then 20% on the rest of the advertising. Should this be a FSO decision or should there be a vote on what it is spent on? Lynton says not acceptable for FSO to decide, should be voted on. Benn says he has been sponsoring for a while and it is great exposure. He received an email asking if he wanted to sponsor for \$4,000 per year. As an aside – Benn has known the CEO of this company, but the CEO hasn't been there as long as the sponsorship has been going on. It was put to vote and the email told the FSEs about Benn's connection as if there were something wrong. If we are going to vote on all sponsorships this shows a lack of trust and wears the Franchisees out. They lose trust in their FSO. What if it is under 2/3% of the spend then you trust the FSO. Cameron thought the percentage idea is good. How about 3% of overall spend? There was a discussion regarding the percentage and committee members agreed on 5% or less.	Decision from Advisory Committee is that sponsorship is permissible for 5% or less of the spend but over this will require a vote. This matter is to go to referendum.
4.	39:26 Wording in the contract Jim / Tino should read in regards 5% marketing admin allowance May deduct an administration fee of up to 5% of total expenditure, but not exceeding 5% of funds collected.	

	Divisionals said claim 5% of the spend, up to the amount you collect. Discussed. Cam felt that if you overspend you should be compensated. Lloyd also said you should be compensated for the amount of effort you put into it. Decision is 5% of total spend. Cam thought there needs to be further discussion.	Advisory Committee decided that you can claim 5% of the total spend.
5	46:00 SMS & Email Messages – Benn Ward For Surveys, FSO notifications (i.e. Pro-Active Reminders etc) coming through at all times of the day and night. Can we restrict them to business hours Monday to Friday? Discussed by Advisory committee. Some complaints should be dealt with straight away but mostly the client/prospect should be advised we will come back to you on Monday morning. We need some freedom from the business. This was discussed at Divisional meeting and ideas such as 7-7 or 8-8 were made. some thought 24/7. Call centre open times was decided on. They are open 7 days. Jim feels it depends on what it is. Franchise enquiries are different. Some would prefer to receive those at any time. Benn hopes FSOs will be able to choose their hours as the FSEs can do now. Call Centre Hours were decided on.	Decision from Advisory Committee is that these notifications should come through at call centre hours.
6.	51:20 Why Work Requirement default to Territory every 10 days? – Steve Smith As an alternative is it possible to leave the Work Requirement ‘as is’ unless changed ... i.e if they are on ‘All Areas’, why can’t it just stay on All Areas? Advisory committee told Steve that he can do this himself. Franchisors can do it.	Franchisors can change this themselves. No action to be taken.
7.	51:50 Complaints versus feedback comments from surveys. - Steve Smith Franchisee advises customer they will be late. It gets mentioned in a survey feedback comment and treated as a complaint. When mentioned to the customer when we call, they are surprised to hear it has been taken as a complaint. Can we filter these? Jim says people say different things to a Franchisor. If a Franchisee objects to a complaint, simply get the voice recording of the message, from the call centre, and	No action required by Advisory committee. If FSE objects to a complaint, obtain recording from call centre. Will be removed if considered not a complaint.

	Jim will remove it. If the recording shows the customer says FSE didn't come and didn't call, this is a complaint.	
8.	00:18 Planned closed days for the Call Centre – Lynton Paddick We need to have a minimum of 14 days' notice for the Call Centre to have a planned closed day or weekend. The reason for this is that we have currently been receiving notice the day before closed, which is not enough notice to pull Ad campaigns or adjust campaigns. I noticed of the Easter long weekend that there were a couple of Divisions Advertising on TV etc., saying call the Call Centre. Problem was the Call Centre was not open which could have frustrated and annoyed some potential new clients. Jill advised us that there are 9 days of public holidays: Christmas Day, Boxing Day, New Year's Day, Australia Day, Anzac Day, Good Friday, Easter Saturday, Easter Sunday, Easter Monday. Jim wanted to know how much comes in on those days. Jill's staff is not contracted to work on public holidays. The Call Centre is open now, on all days that are not holidays Australia wide. They pay a lot of penalty rates as it is. Jill is happy to let everyone know each year what days they are closed. Divisionals said Christmas Day, Good Friday and Anzac Day, it is acceptable to close. All other days in this day and age, they should be open. Jill will find out the costs of being open on those public holidays and will obtain information on what we are missing out on, being closed those days. Staff welfare is also important. Staff are under a lot of pressure as it is and it is not good to work on National Public Holidays. Lloyd wondered if we can divert people to online booking. Jim thought this was a good idea and we should do it when we are closed anyway. Update: This is already in place. When we are closed, callers are told that if they need to book a job they can do so online.	Jill will investigate the volume of calls we are missing out on and costs of being open on public holidays except for Christmas Day, Good Friday and Anzac Day and report to Jim.

9.	55:18 Allocation of Leads – Clarification Req’d - Peter Hansen on behalf of Steve Walkom <i>FSE received a job before 9am when he was not wanting leads until 9:00am.</i> <i>Stuart Lewien commented:</i> <i>Hi Steve,</i> <i>The work requirement times in FMS are times a franchisee is available to work, not times they want to receive leads.</i> <i>So this lead was allocated to 6DM1 based on him being available later. The client is informed of this at the time of booking.</i> Steve and Lloyd thought that if you were not down for work at a certain time, you didn’t get a job that comes through at that time. Divisionals consensus was that if you are on, you are on, and if not, someone else gets the lead.	Advisory agree. If you are on, you are on and if you are not on, someone else gets the lead. IT to change.
10.	56:39 Multiple award winners – a single logo called ‘multiple award winner’ - Lynton Paddick. Advisory agree that if multiple gold award winner logo is required, they can make their own, with FSO approval.	No action to be taken. If multiple gold award winner logo is required, the requestor can make their own, with Franchisor approval.
11.	57:55 Additional \$50 per week from Branding fund, for National Facebook page Simone Douglas from Social Media AOK (who looks after the National Facebook Page) is asking if we “would be interested in paying an additional \$50 per week to boost a post for additional reach and brand awareness to grow page likes” Divisionals thought that \$200 per week would be more appropriate, with a quarterly review. There will be more data available. If you can attach a pixel code, that attaches Facebook to your website so when someone clicks on the Facebook link, or clicks and likes it, it grabs their data and then starts to slot adverts and give you a lot more information. Simone is quite happy to get that set up.	Advisory committee agree that \$200 per week from the branding fund is approved, with a quarterly review.

12.	01:00 Term for the current Advisory Members finishes with this meeting (2015-2017). Will be calling for re-election. Jim thanked the current members of the advisory committee for the great job they have done. We will be asking for nominations then voting. Rob Clark and Cam Scott are already in. Benn is happy to do again. Lynton is also happy.	No decision was made here.

General Business

1.	1:02:55 Cameron Scott brought up leads and the ability of making them x divisional. As an example, if Jim's electrician can is qualified and licenced to do data work, which is typically an antennas' service..... This is normal for a customer to expect this is going to be done by an electrician. Others such as mowing and trees sometimes cross naturally. If this lead goes unserved, could it go to another division? Jim says in general we are in favour but we must make sure we can do it. le. Fencing – if you aren't a fencer, you can't do it. As an upsell, if it is already there and NOT a x 2, and if unserved and you are qualified – this is okay. Licences/insurance etc., must be considered. If you start getting complaints.... handle immediately.	No action to be taken.

Meeting ended at 2:45pm.

ADVISORY MEETING MINUTES

Held on 29th July 2017

At

National Office

Attendees: Peter Hansen, Lynton Paddick, David Hughson, Rob Clark, Brendon Jones, Lloyd & Shirley Moody, David Legge, Manie Van Vuuren, Grant Menzies, Kat Haywood, Jill Stallworthy & Rebecca Rainbow.

Teleconference: Benn Ward

Apologies: Cameron Scott, Gary Chick

National: Jim, Tino Grossi, Ben Siddons

Chairperson: Jim

Meeting commenced at 1:30pm

	<i>Agenda Item</i>	<i>Outcome & Action</i>
1	Non-client brand survey proposal Jim's Group client newsletter & data collection	Yes to non-client brand survey. Yes to introductory message to clients asking if they want newsletter, making it easy to say no
2	Should invoices and quotes have trading terms on the back, and if so what terms?	Up to divisions, but a reference to terms on a web site OK
3	Should Alcohol be allowed to be consumed before or during franchisee meetings. There have been cases where the meetings have gotten quite heated and out of control and in most cases, there has been alcohol involved.	No, but up to Franchisors if they wish to enforce
4	Should the percentage of leads automatically wiped be reduced for phone leads and increased for on-line leads?	No
5	1. Ask all divisions to use the “Request for an email address” automation process available in FMS. a. Whether National manages the email accounts or not, it would assist all divisions as it sends a notification to the FSO as well (who could simply forward to their email manager). 2. Ask FSOs at which point in the sign-up process emails should be created. a. FMS can then send us the notification at this earlier point if agreed. b. If not agreed, can we say no to creating email addresses before the “documents ready for	Yes to divisions using ‘request for email address’ Automation process Emails to be created two weeks before the Franchisee starts

	download” stage? Regulating this will save InfoTech from having to double check if the email account has already been created and if so, is it the same FSE or someone else?	
6	Franchisors/Divisionals subcontracting work directly to Franchisees from other divisions and regions. <i>A franchisor has recently requested all work for his franchisees, from another franchisor or division be passed onto him for reallocation.</i> <i>This complicates what should be something very simple, if a franchisor needs help allocating a job then the Franchisor should/could be involved.</i> <i>However, if a franchisor knows a franchisee that he wants to do the work (i.e. knows him, he has done work before, was recommended by someone etc.).</i> <i>Why does the franchisor need to involve the “local franchisor” for allocation?</i> <i>Jim’s Online allows for any franchisee to find another franchisee in Australia I don’t see why a franchisor needs to be treated any differently.</i> Can we please have a policy that allows for Franchisors to allocate work to other Divisions or Regions franchisees direct without need to add an extra layer of involvement (including possibly an extra commission on each sale). The winners are the franchisees if they are getting the work.	If job is estimated to be less than \$1,000, send to Franchisee and simply inform Franchisor If over \$1,000, send to Franchisor
7	Discuss and consider Corporate Membership or possibly ARAMA Supporter of the Australian Resident Accommodation Manager’s Association (ARAMA). (see attachment for further details)	No
8	IT to make changes in FMS that does not allow a FSE to tick ‘Regulars Only’ for their previous clients then be sent a lead from a previous client requesting a ‘One Off Job’ and get charged again. A fail safe should be set that doesn’t allow a franchise to select both options.	Yes

9	Question wording for Audit : Yes I want an Audit of the Advertising Fund Account, being aware that the cost of this audit will be coming out of the Advertising Fund. No I do not want an Audit to be carried out.	Yes
10	Can we please receive notification that this person is a Jim's user eg \$J The reason for this is that if a person is a previous Jim's clients, it means they were really happy to use Jim's services again. This means that in most cases you won't have to discount your prices. This was brought up by one Franchisee that said he always checks the lead at home before calling the client to see if it they were a Jim's user as if they were he was able to get \$20-\$40 more for the job. If there was a symbol in the message to indicate this it would be good as he would know this instantly. He would also give this client exceptional service to reinforce the brand.	Yes. \$J
11	One problem that faces all division which have any regular or repeat customers is that when the lead is sent out it details what the first ever service that a client rang us for in the Main information line. When this same client rings a second time maybe 6 months of even years later the message will still go out showing the client may want the same service yet often the service needed is something totally different, i.e. 1st Reg mow 2nd service Gutters. I would like to see that when the client details are raised by the MCC the service portion of the Information line, becomes blank and needing repopulation of what the new service will be needed to be performed.	Yes. IT should blank the Service field if sent out again. May be harder if they look up the job rather than enter. Again, but ideally here also.
12	The loss of Franchisee Enquiries at the MCCC. Over the last 18 months or so Jim's Test & Tag have lost around 140 franchisee enquiries at the call centre. It appears that those received by the MCCC with incorrect physical addresses are the ones going missing. I provided them with a list of the missing enquiries and they provided excuses for 22. This leaves about 120 that were lost due to incomplete physical addresses. I believe that the MCCC rings or sends an email to these enquiries but it is my opinion that we could probably do more. If JTT has lost 120 in 18 months how many has the Group lost? Surely if we have a suburb they could be sent to the nearest FSO to follow up and eventual entry into FMS (with the correct allocation) once a correct address is found or there may be other options to consider rather than simply parking them.	CCC to send to Divisional if they can't allocate based on lack of information

13	Jim's National Contracts and Unserviced Leads It has become evident that Jim has provided Haydar with the rights to Jim's National Contracts. This means that all Multi Divisional leads will be sent to Haydar. An example may be McDonalds calling and asking for services like; Mowing, Test & Tag and Cleaning. Haydar will then have the rights to negotiate this deal on his terms and profit from the management of the relationship. I cannot see in any contract or manual where it states that Jim can take Leads that are generated from monies provided by our Franchisees via their Marketing Funds and deliver them to a third party. In this case it is Jim's National Contracts (Haydar). I believe that these Leads need to stay within the Division. With all respect to Haydar, he knows nothing about Test & Tag and I do not want him representing our business in the market place. Like the rest of the Divisionals, we have worked hard on building our brand and reputation in the market and I want to protect that. Should Haydar develop his own work opportunities for other Division's Services he would have the right to quote or tender for this. I see no issue with that as long as he only utilises Jim's Franchisees. After all he is utilising the Jim's brand and our Franchisees cannot sell clients outside of the Group. Whilst we are talking about being able to sell work outside of the Group, how can Jim take our Unserviced Leads and sell them via his proposed Go Blitz concept. Our Franchisees are not allowed to sell work outside of the Group but he is developing Go Blitz to do just this. I cannot see anywhere in any contract or manual that provides him with this right. Our Franchisees have funded the generation of these Leads via their Marketing Funds and Jim intends to sell Unserviced to their competitors. Am I the only ones who thinks that this is wrong?	Committee was happy for arrangement to continue but Franchisor should be informed and asked if help needed.
14	Mass Client Transfer Upon a Franchisee Sale the Call Centre sends an email to the FSO in relation to transferring the clients to the incoming FSE. If the FSO does not respond nothing happens. Could we default this process to; if there is no response the transfer will happen.	The Franchisor should be informed that if they fail to respond then the clients will be transferred automatically, but if the transferral needs to be reversed they will be charged \$200. If they fail to respond then do automatically

15	Clause 8.7b of the franchise agreement states: (b) The remaining 50 percent must be placed into an interest bearing bank account by the Franchisor for not less than 45 days (but no more than 60 days) from date of commencement of the Purchaser Franchisee's franchise agreement, after the following deductions are made by the National Franchisor and the Franchisor: (i) any other monies owing by the Franchisee to the Franchisor (that may not have been deducted in Clause 8.7(a)(i) and (ii); and (ii) \$3,999.99 (inclusive of GST), where the Franchisee's Pay for Work Guarantee has been terminated, but too few Regular Clients make a Successful Transition to terminate the Purchaser Franchisee's pay for work guarantee; or (iii) where the Business has no Regular Clients, \$3,999.99 (inclusive of GST) where the Franchisee's gross turnover on average for each month over the previous six months (net of stock) has been less than the four times the Pay for Work Guarantee Amount with the amount collected under Clause 8.7(b)(ii) or (iii) to be paid into the Advertising Account to fund the Franchisor rebuilding the business; Can the \$3999 also be allocated to pay for the new Franchisees PFWG and any left-over transferred to the Advertising Fund. So, if franchisee only claimed \$2000 and their PFWG status ended, then franchisor transfers \$1999 to the advertising fund... The problem with the current setup is that the \$3999 is spent on the whole region and not to the benefit of the franchisee buying in?	Change (iii) to end with: The amount collected under Clause 8.7 (b)(ii) or (iii) is to be used to pay any PFWG claims, with any balance transferred to the advertising account once the Franchisee is off PFWG status.

16	<u>Proposal 5 star rating for compliments called through to the Call Centre:</u> We understand that it is technically possible for the Call Centre to apply a star rating for clients calling in to give their franchisee a compliment. Rather than potentially annoying the client with more questions to go through the process of collecting a star rating, we propose that since the client has gone to the extra effort to make the call to compliment the franchise owner, that this will automatically qualify for a <u>5 star rating</u>. This would involve linking the rating system as suggested by Jill Stallworthy “Perhaps the rating system needs to be linked for every time a compliment is sent? Surely it would always be a 5 as they have called us to say how happy they are.”	Agreed. Already actioned.
17	Possibility of Jim’s Real Estate	OK to set up
1	<u>General Business</u> Franchisors to be notified automatically if Franchisees opt out of group messages	Agreed

ADVISORY MEETING MINUTES

Held on Tuesday 20th February 2018

At

Board Room of National Office

Attendees: Benn Ward, Peter Hansen, Rob Clark, Lynton Paddick, Manie Van Vuuren, Cameron Scott, David Legge, Jill Stallworthy.

Teleconference: Lloyd Moody, Brendon Jones, Gary Chick

Visitors: Peter Pan

Apologies: Craig Reidy

National: Jim, Tino Grossi

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Advisory Meeting Agenda	Outcome and Action
1.	Presentation – Simone Douglas from Social Media AOK Simone gave us an update on the management of our National Facebook page so that Advisory Committee could discuss what they want to do moving forward. Last year 2017 statistics show ‘page like’ growth increased 2,000% YOY, about an extra 2,000 people on the page. It reached 370,000 people over the course of the year and had 10,600 people engaged users on the Facebook page, liking, commenting, clicking on things and actually having a look around. All well up on the previous year in terms of what was being done. We pay \$880 per month to monitor the page Monday to Friday and deal with any negative commentary and liaise with Bev on that, make sure that we remove any negative comments, or taking direction from Bev as to how they need to be responded to. We’re putting 5 posts a week on the page which we tend to distribute across all divisions over the course of the year, scraped from individual websites and what Divisionals send over direct. Since 6 June 2017 AOK have been running ads for us, not aiming necessarily for people under 25 (see presentation). This has generated 1013 new page likes via paid ads. It has reached 61,000 people who weren’t following the page or engaging. Not part of our organic audience. Advisory signed off on \$800 per month for the ads which is paid directly to Facebook, AOK don’t charge a fee for that. Our ad design is a value add because AOK are already doing our organic content. The initial direction was to increase page likes and reach a new audience. What we really need, with the changes to Facebook’s algorithm now, organic reach is becoming more and more difficult, so what AOK needs is more original content that is Australian and division specific... International given that Jim’s is International. They also need more video files. Preferably of FSEs, FSOs or Divisionals live in the field or testimonials, as Facebook is rewarding that type of content. So we need to work on a strategy where we can get that content from the divisions in a timely fashion so we can be pushing it out so that we can further the reach. On the advertising, Simone would recommend that we run a more of a brand	

	awareness and traffic to website campaign and furthering the reach. We have a Facebook pixel currently installed on the Facebook site, Run a straight remarketing ad to people familiar with the brand who may not have even converted or who haven't discovered the Facebook page itself that should be a lot more effective. They are getting bits and pieces of content, but Social Media aren't getting it. You all have copies of the presentation so you can discuss and digest. Simone will also send her presentation to Val.	

Item	Advisory Meeting Agenda	Outcome and Action
1.	7:24 Inaccuracies by the call centre. – Peter Hansen. Jill has suggested exposure to Formitize. They don't all understand. Running an incentive Monday week. We'll teach the staff to spell carefully and how important it is. Jill has spoken to Liv to ask the system to change all first letters of names to upper case automatically. It hasn't been an issue in the past but now with Formitize it is an issue. Sound problem here. Cannot hear the person talking at all.	Jill to expose staff to Formitize to show them how important spelling now is.

Item	Pending items including Nov 2017 Meeting	Outcome and Action
1.	Allocation of Leads – Clarification Req'd - Peter Hansen on behalf of Steve Walkom FSE received a job before 9am when he was not wanting leads until 9:00am. Stuart Lewien commented: Hi Steve, The work requirement times in FMS are times a franchisee is available to work, not times they want to receive leads. So this lead was allocated to 6DM1 based on him being available later. The client is informed of this at the time of booking. Steve and Lloyd thought that if you were not down for work at a certain time, you didn't get a job that comes through at that time. Divisionals consensus was that if you are on, you are on, and if not, someone else gets the lead.	Advisory agree. If you are on, you are on and if you are not on, someone else gets the lead. IT to change. Update for Nov 2017 Meeting: Pending. In backlog 20.2.18 Allocation is still in backlog.
2.	Can we please receive notification that this person is a Jim's user e.g. \$J The reason for this is that if a person is a previous Jim's clients, it means they were really happy to use Jim's services again. This means that in most cases you won't have to discount your prices. This was brought up by one Franchisee that said he always checks the lead at home before calling the client to see if it they were a Jim's user as if they were he was able to get \$20-\$40 more for the job. If there was a symbol in the message to indicate this it would be good as he would know this instantly. He would also give this client exceptional service to reinforce the brand.	Yes. \$J Update for Nov 2017 Meeting: Pending. In backlog 20.2.18 – still in backlog
3.	Franchisors to be notified automatically if Franchisees opt out of group messages	Agreed Update for November 2017 Meeting: Pending. In backlog

4.	<u>Referendum Results</u> Clause 3.1 – Responding to prospects - approved New Clause 3.9 – approved Clause 5 – amendment – approved Clause 7.1 – Advertising 2nd paragraph – approved Proposed change to Franchisee Manual - Franchisees must respond to Franchisor's phone call or email within 24 hours on business days – approved Addition to Clause 3.6 (Selling to prospects who live in another Region) Franchisors may not advertise an address in another Franchisor's Region.) – approved	
5.	When the Advertising Audit surveys are sent out, if a franchisee does not respond it is considered a “Yes” vote. Quite often these Franchisees are quite busy or don't care about the audit as they are not taking leads. This has led to quite a lot of audits being carried out and some pretty upset franchisees that their advertising money was spent on an audit. As the Audits are anonymous, can we please have any non-responses considered as a “No” vote. If so can we please then also add to the audit survey the wording: “If you do not respond to the anonymous survey by the due date then your vote will be considered a NO vote. “ No, this would be a breach of the code. There has to be more than half in favour if no audit. Lynton asks what if they don't vote – maybe non-compliant. Brendon thought perhaps we could do this via SMS.. Responding with Yes or No? All felt this was a good idea. Maybe we could send an email to warn then that there is a text coming.	Advisory committee approves a change to the Advertising audit to make it possible for the FSEs to reply via text, Yes or No. IT to organise. 20.2.18 – Pending. In backlog.
6.	Lynton Paddick - On behalf of a SA Franchisor Could you raise at the next Advisory Council meeting, the need to include a work requirement of “Do Not Disturb”	Agreed by Advisory Committee.

	Discussion reveals that 'N' means Do not disturb, but Bec rainbow tells us that the call centres would still send messages regarding complaints, rescheduling customer, cancellations. It was suggested that we have a code X For this one All messages under X will go to the Franchisor, who has to approve them and put on X.	New code X to be made and used. IT to organise All messages on X to go to FSO for approval. Only a FSO can put the FSE on X status. 20.2.18 Pending. In backlog.
7.	Franchisee Training – Name Tags - Benn Ward on behalf Sharyn de Leon, Cleaning office There is only an option to use one name on the training booking form and this name is used on name tags and certificates. A lot of our immigrant trainees use a nickname. The request is to have another field added to the online booking form – 'Name Tag'. Jim says this can go onto the list of items to be done by IT	This request to go to IT, to add the field to the training booking form. Down the track, be able to book FSEs From FMS direct. (with care because some names are regularly misspelled. 20.2.18 – Pending. In backlog.
8.	Benn said there are different notifications from different phone numbers for complaints, enquiries and star ratings. So you can save the numbers in phones and makes it easier to sort. We are getting a lot now, with the Star ratings... Currently they all come from a mobile number. Jim thinks it is a good idea.	IT to advise if this is possible. It is possible. Pending. In backlog.

Item	Advisory Meeting Agenda	Outcome and Action
2.	11:27 Franchisors need to have an option to tick a box so pro-active contacts notification are not sent to them. It floods their inbox. Benn Ward Nobody disagreed with this and Jim said we will get it done.	Tick box option to be added to prevent pro-active contact notifications being sent to FSOs. IT.
3.	11:57 Current hours are 9-5 Monday to Friday. John Formosa would like to have that increased to include Saturday. There is a tick box on FMS that allows you to see franchise enquiries outside business hours. No objections raised so this can be done.	Joel to look at this.

	You can put down for 9-5, or 7 days a week. Whatever you want.	
4.	13:53 Changing Unique Identifier to the phone number instead of the client address. Manie would like a phone number put in. Tino highlighted that this could be difficult. What happens with someone like Hungry Jacks, with several branches and one head office all with the same number. Jim says we are changing the identifier to the phone number. They'd put the phone number in and several addresses come up, then they'll ask which property are you after? They will have to provide the address as well. If they get an enquiry	To be investigated to ensure correct FSE will receive leads. At the moment it is looking like we use the phone number as unique identifier.
5.	18:13 Complaint system and re-training. Brendon Jones for Rod Skelton and a few of the other NZ FSOs. They feel the complaints system is not doing its job. Everyone agrees that surveys are necessary and good but with the variables they feel like they get a number of complaints where the client, when followed up, says they didn't mean to log a complaint or didn't realise the consequences. The FSE can be asked to come for re-training. Cost is \$250 in Aust. but costs NZ \$1,000 when airfares taken into account. Rod feels FSOs that have been around for a long time should be able to carry out the re-training. Jim doesn't mind if we can appoint someone there but probably not the FSO who is trying to coach his own FSE as it wouldn't be too successful. Lynton feels it would need to be a third party, not the FSO. Brendon agrees and doesn't think any FSO should retrain his own FSEs. Jim says it is tough on those people far away but can't think of another way around it. Airfares within NZ are really expensive. Many FSOs would want the complaint deleted every time when the FSE has a plausible excuse. Then the complaints system may as well be abandoned altogether. Brendon is thinking of perhaps the discussion he had with Gary Turton (Item 6) where the poor survey result comes through as an alert, rather than a complaint. The FSO investigates as he does now and the options are changed from FSE at fault/not at fault	FSE should go back to customer, make them happy then ask them to re-do the survey.

	to 'complaint' and 'resolved'. This way if the issue can be turned around it would show as resolved. Those who don't care, will stay as complaint and have to go to re-training. This may encourage more FSEs to take responsibility. Jim thinks the way to handle that is to re-do the survey. If the client is now satisfied, they re-press the button on the survey and say so. This would cancel the complaint. If Jim deletes a survey, it deletes the complaint attached to it. We should do that. Encourage them to go back and make the customer happy then do the survey again. The star rating would go up as well. This can be done now.	
6.	Surveys where the customer didn't mean to make a complaint. Brendon thinks the solution to item 5 is what should be used here? Jim says if the customer says they didn't mean to make a complaint he would just change the survey. (Not if they did do the wrong thing but the customer doesn't want to get the FSE in trouble.. in that case the complaint remains). Jim is hoping Formitize will fix some of these things because it will do things like, when a FSE phones through Formitize and can't get through he hits a button and it sends a text that is automatically recorded. Also if you make an appointment through Formitize and book it in for a certain time, and the geo says you got there within a certain time, that automatically proves that the FSE did the right thing so hopefully we can reduce the number of unfair complaints. Brendon brought up the cost of retraining in NZ and are there any ideas out there of how we resolve that? Do we allow more FSOs to be retrainers but they can't retrain their own staff. Perhaps getting trained by the guy in the adjoining region. Mike Davenport approves trainers. If he approves them, that could happen. It was suggested an online survey and then a face time session... Jim said there is a possibility they could do a webinar. They do half day training course, do a webinar, they come and Skype in... That way it will only cost a max of \$50.00. Face Time was discussed. Tino said he could do it in the board room. Jim said no, do a proper training course first. ½ day would be good. A couple have done that and done well.	½ day training and webinar with attendees Skyping in, to go into newsletter.

7.	30:17 Star Rating Surveys on Franchisee – Peter Hansen A Franchisee got a complaint on a job he didn't do. Jim says he removed one just an hour ago. Transferred to the person who did do the job. As a FSO you should feel that it's unfair. Jim had done 3 today already like that. Jim will always accept the FSOs word. The FSE story isn't good enough. You phone and confirm with the client that it's the truth then let Jim know.	When a complaint is unfair, and you investigate and find the FSE is right, you, as the FSO, contact Jim to ask that it be removed/transferred to the right person etc.,
8.	32:48 Invoices generated from marketing activities to be scanned and uploaded by FSO once per quarter. - Tino Grossi We will provide the FSOs with the ability to upload invoices etc., quarterly. Joel would like any invoice relating to the Marketing Fund. We could send a reminder to your calendar. Manie mentioned that this adds additional administrative tasks to their load. Joel advised that the ACCC are red hot on this matter and if even one FSO does the wrong thing and a FSE complains, they will start looking at everybody in our group. Jim's will be under the spotlight. We could do it monthly. We do the marketing stuff yearly. (Sound is very odd on the recording here. Background noises muffle voices). Tino said it has to be across the board. We can't have some and not others. There should be about 15 scans and it will take 5 minutes. Monthly it will be even less. We have to be seen to be doing the right thing by the ACCC at all times. What we do now is request the marketing statements, we look through them and if there is anything not quite right we send a 'please explain'. Quite a few explanations have been not quite right. Jim advises it will be a manual change so it has to go to referendum. Jim, Just adding to No. 8. At the moment there is an obligation on FSO to follow up complaints and coach the FSE to do better. Should there be an obligation also to follow up what may be unfair complaints. Jim finds out months later that it is an unfair complaint. The evidence was always there but the FSO didn't look into it and	This matter to be put to referendum.

	fix any that are incorrect. Sometimes there are surveys that say 'never call' but then there is a comment on how fantastic they are. Tino says he always investigates 1 & 2 star ratings. Lynton actually received a 'no uniform' complaint and Tino knew that was wrong. Jim says you don't have to call every time. There will be evidence. Brendon thought as a FSO you are obligated already to investigate all complaints. He talks to the FSE and then if necessary talks to client. Jim said no, that obligation isn't compulsory, but what Brendon does is good. (sound is very muffled) Jim thinks people are getting the idea. They are sending evidence so he can delete the claim.	Try this out for 6 months. Put in the newsletter but not part of the manual. Not compulsory.
9.	49:33 TVU compliance photo requests coming on 20th December Joel says it closes usually on 24th. Jim asks what date would you like? Advisory Committee agrees to 15th December.	TVU compliance requests to stop on 15th December rather than 24th.
10.	52:53 Franchisee survey for Franchise owners to complete – Lynton Paddick Brendon says if FSOs have access to Formitize and they can contact FSEs via the app and enable us to prove how often we called. Jim says if you have two FSEs who happen to hate you and say they don't call.. Have your phone keep records of the calls. (sound goes in and out)	Keep records of all the calls you make, notes of each contact. You wouldn't be breached. Notes will protect you.

11.	54:26 Can FMS identify and stop a prospective from making multiple inquiries in different regions but the same division? Peter Hansen for Peter Pan. Someone has called enquiring about a franchise but later proven to be in the wrong region. FSO called out to be in the wrong but in fact the prospect had enquired twice, with two different identifiers. If you have someone living in region A and sees a business advertised in region B, they can follow up any business they like. Is Franchisor B obliged to wait until Franchisor A has contacted them? This section of recording inaudible Jim asks would it be good if there was some way you could know if the prospect has enquired elsewhere? This can be done. Tino says you can put the name on FMS again... Rob said enter into FMS the phone number. Tino does this and FMS pulls up each occurrence. Jim said we can get IT to set up an alert.	IT to set up an alert to show when a prospect is already in the system.
12.	59:30 Request for a Formitize newsletter for franchisees, to provide updates, issues, fixes etc. Manie Van Vuuren On behalf of Andrew McQuoid Jim says if you create more for them to read, nobody will read it at all.	Jim to add to newsletter.
13.	Leads/lead fee Benn Ward on behalf of Shirley Rawson Can a message be sent to the franchisor to say the lead was deleted by the client? This would enable the Franchisor to follow up with the franchisee and possibly delete the lead if they chose to? Benn says could there be a notification to the FSO that a job has been cancelled. Lead fees? Tino says he has seen that the call centre calls the FSO when a job has been cancelled.	No action to be taken

General Business

1.	1:04:08 – Manie van Vuuren Franchisee owes money to FSO. You can actually breach them. If you owe money to a vendor we can't really do much about it. Nothing in the manual. Manie proposes we expand the definition to show if you owe money to anyone... Brendon has this situation at the moment. He rents equipment to one of his FSEs. He is around 3 months behind. Because this equipment rental is not mentioned in the contract, I can't breach him or anything. Jim says yes you can. 7.2F of the agreement. Money owed to you is covered in the contract. Yes, committee feels the manual should be changed.	Manual to be changed. Referendum required.
2.	1:08:00 - Tino Tino has had a few people call him with regard to the Jim's brand being associated with alcohol, gambling etc., Some customers won't use Jim's while we associate with gambling. Benn's contracts are coming to an end and won't be renewed. What are we getting out of it? Jim has had a host of people ringing about the dogs... animal cruelty etc., Benn says it is a multi-million dollar industry and there is a lot of advertising around horse racing. If we respond for one Franchisee, or 10 Franchisees.... the contracts are coming to an end anyway.	

	Jim says the question you need to ask is the benefit of the exposure worth the negativity of being associated with an unsavoury industry. Most of the big companies are out of all this. The car companies don't advertise any gambling/cigarettes etc., Some watching the horse racing are watching their horse, not about gambling... Lloyd wants to know are we speaking of money invested in gambling etc., This is just another minority group pushing their political barrow. It's just where we draw a line in the sand. Jim says he will go along with whatever the committee feels as a group. Benn says every time they go around the Jim's Mowing bend, it costs nothing and it's see everywhere. The Advisory committee were not worried about this. Jim says you can support anything so long as you stick to what is in the manual as to how it is done – approval from the FSEs etc.,	No change.
3.	1:131 Brendon Jones – Tracking of enquiries and forms Brendon says more of a discussion point. With our website we are tracking the enquiries and forms completed. For Cleaning and Trees, nearly 50% of our leads are coming from the online enquiry form, not from phone calls. The issue is that if the form is unable to locate the address (on FMS) it doesn't allocate it to a FSE or in the case of an enquiry doesn't allocate to a FSO. Those then go to the call centre. We have found from discussions with Jill that 600 – 1,000 failed enquiries per week... and they don't have the resource to manually enter them all. They send an email asking for the details and if the person ever gets back to them they manually enter them. This could become a bigger and bigger problem. Online people seem not to spell their address correctly so FMS can't find it. Jim advises we have just developed a new system and when you type in your address, it comes up with options that you choose, like Google maps. Launching over the next	No action to be taken. New system will address this.

	two weeks. This is a much better system.	
4.	1:17:28 Cam Scott for Bek Zerbe Would like to discuss a National use service code be put in place where the lead fee for the service goes to the Div rather than the FSO. A National contract nurtured and administered by office in Moorabbin rolling out work for all states however the FSO receives the lead fee and we get nothing for these although they take up a lot of time We'd like to see National use a service code similar to the National Technology fee where the fee for the lead goes direct to the Division.	Advisory committee says No to this proposal.
5.	When on holidays and down for no work, can the default be 'no' for receiving notification of unserviced leads.	Yes – IT to change

Meeting ended at 3:00pm.

ADVISORY MEETING MINUTES

Held on Tuesday 14th November 2017

At

Board Room of National Office

Attendees: Benn Ward, Peter Hansen, Rob Clark, Lynton Paddick, Manie Van Vuuren, Cameron Scott, David Legge, Tino Grossi, Rebecca Rainbow.

Teleconference: Lloyd Moody, Brendon Jones, Gary Chick, Craig Reidy.

Visitors: Peter Pane, Joe Beneduce, Peter Pan.

Apologies:

National: Jim

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Pending items from previous meetings	Outcome and Action
1.	00:28 Update on Jimbo3 and FMS5	Update for November 2017 meeting: 1632 Franchisees rolled out to date. Formitize has been trialled and we held training specifically on Formitize on 9 th & 10 th November here in Melbourne. We do not plan to carry out this training in other states, however a webinar is being made and this is being edited right now.
2.	03:01 Aggregators	Update for November 2017 Meeting: GoBlitz still a few months to go. It was explained that when Franchisees take leads from GoBlitz they pay standard lead fees to Franchisors – just as with Jim’s leads.
3.	03:53 Allocation of Leads – Clarification Req’d - Peter Hansen on behalf of Steve Walkom <i>FSE received a job before 9am when he was not wanting leads until 9:00am.</i> <i>Stuart Lewien commented:</i> <i>Hi Steve,</i> <i>The work requirement times in FMS are times a franchisee is available to work, not times they want to receive leads.</i> <i>So this lead was allocated to 6DM1 based on him being available later. The client is informed of this at the time of booking.</i> Steve and Lloyd thought that if you were not down for work at a certain time, you didn’t get a job that comes through at that time. Divisionals consensus was that if you are on, you are on, and if not, someone else gets the lead.	Advisory agree. If you are on, you are on and if you are not on, someone else gets the lead. IT to change. Update for Nov 2017 Meeting: Pending. In backlog Allocation is still in backlog.
4.	04:03 IT to make changes in FMS that does not allow a FSE to tick ‘Regulars Only’ for their previous clients then be sent a lead from a previous client requesting a ‘One Off Job’ and get charged again. A fail safe should be set that doesn’t allow a franchise to select both options.	Yes Update for November 2017 Meeting: The FSE is not charged twice

5.	Can we please receive notification that this person is a Jim's user e.g. \$J The reason for this is that if a person is a previous Jim's clients, it means they were really happy to use Jim's services again. This means that in most cases you won't have to discount your prices. This was brought up by one Franchisee that said he always checks the lead at home before calling the client to see if it they were a Jim's user as if they were he was able to get \$20-\$40 more for the job. If there was a symbol in the message to indicate this it would be good as he would know this instantly. He would also give this client exceptional service to reinforce the brand.	Yes. \$J Update for Nov 2017 Meeting: Pending. In backlog
6.	04:45 Clause 8.7b of the franchise agreement states: (b) The remaining 50 percent must be placed into an interest bearing bank account by the Franchisor for not less than 45 days (but no more than 60 days) from date of commencement of the Purchaser Franchisee's franchise agreement, after the following deductions are made by the National Franchisor and the Franchisor: (i) any other monies owing by the Franchisee to the Franchisor (that may not have been deducted in Clause 8.7(a)(i) and (ii); and (ii) \$3,999.99 (inclusive of GST), where the Franchisee's Pay for Work Guarantee has been terminated, but too few Regular Clients make a Successful Transition to terminate the Purchaser Franchisee's pay for work guarantee; or (iii) where the Business has no Regular Clients, \$3,999.99 (inclusive of GST) where the Franchisee's gross turnover on average for each month over the previous six months (net of stock) has been less than the four times the Pay for Work Guarantee Amount with the amount collected under Clause 8.7(b)(ii) or (iii) to be paid into the Advertising Account to fund the Franchisor rebuilding the business; Can the \$3999 also be allocated to pay for the new Franchisees PFWG and any left-over transferred to the Advertising Fund. So, if franchisee only claimed \$2000 and their PFWG status ended, then franchisor transfers \$1999 to the advertising fund... The problem with the current setup is that the \$3999 is spent on the whole region and not to the benefit of the franchisee buying in?	Change (iii) to end with: The amount collected under Clause 8.7 (b)(ii) or (iii) is to be used to pay any PFWG claims, with any balance transferred to the advertising account once the Franchisee is off PFWG status. Doc team for Nov 2017: The Franchise Agreement already caters to the leftover amount being used on the 'franchise business'. It does not need to be paid into the regional advertising fund. Item complete.

7.	Franchisors to be notified automatically if Franchisees opt out of group messages	Agreed Update for November 2017 Meeting: Pending. In backlog

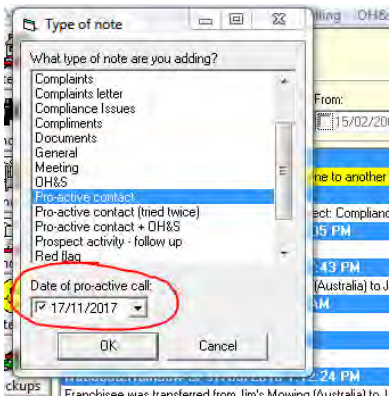
Item	Advisory Meeting Agenda	Outcome and Action
1.	05:52 Presentation – Katherine Grace from Elemental Solutions Katherine gave us an update on things they are working on. Non Jim’s survey. It has been difficult to get responses but they are trying different ways. Prospect Newsletter – what are some of the things FSEs get that other Franchise companies don’t get? This will be able to get to some. State Based newsletter. Client newsletter database up to 392,000 now. Less than 1% unsubscribing. Going great! 900 clients went to look at buying a franchise. We were oversubscribed and now we can only have 6 in any one newsletter (Google rules). For the last couple of months, a State base newsletter has been discussed. If the division is in all states they go into the main newsletter. There must be the same content in all. Jenni Tham asks questions of the Divisionals when the articles are submitted. She gets the data for each state. It is interesting, but we only have 2 months’ worth. We will get more. The proposal is to charge us \$350 for each state newsletter, ongoing, as we have done in the past for the odd one or two.	State based newsletter approved by the committee at \$350 per state newsletter.

2.	12:43 If RF does not have a minimum of 5% growth or 10% unserved leads, the franchisor cannot spend money on non-core advertising such as sponsorship/uniforms/refurbishments/decals etc. Some Franchisors are spending on a lot of extra stuff. When FSEs still need work, which to Jim doesn't seem like what advertising should be about. Advisory to vote Benn disagrees with sponsorships not being included in what the money can be spent on. Tino says many don't benefit from sponsorships. Jim wonders if maybe we could include sponsorships and Tino asks would there be any limit on them. Lynton feels that this is unfair to some FSEs. Tino asks what about if the sponsorship proposal has to be approved by National? Cam thinks it has to be a percentage.... put the vote to FSEs. Benn says if it needs to be voted on, it shows no confidence in the Franchisor to make decisions. It was up to 5% which was okay. Over needs to be voted on. 5% requires 75% approval from FSOs Lynton says FSEs should be responsible. The rest of the committee agreed. Nothing else listed to come out of the advertising fund, never mind if it is 5% - 10% etc.,	Advisory Committee decision is that nothing listed is to come out of the advertising fund. No refurbishments, no uniforms, no stickers. Sponsorships - More than 5% requires 75% approval from your FSEs.
3.	21:58 Proposed change to Manual: Clause 5 changed from: 5. Response to Franchisees Franchisors should at least attempt to respond to Franchisee phone calls or Emails within 24 hours business days. When not available because ill or on holidays, some other qualified person (such as another Franchisor) should be made available. Any	

	significant contact should be recorded with an FMS note, especially if the Franchisee is in trouble. to 5. Response Franchisors should at least attempt to respond to <i>Franchisees, National office staff and Divisional Franchisors</i> within 24 hours business days. When not available because ill or on holidays, some other qualified person (such as another Franchisor) should be made available. Any significant contact should be recorded with an FMS note, especially if the Franchisee is in trouble. National office staff and Divisional Franchisors should also respond to Franchisors within 24 hours on business days. Failure to do so incurs a \$200 fee, payable to the Franchisor. Discussed. Some thought that the \$200 is not needed. The point is you should be notified when there are issues and it seems sometimes you are not notified.	
4.	27:38 Proposed addition to clause 3.1, Responding to prospects This is advice rather than a requirement to the contract. The best results are achieved by phoning back prospects within minutes and then dropping off the information kit in person, taking time to go through it with them, and ideally introducing them to a current Franchisee. As many as 20% of prospects may be signed as Franchisees by using this method, compared with a more usual 5-10%. All agreed with this.	Agreed. Referendum is required.
5	29:08 Online enquiries – Mani Van Vuuren – from a FSE in WA With online enquiries - Possibility adding selection of when the client need the service done – calendar selection and/ or same day service. National note: Currently, there is no same day service guarantee offered from online bookings. Same day service is only offered through the call centre	

	Discussed. Benn tells us that a FSE may call the client and they may think the FSE can come at 2:00pm on a Thursday or something. Lynton says it could cause complaints if they chose the calendar time and the FSE can't do it. Brendon comments that some of this guys are booked out 6 weeks in advance. If someone puts a booking in, what happens? The FSE takes leads and discusses them with his customer as to when he can visit. He manages it. Rarely gets complaints. Jim advises true, 'taking work' doesn't mean available that day. Cam mentions that sometimes the client says they will wait, but they don't.	Advisory committee says NO to this proposal.
6.	33:57 Priorities of payment for anyone who borrows thru RateSetter Personal Loans or anyone else : 1. FSOs to be paid any outstanding fees first No commission to be deducted including any commission owed to Jim's Group before taking out the money owed. The proposal is that the Financer gets first bite of the cherry. No commissions Divisionals said it should apply to divisions separately. David Legge says it hard to get good finance. Tony Gale has made it a lot easier. Thinks we should agree to this. Peter says we aren't getting much through Tony.	Advisory committee approves this proposal.
7.	38:49 Peter Hansen says the email that goes out to mowing enquiries, has no salutation. What is sent out could have come from anyone. And it is for any division.	Advisory committee agrees that a salutation needs to be added and should recognise the division.
8.	40:04 Prevent Client Fishing for quotes from other FSEs. – Peter Hansen Peter is worried that a client can put a lead in for the same service at the same address to get the service cheaper. Could the call centre flag it so that the 2nd caller is asked a question? Call centre to be properly trained to recognise these. It is rare. A longer period lock out than 24 hours is required. Cleaning may have a problem with this. When people move in /move out.	No change required. Just ensure call centre staff are properly trained to recognise it.
9.	46:23 When the Advertising Audit surveys are sent out, if a franchisee does not respond it is considered a "Yes" vote. Quite often these Franchisees are quite busy or	

	don't care about the audit as they are not taking leads. This has led to quite a lot of audits being carried out and some pretty upset franchisees that their advertising money was spent on an audit. As the Audits are anonymous, can we please have any non-responses considered as a "No" vote. If so can we please then also add to the audit survey the wording: "If you do not respond to the anonymous survey by the due date then your vote will be considered a NO vote. " No, this would be a breach of the code. There has to be more than half in favour if no audit. Lynton asks what if they don't vote – maybe non-compliant. Brendon thought perhaps we could do this via SMS.. Responding with Yes or No? All felt this was a good idea. Maybe we could send an email to warn then that there is a text coming.	Advisory committee approves a change to the Advertising audit to make it possible for the FSEs to reply via text, Yes or No. IT to organise.
10.	49:15 Lynton Paddick - On behalf of a SA Franchisor Could you raise at the next Advisory Council meeting, the need to include a work requirement of "Do Not Disturb" Discussion reveals that 'N' means Do not disturb, but Bec rainbow tells us that the call centres would still send messages regarding complaints, rescheduling customer, cancellations. It was suggested that we have a code X For this one All messages under X will go to the Franchisor, who has to approve them and put on X.	Agreed by Advisory Committee. New code X to be made and used. IT to organise All messages on X to go to FSO for approval. Only a FSO can put the FSE on X status.
11.	52:42 Lynton Paddick - On behalf of a SA Franchisor Hi Advisory members, Currently policy is a franchisor can enter a proactive made in the month up to 7 days after the End Of Month However, the franchisee "pro-active Notification" starts with "Your Franchisor has registered a Proactive Contact with you on 05 Oct 2017." Of course, this leads the franchisee to believe they missed a call from their franchisor today. Please change the wording to:	

	“Your Franchisor has had a Proactive Contact with you in the month of Oct” Otherwise, they will continue to email Jim (who needs to look it up), then the franchisor (who must respond) All because you have confused the franchisee..... There is a place where you can enter date when the call was made. Cam says he usually lets them know. Tino says put a date in called first line of the note.	 There is a place to put the date when entering the note. At the meeting Advisory agreed to put the date called in the first line of the note.
12.	54:21 On behalf of Gary Turton Jims Mowing and others. Call centre reporting. As clients of the call centre we feel we have the right to expect to be told about the performance of the service we are paying for. There used to be and should be again at the very least reports on the following items. Number of calls received, Number of calls answered, Average wait time, Number of calls per day, Number of calls answered in NZ vs Aus., Number of calls transferred to FSE's. All of these reports should show a monthly total figure and a daily total figure. With this sort of reporting in place some proper KPI's could be developed ensuring we the customers get the service we are paying for. Bec Rainbow told us they used to report but sent it to Grant Anderson. Will send to FSOs in future.	Call Centre will report to Franchisors in NZ, as there is no single contact.
13.	56:57: Call Centre hours on behalf of Kevin Schuler and Brendon Jones. Call centre has agreed to leave it open extra hours. Bec said this is already happening.	

Brendon said he has called on a Saturday and up until 10:00am it isn't answered in NZ. Bec couldn't understand this as a staff member is here at 7:00am on a Saturday, taking calls for NZ. Brendon has called between 8:00 and 10:00am and wasn't told nobody would be there until 7:00am (9:00 Melbourne) so why wasn't it answered. Is there not enough staff to handle that first couple of hours? There are calls not being answered. Bec advises that they sent their hours out to everyone in 2016 and it has been in all newsletters, including Grant's newsletters, so she wonders why anyone is surprised. Bec hasn't seen or heard of this problem in the reports. It would be better to let her know when it happens and not at Advisory. Let Bec know when it happens. Brendon says the Call Centre have been told before, but he will send calls screen shots and recordings. It happens quite regularly. Tino asks Brendon to send screen shots and go to CChelp. Brendon feels they need to know the closing dates and times of the call centre. NZ are told too late when the call centre is going to be closed. Christmas, New Year, Boxing Day and Good Friday, Anzac Day. Brendon wants to be notified about these days, whether they should know or not. Bec says they take NZ calls on public holidays, if they are not NZ public holidays. Will let Brendon know, for NZ guys, what days they don't answer NZ calls. It is asked can we answer NZ calls when NZ is on a public holiday. Jim advises there would be a fee for this. Brendon feels it would be worth the additional cost. It would only be one or two extra staff. Please provide costing. Bec says it has to be voluntary. Cam says he thinks we should be open 24/7. Can we get a cost for this? This has already been done. Brendan also mentioned the on hold messages for NZ. Bec says they have identified it as a problem. Bec will organise for NZ on hold messages to have NZ information, yes. They'll also have a NZ accent.	Call Centre to provide closed times for NZ. Call Centre to provide costing for answering NZ calls on NZ public holidays. Call Centre to organise NZ on hold messages to have NZ information.

14.

1:12:26 Jims Star and Face system for bookings. Brendon Jones on behalf of Peter Mahon.

Our concern is with the new system Jim's is looking to bring in where by a customer will be able to see a franchisees Name and Face.

Our concerns are

1) It allows for racial profiling i.e. "we don't want a Chinese person"

A star system may or may not be under a person's personal control, but their name and looks are not nor do they have any bearing on how well that fse will perform.

2) Where in the contracts does it say that the Jim's group can publish a person's personal details on the internet. What's more personal than a person's name and Face?

3) When the FSOs sold a territory to a fse one of the major points we tell prospects is about how fairly the groups handles unassigned leads. This completely bypasses this.

4) Where on the lead acclamation table does it say "Good looking or European again this completely undermines the acclamation system that has been a major part of the Jim's Group.

5) Yes one can place a Jim's logo on instead of a face but people being people will always think the worst in not seeing a face so again a franchisee will be disadvantaged even if they don't place their face up for public display"

Addition from Malcom Bradley:- What I want to know is where in our contracts does it state that leads will come from clients who choose you on your looks and feedback. This erodes the exclusive rights to a territory and in no way should be implemented. When we sell a territory we tell the franchisee that it's his/her first right of refusal to leads in their own territory unless they are not taking leads. When challenged by one of my franchisees will Jim pay the legal fees etc for breach of contract?

Jim answers :

(1) Yes, they will be penalised with a placeholder. People like to see photos. We don't force this.

(2) This is not so personal.

(3) Territory rights apply. Unless they are switched off, it goes straight through to the person whose territory it is. The priority is the same it's just that you get the first 4 rather than the first 1.

