

A man in a light blue shirt and green cap is washing a car at a car wash station. A young boy in a white t-shirt is also washing the car. The background shows a building with a corrugated metal roof and trees.

Our Franchise Prospectus

**fair
dinkum
builds™**

for keeps

Our story

Fair Dinkum Sheds is one of the most well-known brands in the industry.

From humble beginnings in 1990 in rural Camden, NSW, Fair Dinkum Sheds grew to become a national brand with an established network of distributors across the country. In 2007, Stramit (our biggest supplier and sister company) acquired Fair Dinkum Sheds.

In 2021, Fair Dinkum Sheds evolved into Fair Dinkum Builds and now reflects an even stronger offer to customers based on one key principle – **anything is possible**.

While we may look a little different, we're widely acknowledged as market leaders and one of Australia's biggest, and most trusted, shed and patio suppliers that Australians have come to know and love for more than three decades.



We're more than sheds!



OVER
250,000
BUILDS



30 YEARS'
EXPERIENCE
NATIONWIDE



OVER
150 LOCAL
EXPERTS



11,500 HAPPY
CUSTOMERS
IN 2020



“For customers,
it's so much more
than a shed.
It's something
that enriches
people's lives.”

Tim Broxham
Executive General Manager
Stramit®

Our family

A member of a proud family

We're proudly owned by Stramit, a Fletcher Building company, so you can feel confident your investment is supported, financially and strategically, by one of Australia's biggest building industry families.

As one of Australia's leading manufacturers and suppliers of roll formed steel building products, Stramit offers an extensive network and strong commitment to safety, quality and service you can rely on. Stramit® products are engineered, certified and manufactured to Australian standards, and tested through our state-of-the-art research and development facility.

As part of the Fletcher Building family, you've got the backing of more than 100 years of operations and over 16,000 employees across New Zealand, Australia and the South Pacific. They're behind us, as well as some of Australia's most recognised and trusted brands like Laminex, Tradelink and Oliveri.



Our industry

Sustaining member of the Australian Steel Institute (ASI)

Through leadership, advocacy and education, the ASI is Australia's peak body representing the entire steel supply chain. Our parent company, Stramit, is a sustaining member, proving our significant commitment to, and investment in, the industry.

We're ShedSafe® accredited

As a founding committee member of ShedSafe®, we contribute to the development of standards, safety, and compliance. We're one of just a handful of industry partners on the steering committee – a responsibility we take seriously.

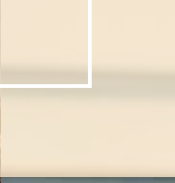
Creating a safe and desirable industry to be part of

Aiming at attracting more people to the opportunities in shed building, we're working with the ASI and other industry players to develop a formal Shed Builder training and qualification. This initiative is an essential component to driving our industry forward and one we're passionate to bring to life.



WE'RE
WORKING
TO DRIVE
THE
INDUSTRY
FORWARD.





Our offer

Our product range: residential, commercial, and rural

We know these days, a shed isn't just a shed - it's not just a place to store your lawn mower or car. It could be a home gym, a horse stable, an aircraft hangar or more. The humble shed is so much more than it used to be.

That's why it's important to have an industry reputation for innovation, advanced technology, market-leading product trends and sound engineering that's tested and proven by real-world performance over generations.

Our offer to our customers:



National network of experts

Over 150 outlets nation-wide, with over 30 years' experience.



30-year warranty

We stand by our systems. That's why we offer a 30-year warranty.



Quality materials

We only use quality materials, hand-picked for your job.



We're safe and compliant

You can trust us. We're ShedSafe® accredited and we design to code.



Get it fast

We manufacture and deliver fast so you can get on with living.



It's your design

We design just what you need and leave out anything you don't.



Your fair dinkum partner

As our newest Fair Dinkum Builds expert, you'll get:



Strong brand presence and large market share



A secure supply chain for your peace of mind



Leading software & engineering solution



A sustainable business model with three-tier system



An exclusive territory to maximise market opportunity



A Franchisor that's part of Fletcher Building.

Your opportunity

We have the right commercial fit for your local market:

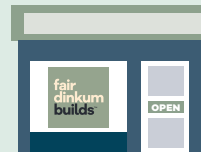
TIER
ONE

Experience store
with store front location



TIER
TWO

Consultation centre
with store front location



TIER
THREE

Mobile consultant
who goes to the customer





Iconic Australian brand

An iconic Australian brand with strong brand recognition

Our national marketing campaigns are designed to increase brand awareness and drive sales directly to your business. With everything from targeted campaigns with strong digital and social presence, to regular sales promotional activity and major trade events, our goal is to build a strong national brand to drive your business's success.

