



# Australian Skin Clinics

Laser & Rejuvenation *Express*



## Franchise Overview



## Welcome to Australian Skin Clinics

*Established in 1996, Australian Skin Clinics is widely recognised as a leading authority in cosmetic and aesthetic services. Now an established medi-aesthetic franchise, Australian Skin Clinics is set to continue its fast paced roll out throughout Australia.*

### Our History

The company opened its first franchise clinic in 2011 and has since achieved rapid expansion to success through its effective business model and the growing consumer demand for its services.

With aesthetic treatments to suit a broad demographic of customers in both age and gender, Australian Skin Clinics offers a range of results-driven aesthetic treatments. Laser hair removal, laser rejuvenation, cosmetic injectables, skin tightening, microdermabrasion, skin peels, dermal stamping, acne management and retail skin care are all offered as part of the service offering.

As Queensland's first medi-aesthetic spa, Australian Skin Clinics has the history, knowledge and expertise required for continued success. Combined with strong support mechanisms, business systems and structures, Australian Skin Clinics is set to become an international franchise network.

### Our People

Australian Skin Clinics is led by Managing Director Deb Farnworth-Wood, an MBA graduate with experience dating back to 1990 in the management of large complex and multi-disciplinary health care organisations ranging from GP services, day-case surgical unit, retail pharmacy, surgery and aesthetics.

Since the launch of the first franchised clinic in 2011, Deb has established a highly skilled support team of senior managers at franchisor level. With over 20 specialists on the Franchisor team, including:

- Project Manager;
- General Manager;
- Medical Department with Medical Director and Medical Advisors;
- Marketing Department with National Marketing Director, Creative Manager and Digital and Communications Manager;
- Customer Service/Call Centre Department with three representatives;
- Training and Development Department with six trainers;
- Recruitment Manager;
- In-house Legal Counsel;
- Other integral support team members; and
- Business Development Managers.

### National Recognition this Year

- BRW Fast Starters Top 100 – Position #19
- National Finalist for “Emerging Franchise” in the FCA Excellence in Franchising Awards 2014
- Finalist, Franchise Woman of the Year (QLD) 2014
- Finalist, Multi-Site Franchise of the Year (QLD) 2014





## Great minds think alike

A strong organisational culture developed with a clear company vision.

### Mission

To make people look and feel fantastic about themselves.

### Vision

To provide leading edge, credible and medically researched cosmetic treatments in a professional, ethical and service-orientated environment, where our highest priority is always the client's best interests.

### Values

Industry Leaders	Being at the leading edge of our field
Credibility	Earned through honesty and expertise
Effective Treatments	Research and evidence based treatments and services
Professionalism	In all aspects of our business and service
Ethical	Provision of treatments and services
Service	The highest experience levels to our clients and colleagues at all times
Consistency	Of standards and procedures across all clinics



## Our Unique Benefits

Australian Skin Clinics' strong history has enabled us to hone our skills, system and business model. Together with our forward thinking mentality and an organisational culture of innovation and excellence, Australian Skin Clinics continues to set the industry benchmark.

### Why Australian Skin Clinics is unique:

- Queensland's first medi-aesthetic spa operating since 1996;
- Medical Director and Advisors to oversee medico-legal, medical training, registration and licensing issues;
- Highly organised systems and customised software;
- Ongoing training and development with our training academy – The Aesthetic Academy;
- Credible, medically proven treatments using technology backed by science;
- Detailed Australian Skin Clinics protocols, procedures and standards that are tried, tested and fully documented;
- Administrative procedure manuals covering cash handling, accounts, staff policies, health and safety, infection control and more;
- Professional practice management;
- Consistency of standards;
- All pre and post treatment instructions, consent and client forms, treatment protocols and aftercare literature;
- An ambitious roll-out plan to ensure market dominance; and
- Options include partial or full ownership.



