

Cairns

# Franchise Territory Analysis



Wet - seal

# About Wet-seal

## It all started with a canoe

It was back in the late 1970's, when one of our founding directors was invited on a canoe trip with a Coffs Harbour local who built the fibreglass canoes they were using. During the weekend away he revealed he'd had enough of building canoes and offered to sell the business to our director.

The business commenced on a part-time basis at first, gradually expanding into other areas, including water tanks, rally car bonnets and mud flaps. Then came the opportunity in 1984 to break into the home construction industry by building fibreglass shower trays.

The dawn of Wet-seal came when a building supervisor asked if they could create a shower moulding different to the standard square used by the industry back then. Realising it would be too expensive to build a one-off fibreglass mould, they waterproofed the area on-site for the first time, and so Wet-seal was born.

From its humble beginnings building canoes, Wet-seal quickly expanded into a respected industry-leader in the home construction industry, thanks to the combined efforts of its three founding directors – Mike Ellis, Kevin Tighe, John Rathbone. With the later addition of Jim Child as a director, Wet-seal took the bold step to re-design its operation into a franchise network in 2000 after they realised demand for the company's unique waterproofing system, particularly in Australia, meant they'd outgrown their centralised corporate structure.

Under the directors' leadership and diverse experience – ranging from engineering, accounting, taxation, banking, plumbing and timber manufacturing – Wet-seal has grown from its hometown in idyllic Coffs Harbour, NSW, into a multi-national business, with highly skilled franchisees spread across Australia and New Zealand providing waterproofing to new homes and renovations.

Today, Mike, Kevin, John and Jim are all still involved in the business as Board members, lending more than 80 years' of combined knowledge and expertise to its continued success.

Wet-seal has reached some historic milestones in that time, including:

1990s:

- Contributing to the creation of the Australian Waterproofing Code developed by the Board of Standards.
- Expanding into New Zealand and becoming the first company to achieve a nationally recognised waterproofing classification through BRANZ.

2000s:

- Being recognised in BRW magazine's 50 fastest growing franchises for four consecutive years; the only regionally-operated organisation to achieve this accolade.
- Leading the industry in developing environmentally friendly products, with the launch of its Enviro-coat range in 2010.

# Cairns Overview



Cairns, is a major city on the east coast of Far North Queensland in Australia. The city is the 5th most populous in Queensland and 14th overall in Australia. Cairns was founded in 1876 and named after William Wellington Cairns, Governor of Queensland from 1875-1877. It was formed to serve miners heading for the Hodgkinson River goldfield, but experienced a decline when an easier route was discovered from Port Douglas. It later developed into a railhead and major port for exporting sugar cane, gold and other metals, minerals and agricultural products from surrounding coastal areas and the Atherton Tableland region. The estimated residential population of the Cairns urban area in 2014 was 146,778. The region has experienced an average annual growth rate of 2.8% over the last 10 years.

Cairns is a popular travel destination for tourists because of its tropical climate and access to the Great Barrier Reef, one of the seven natural wonders of the world.

# Demographic Summary

Category	Trade Area	Reg. NSW
<b>Residential Population</b>	272,688	-
<b>Age:</b>		
Persons Aged 0-9	13.8%	13.5%
Persons Aged 10-14	6.8%	6.7%
Persons Aged 15-19	6.1%	6.3%
Persons Aged 20-24	5.7%	6.0%
Persons Aged 25-34	12.9%	12.5%
Persons Aged 35-44	13.4%	12.5%
Persons Aged 45-54	14.3%	13.6%
Persons Aged 55-64	12.9%	12.8%
Persons Aged 65+	14.1%	16.1%
Average Age (est):	38.0	38.8
<b>Marital Status:</b>		
Married	42.0%	47.1%
Separated	3.6%	3.8%
Divorced	10.0%	9.5%
Widowed	4.7%	5.3%
Never Married	39.7%	34.4%
<b>Household Type:</b>		
Two Parent Family	27.4%	28.2%
One Parent Family	13.6%	11.9%
Couple without Children	27.9%	29.9%
Other Family Type	1.0%	0.8%
Non-Family Household	30.2%	29.2%
<b>Household Income:</b>		
\$0 - \$399 p/w	8.1%	7.8%
\$400 - \$799 p/w	23.4%	24.6%
\$800 - \$1,249 p/w	19.0%	18.3%
\$1,250 - \$1,999 p/w	22.4%	21.3%
\$2,000 - \$2,999 p/w	17.4%	17.3%
\$3,000 - \$3,999 p/w	6.0%	6.4%
\$4,000+ p/w	3.7%	4.1%
Avg H'hold Income (pa):	\$80,023	\$81,077
<b>Profession:</b>		
Managers	12.6%	12.6%
Professionals	17.4%	15.7%
Clerical/Admin	12.5%	12.3%
Community/Services	13.5%	11.8%
Sales	9.8%	9.3%
Technicians & Trades	15.0%	16.1%
Drivers/Machine Operators	6.7%	9.3%
Labourers	12.5%	12.9%