We also provide a range of tools and resources to support your local area marketing. These include flexible templates customised to suit your needs, access to online merchandise and print portals and development of local marketing plans to maximise market opportunities.

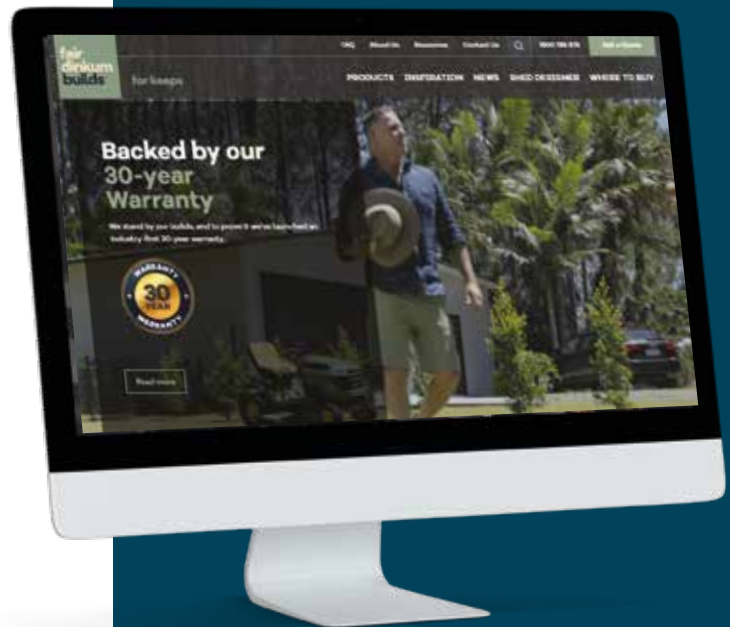
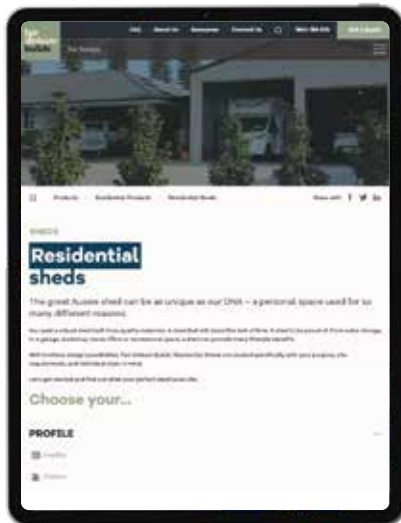


Strong digital presence

You'll also benefit from strong digital brand presence from day one. Our ongoing national SEO strategy and digital campaigns will drive traffic directly to your dedicated website landing page and social media page.

To ensure the brand is strongly represented, we'll work with you to help create and design your retail space to take your customers from concept to completion, and beyond.

42K LEADS
GENERATED IN 2020



We're a people business

You'll be empowered with knowledge

We'll set you up for success by arming you with information through a comprehensive training package. This includes:

- One-week extensive induction training at our National Support Office, covering software, products, operating procedures and marketing training
- Ongoing personalised support through one-on-one training in specific areas targeted towards your business needs
- Online tools and resources accessible 24/7 and at a time that suits you
- Our bi-annual Conference is utilised as an opportunity for franchisee networking, training, new product and innovation releases, reviewing the previous year and revealing the strategic plans for the years ahead. It's a great opportunity for you to truly experience what it means to be part of the Fair Dinkum family.



Shed designer app

Our free shed designer app gives customers the ability to create their own 3D shed in the comfort of their own home.

The app demonstrates flexibility in our design and allows customers to visualise and design their own customised shed, garage or carport. This includes the ability to change dimensions, roof pitch, colours and style of the shed with ease, as well as add extras like skylights, windows, internal/external walls, sliding doors, roller doors, glass doors and personal access doors.

Once the design is submitted directly to their local franchisee, the customer details and design are conveniently downloaded directly into builds.manager (see page 15).

This allows you to manage site classification, suggest improvements to the design and rapidly provide a quote back to the customer.



