

HomeCaring[®]

Aged and Disability Specialists

**BUILD A
BUSINESS
WITH
HEART**

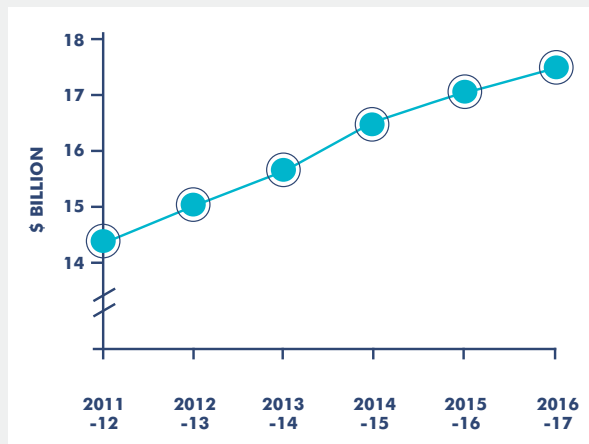


HomeCaring®

A RAPIDLY GROWING MARKET



myagedcare



Between 2011/12 and 2016/17 financial years, federal government spending on Aged Care services increased by 21%. Specific expenditure on home care services has increased by 23%.

This figure is set to continue to increase as the population ages with people over 65 in 2056 projected to more than double from 2016 to over 8 million.



When the NDIS is fully rolled out by 2020, it is expected that over 475,000 people will have access to individual plans for support totalling around \$22 billion per year.

To achieve full roll out of the scheme, around 500 new plans will need to be approved per day in 2018/19 financial year (Productivity Commission, October 2017).

The growing market and demand for in home services presents a perfect opportunity to join an already successful group, dedicated to providing quality care and innovative services to their clients.

For those who aren't accessing government funded services, we are able provide a range of private options to accommodate all scenarios.

	Dec 2017	2020
Participants	140,000	475,000+
Government Expenditure	\$8 billion	\$22 Billion

WHO WE ARE



“ We would like to share the opportunity for like minded people to join us as a joint venture franchisee.

Home Caring is a strong, well established Australian owned home care brand that has achieved great success in the industry since launching in 2015.

Home Caring will provide you with ongoing support and systems to replicate our achievements in your chosen territory. ”

Jon Kontopos, Managing Director

At Home Caring, our vision is to provide the best care for people who need support to stay at home. We are a well recognised provider of in home care, providing support to the elderly and people with a disability. We have a passion for providing excellent care and utilising research to develop a best practice approach for people living with dementia. Home Caring has a strong commitment to living our values in all that we do.



CARE

Care delivery is client focused, keeping the client at the centre of all that we do. We listen and respond to our clients.



QUALITY

We continuously improve our services and value best practice.



INNOVATION

We are committed to working together to find better solutions that best meet our client's requirements.



EXCELLENCE

We aim to surpass our client's expectations through exceptional care and customer service.

THE MONEY SIDE

Home Caring is offering a great opportunity to franchise with us in a joint venture model.



In a joint venture, Home Caring will be equally invested in your business which means equal dedication to building and running a profitable business.



Your start up costs will be significantly reduced through your initial investment being \$75,000 - \$150,000.



Home Caring is committed to your success from the start, providing you with a financial plan to complete and see the opportunities for profit.



You will have the option for an annual salary to reduce the stress that comes with starting your own business.

If you can see yourself thriving in this venture, please check out our website www.homecaringfranchise.com.au for more details, or contact Bill Lockett, Franchise Manager, at info@homecaringfranchise.com.au or call 1300 658 311.





ARE YOU THE ONE?

AS A HOME CARING FRANCHISEE, YOUR CORE BUSINESS IS TO ATTRACT AND RETAIN CLIENTS.

The key aspects we are seeking in our prospective franchisees are:

- ✓ Leadership and people skills
- ✓ Community engagement
- ✓ Highly motivated
- ✓ Driven to succeed
- ✓ Ability to follow systems and processes

You will be responsible for the recruitment and retention of care workers and provide them with ongoing training and support. You will lead and influence the Home Caring values and culture throughout your team.

You will be involved in all aspects of service delivery, from initial enquiry to care plan development and deployment. You will benefit from Home Caring's national marketing plans as well as your own local area marketing to build your business.

You will ensure compliance against industry standards but will have company support to review and provide guidance where needed.



WHY JOIN HOME CARING?

PROVEN BUSINESS MODEL

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Home Caring have developed a business model which has delivered high growth and customer retention. We are consistently striving to improve our systems and processes which reflects our commitment to success.

JOINT VENTURE OPPORTUNITY

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You will also have the option of an annual salary from day 1.

ONGOING SUPPORT & TRAINING

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Home Caring will provide you with a comprehensive training program, ongoing operational support and a full suite of cloud-based business management tools to assist with the growth and profitability of the business.

COMPLIANCE

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Home Caring will assist you with the acquisition of necessary licensing to provide NDIS and Home Care Package services. Ongoing support with quality and compliance audits will be provided through our corporate services.

Any other questions? They may be answered on our website www.homecaringfranchise.com.au in our FAQ's.

Two brands that resonate and appeal to clients.
Home Caring appeals to aged and disability care.
Dementia Caring distinguishes a specialised approach to dementia care.



STAGES OF ENTRY

1

ENQUIRY STAGE – If you are interested, simply fill out the contact details on our website or call Bill Lockett, Franchise Manager on 1300 658 311. We will also ask you to provide us with further information about yourself.

2

CONFIDENTIALITY AGREEMENT – Home Caring will send you an agreement to sign so that we can begin to share information with you to inform your decision. We will also ask you to provide us with further information about you.

3

MATCHING PROCESS – You will be asked to take an online psychometric profiling survey, to confirm that you would be a good fit for our business. We believe it is very important that you and the business are a good match, particularly that you share the same culture, values and stages of growth.

4

FIRST MEETING – We will arrange to meet you face to face if possible, or we can arrange a Skype or FaceTime if that is preferred. The first meeting will focus on your application and getting to know each other so that we can be sure that we are both comfortable to proceed. We will also go through the financial aspects and provide you with a Financial Planning Template to gain insight in to the potential profitability of the business.

5

DOCUMENTATION – We will provide you with legal documentation for you to seek advice from lawyers or business advisors.

6

FINAL FRANCHISE AGREEMENT – Provided you have completed due diligence and both parties agree, you will receive a final agreement.

7

SIGNING OF THE AGREEMENT – Final meeting to sign the agreement and make payments as agreed.

8

TRAINING & COMMENCEMENT – You will be provided with initial training and induction before starting your business.

Please note it can take some time to get from initial enquiry to commencement stage. We believe it is critical to take the time to ensure we are going to work well together and be able to grow a successful business.



WHAT NEXT?

If you are interested in becoming a franchisee with an Australian owned company dedicated to providing quality care outcomes for our clients and a profitable business model for our franchisees:

Visit our website www.homecaringfranchise.com.au

Send your enquiry to Info@homecaringfranchise.com.au

Call Bill Lockett, Franchise Manager on 1300 658 311

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