We aren't sure how this will work. Those who don't use online leads won't worry

	about it. If these issues continue, we will stop it. David Legge said Jim has managed to show that at Jim's we have the highest quality. This looks like there are good and bad Jim's. Jim feels that if they see a face and a name, they will choose that. This is Potentially the best thing we can do. Also, if someone else does it we will be left behind. That is the worst. Our whole benefit to the client is gone. A lot of FSEs say they don't convert on line leads as well... but if they see their face, their rating, their comments, that they have public liability, work guarantee... it should work quite well. Conversion rates should go up.	No action to be taken. Star system to continue for the time being. If there are real issues continuing, it will stop.
15.	1:23:09 Star Rating – client comments/feedback - Benn Ward on behalf Sharyn de Leon, Cleaning office	
16.	Is it possible to require/force a comment from the client that gives a poor star rating in a survey? There have been instances when a franchisee receives a 2 star rating but no other feedback and their attempts to make contact with the client to gain perspective have gone unanswered. As there is nothing to dispute, there are no grounds to remove the rating yet at the same time, there is no opportunity for the franchisee to resolve. Jim comments: A poor rating due to pricing is unfair. It isn't a complaint – but if we delete these ones we would lose credibility. Jim would cancel the whole thing before doing this. Maybe there could be a word attached to the star rating... 1=price, 2=didn't turn up, 3= late 4. Write comment. Jim doesn't mind a couple of price objections. If you have a rating of 4.5 but you have a couple of price complaints, it tells the customer you are good but not cheap. Tino said it will also alert you if someone is getting a price complaint every second lead. Maybe the FSO would speak to him and say perhaps your price is too high. Jim says interestingly enough the most price complaints come from the worst FSEs. They have exorbitant prices and bad service at the same time. What if you put in did he do the job? or didn't he do the job? Sometimes they don't	No change. We have to be seen to be fair and objective.

	get the work. It might help if the client knows when they see it. David says they tell their FSEs to increase their pricing not drop their prices. It is really bad to get a bad rating for this. Jim advises you won't see a review at all if there is no comment against it. You'll only see the average and the star. So if it's 1 and no comment it will only show up in the average. If there's a comment it will show up in the review.	
17.	1:30:49 Star Rating – franchisee response In addition, would there be the possibility of franchisee being able to add a response to negative feedback on a survey. As customer surveys are going to be visible online, it would seem fair & reasonable for the franchisee to have an opportunity to respond and provide context to a particular situation. Of course, strict guidelines and processes would need to be put in to place to ensure that any dialogue is professional & polite and to prevent a free for all (for instance, required franchisor approval of any comments before posting). Jim says we have already dealt with this, about the comments column, which we have to do. I agree with you.	
18.	1:30 52 Franchisee Training – Name Tags - Benn Ward on behalf Sharyn de Leon, Cleaning office There is only an option to use one name on the training booking form and this name is used on name tags and certificates. A lot of our immigrant trainees use a nickname. The request is to have another field added to the online booking form – 'Name Tag'. Jim says this can go onto the list of items to be done by IT National Note: Nick Name/preferred name has been in FMS and will be transferred across to GoBlitz when it is up and running, in order to avoid any discrimination. Currently not being used to generate documents or training.	This request to go to IT, to add the field to the training booking form. Down the track, be able to book FSEs From FMS direct. (with care because some names are regularly misspelled).

19.	2018 Divisional/Advisory Meetings – suggested dates as below: • Feb 20th (Tuesday of FSE Induction Training week) • May 15th (as above) • July 24th day before National Conference, Mooroolbark • November 20th (Tuesday of FSE Induction Training week) Discussed.	Advisory committee approves these dates.

General Business

1.	1:36:40 Point 1 – Peter Hansen on behalf of Peter Pan. When a prospective see's someone in a Jim's uniform filling up with petrol at a service station and says, "are you with Jim's and are you hiring staff" you reply No we sell franchises but if you give me your number I'll get someone to contact you and discuss how you can start your own business with Jim's. FSO rings the prospective & finds out that they live in another region and advises the prospective that he will need to pass on their details to the other regional FSO of that region. After passing on the details to said FSO Question1 Is the original FSO allowed to speak to the prospective after passing on the details of the prospective to the other FSO. Question 2	

If he can?? What is a reasonable time frame that he can ring that prospective? Jim says, if the guy doesn't want a franchise in the correct region or if the FSO says he really doesn't want the enquiry, it is all okay... but don't follow up that person (unless the correct FSO says to do so – but get that in writing). Point 2 Where there are multiple FSO's in any given city and 4 out of 8 are doing a combined campaign online for fse sales and leads are coming from the 4 other regions whom are NOT contributing towards the campaign. The leads are passed on to the other Regionals. Question 1 If enquiries are coming from the regions that are not contributing to the campaign is it acceptable to put a fee on those leads example a spotter's fee or something like a lead fee. If YES, how much? Tino says with most PPC campaigns now, you can almost tell them where you want it to stop, same with Facebook, so why advertise in that other person's region? Brendon did a deal with all div in NZ to advertise in Franchise magazine. One mowing FSO chose not to be a part and not contribute. He owns a significant region. Jim advises Brendon that this is easily handled. It's in the contract. The advertising medium goes with a vote. You can actually force this guy to contribute. Majority rules. Look at the contract. Brendon said it wasn't one where the branding fund was being utilised... just pooling funds. Tino says it doesn't matter. So long as it's by household and it covers a common advertising area, regional, city based or national. There is a clause in the contract. Don't let him get away with it.	No action to be taken, but don't follow up the enquirer. Advice is that if the enquirer doesn't want a franchise in the correct region, or the FSO of the correct region doesn't want the enquiry, get this in writing to cover everything. So long as it's by household and it covers a common advertising area, regional, city based or national you can force him to contribute. There is a clause in the contract.

	Point 3 If a FSO has his office in another FSO's Region is he allowed to mention the office address? Example: FSO lives in Richmond and his region is Ringwood to Bayswater, the fso has an office in Blackburn to be closer to fse's for meetings and support, the Blackburn region belongs to another FSO. Question1 Can the FSO use/mention/advertise/ or have the address of the Blackburn office on any paperwork that he hands to a prospective FSE?	
2.	Franchisors Advertising their Office in another Franchisor's Region We have recently purchased a Jim's Cleaning Franchisor Region in Sydney and one of the neighbouring Franchisors has advertised that they have an office in our Region. We are concerned that advertising this may cause potential Fse's to assume he is the Franchisor for the region and the one to speak to regarding a franchise. (Thus we miss out on the opportunity to speak with this person and potentially a FSE if the Franchisor encourages them to buy a franchise in their region.) I do not believe it is necessary for Franchisors to advertise an office location particularly if it is in someone else's region. I propose that Franchisors who live or have an Office/ or home address in another Franchisor's region of the same division, be prohibited from advertising this. Franchisors Advertising their Office in another Franchisor's Region I propose that Franchisors who live or have an Office/ or home address in another Franchisor's region of the same division, be prohibited from advertising this. Jim says No. You cannot advertise addresses in someone else's region	Advisory committee agrees - You may not advertise addresses in someone else's region
3.	This matter was the same as previous. Already discussed.	

4.	Scheduled maintenance on our systems and public facing servers 1) Should we send emails to FSOs/FSEs to notify any scheduled outages 2) How much notice should be provided Should we send something else Discussed. Would it annoy people to get this info...? No, should at least tell them. It causes problems. Yes, we should send emails out but who do we advise? FSOs ? Yes. Consensus is that something be sent to FSOs.	IT to be advised that an email is required to advise all FSOs when there is a likely power outage.
5.	1:48:42 Proposal for Advisory to change the Franchisee Manual so that Franchisees are required to respond to Franchisors within 24 hours on business days	Yes – send to referendum.
6.	1:49:28 Benn said there are different notifications from different phone numbers for complaints, enquiries and star ratings. So you can save the numbers in phones and makes it easier to sort. We are getting a lot now, with the Star ratings... Currently they all come from a mobile number. Jim thinks it is a good idea.	IT to advise if this is possible.

Meeting ended at 3:30pm.

ADVISORY MEETING MINUTES

Held on Tuesday 8th May 2018

At

Board Room of National Office

Attendees: Lynton Paddick, Chris Hansen, Rob Clark, Manie Van Vuuren, Cameron Scott, David Legge.

Teleconference: Lloyd Moody, Gary Chick, Benn Ward

Visitors: Paul Commerford

Apologies: Peter Hansen

National: Jim, Tino Grossi

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Pending items including Nov 2017 Meeting	Outcome and Action
1.	Allocation of Leads – Clarification Req’d - Peter Hansen on behalf of Steve Walkom FSE received a job before 9am when he was not wanting leads until 9:00am. Stuart Lewien commented: Hi Steve, The work requirement times in FMS are times a franchisee is available to work, not times they want to receive leads. So this lead was allocated to 6DM1 based on him being available later. The client is informed of this at the time of booking. Steve and Lloyd thought that if you were not down for work at a certain time, you didn’t get a job that comes through at that time. Divisionals consensus was that if you are on, you are on, and if not, someone else gets the lead.	Advisory agree. If you are on, you are on and if you are not on, someone else gets the lead. IT to change. Update for Nov 2017 Meeting: Pending. In backlog
2.	Can we please receive notification that this person is a Jim's user e.g. \$J The reason for this is that if a person is a previous Jim's clients, it means they were really happy to use Jim's services again. This means that in most cases you won't have to discount your prices. This was brought up by one Franchisee that said he always checks the lead at home before calling the client to see if it they were a Jim's user as if they were he was able to get \$20-\$40 more for the job. If there was a symbol in the message to indicate this it would be good as he would know this instantly. He would also give this client exceptional service to reinforce the brand.	Yes. \$J Update for Nov 2017 Meeting: Pending. In backlog
3.	When the Advertising Audit surveys are sent out, if a franchisee does not respond it is considered a “Yes” vote. Quite often these Franchisees are quite busy or don’t care about the audit as they are not taking leads. This has led to quite a lot of audits being carried out and some pretty upset franchisees that their	

	advertising money was spent on an audit. As the Audits are anonymous, can we please have any non-responses considered as a “No” vote. If so can we please then also add to the audit survey the wording: “If you do not respond to the anonymous survey by the due date then your vote will be considered a NO vote. “ No, this would be a breach of the code. There has to be more than half in favour if no audit. Lynton asks what if they don’t vote – maybe non-compliant. Brendon thought perhaps we could do this via SMS.. Responding with Yes or No? All felt this was a good idea. Maybe we could send an email to warn then that there is a text coming.	Advisory committee approves a change to the Advertising audit to make it possible for the FSEs to reply via text, Yes or No. IT to organise. 20.2.18 – Pending. In backlog.
4.	Lynton Paddick - On behalf of a SA Franchisor Could you raise at the next Advisory Council meeting, the need to include a work requirement of “Do Not Disturb” Discussion reveals that ‘N’ means Do not disturb, but Bec rainbow tells us that the call centres would still send messages regarding complaints, rescheduling customer, cancellations. It was suggested that we have a code X For this one All messages under X will go to the Franchisor, who has to approve them and put on X.	Agreed by Advisory Committee. New code X to be made and used. IT to organise All messages on X to go to FSO for approval. Only a FSO can put the FSE on X status. 20.2.18 Pending. In backlog.
5.	Franchisee Training – Name Tags - Benn Ward on behalf Sharyn de Leon, Cleaning office There is only an option to use one name on the training booking form and this name is used on name tags and certificates. A lot of our immigrant trainees use a nickname. The request is to have another field added to the online booking form – ‘Name Tag’. Jim says this can go onto the list of items to be done by IT	This request to go to IT, to add the field to the training booking form. Down the track, be able to book FSEs From FMS direct. (with care because some names are regularly misspelled. 20.2.18 – Pending. In backlog.
6.	Benn said there are different notifications from different phone numbers for complaints, enquiries and star ratings. So you can save the numbers in phones and makes it easier to sort. We are getting a lot now, with the Star ratings...	IT to advise if this is possible. It is possible. Pending. In backlog.

	Currently they all come from a mobile number. Jim thinks it is a good idea.	
7.	Current hours are 9-5 Monday to Friday. John Formosa would like to have that increased to include Saturday. There is a tick box on FMS that allows you to see franchise enquiries outside business hours. No objections raised so this can be done. You can put down for 9-5, or 7 days a week. Whatever you want.	Joel to look at this. Pending. In backlog.
8.	Changing Unique Identifier to the phone number instead of the client address. Manie would like a phone number put in. Tino highlighted that this could be difficult. What happens with someone like Hungry Jacks, with several branches and one head office all with the same number. Jim says we are changing the identifier to the phone number. They'd put the phone number in and several addresses come up, then they'll ask which property are you after? They will have to provide the address as well. If they get an enquiry	To be investigated to ensure correct FSE will receive leads. At the moment it is looking like we use the phone number as unique identifier. IT/Joel in progress for on-line accounts as part of the single customer view initiative.
9.	Surveys where the customer didn't mean to make a complaint. Brendon thinks the solution to item 5 is what should be used here? Jim says if the customer says they didn't mean to make a complaint he would just change the survey. (Not if they did do the wrong thing but the customer doesn't want to get the FSE in trouble.. in that case the complaint remains). Jim is hoping Formitize will fix some of these things because it will do things like, when a FSE phones through Formitize and can't get through he hits a button and it sends a text that is automatically recorded. Also if you make an appointment through Formitize and book it in for a certain time, and the geo says you got there within a certain time, that automatically proves that the FSE did the right thing so hopefully we can reduce the number of unfair complaints. Brendon brought up the cost of retraining in NZ and are there any ideas out there of how we resolve that? Do we allow more FSOs to be retrainers but they can't retrain their own staff. Perhaps getting trained by the guy in the adjoining region. Mike Davenport approves trainers. If he approves them, that could happen.	½ day training and webinar with attendees Skyping in, to go into newsletter. Jim – Newsletter

	It was suggested an online survey and then a face time session... Jim said there is a possibility they could do a webinar. They do half day training course, do a webinar, they come and Skype in... That way it will only cost a max of \$50.00. Face Time was discussed. Tino said he could do it in the board room. Jim said no, do a proper training course first. ½ day would be good. A couple have done that and done well.	
10.	32:48 Invoices generated from marketing activities to be scanned and uploaded by FSO once per quarter. - Tino Grossi We will provide the FSOs with the ability to upload invoices etc., quarterly. Joel would like any invoice relating to the Marketing Fund. We could send a reminder to your calendar. Manie mentioned that this adds additional administrative tasks to their load. Joel advised that the ACCC are red hot on this matter and if even one FSO does the wrong thing and a FSE complains, they will start looking at everybody in our group. Jim's will be under the spotlight. We could do it monthly. We do the marketing stuff yearly. (Sound is very odd on the recording here. Background noises muffle voices). Tino said it has to be across the board. We can't have some and not others. There should be about 15 scans and it will take 5 minutes. Monthly it will be even less. We have to be seen to be doing the right thing by the ACCC at all times. What we do now is request the marketing statements, we look through them and if there is anything not quite right we send a 'please explain'. Quite a few explanations have been not quite right. Jim advises it will be a manual change so it has to go to referendum.	This matter to be put to referendum. Try this out for 6 months. Put in the newsletter but not part of the manual. Not compulsory. Screen is being developed currently, to be tested and made live by end of May.
11.	TVU compliance photo requests coming on 20th December Joel says it closes usually on 24th. Jim asks what date would you like? Advisory Committee agrees to 15th December.	TVU compliance requests to stop on 15th December rather than 24th. Joel to action Item resolved. Joel has set a reminder to go to IT to comply with this request.

12.	Can FMS identify and stop a prospective from making multiple inquiries in different regions but the same division? Peter Hansen for Peter Pan. Someone has called enquiring about a franchise but later proven to be in the wrong region. FSO called out to be in the wrong but in fact the prospect had enquired twice, with two different identifiers. If you have someone living in region A and sees a business advertised in region B, they can follow up any business they like. Is Franchisor B obliged to wait until Franchisor A has contacted them? This section of recording inaudible Jim asks would it be good if there was some way you could know if the prospect has enquired elsewhere? This can be done. Tino says you can put the name on FMS again... Rob said enter into FMS the phone number. Tino does this and FMS pulls up each occurrence. Jim said we can get IT to set up an alert.	IT to set up an alert to show when a prospect is already in the system. IT – backlog
13.	Request for a Formitize newsletter for franchisees, to provide updates, issues, fixes etc. Manie Van Vuuren On behalf of Andrew McQuoid Jim says if you create more for them to read, nobody will read it at all.	Jim to add to newsletter.
14.	When on holidays and down for no work, can the default be 'no' for receiving notification of unserved leads.	Yes – IT to change – backlog

Item	Advisory Meeting Agenda	Outcome and Action
1.	Increased number of new Franchisees driving around without signage, sometimes for months on end. Committee asked for their opinion on how to deal with it: 1. No start-up date until the photos have been provided or 2. Thirty days from signup if the Franchisors has failed to provide signage they will be non-compliant, and if the signs have been supplied but the Franchisee fails to provide photos, the Franchisee to be non-compliant. No extensions for any reason. Joel told us at Divisional meeting that they get 30 days, 14 days, then 7 days, (from the day they start) then they get breached. It's about 7 weeks, but after that there is no excuse. Committee had no objections to this remaining as is.	Agreed this should stay as is.
2.	Lead Transfer (Benn Ward for Sharyn De Leon (Cleaning and Dog Wash) Currently leads that are transferred to another franchisee do not carry any indication to the new franchisee that they have been transferred. I can understand why this may be something that we do not want to highlight or bring attention to but I also think that this has negative impact on the customer's experience. If the 1st franchisee speaks to the client it would be helpful for new franchisee to know this and any relevant information about the job. Otherwise the client is experiencing 'Groundhog Day' over again and puts the new franchisee in awkward position as they are completely oblivious.	Agreed, mark messages with T. and the code of the FSE it was transferred from

	In addition, the client automatically receives notification of the 1st assigned franchisee but not details of new franchisee if transferred. I have spoken to Samantha in Call Centre in regards to this issue and she mentioned that they are limited by characters, in fact transferred leads have any less characters for some reason. Sharon Connell suggested at Divisional meeting that FSE should be notified the lead has been transferred. If FSEs are transferring leads, can we track that in case they do it all the time? Tino says a good FSO will see that pretty quickly. If the FSE who receives the transferred lead lets the FSO know he gets a few from that guy, Tino would tell the call centre not to transfer any more from that guy. The FSO is already notified. <i>National Note: If approved, we could mark these messages with T.</i>	
3.	Geo Space – FSE look up – Benn Ward for Sharyn De Leon (Cleaning) Many of our franchisee are now using GeoSpace to set up their areas in FMS for leads which is working great. However, there has been an unforeseen negative impact in doing so. The 'Look up FSE' feature in Jim's Online does not support Geospace – refer to IT-21985. This impacts a lot of franchisees and they are simply 'invisible' to all other Jim's franchisee across all divisions. Is there some sort of workaround? <i>National Note: Geo space is the preferred method of defining territories and areas. We will update Jims online. Backlog</i>	Agreed IT will make it work with JOL
4.	Assigning more than one area to a service – Benn Ward for Sharyn De Leon (Cleaning) The ability to assign more than one area/zone to a single service in FMS to receive leads. For example – Vacate Cleaning to be provided in Zone 1 and Zone 2. This would be very helpful in many in instance – one example is when there are partners working in different areas on the same days etc. Currently the system only allows for OR not AND. Refer to IT-25638 <i>National Note: Possible but difficult to implement</i> Jim asks how common is this need? It is a lot of programming / work.	

	Benn hasn't had it before. Cam Scott says it does happen. In Antennas, his guys will go 20k radius when they do phone and data points – lower cost jobs. Tino wasn't happy with that. Who does the job in the area that is further than 20k? This will create unhappy clients / unserved jobs. FSEs can already put this in their 'areas'... Mowing here / Landscaping there... Tino has never been asked.	Committee agreed to let this go. It is not common and is a huge amount of programming.
5.	Initial Franchise Fees & ASIC Fees & Gift Vouchers going via FMS Billing - Benn Ward Can we incorporate the one-off fees into FMS (Warranty Fund & Doc Prep) to form part of the imported franchise fees. Also, Gift Vouchers & ASIC Registration would make it a lot easier for Franchisors and can also be tracked via the FSE's billing statements <i>National Note: Can be considered as part of FMS billing screen review.</i> Benn has just realised he hasn't been invoicing some FSEs some of the charges they get at the front end of the purchase. Ben is wondering if it can be incorporated into the system so it's all documented in FMS and imports across. Even gift vouchers Benn thinks should be in there. Jim thought it already went in there now. . Finance say we have to credit the FSE then. Tino asks if you are using 'Bill for You' the Bronze plan. No, Benn does his own billing. Benn has to do it from FMS into MYOB. It would be great if all that stuff was in there and it would all show up on their billing statement. Now FSOs bill FSEs and National Bills FSOs. Benn wants it to come from National in the first bill from FMS. Committee agreed that this would be the best way to do it. It will also close some gaps. Jim says we can do that. We are actually looking to hire a NAV programmer to go into accounts so it will be a lot easier to do a lot of things from now on.	Agreed. IT to include

6.	Katherine Doe – Fundraising – Chris Hansen on behalf of Steve Walkom I’m sure you know who Katherine Doe is. If not, she has, for many years, been connected to the Jim’s Group in many different roles. Recently, I became aware that her son is VERY sick. I would like to propose that the Jim’s Group support her in some way. She is currently fundraising to get her son to the USA for specialist treatment. I would hope that the Group would see fit to support ‘one of our own’ in some way. Here’s a link to her story: https://au.news.yahoo.com/vic/a/39626549/vic-boy-3-told-to-take-nurofen-found-to-have-aggressive-cancer/ Cam thought maybe it could go into the newsletter – opportunity to donate. i.e. \$20 from everyone then a start up fee of \$50 from new franchise sales. Could be voluntary rather than mandatory. Tino would have made it \$100. It would have to be part of the FMS billing. The Movember button could be changed to Ryder’s cause or similar. (Stuart Lewien) We may get some good exposure from it too. Maybe from billing – ‘Click here’ how much do you want to donate \$? A video was suggested at Div meeting, but Katherine has plenty of videos on her Facebook (see ‘Our little Superhero’). https://www.facebook.com/search/top/?q=our%20little%20superhero	Agreed We can put an appeal In the newsletter We can put a video onto the Facebook page Option for new people signing, in FMS.
7.	Call Transfer on Two Times Lead – Lynton Paddick for SA There has been an issue arise from call transfers on two times lead. If they enquire about a building and pest pre-Purchase Inspections. If the call is transferred directly to either the building or pest control Franchisee they will not know it is two times lead and they should not quote on the other inspection. They only realise this issue once they receive the text message. It is unfair on the Franchisee that receives the transfer as it is not their fault. Also, the call can only be transferred to one Franchisee. I would suggest that no two times lead should be call transferred to be fair to all franchisees.	Agreed, not to go via call transfer when 2 x leads. Should go via text.

	The Committee had no objections to this. <i>National Note: Only possible if we register 2 leads. Still there is no indication to the FSE that there are multiple leads for this customer.</i>	
8.	Updates from National Contracts – Lynton Paddick for SA Is it possible to get the National Contracts team to maybe give an update on how many jobs had been created in the Jim's Newsletter? I believe they are doing a great job and it would be good for all to hear how they are going. I also believe it would be good if they notify either the Divisional or Regional and let them know each month the number of jobs that have been given to what franchisees. The reason being some franchisees may stop taking work and trigger alarm with their regional, but in actual fact they reduced their leads due to the National Contract jobs they picked up. This will also help regionals with planning and franchise sales It was suggested that you can check the 'contract pick ups' in leads. Mention in the newsletter to let Regional know about jobs going through.	FSO should check 'contract pick ups' in messages Mention in newsletter
9.	Invalid complaints deleted but percentage and ratio remaining – Lynton Paddick for SA Franchisees can view in Jim's On Line their Dashboard which shows Complaints as a % and also Ratio. Some of these refer to Price related issues, where quotes have not been accepted, yet these remain in the % and Ratio but no complaint can actually be seen anywhere. As these complaints were deemed to be invalid, why do they still appear in the % and Ratio count. Please ask that these be removed as well. Jim advises that when he deletes a complaint the percentage also disappears. Jim goes in every day and checks all the ratings that have one, two or three stars. It also removes the star rating and leaves as 'P'.	No action to be taken

10.	Vehicle Stickers Showing 10, 15 and 20 Years of Service – Lynton Paddick for S.A. Being in the original division, we have several franchisees who are now 10, 15 and in some cases 20 years of service award recipients. National office sends them a certificate of recognition and allows them to use the appropriate badge on their invoices and correspondence. I would like to propose that a Trailer sticker also be produced and sent to the franchisee recipient as well. The logo for use on correspondence only gets seen by limited numbers of clients who already know the franchisee is long term. The trailer sticker would advertise this to the general public in their territory and as such may foster and generate extra work. I would also propose that the actual certificate of recognition not just be a PDF file but a hard copy document sent on Quality bond card suitable for framing. Discussed. Divisionals thought this was a good idea. Stickers 5 years, 15 years, 20 years, 25 years – basketball sized (30cm dia.) - circular. This could bring a few restrictions as to where it will fit on the vehicle. Needs to go into the style guide so it doesn't end up in the wrong place on the vehicle. Backward over existing FSEs. Tino says these will be \$5.00 each, they have to be vinyl and waterproof... looking at 2,000 of them you'll be looking at \$10k to start with. Branding fund should pay for this. It is great branding.	Agreed. To come from the branding fund.
11.	<u>Complaints Procedure</u> The Standard Jim's Group Service Guarantee reads; <i>JIM'S GROUP SERVICE GUARANTEE: In addition, Jim's Group guarantees all jobs against defects in materials and workmanship. If you are not satisfied with any aspect of the job, contact the Franchisee first and then our office. Conditions are as follows:</i> <i>1. Our Franchisee must be given the opportunity to fix the problem.</i> <i>2. If they cannot, our local Franchisor will be responsible.</i> <i>3. If neither can satisfy your complaint, we will mutually agree on an industry expert to inspect the job (at our expense) and will arrange to fix any faults found. However, if no fault is found then you will pay the inspection cost and the matter will be</i>	

	<i>closed.</i> <i>4. If a complaint to our office has not been resolved within 30 days, email Jim personally on jim@jim's.net</i> <i>The entire resource of Jim's Group stands behind this guarantee.</i> When a complaint call comes into the call centre, should the Call Centre Staff not ask the question first of the client, "Have you spoken with your franchisee about this matter" (i.e. Point 1. If they respond with No then they should be referred back to the franchisee before it is treated as a complaint. If no satisfaction occurs at this contact with the franchisee then they have the right to lodge a complaint for us to take further. Discussed. Some customers don't want to talk to the Franchisee. Maybe the call centre needs to handle differently? Something new that has happened, if a FSE goes back and fixes the job and the client says the job is now fixed, then we will actually delete the complaint, retrospectively. Then they could go back and get a second survey which overrides the first survey and wipes out the complaint. Chris thinks we could at least ask the question. The complaint always goes to the FSE. Jim tells us customers often complain that the complaint was sent on to the FSE... A complaint goes to the FSE and FSO. This should not change. It goes against our customer service principles.	No change to be made.

General Business

1.	Shane Foran has a FSE who is sick. Someone offered a low amount for his customer base. Shane wants to be able as the FSO, to offer more to get the best end result for the person going through the medical issues ... so to be the last point the FSE goes.	

	Jim told us Shane has known about this for a while. Shane told the FSE you can't sell – Jim told shane to offer more, Shane offered \$7k.) Jim told the FSE yes you <i>can</i> sell to anyone in the group.	No action by National
2.	Cameron Scott: Can we get an email or text for when these meetings change. If it is changed within 3 months we should let you know and would refund your flights. Cam said it was just outside the 3 months. It was suggested flights are not booked too soon.	No action to be taken
3.	Cameron Scott – for Paul Commerford An item that was removed from the agenda. Paul wants to speak about a Building Inspections app. Running a division is tough and you need staff and systems. National wants growth. Can he charge FSEs a 'fee for growth of the division'? Building Inspections use the app to do their jobs. The app changes regularly and costs a lot to upgrade. Paul has paid for it himself. Paul had a chat with Haydar, who does a lot of Fee for service. Paul thought he may be able to recoup the money. Tino says Paul should get his regionals to pay for it – but they need to vote on it <i>before</i> you pay for it. Majority rules. Jim says could you have a Divisional Technology Funding? Discuss with your FSOs.. If every FSE put in another \$10 or something... ? And have a start and end date for that fee. Will need maintenance... Can Paul put something in the agreement for FSEs? There was a request that a chunk of the advertising budget go straight to the divisional Tino has mini conferences, explains what it is for and then have a vote. It is all recorded. Majority rules. Paul says they do the same at a meeting then when the invoice comes they change their minds.	This is for Paul to decide with his FSOs. No action to be taken by National.

	Tino says you must record it. Send an email out afterwards to confirm what they decided to pay. The new app development is around \$200k. Paul doesn't have to do it, it isn't in the regional manual. It's on a 2010 platform... ISO. Basic principal. We try to do things people will agree with, rather than use the power of the contracts. We don't like to use force when we don't have to.	

Meeting ended at 2:30pm.

ADVISORY MEETING MINUTES

Held on Tuesday 24th July 2018

At

Board Room of National Office

Attendees: Peter Hansen, Rob Clark, Manie Van Vuuren, Cameron Scott, David Legge, Lloyd Moody, Gary Chick, Brendon Jones, Jill Stallworthy.

Teleconference: Lynton Paddick, Lloyd Richardson, Benn Ward.

Visitors: Shirley Moody

Apologies: Grant Menzies

National: Jim, Tino Grossi

Chairperson: Jim

Note Taker: Bev Wagner

Meeting commenced at 1:30pm

Item	Pending items including May 2018 Meeting	Outcome and Action
1.	Allocation of Leads – Clarification Req'd - Peter Hansen on behalf of Steve Walkom FSE received a job before 9am when he was not wanting leads until 9:00am. Stuart Lewien commented: Hi Steve, The work requirement times in FMS are times a franchisee is available to work, not times they want to receive leads. So this lead was allocated to 6DM1 based on him being available later. The client is informed of this at the time of booking. Steve and Lloyd thought that if you were not down for work at a certain time, you didn't get a job that comes through at that time. Divisionals consensus was that if you are on, you are on, and if not, someone else gets the lead.	Advisory agree. If you are on, you are on and if you are not on, someone else gets the lead. IT to change. Pending. In backlog
2.	Notification of previous Jim's clients. Can we please receive notification that this person is a Jim's user e.g. \$J The reason for this is that if a person is a previous Jim's clients, it means they were really happy to use Jim's services again. This means that in most cases you won't have to discount your prices. This was brought up by one Franchisee that said he always checks the lead at home before calling the client to see if it they were a Jim's user as if they were he was able to get \$20-\$40 more for the job. If there was a symbol in the message to indicate this it would be good as he would know this instantly. He would also give this client exceptional service to reinforce the brand.	Yes. \$J Pending. In backlog
3.	Advertising audit – responses via text When the Advertising Audit surveys are sent out, if a franchisee does not respond it is considered a "Yes" vote. Quite often these Franchisees are quite busy or don't care about the audit as they are not taking leads. This has led to quite a lot of audits being carried out and some pretty upset franchisees that their advertising money was spent on an audit. As the	

	Audits are anonymous, can we please have any non-responses considered as a “No” vote. If so can we please then also add to the audit survey the wording: “If you do not respond to the anonymous survey by the due date then your vote will be considered a NO vote. “ No, this would be a breach of the code. There has to be more than half in favour if no audit. Lynton asks what if they don’t vote – maybe non-compliant. Brendon thought perhaps we could do this via SMS... Responding with Yes or No? All felt this was a good idea. Maybe we could send an email to warn then that there is a text coming.	Advisory committee approves a change to the Advertising audit to make it possible for the FSEs to reply via text, Yes or No. IT to organise. Pending. In backlog.
4.	Lynton Paddick - On behalf of a SA Franchisor Could you raise at the next Advisory Council meeting, the need to include a work requirement of “Do Not Disturb” Discussion reveals that ‘N’ means Do not disturb, but Bec rainbow tells us that the call centres would still send messages regarding complaints, rescheduling customer, cancellations. It was suggested that we have a code X For this one All messages under X will go to the Franchisor, who has to approve them and put on X.	Agreed by Advisory Committee. New code X to be made and used. IT to organise All messages on X to go to FSO for approval. Only a FSO can put the FSE on X status. Pending. In backlog.
5.	Franchisee Training – Name Tags - Benn Ward on behalf Sharyn de Leon, Cleaning office There is only an option to use one name on the training booking form and this name is used on name tags and certificates. A lot of our immigrant trainees use a nickname. The request is to have another field added to the online booking form – ‘Name Tag’. Jim says this can go onto the list of items to be done by IT	This request to go to IT, to add the field to the training booking form. Pending. In backlog.
6.	Benn said there are different notifications from different phone numbers for complaints, enquiries and star ratings. So you can save the numbers in phones and makes it easier to sort. We are getting a lot now, with the Star ratings... Currently they all come from a mobile number. Jim thinks it is a good idea.	In development. To be released by the end of August.
7.	Current hours are 9-5 Monday to Friday. John Formosa would like to have that increased to	

	include Saturday. There is a tick box on FMS that allows you to see franchise enquiries outside business hours. No objections raised so this can be done. You can put down for 9-5, or 7 days a week. Whatever you want.	Joel to look at this. In backlog.
8.	Changing Unique Identifier to the phone number instead of the client address. Manie would like a phone number put in. Tino highlighted that this could be difficult. What happens with someone like Hungry Jacks, with several branches and one head office all with the same number? Jim says we are changing the identifier to the phone number. They'd put the phone number in and several addresses come up, then they'll ask which property are you after? They will have to provide the address as well. If they get an enquiry	To be investigated to ensure correct FSE will receive leads. At the moment it is looking like we use the phone number as unique identifier. IT/Joel in progress for on-line accounts as part of the single customer view initiative.
9.	Invoices generated from marketing activities to be scanned and uploaded by FSO once per quarter. - Tino Grossi We will provide the FSOs with the ability to upload invoices etc., quarterly. Joel would like any invoice relating to the Marketing Fund. We could send a reminder to your calendar. Manie mentioned that this adds additional administrative tasks to their load. Joel advised that the ACCC are red hot on this matter and if even one FSO does the wrong thing and a FSE complains, they will start looking at everybody in our group. Jim's will be under the spotlight. We could do it monthly. We do the marketing stuff yearly. (Sound is very odd on the recording here. Background noises muffle voices). Tino said it has to be across the board. We can't have some and not others. There should be about 15 scans and it will take 5 minutes. Monthly it will be even less. We have to be seen to be doing the right thing by the ACCC at all times. What we do now is request the marketing statements, we look through them and if there is anything not quite right we send a 'please explain'. Quite a few explanations have been not quite right. Jim advises it will be a manual change so it has to go to referendum.	This matter to be put to referendum. Try this out for 6 months. Put in the newsletter but not part of the manual. Not compulsory. Screen is being developed currently, to be tested and made live by end of May. Customer account functionality is currently in testing and will be released by the end of July.

10.	Can FMS identify and stop a prospective from making multiple inquiries in different regions but the same division? Peter Hansen for Peter Pan. Someone has called enquiring about a franchise but later proven to be in the wrong region. FSO called out to be in the wrong but in fact the prospect had enquired twice, with two different identifiers. If you have someone living in region A and sees a business advertised in region B, they can follow up any business they like. Is Franchisor B obliged to wait until Franchisor A has contacted them? <i>This section of recording inaudible</i> Jim asks would it be good if there was some way you could know if the prospect has enquired elsewhere. This can be done. Tino says you can put the name on FMS again... Rob said enter into FMS the phone number. Tino does this and FMS pulls up each occurrence. Jim said we can get IT to set up an alert.	IT to set up an alert to show when a prospect is already in the system. Backlog
11.	When on holidays and down for no work, can the default be 'no' for receiving notification of unserved leads.	Backlog
12.	Lead Transfer (Benn Ward for Sharyn De Leon (Cleaning and Dog Wash) Currently leads that are transferred to another franchisee do not carry any indication to the new franchisee that they have been transferred. I can understand why this may be something that we do not want to highlight or bring attention to but I also think that this has negative impact on the customer's experience. If the 1st franchisee speaks to the client it would be helpful for new franchisee to know this and any relevant information about the job. Otherwise the client is experiencing 'Groundhog Day' over again and puts the new franchisee in awkward position as they are completely oblivious. In addition, the client automatically receives notification of the 1st assigned franchisee but not details of new franchisee if transferred.	Agreed, mark messages with T. and the code of the FSE it was transferred from IT to action Development in progress T: if the FSE will not be charged for the lead T\$ if the FSE is charged.

	I have spoken to Samantha in Call Centre in regards to this issue and she mentioned that they are limited by characters, in fact transferred leads have any less characters for some reason. Sharon Connell suggested at Divisional meeting that FSE should be notified the lead has been transferred. If FSEs are transferring leads, can we track that in case they do it all the time? Tino says a good FSO will see that pretty quickly. If the FSE who receives the transferred lead lets the FSO know he gets a few from that guy, Tino would tell the call centre not to transfer any more from that guy. The FSO is already notified. <i>National Note: If approved, we could mark these messages with T.</i>	
13.	Geo Space – FSE look up – Benn Ward for Sharyn De Leon (Cleaning) Many of our franchisee are now using GeoSpace to set up their areas in FMS for leads which is working great. However, there has been an unforeseen negative impact in doing so. The ‘Look up FSE’ feature in Jim’s Online does not support Geospace – refer to IT-21985. This impacts a lot of franchisees and they are simply ‘invisible’ to all other Jim’s franchisee across all divisions. Is there some sort of workaround? <i>National Note: Geo space is the preferred method of defining territories and areas. We will update Jims online. Backlog</i>	<i>Agreed IT will make it work with JOL</i> <i>Development in progress</i> <i>To be released mid Aug 2018</i>
14.	Initial Franchise Fees & ASIC Fees & Gift Vouchers going via FMS Billing - Benn Ward Can we incorporate the one-off fees into FMS (Warranty Fund & Doc Prep) to form part of the imported franchise fees. Also, Gift Vouchers & ASIC Registration would make it a lot easier for Franchisors and can also be tracked via the FSE’s billing statements <i>National Note: Can be considered as part of FMS billing screen review.</i> Benn has just realised he hasn’t been invoicing some FSEs some of the charges they get at the front end of the purchase. Ben is wondering if it can be incorporated into the system so it’s all documented in FMS and imports across. Even gift vouchers Benn thinks should be in there.	

	Jim thought it already went in there now. . Finance say we have to credit the FSE then. Tino asks if you are using 'Bill for You' the Bronze plan. No, Benn does his own billing. Benn has to do it from FMS into MYOB. It would be great if all that stuff was in there and it would all show up on their billing statement. Now FSOs bill FSEs and National Bills FSOs. Benn wants it to come from National in the first bill from FMS. Committee agreed that this would be the best way to do it. It will also close some gaps. Jim says we can do that. We are actually looking to hire a NAV programmer to go into accounts so it will be a lot easier to do a lot of things from now on.	Agreed. IT to include Backlog
15.	Call Transfer on Two Times Lead – Lynton Paddick for SA There has been an issue arise from call transfers on two times lead. If they enquire about a building and pest pre-Purchase Inspections. If the call is transferred directly to either the building or pest control Franchisee they will not know it is two times lead and they should not quote on the other inspection. They only realise this issue once they receive the text message. It is unfair on the Franchisee that receives the transfer as it is not their fault. Also, the call can only be transferred to one Franchisee. I would suggest that no two times lead should be call transferred to be fair to all franchisees. The Committee had no objections to this. <i>National Note: Only possible if we register 2 leads. Still there is no indication to the FSE that there are multiple leads for this customer.</i>	Agreed, not to go via call transfer when 2 x leads. Should go via text. IT to action Addressed by MCCC The call transfer is not happening.

Item	Advisory Meeting Agenda	Outcome and Action
	Facebook Branding Survey – results & shortlist of winners Katherine Grace presented to us with some results of the survey she carried out on non-clients. It was interesting that the survey was more favourable than the one on current clients. We looked at the results. The survey was put to all, then current users were filtered out. Service expectation of non-clients was low. None had high expectations. Cost expectations were at market average. Half said we were expensive but some thought we were cheap. With clients, none expected below average service. Expectations vs price - Those who expected it to be expensive had a realistic expectation of quality. Those who expected to pay less had high expectations of quality. Maybe we should look at those who spend more. 2/3 said they would use again (69%). They had a higher expectation of service. We may need better clients rather than more clients. Because we are local and because it is a big brand, there is a high expected level of service and quality workmanship. Reasons... ½ who said they wouldn't go with Jim's, said we would be expensive. However some of those also mentioned budget, so again it comes down to are they the right clients. For divisions that need leads it may be something they can look at but for those that don't need leads, you wouldn't go chasing that market. There were lots of positive comments about seeing Jim's at work in the community. A lot spoke about work ethic, which is nice. Some people said they would use Jim's because they are local, some said they would use Jim's because they are backed by a big brand. Quite a few people mentioned both of those. Good to see that message that we are local but we are backed by a big brand is getting out there.	No action to be taken

	Kath will send the reports to Divisions with all the breakdowns if okay with Advisory. There were a lot who talked about cost and thought it would be expensive Jim's Group Client newsletter – general overview Database is now 434,000 (clients). In the first week of August it will be 10 million copies of the newsletter that have gone out. It certainly still serves the purpose of keeping a touch point for all clients and giving the divisions that want to contribute a way of contacting those clients. Kath would like to look at revamping the design / video content. Content is looking a bit more 'sales' at the moment. Our directive is that the information will be useful to the clients, without them having to use Jims. It needs to be informative and helpful. Something to capture those who are not ready for a quote. It would be helpful to have a link on the Jims.net website to the newsletter, purely for those people who aren't ready to book a job or quote. This could be up to 90% of people who go to the website. We want some way to capture those people. Jim thinks it is a good idea. Bev to send Kath contact of who can put the link on the page. National Facebook page – Bev to send Kath details of Social Media AOK so Kath can contact them again and assist with content to go onto the Facebook page. Katherine will propose a new design for the newsletter (modernising) and will send it around to Divisionals for approval.	Katherine Grace to put a proposed new design for the newsletter to Divisionals.
1.	14:37 Joel spoke about the videos we have made for Jim's. They are great but they don't get enough views. We spent around \$15k to make the videos and they've had a combined 800 views after three months. They need optimisation, tags and details and a call to action i.e. click here to go to site etc., and We can offshore this to handle it. They will show us how to make the most of the YouTube channel so we can copy the format they use to do it ourselves too. It will cost \$750 as a one off fee, to fix this up. Seeking approval from Advisory to take payment from branding fund. It's a one off fee.	Advisory were all in favour of doing this
2.	16:28 Trailer and Vehicle Stickers to recognise achievement of FSEs. – Ben Siddons This is about giving 5 star Franchisees (about ½ of our FSEs) stickers which would cost	

	\$6.50 per sticker so \$13.00 for both sides of a vehicle or trailer to encourage and reward those who have done it. It would have to be annual though, would have to be by year. It would promote the good FSEs and give the public a good sense of who these guys are. To come out of the branding fund. If they aren't compliant the following year they have to take it off. The comment was made that if he has earned it, he should be allowed to keep it on. Tino says what if circumstances change and he becomes a terrible FSE? Customers think he is a 5 star rating and he is actually a 3. We've all seen 'X of the year 2016' etc., Put the year on it. People think they should be allowed to keep it on. i.e. '5 star FSE 2018'. In 2019 this obviously doesn't apply. We did approve a long term sticker as well at last advisory (5 year, 10 year etc.), will there be too many stickers on the vehicle/trailer... Jim thinks there is usually some room to put them. The sticker would bear the Jim's Group logo with 5 individual stars and the year it was achieved. Most likely would be sized about 300 x 300mm. Same size as the last ones approved.	Passed by Advisory members.
3.	Jim's Contracts. Ben Siddons on behalf of Tom Garamy Tom feels the contracts team should always check FMS4 first, and the job should always first be offered using the normal Jim's Allocation procedure. Tom had a case where the jobs were in non-territory areas, however both sites had current Franchisees servicing them. The FSE asked to attend the quote was the furthest of the three from the job and if he had received a call Tom would have steered them in the right direction. The Divisionals felt it would be best if, like everything else, it goes directly to the FSE. It's on the pick-up reports. Cameron Scott said Contracts should, as a courtesy, contact the FSO to let them know	Advisory committee agreed that Contracts should communicate with the FSO as soon as they know.

	his FSEs are getting work. You need to know beforehand. The FSO is spending money on advertising. If you know it is coming, you can make an adjustment to the advertising spend. Maybe if Contracts contact the FSO, tell them there is some contract work coming up, maybe give them an idea of volume... Tino says sometimes they don't know until the night before. Sometimes a FSE has been working on something for a while, then contracts gives it to a different FSE... it would help if the FSO could talk to them. Could something be added to FMS so it goes through pick-up as well as contracts on FMS? Automated would be better. If they go through contracts it automatically sends a notification to the FSO...? Jim thinks that is the best solution and is sure it could be done. Joel feels that sometimes you change something in FMS and it affects other things down the line. He would have to look at this.	
4.	Manual change request – Jim That clause 3.7 of the Manual be changed from: 1. If a franchise sale results from a referral by another Franchisor in another division, the Franchisor will pay the referring Franchisor \$1,000. to: If a franchise sale results from a referral by another Franchisor in another division, the Franchisor will pay the referring Franchisor \$1,000. If a franchise sale results from Jim's Group referring a prospect from the Franchisor's backlist, where the prospect has not contacted the Franchisor for at least six months, then the Franchisor will pay Jim's Group \$500. If Jim's Group refer from backlist and there has been nothing in notes for 6 months the FSO pays Jim's group \$500.00. Someone said they do contact with Mail Chimp but don't put this in notes. Tino and Jim say the phone is better. When this goes out, need to spell out 'if nothing in the notes'... Jim says we found just under 5% of people we approach by phone are interested.	Approved by Advisory.

	Tino says a lot of people are mailing the backlist but a generic email doesn't do as well as when you approach them on the phone.	
5.	26:50 Manual Change Request – Brendon Jones Brendon clarified that the way he reads the clause is 5% of contributions. It doesn't specify FSE or FSO contributions. Brendon took 5% of all contributions, including his own. Whatever FSEs put in Brendon matches it. He had it explained that it is 5% of FSE contributions. Tino said if they spend \$10k and you spend \$1k, you can take 5% of the spend. Jim asked why Brendon would want to claim it when he is spending 3 times as much anyway. Brendon says as he gets more FSEs on in cleaning, he is contributing less as they are contributing more. The FSEs will see that Brendon's management fee is going up and up as theirs goes in. It's a perception. Brendon was asked why he is accounting to them re his fees. As it is an audited fund, Brendon puts his money into that account. You don't need to account for the funds you put in, only what is collected. Now obviously I could just put less money in, and thereby the net result is the same, as far as my cash balance is concerned. But for clarity's sake I feel the wording should be changed to reflect the enforcement. My suggested amendment is as follows. <i>(f) Spend no more than 5% of the advertising fund, and no more than 5% of the FSE's contribution to the money spent on advertising, for administrative costs of the advertising fund (not including the audit);</i> Benn Ward said if you overspend, over time you might claw some of that back. 5k that year, 5k the following year. 5% only on what they contributed – not what you spent.	Advisory committee approves the change to contract.

6.	Additional Button in FMS request – Brendon Jones When searching prospecting FSEs, can we have an ‘add notes’ button? It takes Brendon 30 seconds to a minute for each click he does in FMS. Tino told us it is much faster since Sunday (5 times faster). Brendon was asked to reinstall FMS and report back on speed. Joel will put in backlog for assignment	Advisory agree. Joel will put this into backlog for assignment in IT. If it isn’t too difficult he will get it done soon.
7.	Additional field in FMS request – Brendon Jones Brendon Jones asked for an additional field to be added to the details section of franchise enquiries called ‘Region’ and for this field to then display as one of the columns in the FSE enquiries search results window. This will allow him to put together various calls when he has to go three hours to visit one prospect.	Agreed to by Advisory. To go on IT list.
8.	37:43 – Request to email client database Catherine Moolenschot told us about her book on Jim. Wiley Publishing are interested to publish it but they want to send a dedicated email out to our client newsletter. Note that it is warts and all. Good and bad. It will put Jim in the mind of clients again and Jim says it will correct some of the articles that have been written and which are not correct. It will be in book stores everywhere... Barry suggested that an advanced email to the client database could be sent with an abridged version of the message, then send a more detailed ‘buy now’ to those who click through. Peter suggested we could send E- copies to the backlist – Jim says No, because it’s going through a publisher. Catherine will check. There could be a ‘sunset clause’. She could try to negotiate. Yes, we can get them half price... but full price is \$28.00/book. Price could be around \$14.00 per book. Can a foreword be sent to the backlist? Yes, a few pages can be sent	Advisory approved. Catherine will look at sending the foreword for the backlist.

9.	43:44 Privacy Breaching by our Customer surveys – Peter Hansen When a customer filled in the survey, the information went to the FSE, who contacted the customer. The customer felt harassed and doesn't want this done. Jim asked what is the point of complaining if they don't want us to let the FSE know. If this happens, and it is rare, Jim contacts the FSE and so does Tino, and they tell them not to do this, or they will be breached. If they do it, Jim says 'you've made a bad situation worse'... Benn asks could we have an article in the FSE newsletter. Jim answers that we can, but it doesn't work well. If they contact the customer and apologise, go back and fix the problem, Jim takes off the complaint. It was thought that something in the newsletter would be a good idea.	Jim will put something in the newsletter
10.	48:10 Pick-Up Survey - Benn Ward for Paul Commerford Benn discussed pick-ups he was adding with a FSE during a compliance audit. He no longer puts pick-ups in Jim's online due to confusion the client were having about the surveys. Client did not really understand the question about the call back time. Paul would like to propose that a separate survey goes out to pick up clients that simply omits this question. If the question is of importance to the Divisionals, an alternative would be to rephrase the question for pickups to something along the lines of "when the franchisee contacted you was it always in a timely manner". Divisionals thought this was a good idea. 49:05 Uniform Survey Jim thought we had changed the survey to include 'didn't see the uniform' previously. Benn confirms yes, it was approved. They are just requesting this is done soon. Jim advises it is done, and is about to go live.	Advisory committee feels this is a good idea. To IT for survey.

11.	49:07 Proposal for Franchisee Lead Generating Program (LGP) – Manie Van Vuuren on behalf of Lynton Paddick. Incentive system to be written into program. One FSE calls the call centre and FSE gets a credit if the job is done by the division referred to. (Upsell a different service). Manie says there is definitely a need for something to be put in place. Jim advises this will take several months programming. We would have to hire outside so it would cost \$50k to \$100k to do. We can't even get 2 divisions FSEs to refer to each other. Who would fund this? Jim says most won't do it. There is plenty of this going on in NZ, between Mowing and Trees... Benn worries that there will be bodgy referrals. FSO doesn't get a lead fee from these. He thinks his guys would do it for good incentive. Cam felt that the BNI meetings would be the best place for this. Tino said they didn't work. Sometimes the referred FSE did a bad job. It has to be complementary services.	No action to be taken at this stage.
12.	1:01:30 Call Centre be given authority to cancel leads - Advisory Item on behalf of SA Franchisors – Manie Van Vuuren Can the Call Centre have authority to cancel leads and lead fees? Currently FSOs can cancel but not MCCC. Discussed but not approved.	Not approved by Advisory.
13.	1:03:35 Adding an 'add notes' button This is a duplicate of item 6.	No action. Duplicated item.
14.	1:03:43 Billing ASIC renewal directly to the FSE, not via the FSO – Manie Van Vuuren for SA FSOs	Not approved by Advisory.

	Manie asks why FSOs need to be involved. Insurance is billed to FSE. Joel says the two girls that handle these renewals couldn't handle the additional workload of dealing with the FSEs on this. Jim advises there would be an extra \$20.00 added to cost as documents couldn't handle the additional direct contact administration for this. We would need to employ. Benn says it would be good to have things handled together. For instance FSOs get an email from Finance to say X redeemed a \$100 Gift voucher, where FMS could have that voucher as a negative credit on their billing statement that automatically gets imported at the end of the month. Instead, it is our job to create an invoice to send to the FSE. Jim thinks that is part of the big project that is currently being undertaken. Tino says there are changes going on now.	
15.	1:07:31 Marketing fees and bank accounts – Manie Van Vuuren for SA FSOs. Is it possible to have the Marketing Fees collected from our Franchisees paid into the advertising bank account that we have set up? Currently if National collects it all then then pays Franchisor into their normal account in one lump sum. Then the Franchisor must transfer this into the advertising account. Is it possible and more transparent if National collect it and pay it directly into each advertising account? Jim says we are happy to do this if you want. This is your choice. Advisory feels this can be done.	Approved by Advisory.
16.	1:07:24 Franchisees being able to have their phone number on Newspaper Ads if the distribution covers only the franchisees territory. Ben Ward for Don McInnes. Jim summarised. Discussed. Should we change the manual to not allow this? Lloyd thinks this blurs the lines. Nobody was in favour of this.	Not approved by Advisory.

17.	1:09:18 Franchisee surveys. Does Jim read all the feedback comments? (It's a simple Yes or No question really. – Gary Chick. Jim says No	No action required
18.	1:09:30 Now franchisors have been surveyed it is once again time for Jim/National and Divisionals to be surveyed? – Gary Chick. Jim says we will do this if you wish. We could add a couple of questions on the FSE survey. Advisory to decide the questions.	Approved by Advisory. Advisory to decide on the questions.
19.	1:09:30 Survey Jim and His Systems Is Jim willing to create a survey for what franchisees sentiment is toward him and his systems (GoBlitz, surveys, ratings, do they feel they are listened to or opinions matter?) – Gary Chick. We've never surveyed Franchisees with regard to National previously, mainly because we don't have much contact with FSEs, but we'll do it if you like. Divisionals thought it was a waste of time.	See No 18.
20.	1:10:51 Where is the money for the GoBlitz advertising coming from? – Gary Chick Why couldn't National spend that money on marketing Jims (including the reasons why a client should select a Jim's franchisee to carry out the work) and finding more franchisees instead? The money comes from competitors.	No action required.
21.	1:11:40 There is a substantially higher amount of customer service provided to clients who have tried to use GoBlitz. This seems a direct competitive advantage. We do a trial survey. We're not doing anything particularly different. It is exactly the same system. We are checking the system to find out why customers are ringing us etc.,	No action required.

