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ASWEFA FRANCHISEE INFORMATION PACK

ASWEFA
A Safe Working Environment For All

www.aswefa.co.nz
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Who Are We, What Do We Do and How Do We Do It?

ASWEFA provide an extensive range of worksite training courses to companies and individuals; offering forklift licensing, wheels, tracks and rollers, dangerous goods and elevated work platform courses. We offer training options at a students workplace, at our facility or online (for some course options).

ASWEFA travel to a company site for one driver, through to the maximum of ten drivers (at one time).

By providing this comprehensive service means our clients:

- Don't need to arrange transport requirements for employees to travel offsite.
- Experience reduced downtime of employees/students travelling to and from our site; they are ready to go back to work immediately upon completion of the course.
- Employees/students are trained in an environment they are used to and on equipment they will be using ... giving them greater confidence to ask questions they may not ask in a group of strangers.
- Employees/students receive a higher standard of training as it is specific to their own equipment, using the products and in the environment they will continue to operate in.
- Instructors are able to upskill students with tips and tricks specific to their environment and machinery, can advise of potential hazards, and how to possibly eliminate them, specific to their requirements.
- Clients can get guidance on their site and equipment and be referred where necessary, to contacts who can help.

However, by offering an ASWEFA training site individuals can be trained, as well as those needing to get on to a course urgently.

All of our instructors are individually registered and moderated by the governing Industry Training Organisations in order to put onus on the Instructor to deliver professional high standard compliant training. This gives our customers the peace of mind knowing they are receiving training of a high and compliant standard.

ASWEFA provides industry training courses as well as specialised training. ASWEFA also carry out reassessments and audits, providing a cohesive training program throughout the entire licensing period for the student and company alike.



With extensive industry knowledge and travelling to hundreds of sites every year, our instructors are regarded as experts in the industry. Franchisees have the support of this knowledge and experience when they are part of our team.

Training is not viewed as a profit generating expense by a company, however product, property and machinery damage do affect the bottom line. Having an injured team member and ensuring safety standards are in place is also important to the company, but this is not their core income and therefore making it as easy as possible for customers is one way ASWEFA strives to be a step ahead of the competition.

The Customer Service Centre (CSC) is designed with a focus on achieving this for customers, as well taking the daily admin away from the Franchisee so they can focus on delivering high standard training and reaching more customers.

ASWEFA also provide full and comprehensive instructor training to support franchisees and their instructors in becoming registered trainers. This full training not only meets the academic support and requirements needed, but gives sales and client relationship training to ensure the ASWEFA “style” is maintained and developed, so customers throughout the nation can receive the same high standard of service that achieves repeat business and business growth.



... Workplace safety is not just a compliancy tick.





How Did We Get Here?

Founded in 2001 and originally operating under the name 1st Choice Forklift Training Ltd, ASWEFA grew from a husband and wife partnership, lifestyle business, to the profitable and highly successful company it is today.

Growing steadily the company evolved from a start up, owner, operated business of two part time workers (becoming full time as of 2003-2004 financial year) to a business employing 10 full time members and growing.

In 2017 1st Choice Forklift Training Ltd recognized the limitations of the 'forklift training' component of its name and acknowledging it no longer accurately described the growing range of services offered, undertook a rebrand to "ASWEFA" in order to better reflect its comprehensive training offering and with the desire to be known as "A Safe Working Environment For All - ASWEFA".

This new branding better communicates the company culture; priding itself on being leaders in Forklift, WTR, DG, EWP training by ensuring clients and students understand the importance safe operation has on a worksite.

Whilst growing and employing new trainers ASWEFA has developed a special and unique style of training which is more successful in making students comfortable so they can maximise their learning potential. Students enjoy our training! They are comfortable asking questions, and leave with a strong understanding of the importance of **their** input in developing a safe working environment.

The means that their employers, our clients enjoy reduced product, property and machinery damage. Worksites are safer and the risk of accidents involving forklifts are greatly reduced.

