

Hydraulink[®]

FRANCHISE ADVANTAGE





Hydraulink

Best Under Pressure

Service Centre

**BE
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OWN
BOSS**

Hydraulink
Hose and Fittings



Founded in New Zealand in 1945

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Service Centre



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The Australian franchise network is supported by Hydraulink Australia's Head Office located in Smithfield, NSW, Australia; plus there are warehouse branches in each state.

THE POWER OF THE HYDRAULINK BRAND

When investigating your options on which franchise business to invest in, a very important consideration is the power of the brand.

Founded in 1945, Hydraulink has over 400 service centre points across Australia, New Zealand and the Asia Pacific. Hydraulink provides individuals and families the opportunity to own a profitable business. In Australia, Hydraulink is a strong and geographically diverse network of franchisees, dealers and mobile service vehicles.

Hydraulink is an industry leader and trusted brand for the manufacture and supply of high quality hose and fittings solutions. Whether you are looking at operating your own mobile Hydraulink Sales Service Technician franchise, or would like the opportunity to expand and employ other technicians by owning a Hydraulink Hose Centre – Hydraulink can be the right franchise business opportunity for you.

For years, Hydraulink has provided proven business systems where individuals and families can invest to grow a successful business of their own and a secure future.



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Everyday is different and there's always something new to learn.

