

Industry praises franchise changes

ALEXANDRA ECONOMOU

THE new federal Franchising Code of Conduct has been welcomed by industry and is expected to provide a more level playing field.

Following a review of the code by Alan Wein, Small Business Minister Bruce Billson announced changes which would take effect from January 1.

Among the changes was a general duty on franchisors and franchisees to act in good faith when dealing with each other.

It also outlined the requirement for franchisees to be provided with "short-form, easy-to-understand information regarding the risks and rewards of franchising at an early stage before they become emotionally and financially committed".

The Motor Trade Association of South Australia was among the groups which welcomed the changes.

MTA SA chief executive Paul Unerkov said the changes provided a more level playing field between franchisors and franchisees.

"Through our national body, Australian Motor Industry Federation (AMIF), we have actively participated in the concentrated period of review and consultation," he said.

"We think the changes will make things a bit fairer.

"From 1 January, 2015 . . . there is now a statutory obligation for franchisors and franchisees to act in good faith and, importantly, penalties can apply if this obligation is breached."

Duncan Basheer Hannon senior associate Chris Bruce, who specialised in franchising, said the sector could only flourish in an environment of goodwill.

"The alterations make the industry more transparent and accountable," he said.

The Australian National Retailers' Association also welcomed the changes, saying it would reduce business costs, improve confidence in franchising and offer greater transparency and clarity for franchisors and franchisees.

GameOn wizards voted No.1 again



MEDIA EXCELLENCE AWARDS: GameOn winners Luke Coe, Arnold Kesselaar, and Regis Queffelec. Picture: NOELLE BOBRIGE

BELINDA WILLIS

MNET added a few more trophies to the boardroom after taking out two categories in the South Australian Interactive Media Excellence Awards.

The Adelaide mobile company has cleaned up on the awards circuit this year, with its HARK technology reportedly the most awarded app across the Asia-Pacific region in 2014.

MNet won both the Business and Commerce and the Lifestyle and Entertainment categories of *The Advertiser*-sponsored awards for its Game On app, claimed to have "changed watching sport on TV forever, transforming passive viewers into active participants".

The Anster St company's



app was released in the Australian market in January for this year's Australian Open tennis tournament, with Mnet tasked with maximising car company Kia's sponsorship of the event.

It created the Kia "Game On" campaign, giving armchair athletes the chance to

use their mobile phone to return against the world's fastest-serving professional tennis player, Sam Groth, during the live TV broadcast.

The campaign drew international attention, contributing to an 8 per cent increase in car sales and a 64 per cent increase in those using the Kia website to locate a dealer.

"It was number one overall in the iTunes and Playstore charts, downloaded over 193,000 times in two weeks and played in 111 countries," the company said.

HARKTM has since been incorporated into other apps, including the SBS World Cup Shootout that allowed viewers to try to save history's most famous soccer goals, and for Channel 7's new *Survivor*-style

reality show *The Big Adventure*.

"The second year of these awards show some consolidation around core companies producing multiple examples of world-class work," said News Corp Australia customer solutions manager Guy Turner.

Other winners included Freerange future for Adelaide Street Eats in the Government, Education and Non-Profit category and Medicine:enabled for Health Care Australia in the Science, Environment, Health and Medicine category.

Adelaide Street Eats' app allows users to follow their favourite food trucks in the city and the Adelaide City Council to generate reports on trade patterns and popularity.

Discover winning formula

SOUTH Australia may have missed out on winning awards at the national ADMA gala night this year, but creatives can still attend a special session to hear about those who did.

Cummins and partners managing director Chris Jeffares is appearing at an event organised by the local branch of Australia's leading association for data-driven marketers and advertisers (ADMA).

He will talk about the award-winning campaigns that took out the top prizes, most were snaffled by five Melbourne agencies closely followed by some from Sydney.

Chair of the SA branch, Sam Jeffries, said Mr Jeffares was planning to reveal how judges made their decisions.

His plan as ADMA chair was to raise its local profile, saying it was far more recognised interstate.

"ADMA is huge interstate with all the big agencies and clients members - if you look at the winners list it's a who's who from agency land but it's certainly no reason Adelaide can't compete," said Mr Jeffries, from The Distillery.

The event is on Thursday, November 20.

A Mega day for start-ups

MEGA pitch day at the University of South Australia this Friday offers the chance for start-ups to win a spot on a three-month pre-accelerator program.

The Marjoran initiative, with support from State Government, gives winners access to the MEGA community founders, high-profile mentors and the opportunity to work at the Majoran co-working space.

It targets those working with mobile, digital or ICT and aims to launch high-potential start-ups to the next business level.

The Advertiser is the major media partner, offering \$20,000 worth of digital advertising for the pitch start-up seen as having the best potential commercialisation.



Appointments

Tony Kuhlmann, Partner
Corporate and Commercial + Construction

Mark Jackson, Partner
Commercial Disputes and Litigation

Luke Corletto, Senior Associate
Corporate and Commercial

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Property Required New Maxima National Office Expression of Interest (EOI)

On behalf of Maxima, EOIs are sought for the purchase of either a development site, or an existing building, having the following attributes:

- Location - within a 4 kilometres from the CBD (preferably in the Western Suburbs)
- Highly profile location (main road)
- An exiting building, or a site able to accommodate an office building of approximately 2,500-3,000m² NLA
- Commercial or related zone
- Immediate occupancy not required
- Buildings that have current tenants, with expiry dates in the short to medium term, will be considered.

EOIs to be lodged no later than 4.00pm Friday November 28, addressed to Realtycorp Property Solutions, 3rd Floor, 97 Pirie Street, Adelaide SA 5000. For further details and/or a Property Requirement Brief please contact Philip Duval of Realtycorp Property Solutions on (08)7129 4466 or email phil@realty-corp.com.au.

maxima

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