The ASWEFA brand has become widely known for providing a high standard of training, by a team of knowledgeable, friendly, passionate and highly experienced personnel, from the office staff to the trainers, through to senior management; making the entire training process from booking to the issuing of certification, easy and enjoyable.

This proven recipe has been instrumental in seeing exponential growth of both ASWEFA's customer database!



Where Are We Going?

ASWEFA's strategic company plan is to continue to grow and extend its reach, from the current position of leaders in the Auckland region, to being leaders nationwide, through Franchising. Followed by a longer term goal of becoming Trans Tasman leaders of Forklift, WTR, DG and EWP training.

ASWEFA are already the sole training providers for the island nation of Tonga, via a strategic sponsorship through the Australian Embassy; demonstrating a strong vision and movement towards being the worksite training leaders, as McDonalds are to the fast food industry.

With the recent introduction of scissorlift and knuckleboom training, ASWEFA plan to grow this product category to encompass all formats of elevated work platform training.

Online training remains a key focus to build on so students can do the bulk of their training at a time that suits. Being part of a brand with initiative should be important to any prospective franchisee in order to invest in a business with longevity.

Throughout ASWEFA's growth one thing will stay the same ...

ASWEFA's commitment to providing a complete and outstanding customer service in order to remain leaders within our field by upholding our standards to the ASWEFA way.

ASWEFA's Goal

To be leaders in instigating

A Safe Working Environment For All



Why Is ASWEFA The Right Fit For You?

Being surrounded by a team who are passionate about their industry and about making a difference in workplace safety keeps the fire inside you alive.

Having your own business provides you the opportunity to be your own boss, generate your own income and be responsible for your own success. Having the ASWEFA team behind you, provides your business with established and successful systems, industry expertise and company support – allowing for a much greater chance of success, than going it alone.

The ASWEFA Customer Service Centre ...

There are many unique reasons for choosing an ASWEFA Franchise, with one of the most vital being our comprehensive Customer Support Centre (CSC). The ASWEFA Regional Office runs a dedicated Customer Support Centre which takes the daily admin chore away from our franchisees. This allows the franchisee to focus on growing their business through more profitable avenues, such as:

- Building up their client base
- Carrying out training
- Focusing on their own success

With the Customer Service Centre providing customers a seamless connection to training ASWEFA franchisees can be confident their customers will be responded to promptly, professionally and knowledgeably (refer to Customer Service Centre Support for more details).

The ASWEFA Regional Office are continuously evaluating courses, client needs and the development of effective options and offerings to ensure that workplace safety is not just a compliancy tick. This frees up time allowing the franchisees to be able to focus on their own core business requirements.

ASWEFA were the first in the New Zealand marketplace to take online forklift training direct to individuals and company's, through constant refocusing and analyzing of the marketplace and client needs.

Having a passionate, knowledgeable and supportive team in your corner can make a bad day a whole lot better. This cannot be undervalued!

We recognise that lifestyle, and work/life balance are important. Everyone needs a break at some point. Being your own boss and owning your own business doesn't always allow for down time, especially when you are operating as a sole trader.