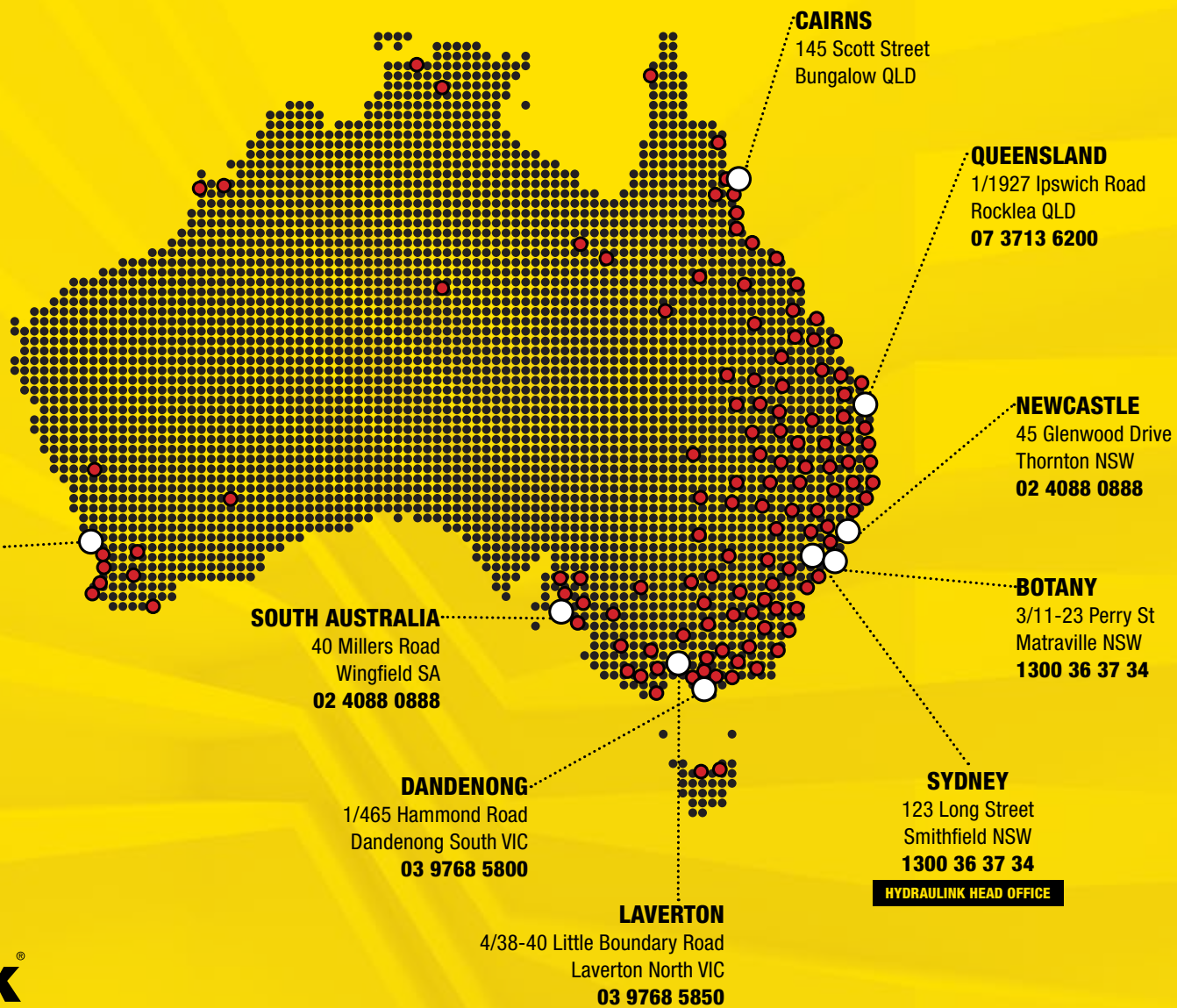
AN INDUSTRY THAT'S GROWING

Hydraulink's services are in high demand which provides an excellent opportunity to grow your business.

Our network provides fast and reliable 24/7 hydraulic hose and fittings breakdown and repair services for essential, thriving and mature markets.

There are numerous potential successful and growing market sectors that apply to most Hydraulink Hose Centres and mobile Sales Service Technicians:

- Road, rail and construction / infrastructure projects
- Earthmover contractor markets engaged in build programs
- Waste and demolition contractors
- Transport
- Truck and trailer manufacturing
- Truck and vehicle repairs and maintenance
- Warehousing and materials handling
- Agriculture, farming and forestry
- Marine and fishing
- Manufacturing and industrial processing
- Mining and excavation



BE PART OF A TEAM WITH A STRATEGIC PLAN

- A Hydraulink Franchise business is your opportunity to be part of a dynamic brand that is positioned for growth in Australia.
- The Hydraulink network has grown to over 400 service points throughout Australia, New Zealand and the Asia Pacific region.
- In Australia alone, the network is supported by strategically placed distribution centres and branches in each state to ensure continuous supply of authorised products.
- Hydraulink has identified more growth opportunities in Australia and so we are looking for the right people to join our team.
- People who want to be their own boss, have a passion for their business, motivation to succeed, and provide great customer service.



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A great benefit to joining an established brand is the training

FINN-POWER

WHY CHOOSE FRANCHISING?

A franchise business is a unique, interdependent business structure to supply the market with Hydraulink products and services.

The benefits of being part of a franchise system are significant. A franchise increases your chances of business success as you have the backing of a proven method and management system already established in the market with trusted products and services.

A franchise provides you with an established product or service which may already enjoy widespread brand name recognition. This recognition gives you the benefits of a customer base which would ordinarily take years to establish.

A franchise provides the training and marketing support you need to grow and expand your business.

You can also feel secure in the knowledge that your agreement is compliant with the Franchise Code of Conduct, includes agreed renewal terms, and a structured approach to succession planning or selling your business.

And the benefits don't stop there.

People's choice to enter a franchise are primarily driven by a want and desire to be part of something else with the following benefits;

- Lifestyle Change
- Support of a Large Brand
- Career Self Direction
- Financial Security

They like the knowledge and flexibility of being in business for themselves but not by themselves - they like being part of a team.



THE ADVANTAGES OF BEING A HYDRAULINK FRANCHISE

Successful franchisees come from all walks of life and everyone of them has a different reason for starting their own business.

When choosing the right franchise to invest in, our franchisees were looking for the following attributes in the Hydraulink franchise system.

