

Chains of Controversy

Damian Kay

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Managing director of **Telcoinabox**, Damian Kay writes about his speaking appointment at the Franchise Council of Australia's national convention in Sydney. Kay says while franchising is meant to be a safer business model there are many unscrupulous operators in the sector. Kay says these dodgy operators can pay the FCA a few hundred dollars to receive their sign of approval and therefore mislead people into believing they are a legitimate franchise. Kay says franchise operators should be required to meet more stringent approvals and encourages franchisors not to pay the annual fee to the FCA because there is no benefit, while potential franchisee should carry out due diligence rather than rely on the FCA sign.

Telcoinabox, Franchise Council of Australia