

OUR FRANCHISE PROSPECTUS

**FAIR
DINKUM
BUILDS™**



**FAIR
DINKUM
BUILDS™**

Sheds & More

OUR STORY

Fair Dinkum For Over 30 Years

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

From humble beginnings in 1990 in rural Camden, NSW, we've grown from a small, family-owned business to Australia's biggest name in Sheds and More.

Our evolution over the decades reflects our journey, in partnership with our Franchise network, to bring all Australians the sheds - and more - to best fit them.

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
300,000
BUILDS**



**30 YEARS'
EXPERIENCE
NATIONWIDE**



**LOCAL
THROUGHOUT
AUSTRALIA**



**AUSTRALIAN
MEN'S SHED
ASSOCIATION**
Shoulder to Shoulder

**STRONG
COMMUNITY
PARTNERSHIPS
SINCE 2009**

Figures cumulated under FBHS (Aust) Pty Limited.



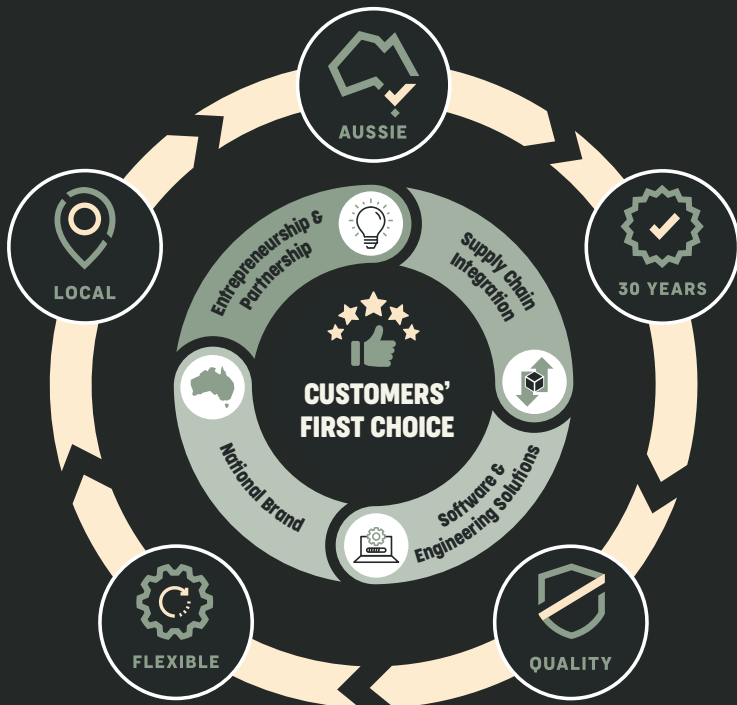
OUR VISION

We aim to be Australia's first choice in Sheds and More

Who we are: A Franchisor

What we do: We empower entrepreneurship and provide building solutions and tools for success

What we deliver: A unique partnership that brings vertically integrated supply, software and a national brand empowering you, our Franchisee



FOCUS AREAS



Sheds



Garages



Carports



Patios



Barns



Storage



Lead Generation



Brand Evolution



Franchisee Engagement



Franchise Acquisition

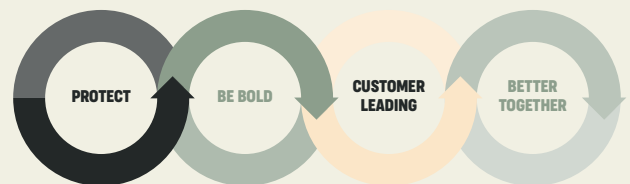


Supplier Excellence



Software and Engineering Solutions

OUR VALUES



OUR INDUSTRY

We're part of Fletcher Building Australia

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 names.

We have a long-standing partnership with COLORBOND® steel delivering buildings that are durable and resilient to Australia's harsh climate conditions. Sustainable steel and easy to maintain, ensures our customers' peace of mind.

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 Australia, New Zealand and the South Pacific.

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.



OUR PRODUCT RANGE

SHEDS | GARAGES | CARPORTS | PATIOS | BARNES | STORAGE

Our product offer of **Sheds & more** means our customers are limited only by their imagination. We've supplied everything from double car garages and carports through to aircraft hangars and ambulance stations. Whether customers need added storage, protection for vehicles or livestock, entertaining space, space to work, or space to pursue a hobby, a Fair Dinkum Build is the solution.