Category	Trade Area	Reg. NSW
<b>Occupied Dwellings</b>	94,773	-
<b>Building Type:</b>		
Separate House	78.0%	85.0%
Semi-Detached	7.6%	7.2%
Flat / Unit / Apartment	12.5%	6.2%
Other	1.9%	1.6%
<b>Occupancy:</b>		
Owns Dwelling	28.9%	32.1%
Buying Dwelling	30.6%	32.2%
Renting Dwelling	40.5%	35.7%
<b>Household Vehicles:</b>		
Households with 0 Vehicles	8.4%	6.2%
Households with 1 Vehicle	37.4%	35.4%
Households with 2 Vehicles	37.4%	38.4%
H'holds with 3 plus Vehicles	16.9%	20.1%
<b>Internet Access:</b>		
Accessed from Dwelling	81.2%	81.1%
Not Accessed from Dwelling	18.8%	18.9%
<b>Birthplace:</b>		
Australia	81.8%	87.4%
England	3.8%	2.8%
New Zealand	2.9%	2.5%
China	0.3%	0.2%
India	0.8%	0.6%
Philippines	1.0%	0.9%
Vietnam	0.1%	0.1%
South Africa	0.4%	0.5%
Other	8.9%	4.9%
<b>Language Spoken at Home:</b>		
English Only	84.2%	92.4%
Chinese	0.8%	0.5%
Indo Aryan	1.2%	0.7%
Arabic	0.0%	0.1%
SE Asian & Austronesian	0.8%	0.8%
Other Non-English	12.9%	5.5%
<b>Religious Affiliation:</b>		
Christian	62.4%	68.9%
Islam	0.3%	0.4%
Buddhism	1.5%	0.9%
Hinduism	0.6%	0.5%
Judaism	0.1%	0.0%
All Other Religions	1.3%	0.6%
No Religion / Spiritual	33.8%	28.6%

