

**From:** Peter Buckingham [peterb@spectrumanalysis.com.au]  
**Sent:** Saturday, 13 September 2008 8:01 AM  
**To:** Committee, Corporations (SEN)  
**Subject:** Submission to the Joint Committee addressing Franchising  
Dear Madam / Sir,

We are a leading consulting firm, with the aim to Franchise our business and services to interstate franchisees over the next 6 months, as we see a great advantage in supporting people in their own business, with a financial involvement rather than just as an employee. The decision to proceed could be further affected if the Government keep muck racking through the sector, trying to unearth minor issues to try and win political favour.

I am a member of the FCA and a Fellow of the FCA so have been involved in the industry for many years. The industry, in conjunction with the FCA and ACCC have cleaned up the rogue operators, and are doing a very good job to improve the standards of Franchisors, service providers and others attached to the industry.

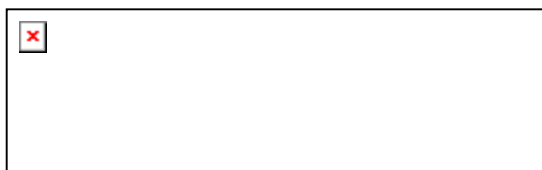
I wish to reinforce the concerns of our representative body, The Franchise Council of Australia, regarding emotional and inaccurate statements that have been made in Federal Parliament and in State inquiries regarding conduct in the Australian franchising sector.

The FCA has made well-researched and considered submissions to the WA and SA inquiries on behalf of members. I trust the Corporations Committee will take these thorough submissions into account rather than rely on the emotive and inflammatory hearsay which has been presented in the House of Representatives recently.

In my experience in business and life, emotive attacks do not support thoughtful and positive solutions. The aggressive style of such attacks often masks a lack of substance. My view is that the real substance is the success of franchising. People in business and wanting to get into business are voting with their feet every day. Disputes occur, yes - they always will. But they are a very small percentage. Trying to change the rules in the ways suggested in Parliament recently will, in my view, only serve to undermine the whole sector - to the detriment of franchisors and franchisees.

I would hope instead of wasting tax payers monies on another political muck raking exercise, it would be better spent supporting Franchising and the FCA in a positive way rather than trying to destroy the sector.

Yours Sincerely



**Peter Buckingham**

Managing Director

Spectrum Analysis Australia Pty Ltd

**SPECTRUM ANALYSIS - Geodemographic Modelling & Analysis**

101 Camberwell Road, Hawthorn East, VIC 3123 Phone: (03) 9882 6488 Mobile: 041 1604921

Email [peterb@spectrumanalysis.com.au](mailto:peterb@spectrumanalysis.com.au) Website [www.spectrumanalysis.com.au](http://www.spectrumanalysis.com.au)