Our builds are designed to withstand tough Australian conditions - which is why they're made from materials trusted by Australians and tested for our harsh climate. We proudly supply sheds and more made from COLORBOND steel, roll-formed locally by Stramit.

We work with a number of other hand-picked suppliers to offer a range of quality components and extras so you can always be confident in the product you sell.

Stramit  **Colorbond**[®]

**IT'S NOT
FAIR DINKUM
UNLESS IT'S A
FAIR DINKUM**



OUR OFFER

Our Franchisees offer a fully flexible service to customers.

With the support of the Franchisor, and available tools and training, our Franchisees are equipped to handle any job, whether it's a kit-only sale or a full end-to-end service, from design through to installation.

Our offer to our customers is what sets us apart and why we're Australia's first choice in Sheds and More.



Our offer to our customers:



AUSSIE

Australia's most trusted name in sheds and more, specifically designed and manufactured to withstand Aussie conditions



30 YEARS

Over 30 years of experience and a name you can trust



QUALITY

The best materials hand picked for your job



FLEXIBLE

Flexible and tailored solutions to suit your lifestyle



LOCAL

National network of experts with local knowledge to help bring your design to life

YOUR FAIR DINKUM PARTNER

Being a part of a franchise network comes with many benefits, including brand recognition, training and support, advertising, buying power, a proven business model, and the ability to be your own boss, just to name a few!



We will provide you:

**WE AIM TO BE
AUSTRALIA'S
FIRST CHOICE IN
SHEDS AND MORE**

**National
Brand**



**An exclusive
Territory to maximise
market opportunity**



**Software and
Engineering
solutions**



**Entrepreneurship
& Partnership**



**Personalised
Digital logo and
Assets**



**A designated
webpage on
fairdinkumbuilds.com.au**



**Supply chain
Integration**



**Access to
Technical Product
Managers**



**A designated
Business Partner**



**Distribution of
Leads generated from
national campaigns
and advertising**



**Our FREE
Fair Dinkum
Builds App**



**Training and
Development**



**Bi Annual
National
Conference**



**Intranet –
Builds Hub**



**Operations
Manuals,
Guidelines & Assets**





ICONIC AUSTRALIAN BRAND

An iconic Australian brand with strong brand recognition for over 30 years

Our national marketing campaigns are designed to increase brand awareness and drive leads 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 support with local marketing plans to maximise market opportunities.

FAIR DINKUM BUILDS EVOLUTION OVER THE DECADES



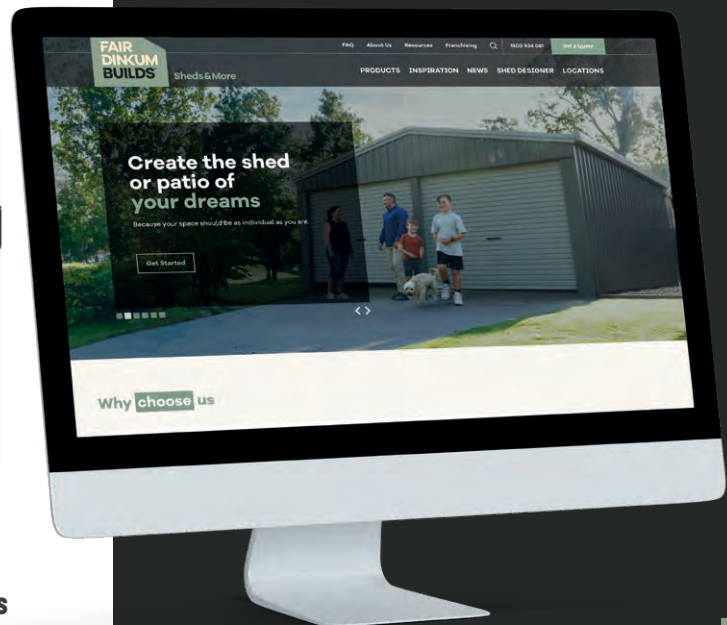
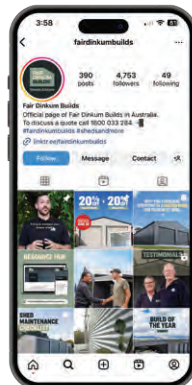
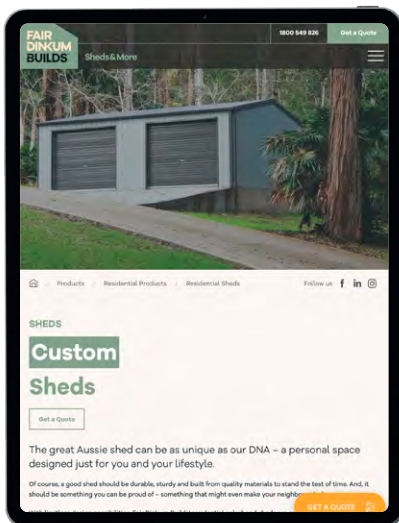
Strong digital presence