 Indicates Trade Area value is 10-20% greater than the relevant average

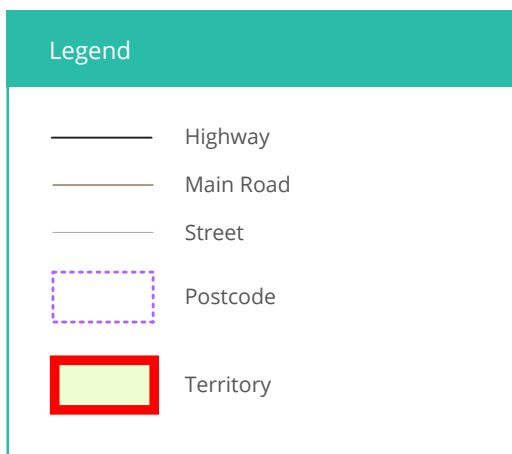
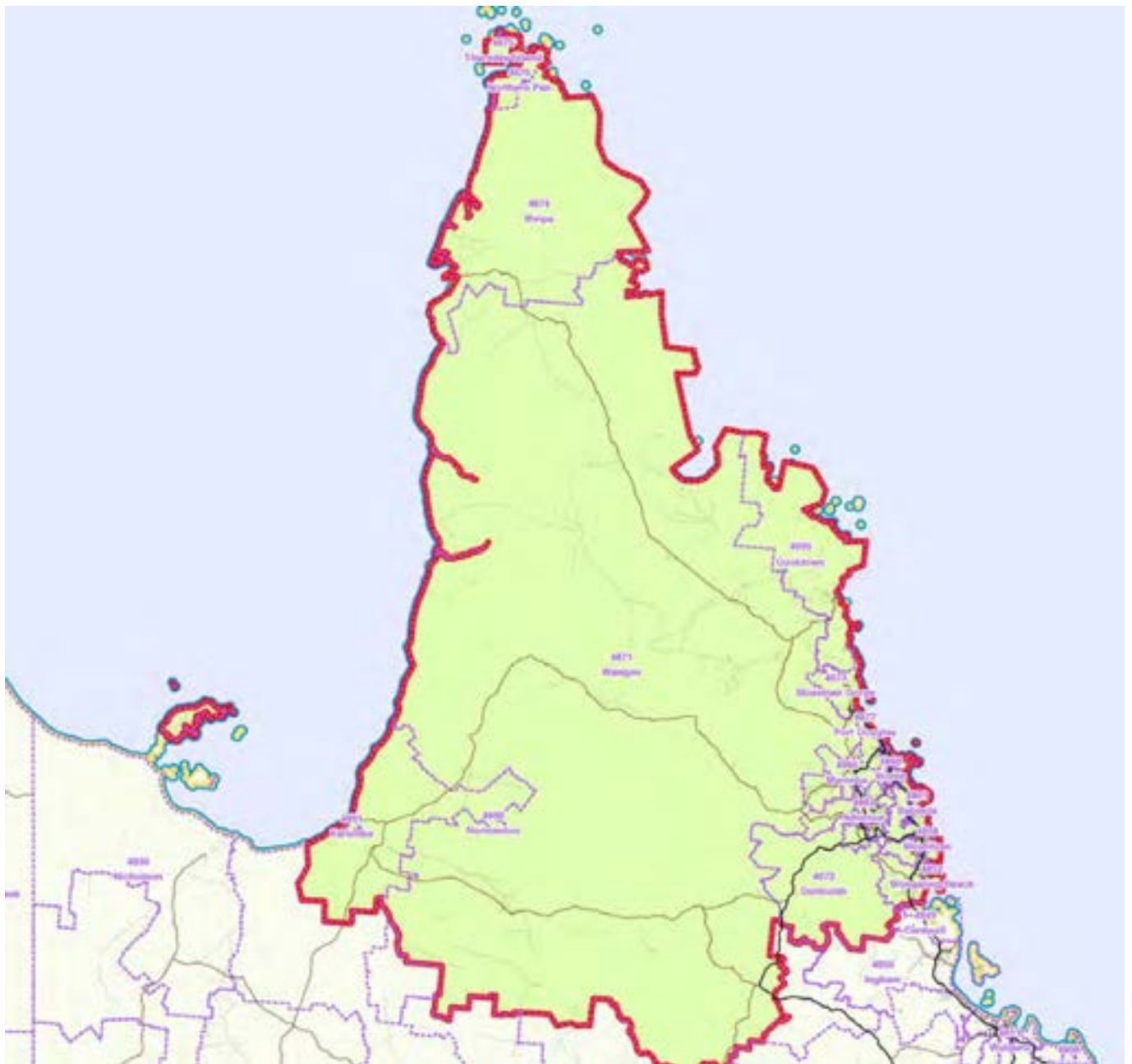
 Indicates Trade Area value is over 20% greater than the relevant average

Source: ABS Census of Population and Housing 2016

Produced by Spectrum Analysis Australia Pty. Ltd. - (03) 9830 0077

Disclaimer: All care is taken to ensure correctness, but no responsibility is accepted for inaccuracies.