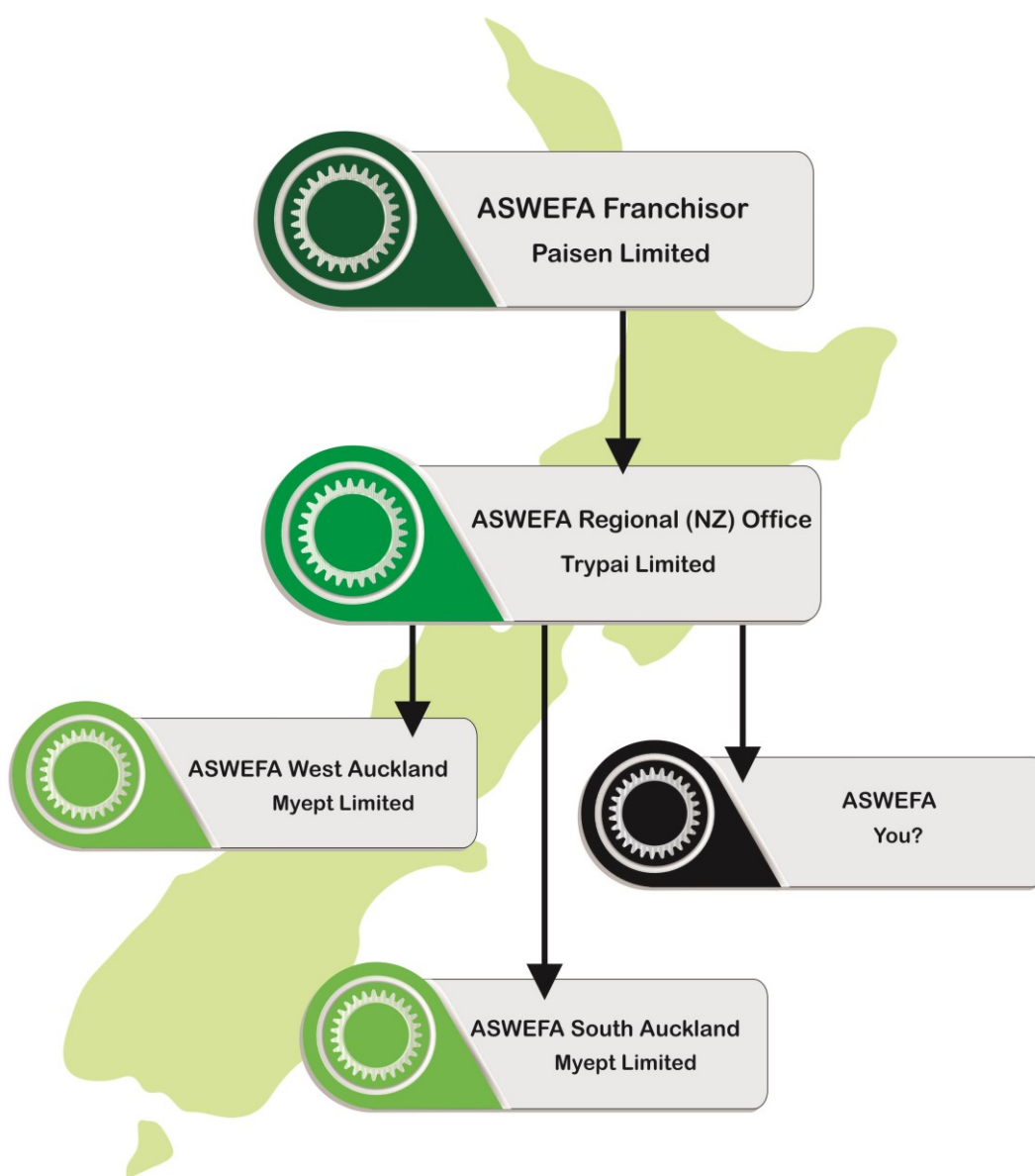
With the ASWEFA system you have a Customer Service Centre working to book out your calendar and schedule your workload, so that when you do take time off you know you can come back to a full and busy schedule with minimal disruption to your income! This process is essential in allowing our franchisees to take time off and relax without worrying about the stability of their business in their absence.



The ASWEFA Brand

With a client base stretching back 18 years ASWEFA knows how to meet client needs whilst maintaining high standards. The ASWEFA brand is well established, very visible and easily recognizable. With a industry renown and highly regarded brand on your uniforms, vehicles and alongside your name – you'll be able to grow your client base a lot easier!

ASWEFA Business Structure





How Does ASWEFA Stay Ahead Of The Competition?

