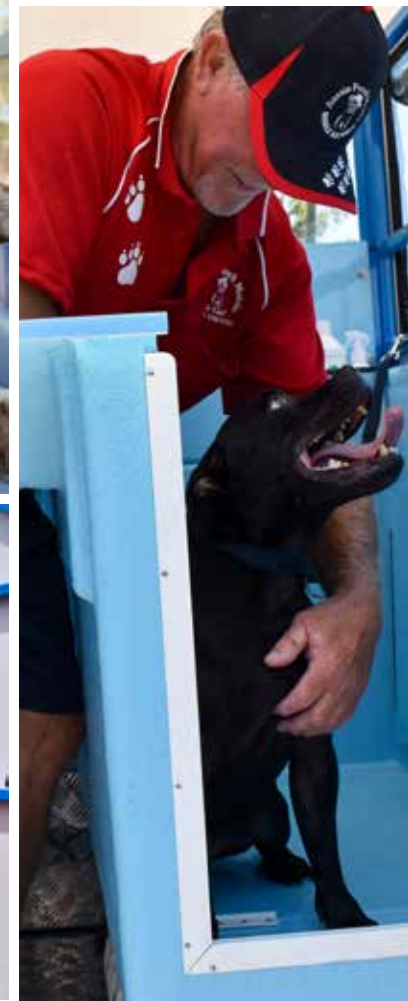


# OPPORTUNITY AWAITS

Franchise Info Pack



**Aussie Pooch**  
EST. MOBILE DOG WASH 1991





# Hello and welcome

## A love of dogs - it's why we're all here.

---

Aussie Pooch Mobile came to life in 1991 fuelled by a deep affection for dogs and the happiness they bring into our lives. Our journey began with a simple dream: to offer a caring service that would help dog owners ensure the utmost well-being of their beloved pets. Now, after more than 30 years, this vision still beats at the heart of everything we do.

My personal adoration for dogs and my commitment to helping others in establishing and managing a successful business have only grown stronger over time, while focusing on our unwavering determination to satisfy our customers' needs for the family dog.

Through Aussie Pooch Mobile, we extend an opportunity to all dog lovers across Australia to join us in our shared love for these furry companions. Our franchise opportunities not only allow you to embrace your passion for dogs but also empower you to build your own thriving small business. And all of this comes with the added advantage of being a part of our highly successful, award-winning brand.

An Aussie Pooch Mobile franchise is ideal for those who have a blend of affection for dogs and an entrepreneurial spark. If you're on the lookout for a fulfilling career that aligns with these values, we encourage you to connect with us.

Let's have a friendly chat about the possibilities ahead.

**Paul Walters**

**Managing Director, Aussie Pooch Group**





## TopFranchise

The TopFranchise Awards recognise best practice within the franchising sector across six categories as rated by current franchisees

### 2022

**8th** - Top 10 Overall

**In the Top 10** - Brand, Innovation, Marketing, Passion and Lifestyle Categories



### 2021

**1st** - Brand Category

**In the Top 10** - Marketing and Support Categories



### 2020

**2nd** - Marketing and Passion Categories

**3rd** - Support Category



### 2018

**1st** - Marketing Category

**4th** - Support and Lifestyle Categories

### 2017

**3rd** - Support and Operations Category

**4th** - Support and Lifestyle Categories

## 5 Star Rating

The ratings are awarded by franchise business intelligence and information advisory business FRANdata after an independent assessment of the business across seven categories. Aussie Pooch Mobile Dog Wash has been awarded a 5 star business by the Australian Franchise Rating Scale, becoming the first pet services brand to achieve such a high ranking.

### 2023

#### **Rated 5 Stars**

Australian Franchise Rating Scale  
Independently assessed and rated by FRANdata.



### 2022

#### **Rated 5 Stars**

Australian Franchise Rating Scale  
(2022) Independently assessed and rated by FRANdata.