# Wet-seal Cairns Franchise Territory Map



# Business & Employment Summary

ANZSIC Category	Total Businesses	Non-Employing Businesses	Businesses with 1-4 Employees	Businesses with 5-19 Employees	Businesses with 20-199 Employees	Businesses with 200+ Employees	Estimated Total Employees	Total Employing Businesses (#)	Total Employing Businesses (%)	Average % Employing Businesses (Reg. QLD)
<b>A</b> Agricultural, Forestry and Fishing	3,852	2,645	701	338	164	3	26,944	1,207	12.3%	16.0%
<b>B</b> Mining	142	86	39	3	11	2	2,174	55	0.6%	0.7%
<b>C</b> Manufacturing	833	383	261	166	24	0	5,342	450	4.6%	4.5%
<b>D</b> Electricity, Gas, Water, Waste	65	27	27	6	3	1	812	37	0.4%	0.3%
<b>E</b> Construction	4,196	2,436	1,297	408	55	0	15,532	1,761	18.0%	17.9%
<b>F</b> Wholesale Trade	559	261	149	113	36	0	5,829	298	3.0%	2.8%
<b>G</b> Retail Trade	1,448	548	504	331	65	0	12,436	900	9.2%	9.3%
<b>H</b> Accommodation, Hospitality	1,334	388	395	403	134	14	26,905	946	9.7%	7.8%
<b>I</b> Transport, Postal, Warehousing	1,461	945	368	106	41	0	7,369	515	5.3%	5.6%
<b>J</b> Information, Media, Telecoms	160	105	37	15	3	0	811	55	0.6%	0.4%
<b>K</b> Financial and Insurance	1,489	1,243	185	45	16	0	3,588	246	2.5%	2.5%
<b>L</b> Rental, Hiring, Real Estate	2,602	2,137	322	113	30	0	6,882	465	4.7%	4.0%
<b>M</b> Professional, Scientific, Technical	1,855	1,011	648	163	33	0	7,763	844	8.6%	7.6%
<b>N</b> Administrative and Support	966	484	331	98	49	5	10,013	482	4.9%	4.0%
<b>O</b> Public Administration and Safety	61	33	12	10	6	0	852	28	0.3%	0.3%
<b>P</b> Education and Training	291	144	68	64	10	5	4,189	147	1.5%	1.4%
<b>Q</b> Health Care and Social Assistance	1,078	556	342	150	31	0	6,324	523	5.3%	5.7%
<b>R</b> Arts and Recreation	253	138	67	34	14	0	2,227	115	1.2%	0.9%
<b>S</b> Other Services	1,229	577	483	153	15	0	4,985	652	6.7%	7.6%
<b>X</b> Not Stated/ Unknown	242	173	48	12	9	0	1,377	69	0.7%	0.6%
<b>GT</b> Total All Industries	24,115	14,319	6,284	2,732	751	29	152,351	9,797	100%	100%

Source: Australian Bureau of Statistics Publication, "8165.0 - Jun 2013 to Jun 2017 Counts of Australian Businesses, including Entries and Exits"; Released 20 Feb 2018

^ Employment numbers are estimated based on the counts of businesses in the published size categories. They must be viewed as guides only.

**NB:** Highlighting indicates that the trade area is higher than the respective average by at least two percentage points in terms of Total Employing Businesses for that ANZSIC Category

Disclaimer: All care is taken to ensure correctness, but no responsibility is accepted for inaccuracies.

# Cairns Housing Data

Building Approvals: **1,002**

Separate House Dwellings 2017	Other Residential Dwellings 2017	Building Approvals 2017
905	97	1,002