- We carry out a variety of annual training for all staff, so that they may continue to progress with their personal and professional skills.
- We continuously survey our students and clients to ensure we are meeting our set targets.
- We review regularly all staff and instructors work to KPI's which are evaluated and rewarded against monthly. We will assist you in using this system.
- We regularly undertake market reviews of our competition and the latest products on offer within our industry or supporting industries.
- We have structured review sessions to review our pricing, sales, marketing and financial statistics.
- We compare New Zealands marketplace with that of Australia to see what changes have occurred or are about to. What has worked, what hasn't.
- We review Worksafe accidents and investigations to ensure our clients are being served well by our knowledge and advice.
- We hold regular reviews and meetings with everyone in the ASWEFA team (from Customer Service Staff to Franchisee Owners and Instructors), ensuring all the team have a solid foundation and continuity of growth.
- We focus on building a team environment so team members remain passionate about the work we are doing.



The ASWEFA Customer Service Centre;

Support for YOU and YOUR customers!

The Customer Service Centre provided by the Regional Office will provide you with:

- Prompt response to all customer calls (within 1 hour to emails, within 10 minutes to phone calls if not answered immediately)
- After hour message service
- Creation of and distribution of certification
- Follow up to customer enquiries, promotions and call ins
- Automatic recall/reminders – making it easy for your customers to rebook, and ensuring repeat and ongoing business
- Organise support if you have an emergency or if you or your customer needs urgent assistance
- The opportunity to take leave ... without interruption

The benefits of the above are:

- Prompt response results in bookings ... people often want to book then and there and they want immediate answers which our knowledgeable staff can provide. They want to receive the “full story” at the time of booking, ie if they need an Endorsement, an Authority to Operate Procedure, study material, etc.
- Never miss an urgent call so if an incident was to occur you can be available to support your customer or take an urgent booking or cancellation.
- Processing certification is time consuming. Sole traders need to employ someone who will not have the same knowledge to reply to call/emails and will not have the demand in workload to require full time work. If Sole Traders choose to do it themselves after working at 9-10 hour day, they will need to work another 2-3 hours to complete these tasks...or allocate a day a week which loses them potential income and delays replies and certification which makes them appear less professional.
- Following up customer enquiries and cold calls is good business practice which often results in sales. If too much time elapses between follow ups they become stale.
- Often a promotion, such as a bulk email, is required to advise customers of a new product

or service...an important sales tool. This takes time and a system to manage customer details...not to mention dealing with the responses to the email which creates further workload.

- Repeat business by sending reminders to make it one less thing for a company to worry about forgetting is a key in optimising sales...but again takes away valuable time from a franchisee building their client base through cold calling or building their income base from carrying out training.



Franchisee Packages

ASWEFA want you to succeed! If you succeed...we all succeed!

- The **Initial Franchisee Fee** secures the territory for that Franchise...giving you the ability to market and build your customer base to its optimum potential. ASWEFA want to relieve the pressure and have a guaranteed sales rebate of up \$5,000 + GST payable monthly for the first 6 months. This gives you a guaranteed income for the first 6 months as we are confident in the brand that Sales will exceed this within this time period.
- When being granted a franchise the Franchisee is trained to become an instructor which is a process involving 3 months full time training. This **Initial Training Fee (Franchisee)** includes ASWEFA providing an instructor and Sales Representative for your first month* of trading to shadow your Instructor whilst they are become a registered trainer, as well as cold calling to build your client base. This is instrumental in creating a running start for your business.
- The **Initial Training Fee (Instructor)** is the 3 month training cost of 12 weeks for any new instructors you employ to build your ASWEFA business.
- The Initial Training fees include training materials valued at over \$2,000, over \$4,000 towards accommodation, travel and living costs whilst in Auckland.
- The **Regional Marketing Fund Initial Contribution** kick starts your advertising campaign so that customers in your territory will be aware of your presence and services you can offer.
- The buy in reflected below is priced to be more cost effective than starting up on your own due to the full support in training, business systems and customer sales given and the reduced volume of administration tasks given the Customer Service Centre will handle this for you.