## Top 30 Franchise Executives

These awards celebrate the outstanding contribution of high-performing franchisors who have provided inspiration, innovation and support for their franchisees

### 2023

**6<sup>th</sup>** **Paul Walters**  
Managing Director

### 2022

**11<sup>th</sup>** **Paul Walters**  
Managing Director







## More about us

At Aussie Pooch Mobile our motto is “**We Care**”, and our company culture of “**Caring, Fun and Friendly**” carries from management and staff, through to our franchisees, our customers, and onto their beloved dog.



### Well-known brand

With over 30 years experience as the market leader in the pet care industry and with a trusted name and reputation, Aussie Pooch has built a brand second to none. The power of our well-known brand sees Aussie Pooch Mobile attract thousands of customers each month.



### Billion dollar pet industry

An incredible \$33 BILLION is being spent in the pet industry every year in Australia. \$196 million of this is spent on dog grooming alone,

with 48% of Australian households owning a dog. (Pets in Australia Survey 2022 - Animal Medicines Australia)



### Winning formula for success

The Aussie Pooch Mobile system has been recognised and awarded throughout the years with not only numerous awards, but with very successful franchisees. Our formula for success has been tried and tested, helping our franchisees run and own their own successful businesses.



### Support, training and mentoring

As an Aussie Pooch Mobile Franchisee you will be supported with our proven operational, advertising and marketing resources for all your needs. After our comprehensive initial training you will have ongoing support and mentorship available throughout your Aussie Pooch Mobile journey. You can breathe easy knowing we're always available to help you.



### Continued growth and opportunities

Franchisees are encouraged to keep growing along with the business, including growing your skills and franchise business to make it even more profitable.

- Providing our additional services and products to your customers
- Providing training and support to other operators
- An opportunity to expand by taking on additional territory and becoming a multi-unit franchisee.



A person wearing a red t-shirt and a black cap with the Aussie Pooch Mobile logo is grooming a white dog inside a blue mobile dog wash unit. The dog is standing on a blue platform, and the person is using a tool to groom its fur. The background shows a residential area with trees and a house.

## Repeat business

Repeat business is great business, and word of mouth is the best form of advertising. By providing Aussie Pooch Mobile's style of service, coupled with your own exceptional customer service skills, you will build a loyal, regular and happy customer base that will see them coming back again and again. Aussie Pooch Mobile excels at providing repeat services, with a large percentage of customers using your services on a 1-4 weekly basis. Dealing with the same regular customers, allows you the opportunity to build customer relationships to ensure that word-of-mouth referrals will grow and strengthen your business.

Your customers will enjoy the convenience of your service and their dogs will love it!







## The right service

Aussie Pooch Mobile is much more than just a dog wash. Aussie Pooch Mobile provides services to maintain and achieve a pet's best well-being, only using the best possible Australian made, eco-friendly products which have been specially designed for the needs of dogs.







## The Aussie Pooch Mobile dog wash unit

You are provided with an Aussie Pooch Mobile Dog Wash Unit. Over the years, this has been improved and evolved, with the help of our franchisees, to be the ultimate tool for washing and caring for dogs.