22.	1:13:22 GoBlitz Jim says that GoBlitz is to compete against the likes of HiPages, Service Seeking, one flare or any of the other “find a tradie” websites. He says, that the lead will only go to an independent contractor if there is no Jim available. So if a client calls Jim’s and there are no franchisees available it will go to GoBlitz. But what if the client go straight to GoBlitz and enters the job. Jim is advertising GoBlitz URL where people can enter the details of the job (works like HiPages). Even when there are Franchisees available, it shows independent contractors for the client to select from. Territory rights don’t apply with GoBlitz. If our FSEs want the job they have to be down for that area. The FSE will be told when a job close to their territory went to GoBlitz. It will stop the cherry picking. A Prospective Franchise would say ‘Why do I need to pay you?’ Tino says Contractors only get the work when there is plenty, otherwise our guys get it. If contractors go to GoBlitz in winter when the work is in short supply, they won’t get the work. You will know who gets that job. When the work quiets down you can sell them a franchise. Brendon says it is working well for Trees and Mowing but not for Cleaning. They are busy all the year through. Brendon is in favour of GoBlitz but he spends a lot more than the FSEs contribute. Won’t generate that much work. 10% of leads go unserved because they are vacate leads. If Brendon scales back advertising his guys will be on PFWG. Tino says no – they won’t get it if they are not taking vacate leads.	No action to be taken.
23.	1:21:14 – GoBlitz If the client goes to GoBlitz directly, and is a previous client in Jims, they enter their job, a franchisee will only show if they are down on All or Local. Even if the previous franchisee is down for “previous” work, that client will not see the franchisee, and only other franchisees/independents. What consequences will this have if this lead is awarded to a new franchisee even if the original franchisee was willing to accept their previous customers? Correct, GoBlitz is a completely different system. FSEs are being supported. 39%	No action to be taken

	clicking through to accept GoBlitz – we improve this and show work Guarantee, insurance, surveys, star ratings etc., We are trialling in an area with plenty of leads – phoning contractors who are interested. Around 90% are interested. Half are providing a good service. We are considering putting in a small client job guarantee... i.e. \$200.00 We need to make it very attractive. Then we go to Fairfax, NewsCorp, Real Estate.com.au or someone... and go into partnership with them and use their resources.	
24.	1:25:57 Public Liability as shown on GoBlitz Why is the insurance public liability amount hardcoded? Some franchisees have paid additional amounts to Jim's Insurance get \$20 million cover, and yet this does not show on the GoBlitz site. What if the client has a specific requirement where \$20 million insurance is needed? Do independents get their amounts hardcoded – and could be better cover than what is shown for Jim's Franchisees?	Approved by Advisory. This will be changed.
25.	1:26:04 GoBlitz – checks etc., Jim's/GoBlitz does no checking of qualifications, licences or even ABNs. What ramifications is this going to have on the brand, when Jim is in all of the marketing. Who will be paying for the job errors when these guys don't need to contribute to the warranty fund? GB is still in MVP stage. These check functions are being built as we speak and will be released gradually over the coming months. In terms of errors, we have surveyed the CONs so far and most have PLI.	No action to be taken. GoBlitz is still developing.
26.	1:26:26 Territory Breaches Is there a possibility for territory breaches if the franchisee is just down on T? Will independents still be visible at the time of selecting their contractor if the Territory holder is on T? Territory rights do not apply. <i>Liv Note: T rules apply if the customer is booking on Jim's and the job will be allocated to TH if he's available. T rules don't apply on GoBlitz, the FSE will be displayed next to other FSEs and Independents depending on his rating.</i>	No action to be taken.

1:28 Questions These types of services. People say why would I buy a franchise when I can go by myself and do GoBlitz? Some have actually left and are going to aggregators – GoBlitz, HiPages etc., Cameron says the aggregator tradies get burned. They will come back to safety. Look at some of the comments on Hi Pages. Tino has a FSE who wants to come back. Tino tells us that HI Pages etc. are promoting things we already do. They are concerned about GoBlitz. Jim says if this turns into a disaster we can bring it down straight away, but if we don't try it at all, it will kill us. Brendon says GoBlitz is not in NZ right now. Brendon printed a list of unserved leads and gave to a new FSE to phone. The lead list isn't there now (system). Call centre gets address, no name and contact number. Tino says it isn't good for a client to be phoned when we couldn't serve them. It will just antagonise them.	

General Business

1.	1:39:54 FMS change for Lead Fees – Commercial Contracts – Benn Ward for Sam Robertson Sam wants to put jobs through FMS outside Region or Division. Lead fee to be paid to the contract holder, not the FSE/FSO. The Divisionals didn't like this idea. Suggest they do it the way Benn does it. Hands out work and charges a small fee.	Not approved by Advisory

Meeting ended at 3:00pm

ADVISORY MEETING MINUTES

Held on Tuesday 20th November 2018

At

Board Room of National Office

Attendees:	Peter Hansen, Rob Clark, Cameron Scott, David Legge, Lynton Paddick
Teleconference:	Lloyd Moody, Gary Chick, Benn Ward, Manie Van Vuuren, Brendon Jones
Visitors:	Trish Mewett, Anika Heron (The Sum of Us) presenting.
Apologies:	Grant Menzies, Darren Holmes.
National:	Jim, Tino Grossi
Chairperson:	Jim
Note Taker:	Bev Wagner

Meeting commenced at 1:30pm

Item	Advisory Meeting Agenda	Outcome and Action
1.	15:53 - Presentation by Trish Mewett and Anika Heron from ‘The Sum of us’. Trish Mewett and Anika Heron from ‘The Sum of us’ presented to us as they did at the Divisional meeting, however our system didn’t allow them to show the on screen presentation to the room and the teleconferencing delegates, except by holding the laptop up to the camera. Trish will email the presentation to all Divisionals and the Advisory Committee. Trish and Anika told us that people are aware of mowing and cleaning and ‘need it done’. But this isn’t helping. They needed some data showing how we are known. They surveyed 120 people. A few questions were asked. 95% were aware of Mowing and its history. This is excellent but when asked about the other divisions, most knew of 1 or 2 others but struggled with more. (2 out of 54 divisions). So research showed this to be very low awareness of the other divisions. Anika said they propose a 3 phase approach. Research – Brand – Media Research – Qualitative – Deep dive into 8 focus groups across all categories. Quantification – Taking insights from focus groups, test across 1,000 respondents, get a full debrief and then test it again to make sure we are hitting the mark. Across this research they will be looking at 3 components: Brand Health – how it is performing right now. Brand stretch – where we can take the brand. Brand positioning – what is the essence of the brand across everything we do. Second stage is the brand campaign. In order to demonstrate the power of insight driven marketing, Anika surveyed 120 people within the demographic. These insights formed the creative idea to come. They asked them: “What does Jim’s mowing brand mean to you” People said: • 60% - Quintessentially Australian	

• Iconic, traditional, trustworthy, Good customer service, friendly and Affordable
Great associations there.

Have you Used Jim's before :

- 50% said yes – Mowing, Cleaning or Building Inspections in that order.
- Customer satisfaction rated 4.17 which is very high.
- Other than Mowing do you know of any other services Jim's offers – average 2 divisions were recalled. A low awareness.

If you have a need, how likely would you be to use (consideration)

- a) Mowing, Cleaning, Handyman. Low consideration.
- b) Electrical, Heating and Cooling, Building Inspections – more trades.
- c) Drafting, Conveyancing Real Estate and Finance. – More specialised.

Consideration drops for c)

We asked why? Because – they are unqualified or inexperienced, or not local.
They would prefer to support local and they should do these jobs themselves.

Shows a lack of understanding of how a franchise model operates. They don't know our Franchisees are local, independently owned. Following this question, we received unsolicited comments.

- Not sure of their focus but I'm not likely to get my conveyancing done by the people who do my mowing.
- Interior design to lawn mowing – a bridge too far.
- I wouldn't trust the brand with big decisions or the aesthetics of interior design.
- Would use Air Tasker.
- Not known for their skills.
- Not a brand of high quality.
- Prefer to use specialists.
- Don't trust them to be great at what they do.
- Need someone with qualifications.
- Comes across as cheap.
- No way, sounds like they are doing it all for the money.

Positioning of 'Need it done' fails to give the stretch to other divisions. Proposed is a change to

'Life's Local Experts'

Life covers all divisions. Local (all local) Experts – showing all experts in their respective fields.

Trish and Anika showed the animatic, though this was difficult as they had to hold the laptop to the camera. This will be sent to the committee afterwards.

How the concept feeds down into brand press – website, sponsorship activity, podcast, divisional LAM. Gives you some ideas of how to communicate the message at that level and at franchise recruitment.

Stage 3 is media. We haven't told the story i.e. why Jim's has just gone into Real Estate all of a sudden. We're trying to sell at a consideration level, without raising awareness of why we've gone there in the first place. No emotional connections made. We haven't warmed them up. Everyone is doing things at a local level and we're getting no traction. Awareness requires bigger spends but it is for the greater good of the whole business.

Plan is to test it out in Melbourne then roll out if successful.

Approval for funds through the branding fund for research. This will assist all divisions. Can do in phases and pay throughout the year.

If you choose to engage 'The Sum of Us' they will customise a plan to make it work for the group. Figures are not locked in, but indicative, to get that kind of local reach.

TV ad would reach 1.3 million people and they would see the ad 2 times - \$500,000. If the frequency goes up, the figure goes up.

Peter Hansen mentioned that Mowing and Cleaning don't need this.

Trish replied that it would flow down to Mowing and Cleaning anyway.

We can do cross divisional promotion as well.

i.e. Real Estate. If people are buying and selling – they need all different divisions. We could develop a package. Now, if they list with Jim's Real Estate they give them 4 vouchers for any other division.

The first step is to get the numbers from research. (In the survey, Mowing recognition was still only 25%) Still room for growth – another 75%. Will benefit the whole business.
Tino thinks the most important thing is use of branding fund to get the survey done so we know what we are dealing with. Then we can decide whether to go further.

TV delivers mass awareness like no other medium. Every \$1.00 = \$1.74 ROI.

To put the spend into perspective, Air Tasker in 2018 spent \$5.5 million on media alone. Not research, not production or creative value. Just media.

90% on TV – 70% spent in NSW/VIC.

July, September, November and February are their peak spends.

They researched Air Tasker and they are overlapping into our services. Handyman, Cleaning, delivery Removals, Painting and Gardening are their most popular categories. They have 900,000 members in 4 years. They have 2,000 gardeners, 2,000 painters, nearly 2,000 handymen and 1600 removalists ready to go. They can take our Franchisees as well as our leads.

They also deliver a great experience. Of 5,000 reviews, they have a 4.5 / 5 average rating.
Don't let Air Tasker take your market share. Change brand perceptions and you'll increase leads and recruitment across the group. Unite and use the collective power of the group. Currently there is a lot of spend in your local areas and it's getting harder to get those leads.
Get more bang for your buck and give yourselves the freedom to diversify into future divisions.

Cost of survey - \$69,000 brand audit.

They can tailor this to cover all divisions.

Steps would be:

- Approval for research
- Creation of content / message – Life's Local Experts... what does that feel like...?
- Media

The research can be customised. We can find out what is on the mind of potential FSEs and pitch for it in the media. How can we all help each other looking at the next 5-10 years?

At this point in time we don't need to look at the whole package but we need to focus on the here and now and also the next 5-10 years for the longevity of the business.

Pitch for leads and franchise recruitment turning it slightly warm before it comes to us.

This item links with Benn's Foxtel item (No. 3. on the agenda).

Ben says hasn't Elemental done this a while ago.

Cam said we should check the survey they did. Sounded like similar findings.

David Legge asked the annual growth of mowing. Peter said 1-2%. David asks why shouldn't you be growing.

Peter answered that they have been in drought but are now out of it and more people are talking to us. More confidence in talking to us now.

Unserviced leads are amazing. No Franchisees.

Is it because of what is going on or because our message is wrong.

We can change the perception of Jim's.

Tino says he gets a few who want to try on their own – Air Tasker/Hi Pages.

People don't perceive any value in the business.

The whole point of this is to change that perception.

Peter said this is Mowing subsidising everyone else again. 50 divisions and most of them are rats and mice. Changing the perception of mowing is not necessary to make other divisions grow.

Jim says Mowing has a strong division already, why would this make mowing grow – why should Mowing pay for it?

First we need to look at do we want it – secondly how do we pay for it?

Mowing puts in ½ the branding fund. Mowing would get 1/50th of the benefit.

Each division could put in \$13,000.00.

David said other Franchise companies i.e. McDonalds tell you what to do. Jim's don't give guidance. Jim and Tino say yes we do.

David doesn't think he has had that. Tino has spoken to Daniel a few times as well.

A central hub in marketing is needed.

The point is made that what works for one division doesn't work for all.

Tino asks where first, is that 70,000 coming from?

Rob said surely we have that information already, from Katherine Grace. Perhaps we should say we need to move in that direction - can we put the money towards the next stage? Or do we need more data?

Lloyd said that if mowing have the dollars a number of smaller divisions could make a smaller contribution and the others match it...

Thought a lesser amount of \$50,000 would do for research.

Brendon felt Elemental Solutions did a survey but he hasn't seen the results. Maybe we could look at that research. Brendon finds the separation of divisions frustrating. He thinks we should group. Not go different ways. If we stay separated we will get ripped apart by the competition.

Tino agrees with Brendon.

Benn said Mowing Melbourne spent \$30k + to get the jingle up and running 4 years ago. We need to move forward and the re-brand is a good idea. There just needs to be consideration for the fact that mowing is contributing most of the money. Some thought around how the contributions are paid would be well received by the mowing division. Other than that we all know that the brand needs a re-brand. Ben thinks we should look at the previous data and move forward from there. \$70k to find out what we already know could be a bit too much.

Tino says both surveys came up with mowing and cleaning are the only ones well known. It is important that we are known as a group to compete with Air Tasker and HI Pages.

Ben says yes, we need to tell everyone that we aren't a multi-national organisation where all the money is going overseas. Yes, we all know we need a re-brand.

Think about how contributions are worked out. We do need a re-brand.

Cam likes what they propose. We need to look at Elemental's survey. Thinks it will be good if they can create a brand and image and execution for us instead of us stopping it all.

Tino says at Divisional meeting they were saying we need to customise it. We can look at what Elemental found and customise around that. Elemental didn't do anything around franchise recruitment, where these people did.

	Jim asked what everyone would be prepared to pay for this. Cam said \$35 - \$40k Lynton - \$30k Peter - \$35-\$40k Rob - \$35 - \$40k Benn - \$35k Where should this come from ? Branding fund? Yes. Branding fund has \$120k right now. If there is a dispute about one division subsidising. It is a branding exercise. Jim thinks real Franchisees telling a real story would have more impact. Each division could pay for their own ad. Cam told us that he had a videographer speak to the Franchisees and put them into stories on the Electrical website. We could do that. Each division would pay for their own ad. Tino said we have done this and \$15,000 was spent making a set of excellent YouTube videos that were tear jerkers aimed at recruiting more Franchisees, but it didn't do much. We offered them to all divisions but most said no. Now you are wanting to go back to do that. Decision to check with Elemental then come back to max spend of \$35k. We ask them why this research is going to be better. Jim thinks the information found is pretty spot on. Tino said she has shown though that your local Jim isn't a mower, he's a real estate agent, a locksmith... etc.,	Advisory committee wants to review Elemental's branding survey. Ask The Sum of Us what would be further found in their research and What could be done with \$35,000 Attached is the proposal from Elemental solutions in May 2017 for the Non-client survey. Below are the results of the non-clients survey, which were given at 24.7.18 Advisory meeting. Kath said she would send these results to Divisionals at the time.

Facebook Branding Survey – results & shortlist of winners

Katherine Grace presented to us with some results of the survey she carried out on non-clients.

It was interesting that the survey was more favourable than the one on current clients.

We looked at the results. The survey was put to all, then current users were filtered out.

Service expectation of non-clients was low. None had high expectations.

Cost expectations were at market average. Half said we were expensive but some thought we were cheap.

With clients, none expected below average service.

Expectations vs price -

Those who expected it to be expensive had a realistic expectation of quality.

Those who expected to pay less had high expectations of quality.

Maybe we should look at those who spend more.

2/3 said they would use again (69%). They had a higher expectation of service.

We may need better clients rather than more clients.

Because we are local and because it is a big brand, there is a high expected level of service and quality workmanship.

Reasons... ½ who said they wouldn't go with Jim's, said we would be expensive.

However some of those also mentioned budget, so again it comes down to are they the right clients. For divisions that need leads it may be something they can look at but for those that don't need leads, you wouldn't go chasing that market.

There were lots of positive comments about seeing Jim's at work in the community.

A lot spoke about work ethic, which is nice. Some people said they would use Jim's because they are local, some said they would use Jim's because they are backed by a big brand. Quite a few people mentioned both of those. Good to see that message that we are local but we are backed by a big brand is getting out there.

No action to be taken

2.	September newsletter – and Jim's visit to WA Perth Franchisees came up with excellent suggestions 1. Fridge magnets for each Franchisee. – This has been done. Posted out to Australian and NZ FSEs and FSOs.	Complete.

	2. Emergency Contacts – As discussed with Divisionals, asking each FSE to provide one or ideally two secondary contacts. If you can't get on to the FSE, call the secondary contact. 3. Mental First Aid Training for Franchisors Current and incoming Franchisors will be asked to attend a one day course. 'Australian First Aid' will be running this course for Advanced FSO training effective 2019. If we do it here it will cost \$175.00. They could do it locally if they wished to. Rob Clark said he has done this and it was good. Well worth doing. Rob will let us know what the cost was. New FSOs or 10 year renewal should do it as part of their advanced training. Jim says existing FSOs can do it locally if they can find the same course. 4. Mentoring program. We will ask FSOs to nominate high calibre Franchisees to act as mentors, for anyone to contact if they need someone to talk to confidentially. Mentors and their partners will be given an all-expenses paid trip to the Gala Dinner at National. The mentor may come from the same division or a different one. Tino suggested there would have to be limited numbers however. Jim said would have to be recommended by the FSOs. Jim was asked how many mentors we would need. Jim says a suitable number. To fly a number of them to the gala dinner will be expensive. Brendon has one who does it now, for his region. Does a couple a week (21 FSEs). A call can take up 20-30 minutes of her time. Jim thinks there would probably be a fairly big demand then. Perhaps 1 for every 15 FSEs..? Tino says that would be 80 people to fly down for the dinner. It was suggested they could be recognised. Doesn't have to be the gala dinner offer. We could throw a dinner for them in Melbourne. They are special people taking a special role. Some of them could be potential FSOs if they help others. Advisory committee think It's a good idea. 5. Professional Counselling – no cost – National pays. 3C Jim's Group will be setting up a counselling service to provide long-distant support for franchisees who feel the need. Not done by us but by an outside company. Three free sessions, could be skype, phone or in person if they want to come here. Anything said to	Approved. Go ahead. No objections from Committee. New FSOs to attend as part of Advanced FSO training. Approved. Go ahead. Not necessarily Gala dinner. Approved. Go ahead.

	counsellors will be held strictly confidential. Most organizations are happy to come out to your meetings. This is one on one. Advisory think this is a good idea.	
3.	Branding fund – Combined Foxtel Campaign – Benn Ward for Melbourne Mowing FSOs. This will be covered by item 1.	No action required. Will be included with the re-branding proposal.
4.	Should Franchisees be denied leads outside territory if they fail to respond to pro-active contact? – Jim Not compulsory. Just an option. Also part of the Perth tragedy. We want to make sure FSEs stay in contact with us. Peter thinks it should remain optional. His guys are very busy right now.	Agreed, but optional not compulsory.
5.	10:23 Proposed change to the Franchisor Manual – Jim Some divisions have used their websites to email prospect enquiries to the divisional rather than direct to FSOs, causing delays and misdirection. We propose changing section 13.1, point 5 of the Franchisor Manual (obligations of the Divisional Franchisor) from ‘Setting up and maintaining the Divisional website’ to ‘Setting up and maintaining the Divisional website, making sure that all prospects and leads for work are referred to Franchisors and Franchisees (respectively) via FMS, using the forms approved by the Advisory Committee’. Not common but has caused a lot of problems. Divisionals control the website so if they choose to take all the leads themselves, they can. We can’t stop them. Tino says he has seen it quite a few times. All the leads go through to them. How can they take a prospect for a region they don’t own? If they tell them there is nothing available... Some regions are side by side. Friends can choose who gets it. Advisory Committee approves. Put to referendum.	Approved. Put to referendum.

6.	12:51 Failure of FSEs to respond – Jim. Proposal 1 In light of the horrific events in Perth, we propose the following Franchisee Manual change to help Franchisors keep in closer touch with Franchisees on a personal level, to try and reduce the chance of similar tragedies. Instead of ‘Franchisors must initiate at least one ‘pro-active contact’ per week in the first two months, and at least one per month thereafter, unless you request no contact or cannot be contacted. A pro-active contact can be by phone or in person, must check how your business is going, and must contain practical advice and help if possible. The first line of a note about the call will be sent back to you as confirmation’. We propose ‘Franchisors must initiate at least one ‘pro-active contact’ per week in the first two months, and at least one per month thereafter, and Franchisees must accept or return such calls within 24 hours. A brief monthly summary will be sent back to you as confirmation’. Putting some obligation on the FSEs to respond. Peter says sell it in Franchise meetings – we care about you and if we don’t hear from you, we expect you to respond to our calls. OK. Loss of quotes due to lack of follow up. Proposal 2 Many Franchisees are losing quotes because they fail to follow them up, which sometimes also results in complaints or poor surveys. Jim gets lots of these daily. We propose the following point	Approved. .

	7 under the heading 'Customer Service' 'When quotes are not given to the customer direct, they should be followed up with a call (plus SMS if not getting through). For example, simply ask of they have any questions about the quote. If this is done, any complaints or poor surveys about failure to quote will be deleted'.	Approved.
7.	Profile Pictures FMS4 from Training photo – Benn Ward I would like to see a profile pic taken at training added to FMS4 and be associated with their code. I.e. When the call centre, FSO's, Divisionals & National Staff are looking up their profile it shows a photo. Also when Mike is doing re-training. Jim says and would be useful to have Franchisors too. No objection from Advisory committee.	Approved.
8.	Surveys – Pricing - Benn Ward Benn Ward feels we should realise when a FSE gets more than average surveys with 'priced too high' and ends up with Jim's being labelled a 'rip off'. Benn would like to see an automated message go to the FSE and his FSO explaining the average of the division vs their average, of these complaints. It might help them reduce fees. We need IT to flag the higher percentage of 'price too high'. In comparison with other FSEs. ? Jim said we actually have something like that already. The \$1, \$2, \$3 like Uber Eats. So if you are get the higher Proportion of price objection to total surveys – If you are in the highest 1/3 you get \$3.00, if you're in the middle 1/3 you get \$2.00 and if you're in the bottom 1/3 you get \$1.00. This will be in your FMS profile so you'll know it. What information would you like, who should be notified... should we notify everyone who gets \$3.00? Who should be notified? Number is not a good way to do this. It has to be a proportion. Most expensive 1/3 to 1/10 – If percentage of leads is rejected due to price, this goes to FSO? Most expensive 10% - Top 10% or bottom 10% in terms of price - message to FSO to advise – Your prices seem to be very high – try to reduce your pricing. Jim asks how often? Benn thinks quarterly.	

	You can read this now, but Ben wants a message to be sent from Jim, saying ‘your pricing seems to be high, maybe try to reduce your fees’. Lloyd says we should handle it like complaints – suggest it is number of price too high in a quarterly period. We are only getting this from surveys anyway. Tino says there are FSEs who would say they charge a bit more but they offer the best service. You wouldn’t send him a warning letter. Would deflate him. There was quite a bit of discussion on this and how it is handled. Lloyd and Ben, look closer and come back in February to Advisory.	Re-visit at February Advisory meeting following further thought by Lloyd and Ben with Jim.
9.	Request that Clause in the new regional contracts be looked at. – Brendon Jones for Kevin/Bernie FSE’s fees only go up by CPI (in NZ 1.6% say) so our income from FSE’s only goes up by 1.6%, but our cost (fees to Jim’s) goes up by 5%. Well that’s margin creep, and it’s a big problem for many franchisee organisations, why make it a problem in ours? What we make from a FSE gets smaller and smaller. Jim says it is 5% plus CPI. 5% is the average growth in Jim’s Group. Will have no effect on the average in Jim’s Group. This is base (minimum fee) that goes up only. Not your total fees. Lloyd said this is all good. Misunderstood. There was further discussion about whether this is a penalty. Jim says it isn’t a penalty. Those who don’t want to grow will pay more. It’s a challenge where you have unserved leads and aren’t growing. Tino says Franchisors need to teach their Franchisees how to fish. Cam does a lot of teaching of the other guys. He just thinks there should be something in there before a financial penalty. Jim says the majority of time the ones that don’t grow it is because they have a great lifestyle. They don’t want to push themselves. This is a common attitude. Brendon says he would ask the question of the guy not growing but putting on more staff, if this is	

	what that is aimed at doing, a 5% increase is irrelevant. It will punish those guys whose area is really difficult to grow, but not those who don't want to grow. Jim says it really actually does work though. No change to be made.	No action to be taken.
10.	1:31:00 Eight Franchisee Meetings Per Year – Benn Ward for Anthony Silverman 8 meetings per year is too much in this day and age. Benn says it is unnecessary with the tech we have now. Jim advises that FSE surveys tracked the number of meetings with FSE satisfaction. The highest satisfaction was when the meetings were once every 6 weeks. Benn thinks if there are no meetings being held, he agrees, but if it isn't going to change, okay. Jim says so far the evidence doesn't show that. Face to face contact is much better and not the same as Facebook, phone, electronic communication.... Lynton said he had it every 4 weeks and had maximum attendance. They had 78% attendance. They asked for less, then attendance dropped off to 70% then 20%. I think you'd be going backwards. Sharon, who is a 2 time diamond award winner, said at the Div meeting that she is against reducing the number of meetings. Tino agrees. Cam thinks 6 is enough but more of them face to face. Jim found intensive meetings with FSOs had zero impact. That's why we dropped the business audits we used to have. 3-4 minutes per week did have an impact. Frequent meetings work. Cam asked if say they went to play golf or a BBQ ... Jim said if you have 10 minutes talk then go and have a meal that is fine. Some social is okay. Brendon asks if we can make allowance for FSEs attending meetings of other divisions to do the whole networking thing. Currently they get no recognition. Done off their own bat. Tino prefers his guys close to him, at his 8 meetings.	

	Cam thought it may be good to join his group with other groups... not individually. He would get some guys attending 7 other meetings. None of his own. Peter doesn't think it's a good idea to give them credit for this. Jim says if the FSO says okay, that is fine, but he won't make a ruling on it. We still have to have 8 meetings.	No. Not agreed. No change to number of meetings. If FSO says ok, a FSE can attend other Division's meetings.
11.	1:43:34 Why are pick-ups being surveyed? Firstly, if the franchisee is putting in pick-ups, he must be doing good work as customers are seeing his workmanship and using his services. The job may not yet be done and customers are surveyed and perhaps said we haven't seen him for a while, but that is fine. We may find FSEs don't load their pick-ups as they know the customer will be surveyed. Pick-ups are generally as a result of good work not poor service. Surveys on new leads but pick-ups don't need to go that often. Divs said why wouldn't you want that, but Peter makes a point. There isn't a problem, but the survey creates one. Lloyd would prefer them not to be surveyed. Brendon agrees. Doesn't see why they are surveyed. Jim agrees to change program so that pick-ups are not surveyed.	Change to be made to program so that pick-ups are not surveyed.
12.	1:46:23 Loss of client value when purchasing a resale. Peter Hansen for Steve Walkom Suggest an amendment to the contract, specifically section 8.8 where it mentions regular clients transferring as part of a resale. I have a situation where a new FSE has paid \$77k for a business with regular clients worth \$184k p.a. In the first week of operation, he has discovered that one of the regular clients (a commercial clean worth \$49k p.a.) is about to go out to tender, and he may lose them as a client. That would equate to a 26.6% loss of expected income. According to our Documents team, in this instance, as only one client hasn't transitioned, an amount of \$264 (Clause 12 of the Schedule) is to be deducted from the sale price and split 50/50 between the FSO and the new FSE. This seems grossly unfair to the purchaser, who loses \$49k in expected income, and is compensated by \$132.	

	Leah explained that the client value should be calculated. Cut value. If you do this across the board you will get buy back value. Leah would need to amend all schedules to amend calculation. Vendor's agreement and not purchaser's. Client value goes off service value – across the board. Jim says put it in the Vendor contract. Leah says they would have to agree. In the manual it would be just a vote. Jim says legally, where it is Manual Vs Contract – Contract always takes precedence. Jim advises if people agree, we'll change the contract, but also put it into the Sale of Business Agreement. It is ok if it contradicts what is in the Vendor agreement. Change contract – Schedule. There is no figure that applies to all divisions. Leah to speak to each divisional.	Leah to speak to each Divisional.
13.	1:53:18 Mental Health Links in Jim's Newsletter. – Lloyd Moody. One of Lloyd's FSEs suggested that every newsletter from Jim's should have a mental health video link from a mental health provider like Lifeline and/or a video from Jim about the loneliness of being a FSE and that there is help available. Contact numbers could be on every newsletter. Tino says they don't read them now. Brendon agreed. Quarterly.	Approved. Numbers to go on newsletters quarterly.
14.	1:55:14 Diamond Award Winners – Fee reduction for that year Lloyd isn't in favour of this but will put it up for the guy who asked anyway. Those FSOs who achieve the Diamond Award for Franchisee support, should be rewarded with lower fees for the year in which they hold this award. Jim said we can reduce the diamond award winners' fees as long as we increase everyone else's. FSOs push their award levels with their FSEs... It's a selling point and your best asset.	No change. No action required.
15.	1:57:31 Social Media Facebook Page Management The account of Social Media AOK, who look after National Head Office Facebook page, is coming up for renewal in January. We would like to know if we should continue with them. Cost is \$880.00 for page management plus \$800.00 for paid advertisements. Likes have gone from	

	20 to 2,500. Do we want to put this out to Tender? Also look at the newsletter. Mail chimp costs around \$5k Should we look at this as well? Are we getting value for money? Do we want to Tender it each year? It was decided that when it comes up for renewal we will ask for it to go month by month until we decide what we are going to do. 'The Sum of Us' said they could do it cheaper and include the content as well.	When renewal comes up we will ask for month by month until a decision is made.
16.	Suggested Advisory Dates for 2019: Feb: Tuesday 26th May: Tuesday 28th July: 29th (Monday instead of Tuesday as we have Trade Day & start of conference week) Nov: Tuesday 12th	Dates approved.
	General Business	
1.	2:02: 18 Voice activation mode Jim asked for the Committee's thoughts on a voice activation app that would allow Franchisors to phone Franchisees and prospects direct from their mobile and dictate notes, texts etc. Examples of commands that could be used. Bill Smith (activates his info, after which he can be called, texted, etc.) Last Note (only specific note related to individual) Last Note (repeating the command gets the second last note) Call (also records in FMS that the call was made) Make note Everyone was happy with this idea. Jim asks if anyone has any further thoughts for calls, to please let him know.	Committee members to advise Jim of any other call ideas that could be integrated into this voice activation mode.
2.	2:05:48 FSEs Opting out of receiving online leads – Peter Hansen Peter asks if FSEs can opt out of receiving online leads.	No. They would be massively disadvantaged.

	Jim said those who are struggling would be hurt pretty badly. If they don't want them... not weighting it would have to happen. What happens when the online leads stop getting serviced? Jim says if they only want the phone leads and let the online go, why not knock back a lead that has less chance to convert. Jim asked who is in favour. Peter says some of his guys wouldn't put their hand up. Tino says 70% of his guys will opt out. Customers will go to Hi Pages and Air Tasker. A sales guy went to the Antennas conference and gave a talk on how to handle online leads better. We have to be upskilling the guys to modern communication. Some training should be include in the National Conference. We have to be able to handle their skill set improved. Jim says there will be a trial where we will get some clients to choose FSEs from their star ratings and reviews. We will contact FSEs. Contacting FSEs, who don't know how the leads came through. We suspect when the customer chose through a pic or star rating, conversion should be higher. The expectation is that they (online) want an answer straight away. Price etc. that is the challenge we have with online. Test & Tag had the online 'chat' on their website, but only 2 – 3% went for it. Very poor.	
3.	2:11:25 Sale price – Peter Hansen We need some clarification. When sale price is \$X the first half you take all of the outstanding fees over to the FSO from that first half at 10 days then the balance is paid out at end of 45 days? 2 x FSOs in Sydney have Dog Wash businesses. One of them has a FSE who has become a FSO. FSO has western NSW But lives in Sydney. Now not branded as FSO but taking leads in Sydney.	Correct. No action required.

	Peter says he told them to put up hard borders. Jim agrees. Tino says they will still get the unserviced leads.	Correct. No action required.
4.	2:13:55 Star Ratings – Peter Hansen If a guy is a 5 star and drops to 3, do we have to go around collecting the stickers? As per discussions at previous Advisory, the stickers have a year on them, which they are won for. At compliance though, if you have an old sticker you could be asked to remove it. It is common practice to see people with awards from another year and people are used to seeing that. Peter asks also, why we have star ratings. We are top end and provide guarantees – have everything in place. Jim sees complaints over and over. I'll never use Jim's again. Costs us millions. Cam suggests put it in the newsletter. Tino says Jim only gets the ones who complain more than once. The complaints that go to FSOs aren't counted. Jim says Star ratings do have positive implications on the FSEs. Once we get GoBlitz working well they will be shown. It is only going to be more and more important.	No action required. No action required.
6.	2:20:16 Tripper point for complaints – Peter Hansen Peter asks if the trigger point in surveys is dropping from 6 to 4.	No. No action required.
7.	Fridge Magnets – Brendon Jones Brendon thinks the fridge magnets are outstanding, however 90% of his FSEs are women and everything on the fridge magnet is aimed at men. <i>(Note there are two men's help numbers on the magnet that are male specific, there is also 'Lifeline' and Depression.org.nz – neither of which are male specific)</i>	No action required.

Meeting ended at 4:00pm

ADVISORY MEETING MINUTES

Held on Tuesday 26th February 2019

At

Board Room of National Office

Attendees:	Peter Hansen, Rob Clark, Cameron Scott, David Legge, Lynton Paddick, Benn Ward, Brendon Jones.
Teleconference:	Lloyd Moody, Gary Chick, Manie Van Vuuren, Gary Turton
Visitors:	Melissa Adeson
National:	Jim, John Stafford
Chairperson:	Jim
Note Taker:	Bev Wagner

Meeting commenced at 1:30pm

Item	Advisory Meeting Agenda	Outcome and Action
0	First we looked at completed FMS items. A lot of things have been completed.	No action to be taken
1.	00:43 Benn asked for more education around \$ signs. Top 10 / Bottom 10. We were expecting something to go out saying their leads are too high etc., Did something go out from Jim as discussed? Fees will be higher. Perhaps take less leads? Lots \$ It is not necessarily a bad thing. There is a lot of work around and they may be cherry picking. Would it be useful to be told that they charge too much? Probably not. Maybe some who quote too high but shouldn't. Expensive but doesn't realise. What message would you send? They are told at training "Can get a bit more by being a Jim's than being independent" Wouldn't automatically know these things. Wouldn't necessarily be in favour of letting them know automatically. Manie says in WA Some are high, some are low. There is a reason for it. Lloyd says it flags that it's something to be monitored. More a management topic than automation. Benn will try to do something locally. Jim It is up to the Franchisors. Sometimes they are too cheap. Brendon Jones. Some could be getting work over other, closer FSEs because they are cheaper. Some suburbs are very close – he has a couple of Trees guys. 1 is Sean who charges \$250 and one is Darren who charges \$400. Neither get complaints on pricing. Both have good ratings – Darren shows a \$\$\$ symbol because they are expensive and the other \$ because they are cheap. The customer would surely pick Sean all the time, which means we are adversely affecting Darren's business, punishing him for something that isn't wrong. Doing what he was trained to do. Brendon has tried over 2.5 years to get Sean to raise his prices. One customer didn't use Sean as they said he is too expensive so he won't increase. Do we need to be showing this \$ indication to potential customers? Jim says aggregators are a threat to our existence. People go to aggregators because they like reviews anywhere. Pricing is part of that. By giving more accurate information we make the site more attractive to potential clients.	

Could we be taken to task for damaging someone's business by giving this information? We tell prospects that you have your own region and there is no competing within it. Now we're changing the rules.

Jim – If it comes through Jim's they won't see any comparison. It is only the extra work – Goblitz. Paid for by competitors. There is a small minority that come through. 30% online. When there is more than one Franchisee available. Even within that group, only less than 10% of Jim's customers would even see that. Also it is only a trial. Once we work out what the rate is we will quite likely abolish this. Mainly a business of Go Blitz.

Brendon says only on the Go Blitz site that is okay, but on Jim's sites – every regional needs to change their pitch to prospective FSEs because we are breaching territory rights...

Rob Clark said we are not breaching territory rights.

Jim tells us at training he says we don't compete on price but if you are charging three times the price of the opposition, you could be losing on price

What our guys are annoyed about is they get an expensive price for giving a \$95.00 service.

David Legge says we give free quotes. We do a small job while we are there and the customer expects this for free. Then they say they have been ripped off. FSE has paid \$30 for the lead and driven all the way there.

Is there a recommended price range?

Jim says no, there isn't.

Benn tells us he says \$1.00 per minute.

Jim tells at training they should be earning \$60 per hour, would never tell customers \$60 per hour. He would say "I'll do your job for \$50.00 or \$40.00 and do a good job.

Manie asks is there any record of what is too expensive.

Yes 9% come back as too dear.

7%... was one and two star ratings

9% too expensive

Rest are 4-5 stars.

Rob Clark says the customers' *expectation* of price is wrong.

Brendon adds that it is too subjective. We shouldn't be displaying the results of that survey on

	the website. Go Blitz okay, but not on Jim's. Jim asked for opinions: Lynton – price range? – No. Cam – not hourly rate Jim agrees. It causes more problems and complaints. David – Pricing in our business doesn't work Overall the committee said pricing should only be on internal Jim's. We will wait on the trial results and if the trial shows no benefit there will be NO price showing. People want to see the results of the trial. Ratings will be there. FSO will see it. If they are expensive, this is okay, just understand that this is costing you customers. Would like to see results of the trial. Small sample shows there is no benefit. Ratings will still be there. You will see the \$ signs.	Pricing is not to be shown on Jim's sites. (Not to change right now). If Trial says it is worth going ahead we will delete prices from internal Jim's site.
2.	19:20 Should a Franchisee on H or S be given post-dated leads? They can switch off but often fail to do so, causing a lot of complaints - Jim We discussed that the Franchisee could have done the job when he returned from leave. Jim qualified that this is post-dated leads only, so they have to be down for post-dated leads. Divisionals felt we should display a pop up for the call centre that says e.g. "Bill is returning on 23rd, do you want him to call you then? " Lloyd said we used to have W - Waiting for FSE to let us know. Was the default. Wouldn't that rectify? Jim clarified – This is when the guy is on holidays (H) and when he returns. W meant zero. This is different. Benn asks does he get this lead while he is on holidays. If so, need a follow up text to the FSE. We need a FYI 'We have explained to the client that you will call back. Call now if you like or on your return.' Jim says if you don't want to be disturbed you should put yourselves off. We could turn phones off, but they may be needed for emergency. The idea is good. All agree, Jim says just let the client know when they are going to get a call back.	Approved by Advisory, Go ahead. IT to create pop up that says tell client 'X is returning on X date, do you want him to call you then?'

3.	Should Franchisees have the option of not getting the texts or Emails of surveys? At present they can, though they've been labelled as 'commendations', which I've asked IT to change. Bear in mind that the comments only come through in the email. - Jim Franchisees are not getting comments of surveys. Jim had switched off getting these. Option should be disabled – everyone gets. They are mostly positive. Cam hasn't seen a 4 or 5 star for ages. Would like via email. Do you want option to get into them? Have to go into it. Is it an option, for you to see all surveys if you wish? Jim will give this option (an email that can be sorted into folders).	Approved that opt out is disabled. Everyone should receive these. Option for FSOs to see all surveys. Provided in emails.
4.	26:15 Could franchisors please be surveyed on the performance of their DFO just as franchisees are surveyed on the performance of their FSO. – Lloyd Moody Lloyd says the guys would like the option.	Nos. 4 and 5. We already have in place that if National don't get back to someone within 24 hours business days, the caller receives \$200.00. Ok, Survey. Will be confidential.
5.	Can we this year please ask the advisory to have a survey done on our Divisionals and national. Gary Chick	
6.	27:58 Message received by client when nobody is available, is possibly inappropriate, suggesting they look at becoming a Franchisee. Peter Hansen Peter is not against it. This is one of his people. Brendon asks if the message is correct in NZ as well. The wording should be changed to 'you or your family and friends'	Wording to be changed to 'you or your family and friends' Check NZ message is correct. Correct number.
7.	30:20 Can wordings be changed/added to trailer signage by a FSE? As an example, for Mowing: Programmed Commercial Property Maintenance – Melissa Adeson, John Stafford. This should be a Divisional's decision.	Divisional to make this decision.
8.	31:01 Restraint of Trade Clause - \$4,000.00 to walk away – Manie Van Vuuren for Russell & Gretta Littler (Mowing) This is the amount least likely to cause a court case. Lloyd remembers this discussion some time ago. It's an easier amount to obtain. Achievable.	

	Jim says V.I.P. went to court about this, won the case, and went to the ABC. It damaged them badly and we won a lot of business from them as a result. We don't want to go to court. A good lawyer would tell them it is not worth fighting. It is not because the business is only worth \$4,000. Brendon thinks it could devalue his business – it is a walk away clause – not restriction of Trade clause. He would like it increased. Benn doesn't think it should be increased. It is more than 6 months fees and time to find another Franchisee. Would be really reluctant to increase it. Jim feels it is probably 9 months. No admin fees, advertising etc., Brendon said it is too easy to walk away. Jim tells us there is an issue with raising the price. Say \$6,000.00... They could say ok, for \$6,000.00 I will go to court. It spreads across the country. It's very risky to do it. Damaging to everyone. Leave this as it is.	Decision is to leave the \$4,000.00 as is.
9.	37:44 From Jimbo to Formitize to “what is next”, appears to be a concern. Could you list this for discussion at the next advisory please? Manie on behalf of Allan Fox Jim's Jobs. Jim's Jobs is currently widely liked. Used by a lot of people. Changes have been made already. Contracted to an Indian company to improve. Will add a lot of stuff in. By 1/11 when Formitize finishes. Will have a very good version. Lloyd asks can it be made online, rather than standalone. Otherwise they can take their customers with them when they leave. Jim says the new version will be linked in. It can be turned off. You can't take it with you or there will be a very high cost to do so. Will link in with Jim's jobs and do extra things. One consistent package. Jim expects this to be a long term solution. We are putting a lot of money into it to get it done. 1st November Formitize finishes. By then, for most divisions we will have a very good version going. We are getting a lot of advice and input. Paid for by technology fee. Formitize provided no support and couldn't do what we wanted. We are arranging a transfer program to get the data	

across. Brendon says he does Formitize training in NZ. Jim says stop straight away and show Jim's Jobs. Brendon has never seen Jim's Jobs. Jim will get some information to you. It is simple to use. People just kept saying they wanted Jim's Jobs. A very light program. Cameron was burned badly recommending Formitize to his guys to use. Formitize said they would be able to do everything asked. Cameron told his guys to wait for Formitize. One guy spent a lot of money meeting up with Formitize and at the end he said he was going with Jim's Jobs. Jim sees it as a major embarrassment to us. We think Jim's Jobs can get better and better. Mani - The Roll-out was bad for Formitize. There needs to be time to learn it. Will Jim's Jobs have ability to add to what it has? Jim tells the group, if you are interested, get involved. Write to IT and tell them you want to be a part of it. Rob says a lot can be modelled on the 'Service Mate' program. If they need access, Rob can arrange for them to see it. Jim – It will record things done i.e. return calls etc., Cam asks if it will integrate with both MYOB and XERO. John answers yes, we are looking at that now. Cam would like to know if we can give them the top 10 or top 20 things on a list that Service Mate can do, that we want in Jim's Jobs? John replies, send the top 5. There will be separate versions. Jim tells us there are two people working as business analysts who are working on exactly what we want to have and are preparing templates. 2 jobs being outsourced to India, but they are defined very carefully first.	Brendon to replace Formitize training with Jim's Jobs training immediately in NZ.

	Crucial that everything links back for recording and communicates back and forth. We will be going to FMS 5 (web based) Rob wants to know if the business analysts can email us with what they have in mind. John says email your top 5 'wants' to Infotech@jims.net , and cc john.stafford@jims.net Obtain access to Jim's Jobs and look at it to see what it already has. Will it suit Fencing? Jim says yes. In the long run we will have it work for all Divisions. It isn't ready yet.	Committee members to send top 5 wants to Infotech and copy John Stafford.
10.	53:12 Regional Boundaries should work for online job requests the way they do in FMS. – Lloyd Moody Even though we have our Regional Boundaries up, work in my region is being offered to other franchisees out of my region before my own team is offered the work based on a non-existent price range. Jim says if you give FSEs the right to get a job outside the state and where they are not qualified to work, something is wrong. It is set up incorrectly. Areas must be correct. We have already told the division concerned about this. A programming change will fix that one. The situation is still occurring - Territories side by side... Client selected the region they wanted. For online, can the boundaries be put up the same way as for call centre jobs. Jim asks – so set up so the customer only sees people in that region? Nobody outside that region? We are doing a test right now. It probably will be that we will not do any of this for Jim's calls at all. There will be no choosing, we just tell people as now. If we continue displaying Jim's guys, we will give regions absolute priority. Will look different at Jim's site VS Goblitz (if we continue – we may not). Jim agrees with the change in set up.	IT to Set up online bookings so that customers only see people in one region. Nobody outside that region. Same as call centre jobs. Applies to Jim's clients only, and only if we continue with giving customers a choice after the trial. (same as non-display of pricing)

11.	58.11 Price Ratings are being given without facts of the jobs. - Lloyd Moody Jim says it is coming out of Jim's Jobs.	No action required.
12.	58:24 Goblitz people paying less for fees than our Franchisees – Lloyd Moody Jim says we are struggling to get contractors on board. Less than 10% unserviced are being taken up. We had to make some low offers. We expect to increase these but right now we can't help that. Lloyd says this is no comfort when Contractors get leads for \$5.00 and ours are nearly double. Jim says tell them we are slowly putting them up. It is short term and long term it will be more. It is unknown, new service and we're up against stiff opposition. Cam asks what is the Hi Pages mowing lead fee. - Electrical = \$25.00 - \$29.00 - \$40.00 depending on the job. Antennas – Hi Pages \$25.00 – Us \$32.00. Can we go to what the opposition charges? Jim says no. We tried this. There was a bad reaction and drop outs. This slowed our growth. We also want our FSEs to rate their customers. Nice to deal with, wouldn't pay the price etc., A 4.5 rated Franchisee may have the option to only take the best clients. They are starting to program this in now. They can say they don't want a client with a rating under 4.	No action required. No change to be made at this time. FSOs to explain to FSEs.
13.	1:06:13 The complaints report system does not include surveys that have been assessed by the national office as being a complaint. – Peter Hansen Jim – the two systems are handled differently. We are trying to integrate them. When a complaint is gone, it is still on Jim's Online as a complaint.	No further action required. Integration currently being undertaken.
14.	1:07:20 In the schedule section 15 states that every franchisor will need to pay a \$10.21 fee per franchisee, per month, within their region, for Branding Fee. Jim says we have taken this out. Only FSEs pay, not FSO.	No further action required. This fee has been removed.
15.	1:08 Growth clause in new franchise agreements doesn't allow for adverse weather conditions such as drought, economic circumstances etc., Peter Hansen.	

Peter thinks it is unfair. Lynton asks how it is worked out. Average growth of Jim's Group is around about 5% so that's how we set it. Jim advises the weather does affect it but it is over the course of the contract. David Legge says he had the same issue. Jim is reasonable and you can put a case to him. Cam agrees, put a region/division forward to Jim to review and consider. John says it will be an ongoing item for Div Support. Quarterly reviews on growth, setting commitments for the following quarter. So that we know about it early, not when it is too late. Jim says we can be sympathetic if they've been doing everything right. Some people really don't want to grow. They are happy as is. Jim says we can be flexible. David asks if we can put it into the contract, but Jim feels this is an invitation for a lawsuit. It's too vague. Growth rate for Mowing – 2%. 5% growth or 2% decline for the division or across the board. If you're in a division that gets no growth it was okay, because zero or below. Nett decline + growth is at least 5% divisional or national over a 2 year period. 5% is base fee increase – only where there is potential for growth. Brendon says that is fine, but as it is a clause, it could get rid of a bunch of regionals. Jim tells the group you have to sell them. No contract gives guys the power you have. (The clause is 'where the Regional Franchisor experiences a nett decline in the number of Franchisees in any two year period and their growth in that period is at least 5% below the average for that division, or the National average, whichever is greater, the Regional Franchisor will be terminated .. And that's a resale. So you have to be declining over a two year period and it has to be at least 5% below either your division or National. So if you aren't declining, you cannot be terminated.) David said in his division, that's not good. Jim said but if you are doing everything that you can...	No action to be taken.

	A cynic could say I will take over Jim's and can get rid of 70 of 300 FSOs with that clause. Jim said these are for sales, not terminations. So you'd have to sell them. You'd have to find a buyer.	
16.	1:17:26 I propose an advisory group or similar for the development of Jims Jobs. As there are many divisions now with wants and needs particular to each, a one size fits all would be challenging. A rep from each division could form a group that may funnel concerns, desires and needs with designers to enable a communication channel for all Franchisees. Peter Hansen for Andrew Clerihew. Jim says yes, we would welcome that.	Franchisors and Franchisees are welcome to volunteer to help design Jim's Jobs.
17.	1:17:44 Import Pro-Active Notes from Excel into FMS4 – “not a high priority but may be handy for those with larger regions” - Benn Ward. Jim tells us we are working on a program on the phone. 'Jim's assistant' Tap or speak. Say 'next' Franchise enquiry = top priority – can talk to them, then make a FSE call... will read 'last note'... it is like a secretary that tells you what you need to do, and gets the number for you. Starting with proactive contacts then going through everything else as well. 'Last Note' is exactly what Benn needs. We are working out the commands and info you want. The only difficulty is in returning calls as this is in a different section of the phone. 'Diary – call Bill Bloggs' would have to put in. This should be ready by the end of the year.	No further action to be taken. This is already being undertaken.
18.	1:25:25 Flaws in Advertising Surveys - Benn Ward Anything non-core advertising needs to be voted on with an option for FSOs to vote to have the money returned instead of advertising going ahead. What is non-core? Benn asks why he is giving back money when he has over spent his budget. Also the 75% vote required to go ahead is flawed when offering a refund. 75 Franchisees in Ben's region. 30% of them don't take leads	

19.	1:35:15 Social Media Facebook Management John advises that he spoke to the Divisionals and the National Facebook page is underutilised. Joel, John and others are looking at them, there is no one person handling it. No structure around it. Facebook, done well, is a great tool. We've done well with other divisions. We spoke of putting on one person to manage the account, also to help Divisions with their Facebook marketing. Divs thought it was a great idea. Would be paid through the branding fund. We currently pay Social Media AOK to look after it, and they do just an ok job. It can be a lot better. Cam thought perhaps a trial role. 6 month probation. Work for Jim's National and assist other divisions. We want a list of what AOK do and when. We are having great results on the Test & Tag page. It is a full time job running campaigns, content, monitoring answering comments etc., Test & Tag getting 40,000 engagements over a 4 week period and 10-12 leads a week just from that ad. Jim said videos are very powerful. Branding fund. Someone could be employed to do videos for all divisions. John tells us we can monitor results easily on Facebook. Can track daily if you wish. Jim doesn't feel a mass TV campaign is the way to go. But Social media can be very good. Cam asks will they travel. Jim answers they will if they have to, but it is unlikely. Travel, cost, Time etc., Can be done over Skype etc., so you can do a lot more. The committee feels this is a good idea. 6 months' probation and give the group feedback on the results. The person could also teach people the basic skills. John says we just need to find the right person.	Advisory committee agrees to employ this person on 6 months' probation, with feedback, paid for by the Branding fund.
20.	1:47:15 Out of region reports – Benn Ward for Bill Cobanoglu/Sharon Connell Would like to be able to run a report to see how many leads have come in from another region for a given time frame. Current report shows only one side. Leads going to other regions. Infotech ticket IT-59577 – advises the report does not exist and said to raise with Advisory.	Yes, agreed by committee this should be done. IT to organise.