At Fair Dinkum Builds you are partnering with Marketing Experts. You'll benefit from strong digital brand presence from day one, as we work with you to showcase your business on your very own personalised landing page on our website. We will help you build your local brand presence supported by the strength of the Fair Dinkum Builds brand.

Our SEO and SEM strategies are designed to produce enquiries to you in your business.

To ensure the brand is strongly represented, we'll continue to provide local strategies, tools and assets to help you create and design your retail space to take your customers from concept to completion, and beyond.

TARGETED DIGITAL CAMPAIGNS IN EVERY TERRITORY



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:

- 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.



**TRY THE
APP FOR
YOURSELF**



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 Distributor &
Franchise Manager

Builds Software Suite

Design, engineer and quote shed and patio buildings

- Design and quote faster and more accurately without wasting time on manual calculations
- Create buildings up to 15m in span and up to 6m wall height as standard (with a sub-floor system), and they're automatically certified specific to your project at your fingertips
- Fully certified structural plans available within minutes
- Quickly and easily develop custom designs using built-in baseline buildings
- 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, fully certified with revisions
- Adjust bays to create uneven widths, on both side bays and end bays
- Flexibility to override buildings to use larger/ different member sizes (providing it calculates)
- Fully documented engineering calculations pertaining to each shed individually for improved compliance
- When design and construction standards change, this is automatically upgraded throughout the software, reducing the possibility of non-compliant designs
- Flexibility to certify any custom design using software-generated baseline buildings.

Builds Manager

Bespoke CRM and job management system

- Access job information available anywhere, at any time from any device
- Manage customer files and information in one central location
- Use the design program anywhere (Builds Suite) 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 Franchise Development 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
- We work closely with our Engineering/Drafting 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.

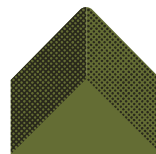
From hosting bbqs to recycling scrap materials, we encourage franchisees to work closely with their local Men's Shed to build relationships and discuss opportunities on a local level. We also offer support through signage, online promotion, templates and other materials.

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.



**AUSTRALIAN
MEN'S SHED
ASSOCIATION**

Shoulder to Shoulder



“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 Hansen
Fair Dinkum Builds Townsville



“The best part for me is the work-life balance, between running the business and family. Plus, the established national brand means you can run your own ship, while not having to build from the ground up.”

Kristen Smith
Fair Dinkum Builds Northern Rivers



“The best thing is being part of a network that’s got your back, with a lot of other Franchisees that are prepared to help and offer their many years of wisdom to help us all grow.”

Brock Prime
Fair Dinkum Builds Bendigo



With franchising, you will be in business
for yourself... but NOT by yourself!

As proud member of the Franchising Council of Australia, we are
passionate about enhancing and empowering entrepreneurship.



**FAIR
DINKUM
BUILDS™**

Sheds & More

We are looking for partners. People who have a genuine interest in the builds and outdoor space, and who share our vision in being Australia's first choice in Sheds & More.

If you are ready to become your own boss, we are ready to welcome you and provide you with a unique partnership that brings vertically integrated supply, software and a national brand, empowering you, our next Franchisee.



Contact us TODAY

Support office: (02) 4646 8200

fairdinkumbuilds.com.au

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