- Profitability for the franchisee
- Appropriate franchisee and site selection
- Structured growth and network development
- Capability to provide training and support
- Structured relationship
- Competent and ethical management
- An established and recognised brand name
- An affordable investment
- A proven and sustainable product or service
- A proven and successful business format
- A distinctive image
- A unique selling proposition

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Owning your own business is a gateway to getting your freedom back

EVOLUTION OF A HYDRAULINK FRANCHISE

Whether you are looking at operating your own mobile Hydraulink Sales Service Technician business, or would like the opportunity to expand and employ other technicians by owning a Hydraulink Hose Centre, Hydraulink has the flexibility to customise the right franchise model for you with several levels of investment and financial support.

Our franchisee model has evolved to provide two related but unique opportunities;

Franchise Hydraulink Hose Centre

Hose Centres Franchises are available in greater metropolitan and selected regional locations as a;

- Stand alone Hose Centre with a minimum of one or more mobile service units,
- Hose Centre only with no mobile service units in specific regional locations.

Franchise Mobile Hydraulink Sales Service Technician (or HSST)

HSSTs Franchises are available in a variety of locations nationwide;

- As part of a network of mobile service units linked to the Franchise Hose Centre within a territory,
- In a territory where there is no current Hose Centre, but on a pathway towards opening a future Hose Centre,
- As a stand alone mobile service unit in selected regional locations where only a mobile service is required.

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H 24/7
MOBILE
SERVICE

12

SERVICE CENTRE

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Owning a franchise gives you interesting options to grow your business

THE HYDRAULINK FRANCHISE DIFFERENCE

Leveraging one of the industry's strongest brands with a great franchise system becomes an unbeatable combination.

Joining the Hydraulink network is like joining a family, with advice and support being shared freely - which is the real secret of our success. Once you join, you will feel a level of support that is the envy of others in the hose and fittings industry.

Our success comes from your success. We ensure our training, marketing, sales support and product development is industry leading and continuously improving.

At Hydraulink, our support is high, but our fees are not. Our ongoing franchise fee of 4% for hose centres, or administration and ongoing fee for mobile technicians of 5% is very low. We don't charge a separate marketing levy like many other franchise systems.

ONGOING HOSE CENTRE
FRANCHISE FEE OF

4%

WE DON'T CHARGE A SEPARATE
MARKETING LEVY

ONGOING MOBILE ADMIN &
FRANCHISE FEE OF


5%

WE DON'T CHARGE A SEPARATE
MARKETING LEVY

A man with short brown hair and a beard is shown in profile, facing right. He is wearing a black headset with a microphone. He is wearing an orange high-visibility safety vest over a dark shirt. He is sitting at a desk, and a computer monitor is visible in the background. The background is slightly blurred, showing what appears to be a workshop or office environment.

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A close-up of several Hydraulink hoses and fittings. The hoses are black with yellow and blue markings. The fittings are silver and black. The background is yellow.

The business comes with support from the franchisor
and the network of like minded franchisees

WHAT TO EXPECT

As a Hydraulink franchisee, you'll benefit from an established, proven system that provides everything you need to succeed.

Franchise Induction Program: Our training is customised to each franchisees experience and understanding of the hose and fittings industry. A comprehensive induction program includes classroom training, online modules, in store experience, field experience, and product knowledge training.

Ongoing Training and Support: Your personal Hydraulink Area Manager and the Hydraulink Head Office team will be your active support crew. They'll help you implement the Hydraulink systems and processes, provide you with ongoing feedback on how your business is performing and how you can improve your profitability.

Marketing: Advertising and marketing are fundamental to the growth of your business, that's why Hydraulink invests annually in brand campaigns and product development. This is one of the reasons why Hydraulink enjoys such a premium position in the market. We also work with you closely to support your Local Area. Marketing efforts by covering the cost of artwork creation, establishment of a social media presence, assisting with developing an offer to the market, and assist in the production of your advertising. Plus we contribute to your opening campaign.



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Following the franchise system increases the odds of being successful

Exclusive Branded Hose and Fittings Products: You will have exclusive products only available to the Hydraulink Franchise and Dealer network.