Area of spend (excl GST)	Solo (1 Instructor)	Small (2 Instructors)	Large (4 Instructors)
Initial Franchisee Fee	\$70,000	\$140,000	\$280,000
Initial Training Fee (Franchisee) includes 1 month of shadowing and marketing in their region	\$45,000*	\$45,000*	\$45,000*
Initial Training Fee (Instructor) for the first instructor employed for that start up territory	Included above	Included above	Included above
Regional Marketing Fund Initial Contribution	\$5,000	\$10,000	\$20,000
Total	\$120,000**	\$195,000**	\$345,000**

* 3 days per week for 4 weeks

** Setting up an ASWEFA site and working capital is in addition to above



ASWEFA Reimbursement (excl GST)	Solo (1 Instructor)	Small (2 Instructors)	Large (4 Instructors)
Guaranteed Sales Income (Top up Sales Income to \$5,000 per calendar month for first 6 months from Commencement)	\$5,000 per month	\$5,000 per month, first territory only	\$5,000 per month, first territory only

A **SOLO** franchise owns **ONE territory** and expectation is they go to company sites and don't have overheads from running their own ASWEFA site.

A **SMALL** franchise owns **TWO territories** that is run like the SOLO franchisee but with a workload large enough to employ a second instructor...this might suit a business with 2 partners wanting to join the team.

A **LARGE** franchise owns **FOUR territories** that will be required to set up an ASWEFA site with an expected workload requiring 4 instructors...this can be built up over a period of 1-2 years.



Franchisee Ongoing Fees

The creation of invoices, handling of accounts and collection of payments for your clients is one of the tasks carried out by the Customers Service Centre of your ASWEFA Regional Office. This means that the ongoing fees will be deducted at the time of collection, resulting in less administration for you.

This means we make money when you make money.