## Own your own franchise

*Your opportunity starts with Australian Skin Clinics' proven strategic business model.*

Australian Skin Clinics is looking for franchisees who are business-minded, financial and genuinely share our vision and values. The right franchisee, combined with our leading franchise system and support team is a recipe for success. Are you what we are looking for?

### Are you:

- An investor looking for a good return on your investment?
- An experienced beauty laser or dermal therapist thinking about opening your own business?
- An existing beauty salon owner who wishes to take your business to the next level?
- A mobile nurse or doctor injector wanting the stability of a permanent base and a greater volume of clients?
- Finding that running your own clinic is more time consuming and difficult than you expected and would like the benefits of a well-designed system requiring minimum day-to-day management?
- Looking to expand your career and take the next step to owning and managing your own clinic?

An Australian Skin Clinics Express franchise can offer you a system like no other.

High level training and support, as well as a highly organised and well-structured system offers the savvy investor a unique business opportunity.



## Our ideal candidate

*We only work with people who are a good fit for Australian Skin Clinics, because we believe in building profitable partnerships.*

The best candidates have the following attributes:

- Forward thinking business people looking for business growth;
- Committed to the delivery of high standards of service and professional practice;
- Able to develop and motivate teams;
- Embrace our philosophies, values and vision;
- Prepared to follow and not deviate from our proven systems; and
- Prepared to put significant effort into developing their franchise business.

## Benefits of joining a franchise

*Owning an Australian Skin Clinics franchise allows you to go into business for yourself, but not by yourself.*

A franchise provides an established business model which enjoys widespread brand-name recognition and success due to its association with proven treatments methods and service products.

A franchise business can offer significant opportunities and offers a range of benefits including:

- Established brand and reputation;
- Proven business concept and operating model;
- Established operating policies, procedures and standards;
- Lower statistical risk of failure and easier to obtain finance than starting a new business alone;
- Profitability through established brand equity and centralised marketing of the franchise;
- Shared marketing costs;
- Established customer base;
- Ongoing training;
- On-going product, technology and service innovation and research, that is conducted at an international level;
- Increased buying power;
- Head office support;
- Assistance with problems which may arise from time to time in the course of business; and
- Team approach to business growth.



## Our Support Systems

A range of researched and proven systems promoting efficiency, performance and service excellence. These include:

- Centralised marketing and advertising with a vigorous, multi-platform strategy;
- A Marketing Department with specialists in strategy, digital marketing, campaign development and brand management;
- Back-up of our Medical Department with Medical Director and Medical Advisors;
- Centralised computer systems with bespoke software;
- In-house accredited laser safety courses;
- In-house practical training for therapists;
- Customer service support;
- Systemised accounts and payroll;
- Full operations manuals covering business operation, technician treatments, client information, consents, complaint management and laser safety and more;
- Benchmarking and performance management systems;
- Management coaching workshops.

## Training & Recruitment

Training and recruitment is one of the most important areas of support that Australian Skin Clinics offers its Franchisees, and the reason we have developed our own training academy – The Aesthetic Academy.

Our model requires the highest delivery of treatments to our clients, and we need skilled staff who are ambassadors for our brand.

Initially you and/or your Clinic Manager will undergo training at our Head Office and within our clinics. This is to ensure that you understand the business model and system, the importance of risk management and your role. We like to time this training simultaneously with the fit out of your clinic, so when the doors open, you are ready!

We will assist you in the recruitment of suitable staff including the Clinic Manager (if you choose to have one), Therapists/Paramedical Aestheticians, Nurse Injectors and Laser Operators as well as offer advice on qualifications, skills and licenses required.

We will also train your staff to deliver services the “Australian Skin Clinics Way” so that every client will receive a treatment of consistent quality no matter which clinic they visit.