National Distribution Network: Our Distribution Centres in Sydney, Brisbane, Melbourne, Adelaide and Perth ensure a continuous supply of products to service your customer needs.

Group Buying Power: 400 service points throughout Australia, New Zealand and Asia Pacific gives you the benefit of immense buying power. This applies to your initial equipment purchases as well as point of sale systems, uniforms and merchandise, products and services to run your business.

HyROS, a Proven Systems: The Hydraulink Resources and Operating System has been developed over many years of business experience in the hose and fittings industry. HyROS is the full business system and documentation of support for Hydraulink Business Partners covering Business and Financial Planning, Operations Manuals, Human Resources, Marketing, Branding, HSE, among others.

Exclusive Territory for Hose Centres: Each hose centre has its own exclusive territory to service.

Marketing Zones: Each hose centre and mobile technician franchise has non exclusive marketing zones within the territory to develop the brand and their business together

Operations Manual: The Hydraulink Operations Manual details everything you need to know about running your Hydraulink business. It covers systems, sales and service, operations and administration standards, marketing and promotions, training and support.

Loyalty Awards Program: Each Hydraulink franchisee accumulates points from purchasing approved core range products. These points can be converted to a dollar value and used towards attending conferences and purchasing other resources to market and promote their business.

Quarterly Purchases and Annual Growth Rebate: Hydraulink franchisees can earn rebates for achieving consistent business growth on a quarterly and annual basis. You'll be able to use this to invest in product, equipment or boost your local area marketing.

Premises, Site and Territory Planning: Hydraulink has invested in advanced territory mapping to help you model demand for products and services and select a site.

Showroom Fit Out and Vehicle Solutions: Building your showroom has never been easier with our custom 'Shop in a Box' solution. The items available include; retail counter, retail display shelving, heavy duty long span shelving with compartments to hold parts and display unit. Hydraulink also works with custom body builders to design and fit out your service truck to meet the demands of mobile servicing.

Succession Planning: The Hydraulink team are there to support the transition of your business and assist with the succession planning process and sale of your business as a Hydraulink franchise

WHAT THE FRANCHISEES SAY

Jeff McCoskery

Hydraulink Badgerys Creek and Campbell Town

Hydraulink Badgerys Creek and Campbelltown's Jeff McCoskery is exceptional for his attitude to outstanding service and getting the message out there.

“When I was pondered how best to promote my hydraulic hose and fitting expertise to companies in the area, I wasn’t content to just put messages on buses – I bought an entire bus and fitted it up myself as a mobile billboard and workshop combined.

“We have a huge number of potential customers out here – the new airport at Badgerys’s Creek, by itself, will create tens of thousands of jobs and involve massive infrastructure, earthworks, roads, transport and heavy machinery demand

“Then, as we develop as a transport hub, there will be decades of demand from trucking, rail, forklifts, intermodal distribution, materials handling and a whole host of potential customers – but they have to know who you are and where you are.

“Not only does the distinctive Hydraulink “Best Under Pressure” bus back up its promise with a full workshop and spares facility inside, but also it has a fridge, a barbeque and a hospitality area for when the pressure is off.

“By taking the bus to them – rather than expecting them to come to us – we can get down to the nitty gritty of their needs in a relaxed but professional way. We can show them, on the spot, the type of quality work we do.



Simon Stevens
Hydraulink Cardinia

Simon is developing an outstanding reputation for providing fast and reliable hydraulic hose and fittings breakdown services in his local area.

“The move to Hydraulink has been great as I like to fix things and enjoy the outdoors. Every day is different with Hydraulink.

“I wanted to be able to build a business for myself but not by myself. Starting as a mobile field service technician with Hydraulink was the first step and I’ve been supported all the way.

“Then an opportunity emerged to open a Hose Centre and I went for it. Now I’m working toward building a serious business within my territory. I’m focused on meeting the customers needs in the area and developing good relationships.

“Being part of a network has also been a big help. Working with the neighbouring franchisees means we can share some resources, work together, support each other, and all our businesses benefit.