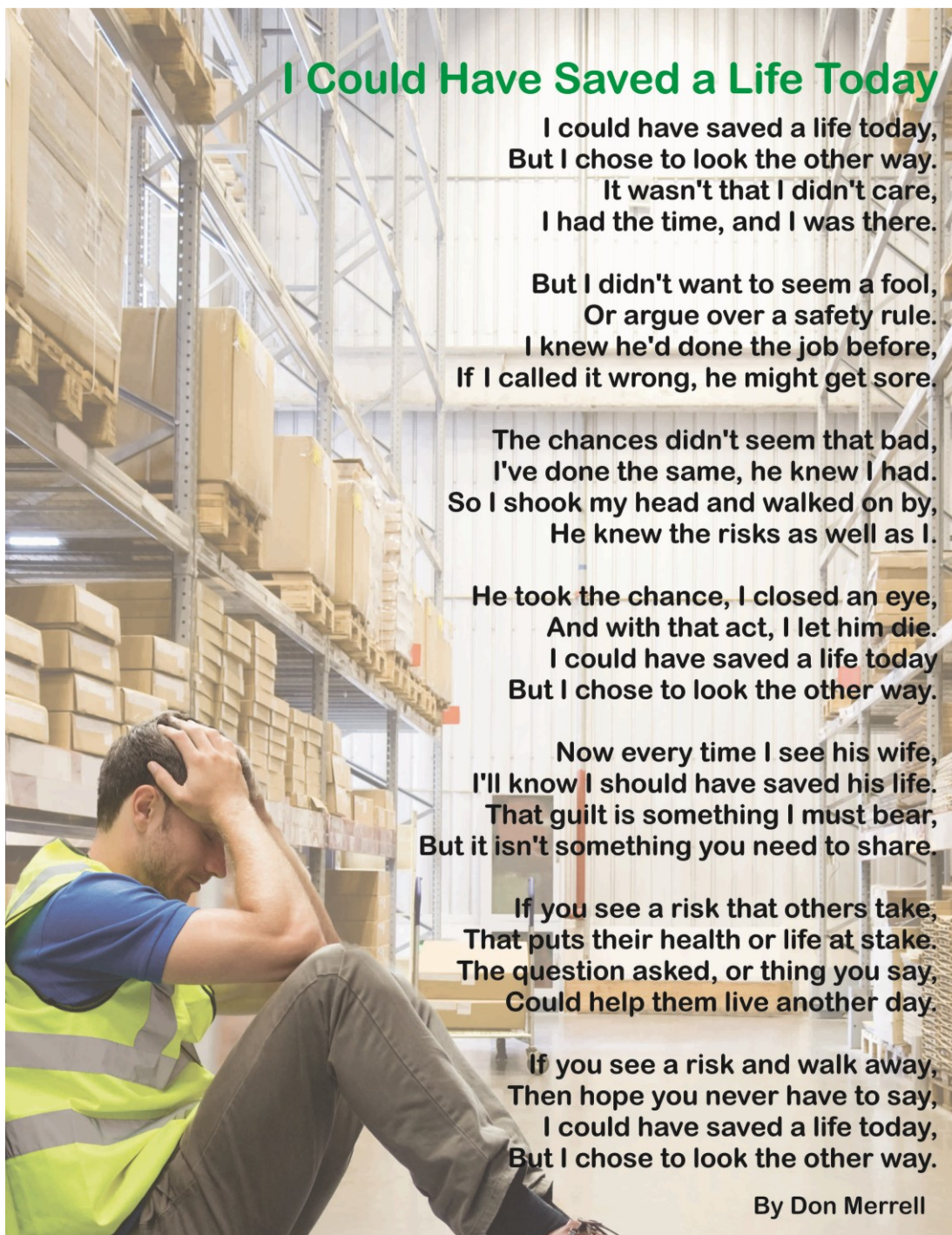
These fees cover:

- The ongoing maintenance of business systems for ASWEFA to remain professional and optimize marketplace growth.
- The overheads associated with running the ASWEFA Customer Service Centre, which provides and supports you in your day to day business, and assists your customers with their ongoing licensing requirements;.
- Marketing within your region so the ASWEFA brand remains recognized as a preferred training supplier within the industry.
- Specialist support, expert assistance and access to knowledge base when and where you need it.

Type of fee	Description	% of Sales
Franchisee Royalty	Royalty payable to Regional Office on all Sales, a % of this is onpaid to the Franchisor, which the Regional is responsible for onpaying.	10%
Marketing Levy	Marketing paid to the Regional Office on all Sales, this is onpaid to the Franchisor who takes care of all National Marketing and Promotions.	5%
Student Fee	A Course Fee Schedule is available showing the Regional Customer Service Centre costs for the services they supply and the profit margin. There is a fee charged against each student based on the number of students and type of training as some training incurs higher Customer Service Centre charges to complete certification. These are structured to ensure your courses remain profitable. This is paid to Regional Franchisee by Franchisee. Full disclosure will be issued once you have processed an application of inquiry (at the end of this pack)	Varies per course as direct costs are calculated
Student Costs	This are items ordered from the Regional Office by your Franchise. It covers items like Hi Viz, Uniform, WTR and DG Study Guides, etc. Full disclosure will be issued once you have processed an application of inquiry (at the end of this pack)	

ASWEFA Mantra

It's easy for a company to think of worksite training as 'government red tape' or unnecessary bureaucracy, but the reality is – lives depend upon ensuring workplaces remain a safe place of employment. The following poem which we have adopted as our company mantra, creatively depicts exactly why we at ASWEFA are so passionate about providing a high standard of training, and why we believe a "she'll be right" attitude is not acceptable.



I Could Have Saved a Life Today

I could have saved a life today,
But I chose to look the other way.
It wasn't that I didn't care,
I had the time, and I was there.