## Business/Marketing Hit List Example

COMPANY	SUBURB	PC	TYPE
Eacham Abrasive Blasting Pty Ltd	MALANDA	4885	Abrasive Blasting
Hooker Boats	BUNGALOW	4870	Abrasive Blasting
Malcolm May Sandblasting	TOLGA	4882	Abrasive Blasting
The Blast Shed	PORTSMITH	4870	Abrasive Blasting
Mortimer Constructions	INNISFAIL	4860	Abrasive Blasting
NQ Blasting & Coating	WEIPA	4874	Abrasive Blasting
Phoenix Protective Coatings	CAIRNS	4870	Abrasive Blasting
Spillers Quality Corrosion Control	CAIRNS DC	4870	Abrasive Blasting
Air-Conditioner Bacterial Cleaning Service Pty Ltd	CAIRNS	4870	Air Conditioning~Installations/Repairs
Beaches Airconditioning & Refrigeration	SMITHFIELD	4878	Air Conditioning~Installations/Repairs
Coolworks Air-Conditioning	TRINITY BEACH	4879	Air Conditioning~Installations/Repairs
Crew Ron Air Conditioning Equipment Pty Ltd	STRATFORD	4870	Air Conditioning~Installations/Repairs
Dan Teelow	WHITE ROCK	4868	Air Conditioning~Installations/Repairs
O2 Cool QLD Pty Ltd	REDLYNCH	4870	Air Conditioning~Installations/Repairs
Ace Air-Con Installers	MANUNDA	4870	Air Conditioning~Installations/Repairs
Airfirst	STRATFORD	4870	Air Conditioning~Installations/Repairs
Con's Fitting Service	ALOOMBA	4871	Air Conditioning~Installations/Repairs
D'Urso Air Conditioning & Electrical	MOURILYAN	4858	Air Conditioning~Installations/Repairs
Geo's Electrics	SMITHFIELD	4878	Air Conditioning~Installations/Repairs
Project Air Conditioning	EDMONTON	4869	Air Conditioning~Installations/Repairs
RCR Hayden Pty Ltd	BUNGALOW	4870	Air Conditioning~Installations/Repairs
Top End Refrigeration & A/C Fng	GORDONVALE	4865	Air Conditioning~Installations/Repairs

## Business/Marketing Hit List Example Continued...

COMPANY	SUBURB	PC	TYPE
Power Blasting	MAREEBA	4880	Anti Corrosion Services
Dawsons Engineering Pty Ltd	AEROGLEN	4870	Asbestos Removal & Disposal
Allan Sultana Constructions Qld Pty Ltd	INNISFAIL	4860	Asbestos Removal & Disposal
Away With Asbestos	BUNGALOW	4870	Asbestos Removal & Disposal
Down to Earth Demolitions	CAIRNS	4870	Asbestos Removal & Disposal
Ronan A	TULLY	4854	Asbestos Removal & Disposal
Blind Outfitters	ATHERTON	4883	Awnings & Shades
The Awning Factory	PARRAMATTA PARK	4870	Awnings & Shades
A & B Lattice World & Patios	CAIRNS	4870	Awnings & Shades
Pickers Vinyl & Canvas	WESTCOURT	4870	Awnings & Shades
Pickles Patches	KURANDA	4872	Bath & Basin Resurfacing
A & L Kitchens	BUNGALOW	4870	Bathroom Renovations
Adam Johnston Tiling	REDLYNCH	4870	Bathroom Renovations
Brett Thompson Plumbing	PALM COVE	4879	Bathroom Renovations
Pro Sports Pty Ltd	CAIRNS	4870	Bowling Green Equipment & Construction
Chris Korol Paving Contractor	HOLLOWAYS BEACH	4878	Brick Paving
Durastone Concrete Products	SANDY POCKET	4871	Brick Paving
Miles Of Landscaping Pty Ltd	EARLVILLE	4870	Brick Paving
Tableland Concrete Blocks	PORTSMITH	4870	Brick Paving
B & D Landscape Supplies	EDMONTON	4869	Brick Paving
Bamboo Landscaping	EDGE HILL	4870	Brick Paving
Modern Concrete	CAIRNS	4870	Brick Paving
Aloia E & M	MAREEBA	4880	Bricklayers
Ammershuber Frank	HOLLOWAYS BEACH	4878	Bricklayers
Ammershuber Siegie	KEWARRA BEACH	4879	Bricklayers
Auslaid	EDMONTON	4869	Bricklayers
B F McIntyre	INNISFAIL	4860	Bricklayers
Bob Lincoln	GORDONVALE	4865	Bricklayers
Bottrell Russell	MILLSTREAM	4888	Bricklayers
Bradley Vincent	WOREE	4868	Bricklayers
D A Sabbadin	KANIMBLA	4870	Bricklayers
Gavin Mac Pty Ltd	WOREE	4868	Bricklayers
Moule G E & R A	EDMONTON	4869	Bricklayers
Robert Risbey Bricklaying	EDMONTON	4869	Bricklayers
S Dealy	KURANDA	4881	Bricklayers
Sinton G F	EL ARISH	4855	Bricklayers
Street S K & M L	REDLYNCH	4870	Bricklayers
Tattersalls Bricklaying	BRINSMEAD	4870	Bricklayers
Walnar Builders	SMITHFIELD	4878	Bricklayers
Connell's Quality Brick & Block Laying	GORDONVALE	4865	Bricklayers
FW & PC Fang Yuen	CAIRNS	4870	Bricklayers
Lincoln Daniel	EARLVILLE	4870	Bricklayers
Menzo Brick & Block Laying	CAIRNS	4870	Bricklayers
Reef Brick & Blocklaying	TRINITY BEACH	4879	Bricklayers
C & T Eunson	BRINSMEAD	4870	Building Consultants/Inspectors
Cairns Building Approvals Pty Ltd	MANUNDA	4870	Building Consultants/Inspectors
Nat Symons Construcyion Pty Ltd	BULGUN	4854	Building Consultants/Inspectors
Plansmart Building Design	CAIRNS NORTH	4870	Building Consultants/Inspectors
Recognition Australasia	LAKE PLACID	4878	Building Consultants/Inspectors
Smartrate	MOOROOBOOL	4870	Building Consultants/Inspectors



