

Media Release

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RECRUITMENT MODEL A FIRST

FOR BUDDING FRANCHISEES

A new model of franchising for the recruitment industry is offering aspiring franchisees lucrative opportunities in an industry worth \$12 billion annually and growing at a rate of 10 per cent each year.

Extrastaff has pioneered a new franchise model for recruitment in which administrative tasks such as payroll and invoicing are centralised.

Joint Managing Directors, brothers Declan and Piers Rowan, said the model allowed franchisees to focus on what they do best – recruitment.

Extrastaff is a second-generation family business with annual turnover of \$20 million. Established in 1990, it currently has company-owned offices in Adelaide and Melbourne.

“People go into business because they’re passionate about what they do and want to use their skills to achieve career success and satisfaction,” Mr Declan Rowan said.

“It can be distracting to commit to a franchise and then become weighed down by administration and book work.

“What starts out as an exciting and rewarding career sea change can lead to frustration from being kept away from business goals.

“Being bogged down by book work, administration and IT isn’t fun and doesn’t need to form part of a franchisee’s day-to-day activities.”

Extrastaff launched its franchise model in September 2005 with a view to securing a presence in each state in each of its six divisions – Industrial, Office, Executive and Professional, Technical and Engineering, IT, and Health.

The company’s first franchise opens this month, and will see seasoned recruitment specialist, Samantha Byford, join the Extrastaff network to represent the Office division in North Sydney.

Ms Byford said she and her husband, Paul Lewis, shared the philosophy that job seekers’ needs are equally as important as fulfilling clients’ requirements.

“I was impressed with the Extrastaff business model and had absolute confidence that our efforts to service clients would be supported,” she said.

“Also, it was reassuring to know that we would be working with and backed by a family-run company that had been in operation for many years.

“Candidates are potentially a client and vice versa, so it is important to make sure everyone involved in the recruitment relationship is valued and treated with respect and care.

“The passion I have in delivering excellent outcomes for my clients is shared implicitly by all Extrastaff people.

“It’s enormously reassuring to have absolute confidence that each person in the organisation shares a common goal.”

Further information: Strategic Public Relations on 08 8363 1158.