21.	1:48:58 Process suggestion for compliance for Insurance renewal, vehicle compliance etc., - Benn Ward for Bill Cobanoglu/Sharon Connell It is thought SMS reminders should be used rather than email reminders. Better results. Leah advises they currently get 3 x emails to FSE and FSO, 1 x text with breach. It is suggested that 1 page is sent to FSO and text if haven't sent trailer photo within a week. Jim says mass emails cause a lot of problems. If they haven't sent trailer photos within a week, a text message could go out saying 'we sent you an email'... John says the problem with that is that the text goes to several people and they will all call back. I.e. with insurance – 400 lapsed insurance... SMS goes out, then 400 people call. There are only two of them. Creates more work. Decision is to leave this as is. Franchisor to handle.	No action to be taken. Process to be left as it is. FSOs to handle.
22.	1:52:15 Surveys not linked to division – Lynton Paddick for SA Franchisors. Discussed at Divisional meeting. There is only space for 140 character. Jim has agreed that we can cut out the name and put the division in instead, so the customer is not confused about who they are surveying, if more than one division has done a job for them. The Committee thinks this is a good idea.	Name to be removed from survey and Division to replace it. IT to put on list.
23.	1:55:15 Division advertising that they can do other division's services – must have a button to click to the other division. – Lynton Paddick for SA Franchisors. Online – a division can advertise they do other things i.e. Building Inspections can do Termite and Pest control – but the link must go to the correct division – they can't keep that job themselves. Jim says trying to police these things is difficult. We probably need to default to a single page. Manie feels that we are all a big family. Cross advertising should benefit us all. Lynton says it is okay to advertise but they shouldn't keep the jobs. The link should go to the correct division. There is no way at the moment that the client can choose that. Jim says we do need a single form. Can default to a single service. We will do our best to fix it. It will be working with the division. We will do our best to make sure it	Need to change to a single form. IT list

	happens.	
24.	Discussed previously. We will not charge this fee	Fee not to be charged
25.	Discussed previously. We will not charge this fee	Fee not to be charged
26.	2:45:00 Online leads – Texts received late at night. Sent automatically – Emails sent next morning. Brendon Jones for Neville Phillips – Test & Tag. Brendon asks could this be changed to the other way around. Divisionals agreed with this.	Committee agrees. To be changed so that emails come at night and texts the next morning. - IT

GENERAL BUSINESS

1.	2:02:15 Part 2 of the FSO and FSE manual. Neither binding. Jim. Should we drop these, since neither are binding? Discussed and decision is to leave as is.	No action to be taken. Leave manuals as they are.
2.	2:04:00 Marketing ideas for initial discussion – Jim Jim suggests Go Blitz is renamed 'Jim's Plus' so it can strengthen and reinforce the brand. There is potential to get hundreds of new Franchisees this way. Those people who won't join due to cost. Could offer a starter pack i.e. \$5,000 and a bit of Training – some work on GoBlitz if you are a good star rating. You have to have insurance and a police check and have a rating already. This is to compete with the likes of Express. At the discretion of the FSO, GoBlitz/Jim's Plus members with a very good star rating could be offered a discounted or even free franchise with no PFWG. Also contact with the local Franchisor. Then you have a relationship with that person. Jim's Jobs... Merges with Jim's Online.... They have to have insurance, police check. Tell them what they are missing out on – all the time. Convert them across. Jim's jobs should be for access by Jim's only. Shouldn't go to Go Blitz people. What do we get for our Franchise fees? Getting less.	

Monthly fees go to FSO - \$5,000 goes to National. The contractors could get to know the FSO and want to join up properly. The idea is to upsell to Jim's. We already have 5 Franchise enquiries. Potential is getting 100s of Franchisees. A lot of people don't join due to the cost. Would like to get those at the bottom end of the market. Could call it Jim's Light. Internally funded. The committee don't like this idea. Lloyd says however, if the enquiry for a business is 200km away and they don't have the money, we could put them in the Jim's Plus scheme and give one day training, support him and sell him into being a Franchisee. Can we get informed of people who are taking multiple leads in our area? Jim says yes. How do we get that Jim says he will find out what to do and get back to you. You should have access to anyone taking your leads. It was asked if we have access to people taking our leads in Go Blitz. Jim says we should have. There was much discussion about Jim's Plus affecting Jim's brand. Brendon is very much against it. In security, the guys that do have the skills, make enquiries but don't have the money. Some could definitely do a lot better as a Jim's Franchisee. Some don't know how to start their own business. They could get in via this. No uniform, nothing of our brand. No guarantee on their jobs. Not turning up as us. Not using our insurance. Their premiums will be a lot higher. Another way to get them to join us... If you were a Jim's Franchisee, you would get this a lot cheaper. We need to discuss further. Need to know how to turn off Jim's Jobs, because at the moment after	Jim to find out whether the FSOs have access

	a certain amount of time, you have to pay. Go Blitz is part of a recruiting tool.. We also need to service the unserviced leads. Just good business practice. We are not taking money from Jim's Group – Competitors are going to pay us. If the website is called Jim's Plus, everyone who goes there will associate it with Jim's. Will associate a bad job with Jim's too. A person comes to Jim's to book a job then it goes to Go Blitz and people get a bit angry (potentially) but there is clear notification that it is not us. To change the name will blur the line even further. We can send a reminder text message, 'just be reminded that this is not a Jim's Franchisee, the Jim's guarantee doesn't apply '... If it is Jim's Plus, they will see all work on system, not unserviced. Lead paid for by the opposition. If we hook up with Fairfax and we start getting hundreds of thousands of leads, we might need to look at it. This is just to get your initial reaction. Cam says It stays on the agenda for further discussion. Jim says we may do a trial. There is an opportunity to raise this at the National Conference later in the year.	Further discussion required. Jim will take to National Conference.
3.	It is time for a new committee election. – Jim. Jim says this is the last meeting of this Committee and thanks the members for their contribution in this very important role. Please feel free to put yourself down for re-election.	Committee members to put themselves down for re-election.
4.	2:44:45 Extra code for niche mowing services – Peter Hansen Peter asks if there can be another code for this i.e. cylinder mower. Some of the guys are interested in using the cylinder mower.	Divisional decision.

	Divisional should decide. Jim says it is easy to have multiple codes... Peter asks Jim to look at it anyway.	
5.	2:45:30 Glitch in complaints distribution system before Christmas – Advised by Ben Siddons. No apology received from Group to Franchisees. Peter Hansen. Peter was abused. One guy was so incensed he said what next, are we going to get termination notices before Christmas. It would be good to get something from National in future as fast as possible to calm the waters. Jim said good point. Ok.	Ok we will try to do this in future when something like this occurs.
6.	2:465 Procedure for those with depression. Peter Hansen. We are consulting with Mark Grace (our WHS consultant) as to our obligation on this, on Monday 4th March. We will put something out on this as soon as we can. It is a legal minefield. There are things we need to do and that we don't need to do, with our structure. We also have the 35 people who have put their hands up as mentors, and we need to tell them what that looks like as well. Do the new people get a fridge magnet at training? Yes they get it in their folder. A lot of people have said they like the magnets. What if there are signs of mental illness, when they haven't said anything? This will be discussed also. Should all staff do the \$250 training in mental health first aid? Training should be part of re-training, should be for all new FSOs and voluntary for everyone else. Can we offer it as a day before or after conference? (Note: prior to the National Conference we have two days divisional conferences and Trade Day)	John Stafford will put something out on mental health following our meeting with Mark Grace (consultant). Re- training and new FSOs, should do the course. Other Franchisors are encouraged to do this but not compulsory.

Meeting ended at 4:50pm

ADVISORY MEETING MINUTES

Held on Tuesday 28th May 2019

At

Board Room of National Office

Attendees: Peter Hansen, Stephanie Paddick on behalf of Rob Clark, Cameron Scott, Lynton Paddick, Benn Ward, Kate Hopley

Teleconference: Peter Vaida (Canada), Manie Van Vuuren (WA)

Observer: Paul Commerford, Leah (national office)

Apologies: Daniel Richards, Brendon Jones

Chairperson & Note taker: Jim

Meeting commenced at 1:30pm

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1.	Though I expect to be around for another twenty years, I'm concerned that a successor might rip off Franchisees and Franchisors for profit as done by Retail Food Group. I'd like Advisory to advise on a change to future contracts to allow a majority of Franchisees and Franchisors to force the National Franchisor to sell, if need be.	Jim Penman	Agreed
2.	FSE Surveys – I have heard from Jim that these are to be sent out in June of this year. I was wondering if there is an option to have them send out sooner. Winter is the toughest time of the year for franchisees and I fear that this will not provide fair results as people can have very short memories. One of our franchisees suggested having a 'Same Day Only' option in FMS. This is different from the current Same Day feature that allows for all leads PLUS Same Day. The Same Day Only would be for franchisees that have limited availability for specific days but doesn't have capacity to take leads on future dates = Same Day Only may solve this – especially with unserved leads. In other words – a franchisee has availability today only and can take a same day job but is unable to take leads that are required to be done on future days. This scenario happens quite often (cancellation and slots become available) but the franchisee does not want to put themselves down for leads that they will not be able to service and thus leads go unserved.	Benn Ward on behalf of Bill Cobanoglu/ Sharon de Leon	Conference to be changed to May, with surveys to start 10 weeks earlier 'Same Day Only' option agreed to.
3.	Franchise surveys are sent out once a year and it looks like it will be around June. As we all know the quietest time of the year is winter time for most divisions. This is not fair on franchisors as this clearly reflects on franchisee surveys. My suggestion would be either change it to around spring or summer or so the surveys twice a year. Then these two surveys could be merged and get an average! This is the only way we can get a clear and better idea of the franchisee happiness and it makes it fair for everyone.	Kate Hopley on behalf of Enver Bagriyanik, Blind Cleaning & Repairs FSO	As above

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4.	Should we remove from the Franchisee Manual (after a referendum) the obligation to let the office know if a Franchisee can't get through on the phone? Since they need to send a text	Jim	Agreed. Referendum to be run
5.	Lead Fee Cancellation In a clear cut case like this – client entered Leongatha (Gippsland Vic) and it was meant to be Gordon (ACT) – why does a FSE have to call the FSO to cancel the lead fee? Just seems like a common-sense thing that the Call Centre should do	Jim on behalf of Paul King.	Call Centre can cancel if it's entirely obvious, e.g. wrong city or obviously fake lead. Franchisor to be informed so can be reversed if need be
6.	Online Leads Opt In or Out Option Over the last few months I am getting feedback from the Franchisees that they are not happy with leads they get via on-line. They tell me that they are very hard to convert and, on more occasions, than not, they can't even make contact with them. The question is: Is possible for Franchisees to turn off for leads that are created on-line? If this is to be done it will only work	Benn Ward on behalf of Jamie Byard.	Not agreed

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	if Franchisees taking on-line leads would still have the same chance to get call centre leads.		
7.	I have spoken to Peter Hansen my Committee Advisor regarding posting on FaceBook and he has informed me that you cannot display your uniform with the logo on a FB business page. You are free to advertise yourself on your closed personal FB page to let family and friends know where you work but you cannot advertise yourself in uniform showing the logo on an advertising site on an open page. It also states that the logo cannot be shown without advertising the 131-546 number but I do encourage you to use the JDW FB page that has been set up for you and I'm happy to work with you on it.	Peter Hansen on behalf of Susie Gibbs	Photo with uniform OK if on private page and not business page, provided personal phone number not included. Franchisor can remove if they start to pitch for work.
8.	Uniforms & Trailer Stickers Considered "Non-Core" "Proposal for uniforms and trailer stickers to be made "non-core" Advertising expenses subject to Regional voting undertaken by the National Franchisor"	Benn Ward on behalf of Melb Mowing FSOs	OK. Advertising funds can be spent on uniforms and stickers, provided all Franchisees are treated equally and approved by majority vote.
9.	Can you put to advisory that complaints based on survey be only sent during normal work hours Monday to Friday and not on weekends? It would appear that surveys are being converted to complaints especially on a Sunday which	Peter Hansen on behalf of Paul King	Not agreed. Delay in responding to complaints could

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	is triggering a complaint text / email to both the franchise and franchisor – Franchises are feeding back to me why is this interrupting my weekend and why can't it wait till Monday, its causing Stress on a Sunday afternoon they don't need – if it was a client calling the call centre, that is understandable		antagonise clients more.
10.	Proposed manual change We believe that cities with multiple regions should pool 100% of the advertising contributions and manage the spending of the joint fund as a committee between the franchisors. The money spent to benefit the area (city) as one. The size and disposition of the fund will be decided by a vote of Regional Franchisors, with each Regional Franchisor having one vote per household in its region. The settlement of any disputes will be the sole responsibility of the Divisional Franchisor. These days advertising locally is not effective, online is go. I think the money collected should be kept in a joint fund held by the divisional. Managed by a committee of the franchisors and spent for the whole area. These discussions promote strategy, and large savings that can be used for bigger and better advertising i.e. radio, tv etc. Notes: benefits Effective advertising – bang for buck Increase buying power, promote franchise sales Simple reporting to franchisees	Cameron Scott on behalf of Ali Olmez	Not agreed, even for Division.
11.	Would Advisory approve two five-star stickers & same for longevity stickers (10, 15 & 20	Jim	Agreed

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	years) for Franchisees who want them? We have had some requests																
12.	Jim’s Digital course (created by Joel) Can this be approved for RF points and how many points? Certificate will be provided upon passing the test. We need guidance if they would approve this and also how much the points they would want to make upon completion.	Jim	Five points for approx. hour-long video, maximum of 25 per year.														
13.	WHS Compliance System <table><tr><th><u>DF Compliance</u></th><th colspan="2"><u>FSO Compliance</u></th><th colspan="2"><u>FSE Compliance</u></th></tr><tr><td rowspan="2">Supply & maintain division specific OH&S manual which caters to their specific requirements / obligations</td><td>15 or less FSE's</td><td>annual on-site compliance check for all FSE's</td><td>3 months from commencement</td><td>submit report</td></tr><tr><td>16 or more FSE's</td><td>annual on-site compliance check for minimum 50% of FSE's</td><td>every 6 months thereafter</td><td>submit report</td></tr></table> We give the basic report templates required for the FSO and FSE compliance mentioned above in the WHS manual provided in FSE training, however we do not ensure they are completed and maintained.	<u>DF Compliance</u>	<u>FSO Compliance</u>		<u>FSE Compliance</u>		Supply & maintain division specific OH&S manual which caters to their specific requirements / obligations	15 or less FSE's	annual on-site compliance check for all FSE's	3 months from commencement	submit report	16 or more FSE's	annual on-site compliance check for minimum 50% of FSE's	every 6 months thereafter	submit report	Jim on behalf of Doc Team	Divisionals to set up annual on-line self-assessment questionnaire for Franchisees. National compliance will enforce, making Franchisees non-compliant if they fail to do it. Peter Hansen model can be used for Mowing Division.
<u>DF Compliance</u>	<u>FSO Compliance</u>		<u>FSE Compliance</u>														
Supply & maintain division specific OH&S manual which caters to their specific requirements / obligations	15 or less FSE's	annual on-site compliance check for all FSE's	3 months from commencement	submit report													
	16 or more FSE's	annual on-site compliance check for minimum 50% of FSE's	every 6 months thereafter	submit report													

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	After some thought, I think note system (similar to pro-active notes) would be the easiest and best way to monitor this. <u>FSO Compliance</u> A FSO is required to lodge WHS note in accordance with the above requirements (and attach the completed report).  2. If they fail to complete the required number of notes per annum an automated email is sent to the FSO advising them to have them completed (and it can show in the reminders when logging into FMS). 3. <i>Request, reminder, final warning, breach etc.</i> <u>FSE Compliance</u> 1. Similar to TVU, when commencing they are sent a welcome email and reminder to		

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	have their WHS report completed within 90 days 2. We can build an upload function for them to provide their completed reports (which will import into FMS5). 3. Every 6 months thereafter they are sent <i>request</i> to have their updated WHS report re-completed and uploaded. 4. If they fail to complete and submit the reports in the required time frames, we will send a <i>reminder, final warning</i> etc. <u>DF Compliance</u> 1. The divisional support managers/BDM's (for new divisions) are to ensure DF's complete or review WHS manual and updated with any division specific requirements. In addition, we can build a report system in FMS5 where they can see all WHS compliance at a FSO & FSE level.		
14.	Following the enquiry into franchising I feel we need a yearly audit on all divisional specific Operations, Training and Workplace Health and Safety manuals to ensure current and compliant which will be in line with the recommendations.	Kate Hopley	Referendum to Franchisors to change Manual so that Divisionals must have Manual done.
15.	National Branding fund is currently paying Social AOK to run and boost our Facebook page promotions at \$1,800 per month, we are seeking approval to bring this budget and manage at Head Office?	Joel Kleber	Agreed, with the money to be spent on boosting national and divisional posts (currently, half is spent on administration)

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16.	Regional Franchisors should have the final say if another franchisee wants to do cross divisional work. It seems that currently, approval for cross divisional work is to be agreed from both Divisionals, not regional FSO's.	Peter Hansen on behalf of Janelle Rumph	Divisionals to continue doing this but the Franchisor affected must be told. As part of this process, Divisionals must check that Franchisees is covered for the work. Insurance also to be notified automatically when any Franchisee is put down for cross-divisional leads.
17.	Franchisee quoting on another division's lead in 2 times lead situation. What should be the consequences of them in the following situations: 1. Quotes on the other Divisions service 2. Quotes on the other Divisions service and books job in, but client cancels 3. Quotes on the other Divisions service, books job in and performs service. (Current manual states that the offending franchisee will be billed for the full cost of the service) 4. Quotes on the other Divisions service, then hands it to a third party. (In some cases non Jim's)	Lynton Paddick on behalf of SA franchisors	If the Pest Franchisee does not contact the client within two hours, the BI Franchisee may quote and do the work without penalty. Otherwise, if the BI Franchisee

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	This has arisen from other Divisions quoting on both parts of a two times lead. This has lead to the franchisee from the other Division not even being able to quote on the job. As the client already has a quote that will be cheaper. These franchisees are also now saying at the time of making first contact with the client, that if the other franchisee can't do the service then we can do it for a discounted rate or X cash. (This is quoting on the job) This is extremely unfair to the franchisee as they are not being given the opportunity to quote on a service that is the right of their Division.		quotes and does the work (or passes it to another company to do it) they will pay the Pest Franchisee \$350. If they merely quote but do not do the job they pay \$200 Both Divisionals agreed to this.
18.	Manual Update with Specifics - is in relation to the Franchisee Manual, page 12 – sub heading “Leads sent to two Divisions must NOT be quoted by one Franchisee” Currently we have an agreement between Jim’s Termite & Pest Control and Jim’s Building Inspections. The agreement was made in January 2019 between Tino Grossi, Lynton and Stephanie Paddick and Paul Commerford, but the current manual does not reflect the specifics discussed and it is our proposal to have it updated with clear outlines. We ask that the following items be discussed regarding X2 leads between the two divisions. When a X2 lead is received, the JBI and the JPC Franchisee can only quote on their component of the lead. • If a JBI franchisee quotes on the Termite Inspection component of the lead, they	Benn Ward on behalf of John Govic	As above

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	become non-compliant and penalised \$350.00 • If a JBI franchisee quotes on the Termite Inspection, books in the job and the job is cancelled at any point, they become non-compliant and penalised \$350.00 • If a JBI franchisee quotes on the Termite Inspection, books in the job and completes the job, they become non-compliant and penalised \$350.00 • Referral work received from a Termite Inspection performed by a JBI Franchisee (should a JPC Franchisee be unavailable) is to go to the Jim's Termite & Pest Control division and not outsourced to another company. Failure to offer it to Jim's Termite & Pest Control first will result in a penalty of \$350.00 If a JPC franchisee quotes on a Building Inspection, they become non-compliant and penalised \$400.00		
19.	I would like to see the Franchisee surveys changed for the Franchisors. If a franchisee ticked a negative response then they should be made to leave a comment to back it up. This applies to all questions they are asked not just the example I have given below. For example, I email my schedule of meetings out twelve months in advance, add them to every meeting agenda and minutes, remind them via text one week prior and also the last proactive call before the meeting we remind them. I then have two franchisees tick the box stating that they haven't been invited to meetings. National office should then follow this up and if found lying they should be breached!	Lynton Paddick on behalf of SA franchisors	Not agreed. The Franchisee would most likely just repeat the complaint. If a Franchisee reports lack of meetings, the Franchisor will NOT be made non-compliant if they can show places and dates of meetings held, within an appropriate distance of the Franchisee's

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			territory.
20.	Reports Franchisee list – to be modified/updated On this report which is current franchisees, it has a column “Finish Date” not needed as this list is current franchisees. The column Phone numbers, could be removed as everybody has a Mobile and many no longer have a phone number. The removal of these two columns would then allow for the addition of email address, which is far more important these days.	Lynton Paddick on behalf of SA franchisors	Agreed
21.	I have just received from Jim this notification regarding, the proposed new Customer Service scheme. The best way to keep work flooding in is to lift our standards of customer service. For this reason, we are implementing a new program with the aim of cutting complaints in half over the next year. We believe this would a similar effect to extra millions spent in advertising. A key change is that Franchisees who rate below 4.6 will be getting lower priority in leads than those rating 4.6 and above. To make this fair, we will only be counting surveys from 1 June onwards. The aim is to provide a strong incentive for good service, or to fix the problem causing the poor review, plus to give customers a better experience. Denise Zinghini has been recruited from the Call Centre to run this program. When Franchisees get complaints, she will be phoning them to provide positive coaching on how to do better. Please also discuss these with your Franchisees, and you will still need to make sure any quality problems are fixed. She will also be phoning clients who give poor star ratings, to find out why. This may result in a complaint, or could eliminate the star rating (if the reason was price, for example). She will also be surveying the clients of poorly-rating Franchisees, when they do not respond to our survey.	Lynton Paddick on behalf of SA franchisors	1 There is nothing in the contract about how leads are allocated outside territory. Star ratings will be part of a formula which includes PFWG priority, leads received recently, and distance from territory 2 Franchisees with

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	Denise will also be responsible for deleting complaints and poor surveys when the Franchisee has clearly done the right thing (such as calling and texting clients to make contact). She can be reached on customercare@jims.net. This is advance warning for you. Franchisees will be informed in the May newsletter. Jim Questions in regards to this: 1. Nowhere in a franchisee's contract does it say that a franchisee will get reduced priority due to a star rating. 2. What happens to franchisees who by not taking leads have not had star ratings, according to this proposal they will be less likely to get leads? 3. How does this work with territory rights? 4. How will this work for a new franchisee, who has bought a split or resale and not taken leads, they will be discriminated against from the day they start. 5. Will all existing Star ratings be scrapped and restarted on 1st June? 6. 4.6 equates to a 92%+ service level is this not excessive? We at the coal face have enough difficulty keeping franchisees, they are already disenchanted by the absolute farce that Public Liability insurance renewals has just caused them.		no ratings will be considered as 4.6+ and suffer no disadvantage 3 Territory rights override all other considerations. No affected. 4 As above, with no ratings they will be considered 4.6+ 5 Old star ratings will remain but not affect leads. 6 Only 40% of Franchisees rate less than 4.6, most of whom take little or no work. Probably less than 20% will

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			be affected, and only if they fail to improve. Denise will be focusing on this group, and we will be developing short videos and other training aids to help them. Our aim is that no-one be disadvantaged.
22.	Leads allocation based on Star Ratings – Discussion item I'm trying to keep an open mind but basically 4.6star minimum is too high to be threatened with a lead reduction, someone's livelihood. It takes leads off the FSEs who really need them to improve. If a person has had a couple of bad ratings the only way he/she will improve is with support and more leads to improve their service and their rating. I've had responses from Jim where 4 star is a good rating. This will now not be a pass mark It doesn't matter how good you are some people just don't give a 5star and the next best is 4star which is not a pass mark and you can't reverse these ratings. It may cause further angst from our franchisees. Possibly even between franchisees.	Benn Ward on behalf of Sam Robertson	Jim's response is that no new Franchisee thinks they are below average, and most are far more concerned about how much work they will get. Will not be an obstacle if explained correctly.

Item No.	Agenda Item	Advisory Member	Outcome/Action
	It's going to be confusing also for prospects when we explain it to them, making them cold on the idea of buying a franchise. It's confusing enough to explain how leads are allocated. I believe Jim had the right formula and balance when he made Star Ratings relevant for Go Blitz. This has had a great effect on my franchisees in terms of their customer service and their care for their star rating. This is enough motivation in my opinion We have had FSE's get responses like: • Called promptly, on time, full uniform, excellent quality & got a 4star that's not a pass mark according to this system • Did not proceed with inspection 3star • Stop annoying me for feedback 4star, not a pass mark. • 2 weeks took too long 3star. This client (wife) rang on Thurs booked up Fri and couldn't wait until Mon for an inspection, said would get someone else, husband rang a week later on Mon saying he couldn't get anyone could it now be done, agreed to Wed, wife rang next day and cancelled said they found someone. Couldn't get this taken off. • Concerned about obstructions & limitations, should access all areas 3star had one guy get a one star because the client was unhappy that he couldn't do the inspection on the day she wanted only because he was booked up		
23	New Customer Service Process: Gary's concern is customers who do not reply to our surveys may be time poor and non-responsive as they do not want to be hassled by surveys for whatever the reason. Will this in turn actually upset customers?	Daniel Richards on behalf of Gary Chick	It was decided that Denise would not survey customers who failed to reply to an earlier survey, but may follow up poor star ratings.

Item No.	Agenda Item	Advisory Member	Outcome/Action
24.	After the farcical way the Public Liability renewal offers were made. What steps are being put into place to make sure that “we do offer to franchisees the best possible product at the best possible price. Our franchisees were able to get better insurance out in the general market place.	Lynton Paddick on behalf of SA franchisors	A new staff member will be starting in June, giving Jadran time to actively seek out better deals.
25.	We as franchisor need to be made aware at least 2 months in advance of the renewals being sent out, so that we can assess the product to ensure that it is Market competitive	Lynton Paddick on behalf of SA franchisors	This will be done. Apologies from Jadran and Jim for what happened this year.
26.	Jim's Eco-system: Free, digital and easy to check in and check out. The best thing about the Jim's Group is its massive database and the trust in the brand that this database has. Now obviously taking into account privacy laws, policies and morals we don't want to go spamming each other's databases, however, there is a way in which franchisees can access the "internal" Jim's Group network and consequently develop relationship partnerships with local franchisees in the same areas.	Benn Ward on behalf of Matt Lanigan, Real Estate	Deferred to next time when a proper proposal will be ready.
27.	Leveraging your backlog of Customers database through Facebook Lookalike Groups: to drive more leads for franchisees, ultimately driving demand for more franchise sales. Refer to the video workshop conducted with Joel from Head Office.	Benn Ward on behalf of Matt Lanigan, Real Estate	Ditto
28.	Police Clearance – keeping up to date – part of compliance One item I think needs to be tabled at advisory level is surrounding police clearances and keeping them up to date. Currently we only need to have a police clearance at commencement and they’re normally only valid for 2-3yrs. I’ve recently had two new customers accept quote for work but at same	Manie Van Vuuren on behalf of Peter Rogers, Mowing	Not agreed

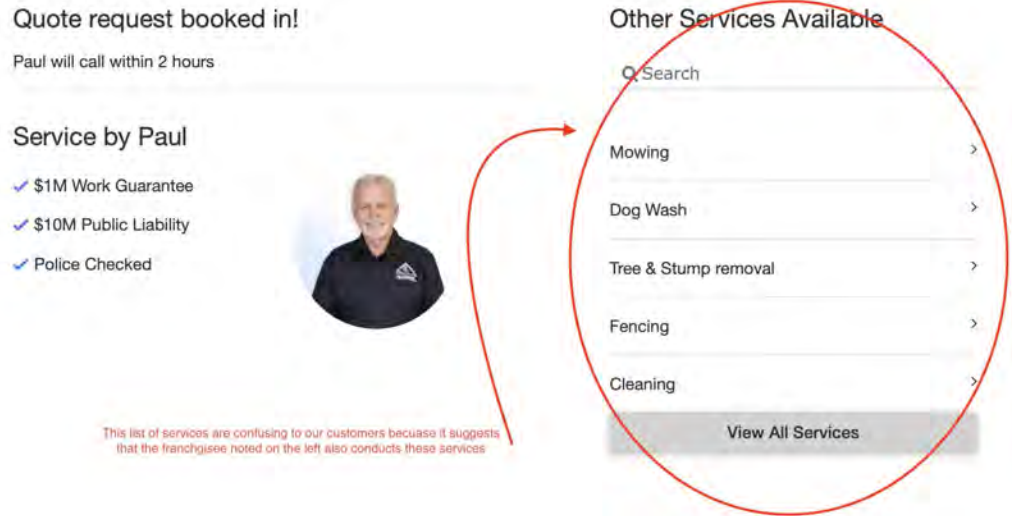
<i>Item No.</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>Outcome/Action</i>
	time have requested current police clearances. So I'm now scrambling to get a new clearance so the work can be done. Luckily they are both happy to wait. When I asked them about this they highlight that one reason they went to Jim's was because of the police clearance and the brand. And even though I have working with children check that's valid until 2020 (which sits higher than police clearance) they still want the police clearance. My thoughts are keeping police clearance up to date should form part of our compliance requirements. And if you want to add to this I have the same personal thought/opinion surrounding first aid certificate/training. But haven't had a customer ask about this yet.	FSO	
29.	Change to FSE Agreement Usage of email and social media platforms Please request a change to the Agreement to mandate the usage of Jim's group emails to protect the brand in the event a FSE leaves the organisation or division. At present there is a large amount of FSE utilising alternative forms of email accounts – Gmail, Outlook, Hotmail etc however when they leave, we mandate the return of their phone number but do not have any oversight or control if any previous customers or referrals communicate with these FSE via email. With regard to social media platforms, I request a change or amendment to the existing section of the agreement to specify what can be used. The current agreement speaks about this in a general term but I request a detailed policy to clearly define what is permitted and what is not permitted.	Benn Ward on behalf of Rocky Aloï	Deferred to next meeting as Divisionals need to provide input before a decision is made.

Advisory Meeting Agenda Items
 Meeting to be held in the Board Room of National Office
 48 Edinburgh Road, Mooroolbark
 On: Tuesday, 29th July 2019
 Time: 1.30 pm onwards
 Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	Change to FSE Agreement Usage of email and social media platforms Please request a change to the Agreement to mandate the usage of Jim's group emails to protect the brand in the event a FSE leaves the organisation or division. At present there is a large amount of FSE utilising alternative forms of email accounts – Gmail, Outlook, Hotmail etc however when they leave, we mandate the return of their phone number but do not have any oversight or control if any previous customers or referrals communicate with these FSE via email. With regard to social media platforms, I request a change or amendment to the existing section of the agreement to specify what can be used. The current agreement speaks about this in a general term but I request a detailed policy to clearly define what is permitted and what is not permitted.	Benn Ward on behalf of Rocky Aloï	Approved. To go to Franchisee referendum to change Manual.
2	Proposed change to the Franchisor Manual Where a Franchisee fails, not selling or continuing their business, they should not be chased for money including fees and vendor terms. Where fees are waived, all national and admin fees will also be waived for up to three months Pursuing a failed Franchisee for money is not only wrong but has the potential for very bad PR	Jim	Approved. To go to Franchisor referendum to change Manual
3	I recently called the call centre and the call was unanswered for what felt like a very long time. I believe it was long enough for some customers to put the phone down a call the next number / competitor. a. Given the fact that the strength of our business is based on KPI's, systems and procedures. What is the KPI for the length of time it takes the call centre to answer the phone and if there isn't one, can we consider this please.	Rob Monahan on behalf of Ashley Dando	Note from Jill as below: The last time Ashley rang the CC was on the 6 th of June and he waited in queue

Item No.	Agenda Item	Advisory Member	National Note
			for 28 seconds. Prior to that Ashley rang on the 3rd of June and waited in queue for 4 seconds. Our CC KPI's are 80% of calls answered in 20 seconds averaged over the month. This is a CC industry standard. We have achieved this every month over the past 13 years even in the busier months. Committee agreed the call centre does an excellent job
4	When a customer requests a job on line (via Jims.net) they are shown the photo and some key facts of the FSE, however on the right hand side of the same screen (see screen shot below) they are shown other services available. The problem is these services have no relevance to the franchisee who's profile the customer is looking at. - Can we look at removing this or changing it to show all the services offered by that particular FSE - On the same screen, the wording "\$1M Work Guarantee" is confusing. Can this be changed to "\$1M Professional Indemnity"	Rob Monahan on behalf of Ashley Dando	Response from Joel Kleber: Any customer who uses Jim's CB booking process is showed all the services available to them for that division before this confirmation screen. The other services

Item No.	Agenda Item	Advisory Member	National Note
	 Quote request booked in! Paul will call within 2 hours Service by Paul ✓ \$1M Work Guarantee ✓ \$10M Public Liability ✓ Police Checked Other Services Available Q Search - Mowing > - Dog Wash > - Tree & Stump removal > - Fencing > - Cleaning > View All Services This list of services are confusing to our customers because it suggests that the franchisee noted on the left also conducts these services		<i>available section is crucial for cross-promotion.</i> <i>Change heading to Other Jim's Services Available.</i> <i>Change to \$1 million public liability insurance for Conveyancing, Bookkeeping, Computer Services, Building Inspections, Finance, Pest Control</i>
5.	Cross Divisional works to cease due to no insurance coverage. The issue of FSE having no public liability cover for services they offer in their division was highlighted on April 3 2019. In my correspondence with Jim's Finance to remedy this issue, to date there are still FSE working with no public liability cover as the service they are undertaking is outside the parameters of the insurance policy each division has. Cross Divisional works is the largest issue and should not be permitted unless the following evidence and compliance has been adhered; FSE undertaking cross divisional works required to take out separate policy that covers the scope of	Benn Ward on behalf of Rocky Aloï	<i>Requirements for cross divisional to remain as:</i> <i>Approval to take leads must be approved by the Divisional, and insurance confirmed.</i>

Item No.	Agenda Item	Advisory Member	National Note
	works being undertaken and certificate of Currency uploaded to FMS. - Any FSE wanting to undertake cross divisional works must attend the FSE meetings for the division they want to pick up leads for. - Regional FSO to provide endorsement for any FSE wanting to undertake cross divisional work in their region based on FSE experience, Customer Service rating, Evidence of Insurance and attendance to Regional FSE meetings, licensing requirements and qualifications. In the event the above-mentioned insurance issues are not accepted, I then propose a change to the FSE agreement permitting FSE to obtain their own insurance cover as the current cover on offer does not cover all services offered or cross divisional works from one division to the next. FSE Agreement states: 7.50 Accordingly, the Franchisee will obtain and maintain at its expense the following insurance: (a) public liability insurance cover with <u>Jim's Insurance</u> as advised by the National Franchisor and set out in the Manuals; 7.51 The Franchisee acknowledges that the provision of Clause 7.50 is a fundamental obligation, and that any breach of Clause 7.50 will entitle the National Franchisor by written notice to terminate this Agreement or, at its absolute discretion, to suspend the Franchise Business until proof is provided by the Franchisee to the National Franchisor that the required insurance is current. ACCC deems this contractual obligation to be unfair as per point 3 listed below; Types of terms that may be unfair To be unfair, a term must: - cause a significant imbalance in the parties' rights and obligations, and - not be reasonably necessary to protect the legitimate interests of the party advantaged by the term, and cause detriment (e.g. financial) to a small business if it were applied or relied upon. In the event a FSE is required to utilise their Public Liability Insurance, as there is currently insufficient cover, this will cause financial detriment if relied upon.		<i>Encouraged to attend the local meeting of the Division but not compulsory</i>
6.	FSO to receive leads report from Jim's Plus for any leads that have been allocated to contractors from their region.	Benn Ward on behalf of Rocky Aloï	<i>IT to do this</i>

Item No.	Agenda Item	Advisory Member	National Note
7.	Franchisor to be able to see Unserved Works in other regions like FSEE's can Currently FSE's via Jimsonline can see every unserved job with Mowing across Australia down to street level (no street number or contact details) – a Franchisor can't see anything outside his region It is proposed that a FSO be given the same level of access as FSE's so that a FSO maybe can assist FSE's gain work in areas that maybe just outside their region that is going unserved.	Peter Hansen on behalf of Paul King	<i>IT to do this. Any Franchisor should be able to see unserved leads from their own Division</i>
8	Should a client once red-flagged for one division, be red-flagged for all Jim's divisions?	Manie Van Vuuren on behalf of Andrew Mcquoid	<i>This is already the case</i>
9	Are we now allowed to have our independent Facebook pages like we have seen from other Franchise divisions? If so, can the policy be updated and can it be done for each territory? If it is allowed for one division, surely it should be allowed for others.	Manie Van Vuuren on behalf of an anonymous FSE	<i>Sub-committee set up to come back with recommended policy: Joel Klieber, Rob, Lynton, Kate, Manie</i>
10	Graphic, Templates and Website Backdrop - Graphics full suite for socials (Facebook, Instagram, YouTube, Twitter and LinkedIn) - \$2,370	Joel Kleber	<i>Approved</i>
11	Another content creator (videographer) to help push and create more video content for regionals, divisional's and national. Salary range 55k -65k p.a	Joel Kleber	<i>Approved</i>
12	For every 5 Star survey a customer leaves they are automatically emailed a link to leave the same review on Google. This will greatly improve our Google review scores and assist in SEO of Divisions.	Lynton Paddick	<i>For Gmail Emails only, since this apparently makes it easier. Rest to stay with Product Review</i>
13	1 Request to be able to get a report of leads that went straight to Go Blitz/Jims plus. Where the client has gone to the website https://jimsplus.com/ and entered their details directly, and where those leads went to.	Manie Van Vuuren	<i>IT to do both of these</i>

Item No.	Agenda Item	Advisory Member	National Note
	2 If Jims Plus is really a tool to help us sell a franchises to our competitors/independent contractors, where is the information for these people that are taking our leads so that I as a regional franchisor can open dialogue with them? This report should also include the client feedback/star rating to determine if they are suitable (before conversations are opened with them).	on behalf of an anonymous FSE	
14	LEAD TIMES AFTER HOURS: Receiving Leads by SMS on a day off/weekend up to 9pm at night. This is already marked as a "TO DO" for Infotech but we don't have an indication of when this is to due to be actioned. Fse's should be able to choose whether they want to receive SMS's after hours, particularly in this case at 20:00 on a Sunday night. There is genuine concern about the work/life balance and all the associated mental health issues. The system is putting pressure on Fse's to be 100% work focussed, which can't be good in anyone's book.	Danny and Janille Little	<i>Infotech's response:</i> At this current time, we cannot stop these leads from being sent out to an FSE that has clocked off. If they are available for next day service they will receive Lead notifications up until 9 pm, after 9 pm they SMS's will be held and sent out at 8 am the following morning. Our development team does, however, have a task regarding this in our backlog, there is no ETA at this current time for this to be implemented.
15	Should sending notes from a pro-active call be at the discretion of the Franchisor rather than automatic?	Jim	Agreed
16	We are about to start trialling a system where Franchisees can give monthly feedback on how supported they feel but pressing a single number on their phone (similar to the customer survey), with results fed back to the	Jim	OK but Franchisees must be able to opt out

Item No.	Agenda Item	Advisory Member	National Note
	Franchisor. Any thoughts from the Committee on how this could be done or used.		
17	As Previously discussed: Police Check - Michael Rawnsley (Jim's Fencing Tasmania) Please see below – further and better details regarding the application to purchase: Email from FSO Gary Chick: , who would like his request for FAC approval to be granted Hi Daniel Offence was 13 years ago, he was a 20 year old. Other states such as Vic and NSW do not include traffic offences on police records. Also why when franchisee is a partnership or such, only one police record is required. I could have shown his wife's record or it could have been just in her name. Scott, the guy that is buying my region and is a Franchisee and Justice of Peace, has given him a reference if you could have a discussion with Archie on his thoughts about how to approach this. Michael has been wearing a Jim's uniform for 6 ½ years and he and his wife have worked hard to put themselves in the position to buy my franchise. I have full faith in Michael that he would not do anything like that again. During the last 6 ½ years he has been fully trustworthy having run my franchise while I have been in hospital on a couple of occasions as well as when I have been on holiday. If I had any doubts, there is no way I would leave him to work unsupervised or let him buy a franchise. The stealing charges are only one offence which was breaking in to the local country tip and stealing petrol after he and his mates ran out of petrol (damage to fences and cost of petrol \$500). Over the last 18 months Michael and his wife have gone through the tough selection process of being Foster Parents several interviews with psychologists etc which his police record was also questioned, they were given a 12month old girl ward of the state (as the mother was convicted and jailed for 6months of drug offences) for 3 month trial. They have just been given a 2 year extension for this little girl. They also have 3 young boys of their own. As an employee Michael has been inducted at several sites which require police checks and past as the offences were several years ago • Uniting age well aged care homes - 5 sites • St Anne's living aged care homes – 2 sites • Glenview Homes aged care – 1 site. • Hobart International Airport (very high level of security to gain access)	Daniel Richards	<i>Note:</i> <i>Full Police Check & Justice of Peace Reference is on file at National Office.</i> <i>Voted No, 8 to 3. Majority thought too great a risk to the brand if anything were to go wrong</i>

Item No.	Agenda Item	Advisory Member	National Note
	When I told my Franchisees that I was planning to retire after 19 years with the Jim's system (6 years at Mowing and 13 years as Franchisor for Fencing) 3 asked if Michael would be available to work with them as well as one of our suppliers as they had seen his work ethic and reliability Having matured and having a young family, I am completely comfortable recommending Michael for a Franchise. Having known him 6 ½ years as he realises that he has a lot to lose if he was to do anything like that again. I am not sure if this decision can be looked at again. If any of the Advisory would like any more information I am happy to discuss with them directly. As far as police records go in Victoria and NSW, they do not contain traffic offences like Tasmania does. This makes it look a lot worse. Michael is happy to sign documentation to say that if he does this sort of thing again he will forfeit the franchise. Please re-consider.		
	General Business		
1	When should Divisional and Advisory Meetings be held next year?	In a training week but not conference week. Too difficult to attend.	
2.	Link in Franchisee newsletter to Divisions and Regions for sale	Agreed	
3.	Generic Franchisee training too mowing-oriented with departure of Jamie Byard	Agreed that Stuart was doing an excellent job, but Mike Davenport to be asked to try and recruit non-mowing speaker, to take part or all of Stuart's course. Failing this, advertise in newsletter.	

Advisory Meeting Agenda Items
Meeting to be held in the Board Room of National Office
 48 Edinburgh Road, Mooroolbark
On: Tuesday, 12th November 2019
Time: 1.30 pm
Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	Kathrine Grace To speak about re-design of the Newsletters.		Advisory Committee approved fortnightly, then weekly. New Zealand to remain monthly, and Peter and Aly to find out how clients are getting inundated. Canada Branding fund should be set aside for Canadian purposes, just as the NZ fund is separate.
2	Change to FSE Agreement - <u>deferred from previous meeting.</u> Usage of email and social media platforms. Please request a change to the Agreement to mandate the usage of Jim's group emails to protect the brand in the event a FSE leaves the organisation or division. At present there is a large amount of FSE utilising alternative forms of email accounts – Gmail, Outlook, Hotmail etc however when they leave, we mandate the return of their phone number but do not have any oversight or control if any previous customers or referrals communicate with these FSE via email. With regard to social media platforms, I request a change or amendment to the existing section of the agreement to specify what can be used. The current agreement speaks about this in a general term but I request a detailed policy to clearly define	Benn Ward on behalf of Rocky Aloï	Everyone to use a Jim's Email unless the Divisional decides otherwise (e.g. Fencing uses Outlook because better for them). Must be set up before Franchisees are given a start date. IT to stop Franchisees changing Email address.

Item No.	Agenda Item	Advisory Member	National Note
	what is permitted and what is not permitted.		
3	2020 Training Dates: Should training be run on weeks with public holidays (apart from Christmas and Easter)? Avoiding public holidays means putting some sessions four weeks apart.	Jim	Avoid National public holidays, not state ones.
4	During the conference week our franchisors had a meeting with Jim. We spoke about PFWG and how we believed it would be more affective to turn on the 2 leads to 1 for franchisees when they claim, not have it on from the start automatically We believed that it made franchisees lazy at the start and also can be overwhelming. Also when they do turn on PFWG it gives them a boost He agreed but wanted it to go through advisory	Kate Hopley; <i>on behalf of Sam Robertson</i>	Referendum to change Franchisee Manual to remove the phrase "Franchisees on PFWG priority have their leads considered as half value, so they get twice as many" Franchisors then have the discretion to apply or not.
5	Proposal that when a possible complaint arises, Franchisees are obliged to contact the Franchisor within 48 hours business days to discuss the matter, after which three possibilities: Sent to Jim to delete: Marked as 'likely not at fault', in which case no action Marked 'at fault', requiring Franchisees to watch a short video and answer questions. Or, in the case of repeated poor service, undergo further training as directed by the Franchisor. If a Franchisee fails to do this, despite warnings, leads are cut off till they do. Put the onus back on the Franchisee	Jim	Agreed
6	The May Meeting asked Divisionals to set up an annual self-assessment WHS questionnaire for Franchisees and asked National to enforce, but we don't have the power. Should the Franchisee Manual be updated to require this?	Jim	Agreed. To go to referendum

Item No.	Agenda Item	Advisory Member	National Note
7	I work for Paul Commerford over at Jim's Building Inspections and Jim's Hazmat Removal. We have had a couple of franchisees along the way who are partnerships - sometimes its husband and wife teams, and sometimes it's business partners. In FMS we are able to setup the "Manager" which is a drop down menu to select which of the two people are taking enquires. This changes the franchisee name, the phone number and the paging number for lead delivery. I'm wondering if it can be put to advisory to add this drop down selection to Jim's Online to allow day to day changes to be made directly by the Franchisees? It would assist a number of people who want to adjust this without interrupting the FSO or Call Centre to do it. The setup of the person would still be done through FMS by the FSO and the franchisee would have no discretion over this - they can't put in just anyone. It would just show them who is setup in the system for them, and they could select from this list.	Kate Hopley, on behalf of unknown FSE.	IT to do this, with a an Email to the Franchisor when a change is made, and a record of who made it.
8	CPI has always been calculated at March for all 4 countries. Do they want to change it to June for AUS or all countries?	Leah Cadwallader	Leave for this year, but next year calculate the 15 months to June. Automation will make it easier to apply cpi increases so less time needed.
9	Could the generic training calendar dates please be set at the beginning of the year and the dates not changed after that	Peter Portegys, on behalf of Neville Phillips, Test & Tag NZ.	Will be done, but locked in for only four months at a time.
10	PfWG Setting @ Franchisor Discretion Currently PfWG is controlled by Franchisors without any control checks in place. This is open to manipulation and in it currently is being exploited. We have 15yr franchisees who don't take leads in their own region, due to living in another region. Their franchisor has placed them on PfWG, so now they have increased their chances of receiving the overflow leads coming out of where they live. This is a disadvantage to other franchisees who also would like to take the overflow work in that region.	Benn Ward	Automatic cut off of PFWG priority after 12 months or when set number of leads has been received. National can give permission after this.

Item No.	Agenda Item	Advisory Member	National Note
	As well as this the current system is open to a Franchisor playing favourites with franchisees. So a family member or friend is left on PFWG for years. Automated system in the future I would like to see this automated via FMS: Do they qualify for PFWG? Client numbers, Leads received, Taking leads etc automated checks to see if they meet the criteria for PFWG built into FMS (if possible). Perhaps the tick box then becomes blocked out for franchisors. In the meantime Change the Manual? Franchisors should not be manipulating the system to benefit themselves and or their franchisees. Our system needs to be fair for all “paying Franchisors & Franchisees”.		
11	Proposed change to the Franchisor Manual: Where a Franchisee fails, not selling or continuing their business, they should not be chased for money including fees and vendor terms		Agreed. To go to referendum for change to Franchisor Manual
12	Approved from Advisory decision- via email. 10, 15, 20, 25 and 30 Years service vehicle Stickers and specialty shirt emblem/logo. Of a possible 12 votes - 10 members voted ‘Yes, both items from the Branding Fund.’ (Jill Stallworthy and Peter Vajda did not vote) Stickers have arrived and all anniversary dates since January will be mailed as soon as possible.		Being done

Item No.	Agenda Item	Advisory Member	National Note
13	<u>Customer Surveys should be limited to the operational hours of the National Office</u> Mon to Friday 8.30am to 5pm FSEE's should have the right to enjoy there weekends without the hassle of Surveys being sent by Jim at ridiculous times of the day, these survey complaints can be schedule to be released / issued on a Monday if Jim chooses to work on the weekends or late at night The surveys are causing FSEE's unwanted stress / disruption to their time over the weekend, they have the right to shut down and relax To the right is an example of 2 complaints that were issued on Saturday night (26/10/2019) at 8.31pm. Another complaint was also issued Friday night at 7pm	Peter Hanson, on behalf of Paul King.	Franchisees to have the discretion to receive survey complaints during business hours only. Default is that they get them immediately.
14.	Regional borders may be removed by the Divisional Franchisor where they believe it will be beneficial to growth. This will benefit franchisees who are currently living in a different region to where their Territory is as they will be able to get leads closer to where they live. It will also encourage the sale of territories close to where the Franchisee lives as they will be able to get leads from wherever they apply for work. To be voted on by division.	Peter Hansen, on behalf of David Rumph, FSO, Cleaning.	No, unless all advertising is in common
15.	While the new Jim's job app is being built that the automatic lead flow will still occur to Formitize. This is especially important for the Divisions that still need to use it until the forms/reports have been created in new Jim's Jobs App.	Lynton Paddick	Will continue



Item No.	Agenda Item	Advisory Member	National Note
16.	That the Jim's online link to Formitize still remains for the Divisions that still need to use Formitize until the new Jim's Job App does everything that Division needs. Eg reports, forms etc. This is important as templates are automatic and if it's removed it will take longer to manually set up for each franchisee. Affects the Divisions that still need to use Formitize until the Jim's Job App does exactly what the Division needs.	Lynton Paddick	Will continue
17.	Can I please request the following item is raised in the upcoming advisory meeting. National sales team upload ALL Franchise Enquiry details and contact notes on FMS This includes ALL enquiries generated from Social Media Advertising. Currently any FSO that utilises the services of the National Sales Team has no oversight of the enquiries and contact notes as the details are not uploaded to FMS. All FSO to be provided with the excel spreadsheet data for their specific region until the details can be automatically generated into FMS from Facebook and other social media advertising.	Benn Ward, on behalf of Rocky Aloï	IT will be arranging for Facebook prospect leads to be entered automatically into FMS by 13 November.
18.	Shortly we will have a system that requires Franchisees to respond to complaints within 48 hours, either saying why they should be removed or explaining why they happened. How would Franchisors feel about Jim taking on this role on a trial basis, at least for poorer operators?	Jim	Agreed, but only for Franchisees on 'checking' status or worse.