## Business/Marketing Hit List Example Continued...

Smartrate	PARRAMATTA PARK	4870	Building Consultants/Inspectors
Davis Langdon	CAIRNS	4870	Building Consultants/Inspectors
Dixon Homes	BUNGALOW	4870	Building Consultants/Inspectors
GMA Certification Group	ATHERTON	4883	Building Consultants/Inspectors
N.E.R.O. Building Solutions	EARLVILLE	4870	Building Consultants/Inspectors
NQ Building & Pest Reports Pty Ltd	REDLYNCH	4870	Building Consultants/Inspectors
A Cut Above Wyatt Constructions	BENTLEY PARK	4869	Building Contractors
Ahrens P J Engineers & Builders Pty Ltd	PORT DOUGLAS	4877	Building Contractors
All About Living Homes	TRINITY BEACH	4879	Building Contractors
Allaro Homes	BUNGALOW	4870	Building Contractors
Anderson's Jim Plastering & Concreting Service	COWLEY	4871	Building Contractors
AT & JP Jacques	BRAMSTON BEACH	4871	Building Contractors
Austart Homes Tablelands	MAREEBA	4880	Building Contractors
Barr Greg	RAVENSHOE	4872	Building Contractors
Barrie Beattie Building Contractors	BAYVIEW HEIGHTS	4868	Building Contractors
Beach Haven Homes Pty Ltd	REDLYNCH	4870	Building Contractors
Beare Building	INNISFAIL ESTATE	4860	Building Contractors
Beare Building	MIGHELL	4860	Building Contractors
Bennett John	RAVENSHOE	4872	Building Contractors
Bernardi Building Pty Ltd	SUNDOWN	4860	Building Contractors
Bradfield Ian A & Co	MANOORA	4870	Building Contractors
Bryant QLD Pty Ltd	CAIRNS	4870	Building Contractors
Bud Watts Homes	JULATTEN	4871	Building Contractors
Burnham G J	WHITE ROCK	4868	Building Contractors
Cairns Quality Homes	BUNGALOW	4870	Building Contractors
Capital Constructions	INNISFAIL	4860	Building Contractors
Colin McNaughton	WANGAN	4871	Building Contractors
Coombes M D	REDLYNCH	4870	Building Contractors
Corica Constructions	COCONUTS	4860	Building Contractors
Cougar Homes	CAIRNS NORTH	4870	Building Contractors
CPC Construction QLD	CLIFTON BEACH	4879	Building Contractors
D & B Knight	ATHERTON	4883	Building Contractors
David McCoy Homes	CAIRNS	4870	Building Contractors
Dean Poggioli Builder	ATHERTON	4883	Building Contractors
Dinsey Brad	HOLLOWAYS BEACH	4878	Building Contractors
DR & BJ Ericson	CLIFTON BEACH	4879	Building Contractors
DR & HC Johnston	ATHERTON	4883	Building Contractors
Drewell Constructions Pty Ltd	MIALLO	4873	Building Contractors
Esw Constructions Pty Ltd	MANOORA	4870	Building Contractors
Focus Constructions	STRATFORD	4870	Building Contractors
Fox Boyd	ATHERTON	4883	Building Contractors
Gateway Constructions	PORTSMITH	4870	Building Contractors
Geoff Chapman Constructions	CARAVONICA	4878	Building Contractors
Hansen Yuncken Pty Ltd	WESTCOURT	4870	Building Contractors
Ius Dennis	CAIRNS CITY	4870	Building Contractors
Jankowski T. & J.M.	MANOORA	4870	Building Contractors
Jason Gray	BARRINE	4872	Building Contractors
Jenkin Mark & Annette	MOSSMAN	4873	Building Contractors
Jenkins W & U	JULATTEN	4871	Building Contractors
Jerome Builders	COOKTOWN	4895	Building Contractors