## Marketing & Advertising

Our Clinics are promoted through an ongoing multi-channelled marketing program which will vary according to local needs. We currently utilise the following:

- Print: newspaper and magazine publications, direct mail, brochures, flyers, booklets, newsletters;
- Online: Website, Social Media (Facebook, Wordpress blogs, apps, Youtube), SEO and SEM, EDM, (email database marketing), e-publications;
- Radio advertising (depending on location);
- Event sponsorships;
- Competitions;
- Retail signage/displays;
- In-centre promotions;
- PR.

## Facilities and the Clinic

- Proven and practical clinic footprint to optimise space and revenue;
- High quality fit-out;
- 5 + room clinic;
- Medi-aesthetic (not beauty therapy) look and feel in line with the look of the existing franchises;
- Services offered include laser hair removal, laser rejuvenation, cosmetic injectables, skin tightening, microdermabrasion, skin peels, dermal stamping, acne management and retail skin care.





# Steps To Becoming a Franchisee

Get ready to start your journey with Australian Skin Clinics.

1. Register your interest - [www.ozskin.com/franchiseform](http://www.ozskin.com/franchiseform).
2. You will receive a Franchisee Information Pack via email.
3. An informal telephone discussion will be held with our Recruitment Manager.
4. Complete and return our non-disclosure agreement.
5. Formal interview with our Recruitment Manager.
6. Complete a detailed application form and pay your refundable Document Release payment to receive our franchise documentation\*.
7. Upon receiving your Document Release payment we will forward you the following documents, providing you with a 14 day review period.
  - Disclosure Document;
  - Franchise Agreement; and
  - Franchise Code of Conduct.
8. Complete your Financial Fitness Test and associated fee will be deducted from Document Release payment.
9. Agree on general location and sign Franchise Agreement, and pay deposit instalment.
10. Secure premises.
11. Premises approval by ASC Master Franchise.
12. Shop fit out / staff and franchisee training
13. Clinic opening!

While there are no guarantees with this or any franchise model, we work with you to ensure that you maximise your profit making opportunity and return on your investment.

Our model is very simple – we are bringing treatments and procedures previously only available to the famous and wealthy, to the everyday person. This is a growth industry and one we are positioned to dominate.

There are of course numerous factors that can affect profitability.

These include the clinic site, location, staff and ability to convert enquiries into sales. We work with you to assist you in these areas and provide your extensive resources, tools, guidance and support.

*We work with you to ensure that you maximise your profit.*

*\*Conditions apply*

## Testimonials

### Franchisee Helensvale, QLD

The strong strategic vision, coupled with solid systems and procedures and franchisor support have helped pave the way for me to set up and run my successful clinic, and the reason I am setting up my second clinic in early 2015.

### Franchisee Bulimba, QLD

Australian Skin Clinics made the whole process very structured and organised, making the transition effortless. One of the most valuable aspects of becoming a franchisee within the brand is the support network and mentoring Australian Skin Clinics provides.

### Franchisee Robina & Indooroopilly, QLD

Becoming a Franchisee with Australian Skin Clinics was one that we spent a considerable time evaluating the business model and systems offered by the company. Our due diligence included financial assessment, socioeconomic analysis and research into consumer buying trends for the future. Following this research, we were extremely excited to be offered the opportunity to open our first clinic in Robina, followed by a second clinic in Indooroopilly only 2 years later.

### Franchisee Chadstone & Highpoint, VIC

We chose Australian Skin Clinics because of the commitment from the Master Franchise Support team and the fact that there was a professional team of medical experts who actively think about the future of the business and advances in medical technology.

We know that the structured approach, measured performance and expectations have led to the success of our clinic in Chadstone. Our business has been profitable from the moment it opened and is growing rapidly. Australian Skin Clinics have continued to support us and further prompted us to open our second clinic in Highpoint.



*Pictured top to bottom: Courtney & Jane at Franchisee Bulimba Opening Day; Robina & Indooroopilly franchisee Stuart Owen; Australian Skin Clinics team.*



### Contact

For further enquiries or to arrange a meeting, please contact our Recruitment Manager:

### Recruitment Manager

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