**** NEXT ADVISORY / DIVISIONAL MEETINGS: TUESDAY 25 FEBRUARY 2020 ****

Advisory Meeting Minutes

Meeting held in the Board Room of National Office - 48 Edinburgh Road, Mooroolbark

On: Tuesday, 25th February 2020 Time: 1.30 pm



Item No.	Agenda Item	Advisory Member	National Note
1	Kathrine Grace – Elemental Solutions		
2	Increase the referral commission from \$1000 - \$2500 in an attempt to encourage FSO to pass on enquiries from their own advertising for enquiries that are out of their region. Current referral commission from the manual below. 3.7 Payment of commission to referring Franchisor If a franchise sale results from a referral by a Franchisor in another division, the Franchisor making the sale will pay the referring Franchisor \$1,000. If a franchise sale results from Jim's Group referring a prospect from the Franchisor's own backlist, where the prospect has not contacted the Franchisor for at least six months, then the Franchisor will pay Jim's Group \$500.	Jim; on behalf of Rocky Alooi, Handyman	Approved
3	Please see below results from the referendums for the manual changes: Documents Department have actioned all updates, as necessary. Results as appeared in the FSE & FSO Newsletter(s): FSO Manual: 37.95% voted against the change. (Where a Franchisee fails, they should not be chased for any outstanding monies) FSE Manual: 14.64% voted against passed FSE must accept gift vouchers as refusing hurts our reputation and customer goodwill 13.37% voted against passed FSE on PFWG priority have their leads considered as half value, so they get twice as many 22.33% voted against rejected FSE Compliance of the manual to ensure they are complying with OH&S obligations		Noted

Item No.	Agenda Item	Advisory Member	National Note
4	In light of all that has been going on with the fires I had a thought on how we could help our FSEs that will or may have been affected. Suggest: Welfare Support Fund set up and run by the group: If all FSEs were to pay \$5.00 per month into a fund as part of their fees, you could have quite a considerable amount to be able to help FSEs in need. Not just for the fires but as an ongoing support fund for all FSEs to be able to access. And although it might not be able to be implemented straight away, I am sure that it would still make a huge difference to some when it did happen. This would be the first support fund to be done for a franchise system and help to set us apart from any of the others. I have included some dot points so you could see some of the advantages of this. • Direct fire affected franchisees • Franchisees that will and are suffering ongoing hardship due to loss of income ie: work • Injury/death/illness of a FSE, payments could be made to a spouse or family until their franchise could be sold or they return to work • Help to cover funeral costs if needed • Areas of flooding (lack of work) • Emergency accommodation due to loss of home I am sure that there would be many other ways that the fund could help and it goes directly towards our beliefs.	Jim; on behalf of Eric Jurrjens, Mobile Cafe	Not approved
5	Do Franchisors have the right to be able to group email Franchisors. In the event that this is approved all Franchisors are to be "BCC" on the email due to privacy.	Jim; on behalf of Matt Watts	Yes
6	Change to FSO Manual – Business related expenses: Can we propose to add to the FSO Manual that FSO's should pay any business related expenses (same as FSE manual, see below) FSE Manual – Currently: Fees, Lead Fees It is your responsibility to check your fees, and let your Franchisor know of any issues immediately. Fees are payable by the 10th of each month. Franchisees should pay not only Franchisors but suppliers and other business-related expenses by the date payment is due.	Jim; on behalf of Leah (Documents)	Approved to go to referendum for change to the Franchisor Manual. Franchisors to be given two weeks' warning before breach

Item No.	Agenda Item	Advisory Member	National Note
7	Due to being unable to find published Policy or Proceedure regarding Training Points, I have gathered much advice and information. With this in mind, I propose the following Policy be approved by Advisory. It should then be implemented under Section 14 of the Franchisor Manual (July 2019) <u>Franchisor Training Points:</u> Franchisors require 75 points p/year at calendar year end, 31 December, to be Compliant. Non-Compliance means the FSO will lose the 25% discount on fees for a period of 3 months. A maximum of 25 points may be carried over to the following calendar year. FSO's who continuously do not meet the Training Points target will impose the following 1st Year: Non Compliant for 3 months 2nd Year: Non Compliant for 3 months and Breach Notice 3rd Year: Termination In the instance of Husband/wife or Joint owners/directors: only 1 set of points will be issued to the FSO profile. (ie: if both directors/owners attend the same meeting, only 1 set of points shall be allocated) In the instance of Cross Divisional (ie: a FSO owns 2 x divisions): National Meetings/events will have 2 sets of points allocated (1 p/division owned) Divisional Meetings/events/conferences etc will have 1 set of points allocated to <i>only</i> that division	Jim; on behalf of Denise (National Office)	Agreed, except that in the first year, only non-compliant for one month. In subsequent years, non-compliant for three months Approved to go to referendum for change to the Franchisor Manual
8	FSE/FSO's are encouraged to actively canvas previous clients/prospects to promote their business and this is creating an issue as the public are becoming more aware of their rights to complain about Spam, particularly for the FSEs/FSOs not using a Professional Bulk Emailing Service. Increasingly, Jim's Group is being contacted by the Australian Communications and Media Authority (ACMA) in regards to formal complaints made by members of the public in regards to receiving unwanted emails (or SMS') from FSEs/FSOs (or their marketing agents). See Attached PDF for a most recent example. Jim's National Office uses a Bulk Emailing Service (MailChimp) with a managed unsubscribe list. Marketing emails sent to clients by Elemental Solutions also use this list to ensure nothing is sent by Jim's National to someone who has unsubscribed.	Jim; on behalf of Eugene Renehan	Bulk Emailing only to be done through Jim's system, which will strictly observe opt-out options by clients.

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	FSEs/FSOs do not have access to our unsubscribe list, nor can we give them access as it would provide them with many thousands of clients email details. This itself would be classified as a significant “data breach”. Currently, Infotech receives an alert when someone sends out more than 100 emails in an hour from one of our emails servers. We then try to contact the FSE/FSO and advise them of a better solution as well as the risk of the email server being blacklisted for all divisions using our hosting if enough people report the email as spam. While we can rectify this if it happens, it still has a major impact on all email accounts. One way I see to enforce that they do not send out material to clients who do not want it, is they use the same Marketing company that National Office uses, Elemental Solutions or someone in National does it on their behalf. Both options would be time-consuming and unlikely to be for free. It would also be impossible to know if it’s being followed by all FSEs/FSOs. Particularly when many FSEs/FSOs don’t even use a @JimsDivision email address, and/or the email domain is not managed by InfoTech. Tips for bulk emailing: • Never send to anyone who has not signed up (opt-in) to email communications from the business. • Never send to anyone who has unsubscribed (opted-out) to email communications from the business. • Sending from an Outlook (or similar email client) to more than a couple of hundred email addresses at one time will possibly get the sending account blacklisted. • Incorrectly formatted or bulk sent emails may be identified by the receivers mail host and blocked. • Use a trusted Professional Bulk Emailing solution such as “Mailchimp” (there are lots around and many free ones too). • A Professional Bulk Emailing Services can provide tracking (opens and clicks) which is great to see how effective a marketing campaign has been. • A bulk emailing solution can also include multiple unsubscribe options and can automatically manage the unsubscribe list. • Professional Bulk Emailing Services can personalise the address and name in each email, increasing the likelihood it will be read while reducing the chance of being marked as spam.		
9	When a survey is changed by Jim, (eg: to Price) the email advising the change should be delayed until business hours, to correspond with the survey results. A Franchisee received a notification of a change to Price at 8.35pm Thursday, the email does not include any details of who the client is and does not receive the matching survey result until 9.02am the following day.	Benn Ward; on behalf of Aaron Harrison	Approved

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	Please note that Jims Group has changed your survey/rating: Previous Rating: No Rating New Rating: Price Too High Reason for change: Regards Jims Group I agree and understand that the survey result is not sent until business hours, but it is confusing for the notification of change to be sent before the survey result.		
10	I would like to propose that all existing FSOs be required to attend Mental Health Training (full day) some time in 2020 so that existing FSOs are also equipped to handle franchisees suffering mental health issues. With 1 in 3 men suffering anxiety or depression some time in their life statistically there would be close to no FSOs who would not have a FSE who would benefit from additional mental health training. To assist with costs for interstate FSOs maybe a special session could be run in conjunction with the upcoming National Franchisor Conference in early May.	Jim, on behalf of Paul Sandles.	Not approved, but should be made available on-line
11	Growth clause 10% unserved should not include country unserved leads.	Lynton Paddick, on behalf of Andrew Skinner	Agreed
12	Giving option to our clients to go to hi pages is worrying. What about people that like to use Jim's but through us are pushed to hipages. They may find their service appealing and not come back. I don't think that we should be promoting the opposition. We should however be promoting that every time a \$400 job for example is handed out through hipages that \$100 goes in their pocket	Lynton Paddick, on behalf of Andrew Skinner	Not happening any more. Jim's clients do not want Hi-Pages
13	Franchisee got a Jim's lead in his territory. Client then enquired 4 mins later online with Jim's Plus. When franchisee rang client said they already had someone coming from Jim's. This was not the case as it was a Jim's Plus contractor. This lead was in the franchisees territory. How did he not get the lead. Why are territory rights not respected. Biggest problem as the name says "Jim's Plus" the clients presume they are getting a Jim's person. Franchisee not very happy with this.	Lynton Paddick	IT to make changes so that job booked through Jim's cannot be booked through Jim's Plus

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	Perhaps if the client selects a non Jim's person they should be notified that they have not chosen a Jim's Franchisee and that No warranties or quality of work will be guaranteed. Even if it is a message that they must click onto to acknowledge that they know they are not getting a Jim's person.		
14	National Sales team prospects that are in Franchise training for a specified division (as sold by Sales Team). During training they change / decide on another division. The Sales Team loses the sale, both as a Department and the individual team member. There should be a fee payable for this.	Jim, on behalf of Matt Watts	The franchisor getting the Franchisee pays \$5,000 to the one who lost them. Proposal for referendum to change Manual ** 28/02/2020 After much post-meeting discussion: <i>Jim's comment:</i> <i>This could be brought up again at the next meeting. For the present we'll go with the majority, but there are obviously differences of opinion</i> <i>Jim</i>
15	As a Divisional – I would like to take on contractors without having to grant myself a franchise .	Jim, on behalf of Niko Kurta	Not approved.

Item No.	Agenda Item	Advisory Member	National Note
16	<u>For discussion:</u> Pick ups Can we identify the repeat clients or pickups by the person's name and phone number. There are too many divisions now where the address of the property is irrelevant. For example in building inspections a client may buy another house and in the current format FMS wouldn't pick up that they have used us before. There are many other divisions where the same client may need work done on other properties as well. I spoke to Jill at length regarding issues of cross Territory/ Region allocation of past client and who benefit or is impacted by such a change. It also needs to be discussed with the Divisional / regional Franchisors to get clarity on what they want. Most Divisions are not impacted but a few have scenarios where the client may have interest in different properties. Most tend to have the same ongoing address. As the issue was flagged by Sam and I have had approaches from other FSE I feel it warrants discussion and input from Advisory as well.	Phil Smallman, on behalf of Sam Robertson	In progress

**** NEXT ADVISORY MEETING: TUESDAY 19 MAY 2020 ****

Advisory Meeting Agenda Items
Meeting to be held via Dial-In
On: Tuesday, 19th May 2020 Time: 1.00 pm
 Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	Kathrine Grace – Elemental Solutions Email newsletters update - client and prospect Best ways of engaging clients Client data collection		Committee was happy with the results
2	In the past, the documents team & Jim have been the only people with access to suspending FSE's in FMS. Jim has now provided all FSO's with access to carry this out themselves. Should restrictions be put on this? When these were being completed by the docs team the below restrictions applied: Maximum 3 months at a time • Cannot backdate (due to lead allocations) • Reason must be supplied for the notes • Should anyone be notified when a FSO enters a suspension (divisional franchisors, documents team etc)	Jim; on behalf of Leah Cadwallader	No restrictions
3	I have just spoken to the Jim's IT people There is a problem with the emails going through the server. I had noticed this before. The Jims server does not have the capacity to handle the amount of emails going through the system I have just spent an hour or so messing around with my laptop and ipad Thinking I had done something to my settings Can you raise the issue with management it might help getting more capacity quicker"	Benn Ward; on behalf of unknown FSE	IT is looking at, but other Committee members found no problems so deferred. New Email server would be very expensive.

Item No.	Agenda Item	Advisory Member	National Note
4	Enabling Franchisors to easily identify if they have entered pro-active & complaint notes that month for the Franchisee (will be worth discussing if it extends until the 5th of the following month for pro-actives). For example in FMS5 If the Pro-Active Notes Tab was green Franchisors would know they have completed a note for them for that month. If the complaints Tab was red we would know we have outstanding complaints for that Franchisee that need to be actioned. No idea how difficult this is for I.T. however it would help Franchisors work through their calls and notes. 	Benn Ward	Jimbo appears to solve this problem.
5	National Sales team prospects that are in Franchise training for a specified division (as sold by Sales Team). During training they change / decide on another division. The Sales Team loses the sale, both as a Department and the individual team member. There should be a fee payable for this.		Committee decided that the receiving Franchisor should pay 30% of the franchise price (or resale commission), to a maximum of \$2,500. However, if the change was seen to be a result of deliberate poaching then the receiving Franchisor should pay the entire amount. Needs to go to referendum

Item No.	Agenda Item	Advisory Member	National Note
6	The following notification was sent out by the call centre today. <i>From: <melb-paging@jims.net></i> <i>Date: Fri, 28 Feb. 2020, 10:33 am</i> <i>Subject: Notification: A CLEAN ONCE job in Bulla Rd, STRATHMORE 3041 went unserviced. 3x bathrooms to be cleaned, needs tmrw, <u>requires someone European</u></i> In reference to “<i>requires someone European</i>”, this is racist comment from a client and I don’t believe that this should be supported or tolerated by Jim’s. The fact that this notification has been sent out to all our franchisees has had a demoralising impact. I have already received phone calls from franchisees and found it very uncomfortable and embarrassing to have to explain this. I asked the call centre to confirm what the official Jim’s Group position is on this matter and this was their response: <i>This very issue was discussed at the Advisory Committee meeting on 8th November 2016 (meeting minutes attached), at which time it was decided that if the customer requests a franchisee that is/isn’t of a certain race/gender, etc then we are to adhere to their request and attempt to find a suitable franchisee for them, which is what has been done in this case.</i> <i>You’d be best to take it to advisory for them to reconsider if you feel that the current policy is not the best approach. We follow the direction of the committee, and as such, we are unable to turn clients away on this basis.</i> I believe that this is a <u>serious</u> issue that needs to be addressed immediately. Please see excerpt below which is relevant to this matter on both moral and legal grounds. ALTHOUGH SOME discriminatory requests are justified by intimate privacy, religious, or cultural needs, other discriminatory requests are grounded in bigotry. Institutions should have neither policies nor practices that accommodate these requests, for two important reasons. First, it causes measurable moral distress to their providers. Providers find these requests “painful and degrading.” By perpetuating and accentuating the bigotry, institutions exacerbate feelings of betrayal and violation. The second reason not to accommodate bigoted discriminatory requests is their illegality.	Benn Ward; on behalf of Sharyn de Leon, Cleaning	By a narrow majority, it was decided that such customers be simply told we cannot help them.

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	Repeatedly, over the past few years, providers have successfully sued institutions that accommodated bigoted discriminatory requests for providers of a different race. And providers continue to bring more of these cases to court. It does not matter that the institution is motivated by client satisfaction rather than by racial animus. By accommodating the client's preference, the institution becomes the discriminatory agent. First, institutions should advise clients that they cannot accommodate such requests. Second, institutions should try to persuade clients to accept service, assuring them that the available providers are qualified and capable of delivering quality service. Third, if client insist on their discriminatory request, advise them of their right to seek care elsewhere. I understand there a valid reasons that a client may request a certain gender or even request that we may be able to accommodate a certain language but discriminating simply based on race should not be permitted and I believe that Jim's should take a firm stand on this issue.		
7	I would like it put to advisory that NZ needs a local manager to oversee the NZ operation. As the recent events have highlighted NZ and AUS often take a different approach to things. And this can create confusion amongst franchisors and franchisees alike, when all the messaging from Jim's relates to the state of play in AUS. A NZ based manager, responsible for liaising with Jim's AUS on all things NZ relevant, to ensure messaging is consistent and relevant to NZ team would help with the growth of the brand here. This manager could also be tasked to look at national deals with suppliers etc in NZ. Like the ones that happen in AUS. I know advisory has no authority to mandate hiring and firing of staff/contractors but it is our only place to air concerns etc to Jim's in a "public" forum.	Ally Portegys, on behalf of Brendon Jones Cleaning NZ.	Mailouts to NZ clients or anyone else be run past Peter Portegys first to ensure they are relevant.
8	Referendum Feedback: 3 Changes to FSO Manual. Results are due on Friday 15th (<i>unavailable at time of printing this agenda</i>) They will be tabled at the Meeting on Tuesday.		

**** NEXT ADVISORY MEETING: TUESDAY 4 AUGUST 2020 ****

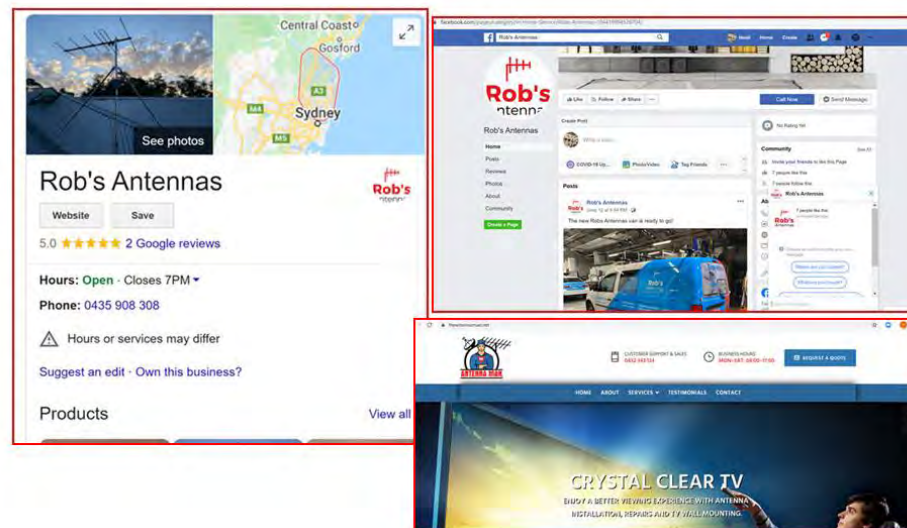
Advisory Meeting Minutes
Meeting to be held via Dial-In
On: Tuesday, 11th August 2020 Time: 1.00 pm
Jim to chair the meeting

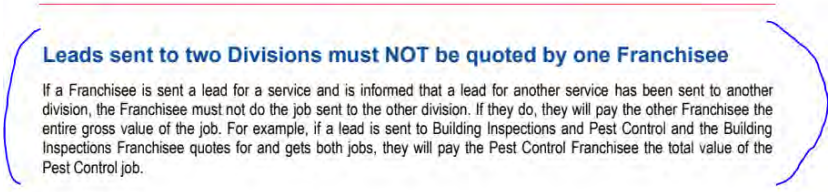


Item No.	Agenda Item	Advisory Member	National Note
1	Kathrine Grace – Elemental Solutions Update on email newsletters - cost reductions, leads & inquiries stats		Can IT do a report on which of these leads resulted in a lead?
2	Resignation from Advisory Committee. Peter & Ally Portegys, New Zealand representatives on Advisory Committee have advised of their Resignation from the Committee. Emailed to national@jims.net Sunday 19/07/2020, 2:36pm		Replacement needed. Denise to Email NZ Franchisors to ask for candidate. If not, an Australian could be nominated
3	Landing Pages. I'm unsure if Jim's Group still provide a landing page to every franchisee. We do this ourselves for all our franchisees in JBI and JHMR, and we have been allowed to submit refund requests to Jim's Group for each one we create. This has stopped recently and Jim would like to discuss it.	Cameron Scott; on behalf of Paul Commerford	No we don't. Can do if requested but must be paid for.
4	Restraint of Trade. On behalf of the mowing FSO, can I please request the restraint of Trade price increase is raised at the upcoming Advisory.	Benn Ward, on behalf of Rocky Aloï	To be raised to \$5,000, in future contracts, except left at \$4,000 in Canada



Item No.	Agenda Item	Advisory Member	National Note
5	Alternative business name/contact telephone number. We are aware that as long as a franchisee isn't advertising themselves as Jim's and are using alternative contact numbers etc, they are able to advertise their own side businesses. This is actually causing us quite a few issues. We are busy teaching our franchisees how to get likes and follows on Facebook, along with setting up GMB's and getting reviews and adding posts and photos on a weekly basis to ensure they rank well and we are able to keep generating plenty of work. Some of our franchisees are taking the knowledge we are providing to set up on their own, build their own brands and then in the event of Rob Wensing to leave Jim's altogether (with vendor finance still owing!) I have added some screenshots below to demonstrate. Are we able to have a review of this policy? I am quite sure we are not the only division this is affecting in a negative way.	Jim; on behalf of Heidi Schieren	The contract to be changed for forbid Franchisees from setting up social media or websites under a different brand. Jim to send proposed wording of manual change proposal to Advisory



Item No.	Agenda Item	Advisory Member	National Note
6	Current X2 policy needs updating. I have attached the current policy – which penalises the FSE if they win/get the job. It is common where they quote and not win the job which makes it impossible for the other FSE to win the quote. Simple fix will be to change the terminology from ‘must not do the job’ to ‘must not quote the job’ and the FSE will pay what the job is worth even if they don’t convert the lead. 	Benn Ward; on behalf of Ali (Cleaning Division)	Agreed
7	Last year, i had a FSE who was going to walk away but then found out he could sell his business client base to another of my FSE without incurring any commission to Jim or to myself. The FSE did sell his client base and then walked away from the business. I now have the same situation where another FSE is looking to buy another of my FSE's client base as he is desperate to leave due to health issues. While I want to help the guy move on, I don't think it is fair as I then lose another FSE and also gain no commission from the sale and have a Territory with little or no clients for a new FSE. Please could you raise this on my behalf and see if future agreements we can have a clause to protect this from occurring.	Peter Portegys; on behalf of Darren Laycock	No change
8	A Franchisor has sold their region to a new person, including the backlist. This new person was calling and emailing previous enquiries. (Some potentials can take 1,2 or even 3 years to come on board) They found out that the Franchisor who had sold the region was marketing to this back list. The concern is that the person who has brought the region could be in the process of signing a potential up.	Lynton Paddick	Referendum to be sent on change of Franchisor Manual to forbid this

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	They then get bombarded from the previous Franchisor and could lose a sale. Questions 1. Should this be allowed? 2. Should other Divisions have access to another Divisions backlist? If not what penalty should apply? Is it not similar to the poaching rule? If yes, then should written permission not be gained? Another big concern is that they are being email targeted from another Division they did not enquire about. Could these lead to spamming rules be imposed on Jim's, which could hurt all Divisions?"		
9	My name is Anni Thompson, I am a partner in Jim's Mowing (Southern River) here in WA. I sent the suggestion below to our Franchisor and he explained very well how it works and our division and I am happy with his response; but I still wonder if it is not something that can be better looked at on a larger scale? I follow the Jims Group on social media and saw a piece about a lady from Dog Wash being awarded for 50 5 star ratings. It made me wonder about the stigma this system seems to have so I asked how the process works during the Jim Live session this evening online. I know its franchisor led but I'm trying to think of a way we can change the stigma as well as improve service outcomes and I have a suggestion for your consideration; 1/ set milestone points at every quarter (25, 50, 75, 100 etc.) 2/ keep track over each quarter period of every Franchisee that hits a milestone in that quarter. 3/ make it retrospective to pick up the ones who have already made land marks. 4/ issue a simple certificate to acknowledge their achievement, and note it in your newsletter. 5/ Send the list each quarter to Jim's Group head office so they can see our divisions success and praise the division too. This process works very simply; everyone likes to be acknowledged for their little wins and it makes them work harder. Plus, others seeing this happening will likely strive to measure up next time so the overall customer service success for the division goes up. To explain my background, I have a Diploma in Art and Design (specialising in advertising and marketing); I	Jim Penman	Recognition for: 50 five-star surveys in a row, or 100% five-star surveys and at least 20 in a year. Compliance system to organize: Into newsletter Certificate from national Request to Franchisor for picture and story to be used for social media

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	hold and undergraduate degree in corporate information management and librarianship as well as a graduate certificate in business leadership. I have training in management, conflict resolution, project management and compliance (including freedom of information and privacy), and I am Senior Information Officer for Curtin University. When I look at the rating system, I see exactly what it is intended to do. It fits all the strategies for leadership, team building and management. Yet, on Wednesday night during Ask Jim I asked a question about the 5-star model because, as I said; I was curious. Yet a lot of the following questions from others seemed quite concerned, even unhappy. I didn't intend that but based on your answer and on their reaction, I gave my idea careful consideration and I really do think it will help. Each Division of course has their own process for managing the recognition of 5-star ratings, Dog Wash with trophy's, Mowing puts a sticker on the trailer based on ratings of 4.6 or higher at the 30 June annually. Still with this recognition already, my experience shows that the franchisee's struggle with the rating method a lot. In terms of reward versus punishment; conversations I am aware of from following Jim's Group online and our conversations with other franchise holders, the focus for franchisee's seems to focus on the punishment aspect such as breaches and low ratings from individual clients. A lot of franchisee's disregard it all together and say they don't look at it. Others are so overly focused on the elusive 5 that it causes stress. What I would like to do is find a way for the Jim's Group to address this stigma with the Franchisee's directly and reverse it so they focus on the reward instead. Customer service and client satisfaction is paramount to the success of what we do, so we need the franchisee's on-board. You talked last night about changes to the rating system and this is partly related to that. As just one example of what I am talking about and from a personal perspective, our franchise reached a milestone of 100 5-star ratings some weeks ago although we have been in business less than a year. In the lead up we looked and we counted and we were so pleased when we made 100 5-star ratings, but the acknowledgement from anyone else at that time just didn't come. So, while I know the level of service is the same 5-star detail as always; I can confirm that the emotional input into it is not. I am chairman of our school board and we have a system there where pupils (rather than receiving an arbitrary honour certificate once or twice a year), they work to achieve their personal best every day. It is based on the Play is the Way and Walker Learning methods. Every child has the potential to deliver their		

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	personal best every day and potentially, every child can be rewarded too. At increments of 25, 50, 100 etc. they receive an award from the school. My proposal is much like this system, at regular intervals (quarterly?) the Franchisor reports on the star ratings for all of their franchisee's and this is sent to head office and compared to the star rating at the last quarter. Those that have reached a milestone (25, 50, 75, 100 etc.) are publicly acknowledged in some way by the Jim's Group (such as a certificate, notice in the newsletter, iron on patches for their uniform). A first run may need to be retrospective to catch those that were missed but after that the process of reporting and generating recipients should be fairly straight forward. Competition is a natural instinct and people seek reward, so my plan is designed to work so that seeing their colleagues acknowledged openly by Jim's Group would create an incentive for other Franchisee's in the division to strive for the same goal themselves. Seeing other people succeed and reach the target works as incentive on its own, because it looks more attainable. I think you will find only limited numbers of franchisee's that still don't respond to this.		
10	Change the FSE Surveys to say Franchisor or designated person/s – designed for FSO's with Managers and employees.	Benn Ward, on behalf of Ali Olmez	Agreed
11	Client Newsletter Discussion	Jim Penman	
12	Proposal to update item 3.7 of the FSO manual to include referrals within the same division (and not just referrals to another division). 3.7 Payment of commission to referring Franchisor If a franchise sale results from a referral by a Franchisor in another division, the Franchisor making the sale will pay the referring Franchisor \$2,500. If a franchise sale results from Jim's Group referring a prospect from the Franchisor's own backlist, where the prospect has not contacted the Franchisor for at least six months, then the Franchisor will pay Jim's Group \$500.	Peter Hansen, on behalf of Rocky Aloï	Referendum on manual change to go to Franchisors

Item No.	Agenda Item		Advisory Member	National Note
13	Social Media Trial that I asked for a slot on advisory for discussion		Manie van Vuuren	No change
14	Tech fee clarification Within new contracts, regarding Jim's Jobs: apparently we're supposed to be paying \$18 (approx.) but it's in there at around \$40. I think there's been an explanation from Jim that this will drop to \$18 once the majority are on Jim's Jobs, but it doesn't detail enough: Time frame of when the price drops, how long will they be paying the higher fee for? How do we explain that to prospectives?		Benn Ward, on behalf of Sam Robertson	\$40 fee only applies to Franchisees who choose not to use Jim's Jobs even when suited to their Division, but this permanently.

Divisionals on the Advisory Committee requested that a Divisional Meeting be set up by Zoom, prior to the next meeting.

**** NEXT ADVISORY MEETING: TUESDAY 17 NOVEMBER 2020 ****

Advisory Meeting Agenda Items
Meeting to be held via Dial-In
On: Tuesday, 17th November 2020 Time: 1.00 pm
Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	When a franchisee leaves Jims their access to Jim Online is cancelled but this also restricts access to Jims Jobs, can their access to Jims Jobs be kept open for at least 2 weeks to allow departing franchisees to get their financials finalised for tax purposes and collect any outstanding invoices that may be owing to them.	Dan Richards, on behalf of Tim Respondek (Mowing)	No continued access
2	I would like to propose that: 1) If a franchisee does not reply to their monthly survey questionnaire that this is deemed as a positive reply and not how it is currently viewed which is a negative both against the Franchisee and the Franchisor. 2) The franchisee should also have the ability to opt out of the surveys. 3) Why is it that the no-response to the surveys is considered that the Franchisor isn't doing his job with his franchisees. This mindset is also only a perception These FSE's run their own businesses and may not have time to reply.	Peter Hansen, on behalf of Steve McGregor (Cleaning)	Surveys not being done as few Franchisors are seeing value.
3	Please could you take this to advisory for Belinda and I. Expecting franchisees to be available for a meeting within 7 days is unrealistic. Could you ask for a vote to make it 3 monthly or 6 monthly minimum. <i>Meetings (Page 5 of Manual 1)</i> <i>Franchisors must offer at least 8 meetings a year within 50 km of each Franchisee's home. Alternatively, where a Franchisee is more than 100 km from the Franchisor's place of business and there are 6 or less Franchisees in a population centre, up to 6 meetings may be held by Skype.</i> <i>Each meeting must include a time for general discussion and at least 7 meetings per year must have a training component. 7 days' notice must be provided</i>	Kate hopley, on behalf of Belinda Hadley/Susie Gibbs	30 days' notice Put to referendum as change to the Franchisee Manual

Item No.	Agenda Item	Advisory Member	National Note
4	Are mowing allowed to have territory Facebook pages, as they are still being told they can not. Even though we feel this has already been approved. What should we do is a franchisor tell us no? <i>Note / Response by Rocky Aloï: The FSE/FSO has been advised we are discussing this on December 11 2020 at the Mowing Conference.</i> <i>As it stands, this is permitted under the regional FSO page for oversight to ensure FSE do not book jobs or are receiving direct messages from customer that could be perceived as impacting on other Territory holders.</i>	Kate Hopley, on behalf of Anonymous FSE.	Individual Facebook pages only when controlled by the division and with central contact details
5	Change to FSO Manual: The words to be added at the end of the Social Media Clause: <i>The exception is for social media sites with only national contact details and controlled by the Divisional Franchisor.</i> Social Media Social media sites such as Facebook may mention a Jim's business, but the title of the page must not include any form of the Jim's brand, and the page must not appear in searches for any Jim's business name. The Trademark may not be used on the page, except that Franchisees may post pictures of themselves in uniform – as long as this is not a profile picture Franchisees may not promote, in social media and websites, businesses that compete with other Franchisees in the division.	Jim Penman	Yes Put to referendum for change to the Franchisee Manual
6	Proposed change to the FSO manual: Addition to item 7.1 (Franchisor Advertising). <i>Advertising funds should only contain a maximum of 6 months contributions in surplus, refunds of additional surplus funds should be refunded to franchisees by equal amounts.</i> <i>Comment by Jim: We're asking for this change because some Franchisors have collected a surplus of more than four times their annual advertising income, which could leave them and Jim's Group & Franchisors liable to prosecution under the code.</i>	Leah Cadwallader	Agreed but 12 months. Put to referendum for change to the Franchisor Manual

Item No.	Agenda Item	Advisory Member	National Note
7	Jim's Finance needs to stop invoicing and controlling advertising money as it is causing a big problem when it comes to auditing the marketing funds for those on Bronze plans.. I have had to audit my Sydney North Region but my auditor / Franchise lawyer says he cannot audit it correctly because Jim's Finance actually get the money and pay it on my behalf, no money comes in or out of my accounts. We just get a nett amount each month less Regional fees and advertising invoices. He went onto say I should be getting Jim's Finance audited <u>Background:</u> FSO's on Bill 4 you - where divisional advertising fees are applicable, and Finance pay those bills prior to the money being released to the FSO: As a result, that money is not having any flow through the advertising fund and cannot be included in an audit if required.	Lynton Paddick – on behalf of Mike O'Reilly (Skip Bins)	Advertising money to go back to the Franchisors for them to pay advertising bills.
8	Subject: Newsletter Stats Week 2. I've taken some time today to put together a dashboard of stats for us to monitor the newsletter going forward. I've put this in Google Drive so everyone can have a look. I've taken the stats I think are the best to measure plus the ones Elemental have already put forward - so we can do a bit of a comparison as we go. Some of their stats I'm not quite sure how they have calculated, but I've gone through the testing and winning campaigns for all the newsletters we've done before to put this together. The stats we need to know for this week: Client Newsletter: Open Rate: 20.7% (list average is up 11.1% from 11% last week) Click-Through Rate: 1.8% (list average is up 0.8% from 0.7% last week) Clicks to Divisions (exc. articles): 1063 Prospects Newsletter: Open Rate: 14.7% (list average is 9.8%) Click-Through Rate: 2.1% (list average is 1.1%) Clicks to Existing Opportunities: 446 https://docs.google.com/spreadsheets/d/16SfAYQy0zuVeE_h3HwlaS1tu9S98SX8kygZWkLZPmsl/edit?usp=sharing	Jim Penman	Advisory Committee happy with progress

Item No.	Agenda Item	Advisory Member	National Note
9	Proposal to change the FSO and FSE Manual regarding Franchise Meetings. The proposed change would need to be reflected in both manuals and be voted in, in both manuals to remain valid. <i>Franchise Meetings can be held by 50% Zoom and 50% face to face.</i> Current FSE Manual Meetings Franchisors must offer at least 8 meetings a year within 50 km of each Franchisee's home. Alternatively, where a Franchisee is more than 100 km from the Franchisor's place of business and there are 6 or less Franchisees in a population centre, up to 6 meetings may be held by Skype. Each meeting must include a time for general discussion and at least 7 meetings per year must have a training component. 7 days' notice must be provided. Current FSO Manual: 6.4 Meetings Franchisors must offer at least 8 meetings a year within 50 km of each Franchisee's home. Alternatively, where a Franchisee is more than 100 km from the Franchisor's place of business and there are 6 or less Franchisees in a population centre, up to 6 meetings may be held by Skype. Each meeting must include a time for general discussion and at least 7 meetings per year must have a training component. Franchisors must provide at least 7 days' notice to Franchisees, including an agenda, and keep notes of the meeting.	Jim Penman, on behalf of Heidi Schieren	Only two meetings per year must be in person. Rest can be in person or by Zoom at Franchisor discretion Put to referenda as changes to Franchisee and Franchisor Manuals

<i>Item No.</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>National Note</i>

General Business Item: Compliance photos should show the registration number of any trailer.

**** NEXT ADVISORY MEETING: ** Tuesday 16 February 2021**

Advisory Meeting Agenda Items
Meeting to be held via Dial-In
On: Tuesday, 16th February 2021 Time: 1.00 pm
Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	Can we please have floated at the next Advisory meeting that a fsee who doesn't submit a vote (ie doesn't even bother reading the email) for the Annual Marketing Fund Audit be counted as a NO vote instead of a YES. If a fsee feels strongly about having the fund audited they will vote. Those who don't care or rarely bother to participate in the group want bother voting - their non vote shouldn't be taken as a vote to audit - rather as a vote against auditing as they simply don't care enough to vote! <i>Note from Documents: The default position under the code is that a marketing fund has to be audited. This is only not required when 75% of franchisees who contribute to the fund vote against the audit requirement. Based on this we are physically required to receive a vote against the audit requirement for them to be included in the 75% count.</i>	David Legge On behalf of Heidi Schieren	
2	I do not agree with non responding franchisee votes being counted as being In agreement with changes. As the system currently stands changes will probably always be carried due to a lack of responses. As far as I am concerned only responses to a survey should be counted and that change to the system should be put to franchisees to vote on and I wonder what the outcome would be. It is doubtful corporate will agree with putting a change to how votes are counted to a vote but the current system I believe is not a true reflection. <i>Note from Jim:</i> <i>In practice we've always gone with the majority of those who voted, even when the majority voted no. I don't mind changing voting so that a majority of those who vote and at least (say) 30% of the total say no then it fails. In actuality, most Franchisees do vote. Denise, could you put this on the next Advisory Agenda?</i> <i>Jim</i> <i>Note from Documents: Looking at the results from the last FSE survey's sent out, we have around only ¼ respond.</i>	Jim Penman, On behalf of Andrew McQuoid and 9AL3.	

Item No.	Agenda Item	Advisory Member	National Note
	<u>Request 3: From Cameron Scott</u> <i>Recently divisional FMS was restricted to only viewing their own division, due to a rouge franchisee. This has restricted our division especially locating new franchisees that wants bookkeeping, etc.</i> <i>I would like the following discussed please.</i> <i>“Divisional franchisors (only) have their FMS opened to view all divisions franchisees and franchisors”</i> <i>Jim’s Online currently provides a Find Local FSEs function that allows Franchisees to find others in their area. It also accepts entering a Post Code or Suburb, but it doesn’t provide accurate results outside of their Defined Areas.</i> <i>A new Jim’s Online report (Franchisees Lookup) is going to be released this week that allows Franchisees to search for other Franchisees in any geography and division.</i> <i>We will also change the Find Local FSEs function to show the top 20 closest franchisees based on the distance between their central work locations.</i> <i>Both these reports are providing Franchisee Name, Manager and Mobile.</i> <i>Given the Find Local Franchisee function is intended for networking and relationship building we could provide email addresses only in the Find Local FSEs function.</i>	Cameron Scott On behalf of Lloyd Richardson	
5	Customers entering information online. Some FSE are reporting higher levels of incorrect information being entered online and therefore missing out on leads, and on occasions the complete inability to contact the client. This can result in a complaint or concern (not the major issue). A FSE has suggested that a verification code system be introduced where similar to banking the client is sent a code once the client information has been entered just before the final step of the booking has taken place. There verification would at least confirm the clients correct phone number. This would reduce some of the contact ability issues in the online process. <i>Possible, but would mean a lot less leads</i>	Cam Scott, on behalf of unknown.	NO
6	I would like to know when will Jims Plus be available for contractors in New Zealand?? Our suburbs are not currently available.	Michelle Russell, on behalf of Darrell	Done?

Item No.	Agenda Item	Advisory Member	National Note
		Webber	
7	I would like to put forward for Agenda for Advisory that we look at increasing the Non Compliance for being late with fees. As it stands I believe they lose their discount from the Management fee. I feel some franchisees don't care about losing that amount. If we could look them also losing their 15% discount from lead fees that would incentivise them more into paying fees on time.	Benn Ward, on behalf of Sam Robertson	Up to division
8	For Social Media Policy.. Currently Fse's are not to promote their mobile number on social media, hence their business card should not be advertised. Should the fse's partner / family / friends knowingly be advertising the fse's business card? Should it be up to the fse to educate the partner / family / friends to not advertise their business cards? There have been instances where the partner of the Fse has knowingly advertised the business card on Facebook as the Fse was not supposed to. The Fse then posted their business card as well. Fse removed their business card post, but the partner's post stayed. Can we please add the following Re Social Media: No franchisee/ partner/ family is to post the franchisees business card on any Social Media.	Peter Hansen, on behalf of Janelle Rumph	Put to referendum
9	Add to the FSO Manual regarding commercial contracts forming part of a regional sale? If providing work to franchisees and obtained under the Jim's banner. Good recent example: recently departed Mowing FSO, who obtained a large amount of commercial work as a Jim's FSO which is done by Jim's FSE's. Before his sale he set up a new entity and shifted all the commercial work out to another entity. We are working on having this covered under new FSO agreements however adding it to the FSO manual will protect all current FSO's & FSE's	Jim Penman, on behalf of Joel Kleber/Documents.	Ask Haydar and Paul King for a valuation. Then put into the sale contract a requirement to sell at this rate if selling Region.
10	Jim's Jobs Web to send an SMS to the client's 1 st mobile number on file automatically when a Quote is sent	Peter Hansen, on	

Item No.	Agenda Item	Advisory Member	National Note
	via email form the program. <i>This is required for customer compliance.</i> The same process is in FMS during booking. FMS to have a 'Save Preferences' function built in as in most programs. This would allow users to set the window size of each menu option [eg. 'Enter Job' and certain 'reports']. Some take up the whole screen and force other windows already open to full size. This is not necessary on today's bigger screens. This preference has been around since the late 80's early 90's but never written into FMS. • <i>Making the SMS quote automatic is possible.</i> <i>Sending a quote via SMS, Email or both is possible from Jim's Jobs Web.</i> <i>The mobile version will allow for the same starting from the next release, 1-2 weeks.</i> • <i>Regarding screens in FMS.</i> <i>The requested functionality requires significant effort on the FMS4 platform. The technology used for FMS4 is too old and we are actively evaluating options for accelerating FMS5 development to replace FMS4. At this time we can't invest more development time in FMS4.</i>	behalf of Andrew Clerihew	
11	Mowing Divisional opposes to allow FSE to use Facebook to communicate directly with customers via the messaging function. Any option to book or solicit work outside of Territory via social media should not be permitted. This impacts on Mowing FSE Territory rights and also impacts on the FSO income. • <i>The Facebook Virtual Assistant chat running on the Jim's Group Facebook allows for booking of jobs and performs standard allocation.</i> • <i>The bot also allows for registration of Franchise Enquiries.</i>	Rocky Aloï	
12	Jim's mowing franchisees now have access to their own territory Facebook pages, however their messages have been turned off. This means that regular customers who have liked and are following the page, cannot contact the Fse through the page for ongoing bookings or other communication.	Phil Smallman, on behalf of Belinda Hadley	Messaging can be allowed for a division at Franchisor discretion if Divisional approves

Item No.	Agenda Item	Advisory Member	National Note
	Further, franchisees who work hard on building their page and creating a following should be rewarded by the occasional free lead that comes through the page. Otherwise what is the benefit to franchisees of having the page when their customers are unable to contact them? If each fse has a page it makes it fair for them to each receive messages on their pages. Could this topic please be sent to the FSE to vote.		
13	5 Start Ratings / Surveys Issue 1 "OK with some issues – 3 stars" This particular 3* survey and some others has highlighted a flaw in the terminology used with regards to 3 star feedback. In this case the customer gave Leo 3* survey because they were happy, but there was an access issue with the job, not an issue with Leo, his customer service or his quality. The access issue was easily overcome by Leo so there was no issues from his end and the customer was very shocked to hear that their "OK with some issues" feedback was seen to be negative against Leo, so much so they changed it to 5* straight away once Leo contacted them. Also the terminology "OK" can be used as a positive term or a negative term depending on who is using it and what the situation is. Issue 2 My understanding is that currently if a FSE gets a poor star rating the only way to get it removed is to wait 6 months. You can of-course get it revised by the customer but as we know some customers are just never happy and would never change it. An idea Leo has is that instead of there being a time limit for natural removal of lower than 5 star ratings to be removed, that maybe a franchisee should get rewarded for great customer service by having below 5 star ratings drop off the system if they get 10 or 20 5 star surveys in a row. <i>There is a similar request regarding a rewards system to be built into FMS for franchisees getting a certain number of 5 star ratings in a row. In that case there rewards were certain communications to them to acknowledge their great performance.</i> <i>It wasn't scheduled for development in Q1, but we can make sure it gets address in Q2 2020.</i>	Daniel Richards, on behalf of Dean O'Connor.	Three star surveys with the comment simply 'OK' or similar, are raised to five stars on the daily check through. Similar if the problem is the call centre or some issue not to do with the Franchisee. Any poor survey or complaint can be upgraded or deleted by sending the evidence to customer care@jims.net For example, if a problem is fixed. Easiest way to get the evidence is a text to the client. By the end of March we will be able to send customers a text on booking with a link to the Franchisee's reviews, thus making it easier for good Franchisees to get a

Item No.	Agenda Item	Advisory Member	National Note
	“Super Handyman” “Handyman Elite” Status (or similar) With the thought of a “perfect 5 star rating” being a marketing tool for customers, so that there is some buffer for the occasional low star rating affecting the 5 star status, could there be another way to signify a FSE that is at the top of his game and provided the best service possible? Terms like “Super, “elite” are just some ideas but this would be given to FSEs if they were for example 4.9 and above. Like a badge of honour that is shown in Jimsonline. Or, can the system reflect a 5 star rating if the FSE has a rating of 4.9 or over? This would allow the FSE to still show their customers they are 5 star, not 4.9 on the system.		better price. An occasional bad rating, even if unfair, tends to make reviews more credible and thus more effective.
	How do we cover trainees in case of accident?		We have a group policy to cover accident. Public risk is on the trainer’s policy, but the Warranty Fund will cover any out of pocket costs.
	Can fees be advertised based on weekly amounts?		OK

Dates for Advisory 2021:

Tuesday 25 May

Tuesday 24 August

Tuesday 16 November

NEXT ADVISORY MEETING: Tuesday 25 May 2021

Advisory Meeting Agenda Items
Meeting to be held via Dial-In
On: Tuesday, 25th May 2021 - Time: 1.00 pm
Jim to chair the meeting



Item No.	Agenda Item	Advisory Member	National Note
1	Jim's Dog Wash Franchisees would like this change to the manual to be put out to vote again. Unfortunately, they missed the vote and given that the larger majority voted no I think it should go out for a vote again. The concern that most franchisees have is that they could potentially be breached for something that another person does that they have no control over. Can you please put this forward to be voted on again. Proposed Manual Changes Franchisees, their relatives and friends are not permitted to post business cards on social media where their mobile number is advertised 15.4% in favour, 16% against. Given that less than 20% have objected, change approved	Peter Hansen, behalf of Sharon Connell	No further referendum. Unanimous vote.
2	Can you table the issue of Insurance for Mowing, please: Several franchisees have raised with me the issue of the value of the excess; notably that it is too high for our most common issues and not fit for purpose for our industry. We are a low value high volume business and accidents are very common and part and parcel of the job, irrespective how careful we try to be. Broken windows are an obvious example. A \$500 excess is too high and not really worth having for the most common issues we encounter. I don't have an answer, but I believe a policy where there is a glass excess like in car insurance would be very fit for purpose. eg: a \$75 or \$100 excess for glass. Do you think this is something that can be explored please, possibly by scoping out with Insurance first? I'm sure this has been raised before so apologies to raise this again but I'm accountable to my franchisees.	Peter Hansen, on behalf of Ian Hollis,	Insurance to be asked if an option is possible for a \$250 excess, at a higher premium. Other divisions may ask for the same. Franchisors would like a claims report for each division, showing claims relative to income.
3.	Email received from Paul King questioning the complaints compliance system following warning letter to Gareth Payne. This warning needs to be removed I think, it's not what is laid out in the manuals in terms of the trigger points for such a warning. He has 5 complaints @ 7.69% of leads Extract from current manuals:	Jim Penman on behalf of Paul King	Put to referendum for a Franchisee Manual change: letters triggered on 4 complaints and 4% of leads.

Multiple Complaints

Franchisees with excessive complaints will get a warning letter. This is automatically triggered if they get at least 6 complaints within 6 months, amounting to at least 6% of leads received.

Item No.	Agenda Item	Advisory Member	National Note
	Comment from Jim: <i>The Manual says it is automatically triggered, but doesn't stop it happening with fewer complaints. In practice, most of these letters are paused at the request of the Franchisor, and in most of these cases changes are made so that fewer letters need to be sent</i>		
5	FSE Complaints Car Detailing have recently introduced a procedure to handle complaints: FSE's are instructed to SMS their clients immediately after receiving a complaint and offer to fix the job. Once the job is fixed, re-survey or get a message from the client saying that they were happy. If the FSO does not hear from the FSE within 24 hrs (business days), the FSO will re-allocate the job to another franchisee. The original franchisee will be billed for the work.	Jim Penman	Approved for a referendum to change Manual. The Franchisee needs only to take some action, which could mean challenging the complaint and having it deleted.
6	Proposal that we eliminate the O option in surveys, and simply ask for Good or Bad. A lot of clients seem to be hitting O for Ok when they're actually quite happy.	Jim Penman	Agreed
	QR codes to be made available for trailers and vehicles, allowing the public to book direct	Benn Ward	Agreed to ask IT
	Concern that interstate trainees in current course might want to head back tonight to avoid possible quarantine	Manie	Jim agreed they could finish at their local hub and not be charged more
	Franchisees cannot enter pickups unless they have first and last names and a valid phone number. Otherwise, the system will not recognize them	Lynton Paddick	Agreed

NEXT ADVISORY MEETING: Tuesday 24 August 2021

Advisory Meeting - MINUTES
Meeting to be held via Dial-In
On: Tuesday, 24th August 2021 - Time: 1.00 pm
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1.	Advisory Committee Members for the period: 1 July 2021 – 30 June 2022: Welcome to new representatives: Haydar, Ali, Rocky Aloj, Paul King, John Grant, Scott Greenwood, Sharon Connell and Brett Blair. Many thanks to outgoing Committee Members for your past commitment and involvement: Peter Hansen, Phil Smallman, Rob Clark, Cameron Scott, Daniel Richards, Benn Ward and David Legge N.S.W. state representation went to a vote, where all N.S.W. Franchisors were invited to vote. A total of 43 votes were received. Nominations and Votes: Paul King (17 votes). Janelle Rumph (12). Paul Sandles (7). Troy Sellers (4). Steve McGregor (3). A full list of the new Advisory representatives (including contact details) is on the final page of this Agenda, and has now been uploaded onto the FSO web-site.	Jim Penman, on behalf of Denise Zinghini (National Office)	
2.	I have a concern regarding the use of the Warranty fund to pay for a VCAT matter that is not related to a Franchisee failure. The Warranty fund was established for this purpose and whilst there is a sweater to have the Division benefit from the Marketing Exercise, which should come from Marketing anyway, it would be brought into question if Franchisors asked what was this about. I do have a cleaner proposal: Rather than paying it out of the fund, you could waive my next three Sales, Franchise Warranty Fund Invoices. This will be simpler and not on the records, therefore will never need to pass the pub test. Please let me know if this is an option. Before I invoice the Warranty Fund. The cost of the VCAT Expert Witness report is estimated to be around \$5,500.00 and then there is also court appearance fee if required. I have a current Warranty Fund Invoice for Phil Stewart my latest recruit, and I am about to book two prospects into Generic training.	Phil Smallman	This cost will NOT be charged to the warranty fund, which would of course be a breach of contract. It could possibly be paid by the Branding Fund, since used to prepare a promotional video for the Building Inspections Division.

Item	Agenda Item	Advisory Member	National Note
3.	Lead Transfers and Lead Fee Transfers. Can we please have a detailed and clear process on client lead transfers and subsequently the lead fee transfer. We find that some franchisee's may be picking and choosing their leads by using the internet to see the home in question and transferring the lead before calling the client to get the relevant information regarding the job need. Note from Jim: <i>The lead fee should be charged to both parties. Not in the system yet but IT is working on it. You can manually charge the Franchisee if you wish.</i>	Rocky Aloï, on behalf of John Govic	Leave as is. Lead fee charged to initial franchisee but Franchisor can change.
4.	Please can you enquire why any changes made by the divisional on FMS is not reported to the franchisor or the franchisee? Recently a number of services were removed from franchisees in both my area and other areas without either the franchisor or the franchisee being informed I have no issue with the ability of the divisional to alter anything services, fees etc but I would like all alterations to be notified to the FSE and FSO so they can be aware and (if needed) object to the change. If I allocate any services, my FSE's are informed the same as if I cancel their ability to do any services, Why is the divisional allowed to do the same function without notification?	Benn Ward, on behalf of Shirley Rawson, Bookkeeping.	Notifications are sent!
5.	FSO to undertake national Police Checks for their prospects and include Working with children's check Discuss / Query - compliance check and renewal every 3 years	Paul King	No change. Divisions can decide whether to mention police checks in advertising. In next Franchisee newsletter; encourage to get police checks for employees
6.	Changes be made to the agreement / system to allow in extraordinary circumstances (ie COVID lockdowns) that Franchisees can still receive leads whilst under suspension so that customers are still able to book a new service with a Franchise. Currently the call centre is still fielding the call even with Franchises under suspension, the only difference being that instead of saying "sorry we have nobody do the job" the message maybe "yes we can assist you	Paul King / Haydar Hussain	If Franchisors want to discount fees for the month, subject to national approval, national fees will be

	with a franchise to call to organise a time post COVID restrictions to complete the job” – same 2 hr call back applies. 50% of lead fees are paid to call centre during this time to offset the costs (ie; no admin fees are paid whilst under suspension)?		discounted at the same rate. Call centre fees remain the same.
7.	When a franchise is suspended, I would like to discuss the option of still being able to charge some of the fees that we still incur even if the franchise is suspended. ie; Sensis and GMB deal	Haydar Hussain	Can be decided by each division after vote to change divisional manual
8.	Currently if a FSO is not providing adequate support to a FSE and the FSE wants to transfer to another FSO, the new FSO is expected to grant him a territory for free and the previous FSO gets to sell the territory again and do the whole thing again. For new FSE contracts can we please add this clause under the ‘Change of Franchisor’ clause: The franchisee has the right to keep his territory if he/she transfers to a new franchisor. <i>Note from Jim:</i> <i>This would simply not be possible, from a legal standpoint.</i>	Michelle Russell	Legally not possible.
9.	For information of Finance and our Auditor. Jake Cronin and Ben Schoonderbeek; 12 month renewal. Ben will work 3-days a week.	Joel Kleber	All in favour
10.	We are looking at allowing Franchisors to do their own billing if they wish. Given that the main reason for national doing it is to avoid the time spent in chasing late fees, applications for deferral, etc., there would be two conditions: No deferrals and late fees automatically charged if late No change to fees charged.	Jim Penman	All in favour
11.	Item raised at 25 May 2021 Advisory - Further Clarification Required: QR codes to be made available for trailers and vehicles, allowing the public to book direct <i>Query from I.T. Developers:</i> <i>When a customer books starting from the QR code of a trailer is the lead allocated to the FSE directly or does it go to normal allocation?</i>	Benn Ward	Normal allocation
12.	Some time ago, I did suggest that Jim could allow each FSE an annual payment of up to say \$100 each, towards the cost of them going for an annual check-up with their doctor. I have never heard anything further to this and just wanted to see if it has been, or could be put to Jim/Divisional, etc who can agree to it please.	Michelle Russell, on behalf of Darren Laycock	Franchisors welcome to do this

	I have a full check-up once a year and it is usually less than \$100. They do full blood tests etc and I think the guys would all really appreciate this as they do pay thousands of dollars each and \$100 each is small change for the good-will it would get for Jim / Divisional.		
13.	I have been asked the question: Is there is a finders fee for any FSE who can find you a new FSE for the Fencing or Painting Division, I believe are being set up in NZ soon?	Michelle Russell, on behalf of Darren Laycock	Manual states that \$1,000 goes to any referrer
14.	The recent newsletter from Jim saying that breach letters will be sent if the FSE reaches 4 in 4 months, if the Franchisor agrees. Please provide further clarification: There can be letters sent at 4 only if the FSO advises accordingly? If FSO says no letter to be sent at 4, then letter will not be sent until 6? Proposed Manual change on warning letters rejected The proposal to change the 6 and 6% guidelines to 4 and 4% was rejected. However, to make it clear what actually happens and avoid confusion, we'll be adding the following rider, which does NOT form part of the legal Manual: (Letters may also be sent at 4 and 4%, subject to advice from the Regional Franchisor). This is in contrast to the 6% guideline which states that a letter WILL be sent.	Michelle Russell, on behalf of Darren Laycock	As noted
15.	Under our contracts we understand that all fees are to be increased by the CPI. Due to the current circumstances with COVID around Australia, can this be reviewed at the end of September Quarter or even December Quarter	Sharon Connell, on behalf of Llyod Richardson	Defer for two months
16.	Suspension of Franchise Business (from Manual) If temporarily unable to continue your business for reasons such as illness, you may apply to your Franchisor to have it suspended for a set period, normally no more than three months. The Franchisor may accept this request at their sole discretion. While suspended you must not operate the business. No fees are payable but public risk insurance cover is still required. I suggest this should add in an option to suspend when there are government lockdowns/restrictions	Jim Penman, on behalf of Tim Freshney	None in favour
17.	COVID-19 Vaccination Stickers For franchisees who prove full vaccination. Cost for 200 is \$942. We don't want to order an excessive number and ask for approval to order as required. We have already had 140 franchisees request these. Each franchisee receives two stickers.	Jim Penman, on behalf of Joel Kleber	All in favour; Dog wash would like blue

18.	Jim's Jabs Merch Jim has paid for 200 items of Jim's Jabs merch for giveaways for our Jim's Jabs public campaign. Approval is sought of purchasing more if in the event the initiative takes off. Cost is \$10.50+GST per set, so total amount is \$1,050.00+GST for 100 of each.	Jim Penman, on behalf of Joel Kleber	All in favour

Dates for Advisory 2021: Tuesday 16 November

Please see below, details to join the meeting, via Zoom. Please be patient as everyone tries to log in!