**Please Note: Once your Franchisee Application is successful a comprehensive marketing list will be made available to you.**

# Wet-seal Marketing & Business Support Services



## Wet-seal Business Development Guide

This is a comprehensive 70+ page support book that is designed to help broaden the overall business skills of the franchise network in particular the sales planning, leadership & management, human resources & marketing & promotional planning.



## Wet-seal Wealth Creation & Succession Planning Guide

The purpose of this book is to help Franchisees when selling the franchise or to help secure your financial future through various financial strategies.



## Wet-seal Corporate Marketing Brochure

This brochure assists with marketing Franchisees businesses & gives customers/potential customers an information referral tool.



## Wet-seal Promotional items

Wet-seal have a range of promotional items to assist Franchisees for networking and other community/fundraising events

AUS 12 Month Marketing & Promotions Calendar	
Dec 2017 cont'd	<ul style="list-style-type: none"> <li>Brochures/Presentation Folders available upon request</li> <li>Client Retention Program Card &amp; Gift to Top 5 Builders per Franchisee</li> <li>Christmas Message E-Newsletter to Builders/Customers</li> </ul>
Jan 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>Builder E-Newsletter, &amp; Public Website &amp; Facebook News Items</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available on request</li> <li>HR Support Service</li> </ul>
Feb 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available on request</li> <li>Builder/Trade Show Display Support available on request</li> <li>Online Builder &amp; Corporate Builder Surveys</li> </ul>
Mar 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>HR Housing Magazine Advert</li> <li>Builder E-Newsletter, &amp; Public Website &amp; Facebook News Items</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available on request</li> <li>HR Support Service</li> </ul>
Apr 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available upon request</li> <li>Promotional Items Review</li> <li>Franchisee Survey Feedback</li> </ul>
May 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>HR Housing Magazine Advert</li> <li>Builder E-Newsletter, &amp; Public Website &amp; Facebook News Items</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available on request</li> <li>Builder/Trade Show Display Support available on request</li> <li>HR Support Service</li> <li>Online Directory Customer Endorsement</li> </ul>
Jun 2018	<ul style="list-style-type: none"> <li>Search Engine Optimisation, Google My Business, Online Directory &amp; Public Website Maintenance</li> <li>Water Bottle Direct Mail Campaign available on request to increase customer base</li> <li>Local Area Marketing Support based on individual Franchisee needs</li> <li>Fortnightly Franchisee E-Newsletter</li> <li>Brochures/Presentation Folders available on request</li> </ul>

## Wet-seal Marketing Planner

Provides Franchisees with a quick glance at Marketing & Promotions events occurring over a 12 month span.

## Franchise Operations Manual

**All information** contained in this Franchise Operations Manual is private and confidential. It contains details of all data processing requirements, company policies and recommendations. It is not to be copied in part or full, or disclosed to any other person outside the Wet-seal Group at any time.

This manual **always** remains the property of Wet-seal Holdings Pty Ltd and is for your (the Franchisee's) use **only**. It is to be returned to Wet-seal upon the termination or expiry of your contract.