“Starting my own business is something that I’ve wanted to do for some time and Hydraulink has helped me achieve that. I get out of the business what I put in and I know it is worth the effort.



Matt Palmer

Hydraulink Metro North Perth, WA

Matt developed his love of hydraulic engineering by working as a Hydraulink Service Technician in New Zealand and Australia.

“I have always loved working in Hydraulics, “The idea of becoming a field service technician with Hydraulink originally appealed to me because of the variety of work we get to do day-to-day. The opportunity to advance and really get out what you put in is a great incentive also, as it keeps me driven and focused,”

“Hydraulink have backed me all the way, because they focus you on the needs of the customers in the area in which you operate, then give you the tools, training and technology to do the job. It drives you to do better for your customer, your community and yourself, which is very rewarding,

“I have always wanted to own my own business, but also loved working for Hydraulink, so becoming a Franchisee and still having Hydraulink’s support felt right for myself and my family,

“When I first approached the subject, my wife and I decided to sit down together and talk about the pros and cons of beginning a franchise. We just saw a great opportunity and so much potential for our family, everything Hydraulink offered ticked all the right boxes for us,”



THE HYDRAULINK FRANCHISE ADVANTAGE INCLUDES:

The Hydraulink Franchise advantage provides the essential components of success for your Hydraulink business. To ensure you maximise this component of your business we will provide you with;

Business Systems and Tools

- Approved Recruitment Provider with 'Q Jumpers'
- Business Training
- Technical Training
- HyRos Business System
- Management Support
- Group Buying Power
- Hydraulink Branded Product
- Mobile Ipad and Administration systems provider with 'Optmetrix'
- Approved Accounting systems provider with "MYOB"
- Debt Collection Services Provider
- Approved Financial Lenders with 'Cash Flow It'
- Hydraulink Finance Support
- Approved Fit Out Supplier with 'SPOS'
- Approved insurance provider with "NFIB"

Business Performance Assistance

- Dedicated Area Sales Manager
- Site Selection Assistance
- Advanced Territory Mapping
- Potential Customer Listing
- Territory Sales Development
- Loyalty Points Program
- Rebate Program
- Exposure to National Customer
- Ongoing Business Reviews

Marketing Support

- Marketing Assistance via approved provider 'Dioscuri'
- Graphic Design Assistance.
- National Print Supply Rates
- Corporate National Signage Rates with 'Liberty Signs'
- Database Marketing
- Social Media Assistance
- National Events and Sponsorships
- Hydraulink Branded Merchandise
- National 1300 Call Centre Number
- National Website Dealer Locator

Finance and Succession Planning

- Franchise Council of Australia compliant agreement.
- Agreed Franchise Renewal Terms.
- Structured Franchise Business Transfer in the Agreement.
- Approved Business Brokerage provider with 'Kookaburra Brokers'
- Exposure on the Hydraulink Business Opportunity Listings.
- Assistance with Succession Planning.
- Development of the Business Sale Marketing Package.
- Hydraulink Head Office Sales Support for the Franchise Business.

YOUR START UP INVESTMENT

Hydraulink Hose Centre: Indicative investment for a new Hydraulink Hose Centre is from \$100,000 to \$150,000 working capital, plus financed plant and equipment and stock. This includes the initial franchise fee, training and legal documents.

Hydraulink Sales Service Technician: Indicative investment for a new mobile Hydraulink Sales Service Technician, HSST, is from \$40,000 to \$60,000 working capital, plus financed plant and equipment and stock. This includes the initial franchise fee, training and legal documents.


You should seek independent advice from a qualified financial accountant and lender when determining how to finance your start up investment.

Hydraulink can provide support for qualified candidates.



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You get the flexibility to manage the schedule and run your own show

LIFE AS A HYDRAULINK FRANCHISEE

Only you can know for sure whether joining our team as a Hydraulink Hose Centre or Sales Service Technician franchisee is right for you. Previous experience in the hose and fittings industry might be useful but it's not essential as we'll provide the training you need. But management capabilities and a commitment to fantastic customer service are a pre requisite.