Topic: Advisory Meeting Time: November 16, 2021 01:00 PM Canberra, Melbourne, Sydney

Join Zoom Meeting

<https://us06web.zoom.us/j/91323447239?pwd=MTILYXZ1Ry9FRFBsN1N5Ujc3VDhGUT09>

Meeting ID: 913 2344 7239

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NEXT ADVISORY MEETING: Tuesday 16 November 2021

Advisory Meeting - MINUTES
Meeting to be held via Dial-In
On: Tuesday, 16th November 2021 - Time: 1.00 pm
Jim to chair the meeting



Item	Agenda Item	Advisory Member	Decision
1	It's common that FSE don't market in T, or treasure their T, just relying on general leads. If Leads from inside T were zero points, they would be incentivised to do so, then only external leads would be shared around the team using the points system."	Michelle Russell, <i>on behalf of a Mowing FSE</i>	No
2	We are noticing a lot of online bookings are either uncontactable after multiple attempts including phone calls, SMS and emails, or have the wrong details (ie suburb or state or house number), or weren't really after a service, they were just doing some research. As you can imagine fsees are getting really frustrated with these events, especially in our 2 divisions when you look at the lead fee pricing. Is there a way that we can get the booking form to give the client an opportunity to firstly confirm all of their details and then to ask that the client is happy that a franchisee is going to call them to discuss their requirements? Online booking is only going to increase and I think we need to look at reducing the amount of poor leads coming through	Sharon Connell, <i>on behalf of Heidi Schieren</i>	No
3	Removal of Pro-Active Notes Hidden Option (Items 3 & 4) Being able to hide pro-active notes has been a very positive thing for my region and presume others. Obviously, some Franchisors have been doing the wrong thing hence the change being made. However, for those who are providing great support (Platinum, Diamond) I believe those FSO's should have the option to hide pro-active notes. The best thing about hiding the notes, is Franchisees feel that I am ringing to see how they are going not just so I can mark off the notes. It really blurs the lines & no doubt we will again have Franchisees saying he only calls so he can log a Pro-Active note. Which was why the hidden notes were brought in. Rewarding Franchisors who rate well in surveys with the option to hide notes I believe would be fantastic for their relationship with all their Franchisees.	Rocky Aloï, <i>on behalf of Benn Ward</i>	Leave for six months and then consider again. pro-active call notes can be recorded as 'general', if the Franchisor chooses.

4	Pro-Active Notes (Items 3 & 4) We will also be abolishing the 'private note' system for pro-active calls and meeting notes. Franchisees need to be reminded of what the calls and meetings were about, so 'Spoke to Bill' is not enough. Proper notes are a requirement of the Manual. Can we have the removal of the private note system in FMS put to a referendum amongst FSOs. FMS is the main tool FSO's have to use to recording Franchisee discussions and any information regarding the discussion. Not all notes need to be seen by the Franchisees. Having to record a proactive, save the note then enter other information as a general note is time consuming and inefficient. If Franchisors are not using the note system properly this should be addressed by their Divisional, not just remove the option. Can we vote on this please?	Paul King, <i>on behalf of David Rumph</i>	ditto
5	Jim's TV I'm planning to go out and shoot the Jim's Jobs teaser once we come out of lockdown, showcasing approximately 10 or so services, I think that would show enough variety for a 2min teaser. If you have any thoughts on services or what I should be chasing, please send those through. The teaser is an excitement upbeat video, it won't contain all the aspects of the show in depth, it just highlights the shows possibilities, and gets people excited about what could be achieved. In the last zoom we had, you mentioned being able to fund it through branding, I could get it done for \$8,800. Please let me know your thoughts as I'm going to start setting up shoot dates with Coxy and different services, and it may be a challenge initially to find willing participants.	Rocky Alooi, <i>on behalf of Brendan Fitzgerald</i>	No
6	When a FSO gets a text re: a possible complaint for a FSE, it states that they have 48 Hrs to contact customercare@jims.net or yourself (FSO) to explain why it happened. Is the same message sent to the FSE? If so can it be changed to read "48 Hrs to contact customercare@jims.net AND your FSO" My reason for asking this is that one of my FSE's did reply to Jim and the complaint was deleted. When I asked for clarification as to why it was deleted, Jim had lost the email so I have never been able to find out what the FSE said regarding the complaint. It would be better if we were all on the same page.	Ali Olmez, <i>on behalf of Nigel Cock</i>	Requests to delete complaints should ONLY go via the Franchisor, who enters them through 'complaint details'.
7	The annual Franchisee Satisfaction survey has as it's penultimate question: How do you rate your Income - Good / Fair / Poor, However when the Franchisee indicates Poor we're unable to help him because National won't identify him due to the issue of anonymity and his dissatisfaction will simply increase. To overcome this problem could you not ask of the Franchisee when he rates Poor, would you be happy for us to advise your Franchisor of this so he can help improve it.	Paul King, <i>on behalf of Peter Hansen</i>	Agreed

8	I'd like to propose that spotters fees on FSE sales, where vendor finance is used, are paid at the same rate as fees are obtained.	Paul King, <i>on behalf of Troy Sellers</i>	No
9	I would recommend proposing to Advisory that a new item be added that Franchisors cannot own their own websites without approval from the National Franchisor and should they surrender their regional business the websites owned directly by them need to be transferred to the national franchisor.	Rocky Aloï	Agreed, with the proviso that the Franchisor controls the site and can sell the rights with their business. To go to referendum as a change to the Franchisor Manual
10	Lead fee on Jim's Plus should be more than the division, ideally double. For example if the lead fee is \$15 for our Franchisees, Jim's Plus contractors should pay \$25-\$30. So when the FSO contacts the JP Contractor one advantage joining Jim's will be cheaper lead fees. Larger Franchise and National companies should be banned from Jim's Plus. These companies are feeding their own franchisees from Jim's leads. There is no way of contacting the franchisees as the only contact is the head office – so there is no way of selling these people a franchise.	Ali Olmez, <i>on behalf of Cleaning FSO's.</i>	No change
11	I do find Jim's Group Policy of full fees on small divisions (regardless of the financial viability of that division) a little heartless. Many small divisions are struggling as Jim's charges full Franchisor fees & effectively punishes them for their inability to grow, or maintain existing numbers with natural life-cycle departures from that division. Yes, there comes a time when a decision needs to be made to change something. I.e: Either find a more effective way to get more Franchisees to cover fees, or close the division. However, some help would be wise for the group, considerate of differing divisions circumstances, and humane to those human Franchisors trying to survive and expand a division to become profitable. This "survive or die" mantra seems somewhat out of tune with the push on ensuring everyone's mental health is ok. After all, we are talking about perhaps 5 divisions only, not the majority. With the above multiple goals in mind, could a more effective method be to have the relevant divisional perform an audit of the current structure, sales technique and difficulties facing that relevant division with the Franchisor for that Division? (we are talking only a few hours work/Zoom/investigation) Then, they could come up with recommended changes to be put in place, perhaps in consultation with the relevant advisory committee member, and or the sales team at National. If those changes are adopted & followed through on, then some sort of temporary fee relief could be put in place based upon follow through, with a roadmap out of their current situation. This roadmap either leads to	John Grant, <i>on behalf of Anonymous FSO.</i>	Nine divisions were given reduced fees in the past 12 months, together with detailed advice and support on how to move ahead

	successful changes in an agreed timeframe, or a decision to remove the division or Franchisor if it can't sustain full fees after that period has expired. You see, it would seem Franchisees have all of the protection from various Govt departments & from the Franchise Agreement, and from National, but it seems Franchisors are the ones left holding the bucket on their own with no support from above when & if they need help."		
12	2022 Advisory Committee Meetings: 1.00 pm Tuesday 22 February 1.00 pm Tuesday 31 May 1.00pm Tuesday 23 August 1.00 pm Tuesday 15 November	Rocky Aloï, <i>on behalf of Denise @ National Office</i>	Agreed
13	APPEAL – Police Check I have a Police Check case I need you to take to advisory. (full details on W:drive - National Office)		No Denied.
	<u>General Business:</u> <u>Proposed Change to Franchisor Manual</u> Franchisors to send record of Franchisees attending meetings to National Franchisor.	Rocky	Agreed

NEXT ADVISORY MEETING: Tuesday 22 February, 2022

Advisory Meeting - MINUTES
Meeting to be held via Dial-In
On: Tuesday, 22nd February 2022 - Time: 1.00 pm
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	WA Franchisee asks if our texted leads can open into Google Maps, as Formitize used to do?	Rocky Aloji, <i>on behalf of Bev Wagner/FSE</i>	On the list
2	I would like to raise the star Rating system minimum requirements. I believe there should be a minimum number word count (10 to 20 words) a client must write down in order for a survey to be valid. This can be made as a mandatory feature within the survey / Many other surveys from other business have this function and will not let you proceed without commenting. A blank survey with no comments is pointless, Good or bad they should have an explanation of what was bad or Praise for what was good. E.g. if 1 star is given system. 10 to 20 words should be enough to explain what the actual problem are. Or 5 obviously praising a FSE on what was good is more beneficial. The amount of time that is wasted on following up blank surveys by both FSE / FSO trying to chase a client up, then having no reply. There should be more onus on the clients to provide reasons, Just like Jim expects we provides evidence of any complaint, So should the client provide a reason for survey. If their issue is that bad they obviously contact the call centre and make it official. Even asking a question did you use Jims as the amount of survey that we find they didn't even use Jims in the first place amazes me. This would make the survey more relevant and factual to their experience both client and FSE	Ali Olmez on behalf of Jason Browne	No, as this would reduce the number of surveys to a fraction of current levels Committee suggested that when customers give poor surveys without a comment, the Franchisor should first talk to the Franchisee and then (if not resolved) call the client
3	Could we please automate the process of renewing franchise agreements? Currently when a franchisee reaches 10 years, nothing happens. It seems to be up to FSO's to remember when these dates come up. Surely something could be triggered via FMS to remind FSO's that they have FSE agreements coming up for renewal?	Paul King on Behalf of Steve Walkom	FMS should email franchisors six months prior
4	Bizza lead fees – Advertising - Bizza lead fee, should be distributed 50% to the Franchisor in the area the lead has been taken. Australia wide. Bizza is not paying for advertising these leads – the relative Jim's Franchisor is. Franchisor's advertising gets these Bizza jobs. Could the funds from Bizza be reinvested into recruitment advertising for the division or that 50% at least be refunded to the FSO for advertising? To quote a potential Jim's Franchisee "why should I join Jim's, when I can join Bizza – no lead fees and no franchise fee. It's cheaper and fulltime."	Scott Greenwood	Committee would like to know when Bizza will move into surplus. Surplus to go into the branding fund, some of which could be spent to recognize long-term Franchisees

5	Communication, managing and remarketing to unserved leads	Sharon Connell	No change
6	With Jake resigning and Ben largely focused on training, we would like to propose the Committee transfer the funding to a new video team. Cost to be between \$100k and \$130k p.a., depending on the hours Charles has available. This is well short of the current income of the fund . Sample videos attached, all relatively low cost and paid for by the Security Doors division. Jim https://www.youtube.com/watch?v=AB9UvTfTaQY https://www.youtube.com/watch?v=ghftc83CPpA https://www.youtube.com/watch?v=-sCVZywyDUM&t=7s	Jim Penman	Agreed
7	Trade Day Discussion	Rocky Aloia	Agreed to \$20,000 contingency fund to cover any losses from Trade Day. If successful, we will be looking to organize trade days in NZ and other states

NEXT ADVISORY MEETING: Tuesday 31 May, 2022

Advisory Meeting - MINUTES
Meeting to be held via Dial-In
On: Tuesday, 31st May 2022 - Time: 1.00 pm
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	What should we do when a client asks for more than one service in a division, when the Franchisee doesn't offer all services requested? "When a client does an online booking they have the option to select as many different services from that division that they want. Unfortunately it will allocate based on the first service they select. They may select Mow Once, Mow Garden Once and Mow Pruning but it will allocate as just a mowing lead. The system doesn't check if the franchisee offers the other services. We do cancel/reallocate quite a few online leads due to franchisees not offering the services a client requires."	Jim on Behalf of Kathy – Call Centre & Cleaning FSE Eddie	Call Centre should try to find a Franchisee to do everything. Long term, we will try for a technology fix allowing for multiple services to be entered for the same client
2	I note in the last meeting minutes that Jim was looking at ways to increase our Franchisee recruitment. I would like to ask if he would consider reducing the fees a little or allowing Franchisors the ability to lower them a little, to make the opportunity appeal to more prospects. I have had quite a few enquiries lately and when we tell them the monthly fees, a fair few are surprised we are so much higher than other franchises and sign up with other companies. This is notable within my region of NZ.	Michelle Russell on behalf of Darren Laycock	Not approved. Franchisors should work to show the value in the system. Initial franchise fee can be reduced
3	Franchisees should have the ability to buffer themselves against unfair 1or2 star ratings where they decline a job due to the client being unpleasant. Our system as it stands incentivises putting in ridiculous priced quotes so that the response will be "price too high". Is that the only option? Is that the reputation we want to develop?	Michelle Russell on Behalf of Gary Turton	Franchisees have a right to refuse such job and should immediately put a note against it or ask their Franchisor to do so. This note will allow Jim to wipe any

	Also when doing the job – we can sometimes (it is rare) find clients rude and unpleasant – we must have the ability to walkaway from these situations. How can we prevent or delete an unfair 1 star review in this situation?		resulting complaint or poor survey,
4	Franchise enquires must be entered into FMS within 3 business days of receiving the lead (proposed addition to the FSO manual under item 3.1)	Rocky Aloï	Agreed to put to referendum for change to the Franchisee Manual. If full address details are not known, the prospect can be entered as 0 no address
5	When selling to a FSE in another region, the FSO who owns the region needs to acknowledge or be given the opportunity to dispute (48 business hours) from being notified (proposed addition to FSO manual under item 3.6)	Rocky Aloï	Agreed to put to referendum for change to the Franchisor Manual
6	Request that a live document be created and updated for access to by Franchisors recording any changes to the Franchise agreement. When, what it was, what it replaced and why. Example is the recent change to the Franchise Agreement (FA) where Item 23 of the cleaning Schedule which relates to Restraint of Trade is now apparently covered by section 7.3c in the body of the FA.	Paul King on behalf of David Rumph	Changes to the contract be placed in the Franchisor newsletter
7	Discussion to have regular retraining for first aid, and (for trees and mowing) chainsaws	Jim Penman	This is ideal but not agreed that Franchisees should lose their compliance discount. However, put on the agenda for next meeting
8	Request to have Jim's create a scoreboard throughout the group to show: how many leads each franchisee has taken YTD and All time, how many 5 star reviews they've received YTD and All time and their current average 5 star rating.	John Grant on behalf of Dan Cahill	To be put in the list

	The idea is to more franchisees to take on more leads and try achieve more 5 star reviews with less complaints.		
9	Increase for branding fund contributions	Rocky Aloï	Agreed: increase from \$10.57 to \$15 for new contracts
10	PROACTIVE CALLS MANAGEMENT & REPORTING - JIMBO Can we please get an update on the Jimbo App development and how it should work for tracking and logging 2 x Calls made in a month? As part of this, can we please get guide for Franchisors on how to do this the best way in Jimbo? Even if it is not fixed yet what is best practice work around? Background: It was identified there was some coding issues and would be good to know if they were updated for May calls. The App appeared to count down all calls made and logged, and if two call attempts were made Jimbo accurately logged and treated as Called Twice. Jimbo also treats calls under 1 minute differently to those that last more than 1 minute. May need to clarify. The App is popular with Franchisors, and is fully automated to track and count down calls made to end up at Zero. It was discovered Jimbo needed to be updated to log 2 x Calls made correctly in FMS database for reporting and some other coding tweaks. We want to minimise any additional manual steps or actions with Jimbo, so it gets maximum uptake, and it does appear to track all calls made accurately.	Brett Blair	We will put updates on all following issue in newsletters, though currently between CTO's.
11	PROACTIVE CALLS MANAGEMENT & REPORTING - FMS4 & FMS5 Are there any updates/improvements Franchisors should be aware of with Proactive Call Recording in FMS4 and FMS5? Can the Proactive Call report please get loaded into FMS5 Web version?	Brett Blair	

	Any other general FMS5 Improvements we can share?		
12	PROACTIVE CALLS - BREACHES The recent push on recording pro-active calls has caused some anxiety amongst Franchisors and they need some clarity. There was also some initial confusion with wording in the Franchisor Manual around 70% and Breach amounts. We have many good Franchisors across all Divisions working hard every day on supporting their teams and growing their business, but may now be breached for 3 months for a small Admin mistake or error in logging (even missing 1 Call). As this is quite serious, can you please clarify the Proactive Call Breach process. • What is the term of the Breach? • Is it 3 Months for all proactive call Breaches regardless? • If it is 3 Months regardless if minor the breach, could we look at introducing a scale of Breach for Advisory to Vote on? eg. 80%-99% 1 Month, 60-80% 2 months, less than 60% 3 months. • What is the financial impact of the Proactive Call Breach? How much Compliance Fee Discount is lost? • If a Franchisor is Breached Month 1, but has 100% compliance Month 2 is the breach lifted immediately for Month 2 & month 3 for rectifying Breach? Is the Compliance discount restored immediately?	Brett Blair	Breaches are for three months but only one point off, so 5% extra (not 25%)
13	PROACTIVE CALLS – TERMINATION There is mention of potential Termination for Breach around Proactive Calls. While this sounds extreme it needs to be clarified. • In what circumstances would you try and terminate a Franchisor for 2 consecutive Proactive Call Breaches? Even if only one call was not logged correctly for 2 months? ○ Would you take into account their Annual Franchisee survey and successful growth in their region?	Brett Blair	No Franchisor has ever been breached for lack of a single Franchisee being called. Only for a pattern of failures. If a Franchisor was terminated for this reason their business

	• If a Franchisor does get terminated for Proactive Call Breaches, does the Region revert to Divisional for Management and Resale? • If Region is able to be sold, does the Terminated Franchisor get any benefit?		would be sold and they would receive the same payment as for a normal sale.
14	PROACTIVE CALLS FMS4 REPORT Can the FMS4 Proactive Call Report layout be reviewed? Can we remove the first few columns “With Proactive Contact + & %”. Nut sure it is required? Is the Report also to be added to FMS5 as a report?	Brett Blair	Will be fixed
15	JIM’S GROUP FRANCHISOR CONFERENCE Is there any news on the annual Jim’s Group Franchisor Conference? Any dates we can lock in or potential Agenda? Will it be at Jim’s?	Brett Blair	Set for August 19, with the Gala Dinner in the evening.

NEXT ADVISORY MEETING: Tuesday 23 August, 2022

Advisory Meeting - MINUTES

Meeting to be held via Dial-In

On: Tuesday, 23rd August 2022 - Time: 1.00 pm

Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	I'm increasingly getting people looking for a part time solution to supplement their income. Not sure how it is in Australia, but in NZ inflation is starting to bite and people need to find alternative ways to meet their obligations. I appreciate that we can't offer the full spectrum of services to a part timer as it would cause issues with existing fses. What I would like you to consider is: 1. Instead of granting a territory, we grant a license to operate. From an IT system, we should be able to do it simply by doing a pin drop on an area where no leads will be coming from – ie over water. This means there will be no priority leads. They will have to operate by picking up leads that fall outside of the territories of other fses. 2. They will still receive the full support from the fso – no change there. 3. All fees/costs reduced by say 50%. 4. Lead fees increased to say \$20. (Our current discounted rate is ~\$7.15 per lead). Existing fses won't be disadvantaged, as they get priority leads and pay a lot less for them. This could be a recruitment tool as we could convert these fses into full time and I believe it should also address to some degree the unserved work. As I indicated above, I believe that this can be done within the current context without changing agreements or IT systems.	Rocky – on behalf of Alex, Jim's Mowing Auckland	OK with: No PFWG Bottom priority Proof of other jobs, school hours only, etc. Very small territory Half admin fee
2	Add a question to the online form asking how they found us. i.e: ○ How did you find us today; ▪ Social media advert ▪ Google search ▪ Radio ▪ Referral ▪ Used Jim's before ▪ Other Probably not as useful for established divisions but would be valuable for new divisions.	Rocky – on behalf of Jason Jaap	Already in place for booking of leads

3	1. Can the Call centre investigate an off shore call centre for the afterhours calls between 8pm -6am & public holidays. there are a few divisions offering 24 hr service now. a. For example: Mobile tyres is receiving 650-750 After hours call a month. b. This is higher on public holidays when the call centre is closed. 2. Can the It team extend the Work needed hours to cover the full 24 hours in a day in FMS? Currently FSE can only select between 6am & 10pm. With Some division offering 24hrs FSE's can now be on to receive the leads.	Rocky – on behalf of Chris Degering	OK
4	Can the topic of CPI be raised, and consideration be given to not passing on the full increase to the Franchise Network Franchisees over the last 2 years have had major disruptions to income levels due to COVID lockdowns, Floods (in some areas 4 in 12 months), the coming year with increase mortgage costs, food, fuel, energy etc etc will see works dry up and as discretionary spend tightens and the joys of getting a Dog Washed, House Cleaned, Lawn Mowed etc etc will impact.	Paul King	OK on a state by state basis for a division, majority vote of Franchisors by Franchisee numbers
5	Are Divisional Franchisors required to make monthly proactive calls to Franchisors, and is this policed in any way? In 15 years as a franchisor, I am currently I am averaging about one proactive call per year.."	Paul King on behalf of Anonymous FSO	Should happen. Confirming Email should be sent as for pro-active call to Franchisees. IT to check.
6	Can you please raise at the advisory that if a delete request gets rejected for a complaint the franchisor can do nothing further with that complaint so it just sits there. If Jim rejects it can he then put them at fault or allow the franchisor to do that so they don't just sit there if nothing more can be done or archive them after a set period so they don't just sit there forever	Paul King on behalf of Chris Hansen	IT to fix
7	Franchisees that apply for cross divisional service must meet minimum requirements such the survey ratings. i.e. 4.5 star rating.	Ali Olmez	OK but 4.6

8	UNSERVICED BEFORE BIZZA Can we get an update on the I&T task to insert a “pause” into the unserviced leads before they go to BIZZA. It was suggested/discussed 12 months ago and Jim was putting it to I&T. The discussion was around a 10 minute pause, the job gets sent as unserviced, then after 10 minutes it gets sent to BIZZA if not claimed. This will ensure our Franchisees get first chance at unserviced. We know they should be down for work but many franchisees would take some of the more lucrative jobs if made aware by an unserviced lead.	Brett Blair	IT to program. Client told Bizza contractor will call but not sent for five minutes to give Franchisee a chance jump in and not sent. Automatic message to client to say Franchisee will call instead.
9	UPDATE ON CALL CENTRE Be good to get an update on Call Centre transition. What are future plans for improvement and can we get Monthly Stats (KPI's) in Franchisor Newsletter.	Brett Blair	Will do
	Could we change the name from 'National Office' to 'International Office'.		Head Office

NEXT ADVISORY MEETING: Tuesday 15 November, 2022

Advisory Meeting - Agenda

Meeting to be held via Dial-In

On: Tuesday, 15th November 2022 - Time: 1.00 pm

Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	One of our franchisees (8MF1) has identified an issue with lead allocation via our website. A client can request more than one service. In this case the franchisee only wants new mowing jobs. So if a client requests mowing first, he gets the lead but the problem is the client can also select other services (that appear in the body of the message) that the franchisee is not offering. So the lead has to be cancelled or reallocated if another franchisee is available. The franchisee says this is very frustrating not only for him but the clients also. Initially the client gets a message saying that someone will contact them to arrange a time to quote then we ring them and find out that other services are required as well, we then have to tell them we will try and reallocate the lead to someone who can do all the work. This is not a good result for Jims Mowing, the franchisee, or the client. We have tried everything we can think of to avoid this scenario. This problem is becoming more relevant the more our clients use the internet to book jobs Any suggestions or fixes would be appreciated.	Sharon Connell on behalf of Rod Skelton	Not clear what the 'other services' mean. Is this for another division?
2	The logistics of our excellent Induction Training needs improvement; currently Jim is charging an additional \$3k for online training that also has to be supervised. I've had two FSE prospects falter as they have an Iranian and a Brazilian passport respectively. Therefore getting a Visa to go to Aussie on business has taken 4 months so far, amazingly they are still trying. If they join any other Franchise Group in NZ they don't need to travel. The other issue is that the airport shuttle from the airport only runs at the end of Wednesday, but for Kiwis that means they get home at 1-2am in the morning. As the food stops on Wednesday lunch time it forces the issue. My vision is they finish the training on Wednesday, relax have dinner, get up and be shuttled to the airport in the morning after another fine Jim's breakfast. Travelling most of the day but better than working all day on day 3 then basically having another day of travelling. For those outside our main centres this is exacerbated by connecting flights, there aren't any at that time of night. The \$3k additional penalty when someone genuinely can't travel internationally at the time is unreasonable and is a hurdle to growth.	Rocky Alooi on behalf of Robert Young	NZ training planned to start by March 2023. Food does not stop Wednesday lunch time. They are welcome to stay for dinner, no extra charge, and then stay the night (standard charge) Anyone who pays for training is entitled to do it again, in person, for no charge.

			From now on, we will not charge for partners or kids (for newsletter)
3	I would like to have infotech make the system default sending the quote as a text message when we send the quote to clients.	John Grant	The plan is for Jim's Jobs to do this automatically ASAP
4	Can we add to agenda to topic of "lack of communication from National office" All year we have been advised that there were 2 online training sessions for people that still did not want to travel due to covid Without notice / disclosure to anybody, there was a \$3000 additional charge added for these sessions. Some Franchisors had already sold businesses based on all advice on costs and now are \$3000 out of pocket as they have had to discount businesses as they cant pass on the cost. Chris is looking for these fees to be waived as well, as below "Can you please put this on the agenda and explain the lack of communication through the newsletter etc. that it should be introduced not at Nov but in the new year so franchisors who have talked about the upcoming training don't look foolish to the prospect by asking for more money The reason that it covers the cost if they go down to Melbourne is rubbish. How many people have taken them up on the offer so far as there have been plenty of online sessions with Covid and they should know who has attended after booking in online and then in person I just want them to wave the Nov charge no issues at the following one just not this one as it was never disclosed to a prospect"	Paul King	We will waive for November only.

5	Can you add to agenda • the fee if anyone at National don't respond within a certain time frame • what areas does it apply to ○ support ○ infotech ○ documents ○ finance • what are the penalties • what is the process to take up those penalties	Paul King	\$100 if any national department fails to respond within 24 hrs business days. Send to Jim
6	I have been contacted by several franchisees asking if they can opt out attending team meetings similar to opting out from receiving pro-active calls. Lot of our franchisees have clients they service after hours... and some join us because they are over their corporate work / meetings. Perhaps we can have a minimum star rating requirement to opt out?	Ali Olmez	Will stay compliant if they attend at least four meetings, provided they talk to their franchisor within a week of any missed meeting. Start from 2023

7	Complaints to FSEE's and the detail behind the complaint We have cases (many) where there are extensive notes on jobs with messages ... the Franchises have no visibility on these when they get the possible complaint notice How do we improve the system to ensure the franchises get all the information ?	Paul King	IT to give Franchisees access to all client notes, and attach notes to complaint email. Jim's Online should make it possible to attach photos to client record, even if not a complaint. Jim's Jobs should do this when complete

	Complaint Details (#221150337) Add Note Send Settle Request Deletion Customer: Katherine Mason / Pauline Address: 4 Florence St, Cardiff South 2285 NSW Phone: 0429593118 Email: none Service: MOW ONCE Lead date: 31/10/2022 10:23 AM Complaint date: 04/11/2022 9:12 AM Category: Poor job Status: New History Note Added ; MCCC; 04/11/22 09:16 Client's sister Pauline Scott called to complain about job - FSE 2JH25 had done a "rotten job", leaving piles of leaves in the middle of driveway, edges weren't done properly and it wasn't blown properly. Pauline requested the FSE calls her on 0414426041. DO NOT call Katherine. Complaint has been sent to FSE with Pauline's number. Complaint Message ; MCCC; 04/11/22 09:12 POSSIBLE COMPLAINT: KATHERINE MASON / PAULINE, 4 FLORENCE ST, CARDIFF SOUTH 2285, 0429593118, 0414426041, 4/11 9:08, MOW ONCE - call 0414426041 to talk issue POSSIBLE COMPLAINT MP melb-paging@jims.net To customer_service@jims-mowingccn.com 9:12 AM Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message. Hi John Hudson, You've got a possible complaint with the following details: FSE Code: 2JH25 Complaint Category: PoorService Complaint Date: 2022-11-04 Customer: Katherine Mason / Pauline Phone: 0429593118 Email: none Address: 4 Florence St, Cardiff South 2285 NSW Comment: If you believe a survey or complaint is unfair, please contact your Franchisor who will request a deletion through FMS5's 'complaint details' tab. This is the only way to remove it. Common reasons for deletion:		
8	This needs to be reversed. Can you please bring up to the advisory that this is only going to cause more customer complaints and poor surveys for franchisees. Franchisors may not be able to facilitate this process.	Paul King on behalf of John Formosa	The problem with letting the call centre cancel leads is that it encourages Franchisees to cherry pick and hand lots of leads back.

	What happened to the notification in the franchisee's pop up box to say, "any leads that need to be cancelled or reallocated must go through the franchisors. This then isolates the individual franchisee who is doing the wrong thing and not just a blanket over every franchise in the division. Not to mention we pay a admin fee for this to happen. <u>Making leads unserved via the Call Centre</u> Hi All FSO's, We want to advise you of a recent process change to making leads unserved in FMS4. Previously, In the case where a franchisee wants a job reallocated but there is no one to reallocate to, the Call Centre would make the lead unserved and then send a notification of an unserved lead. However, making the lead unserved automatically removes the lead fee and can potentially encourage franchisees to cherry pick leads. Until FMS4 has the functionality to keep the lead fee when manually making the lead unserved, Call Centre staff will now be referring the franchisee back to their franchisor in cases where there is no one to reallocate a job to. As a franchisor, if you would like the lead made unserved you will need to provide your permission to the call centre to do so. Thank you,		IT needs to change ASAP so that the lead fee stays even if the lead is transferred or cancelled
9	<u>Establishment of a FSO Technology Issue register</u> To identify and list Technology issues which directly affect FSO's and their efficiency. (To enable issues to be addressed and solutions provided) Eg:	Ali Olmez – on behalf of Anonymous	IT to set up a register on Franchisor website to say when each change is expected to be made.

	• The removal of Private message section for Proactive calls now means any general notes needed for record but not necessarily need to be sent to the FSE have to be recorded through a separate additional action by adding a general note. Reinstate as an option. • Update to allow FSO to register a FSE opt out of proactive calls easily rather than having to constantly note each month. • Reporting information obtained from FMS4 and FMS5 can differ and should be the same regardless of the platform used. A survey to be sent to FSOs collecting data on what specific FSO areas can be improved (and possible solutions for)		
	When reviews are sent out, quite often the job hasn't been completed but is scheduled. It can confuse the customer and comes across as unprofessional. I have Franchisees turn up to do a repair at a scheduled day and the customer is telling them they received a request to do a review. Can the reviews be sent out with enough time to reasonably allow most jobs to be completed. Suggest 21 days.	Rocky Aloï – on behalf of Jason Jaap	Has been tried. Longer than 9 days is too long. Clients forget.
	Request adjustment to ZONE settings in FMS that appears to incorporate a ticked zone to all areas instead of treating them individually. Using the Zones feature for work requirements A franchisee generally setups their WORK CODE where A includes "All Areas", "Local" and "Territory" and this seems to work fine.	Paul King on behalf of Andrew Clerihew	

	This is not the case and different to when a franchisee creates and uses a “ZONE”. Example – standard 3 Rings: Normal selection of Work code “A” All Areas incorporates Local and Territory, while Local incorporates just Territory. Most FSEs can work this out then pick where they’ll provide each service (i.e. ‘Pruning’ All Areas, Gardening” in Local, or ‘Mow Once’ in Territory only). As we understand, if All Areas are turned on the FSE will still only get “Mow Once’ in their Territory but will get “Pruning’ in all the Suburbs/Post Codes added to All Areas, Local Areas & Territory. When selecting ZONES in ‘Work Needed’, things work <u>differently</u>. If a FSE adds a zone (up to 50km away) because they have a new slashing machine they want work for but they still want all the current work as set in the standard work settings they select Work Code “Z”, (then under the zones pop up) tick the new Zone they’ve created, then they also tick All Areas to not miss out on all the other services closer to home. Big Problem: the franchisee now gets a “Pruning’ job 50km away because the Zone(s) they ticked are incorporated to ‘All Areas’ and originally (before creating a zone) the FSE said they provide ‘Pruning’ in all areas (< 20km away) when setting up ‘Services’ so all the suburbs/post codes in the zone now apply to any service originally provided to the suburbs in all areas. Recommend solutions be discussed. One Possible suggestion: stop FMS including zones in All Areas when Zones code is selected. Allow it to work independently or allow zones to be the forth larger ring outside All Areas..		The only current work around to this example is to utilise your Local & All areas. You would use your All areas as your “Zone’ and move what suburbs are currently listed in your All areas, across to your Local areas. Then you can assign the larger more lucrative jobs to be provided in your ‘All areas’ (pretend zone) and assign the rest of your services to be assigned to your ‘Local areas’. When putting yourself down for work, you need to be on All areas for this to work. You will receive the larger jobs everywhere, and the smaller jobs in your Territory & Local.

	Franchisors cannot send mass Email to unserved clients when a new Franchisee starts in the area		National office or divisionals should be given access to do this. Or

			allow Franchisors to access Emails and suburbs only Ideally, system to send Email or text to any unserved clients for specified period in Franchisee's all areas
	Future Advisory Meetings		Last Tuesday of every second month at 10 a.m., starting January 2023
	Security Concerns over client database		We are aware of the issue and have engaged external consultants to help us shore up our defenses.

Please see below details to join the meeting via Zoom. Please be patient as everyone tries to log in!

Topic: Advisory Meeting - November 2022

Time: Nov 15, 2022 01:00 PM Canberra, Melbourne, Sydney

[Join Zoom Meeting](#)

Advisory Meeting - Agenda
Meeting to be held via Dial-In
On: Tuesday 31st January 2023. Time: 10.00 am
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note										
1	Could we possibly change the Franchisee manual under ‘bullying’ to include their fellow Franchisees? See below screen-grab of the manual – I suggest we add section in yellow (below) The reason for this request is that some Franchisees in WA have been posting on a ‘WhatsApp’ account that they all use, nasty comments about one FSE, including one comment that could be construed as threatening. There is nothing in the FSE manual, and this is not covered by WHS law. It would be considered a ‘civil’ matter – business to business is not covered anywhere. “Bullying Jim’s Group is committed to providing a safe and healthy working environment that is free from bullying. Workplace bullying is repeated and unreasonable behaviour by an individual or group of individuals towards a worker, or group of workers of which the worker is a member, which creates a risk to health and safety. Workplace bullying can be verbal or written, through social media, by spreading rumours and making unjustified criticisms or complaints, and deliberately excluding someone from workplace activities. But it does not include reasonable management action carried out in a reasonable manner. Workplace bullying can have bad effects on mental and physical health. It can also contribute to the loss of trained and talented workers, reduce productivity and morale, disrupt the workplace and create legal risks. Franchisees must provide a safe and healthy working environment that is free from bullying, and should ensure that procedures are used to prevent, monitor and manage workplace bullying” Jim’s Group requires Franchisees to treat all persons they interact with, with respect and professionalism and in accordance with the above. This includes workers, customers, contractors, suppliers and other Franchisees.	Rocky Aloï, on behalf of Bev Wagner.	Shorter version to be done, focusing on just the behaviour not to be allowed.										
2	2023 Advisory Dates: As previously discussed and agreed, Advisory now meets every 2nd month. 2023 Dates are as follows: <table><tr><td>Tuesday 28 March</td><td>10.00 am</td></tr><tr><td>Tuesday 30 May</td><td>10.00 am</td></tr><tr><td>Tuesday 25 July</td><td>10.00 am</td></tr><tr><td>Tuesday 26 September</td><td>10.00 am</td></tr><tr><td>Tuesday 28 November</td><td>10.00 am</td></tr></table>	Tuesday 28 March	10.00 am	Tuesday 30 May	10.00 am	Tuesday 25 July	10.00 am	Tuesday 26 September	10.00 am	Tuesday 28 November	10.00 am	Rocky Aloï, on behalf of Denise Zinghini	All good
Tuesday 28 March	10.00 am												
Tuesday 30 May	10.00 am												
Tuesday 25 July	10.00 am												
Tuesday 26 September	10.00 am												
Tuesday 28 November	10.00 am												
3	FSE Survey Last year the survey results included the answer to the income question. Given this is an opinion, should it be included? Ie – FSEE A has a business turning over \$150000 and thinks it is great ... FSEE B has the same turn over but he thinks its poor – how is that a reflection on the Franchisor?	Paul King	We will leave income out of the calculation in future										

4	Complaints: We'd like to propose a weighting to complaints rather than all complaints being looked at the same face value. Our opinion is that complaints relating to the demeanour and the actions of a franchisee including poor and shoddy workmanship should be weighted more heavily than a complaint about not sending a quote or no call back. We think franchisees who do poor work or are abusive towards clients are more of a threat to the business than a franchisee who forgets to follow up a quote with an SMS.	Brett Blair, on behalf of Heidi Schieren	If Franchisees get three quality complaints within six months, letter to go out requiring them to be retrained in the field. Franchisors have prior warning and can ask to have letter stopped Note in Franchisor newsletter reminding Franchisors to print complaint report regularly and settle complaints.
5	Can we get an update on this being programmed/implemented? <i>UNSERVICED BEFORE BIZZA</i> <i>Can we get an update on the I&T task to insert a "pause" into the unserviced leads before they go to BIZZA. It was suggested/discussed 12 months ago and Jim was putting it to I&T.</i> <i>The discussion was around a 10 minute pause, the job gets sent as unserviced, then after 10 minutes it gets sent to BIZZA if not claimed.</i> <i>This will ensure our Franchisees get first chance at unserviced. We know they should be down for work but many franchisees would take some of the more lucrative jobs if made aware by an unserviced lead.</i>	Brett Blair	FMS being rewritten over the next 12 months, by which time most requests should be fulfilled.
6	Alternative use of Branding funds for FSE recognition.	Rocky Aloï	Approved to spend on off-peak accommodation, meal vouchers. Work out list of triggers for rewards: Number of five-star reviews per month.

			Less than 20 leads per year and rating of at least 4.7 RSL? Accor membership?
7	TVU – dates/deadlines I would like to see TVU requests in December & January stopped. I suggest all the TVU dates be brought back from Dec to Nov & moved forward from Jan to Feb. This is a very busy time & receiving a request a few days before Xmas & expecting photos a few days after the New Year is not great. This way all the TVU requests will be done over only 10 months of the year but will cause less angst with Franchisees. These changes can easily be done by IT in the background.	Paul King, on behalf of Anthony Silverman	Agreed, for existing Franchisees getting reminder notices. New Franchisees normally get three months.
8	<i>Bizza - Jims Group lobbying local Competition to sell leads to</i> Summary from email 24/1/23 - Local Pool Care Competitors have contacted Franchisor, Jason, advising they are getting called by Jims to buy leads. - Some local Pool Care Competitors on Central Coast and Newcastle are commenting on Social Posts about being sold Jim's Leads. - Concern about impact on Franchisees if they find out that Jim's are selling their leads to local competitors - Franchisees should have first right to unserviced before Bizza. - Not many unserviced in area, but Jim's are contacting competitors - Why can't Jim's put the time into contacting various Divisions competitors to join Jim's Group rather than just to sell our leads? Would be more beneficial to Jim and Franchisors. - Can Jim confirm if this is the current strategy, to direct call various Divisions competitors and sell our leads we generated? - Can we do this better to benefit all involved?	Brett Blair on behalf of Jason Pollack	Five-minute pause should alleviate some concerns.
9	Call centre to add notes for new leads after complaints	Paul King, on behalf of David Rumph	Not practical

	When a complaint results in the client requesting another Franchisee, can the Call Centre include notes for the new lead as information and background for them. There have been a couple of recent instances where a franchisee gets a lead from a disgruntled client and the new franchisee is not aware there have been previous issues or a Franchisee has serviced them before.		
10	Sending Lead Details via email with a .vcf Card attached. Can we please get I&T to explore sending out email leads that contain a .vcf file of the customer lead details as part of lead email? This would be a great advance to easily add customer details to Phones and Contacts.	Brett Blair	Check with IT whether it is possible to send through the Email.

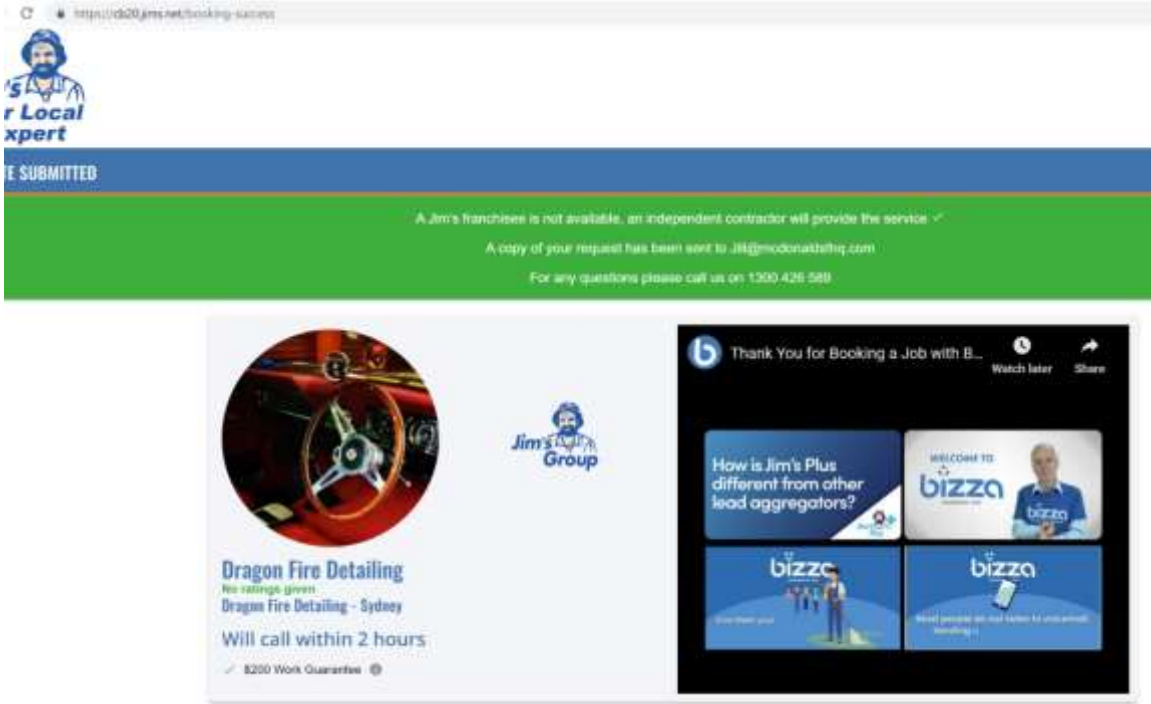
NEXT ADVISORY MEETING: Tuesday 28 March 2023

Advisory Meeting – MINUTES
Meeting to be held via Zoom
On: Tuesday 28th March 2023. Time: 10.00 am
 Jim to chair the meeting



<i>Item</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>National Note</i>
1	If a franchise owner buys a business in one division and then looks to transfer within the first 6 months because the business doesn't have enough work then 50% of the proceeds from the sale should be forwarded to the business taking the transfer We have had a Laundry guy transfer and now a fencing guy and we get nothing out of the purchase as the previous division has made the money even though they know the person is probably not suited to the business We are picking up the pieces for the Jim's group when candidates are clearly not suited to specific businesses. If it is outside of a particular time, some of the initial franchise fee should be available for the division the person is transferring to.	Paul King, on behalf of Chris Hansen	Change the contract so that the receiving Franchisor gets 30% of the territory price, if a new sale. Does not have to offer PFWG. In first six months
2	Firstly I will note that the change to FSEs only needing to attend 4 meetings instead of 6 is still not reflected in the manual but knowing this was approved, I feel it's out of balance that we need to run 8, but FSE only now need attend half. Further, 2 meetings need to be within 50km of the FSO. So for those of us looking after multiple states or large regions like Regional QLD that involves a lot of related travel and expenses, with no need for the FSEs to attend. I will say I think meetings are really important and 100% support min 2 being face to face for every FSE no matter where they are. The problem is that the manual no longer reflects the importance of meeting by dropping FSEs required attendance but has not dropped our requirement to run them to match. My proposal is the meeting requirement be dropped to 6 meetings instead of 8 and therefore FSE attendance up to a measly 66% vs the old 75% but much better than 50% and us having the situation of running meetings with only 1 or 2 people but having to budget for 10 in the meeting room and in catering.	Sharon Connell, on behalf of Paul Sandles	No

3	Jim's divisions email addresses have been configured and supported by the old technology c-panel which was a cheap option for many years and probably been paid for many times over and over. The system is old and the security around the c-panel platform a huge risk for the business. The best solution from a technology roadmap perspective and cyber security perspective is to upgrade to a secure platform such as Microsoft 365. The upgrade comes with significant benefits such as sharepoint for individual divisional sharepoint portals to host relevant divisional documentation and excellent communication capabilities. The platform also enables Team's which is included in the package and replace Zoom (cost saving). It also replaces dropbox file share with OneDrive secured platform file share. This will be a large saving for any Franchisee or any division that currently use dropbox for fileshare. There are also NO security parameters and control over dropbox accounts or not nearly as good as Onedrive. The challenge we face is that Franchisees are paying a very small fee towards email technology, some as low as \$6 and some even nothing. How do we get National support to fix this problem? The lowest any division can really charge for an upgraded 50Gb Microsoft email account with all the office 365 benefits associated to it is approx. \$24 – this covers the registration, hosting and backup platforms. Should a Franchisee or Franchisor need to have a 100Gb account then you look at minimum \$33 per month? For just an email account, with no office 365 benefits you look at approx. \$17.00 per account. Upgrading the fees is our first challenge. How do we do that? It is a massive need for the business! Staying with market related technology upgrades in the future, the next challenge would be if that fee needs to go up due to supplier (Microsoft) or any infrastructure support costs associated with this. We should not be handicap with a contractual fee that we can't increase as needed for such a critical part of technology for the business. The domain and email are the most critical item from a technology perspective, and we have liability in regard to cyber security where it comes to client information and Franchisee information protection. The domain should be registered with Microsoft to enable all the cyber security needed for our divisions. What is our position on this as a group moving forward?	Manie van Vuuren	We will look for a secure email system. Basic cost to be as low as possible, with divisions able to opt for more features such as drop box replacements.

4	It has come to our attention the new booking form does not ask the client if they are happy or OK with an independent contractor. It automatically allocates the lead to a Bizza Contractor (screenshot attached). These customers filled out our booking form to be contacted by Jim's Franchisees. Shouldn't we be asking their acceptance of an independent rather than sending it without any notice? 	Ali Olmez	IT will restore this question, specifying which contractor is available, with a rating of (x). But we'll find a Franchisee for you if one becomes available. Customers trying to book leads and going unserved are getting multiple calls from overseas, trying to book to Bizza. One call only, and from Australia and after ten minutes. Refer to Meaghan
5	Jim's Website Booking Form Concerns Can we please get an update and some clarity around the Jim's Online Booking Form. Divisions need to be made aware immediately to issues such as this as it has impacts to leads, customer experience and potentially business income for franchisees and franchisors. We have heard that the old form may have been blocking some customers from completing their bookings? Also, the new CB20 that is being rolled out does not display full service descriptions on PC or Phone? This will impact customer experience and may cause customers to book services incorrectly. Can this be fixed immediately?	Brett Blair	IT working on it. Message to divs explaining issues with booking forms, and also problems with the economy, and update in two weeks

			IT to set system so that incomplete form is sent to the call centre to call back client
6	Branding Fund - Terms of Usage Branding Fund to cover the entire video and content team.	Rocky Aloï	Joel goes to the Branding Fund and the same money used for Franchisee awards. Send to the Committee a proposal on who gets awards. Including community work.

Please see details to join the meeting via Zoom. Please be patient as everyone tries to log in!

Topic: Advisory Meeting – 30 May 2023

Join Zoom Meeting

<https://us06web.zoom.us/j/89105019449?pwd=dXV2b2ovcVpMN2QwZ2d6dUQ5Szlxdz09>

Meeting ID: 891 0501 9449

Passcode: 165200

NEXT ADVISORY MEETING: Tuesday 30 May 2023

Meeting to be held via Dial-In

Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	I was talking to Jim about two ideas that have been brewing in my mind for a few months now. Jim seemed to like the ideas and recommended I refer the ideas to Advisory. Jim stated he would implement with Advisory approval. Idea 1: Internal Leads I propose a new Service category for Jim's Online called Internal Leads. FSE's can opt in / opt out of this service category as per usual. I also propose a new Category on Jim's Jobs called Lead Referral: These two software features work together & the premise is simple. A Jim's Cleaning Franchisee can attend a customers premises, notice the lawn is long, and ask the Customer if they would like to be contacted by Jim's Mowing. If the Customers answer is yes, the Cleaning Franchisee can enter a Lead Referral via Jim's Jobs, which will be sent to a mowing FSE as an Internal Lead.	Ali Olmez, On behalf of Steve Caffery	Jim's Jobs will allow Franchisees to introduce leads into the system and get paid. We will be persisting with Jim's Jobs as it will have many features that no independent app can provide, such as systems to improve customer service. Expected to have new version in place by the end of the year, though some features will take longer.

As the Customer details are already saved within Jim's Jobs, it really should be a 1 or 2 button click process, with additional notes.

Internal Referrals can be repeated for any Service within any Division.

To make this work, **Internal Leads** should be priced at \$5.00 above existing Call Centre Leads. The extra \$5.00 is split as follows:

- \$1.00 to Jim's Group for the infrastructure.
- \$1.00 to Franchisors to encourage promotion of internal leads.
- \$3.00 to the Franchisees to encourage promotion of internal leads.

This system is a win/win/win/win:

- Referring Franchisees can substantially reduce monthly fees by referring Leads, and are incentivised to do so.
- Receiving Franchisees obtain Leads with an elevated chance of conversion (hence the \$5.00 higher cost) and should be happy to pay a premium.
- Jim's will have up to 5000 Franchisees collaboratively mining customers for work.
- Franchisors benefit because the advertising burden is reduced, freeing FSO's for other important (an often overlooked) tasks such as WHS compliance.
- And of course, the conversion metric can be tracked in Jim's Jobs. Any Franchisee referring Leads with a consistently poor conversation rate can be suspended from the system by the Franchisor pending retraining.