## Be part of our story

**1991**

Christine Taylor first started Aussie Pooch Mobile in QLD

**1992**

APM became the first mobile dog wash to franchise its business

**1995**

First APM franchise in South Australia

**1996**

First APM franchise in New South Wales

**1997**

Launched international as Kiwi Pooch Mobile in NZ

**1998**

First APM franchise in Australian Capital Territory

**1999**

100 APM trailers throughout Australia

**2000**

First APM franchise in Victoria

Launched in New Caledonia as La Pooch Mobile

**2001**

First annual national conference held in QLD

Launched in UK as The Pooch Mobile

**2002**

Launched in Malaysia as The Pooch Mobile

Introduced the Lavender and Rosemary Aromacare service

**2003**

First APM franchise in Tasmania

**2004**

First APM franchise in Western Australia

**2005**

Launched in Colorado USA as The Pooch Mobile

**2011**

APM went social with Facebook

**2012**

Introduced the Dog Facial and Massage services

**2016**

Introduced the Easy Shed service

**2017**

Introduced our WOOF eDiary

**2020**

New owners - Paul and Megan Walters

**2021**

Launched our online shop - Aussie Pooch Direct

APMs 30th birthday

**2022**

Redesigned logo to current logo

**2023**

First grooming salon opened in Western Australia

Launched Aussie Pooch Wholesale

Franchisee hits over \$200K for year

**Will you be part of what comes next?**







# National support office





# Getting started

Step 01



**Contact us to discuss the best franchise package we have available to suit you.**

Step 02



**Trial your new career for one day on the road with one of our franchisees.**

This is an opportunity for APM and you to evaluate each other and your interaction with customers and most importantly their dogs.



Step 03



**Pay your \$250 refundable deposit, complete our application form and meet the franchisor.**

This will secure an area for 2-4 weeks so you have time to research things and ask questions.

Step 04



**Receive a copy of our Franchise Agreement, Disclosure Document with the contact details for all our franchisees and all other relevant documentation.**

You will be able to carry out more research and speak with members of the team. The franchising code requires you to have this information for a minimum 14 days prior to signing the franchise agreement.

Step 05



**Organise accounting and legal advice, complete your Business Plan (draft copy provided to you) and discuss any finance needs.**

Step 06



**Sign Franchise Agreement and all relevant documents. Organise payment.**

The franchising code requires you to have a 14 day cooling off period after signing the franchise agreement.

Step 07



**Commence training for your new career.**

Your training will ensure you are confident to commence. (14-21 days)

Step 08



**Receive your Aussie Pooch Mobile Dog Wash Unit, all equipment, solutions and WOOF eDiary of customers. Going to work each day does not get any better for a dog lover!**





# Meet our franchisees



**Peter Sutton**  
Kenmore Area QLD

I used to be a customer of Aussie Pooch Mobile and was unhappy with my job at the time. My local operator encouraged me to come out and trial a day on road and I have never looked back. I love the flexibility of creating my own hours, working outdoors and obviously the dogs. The support is amazing, you work with like minded people and you always feel like someone is there without contacting you all the time. I never thought I could have such a fun, rewarding career and would recommend it to anyone.



**Todd Herring**  
Albany Creek Area QLD

I've always had a love of animals and when I saw Aussie Pooch Mobile I knew this was the career for me. I love the freedom of working my own hours, being outside and having the security of a good support team behind me. I also love working with dogs and building fantastic relationships with my customers. Best of all, I earn a great income doing something that I love!



**Debra Durrington**  
Maitland Area NSW

After 20 years in the Military Service, I had various jobs, none making me happy. At the age of 57 I decided I needed to be my own boss. As I have a love for all animals, especially dogs, I decided Aussie Pooch Mobile was the way to go – and it was the best decision I have ever made. I couldn't be happier working with dogs who think you're part of their family and are so happy to see you. After 5 years I have four trailers and two lovely ladies working with me and I have a great work life balance. The Aussie Pooch support is amazing; from other Franchisees to all our great support staff.



**Laura Edmonds-Armitage**  
New Lambton Area NSW

I've been a franchisee with Aussie Pooch Mobile since 2018 and I love being able to combine my passions of working with animals and being outside, all while earning an income. Being a parent, the flexibility of running my own business and hours works perfectly. I've met such a range of beautiful people as colleagues and clients. I feel like my family is growing every week.





# Drop us a line

---

We love to chat, so get in touch for an open conversation.



**Aussie Pooch**

EST. MOBILE DOG WASH 1991

**1300 369 369**

[opportunity@aussiepm.com.au](mailto:opportunity@aussiepm.com.au)  
[AussiePoochMobile.com.au](http://AussiePoochMobile.com.au)