ASK YOURSELF

- Do I have a passion for fixing things and being part of this industry?
- Do I want to take control of my destiny?
- Do I have the necessary self motivation to be a business owner?
- Do I have a strong desire to achieve and succeed?
- Do I have strong communication skills?
- Do I have a genuine interest in people?
- Do I have the ability to deliver outstanding customer service?
- Do I have the ability to relate well to employees and others?
- Am I prepared to be actively involved in the business?
- Will I be comfortable working within a franchise system?

If you can honestly answer 'yes' to all these questions, you could be a successful Hydraulink franchisee.

FREQUENTLY ASKED QUESTIONS

What is the term of a franchise?

For a new franchise the initial term is 5 years with a 5 year option.

Do I need a trade qualification?

No, however an interest in and passion for fixing things with a mechanical aptitude is valuable. We have a highly qualified team to assist you.

Are Franchisees expected to actively work in the business?

Yes, Franchisees are expected to work in the business. This is an important factor in the success of your business.

Who selects the site or location?

Ultimately you must satisfy yourself as to the suitability of the premises which will be approved by Hydraulink.

Can I own more than one Hydraulink business?

Yes you can after demonstrating you can successfully operate your first Hydraulink business.

Have you got any businesses ready to go?

For existing Hydraulink business opportunities contact the National Franchise Manager.

Is previous experience in hose and fittings required?

No, we will provide you with the training you need to know.

YOUR HYDRAULINK FRANCHISE BUSINESS JOURNEY

Hydraulink Discovery Tour

Boarding Gate Candidate Research

Your research about Hydraulink and the business opportunity via our;

- Website
- Social Media
- Customer Service Experience
- Industry Knowledge
- Events
- Referrals
- Sponsorships

Boarding Gate Candidate Application

After making first contact you begin the application process by completing;

- The Initial Application Online
- Confidentiality Agreement
- Initial Interview with the Franchise Manager and Area Manager.

Boarding Gate Candidate Discovery Day Experience

Experience Life as a Hydraulink Franchisee at a Centre and with a Service Technician;

- Visit a Hydraulink Service Centre
- Spend a day in the field with a qualified Technician.
- 2nd interview with the Franchise Manager and Area Manager.
- Complete your deposit to proceed with your On Boarding.

Franchisee On Boarding

Boarding Gate All paperwork, Visit with Franchisor & Training

Now you are ready to develop a plan for starting your Hydraulink Franchise;

- Select a territory and site.
- Develop a business plan
- Apply for finance
- Order equipment
- Undertake Hydraulink Academy training
- Confirm your timelines for opening
- 3rd Interview with the Franchise Manager and State Manager.

Boarding Gate Franchisee Appointed and Launch

The final stage of opening your Hydraulink Franchise business includes;

- Completing Disclosure Document, Franchise Agreement and all forms
- Receiving Operations Manuals and undergoing Hydraulink orientation
- Setting up and fit out of vehicles and/or centre
- Commence local area marketing and sales calls.



NEXT STEPS

If you are interested in becoming a Hydraulink franchisee, make an enquiry at the web address below.

One important thing to let us know is whether you'll be looking at establishing a new business or converting an existing business to become part of the Hydraulink family.

We'll be there to support you every step of the way through the application process

You can enquire at www.joinhydraulink.com or contact:

National Franchise Manager
Wayne Abbott
Phone 61 2 8785 4600
Mobile 61 455 478 699
wayne.a@hydraulink.com
franchise@hydraulink.com.au



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AUSTRALIA HEAD OFFICE

Hydraulink Australia
123 Long St
Smithfield
NSW 2164
1300 36 37 34
hydraulink.com.au

SMITHFIELD (NSW) | BOTANY (NSW) | THORNTON (NSW) | ROCKLEA (QLD) | CAIRNS (QLD) | LAVERTON (VIC) | DANDENONG (VIC) | WINGFIELD (SA) | CANNING VALE (WA)