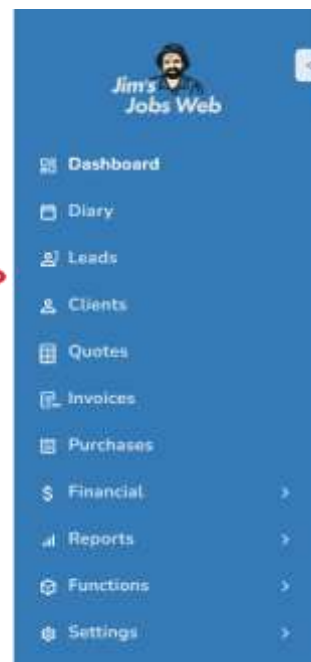
With enough momentum, this initiative could become a self-generating benefit of joining Jim's Group.

Franchisee Advertising funds can potentially be largely reduced or removed.

We had a version of this in my previous workplace and it yielded a significant increase in sales.

Idea 2: Service M8 App

Over the weekend, Paul-Michael stayed at my house for a few nights and we comprehensively compared the Service M8 App against Jims Jobs.



	Without exception, the Service M8 App beat Jim's Jobs. Sad but true. Service M8 is simply a faster & more reliable App. It has more features, is easier to use, and is more intuitive. My pitch to Jim was simple: instead of recreating the wheel, why don't we approach Service M8 and request custom pricing for a Jim's branded Service M8 App? With 5000 FSE's I am certain Service M8 will be interested in talking to us. I am also certain our Franchisees will be happier, with the technology upgrade. Service M8 can be found here: ServiceM8 Smart Job Management		
2	Mowing Booking form to allow client to select only one service option with a notes section available to list other services. Currently the Mowing booking form allows multiple options to be ticked and allocates to the first service ticked on the booking form, resulting in incorrect leads regularly being send to franchisees.	Rocky Aloï, On behalf of Charlene Aloï & Meaghan Bryant	In new FMS only
3	Should a clause be added to the FSEE manual about the requirement for a Franchisee to return a Franchisor's call within a 24 or 48 hour period. (as per requirement on a Franchisor to return there calls). I understand they have the option to opt out of proactive calls, but there are times that you need to talk to them re WH&S issues, complaints, compliance etc etc.	Paul King	Will propose 24 hours business days
4	Can Geospace be added to FSE Jim's online accounts, so they can add their own zones rather than currently be only able to use whole suburbs or post codes.	Paul Commerford, on behalf of Darrell Webber (N.Z.)	No
5	Due to the cost of living issues within Australia, can Jim not increase our fees or the fees of our franchisees by the CPI this year—times are tough!! Some franchisees are already considering leaving if Jim increases the fees!!	John Grant, on behalf of anonymous FSO in QLD.	No
6	Can the advisory committee revisit the cost of remote generic training. I have a person in Nth Qld who is terrified of flying and it is really too far to drive. She is keen to join Jims, happy to pay the generic training cost, but is puzzled by the extra it costs to sit at home and do it on her laptop.	John Grant, on behalf of anonymous FSO in QLD.	No
7	Advisory Committee Members 2023 – 2025 – Nominations are open. Nominations opened on 10 May and the following email was sent to all Franchisors:	Rocky Aloï, on behalf of Denise Zinghini	

	The Advisory Committee is due for re-election and we are seeking nominations for representatives. • 2 from Victoria • 1 from NSW • 1 from S.A. • 1 from QLD • 1 from W.A. • 1 from TAS • 1 from New Zealand • 1 from Canada • 2 Divisional FSO Representatives All nominations are to be sent to national@jims.net by COB Friday 2nd of June 2023. If only one nominee per state is received, they will automatically become the Advisory Committee Representative for that area. In the event that we have more than one applicant per state: An election will be held, with one vote per Franchisor. Only Franchisors from the effected area/state will be invited to vote. <i>eg: N.S.W. region has 5 nominations, for 1 position. Only N.S.W. Franchisors can vote (for their representative)</i>		
8	As franchisee's are only required to attend 4 meetings per year now I propose that we cut the amount of meetings that a FSO is required to hold to 6 instead of 8. Saying that FSE only have to attend 50% of the meetings in my opinion waters the importance down. FSO holding 6 meetings a year with compliance of 75% (4 meeting requirement) gives the meetings more importance. My meetings are very structured with proper agendas and we put a lot of time into our preparation and to have a low attendance due to the 50% I feel makes them less important. Talking with other FSO's there is a similar feeling out there. Perhaps the FSO's should have the opportunity to vote on this.	Stephanie Paddick	No
9	BOOKING FORM CB20 & CB30: Update on Booking Form. Do we have data that proves form is working 100%? Are Google Analytics now working?	Brett Blair	Glitches still happening
10	CB20/CB30 User Interface and User Experience While I am glad the CB20 seems to be working, the user interface and experience is not ideal. A customer is taken to a web address that may appear suspect to a user of the CB20 Form, that they did not start at, and taken from Division Specific Logo to a Jim's Generic Logo. No instructions or info about next steps on page for that Division (although simple really). I think it works, but it could be better. With thousands of form	Brett Blair	UX designer being recruited

	bookings, even a small percentage of users dropping out at the form is a concern. Obviously we do not want to jeopardise the form working. Do we have a strong User Interface Designer? Who could review (without causing issues). Good User Interface and user experience could generate even more leads. Also, how far away would the CB30 form be?		
11	WALK AWAYS Discussion around retention/walk aways for 2023. Leads in some Divisions are down and the economic news is all doom and gloom. Winter is notorious for franchisees concerned about paying fees and for walk aways. Can we discuss ideas for retention to ensure Jim's Franchisee numbers do not drop dramatically in coming years after some excellent growth. - Data on walk aways Can we get data on total group walk aways in last 12 months by month (FY), compared to previous years? Bob good to benchmark this. I think it has potential to increase in next 12-18 months and impact Jim's overall numbers, so lets look at trends/data. - Division Specific Walk away amounts Can we review Division specific Walk Away Payments? Eg. Pool Care franchisees can build a \$200-\$250K regular customer business within 2-3 years off the back of Jim's and Walk Away for \$3-\$5k? It takes so much training, marketing and support from the Pool Care Franchisors to grow these businesses with them as we do not have loads of unserviced. It may be similar for other Divisions. Usually franchisee leaving has no grudges or issues, just say thank you and leave. Would be similar for other Divisions that have regular repeat customers. Happy to discuss strategy's. CPI for 2023 - Brett Blair Concerns have been raised about a potential rise in Fees by CPI in 2023. Should we discuss and review potential impacts? Could be 6-7%.	Brett Blair	Restraint of trade levels are determined by the need to avoid legal disputes. Different strategies to reduce walk aways: Lending equipment Acor awards Buying group
12	FRANCHISOR TRAINING POINTS - Brett Blair on behalf of James Lunnay Can we get clear details/explanations on each of the Franchisor Points on offer. Are Franchisor Points Calendar Year based? Can this be included in next Franchisor newsletter please and maybe a page with all relevant details on Franchisor website.	Brett Blair, on behalf of James Lunnay	In next Franchisor newsletter
13	GALA NIGHT & TRADE SHOW Update on Trade Show and Gala Night. Feedback and thoughts?	Brett Blair	Successful but better site. Gala dinner including ranchisees worked very well,

14	Working franchisors should not use PfWG status in FMS to gain access to 2 for 1 leads.	Rocky Aloï	Propose change to Franchisor Manual

NEXT ADVISORY MEETING: Tuesday 25 July 2023

Advisory Meeting – MINUTES
 Meeting to be held via Dial-In
On: Tuesday 25th July 2023. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	Welcome to new 2023-2025 Advisory Members: Denise Kingston - Bookkeeping. Bill Cobanoglu – Laundry / Cleaning Stephen Kirby – New Zealand Divisional Support & FSO <i>Unfortunately, Denise Kingston is an apology for this meeting</i>		
2	I have been asked why FMS Star Ratings aren't available for the public to view. Maybe a page on www.jims.net which has all FSE's reviews? Possibly even a link we can generate on FMS which the FSE's can send to their customers. Definitely worth discussing at advisory. Ali suggests: Maybe from Jims Online or www.jims.net . the reviews wont be available to public, only sent to customers at request.	Ali Olmez, on behalf of Ismet Kuru.	IT to make change so that Franchisees who wish to can share ratings with clients.
3	Can I propose that clause 3.6 of the franchisor manual be made clearer. From reading this clause it is not clear whether you need to just inform the other franchisor, or if you need to hand over details. While larger and more experienced franchisors may know what it means, less experienced and smaller franchisors may not. 3.6 Selling to prospects who live in another Region A Franchisor who receives an inquiry from a Prospect should immediately inquire where the Prospect lives (if not on the inquiry). If the address is in another Region, they must inform the Prospect and the Franchisor of the Region in which the Prospect lives, within 24 hours on business days of learning the Prospect's address. Rev 14 July 2023 Page 6 of 14 If the Franchisor does not make this notification, the Franchisor must pay the other Franchisor 80% of their gross income from the sale and either:	Denise Kingston, on behalf of Dean O'Bree.	Change the Manual so that the Franchisor of the Region where the prospect lives must be given full contact details, and all prospect enquiries must be put into FMS. If the prospect is planning to move to a different Region, both Franchisors need to be told.

	1. 36 times the average monthly fee (after deducting Documentation, advertising and National fees) paid by Franchisees in the Region; or 2. Arrange for the Franchisee to transfer to the other Region, if they consent. If the Prospect does not inform the Franchisor at the time of the initial inquiry that they intend moving to another Region before the sale, but the Franchisor informs the Prospect and the other Franchisor of the situation within 24 hours of becoming aware, then no penalties will apply. If the other Franchisor and the Prospect are fully informed, the Prospect may sign with either Franchisor.		
4	Paul King: Could we please have an update on where we are at with the process for the delay of a job to Bizza (10 mins). Jim has agreed to this many times Given the state of leads at present, this should be a priority to get our Franchisees work and have the opportunity on Unserved jobs. Brett Blair: Can we get an update on the IT task to insert a "pause" into the unserved leads before they go to BIZZA. It was suggested/discussed around 18 months ago and Jim & Advisory agreed it should happen and was putting it to IT. The discussion was around a 10 minute pause, the job gets sent as unserved, then after 10 minutes it gets sent to BIZZA if not claimed. This will ensure our Franchisees get first chance at unserved. We know they should be down for work but many franchisees would take some of the more lucrative jobs if made aware by an unserved lead. This is important as leads have been slower in many locations and we want to ensure our Franchisees have maximum access to work this Spring. Be good to know the priority of this IT task as it impacts thousands of potential leads for our franchisees and BIZZA gets them in the end anyway.	Paul King Brett Blair	In priority list for FMS, but no timeline. Booking form automatically sends to Bizza. Customer should be asked.
5	UPDATE - Sending Lead Details via email with a .vcf Card attached (From 31 Jan 2023 Meeting) Can we please get IT to explore sending out email leads that contain a .vcf file of the customer lead details as part of lead email? This would be a great advance to easily add customer details to Phones and Contacts.	Brett Blair	Put in list for IT, if not too much work

NEXT ADVISORY MEETING: Tuesday 26 September 2023

Advisory Meeting – MINUTES
Meeting to be held via Dial-In
On: Tuesday 26th September 2023. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting



<i>Item</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>National Note</i>
1	Proposed change to the FSO manual (Section 6.4, paragraph 1) “Franchisors must offer at least 8 meetings a year (2 meetings per quarter) within 50km of each Franchisee's home. 6 meetings can be held via Zoom at the Franchisors direction, a minimum of 2 must be in person.”	Rocky Aloï	Franchisors must offer at least four meetings in the first half of the year, and four meetings in the second half of the year, within 50 km of each Franchisee's home. Six meetings can be held via Zoom at the Franchisor's discretion, a minimum of two must be in person. To go to Franchisor referendum
2	Prospective FSE Survey. <u>Background:</u> The “Prospective Franchisee Survey” was initiated in 2010. A 41 question survey sent to a sales prospect, upon their enquiry. The results of the survey are not used by any automated process in FMS. It is probably just for the Franchisor to review the prospective during the sign-up process. This survey is still being sent.	Rocky Aloï & Paul King	We will analyse to see if data is predictive of Franchisee success
3	Request for funds – Branding Fund – New Zealand. Boosting Advertising (all Divisions) for brand awareness in New Zealand, via Facebook and Instagram. Suggest; NZ\$100-NZ\$250 p/week, to be monitored over the next 6 months.	Stephen Kirby, on behalf of Joel Kleber.	Agreed

4

Update on FSOR Points and access to accurate reporting?

"FSO Points Report" is not accurate and is incorrect.

"FSO Points Summary" is correct and up-to-date, but only administrators have access to this.

Can we please arrange to have access to FSO Points Summary? "View only" access is required. As we approach end of year would be good to know where Franchisors are at with their points.

See below screenshot – Yellow highlight:

In addition to this - Points Submission confirmations are not working. FSO do not get a confirmation email of the lodgement of points.

Apparently, there is an accurate report in FMS5 but we do not get access to it?

The screenshot shows the 'FSO Points Summary' report in the Jimbo Manual system. The 'Compliance' menu is open, and 'FSO Points Summary' is highlighted in yellow. The report displays a table with the following data:

Franchisor Name	Franchise Name	Division	Points carried forward from 2022	Points for 2023	Status
Adam Post	- Jim's Pool Care (Casey - Mobile) - Jim's Pool Care (Victoria East)	Pool Care	5	35	Ok
Brad Papworth	Jim's Pool Care (Sydney East)	Pool Care	5	110	Ok
Brett Blair	- Jim's Pool Care (Australia) - Jim's Pool Care (Brisbane East & West Region) - Jim's Pool Care (Brisbane South) - Jim's Pool Care Retail (National) - Jim's Pool Care (Sydney) - Jim's Pool Care (Sydney North West)	- Pool Care - Pool Care - Retail	25	780	Ok

Brett Blair

FSO to have access to "FSO Points Summary" report

NEXT MEETING: TUESDAY 28 NOVEMBER - 10.00AM

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 28th November 2023. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	W.A. Representative Welcome back Manie van Vuuren - voted in by W.A. Franchisors, due to Sharon Connell resignation from Advisory Committee.	Rocky Aloï, on behalf of Denise	
2	2024 Advisory Committee Meetings Tuesday 30 January 2024 – 10.00am Tuesday 26 March 2024 – 10.00am Tuesday 28 May 2024 – 10.00am Tuesday 30 July 2024 – 10.00am Tuesday 24 September 2024 – 10.00am Tuesday 26 November 2024 – 10.00am	Rocky Aloï, on behalf of Denise	All OK
3	GMB – Google Business Forms - Proposed change to the manual. <i>“FSO are required to list every FSE in their region with a Google My Business Page within 2 weeks of their start date. National office will complete this on behalf of the FSE for \$50 if the listing has not been completed by the FSO or, at the request of the FSO, National will do this immediately.”</i> The GMB will be part of the business digital goodwill for future sales. The Regional FSO can make payment from FSE advertising funds to National. It can be offered to all in the region if they do not have this already.	Rocky Aloï	OK but eight weeks
4	Franchisor Peer Support Program (refer to .pdf description) Each month every FSO needs to complete a peer review or contact with another FSO. Can be face-face, zoom or phone call. It's got to involve the question of “how are you going?” but if you ask, then be prepared to have an awkward/uncomfortable conversation.	Rocky Aloï, on behalf of Peter Rogers.	Call for volunteers to be mentors, and then list in newsletter an Franchisor website

5	Email Hosting We think this should be first raised at the next Advisory for Jim and their approval before implementation as the "fee per mailbox" will be a significant increase for divisions that choose to migrate to M365 in the future, who are currently only paying a single fee for multiple mailboxes or no fee at all if they are a FSO. Unfortunately Microsoft charges per mailbox. Please table it for the next Advisory that the costs for new divisions' emails, plus divisions migrating to M365, need to be charged per mailbox. This affects FSOs, FSEs, and anyone with a @jimdivision mailbox in M365 that is managed by InfoTech. At this stage, M365 mailboxes managed by InfoTech are only offered a Plan 1 license. This provides access to email via a web app. National will not cover the gap if a FSE or FSO wants a higher M365 plan that includes Teams, SharePoint, Extended Backups, or other apps.	Rocky Aloj, on behalf of Eugene Renehan	\$16 for all new Franchisees, which is \$11 base plan plus support cost, and others can change if they wish. But Eugene first to come back with estimated cost to support
6	Weighting Leads: Excerpt (part of) an email sent to Jim, from a NSW Mowing Franchisee After a brief discussion with my franchisor Andrew regarding the weighing of leads distribution. It has become apparent to me that the issuing of leads in our region is weighed in such a way that if any one franchisee takes ANY lead services they are returned to the bottom of the lead pool. Can I please have some clarification around this system and if this is correct please. Can I also make a suggestion if the above is indeed correct. If a franchisee is issued a service lead in a particular service code eg pruning then they are placed at the bottom of the pruning list rather than the bottom of the entire leads list, eg if im 3rd in line for a mow reg I stay 3rd in line for mow reg not bumped to the bottom of the entire list because I took a gutter cleaning job (that by-the-way usually goes unserviced). I feel the weighing of the leads is putting growing businesses such as mine at a disadvantage as there is no incentive to take multiple once off services when you are still trying to grow a regular service run and will essentially not receive regular mow works as you are consistently being placed at the bottom of the leads list due to taking leads no one will service but still missing out the regular works which you are will and wanted to also take. This is not being greedy its about sharing the popular leads arounds to all franchisees whom are willing to take similar services and not disadvantaging those who take multiple services. If I take more service, I should get more	Jim Penman	Divisions can assign different priority values to different services

	work but the same amount of Mow Reg as any other franchisee. Those who opt for less service get less work not ore cream jobs. I don't believe it to be a fair system to encourage growth. In closing I feel I'm much better off turning off my once off works such as gutter cleaning, running and gardening leads and staying with reg works to build this way, unfortunately this will result in unserved leads as it has been proven in the past when I have looked over historical data, due to other franchisees only taking reg works in this season. <u>Comment by Jim:</u> It's actually a good idea to weight regular service codes differently. IT, how much work would there be in this?		
9	Social Media Advertising for FSE in all Divisions Follow-up from FSO Zoom meeting (if any).	Rocky Aloï	Franchisors may allow Franchisees to have direct messaging on social media pages, controlled by National, but not phone numbers
10	Jim's Group Gala Dinner for 2024	Rocky Aloï	Franchisees will be able to attend. In Melbourne.
11	Change 'household counts' method. I would like to request that the Advisory committee consider a change in the way that voting and separation of costs based on the number of households. I propose that in lieu of total households (which includes Separate Dwellings, Medium Density and High Density Households) be changed to only Separate Dwellings and Medium Density Households. The reason is that increasingly the number of households are in high density homes, for Divisions that rely on outside work (i.e. Mowing, Pool Cleaning, Trees, Rubbish etc) There is no opportunity to get work from High Density Households. The definitions are as follows: • Separate house Includes all free-standing dwellings separated from neighbouring dwellings by a gap of at least half a metre.	Paul King, on behalf of Simon Jenkins.	Not practical

- Medium density
Includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses.
- High density
Includes flats and apartments in 3 storey and larger blocks.

There is an ability for a FSE (Involved with working outside the home) to win work in all Separate and most Medium density households but high density households have no ability for leads as at best they have small balconies with no gardens or lawns. There is an increasing push from state governments to increase the density of housing and this means going up and not out, a recent development in my local area removed 1 commercial site and is about to replace with 442 new high density households, none of whom have garden apartments but balconies only.

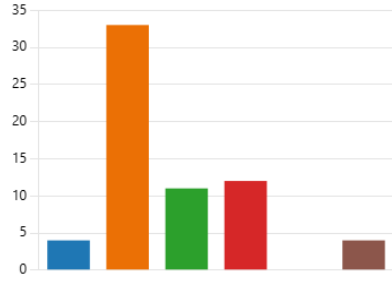
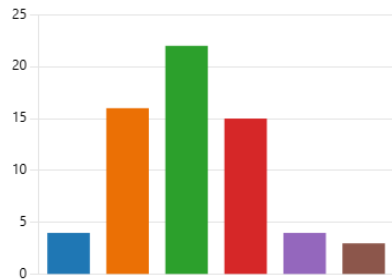
Including high density households distorts:

- Reporting
Most reporting refers back to no of FSE's per household, in built up areas the number of FSE's per household will continue to be distorted.
- Distribution of the advertising spend.
Inequity for FSE's with any centralised advertising spend, as those FSE's in built up areas will be disadvantaged as they will have to pay a greater share per FSE as there will be fewer FSE's per household.
- Voting rights by households
This is distorted in favour of high-density households but again is not right that have a greater say than your proportion of FSE's

Of my total households (Based on 2021 Census data) 59% of all my households are high density. A break up by council area is below:

No of Households					
Council Area	Separate	Medium	High	High as a Percentage	Total
City of Sydney	2,323	24,499	95,242	78%	122,064
North Sydney	4,038	9,128	25,841	66%	39,007
Waverley	4,842	9,874	17,344	54%	32,060
Lane Cove	6,252	1,973	9,058	52%	17,283
50% Bayside	24,177	12,901	36,700	50%	73,778
Woollahra	5,594	7,716	12,885	49%	26,195
Randwick	14,860	16,152	27,951	47%	58,963
Willoughby	13,359	4,205	14,013	44%	31,577
Mosman	3,189	4,431	5,544	42%	13,164
Total	78,634	90,879	244,578	59%	414,091

	I believe that this should be reviewed as any CBD area will be facing similar issues reducing back to Separate and Medium Density households would improve the quality of reporting, and realistic growth targets based on the number of households that would support the work requirements of the FSE's in those areas. Remove the inequity of FSE's contributing to advertising campaigns.		
12	Proposal to incorporate a 'FOLLOW UP' sms to FSEs 5, 6 or 7 days after a new Lead. The idea is to remind the FSE that the particular client is about to get a survey and to make sure the client is happy with their service or to follow up if necessary preventing poor ratings/complaints. The follow up message would be from the Lead date not the date received (eg. pre-dated leads). It could be and option a FSE may turn on/off like other notifications in FMS/Jimsonline. It can be ON by default especially to new FSEs taking more leads in a shorter period. The sms/page would be charged as per normal rate but could be beneficial during busy times or when taking lots of leads. Reduces administration – less complaints.. Only basic information need be sent: "FOLLOW-UP. Name, Address, phone, date of lead, service." Message: 77 character(s) left FOLLOW-UP. MRS BROWN ,1 SMITH ST, MELBOURNE 3000, 0400000000, 21/11 12:00, MOW REG	Paul King, on behalf of Andrew Clerihew	No
13	Turn OFF status. Given that around 75% of people join for work/family or lifestyle balance and thinking about retention as a key issue – should we be adapting our systems to allow a franchise in the event of - Holidays - Sickness - weekends The ability to turn off ALL notifications to allow them to enjoy life for the whole reason they joined Jims for? - Notifications would be sent from at 8am on a Monday morning? - The franchisor would need to load Currently, they could be sitting on a beach in Bali; they are down for Holidays and get a complaint delivered on the phone There is a mismatch here ...	Paul King	H should stop all survey complaints being texted from FMS

	4. What was the main reason that you chose to join the Jim's Mowing ? More Details Financial Security 4 Work/ Family / Life Balance 33 Self Employment 11 Career Change 12 Franchise Support System 0 Other 4  5. What was the 2nd reason that you chose to join the Mowing Division? More Details Financial Security 4 Work/ Family / Life Balance 16 Self Employment 22 Career Change 15 Franchise Support System 4 Other 3 		
14	jims.net web design project Please view the following information link, in preparation for discussion. https://www.loom.com/share/d370201795d1451d8fc738c5c590e813	Joel Kleber	\$35k - \$40k for the design. OK
15	Re-allocation lead Fees I have received numerous emails from franchisors discussing the implementation of lead fees for both FSEs after reallocations. Several concerns have been raised: - FSEs may refuse to reallocate leads, even if they are unable to accommodate the customer's request, due to the financial burden of paying for the lead fee.	Ali Olmez	Franchisors should have the ability to delete lead fees.

	i.e. leads comes through with a special request – client wants the job done on the 30th however the fse is already booked out for that day. - In certain regions, there may be FSEs who are desperate for leads but are not receiving re-allocated leads because there is no incentive for the original FSE as they would still be responsible for the lead fee. - While we acknowledge that some FSEs may be taking advantage of the system, penalizing those who are genuinely trying to do the right thing seems unfair. - If we continue with this approach, we anticipate a decrease in FSE availability for leads, which in turn will result in an increase in unserved leads. To address these concerns, here are some suggestions: - Consider imposing a ban on repeat offenders when it comes to reallocating leads. - Put a maximum of lead reallocation a fse can do per month, maybe 2? - If a lead needs to be reallocated for a third time, leave it unserved rather than attempting another reallocation. - Allow the franchisor to determine billing procedures. The lead fee will remain with the original FSE; however, if deemed appropriate by the franchisor, it can be transferred to a different FSE if the original fse has demonstrated responsible behavior. By implementing these suggestions, we hope to strike a balance between discouraging misuse of the system and ensuring fair treatment of all parties involved.		
16	Reporting to help with Meetings With increased compliance for Franchisors around meetings, can we please get a report or interface developed to help with this? Ideally an interface/screen that helps log meetings and attendance. Short term, at least a report that can identify total meetings held in a region by Franchisee based on Notes entered? Not perfect but would help.	Brett Blair	Will be set up
17	Update Proactive email from Jim Can we update the proactive email message from Jim to say Franchisor/Manager. Many Franchisors have field managers who help with Proactive Calls. example: <i>Your Franchisor has registered a message with you on 15 Nov 2023 including the following note:</i> <NOTE HERE> <i>Regular proactive contact is how your franchisor/manager keeps in touch and offers help. If you were not called on the above date, please reply to this email and let me know.</i> <i>Jim</i>	Brett Blair	Short term: Franchisor or Manager. ASAP; the name of the support person

18	Advisory Vote – 8Agency – Instagram Influencer Campaign https://www.loom.com/share/b6edc8f6e0e34aafafb140471820031f 11 Members on Advisory Committee: 6 votes for YES. 5 members did not respond. The Vote was passed.	Vote Results.	
19	Research for the jim's Group Jim's Group - customer research - Askable User Research Recruitment Market Research	Joel Kleber	



Merry Christmas!

As today is our final meeting for 2023, we hope everyone is able to have a break for the festive season.
 Thank you for your efforts this year. Travel safely if you are going away and we look forward to 2024!

NEXT MEETING - TUESDAY 30TH JANUARY 2024

Advisory Meeting – MINUTES
Meeting to be held via Dial-In
On: Tuesday 30th January 2024. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
1	2024 Advisory Committee Meetings Tuesday 30 January 2024 – 10.00am Tuesday 26 March 2024 – 10.00am Tuesday 28 May 2024 – 10.00am Tuesday 30 July 2024 – 10.00am Tuesday 24 September 2024 – 10.00am Tuesday 26 November 2024 – 10.00am	Rocky Aloï, on behalf of Denise	
2	Alignment of Jims Complaint System to a STAR Rating measurement. (discussed Jim 12/12/23) Currently, the Bizza complaint system is set to Star Rating only (4.0); it is proposed that the Jims System adopt the same system with a measure of 4.2. This would then remove the 4 or 6 complaint warnings.	Paul King	No
3	Suppliers / Manufacturers: Is there anything we can do to put pressure on manufacturers to ensure - Parts are available to retailers over the Christmas / New Year period. - That the retailer shops are kept open over the busy time of year.	Paul King	If suppliers let anyone down, ask National to send a tough letter.
4	Jimbo App 'We would like it if in Jim's app the FSE enquiries that we have 48 hours to respond to stayed highlighted red on the home screen until we react. Currently after a week end or any holiday we have to cross reference emails to enquires. Obviously we try to reply to enquires ASAP normally''	Steve Kirby, on behalf of Robert Young (N.Z.)	OK. IT to do. Franchise enquiries should be separated from pro-active calls. Remove enquiries from the home screen and access with the button

			Put complaints on Jimbo but not priority
5	I propose Jim's Group allows FSO's to delete <u>basic</u> Complaints, without the approval of Jim. For example: 1. A FSE does not contact a Customer within 2 hours. 2. Customer creates a complaint. 3. FSO calls customer to investigate. 4. Customer informs FSO that FSE has now subsequently made contact, quote has been given, and Customer is now "happy". 5. FSO should have the ability to delete complaint. Currently, Jim will not delete complaint until <u>job</u> has been completed. This blows out FSO Admin time. It requires multiple FSE & customer contacts & there is no real benefit. Our only goal should be to ensure the customer is <u>happy</u>, not to ensure a job is accepted. If a Customer claims to be happy, then FSO's as independent assessors should be able to record this interaction, and delete the complaint. A test case can be seen in Complaint #231268514 (Joanne Simpson).	Manie van Vuuren on behalf of Steve Caffery	No. Would reduce standards of customer service.
6	Jim's Local Heroes Proposed community initiative every month that uses Jim's services to a dollar value and we then promote the story for PR.	Rocky Aloï, on behalf of Joel Kleber	\$10,000 per month
7	On-Line forms – Security As part of our ongoing improvements to security, security changes will be made to the CB3 form which will in-turn, force the retirement of CB1, CB2 and any other lead booking forms, excluding CB3. We're aiming to have this completed by 1st March 2024, <u>so please remind your FSOs to update their sites if they haven't already.</u> fe.jims.net / Franchisee Enquiry form, will also be updated though nothing is required for FSOs to continue using this form.	Notification from Infotech (Eugene)	
8	Update on CB30 Booking form. Can we now track conversions through google with new form? Any data on abandoned form/leads that don't complete?	Brett Blair	Yes, will make easier

9	Request for Update - Bizza / Unserviced Following items lifted from 25th July 2024 Advisory Agenda <u>Paul King:</u> Could we please have an update on where we are at with the process for the delay of a job to Bizza (10 mins). Jim has agreed to this many times. Given the state of leads at present, this should be a priority to get our Franchisees work and have the opportunity on Unserviced jobs. <u>Brett Blair:</u> Can we get an update on the IT task to insert a “pause” into the unserviced leads before they go to BIZZA. It was suggested/discussed around 18 months ago and Jim & Advisory agreed it should happen and was putting it to IT. The discussion was around a 10 minute pause, the job gets sent as unserviced, then after 10 minutes it gets sent to BIZZA if not claimed. Be good to know the priority of this IT task as it impacts thousands of potential leads for our franchisees and BIZZA gets them in the end anyway. Minutes of July 25th Meeting: In priority list for FMS, but no timeline. Booking form automatically sends to Bizza. Customer should be asked.	Brett Blair	Perhaps later this year, with FMS6
10	Bizza - Direct Business Development Marketing. As discussed, I received a phone message from an Alex from Bizza saying he was from the Jim's Group stating they had hundreds of un-serviced Pool Care Leads per week. I am assuming that they had me down as finished Franchisee – but can't be sure why I was contacted. I had heard these Sales calls were happening in other Divisions where there is plenty of unserviced such as Cleaning, Mowing, Fencing, Handyman etc.. I have since reviewed un-serviced leads in my region and found 51 un-serviced leads for the past 12 months, that is all, with more than half being in an area we don't have an operator miles away, Caboolture to Mackay which is approximately 1000km apart. This is not hundreds of leads and yet they must be contacting all the local competitors advising them Jim's are selling pool care leads? This is embarrassing for us. This is also scary if franchisees find this out. On checking I found in FMS under “Reports” a title called “Leads Transferred In Customer Booking” and found there had been 6 jobs over the past 12 months allocated to “Poolwerx” and a single operator called “Swim Safe”. 2 jobs came on public holidays when the franchisees had deliberately switched the leads off for family time on public holidays. I would assume these leads were online enquiries for which the client	Brett Blair, on behalf of Stephen Cluff	Check with Meaghan whether she is approaching past Franchise enquiries for Bizza. She should not. Subcommittee to help spend \$1 million a year or so on Franchisee benefits:

	would not expect a call back until the next business day. One day was Christmas and the other was Boxing Day. <u>My questions are:</u> 1. Franchisee's pay a marketing fund levy to obtain these leads plus a franchisors pay a large call centre fee – the businesses that get the lead only pay a lead fee. How is that fair to the franchisee and franchisor? Can some of the funds be shared with Franchisors for marketing? 2. Franchisors pay the call centre about \$160 per franchisee and get it back from the proportion of leads gained through the month. How is this fair for the franchisor when Jim pockets 100% of the fee from the region and many leads do not even go unserved? 3. Bizza is allowing Jim's Pool Care competitors (and other division competitors) to grow and can ultimately undermine the Jim's franchise itself. 4. Why would a franchisee pay a franchise fee when you can get the leads in some regions for just a lead fee? 5. Jim's Franchisee is governed by quality control – how is the independent Bizza contractor? 6. Can we confirm what times franchisees need to be down for, to get all leads? and what happens on Public Holidays? 7. We do not get notified of unserved leads anymore if there is a Bizza contractor, so our own franchisees miss lucrative opportunities. To me Jim has created a platform that as it grows now competes against Jim's Franchisees and is potentially damaging the Jim's brand.		Ali, Haydar, Paul Commerford, Brett, Stephanie, Manie, Rocky. Start by coming up with ideas.

NEXT MEETING: Tuesday 26th of March 2024.

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 26th March 2024. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting. Apology: Stephen Kirby.



<i>Item</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>National Note</i>
1	Pay for Work Guarantee (PFWG) We are seeing more and more dodgy claims for PFWG claims. I have a simple but an effective idea. 'Franchisees must provide name, number and <u>before & after photo</u> with every claim'. i.e. you clean a car – before and after shot of the vehicle. You wash a dog – before and after photo of the dog etc. My intention is not to make it harder to claim but this will improve the trust between FSE and FSO. We always recommend for FSE to take before and after shots with every job anyway.	Ali Olmez	Can ask if the franchisor wishes, but not required.
2	FSO Compliance Franchisors should have the ability to mark FSE non-compliance as this feature is now turned off within FMS. If they're finding FSO's doing the wrong thing, then maybe they should send messages to Divisional or asking the FSO directly as to why they are not compliant.	Ali Olmez, on behalf of Jason Browne	This change is to send a stronger message to franchisees who are late, and also make it harder for franchisors to leave franchisees on non-compliance permanently. Not to be reversed
3	If FSO are using and paying for Bill4U This service should also provide the compliance side of Fees. Example being If a FSE has not paid their fee's, and had their Direct Debit reject and payment then passed onto FSO via the billing payment cycle	Ali Olmez, on behalf of Jason Browne	IT will do this.

	Then finance should issue the compliance notice for fees unpaid and mark FMS as soon as the direct debit rejects As FSO, we don't know when a FSE Pays the fees after the billing cycle until the following month. As we are not told if the FSE has sent in monies after the due date.		
4	<u>Late payment of fees - Non Compliance/Breaches</u> This one is like using a sledge hammer to crack a walnut. Previously I could mark my FSE non-compliant and lose their discount if they were late with their fees. At \$98 discount (our base fees before leads is approx. \$1300) so less than 10%. Most pay on time or, if a little late, I don't bother. If they are over a week late I mark non-complaint and they lose their discount. Another simple task. Now I find, that yet another task has been removed from me as a Franchisor, like being able to cancel leads. (Mainly because it seems that good franchisors are punished because bad franchisors abuse the system.) I have 2 franchisees that constantly pay late. So now it seems I can only do this through National Office and I have to Breach them and once they pay, contact National Office and remove the breach, more than likely every single month. This does 3 things. 1. Leaves a sour taste in the franchisees mouth constantly receiving breach notices. (But probably still pay a week late) 2. Extra unnecessary work for franchisors, as FSE pay eventually. 3. If I don't do the breach (sledge hammer and walnut!) and they continually pay late, but they are never ever punished. What's wrong with the way it was.?	Brett Blair, on behalf of Jason Browne	As above
5	<u>FSE Meetings – Attendance</u> Years ago it was always FSE must attend 75% of the LAST 8 meetings or they were made non-compliant by me and lose their discount. . . . <u>Nice easy and simple.</u>	Brett Blair on behalf of Linda Green	Most franchisors do not impose this anyway. Better to focus on making meetings more attractive.

	Now I believe the Advisory made a decision that FSE only have to attend 50% of the ANNUAL meetings. So if in 2024 I have my 8 meetings and a FSE attends the 1st 4 meetings i.e. February to June 24' = 50% Then attend the last 4 of 2025 Sept, Oct, Nov, Dec = 50% That's means I never see them for 14 months July 24- to August 25' yet they are compliant is that correct. Also it contradicts in the latest Manual where it states they need 60 points to be compliant. Ignore the conferences (which our last Antenna one was 2019) Yet, if they attend 50% of the 8 meetings in that year which is 4 x 5 points = 20 points Plus accepting their pro actives 12 x 3 = 36 points. So by the above they will not have reached 60 points so therefore according to the manual still non-compliant. Yet, they have attended 50%. So which is it?		National will work on an incentive system that rewards franchisees for attending eight meetings and at least 4.8 in surveys over the year, or zero complaints To go into Aprill newsletter
6	Critical Communications from Jim's & I.T. Infotech needs to be better at communicating when critical updates are done, and what Divisional's need to do. We had the auto update for the new CB3 booking form, however it failed and booking forms were down. There was no proactive emails from Jim's Head Office or I.T. advising on what had happened, any instructions or suggestions, for the entire day of the 5th March with most divisions impacted, potentially costing hundreds of leads and thousands of dollars in revenue for franchisees.	Brett Blair, on behalf of Heidi Schieren	IT to communicate better, especially to divisionals
7	Renovate my Room - paid sponsorship of an online show A new digital channel for a monthly series called "Renovate My Room" – renovates a room in a day on a budget with all the trades involved. There would be requirements for painters, plumbers, electricians, handyman etc. Huge audience potential with her Facebook posts and a cost-effective way to potentially leverage off her audience reach with x2 package options of \$2,500 and \$5,000 (Granite Transformations and Kmart have been involved) Also has two other big renovation projects for 2024 which we might be able to get in with.	Rocky Aloï, on behalf of Joel Kleber	Not enough divisions would be represented to justify branding fund payment

	https://www.youtube.com/watch?v=diGTV86EU9Q&t=4s		
8	Complaints – time frame Discuss a suitable time frame to have complaints resolved (<i>assuming this is going to vary depending on the complaint type and required works to fix complaint</i>). Currently the only time frame is on initial contact with the FSE once a complaint comes in.	Rocky Aloï, on behalf of Compliance	If a complaint is not at least 'handling' after 72 hours – 3 business days. message to Franchisor and divisional and compliance. If within 30 days a complaint is not settled or being actively handled, then in breach.
9	M365 Email costs – clarification 1. Since providing the estimated annual InfoTech costs to support email, InfoTech & Documents are requiring official approval of the \$16 inc GST p/m fee per M365 mailbox, per FSE & FSO (only when their division moves to M365) 2. Renewal contracts exclude the email/technology fees. a. The cost absorbed by Jim's Group will grow quickly once more divisions are using M365. b. Can these excluded mailbox fees be covered by the Branding fund and/or the Bizza Millions?	Rocky Aloï, on behalf of Eugene Renehan	Eugene Renehan to attend the next advisory meeting for clarification
10	Complaints handling process Jim should be an absolute last resort and nothing should be done without a phone call or a list of items to be ticked off with any complaint that is a workmanship issue or serious complaint – there should be a colour code for serious complaints or something like that Maybe a series of boxes that can be ticked so Jim is aware of what is transpiring. eg: Is this complaint a workmanship issue? Y / N If yes, goes to a next box - Has the franchisor been to inspect the job? Y / N . . . and the list keeps going from there.		As above, no 8

	I also believe that all serious complaints ticked should go to a complaints@jims.net email and someone from the Cchelp management are getting updates on where it is up to, so there is a warning system to say this has gone 2 days nothing further etc There has to be a better way to support franchise owners where we know they haven't done anything wrong, without it costing them money.		
11	Update on Finance Team/System Upgrade We recently had issues with FSOR billing notifications and confusion over the correct bpay account to use. Can we get an update on what is happening in finance please. May be worth sending more info to all FSORS to ensure everyone is up to date.	Brett Blair	Finance system was upgraded 22 nd March, with some glitches. Still working to fix.

Advisory – March meeting – Zoom details overleaf.

Advisory Meeting - 10.00am (Melbourne time) Tuesday 26th of March 2024.

Join Zoom Meeting

<https://us06web.zoom.us/j/85842137301?pwd=ORNt2Cr6jERbEomu6nBqKlLvqF1TdZ.1>

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 28th May 2024. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting.



Item	Agenda Item	Advisory Member	National Note
1	New Advisory Committee Members: Please welcome new Member's to the Advisory Committee Chris Hansen (NSW) <i>Mowing</i> Ian Hollis (QLD) <i>Mowing</i> Shane Foran (SA) <i>Mowing</i> John Govic (representing WA) <i>Pest Control</i>	Jim Penman	
2	FINANCE ONGOING ISSUES 1. We are still having franchisees not being debited this month. Not sure about other Divisions? and we are NOT being notified? We were always notified around the 12th -15th of the month when a direct debit did not process as the Franchisee was emailed and FSOR cc: This is causing issues with franchisees who were not debited, as some did not know, and some paid manually and were subsequently double deducted following month. Things still seem out of whack and we need to know it will improve as it is causing a lot of extra work for Franchisors and stressing franchisees. Previous month was missed direct debits for some FSE which we have been advised are now fixed, but if this month's issue is bounced direct debits we need to be notified early in the month like we used to be. Can we confirm if Bounced direct debits moving forward will create a notification to FSE and FSO again? 2. We also used to get statements each month around the 15th/16th so we could see who had and had not paid. We are not receiving statements unless we request or they are arriving after the 20th. Can we confirm what dates statements will come out to FSORS 3. We also used to get replies very promptly from finance, usually same day. I know they are trying and have had issues, but responses can take days now. We need to know they are looking at our emails.	Brett Blair	If the \$7 was added as part of the arrangement where National did Bill4U, then we take it off from anyone who was a Franchisor at the time. Around 2018

	Can you confirm if Finance has been sent off shore? as some usual names are missing from the team? A general Finance update next Franchisor newsletter will be beneficial.		
3	FINANCE BILL4U - Bill4U Increasing to \$20 I have had a lot of feedback from Franchisors that this was an amazing service and very important in running their business. It was a great achievement when first introduced. It helped separate the “money” from the “role” of a franchisor as Jim’s Head Office were managing. When it works well it is an important part to the system. Concern is Franchisors may take back the role of manually billing due to the high cost and run into problems. It would be great to keep this service at Jim’s but can Jim review the \$20 fee down to a closer to cost recovery price due to the benefits to the Franchisors. Can you confirm if you see the benefits of Bill4U and do you want to do Bill4U? or if are you pricing yourself out of it?	Brett Blair	It costs \$20 to do Bill4U. We simply charge the cost price for anyone who wants this service.
4	Insurance Claims Can we have a clear process on what happens after lodging an insurance claim? We used to lodge the claim and get Insurance team handle the rest. However in more recent claims we have franchisees and franchisors chasing up quotes and parts for the damages. Isn't this for Insurance team to do.	Ali Olmez, on behalf of Nicole Wood	Put in newsletter that franchisees are responsible for chasing up, with franchisors helping as needed. Also in newsletter, remind of difference between O and N
5	Same Day Service Clients that want work done next day: at what point should they be treated as ‘same day service’ I’ve had 3 instances like this in 2 days ... 1 where quote must be done that day, 2 jobs booked after 4.30pm saying must be done next day. Most mowing guys run full schedules and don’t have this type of flexibility	Paul King	Other franchises tab to show same day service. If a client asks for a job to be done next day AFTER 12, only goes to a franchisee offering same day service.
6	Vehicle Registration Numbers	Ali Olmez	Documents will send a TVU request if we

	Registration number section must be compulsory for FSE. ie: it is currently in the admin set up form, but a lot of Franchisors are not entering the details. It is embarrassing when a member of the public has an issue, we have no clue who the franchisee is that has our signage on their vehicle.		do not have registration details.
7	Police Checks I know this has been discussed before, but any FSEE that deals with - NDIS - Aged Care Providers Requires a police check no older than 3 years. Should this be like a ASIC renewal process where we remind people? Jim's Contracts etc are all liable as they would be signing Stat Decs that all Franchisees doing works have a police check no older than 3 years.	Paul King	We do TVU every three years instead of two, and require a valid police check at that time
8	<u>Verification Codes – Online leads</u> A lot of Franchisees, if given the option, would opt out of online leads, they feedback a lot of information re wrong contact details, never answer etc etc Should we consider trialling a verification code that can be texted to the number on the lead form to verify the lead before the booking is accepted?	Paul King	Would lose too many leads.
9	<u>Online Leads – Contact Process</u> Given the above as well, should we have a different process for contacting an online lead ? ie instead of reaching out via phone within 2 hours, the FSEE is to send a text asking when its convenient for them to call ?	Paul King	No
10	<u>Lead Allocation Process</u> We have seen the introduction of refined service codes into Mowing, which removed the 'regular' and 'once-off' service codes. Divisions that have Regular clients, our franchises typically have businesses that are built with regular service intervals, therefore FSEE's get openings to fill a gap of 45 minutes or so with a regular client in certain areas,	Paul King	Check with IT about whether a 'cream' job could be allocated based on how many of these leads are taken.

	they use the regular service codes to fill that gap and in many cases adjust work areas to target a suburb to gain that regular lead, they are not interested in taking one-off leads hoping that they will get a regular client from it, they don't have the time for those leads. Jim has shared his perspective on the changes, stating that it's a 50/50 split among FSEE's supporting and opposing it. In real terms, this means that around 900 Franchises do not favour it. (that is a big part of the network) Jim also shared, <i>"Main reason was to stop established franchisees taking the cream (regular) leads, making it harder for new guys to get established"</i> Email (10/5 1.57pm) What I'm proposing is a programming change in FMS, that FMS be programmed so that the lead allocation be set a service code level rather than just lead level - Currently, if you are next in line, you get whatever lead comes in based on your service codes; if you are sitting there with only Mow Reg, you stay there until a mow reg comes thru. - With this change to programming: - if you are at No 1 on the ranking for the next Mow Reg job, then you stay at no 1 if you take a lead with another service code, compared to sitting at No 1 in leads status, then getting a Mow once job and dropping to the bottom of the pile for leads This would eliminate the cherry-picking from established FSEEs and still allow the clients to book regular services instead of one-off services; they are very different jobs in most cases.		
11	Mowing Service Code changes Many FSE are opposed to this claim – some holding their own surveys.	Chris Hansen	

	Of total 89 votes - 87 said they 'hate the change' 		
12	Mow Regular / Mow Once I agree with the sentiments of my Franchisee (email below). As a FSO/FSE of 26 years myself, I have spruiked to anyone who will listen that <i>“we have business’s where you as the franchisee can shape your business to your strengths and wants, by using our system and services offered, given you are also paying for the right to do so by paying lead fees.”</i> In this case, the FSE has for a long period asked only for regular mows (I also have a couple of other FSE in the same predicament). He is a 10 year franchisee who can now see the potential for his business to receive poor surveys as he will not be able to service once-off mows. This logically will result in complaints (unwarranted) and the end action is outlined in his email. Why is it that we cannot mandate our FSE to buy from a certain supplier (third line forcing) - but we can make them take both services when they are only wanting one? Simply by combining the two, does it absolve Jim’s of any responsibility? Hi Barry, As discussed, please find below our comment on the recent merging of services. The merging of ‘mow once’ and ‘mow reg’ into one service and also ‘garden once’ and ‘garden reg’ has a significant negative impact on the running of our business. One of the benefits of using the Jims system is the ability to streamline leads to our particular business model. During summer we run on a tight schedule, servicing approx 130 regular clients. We schedule our business strictly around certain areas and select leads precisely to tailor to our business structure. While over the quieter months we are more open to more services, we have up until this point only taken leads for regular services in specific areas so that they can be added to the regular days where space is available.	Brett Blair, on behalf of Barry Walker	

While it makes sense to merge some of the less used services (lawn restoration, aeration and scarification), the merging of all mowing and all gardening frequencies into one pot is disorganised and damaging. It is time wasting for franchisees who now have to screen each client and work out if we can service them, where previously this was done at the call centre. We are now in the position where we are having to contact a client and ask what frequency they wish to have and then explain that we are not available to mow if it's a once off. Earlier this week we received a lead for just 'mowing' without knowing if they wished to have a once off or regular. When we talked to the client and learned it was just a once off, we had to decline the service and report back to the call centre that we were unable to service them. We then had to call our franchisor to report the scenario and expect a possible complaint. The next day, after hours, we received a call back from the same client we declined, reaching out to us again because they had not been assigned a franchisee to service them. We do not know if we will be charged for the lead or if it was eventually assigned successfully to someone else. This is the first of many predicable scenarios which has added further administration, cost and potential complaints. The ability to streamline our leads in different mowing categories as we have been doing for the last 10+ years has now been taken away. Effectively we will now receive less leads, more complaints, and probably have to pay unwanted lead fees for leads we do not want and cannot service. We see no benefits to the franchisees at the front line. We missed the email newsletter about this change unfortunately and definitely would have expected that an issue with this impact should have warranted a separate email up for discussion with all franchisees (like every other major change which has happened within the Jims Group, not concealed in a newsletter). It seems overlooked that very seldom used leads such as, scarification, aeration and lawn treatments are not merged into one category, but reg and once-off mowing and gardening (very different categories in many franchise business structures) have now been combined. Out of all the changes within Jims structure over the last 10 years, this is the most significantly negative. Where mowing is the main service, it makes sense to keep Mow Reg and Mow Once separate. This works both ways too - during a rotation there may be a quiet week which we need to fill with Mow once and Garden once. Please can we revert back to separate mowing and gardening categories. Over the last 10+ years of evaluating our business, the main reason we have continued to remain within the franchise is the quality of leads. We are now faced with the options of either turning off our leads completely when slightly busy, or considering alternative business options outside of the Jims franchise.		

13	We would like it if in Jim's app the FSE enquiries that we have 48 hours to respond to stayed highlighted red on the home screen until we react. Currently after a weekend or any holiday we have to cross reference emails to enquires. Obviously, we try to reply to enquires ASAP normally.	Stephen Kirby on behalf of Robert Young	Alarm system should be included in Jimbo Most franchisors do not use Jimbo to contact prospects.