But I didn't want to seem a fool,
Or argue over a safety rule.
I knew he'd done the job before,
If I called it wrong, he might get sore.

The chances didn't seem that bad,
I've done the same, he knew I had.
So I shook my head and walked on by,
He knew the risks as well as I.

He took the chance, I closed an eye,
And with that act, I let him die.
I could have saved a life today
But I chose to look the other way.

Now every time I see his wife,
I'll know I should have saved his life.
That guilt is something I must bear,
But it isn't something you need to share.

If you see a risk that others take,
That puts their health or life at stake.
The question asked, or thing you say,
Could help them live another day.

If you see a risk and walk away,
Then hope you never have to say,
I could have saved a life today,
But I chose to look the other way.

By Don Merrell



Are You The Right Fit for ASWEFA?

- Are you passionate about people, their safety and that of the employees, contractors, visitors and customers to work sites, ensuring they are able to make it home to their loved ones each night?
- Are you excited about the prospect of building your business with the support of a like minded and passionate team?
- Do high customer service standards matter to you?
- Do you want your clients to recognise your brand as a leader in the industry?
- Is being part of a team that strives to succeed and make a difference something you want to be a part of?

The following is an extract from feedback recently received recently from a student. Feedback through the online 'Survey Monkey' questionnaire is requested whenever a customer makes a booking or attends a training seminar.

“ ASWEFA are just so much better than any other forklift training provider we have used and we have used 4 different Auckland Forklift Training Companies! They are thorough, they ensure that ALL students understand, will provide extra time for individuals if required. I love that with ASWEFA it is not another "guaranteed pass" company, if you do fail then they will work with you to build up your competence. An automatic pass does nothing to improve Health and Safety for the operator or their company. I love how ASWEFA also come to site (for a small fee) and test staff on all equipment they use regularly and provide tips for best practice. They don't just watch you lift something up and put it back down, they put you through your paces. If anyone I know has a need for forklift training I immediately pass on ASWEFA's details. Even staff that come on board with a current licence we get to re-sit with ASWEFA so we know that the employee knows exactly what our driving expectations are. The ASWEFA team are fantastic at helping out with information I need for H&S as well. If you are thinking of shopping around, seriously look no further than ASWEFA. You will be impressed” ”

Although the above is a very extensive and flattering comment it is not an unusual response for ASWEFA to receive. This is the level of service we strive to deliver on all courses to all customers.

ASWEFA have on occasion had students with a recently expired competitors forklift licence attend “refresher” training, only to undergo “Beginner” training with ASWEFA as they have not meet our high standards. Initially they are not impressed they need this but by the end of the day they have seen the massive improvement and value for money and are not only pleased, but ecstatic that they have received such a high standard of training.

Substandard training results in:

- Machine damage
- Product damage
- Property damage
- Potential injury or fatality (who can put a price on life), ACC premium increases
- Insurance claims resulting in increased excesses

We are not marketing to clients just to ‘be compliant’ and meet Health and Safety at Work Act’ regulations, but advising what the overall effect that an incompetent or unlicensed driver can have on a company.

It is a fantastic feeling to sell a product you believe in and have a team behind you who understands and believes customer service is crucial in a successful business.





How Do You Become Part Of The ASWEFA Team?



Send the forms via
Email: franchising@aswefa.co.nz

Post: ASWEFA
PO Box 104-057
Lincoln North
Auckland 0654

Courier: ASWEFA
3 Tolich Place
Henderson
Auckland 0610

If you think being an ASWEFA Franchisee might be an option for you, please sign the enclosed:

- * Confidentiality Agreement
- * Information Request and Consent Form

On receiving we will process and set up an interview in which Disclosure Documents, Course Fee Details and a Business Simulator can be issued for you to further establish your suitability and the ASWEFA potential.

If you have any question, please do not hesitate to contact:

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