

BUSINESS OWNERSHIP INFORMATION PACK

How you can join the
Aussie Pooch Mobile family



Aussie Pooch

EST. **MOBILE DOG WASH** 1991





Hello and welcome to the Pack

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



**In November 2024, Peter Knight from
The Franchise Accountant listed Pet Services Franchises
in his top 10 Profitable Franchises to Buy in Australia
and said:**



**With growing pet ownership across the country,
pet services franchises have become a lucrative
sector of franchising in Australia.**

**Aussie Pooch Mobile, which is a mobile dog-
washing service, offers a very flexible business
system with low franchise fees.**

**Owning this franchise is suitable for people who
would love to deal with pet owners who prefer
convenience as well as good care for their animals.**





TopFranchise

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

2025

1st - Support

In the Top 10 - Brand and Marketing Categories



2023

2nd - Innovation

3rd - Brand and Support Categories



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 FRANdata

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.

2025

Rated 5 Stars Australian Franchise Rating Scale Independently assessed and rated by FRANdata.

2024

Rated 5 Stars Australian Franchise Rating Scale Independently assessed and rated by FRANdata.

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

6th Paul Walters
Managing Director

2022

11th Paul Walters
Managing Director



Australian Franchise Rating Scale

FRANdata
Franchise Business Intelligence

Independently Assessed and Rated





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 \$21.3 BILLION is being spent in the pet industry every year in Australia. \$900 million of this is spent on grooming and clipping

alone, with 49.3% of Australian households owning a dog. (Pets in Australia Survey 2025 - 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.





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!



A woman with brown hair tied back, wearing a red polo shirt, is smiling and leaning over a blue dog wash station. A German Shepherd dog is standing in the wash, looking towards the camera with its tongue out. The background shows a blue structure and some outdoor equipment.

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.

We now also offer a fully enclosed grooming trailer, featuring the same smart layout as our classic mobile unit but with extra space and comfort. It's perfect for all weather operation and for offering a premium grooming experience.





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

2024

Franchisee hits over \$250K for year

National Conference held in Perth for the first time

2025

New state of the art designed APM trailers rolled out

National Conference held in Adelaide for the first time

A landmark vote saw accreditation formally approved, reinforcing the organisation's commitment to excellence

In collaboration with iGroom, the Pro Handling and WHS Essentials course was launched to strengthen professional and safety standards across the industry

Celebrated the achievements of our team, who became the organisation's first fully accredited professionals

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.



Business Ownership Packages

Get started with your Business Package for only \$26,900, then choose the trailer that best suits your business

- Classic Mobile Dog Wash Trailer – \$27,000 (delivery not included)
- Fully Enclosed Grooming Trailer – \$39,000 (delivery not included)



Advertising & Marketing

An initial proven “Local Marketing Launch” will be set up for you along with a supply of marketing material including your own business cards and uniforms to promote your new business. **A guaranteed \$1,000 package of marketing and advertising material included.*



Exclusive Territory

Our package includes an exclusive territory of approximately 5,000 -7,500 dwellings.



Revenue Support

Your income has a guaranteed supplement to \$1,000 per week for eight weeks. This gives you peace of mind while we work together to establish your business.



The Aussie Pooch Mobile Dog Wash Unit

As part of the package you will receive Aussie Pooch Mobile’s unique dog wash unit, complete with all equipment you need to run your business.



Franchise Support

A support fee of 10% plus GST and a small flat fee is to be paid each week. This helps ensure you receive all the support you need to be another successful Aussie Pooch Franchisee.



Term of Agreement

Your agreement carries a 5-year term with an option to renew every 5 years.



Training

The initial three-week comprehensive training will see you trained in the hands-on operation of the business, dog grooming, business and time management, customer service, product knowledge, money management, goal setting, and retail sales. You have ongoing access to training videos and, most importantly your local business coach to help you every step of the way. Plus, additional clipping training is available with iGroom



WOOF eDiary Booking Program

Our easy to use exclusive WOOF eDiary Booking program.



Starter Kit

Everything you require to commence the operation of your business, including grooming equipment, solutions to wash over 200 dogs, and Aussie Pooch treats - valued at \$1,500.



Communications Levy

1 month communication levy included, which sees you receiving enquiries from your area directly to you.

Ask about... Our lease options on your Aussie Pooch Mobile Dog Wash Unit

This offer is for NEW Aussie Pooch sites only. Franchise package is subject to change. Trailer delivery cost is not included. Ask about our established re-sale business for sale.



Franchise Package

A package may be created to suit your needs and budget. Be sure to ask about...

Established franchises, and lease options on your Aussie Pooch Mobile Dog Wash Unit and government recognised training.



Package Items- all for only \$26,900

-  Advertising Launch with over \$1,000 to launch your new business
-  Full Training in all aspects of the business
-  Exclusive Territory with over 5,000 dwellings
-  Starter Kit including \$1,500 worth of equipment and shampoo to get you through your first 200 washes
-  Monthly Access Fee for 1 month free
-  Revenue Support - \$1,000 per week for 8 weeks
-  *Plus \$27,000 for your NEW Aussie Pooch Mobile Dog Wash Unit (Delivery Not Included)

Additional Training Available

Additional clipping training is also available with iGroom.

Speak with your Aussie Pooch Mobile Representative about this.

CALL TODAY & ARRANGE A DISCOVERY DAY!

1300 369 369

opportunity@aussiepm.com.au

AussiePoochMobile.com.au





Take the next step and book a Franchise Discovery Day!

Experience the Aussie Pooch Mobile difference!

Are you ready to take the leap into the exciting world of owning your own business? Look no further than Aussie Pooch Mobile, where we bring together our passion for dogs and our proven franchise system to create a rewarding opportunity like no other. We understand that investing in a franchise business is a big decision. That's why we invite you to physically immerse yourself in the Aussie Pooch Mobile experience through our exclusive Franchise Discovery Day

What's a Franchise Discovery Day?

It's your chance to spend a few hours or even an entire day on the road with one of our experienced team members. Picture yourself in action, interacting with furry friends and their owners, all while getting an inside look at what it takes to run a successful Aussie Pooch Mobile dog wash franchise.

Experience it firsthand

It's an incredible opportunity for you to get a firsthand experience of what it's like to be part of the Aussie Pooch Mobile family.

During this immersive experience, feel free to ask any burning questions you may have. We want you to fully understand the strength of our brand and systems, as well as get a genuine feel for the day-to-day operations. This is your opportunity to make an informed decision about whether an Aussie Pooch Mobile franchise is the right fit for you.

So why wait?

Take that first step towards living your dream of being your own boss while surrounded by adorable dogs. Sign up for a Franchise Discovery Day today and let us show you why Aussie Pooch Mobile is trusted by pet owners nationwide.

To find out more, simply complete the enquiry form [HERE](#) or phone our Managing Director, Paul, on 0409 939 365.

**CALL TODAY & ARRANGE
A DISCOVERY DAY!**

1300 369 369

opportunity@aussiepm.com.au

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Drop us a line

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

BUSINESS SALES Paul Walters

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Aussie Pooch

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