**All Franchisees** have been trained in the correct application of the "Wet-seal Systems". **All Franchisees** are to adhere to the procedures in the Franchise Operations Manual and the Installation Procedures Manuals.

**Failure to follow the above could result in the termination of your contract and the possibility of legal action being taken against you.**

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Issue Date: 13<sup>th</sup> July 2015  
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## Wet-seal Operational Manual

This manual is a reference tool to help guide & manage the operational side of being a Wet-seal Franchisee.

# Client & Franchisee Testimonials

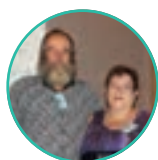
"As a former long time Wet-seal employee I recognised the quality of systems and support offered by Head Office. The transition to being a Franchisee has been a rewarding career move."



**Dan Rath**  
**Wet-seal North Perth Franchisee**

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"As one of Wet-seal's longest serving & largest Franchisees we have been extremely happy with the systems and support offered by the Wet-seal team which is why we have chosen to own & operate multiple locations. We strongly recommend the Wet-seal Franchise system."



**Roger & Chris Brown**  
**Wet-seal Brisbane & Ipswich Franchises**  
**Winners of Multiple Franchisee of the Year Awards**

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"Hi Chris & Roger

Just a short note to thank you for the works at Manly. Your level of co-operation and general attitude towards the repairs was greatly appreciated (and noted by the client).

From the moment you were advised that there may be an issue on-site, your focus was on fixing the problem rather than attributing blame. This is a rare quality in the industry these days and will stand you in good stead for projects to come.

I also know how much the shifting time constraints affected your other projects and appreciate you working in with our requirements.

Once again, I thank you both and look forward to dealing with you again soon."

**Greg Howard**

**Building Services Manager, Jefferson Gray Pty Ltd - Building Service Professionals**

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"On behalf of the Executive and Management team at Umina Surf Life Saving Club we are writing to express our thanks to your company for a job well done for our new deck extension.

Work was meticulously performed within the estimated time frame and also in budget. This new extension will be of great benefit to our members and the community who use our surf club.

We would not hesitate to refer Wet-seal waterproofing to anyone looking for top quality service."

**Christine Lavers**

**Secretary, Umina Surf Life Saving Club Inc.**

# Wet-seal Key Management Support



## **Mark Greenwood**

Chief Executive Officer

E: mgreenwood@wet-seal.ws

P: 02 6650 8604

M: 0419 601 495

Mark oversees all business operations within the Wet-seal Group of Companies.



## **Darren Leaney**

National Franchisee Manager

E: dleaney@wet-seal.ws

P: 02 6650 8603

M: 0418 393 577

Darren oversees all areas concerning the Franchise operations.



## **Anthony Zullo**

National Sales Manager

E: azullo@wet-seal.ws

P: 02 6650 8612

M: 0427 773 276

Anthony oversees corporate sales & key marketing activities.



## **Kenny Mickie**

National I.T. Manager

E: kmckie@wet-seal.ws

P: 02 6650 8600

Kenny is responsible for all Information Technology hardware & software systems within the group.



## **Robert Rath**

Head of Technical & Special Projects

E: rrath@wet-seal.ws

P: 02 6650 8620

M: 0413 008 303

Oversees technical enquiries and franchisee field support and operations and is also responsible for training Franchisees in all internal and external systems and procedures.



## **Jodie Sippel**

National Promotions & Events Manager

E: jsippel@wet-seal.ws

P: 07 5502 7596

M: 0417 065 714

Jodie oversees all advertising & promotions, stationery and event management.



## **Robert Giles**

National Operations Manager

E: rgiles@wet-seal.ws

P: 02 6650 8640

M: 0458 048 220

Robert oversees all aspects of operations for the Wet-seal group from sourcing, production to distribution.



## **Elisabeth Arif**

Chief Technical Manager

E: elisabeth@wet-seal.ws

P: 02 6650 8600

M: 0428 402 791

Elisabeth oversees the technical, training and compliance departments and leads the Research and Development team.

# Contact us

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