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 30th July 2024. Time: 10.00 am (Melbourne time)
Jim to chair the meeting. Apology: Manie van Vuuren



Item	Agenda Item	Advisory Member	National Note
1	FINANCE BILL4U - Bill4U Increasing to \$20 ** 2nd tabling of this agenda item. Continuation from last meeting (28 May 2024). we need to discuss the effects of this change. I have had a lot of feedback from Franchisors that this was an amazing service and very important in running their business. It was a great achievement when first introduced. It helped separate the “money” from the “role” of a franchisor as Jim’s Head Office were managing. When it works well it is an important part to the system. Concern is Franchisors may take back the role of manually billing due to the high cost and run into problems. It would be great to keep this service at Jim’s but can Jim review the \$20 fee down to a closer to cost recovery price due to the benefits to the Franchisors. Can you confirm if you see the benefits of Bill4U, do you want to do Bill4U? or if are you pricing yourself out of it?	Rocky Aloï, on behalf of Leah Cadwallader <i>(Initially tabled by Brett Blair 28/05/24)</i>	Leave as is. Bill4U has benefits.
2	Refund of Document Fee Last year, changes came into effect regarding refund of Document and Contract Fees. The stipulations surrounding this was that a refund must be requested within 14 days of the documents being issued or a refund could not be applied unless proof that the prospect cancelled within the 14 days was supplied. Given the prospect cannot sign prior to 14 days, the timeframe to request a refund it is not sufficient for this process to occur. 28 days is more appropriate and fair to the FSO.	Chris Hansen, on behalf of Todd & Sarah Bryson	Costs are just those needed to cover doc preparation costs. Other franchise systems charge \$3-5k
3	Online / Live-Stream Training What is the purpose of it? How do we justify paying an extra \$3180 as well as the National Training? Should we provide exclusions for trainees that are not able to come to Melbourne (ie We only suspend franchisees with a medical certificates) There is a market there for Online Sales. Why are we making it hard?	Bill Cobanoglu	No change. We do not want to encourage on-line training, as it is a poorer experience

4	FSE/FSO Surveys I have been contacted by multiple franchisors questioning why we would send out the surveys during the worst month in the whole year. FSE satisfaction in most of our divisions are the lowest during July/August. This was mentioned few years ago during advisory and Jim agreed not to survey FSE during winter months. <table border="1"> <tr> <td>2.</td><td>FSE Surveys – I have heard from Jim that these are to be sent out in June of this year. I was wondering if there is an option to have them send out sooner. Winter is the toughest time of the year for franchisees and I fear that this will not provide fair results as people can have very short memories.</td><td>Benn Ward on behalf of Bill Cobanoglu/</td><td>Conference to be changed to May, with surveys to start 10 weeks earlier</td></tr> </table>	2.	FSE Surveys – I have heard from Jim that these are to be sent out in June of this year. I was wondering if there is an option to have them send out sooner. Winter is the toughest time of the year for franchisees and I fear that this will not provide fair results as people can have very short memories.	Benn Ward on behalf of Bill Cobanoglu/	Conference to be changed to May, with surveys to start 10 weeks earlier	Ali Olmez	From next year, month will be totally random!
2.	FSE Surveys – I have heard from Jim that these are to be sent out in June of this year. I was wondering if there is an option to have them send out sooner. Winter is the toughest time of the year for franchisees and I fear that this will not provide fair results as people can have very short memories.	Benn Ward on behalf of Bill Cobanoglu/	Conference to be changed to May, with surveys to start 10 weeks earlier				
5	FSE/FSO Surveys A: Franchisor surveys going out in the middle of winter. This has been discussed before and was previously decided that FSO surveys would not be held in winter when FSE are at their lowest and slowest work wise. B: Where are the surveys for National? Documents, Finance, Call Centre, Infotech etc.	Stephanie Paddick, on behalf of 'Anonymous'	We will arrange surveys for national				
6	Franchisee surveys on Franchisors 1. Surveys ratings are one thing but without a comment then how does one know how to improve. As a franchisor I want to see the comments so I know how to improve if needed. Anyone can type in a rating but this is dangerous as they don't always back it up with why. We need to understand the why if we want to fix it. Its similar in some ways to the customers surveys. The customer can rate a fsee a 5 star but then put a negative comment and then the survey is changed due to the comment. This same process should be implemented. It should be mandatory to put a comment in before moving to the next question or be allowed to end the survey. 2. Call Frequency – in my opinion this is outdated. Weekly – Monthly – Less It should be Weekly – Fortnightly – Less (the reason is the weekly is a minimum for new starters – I agree, the fse that have been around a while in my region anyway, have asked not to call weekly but fortnightly as a minimum. This is what we do and it works. Monthly should be deleted. A good franchisor knows their audience and understands that calling a fse that has been around for a while weekly is overkill (unless the need is there for a reason). Fse's also don't always want to be bothered weekly if their business is going	Ali Olmez, on behalf of Shane Charnstrom	Some franchisees very upset that their franchisors saw the comment and confronted them. National will provide a synopsis of comments to franchisors Next survey will public and private comments				

	smoothly. Monthly could still be left in if needed. I just think there is a fine line between almost harassing a franchisee weekly just because the process says to. 3. Support – Support should be changed so it states “Support – Non Financial” as a lot of fse deem support as deleting a lead fee so they don’t have to pay it.(our region is strong on holding our fse accountable for their leads so it is rare we delete one). Also some fse see not deleting a complaint as lack of support even if they are in the wrong. The survey needs to be reworded so they understand that support is not about financial or going against the agreement. Obviously PFWG is separate to this 4. Meetings – This should state have you been invited/notified 4 weeks or more inadvanced that there is a meeting (whether or not they attend is a separate part. Perhaps this should be reworded 1. Have you been invited/notified of the team meeting 2. Secondly how many did you attend in the last 6 months or whatever period is suitable?		
7	Jim’s Deals – Invoicing How the Jim’s monthly deals are done and invoiced: The June deal was a classic where FSE went on to the link filled in their FSE details and submitted thinking they would be shown the deal and if they wanted it they would put in their details and make payment. Some FSE received the package and this was the first they knew they had actually brought the deal. Others who wanted to buy it where left wondering if they had been successful to get the deal and ended up not receiving anything. Would it not make more sense to make the FSE to be able to view the deal in full, fill in their details and then pay at that time. This would mean they know they have brought it, they have been successful and will receive the product. Leaving nothing to chance and finance is then not needing to invoice the FSE or chase up outstanding invoice and then compliance wouldn’t need to breach FSE for unpaid invoices.	Stephanie Paddick, on behalf of ‘Anonymous’	Badly done. Won’t happen again Two steps: look at deal, and then pay if wanted.
8	Breach Notice – Jim’s Deals Can we add some process around breaching of Franchisees with things like JB HiFi. The first we know that there is an issue is when a breach notice is sent. With the likes of insurance, compliance etc, there is a warning letter. With this, there was no with this there is no notification Many FSE’s that have billing from there FSO have ignored the bill as they assume the Franchisor will directly debit the amount ... its leaving a bad taste in their mouths	Paul King	Will bill direct, so no more breaches
9	New Starter FSE Income Jim’s National Office always advertising that large excessive amounts of income are possible. Whilst this is true in some divisions, a new FSE working as a one-man-show is not going to be realistically earning that amount of money. I have had FSE and FSO saying it’s unrealistic for the majority of FSE’s	Stephanie Paddick, on behalf of ‘Anonymous’	Will ask Joel to make clear that a large monthly turnover involves employing staff

10	Warranty Fund When was the monthly ongoing warranty fee discussed? When did you let us know of this change? This has caused me issues with my disclosure document and key information statement etc needing to be updated after requesting documents . This should have been discussed before implementation I would have thought.	Chris Hansen	All previous information brochures etc. will be honoured. For next franchisor newsletter: doubtful franchisees can be restricted to territory
11	Jim's Mowing and Jim's Group Commercial Split Costs (refer attached .pdf) Jim's Mowing is updating its TVC and wants to see if the branding fund can cover some of the cost. The only way for that is to do a generic ad for the Jim's Group at the same time for all services. This ad can be then used for online campaigns for work leads in multiple online areas. Costing attached. We can also send Charles/Joel up for a couple of days to film on-site at the shoot with franchisees as well in Sydney if you wish. I have been advised that it would be an approximate even split in costs, thus making the 1 x 30 & 1 x 15 second ads for Jims Group approximately \$17,165 plus GST.	Joel Kleber	Approved
12	FSE Meetings I would like to table a review of the FSE regional meetings. And it should be sent to vote on by the FSE's. ○ The guys just don't want the high number of meetings. It's an old model that doesn't suit the current lifestyle and personal commitments many of them have. Everyone's time poor nowadays. ○ They purchased a franchise to be their own boss. But still feel like they're employed due to the monthly phone calls and regular meetings, so they just don't attend. ○ It would be better to have 4x face-face regional meetings a year based on the seasons, then the meetings have a real focus point. ○ This change would come with the condition that attendance at the 4x meetings would be compulsory, and non-attendance would result in loss of compliance discount for that month. (exception would be family bereavement) ○ 1x end of year social catchup would be scheduled but not compulsory. ○ They just want & need support when they need it. This is what they ask of FSO's. ○ Another example being they don't read newsletters.	Mani van Vuuren, on behalf of Peter Rogers	Figures show that six weekly meetings and regular phone calls work better

Jim's Group Advisory Committee Meeting - Tuesday 30 July 2024 - 10.00am (Melbourne time)

Join Zoom Meeting

<https://us06web.zoom.us/j/88127756676?pwd=Gubm91g96HfDw3khKna9pGXlv2JB4I.1>

Meeting ID: 881 2775 6676

Passcode: 132516

Advisory Meeting – MINUTES
Meeting to be held via Dial-In
On: Tuesday 24th September 2024. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting



Item	Agenda Item	Advisory Member	National Note
	Apology: Paul King, Denise Kingston Resignation: Denise Kingston. Denise Kingston has resigned from the Advisory Committee, effective immediately. Email received Mon 23/09/2024 9:36 AM.		
1	Advisory will now use the Teams platform - Please be advised that future Advisory Committee Meetings will us “Teams” on-line, rather than Zoom. The Teams platform has many benefits including improved recording, record keeping, attendance lists etc. In addition – it much easier to access. Download Teams via: https://www.microsoft.com/en-au/microsoft-teams/free OR; https://apps.apple.com/us/app/microsoft-teams/id1113153706	Rocky Aloï, on behalf of Denise Zinghini	
2	Jim’s Jobs Update. Could we please have a Jim’s Jobs update?	Manie van Vuuren	Rewrite to be finished by February 2025. With multiple new features expected by the end of 2025
3	Fees Breach Last month I had finance sending out Breach notices to Franchisees whose direct debits did no go through. In fact, this happened to several FSO’s. In my case, I was still busy liaising with the Franchisee to pay and when he was going to pay and next minute while we talked, he received the Breach notice. I would like to get agreement that Finance or any National department first discuss with the Regional Franchisor before they send out a breach notice. Perhaps a warning letter to get in touch with your Franchisor	Mani van Vuuren	Franchisors can tell payments are not made, and should ask for breach not to be sent if appropriate.

	within 24 hours could go out. The Franchisor know when they are doing it hard, and a breach notice might just tip them over the edge.		
4	Warranty Fund update Can we please get an update on process and funds for warranty funds across all divisions since the increase and a possible forecast on when the funds will have reached desired amounts, Or some transparency on the progress for divisional FSOs to take back to FSO meetings.	Paul Commerford	Not sure. Warranty Fund statements with every franchisor newsletter
5	Query on spread Vendor Finance Where a Franchisor offers payback terms on new sales (i.e. ½ now and ½ over 3 years) Financing no longer will spread commissions. Is this positive or negative for overall growth?	Shane Foran	Finance cannot continue to do this because of the huge admin time involved. We suggest instead of vendor terms, charge higher ongoing fees, which could be for a limited time. Fee to national only 15% in this case.
6	FSE - Complaints notification (email) New section Complaints can ONLY be deleted under the following conditions (below). If your complaint can be deleted, it must be lodged via your Franchisor. Not all complaints can be proven to false or invalid. Replaces Comment: If you believe a survey or complaint is unfair, please contact your Franchisor who will request a deletion through FMS5's 'complaint details' tab. This is the only way to remove it. Common reasons for deletion:	Shane Foran	Change will be made
	Reminder for the next franchisor newsletter that complaints must be settled as 'at fault' or 'not at fault'. 'Not at fault' does not mean deleted.		We will do this
	Let franchisors know who hasn't responded to an audit request. We won't disclose the actual vote		We will do this
	Next meeting November 26		

Advisory Meeting – MINUTES
Meeting to be held via Dial-In
On: Tuesday 26th November 2024. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting **** Apology: Brett Blair**



Item	Agenda Item	Advisory Member	National Note
	New Zealand Advisory Committee Representative: Welcome Robert Young.		
	2025 Advisory Dates: 10.00am (Melbourne/Sydney time) Tuesday 28 th January Tuesday 25 th March Tuesday 27 th May Tuesday 29 th July Tuesday 30 th September Tuesday 28 th November	Rocky Aloï, on behalf of Denise Zinghini	
1	Regional Marketing/Advertising Funds – claw back We need to make a decision on: 1. If we will allow claw backs at all; and 2. How this can be achieved and still be code compliant.	Jim / Rocky Aloï	No claw backs. It's a breach of the Code.
2	Keep FSE Phone Number (Agreement) Clause in the contract to keep the franchisees phone number when they leave be removed.	Jim, on behalf of Aaron Harrison	Keep it
3	Proactive Calls – Attempt “tried twice” Currently, proactive ‘attempt’ and ‘tried twice’ can be made on the same day. Suggest this should be 24 hours in between calls. There is no mention of this in the manual so we may need to adjust (vote) for this to be changed before we can enforce it? Currently the manual states 2 attempts in the month.	Rocky Aloï	Proposed manual change to be put forward
4	Div Web-Site funded by Advertising fund. I was looking to do a region website funded by the Advertising Fund. This is not permitted. I believe its outdated. Can this rule be reviewed by Advisory. As a Regional it's not viable for me to spend my own money on a website. Website could be targeted to the strengths of franchisees in the region. Our Melbourne West and Melbourne East has expertise in: - Labour Hire Authority	Ali Olmez, on behalf of Brad Clark	No. Divisional websites are better

	- We have Tax Agents - Can handle Super Funds We are Victorian and can understand state specific fees and generally understand the state of the economy etc. Franchisees could also have a say in what the website does. It's not viable for me to fund the website. It will benefit all franchisees. We are in the Digital age and are not moving with it.		
5	FSE Meetings We propose to increase the minimum face to face meetings to 4 per year. In the event there are only 2 FSE in an area/region, these FSE can join another division's face to face meeting.	Rocky Aloï	3 minimum per year
6	Admin Fees – Call Centre Is the Admin fee from the Call Centre to FSO paid to National and then paid to a third party, or is this now just a National charge? I believe Previously it was collected by National and then paid to Jill. Can the price of the Admin fee charged to a FSO be added to the schedule to show that it is a national fee paid to National and that the FSO does not get to keep it? Franchisees think that we the FSO get to keep all the base monthly fees and don't realise that we pay the call centre admin fee out of that amount.	Stephanie Paddick, on behalf of Kym Pena	Change wording in bill to note that part of base fee goes to call centre
7	Social media Policy Should we be looking at tightening the rules around social media and having a program like hootsuite implemented for divisions that wish to push social media Should be a parent / child relationship in place for feeds Monitoring of posts / comments We are a big brand with IP—we do not monitor what Franchises say or do on social media. Would any other mega brand just allow Franchises to open their own Facebook pages ?	Paul King	No change. Franchisees need franchisor approval to set up Facebook pages
8	New FMS / On-Line Leads Can we please have a function that franchise owners can opt out of online leads in the new FMS	Chris Hansen	Not now, but could be done when there are different priorities for different types of leads
9	Complaints Resolution Recently, following a complaint being rectified, I requested a Survey be re-sent via an email to Infotech and their reply directed me back to Jim as they were no longer able to do it. I then requested via an email to Jim to	Stephanie Paddick on behalf of Nigel Cock	We will take out the advice to get new survey done.

	have the client survey re-sent and his response was that he will not re-send the survey and that we will need a Text or Email from the client saying they are happy to be able to delete the complaint. I find this a bit confusing as today one of my fse's received a complaint and the notification email (copied below) clearly states that to have the complaint deleted there is an option to have a Survey re-sent. Can we please have clarification on the actual process that we need to follow or if there was a change made that we do not know about. <i>(details below copied from Complaint notification email)</i> If you believe a survey or complaint is unfair, please contact your Franchisor who will request a deletion through FMS5's 'complaint details' tab. This is the only way to remove it. Common reasons for deletion: • There was a problem, but the client was happy in the end. Attach evidence such as a text or Email. You will need to go back and fix the problem or even offer a freebie. We will NOT accept a message from the client saying they were 'not really complaining' or want simply to withdraw the complaint. • The customer complained you did not contact them, but you phoned AND TEXTED them within the two hours. Be sure to attach the text. • The customer said you failed to quote, but you Emailed AND TEXTED the quote. Again, be sure to attach the text. • A new survey was done, giving five stars. • No comment was given to explain a poor survey, but client feedback suggests the issue was price or some unfair issue. Such feedback could be an Email or text from the client, or a phone call to the client by your Franchisor.		
10	Setting up new successful divisions. New divisions of the Jim's group are a great thing, can be helpful for existing Divisions and can help us all grow and be successful. Disclosing to brand new Divisional owners the cost of setting up, all the facets of start-up tasks and procedures needs to done better by Jim's Group. Start ups of a National Company is no easy job and need time and money. I'm proposing to break down all the procedures step-by-step to help how new Divisional owners the true amount for work and costs before they sell their first FSE. This is a critical part of the Division's success and if you get this part right the Division can grow to its full potential. If all their steps are done correctly the Franchises will be successful from the start and the sales will flow much smoother. I would estimate a minimum of 12 months of set-up for most new Divisions. For more	Paul Commerford.	We are developing a Manual

	complicated manuals like Healthcare a minimum of 20 months of planning and procedures, manuals marketing ,franchise expos etc , etc.		
11	Manual Change – votes With manual changes, why don't we send out text links to capture votes, rather than emails that nobody reads? We have the technology as it's used for marketing audits, and information can be almost instant.	Paul King	We will send an SMS to notify of proposed manual change.
12	Advertising for Franchisees using Unserviced figures. The below message was sent to one of our active, good FSEs I do not think it is fair on a FSO to have to explain to the FSE what Bizza is, and that we do not have hundreds of leads per week going unserviced. Our division (Building Inspection) had less than 50 unserviced leads for all Australia, for the month. Also, if the message is going to a potential sub-contractor its totally false. The division does not have hundreds of leads for Building Inspections going unserviced per week. See message sent to FSE below <i>Hi, it's Loren from Jim's Group.</i> <i>Do you have quiet times in your business? If so, we can help!</i> <i>We are turning away hundreds of Building Inspection jobs a week and we're looking for INDEPENDENT contractors to cover the areas we can't.</i> <i>You control when the work comes in - if you are quiet, turn your account on - or if you are busy, turn it off.</i> <i>We only give the customers details to you - you are not competing with anyone else for the job on our platform.</i> <i>If you'd like more info, please call me on 1300462589.</i> <i>Or reply with your email address and postcode and I'll email you.</i> <i>Click m.jims.net/0FkuF0 to watch a video from Jim.</i> <i>Thanks</i> <i>To Opt Out - please click here</i>	Paul Commerford	Should not be sent to divisions without significant unserviced leads
13	Jim's Jobs Welcome to Sarfy. Joining the meeting to assist with this Agenda Item. Are you able to add to the future development stages on the new Jim's Jobs release. A feature to allow a customer to upload photos to the app?	Rocky Aloï, on behalf of Jason Jaap.	By February; existing Jim's Jobs features but faster and more stable. Many desirable features expected by

	I am aware this feature is already in the platform for a FSE to upload images. Jason Jaap can provide further context on this for you if needed.		the end of October 2025
14	Communication between National office and FSE I have had several instances in recent weeks where FSE's are advising me of conversations between themselves and either Jim or Rocky, where I have no idea of what they are talking about. All communication I believe if sent to National, the Franchisor should be copied on for the reply. Example 1 : I gave a FSEE (2GO2) a warning about his shirt where he had removed logo from rear and had a walker mower added – he tells me today (19/11) that an email trail between himself , Jim and Rocky took place and that he was breached, then based on Facebook posts, Jims would need to breach lots of FSE's – he tells me that Jim even said his shirt looked great ! Example 2 : 2AW19 – went direct to Rocky re an exit, he tells me Rocky say ok via a return email, when looking into it Rocky advises him to talk to FSO ... he then goes to Jim re same thing, I then get text messages saying Jim has approved it ... no idea what this guy is talking about Everything, the FSO should be copied on and it should be communicated in the FSE newsletter that this will occur. – these notes should also be added to FMS.	Paul King	Some franchisees want confidentiality
15	Bizza We had no franchisees in Gladstone, we put one in and started marketing, Bizza started calling all competitors in town saying Jims (not Bizza) have lots of unserved work and to join Bizza. Fact was there was 4 unserved in 4 years, yet they were calling all pool companies in town to join Bizza. Very strange and embarrassing for our new business owner and franchisor.	Paul King, on behalf of Brett Blair	Same as item 12
	Starting a Franchisee on FMS before a contract has been held 14 days		Can be done, but franchisor bears the risk if they do not sign



As this is our final meeting for 2024, we thank you for your contributions over the past 12 months.

Blessings to you and those you care for. . . . may you enjoy the festive season.

Travel safely if you are going away and we look forward to seeing you in 2025.

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 28th January 2025. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting **** Apology:**



Item	Agenda Item	Advisory Member	National Note
	2025 Advisory Dates: 10.00am (Melbourne/Sydney time) Tuesday 25 th March Tuesday 27 th May Tuesday 30 th September Tuesday 29 th July Tuesday 28 th November	Rocky Aloï	OK
1	Billing Rerun Billing reruns will not be authorised if the information has not been forwarded prior to billing being finalised. This will be included into all new regional FSO agreements for all renewals – Fee to be determined.	Rocky Aloï	Will be charged, unless franchisors can do their own. IT?
2	Jim's Jobs Invoicing Is it possible to request that when a business is sold and the FSE uses Jim's Jobs for invoicing they continue to have access to Jim's Jobs – specifically invoices for one week post the sale.	Ali Olmez on behalf of Nicole Wood	Leave open for a month
3	Survey Link Comments When customers receive a survey link can the comments field be made compulsory? I think that if we could have this added it would give us more content as to why a client may have given a poor survey rating.	Manie Van Vuuren on behalf of Jason Smith	No
4	Distance for FSE meetings Change to distance (km) in relation to FSE Meetings. Currently, the manual states 50km As a FSO for an entire state, finding meeting locations that suit 50km from FSE's home is next to impossible, I have an office, and all FSE's at the time of signing verbally agreed to attend meetings (fully catered) at the office but some are now quoting the 50km rule in the manual and refuse to travel. It has never been an issue until recently. Can we discuss the extension of the travel distance. It may not be necessary where states have multiple FSO's, so maybe make it up to each division with FSO voting the change in the manual and National supporting the change.	Jon Govic	Change to 100 km

	The FSE's that are not willing to travel to the meeting 3-4 times a year (in my region) are the ones that make the most noise when they are unhappy with something. I feel that travel further than 50km a <u>few times a year</u> is not too much to ask.		
5	Change of email address When a franchisee leaves Jim's Group their email address information is to be updated to their personal email address automatically. After franchisees leave Jim's Group they are still sent emails regarding their outstanding franchise fees to their jimsmowing.net emails, However, they no longer have access to these emails which means they don't receive the notification of outstanding fees unless their franchisor sends it to them. It would make more sense to have their email changed to an email that they have access to, ensuring they continue receiving emails regarding their outstanding franchise fees.	Brett Blair on behalf of Dan Cahill	Documents will make this part of the surrender process
6	Complaints through the call centre If a customer calls the call centre to complain and asks to speak with the franchisor the call centre should send a separate email to the franchisor with a short description of the clients concern and contact details of the client. This is to be a separate email from the automated "POSSIBLE COMPLAINT" email. A note on the clients file in FMS4 is not enough communication to the franchisor and doesn't immediately notify the franchisor of a serious complaint.	Paul King on behalf of Dan Cahill	"Fso to call" to go to the start of the message.
7	Complaints through the call centre A customer calling the call centre to ask what time the franchisee will arrive should not be automatically listed as a POSSIBLE COMPLAINT. Only log a complaint if it is a genuine reason. Eg: the franchisee is late for their scheduled appointment. A customer asking what time the franchisee will arrive is not a genuine complaint, some franchisees are mowing a lawn and keep their phone in the car whilst mowing as it may pocket dial people.	Paul King on behalf of Dan Cahill	Not registered as a complaint if the client is just asking for the time. IT, can the recording be attached to the complaint?

	This should be instead sent to the franchisee as a “CHAT” message. If the franchisee doesn’t contact the client back within 2 hours after this “CHAT” message is sent and the client calls the call centre again then it should be listed as a “POSSIBLE COMPLAINT”.		Message should say 24 hours, not 48
8	Training Attendance Only one person from the business should be forced to attend training. The mandatory requirement of all parties is turning away sales due to partners needing to take kids to school etc. This is costing us sales and drives prospects to competitors and what benefits does it add to force them to do the training	Christian Hansen	Only one director needs to attend.
9	FSE Compliance Discount FSE not losing their compliance discount for not paying fees by the 10th of the month. If a Franchise does not pay their monthly fees by the 10th of the month and are given a Breached notice for nonpayment of fees, that once the FSE pay the outstanding amount they are then made complaint and do not lose their compliance discount if paid before the end of the month. Example If on Bill4U: franchisee failed to pay monthly fees by the 10th of the month (franchisor not notified of this at that time) On the 20th of the Month franchisee was sent a Breach notice by Finance for unpaid fees and marked non complaint. FSE paid money on the 20th after receiving the breach notice and send notification that fees have been paid. 22nd of month Finance mark the FSE complaint as if nothing happened. Franchisee has no penalty for not paying their fees on time making a mockery of the system because why do they need to pay their fees on time if they still get the same compliance discount as every other FSE who paid their fees by the 10th of the Month. Want this changed so that the FSE is made noncompliance and lose their compliance discount for the month and that they are only made compliant after the billing run for the month has been completed. This is what happens if the franchisor bills the FSE direct.	Stephanie Paddick	Should remain non-compliant – finance to change process FMS6 to make non-compliance for one month only

10	Marketing Initial 4-week national video to franchisees with short tips from Jim on doing your PfWG, Work Requirements etc... Email/SMS for survey milestones like 50x5 star reviews etc... Birthday email from national	Joel Kleber	Send out congratulations for 50 and then 100 five-star reviews in a row
11	Franchisor Breaches Discussion around new flow chart for Franchisor Breaches. This is excellent and clearly documented which is what Jim's need. However I believe Advisory should discuss the first Breach as a warning. We will catch serial offenders in Breach 2-5.	Brett Blair	If 10% or less missed, first time warning but no loss of compliance discount. Only once in six months

Meeting to be held via Dial-In

Jim to chair the meeting **** Apology:**



Item	Agenda Item	Advisory Member	National Note
	2025 Advisory Dates: 10.00am (Melbourne/Sydney time) Tuesday 27th May Tuesday 29th July Tuesday 30th September Tuesday 28th November	Rocky Aloï	OK
1	Can we add why the Franchisor is getting more and more details removed from FMS Unserviced - Originally deleted as - Name - Street Number - Email / phone details - Now deleted also is Street Name Why is this.	Paul King	Franchisors were working out which property was intended, and jobs double booked
2	All end-of-month billing adjustments must be submitted by the last business day of the month to be reflected in the final billing. Any request to billing re-run or recalculate regional and/or divisional billing to national level due to the delay will incur a fee of AUD \$400 (incl. GST) for Australia and NZD \$400 (incl. GST) for New Zealand.	Leah Cadwallar on behalf of Finance	FMS6 will allow franchisors to re-run own billing. Likely a couple of years. If finance error requires a re-run, no charge.

3	We have identified that only approximately 35% of document suites prepared by the Documents team are converted into active franchisees. This trend, combined with a significant increase in refund requests for the document preparation fees, along with the increased workloads as a result the Franchising Code changes, has prompted us to review the current pricing structure, process, and overall sustainability. In response, we are proposing an amendment to the Franchisor Manual to introduce a new section – 3.11, as detailed below, and increase the document preparation fee to \$700: “Sign-up Process (Document Preparation Fee) Franchisors will be responsible for covering the document preparation fees that cannot be passed onto a prospective franchisee during the sign-up process.” Should more than 50% of franchisors object to the proposal, the change will not be implemented. However, in the alternate, we will be increasing the document preparation fee to \$3,000 going forward.	Leah Cadwallar	OK Rephrase in proposal to franchisors to show all the extra costs: Code changes FMS6 costs Can't charge for breaches, etc. Video from Jim
4	Can you add the following item to the upcoming advisory meeting agenda. All Warranty Fund Claims should be handled by the Jim's Warranties team instead of the Franchisor's. This includes: - Communications with client. - Gathering evidence. - Organising a franchisee or independent auditor to evaluate the items that are being claimed for at the clients property. - Organising Franchisee / Contractor to provide a quote to rectify the issue. - Approving Quote or Refund. - Ensuring work is completed and client is satisfied. Reason: - Ensure the warranties claims are completed properly everytime. - Ensure not overspending on items that don't need to be claimed for. - Avoid legal disputes.	Jason Japp on behalf of Dan Cahill	No. Franchisors do this job the best.

5	I was wondering if you could bring up an issue, I have encountered with renewing fse agreements after 10 years. It seems that when we renew the documents the Fse is required to pay the new fees that have now been incorporated i.e Jims jobs etc and they don't even have access to this. Also, if I decide to reduce the base fee to help keep the fees down for them then I lose out which also doesn't seem fair. Fse will end up walking away if I tell them they have to pay another \$200 a month in fees. I think we need to look after these guys as they have been loyal to us for all this time.	Ali Olmez on behalf of Brett Kurz	National policy is to keep the same fees as in the original contract, Franchisors can charge more, but we advise not No doc fee on renewals
6	Can I please add below items for Advisory Meeting 1. 10 Minute Delay for un-serviced before going to BIZZA. This has been an outstanding item for approximately. 3 Years in wanting our Franchisees to have a chance to grab un-serviced before going to BIZZA. We have heard there may have been an update in this Business process and Technical Process. Below is what was outlined to us. Can we confirm this and also discuss as a group if best outcome for our FSES. Is the below the new process: • Job/Lead goes into the FMS system (online or call centre) • If no FSEE is available, it is still given to a Bizza contractor straight away • If no BIZZA contractor is available straight away, then - o Text / Email sent to Jim's FSEE about an un-serviced job - o 10 minutes later, Bizza get notified of the un-serviced job, and then they try to allocate it manually 2. Source of Leads Tracking & Reports - Can we confirm how we track leads now at Call Centre and Online. As a group we spend millions on generating leads, so source of leads reports used to be a good guide (not 100% accurate of course). Now I believe the Call Centre does not ask, so how can we improve our understanding of where leads originated in an effective way?	Brett Blair	We do intend to put in a ten minutes pause when possible FMS6 will increase understanding of where on-line leads come from Call centre customers normally just say 'google', so asking is not useful
7	I would like to propose a review of the timing for obtaining Police Clearances in the franchise approval process.	Stephanie Paddick	Police check must be seen before the

	With the two most recent Police Clearance referrals received by Advisory members, concerns have been raised regarding the current process. Specifically, I propose that a valid Police Clearance must be provided before a Franchise Contract is requested or, at a minimum; before any Franchise Contract is signed. Waiting until after a prospective franchisee has signed a contract, invested in equipment and a vehicle, and paid for their franchise before determining their suitability poses potential legal and reputational risks for both Advisory and the Jim's Group. Ensuring that Police Clearances are assessed earlier in the process would help mitigate these risks and reinforce our commitment to public safety and brand integrity.		contract is signed. Police check should be requested before doc prep is requested

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 27th May 2025. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting **** Apology:**



Item	Agenda Item	Advisory Member	National Note
	2025 Advisory Dates: 10.00am (Melbourne/Sydney time) Tuesday 29 th July Tuesday 30 th September Tuesday 28 th November	Jim Penman	OK
1	Are you able to put this on the Advisory agenda please? Franchisees can change FMS, via Jim's Online, in the area of Manager (under FSE Footprint in Franchise details). Docs and IT say if a police check has gone through as approved, this is allowed. I question the ability of Franchisees to make changes such as these, and believe it should only be Docs, the Franchisor or Divisional that have access to this area of FMS. I have reason to question this due to this franchise. One person purchased the Franchise. A different person did training. The person who purchased the franchise did not do training and should have. I am assured that the person who bought the franchise does not work Test & Tag and works only in his own electrical business. Also, since starting this enquiry I was advised today, that the person who came to training has now become a director of the company, (though we don't have the docs back yet for this) ... so, this part of the question I think is fixed... but I still don't think Franchisees should be able to make these changes. The person who	Beverley Wagner on behalf of National.	Agreed

	purchased could have been working Test & Tag without training and it would have gone unnoticed had we Changes: <u>Change by LS27 at 2025-04-22 18:44:06</u> Main Person Luke Shin => Matthew Jang <u>Change by hamid.karimzadeh at 2025-04-17 18:28:57</u> Main Person Matthew Jang => Luke Shin <u>Change by hamid.karimzadeh at 2025-04-17 18:26:35</u> Main Person Luke Shin => Matthew Jang <u>Change by angela.dennis at 2025-04-03 14:53:58</u> Business Type Franchise enquiry => Franchisee Name - => Jim's Test & Tag (Greensborough) Short Name - => LS27 Status 1 => 0 Start Date - => 2025-04-03 00:00:00 <u>Change by Sharon.Cook at 2024-10-30 13:49:12</u> Signed Date - => 2024-10-28 00:00:00 <u>Change by Sharon.Cook at 2024-10-15 12:50:26</u> Priority 0 => 1 <u>Change by Sharon.Cook at 2024-10-15 10:42:03</u> Registered Address 1a Hillingdon Cres, DONCASTER 3108 VIC => 11 Summerhill Cl, FERNTREE GULLY 3156 VIC not looked into it.		
2	Can we please add an advisory agenda item on behalf of Matt Watts – Item is TV branding fund proposal for Jim's, Matt to present.	Joel Kleber on behalf of Matt Watts	Waiting for proposal, but money may be better spent on promoting customer app
3	Franchise Manual We used to have a manual that was detailed, and it was scaled back. The manual should be a reference tool so that every Franchise can refer to with clear guidance as to what the procedure/policy is. Currently, our short manual is GREY at best, with too much being left to interpretation For Example,	Paul King	Encourage franchisees to use P instead of zero if taking previous clients. Franchisees are required to return a call within two hours if down for work, otherwise not.

	• where in the manual does it say a Franchise has to return a client's call within a 2-hour window if that client calls them directly? • If a client claims this to the call centre, what proof do we ask for to substantiate the claim? • I deal with many complaints where the Franchises say, never received a call or if they did receive a call, it was 5 minutes earlier and they were going to call the client back when finished mowing the lawn		
4	Client Data In any organisation, understanding your client is KING, it allows you to • Target you advertising to the key clients that you are engaged in • Identify the clients that you aren't engaging in and adapt for the clients of tomorrow Unfortunately, in this Franchise Model, no one understands the client demographic and we are wasting millions in advertising and not future proofing our business in the long term We have the opportunity to capture this data via jims jobs / Jims Online with new leads and existing clients by a few simple tick boxes added to a client screen, items like • Male / Female • Approx Age ○ Less than 30yrs ○ 30-40yrs ○ 40-50yrs ○ 50-60 yrs ○ 60yrs plus • Evidence of property is a family home • Can you determine if home is ○ Owned ○ Rented ○ Not Sure • Is the client paying you directly for service, or is it being covered by a 3rd party – eg Aged Care / NDIS / Other • Nationality (unsure on this one but would be really helpful)	Paul King	Jim's Jobs can allow for this in the future

	It could be argued that not all Franchises would do this, but even with a 5% uptake, that would generate thousands of data points for us to analyse ... You think this may seem not important – but what if all our clientele is 40 yrs plus – what are we going to do to engage the younger audience		
5	FMS Data - Leads Why can't anybody run a single report that gives us a snapshot of leads within a division or region? Leads should be identified as inbound calls and then split into • Leads Taken • Leads Unserved • Leads Transferred to another region / division • Leads to Bizza Currently we need to run 4 reports and then each report is formatted differently	Paul King	Will be in FMS6
6	Delayed SMS ex Call Centre Should a delayed SMS send message service be built into FMS to allow for things like • A FSEE puts himself down for leave on a Fri / Sat / Sun and a client calls in on a Friday ○ The call centre now cannot send a message whilst a FSEE is on holidays, but should be able to say to a client that he is on leave and I'll send a message first up Monday morning ... • A FSEE is sick for a day or 2 We talk about a business for lifestyle, freedom, work your own hours, etc, etc ... Our current system puts at risk the client base if they call in, which many Franchises are then having to be married to their phone 24/7 which isn't why they joined Jim's in the first place.	Paul King	No change

7	New recruits don't know that it has slipped they know no better to leave comments on the feedback form. I noticed it when I was there earlier this year They don't talk about the training like they used to. No comments about the food and I get plenty of negativity about the cost. With the new doc's fee going up it is going to be close to \$4k for the training and docs which is just far too high	Chris Hansen	Training going to two days from late June, so cost will be less
8	Can we please discuss training and how things are being done with the training Transfers not turning up. Whoever looks after bookings needs to be available on the Sunday The standards seem to be slipping especially the food albeit the training is at a very high price now. Proper audit needs to be done as this is one of the first touch points for potentials and I am not getting any comments about it being a good week. Whereas this was almost always the case before New recruits don't know that it has slipped they know no better to leave comments on the feedback form. I noticed it when I was there earlier this year They don't talk about the training like they used to. No comments about the food and I get plenty of negativity about the cost. With the new doc's fee going up it is going to be close to \$4k for the training and docs which is just far too high	Chris Hansen	Trainees need to be given number if bus does not turn up. Number will be manned on Sunday
9	Can you please add the following item to the next advisory meeting? - Profits from Bizza to be used towards providing all franchisees with discounted franchise fees during the month of December every year. This is instead of using the profits towards, JB HI-Fi deals and other promotional items.	Ali Olmez on behalf of Dan Cahill	Spend on advertising instead

10	Can you please add the following item to the next advisory meeting: - Change the franchisee manual to state that all franchisees are able to advertise their franchise at any real estate agent, home care provider or any insurance provider regardless of territory rights. This will entice franchisees to complete more local area marketing for their businesses without the worry of being breached for advertising in another franchisees territory.	Brett Blair on behalf of Dan Cahill	No
11	It was decided a few years ago, that FSO surveys would not be sent out in the winter months as Franchisees were using it as a way to complain about work and not giving a full reflection of the FSO and the last 12 months. Can we discuss bringing this back to earlier in the year or later in the year? Is it also possible for comments to be re-activated on the surveys so that FSO's know where to improve.	John Govic	Has to be a surprise. Put comments back
12	Jim has asked that we add the following to the agenda to be confirmed by Advisory. Are we happy to continue with: • 2x members from each AU state (previously 1 with 2 from Vic), 1xNZ, 1xCAN, 2xDivisionals, 1 Administration Centre (Call Centre) • Meetings to be held 2 monthly (instead of 3 monthly)?	Kerry Sutherland on behalf of Jim Penman	Quarterly divisional meeting the day before Advisory? Advisory stays 2-monthly
13	Can we have a clarification on exactly what adv a franchisee can do under his own name? Can a fse post Jims Mowing Flyers on a public forum under his own name, which allows them to direct message back to him, thus avoiding the call Centre? Are franchisors allowing franchisees to have Facebook pages? Are they allowing them to have control over their Google my business pages? Particularly in terms of responding to Communications with customers ie Negative feedback, etc	Shane Foran	Can have Facebook page under their name, not Jim's
14	Can we please discuss "The Walk Away Clause" in contracts. - I think retention is a vital part of Jim's Group in coming years. - Can we get support from legal with a minimum letter when a Franchisee walks away and says they will pay - Can Jim please be careful in his online interviews/videos/socials when he says, "we don't enforce walk away clauses". - We want to reduce barriers to enter Jim's, but many divisions work hard to grow a Franchisees business, with very easy walk away conditions, that are often ignored (Walk away fee not paid)	Brett Blair	Jim not to mention walking away without paying

	- Can we develop as a Group over the coming months a range of suggested retention strategies?		
15	BIZZA Re-investment - To help with retention - Can Jim please provide an update on the Bizza revenue re-investment program announced a year or so ago? Jim was going to re-invest profits back into Jim's Franchisees initiatives. (Up to \$1M per year). We did a few cheap TV's etc. but not sure what else has been re-invested? - Can we explore re-investing more BIZZA funds into Franchise sales (Generic Jim's Group). This would help Jim's revenue and grow the system	(Brett Blair on behalf of anonymous)	Report on spending and what divisions are contributing jobs. Put surplus into marketing/branding, including five year shirts
16	. Can we get clarity on the Business Process for a Franchisee to take a lead, but then hand to back to the Call Centre for whatever reason? (Brett Blair) - Are they able to currently do this? - what are the variations/implications of handing back a lead? Customer experience, lead fees, 2nd Franchisee experience, etc. - It would be worth documenting for all Franchisors and Franchisees	Brett Blair	All leads are paid for. Franchisors should watch for serial offenders
17	Bizza Lead Data - Are you able to share BIZZA Lead Data by all Divisions for last 12 months? a Summary Report? - Are total BIZZA Leads still growing? - This may help all Divisions/Franchisors to focus on the Unserved leads being taken for their divisions.	Brett Blair	Will do
18	Increasing Documents Fees Could you please bring this up at the advisory meeting. If the problem with documents is that too many are generated and then do not follow through with sign up, it should be that the documents fee should stay at the same price of \$350, but once documents are generated, they are not refundable. These franchisors should not keep cancelling contracts, can these people be addressed about this? If a franchisee does not go ahead the franchisor could be liable for the \$350 fee or maybe a Franchisor can get one free cancellation per year but has to pay after that to stop or reduce all the cancelled contracts. Also, extra training for franchisors who keep cancelling contracts.	Brett Blair on behalf of Adam Post	\$700 fee now approved
19	No consultation with Document Fee Increase The bigger issue here is the process by which Jim launches these changes to the manual. There's never any detailed context or reasons provided prior to the email/vote for us to consider. It's just an email saying there's changes, now vote. I'm not sure how Jim expects to have reasonable buy in from franchisees or	Brett Blair on behalf of anonymous	National will explain the reason for change better in future.

	Franchisors on these as he has alienated stake holders on critical things like this. We aren't provided the courtesy to better understand the problem first that they're trying to solve. The issue in this case isn't the \$700 fee but that we weren't aware of the bigger context, and then when Jim doesn't get what he wants, he wants to demand a \$3000 fee because we don't agree. It's fine for him to try and recover his cost but he should provide reasonable notice and discussion first before the vote on something as important as this. The issue to be raised at advisory should be the process by which these proposed changes are made; recommendation would be that there's a short briefing paper/email or even paragraph provided ahead of time before a follow-up email asking us to vote.		
20	Support for Franchisors - Ideas I would like to raise an item about Franchisors always being on call. I feel as a Franchisor we don't get time to switch off especially when on holidays, example is if a complaint comes through it must be addressed in the time frame set out in our Franchisor manual and we receive these from 8:00am to 8:00pm. Another is proactive calls if a Franchisor chooses to go on an extended holiday, they still must make proactive calls. Everyone in the world is allowed to take a holiday. This is also stopping Franchisor from switching off. (I know we can outsource this, but I believe this needs to be done by the Franchisor who deals with Franchisee's daily). Surely, we can skip a month if on extended holiday. I know that we work nonstop helping Franchisee's and running our own successful business. Sometimes you just want to switch off as always having to deal with the above really affects your mental health 7 days per week. Another example that I'm dealing with now is my dad is unwell and I'm interstate supporting him, and if a complaint comes through it must be addressed and unfortunately it would be the last thing on my mind. I believe as a Franchisor we should have a code so that when we are away or need personal time to deal with family matters, we can switch off and not have the stress if something comes through. I hope this is something you could raise at the next advisory meeting.	Brett Blair on behalf of Jason Catanzariti	If on holiday, need to hand over to someone else.
21		Brett Blair	

	Can we share Minutes of Advisory soon after meeting		
			Franchisor direct debits not done.

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 29th July. Time: 10.00 am (Melbourne time)
 Jim to chair the meeting.



<i>Item</i>	<i>Agenda Item</i>	<i>Advisory Member</i>	<i>National Note</i>
1	START UP PACKS More divisions are now conducting audits on startup kits. There is nothing in the Franchising Code that expressly prohibits a franchisor from ‘up-selling’ items included in the startup kits or stopping them from offering specific content in their startup kits (such as training, social media setups etc). However, for them to do so, they must be disclosing this as a supply of goods or services and also disclose that they are receiving a financial benefit from that supply. If we are to place any rules or limits around this practice, it would need to be documented in the FSO MANUAL.	Jim Penman	Must be approved by division.
2	SUSPENSION Should franchisors be able to suspend franchisees without permission?	Jim Penman	Documents can approve but should tell division. Divisionals can approve.
3	TRAINING POINTS Is it useful for National to monitor franchisor training points, for franchisors who otherwise meet group standards?	Jim Penman	Must be submitted by national for national events, or divisionals for divisional events
4	ADVISORY COMMITTEE 2025-2027 The below have stated their intention to remain on the advisory committee: John Govic Stephanie Paddick Manie Van Vuuren Paul King Chris Hansen Robert Young Jason Jaap Shane Foran Ali Olmez Brett Blair	National Office	Nominations now in. Need to decide if any votes needed. No vote required. All nominees accepted by Jim – new committee list also attached. Kim.F

	Haydar Hussein Dan Cahill, Ross Kollervris and Jason & Karen Smith have also requested to nominate for the advisory committee.		
5	MEETINGS Niko would like to propose an option for the number of meetings in the first half of the year to 5 meetings max instead of 4 and a minimum of 3 in the second half. I don't believe that franchisees want to have meetings from October/November onwards as they are too busy. I believe most support required is from March-August.	National Office on behalf of Niko Kurta	Eight meetings a year, can be run at any time but no less than three in any half.
6	BIZZA The below message was sent to franchisees employee. The same message was sent to a franchisee in Melbourne for Windows & Pressure Cleaning, (there was only 2 unserviced leads for the month for all of VIC). Can we stop Bizza sending BULK Messages? <i>Hi, its Kerry from Jim's Group. Australia-wide we are turning away thousands of Cleaning Service customers and we need independent contractors to cover the areas we can't.</i> <i>We have cleaning, carpet cleaning, window/pressure cleaning and blind cleaning jobs available. If you offer any of these services, please call us for more info.</i> <i>WE ONLY GIVE THE LEAD TO YOU!</i> <i>NO monthly fees.</i> <i>No lock-in contracts</i> <i>Please call us on 1300462589 to see if we have work available in your area.</i> <i>Or reply with your EMAIL and POSTCODE and I'll send you info.</i> <i>Click here to watch a video from Jim.</i>	Ali Olmez on behalf of Brett Kurz	Needs not to go for franchisees, unless having separate business identifies.
7	UNSERVICED Street name back to unserviced reports – this was available in the system, however removed and no longer visible. It assists with being able to map works to show potential FSE's of where the approximate location is of serviced and unserviced works.	Paul King	OK

8	SURVEYS		Don't ask about surveys in future

Advisory Meeting – AGENDA
Meeting to be held via Dial-In
On: Tuesday 30 September Time: 10.00 am (Melbourne time)
Jim to chair the meeting.

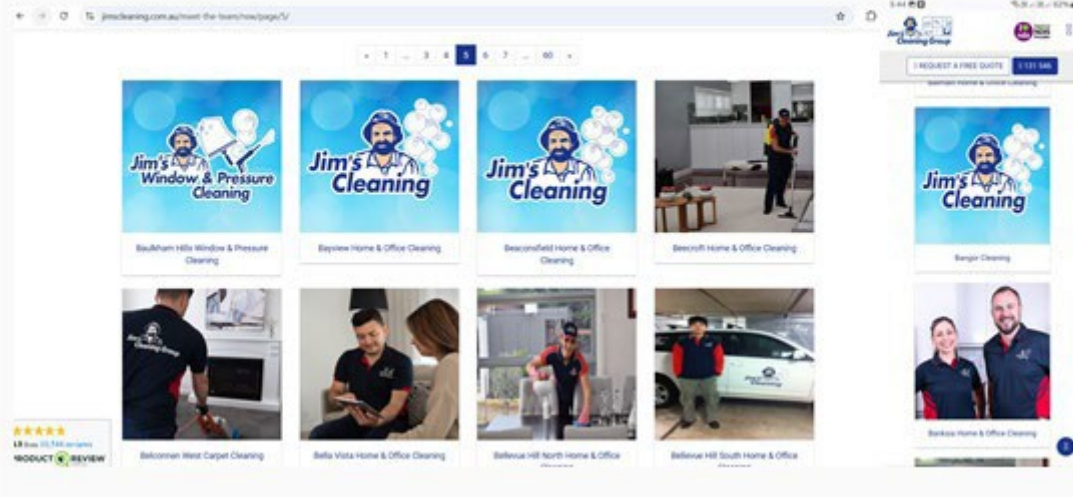
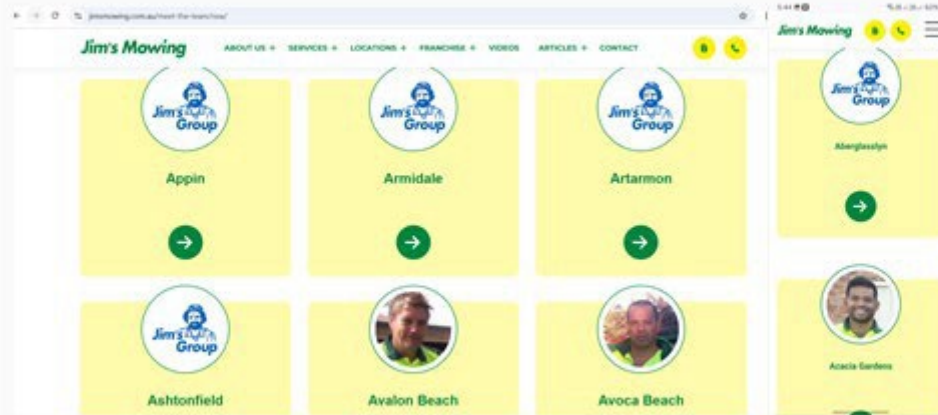


Item	Agenda Item	Advisory Member	National Note
1	PRESENTATION FROM KATHERINE GRACE		No need to send email to confirm clients are happy to receive newsletter. Clients are to be asked if they are happy to receive newsletter, but only if no-one is waiting. "Would you like to receive our weekly tips and offers by email. You can unsubscribe at any time." \$1900 to update newsletter \$5,000 per month for newsletter giveaways. Trial for three months and see how it goes; Joel to discuss nature of giveaways

2	PICKUPS The process for pickups has always been that we only log them if: for pickups has always been that we only log them if: • A client has been referred • A client has used the franchisee before • The franchisee has previously had direct contact with the client Where the client saw the franchisee online ie. The divisional website, this was a charged lead as it was determined when this was introduced that this would still be off the back of Franchisor / Divisional advertising. With the introduction of Google Business Reviews, we've had a query from a Franchisor as to why franchisees are being charged for leads obtained through good reviews on the internet and is questioning how to get this changed. Would you like these processed as pickups or charged lead?	Charlene Aloï	If the client says the franchisee's name, it's a pickup
3	DOCUMENTS Should Franchisors be able to set their own fees? Currently what the FSO manual says they can under DF responsibilities but has no restriction on which fees.	Leah Cadwallader	Proposed changed to the Manual that franchisors need approval from national or divisional to change fees
4	FRANCHISE CLOSURE AND CURRENT CLIENTS If a franchisee closes their franchise. I would like to be able to request infotech to send a group SMS from FMS to notify all the clients that the franchisee they were using has closed their franchise and if they're needing a quote for any service to contact us on 131 546 and we will organise a new franchisee.	Dan Cahill	OK

5	CROSS DIVISIONAL LEADS Can Franchisees taking cross divisional leads identify themselves with the other division, and if so in what ways? Verbally, invoices, signage etc?	Angelo & Summer Jim's Cleaning & Mowing (Southland)	No
6	TERRITORY RIGHTS/SOCIAL MEDIA With the advent of social media, we should be looking at clauses to protect our Franchisees from tech-savvy Franchisees and social media by either changes to the definition of territory rights or social media clauses...this is a significant problem when it raises its ugly head. TERRITORY RIGHTS Do we need to alter the definition of territory rights given the onset of social media to protect the right of a Franchisee within their territory? Currently – You have the right of first refusal to any lead in your territory and may take any work offered to you outside territory. <u>You may not door knock the territory of another franchisee or advertise your own number other than to people you meet or to letter boxes within your territory.</u> SOCIAL MEDIA For the large division, does there need to be a separate manual or clauses within the manual regarding the posting onto the community group and sourcing work pages where: - They aren't where their territory is located - The page covers more than that person's territory	Paul King	Must use 131546 and cannot use personal phone number or email in social media without the permission of the franchisor

7	PHOTOS I would like to request that FSO's be approved to upload photos on behalf of franchisees to Jim's Online/FMS and subsequently update the franchisee specific pages on the group's websites. BACKGROUND While reviewing franchisee pages on the cleaning and mowing websites, less than 50% have a picture of the FSE and most use a default picture. The default image if there is no picture of Jim's Group logo or a Jim's Cleaning logo. Infotech has advised that an FSO is unable to update a picture and only the FSE can by using Jim's Online. Infotech has confirmed that it is technically possible for FSO's to update it but requires approval from the advisory committee before this can be done. The lack of a photo does not give a great impression on our websites. It is even more apparent on the mobile phone versions of the website. I have only looked at mowing and cleaning websites and have screen shots below. POSSIBLE SOLUTIONS - Removing the picture sections of the pages and go with just the names of the franchisees. - Changing from "Jim's Group" or Jim's Cleaning" to a series of generic pictures for each division. - Allowing FSO's to update photos on behalf of FSE's. This would allow FSO's to take photos at catch ups/meetings etc and then load up increasing the number of photos over time. A number of franchisees are not tech savvy and assistance would be required to update photos. Joel and his team also take photos at training and FSO's could be given access to those to add to FMS and subsequently the various websites. I believe this would improve customer experience when looking at FSE's on our website and hopefully lead to more leads.	Paul King on behalf of Simon & Marisa Jenkins.	IT will do this



8	VERIFYING EMAIL ADDRESS AND MOBILE NUMBERS Is there a way that the call centre and online booking form verify the clients email address before they send out a lead? This seems to be an increasing complaint from our franchisees. Are there any plugin verifications that we could add into FMS systems? This will help our lead quality.	Paul Commerford on behalf of Paul Sandles	No change
9	CUSTOMER COMPLAINTS Please clarify and align the messaging for customer complaints. Franchisee Manual states FSE's have 24 hours to contact their FSO. Text messages sent to FSE's state they have 2 days to contact their FSO.	Ali Olmez on behalf of Chris Degering	Message should be 24 hours. IT to fix
10	LEADS Jim to reinstate a manual procedure to allocate online leads to ensure correct allocation. Especially when multiple divisions are involved.	Jason Browne	No idea what this means
11	COMPLIANCE Franchisors can request to be able to modify FSE compliance (fees etc), rather than having to use compliance.	Shane Foran	Agreed/ IT to implement
12	FRANCHISEES BEING ABLE TO USE THEIR MOBILE PHONE NUMBER "The change should not be reflected in the manual: It has not been voted on by franchisees or franchisors from the mowing division. It has been voted on at advisory and by franchisees previously and was declined. Ideally moving forward all divisions should have division specific manuals. It was not raised at the last advisory meeting / Yes it needs to be raised at an advisory meeting. Jim or divisional manager / franchisor cannot make changes to the manual without a vote".	Dan Cahill on behalf of Matt Watts	See No 6 above