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Girls on top

THE growing role of women in franchising will top the menu at the Franchise Council of Australia's latest forum.

The inaugural nationwide Whirlwind Women in Franchising Series hits Victoria on Monday, April 21, and aims to shed light on the role women can play in the fast-paced competitive world of franchising.

According to a recent study by market researcher 10 Thousand Feet, a mere 15 per cent of franchise systems are tailoring their franchisee recruitment strategies towards women. The forum will provide financial, educational and recruiting tips for companies keen to tap into the underutilised resource.

Keynote speaker and Ella Bache chief executive Karen Matthews will precede a panel discussion with sector experts.

The forum is from noon-2pm at Kooyong Tennis Club's Kooyong Room, 489 Glenferrie Road. Cost is \$69.50 for FCA members and \$99.50 for non-members.

For more information contact 1300 669 030.

Net link: www.franchise.org.au/events/