
MEDIA RELEASE

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EXTRASTAFF EMBARKS ON NATIONAL EXPANSION

Recruitment company Extrastaff is embarking on a national expansion, developing a franchise model with a view to securing a presence in each Australian state.

The move has involved a re-branding of the \$20 million-a-year, second-generation family business, formerly known as Rowan Recruitment, which was established in 1990 but with origins that date back to 1965.

The company currently has offices in Adelaide and Melbourne.

Brothers Declan and Piers Rowan have their sights set on the eastern seaboard initially and are looking to sell six franchise businesses over the next 12 months.

Ultimately, they hope to see each of their Extrastaff franchise divisions – Industrial, Office, Executive and Professional, Technical and Engineering, IT, and Health – represented in every state and territory.

Extrastaff General Manager, Declan Rowan, said the franchise model would enable the company to expand nationally while benefiting from its core strength of local expertise.

“Local knowledge is one of Extrastaff’s key strengths, and we see the franchise model as a way to replicate that,” he said.

“We believe that sustainable business success is best achieved at a local level when you have local people dealing with each other, and that owner-operated businesses have far greater commitment, energy and motivation than can be found in national and multi-national companies.





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“Our franchisees will have a vested interest in their business. By establishing a franchise network, Extrastaff will benefit from being a national company but with localised expertise.

“Our vision is to make Extrastaff the national ‘agency of choice’ for clients and candidates alike.”

Extrastaff will offer a centralised franchise model, with all administrative tasks including payroll and invoicing undertaken by the Adelaide office.

“This means our franchisees will be able to focus on what they do best – recruitment,” Mr Rowan said.

He said Extrastaff’s target franchisees would include people already working in recruitment who want to run their own business, existing recruitment business owners who see the benefit of joining a national brand, and people not currently working in recruitment but who have local knowledge of industries relevant to Extrastaff divisions.

Extrastaff’s Marketing Manager, Piers Rowan, said that in developing a network of franchises, the company would leverage current strong growth in the industry.

“Recruitment is a \$12 billion industry in Australia and is growing at a rate of 10 per cent each year,” he said.

“Unemployment is at record lows, there is a shortage of job candidates and more businesses are seeking casual staff. This, combined with the trend for businesses to outsource their non-core activities, has resulted in an increasing number of businesses turning to recruitment companies to fulfil their employment needs.”

Extrastaff currently employs around 40 internal permanent staff in Adelaide and Melbourne and each week has between 400 and 600 casual / labour hire staff working at client sites.

It also specialises in innovative technologies and web-based recruitment expertise, with its Recruit Online software that enables businesses to manage and monitor all their recruitment needs online.

- **For further information, contact Extrastaff on 08 8202 4111**

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