30K LEADS
GENERATED

THROUGH THE APP IN 2020

Market

Leading software and engineering

Exclusively available to our network, we've spent more than 15 years developing software to save you time and improve compliance, ensuring you can deliver a high-quality shed to your customers.

Our engineers are also available to fully customise building designs and draft plans down to the smallest detail to help builders on site. This means your customers can get the shed they need with full confidence that it's compliant and engineered to last.

We've also integrated a Job Management Tool that provides greater flexibility in the way you manage and coordinate customers, with an all-in-one project management system.



“Our software gives you site-specific AutoCad prepared plans for customer designs in minutes.”

Richard Gray,
National Business Manager.

builds.creator

Design and quote shed and patio structures

- Quote faster and more accurately without wasting time on manual calculations
- Create buildings that range from 2m span to 25m span and up to 6m wall height as standard, and they're automatically certified at your fingertips
- Fully certified plans available within minutes
- Quickly and easily develop custom designs
- View a 3D rendering of the design and see changes instantly
- Modify designs, design extensions to existing sheds, and re-use templates for your most popular options
- Adjust bays to create uneven widths
- Flexibility to override buildings to use larger/different member sizes (providing it calculates)
- Document the calculations pertaining to each shed individually for improved compliance
- When building standards change, this is automatically reflected throughout the software, eliminating the possibility of non-compliant designs being approved
- Order the components for the building
- Certify your custom design in minutes.

builds.manager

Bespoke customer and build management system

- Access job information available anywhere, at anytime from any device
- Manage customer files and information in one central location
- Use the design program anywhere (builds.creator) within your territory – mobile quoting
- Reporting module available including job profit summaries, sales performance, conversion rates, etc.
- Complete lead management with ability to pull reports
- Customer relationship management with easy to use diary for all notes and customer communications
- User access control
- Employee/Services management tool (calendar) for total transparency across all areas of your business

Our people

Our people are our greatest asset

You're supported by a team of professionals who are renowned for their wealth of knowledge, commitment and contribution to the shed and patio industry.

- **Dedicated Territory Manager** and Stramit Account Manager to support your business strategically and help maximise opportunities.
- Whether it's a difficult project or general technical advice, our **Technical Product Managers** provide you with the support you need to get the job done.
- In-house **software developers** who seek opportunities to optimise and provide market-leading software solutions
- The **Drafting team** work closely with our Technical Support Manager and Drafting/Engineering partners to ensure our buildings are market leading, compliant and engineered to the strict building codes of Australia.
- **Customer Service** experts who maintain a high standard of service and put you, our customer, first.
- A team of dynamic **marketing experts** who proudly represent the voice of the customer and focus on driving new opportunities to your business.



Our community

For over a decade, we've proudly supported the Australian Men's Shed Association as the exclusive shed partner and provided direct funding and discounts to more than 150 local Men's Sheds throughout Australia.

From hosting bbqs to recycling scrap materials, we encourage franchisees to work closely with their local Men's Shed to build relationships and discuss opportunities on a local level. We also offer support through signage, online promotion, templates and other materials.

Many of our local franchisees also play an active role within their local communities through local sponsorship of sporting groups and charities.



“The Australian Men's Shed Association supports more than 1200 Men's Sheds by delivering a range of services aimed at improving the health and wellbeing of members.”

David Helmers, Executive Officer of Australian Men's Shed Association.

“The main benefit is the community. You’ve got the opportunity to learn from others and share experiences to genuinely support each other, without having to reinvent the wheel.”

Zeke
Fair Dinkum Builds, Townsville



Join **us**

Think Fair Dinkum Builds is right for you?

Here are the next steps:



1. DUE DILIGENCE

You must assess whether this is the right business for you, including market viability of the area you are considering.



2. DO YOUR HOMEWORK

Understand your rights and obligations as a potential franchisee and what it means to run a franchise business.



3. GET A BREAKDOWN OF THE COST

Each business will have different costs depending on location, territory, and more. It's important to understand the investment you'll be making and the returns you can expect.



4. TALK TO OTHER FAIR DINKUM BUILDS BUSINESS OWNERS

Get a real insight into what it's like to be part of this business.



5. CONTACT YOUR TERRITORY MANAGER TO APPLY

Request an application form and begin the process of joining the Fair Dinkum Builds family.

A Fair Dinkum Build on the Gold Coast, Australia

**fair
dinkum
builds™**

for keeps

Contact us

Want to know more?

Contact our support office on
(02) 4646 8200

fairdinkumbuilds.com.au

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