

KICK YOUR **BOSS** TO THE CURB

IT'S YOUR
TURN TO
DRIVE.



RWR GROUP

FRANCHISE WITH **AUSTRALIA & NEW ZEALAND'S**
BOLDEST RECRUITMENT GROUP.



WHO WE ARE

RWR Group is a leading specialist recruitment franchise network serving high-demand industries including Retail, Hospitality, Health, and Construction across Australia and New Zealand.

Our franchisees gain access to:

- A world-class business model
- Award-winning training & support
- The power of five trusted brands:



WHY FRANCHISE WITH US?

As a recognized name in recruitment franchising, RWR Group provides:



End-to-end
operational
support



National and
regional marketing
campaigns



Powerful technology
& automation
platforms



Access to ongoing
development and
peer-to-peer
learning



Our franchisees are at the heart of our growth. We built RWR to help others build something of their own.”– **John Caldwell, CEO**

LEADERSHIP TEAM



**JOHN
CALDWELL**
GLOBAL CEO, RWR GROUP

John Caldwell is one of Australia's most accomplished leaders in both franchising and recruitment. With a rare blend of operational excellence and strategic vision, John brings decades of real-world experience to every franchisee in the RWR network.

What It Means for Franchisees

Very few franchise networks are led by someone who's lived the franchise journey **from franchisee to CEO**. John's leadership ensures:

- High-impact systems and tools
- Franchisee-first strategy
- Authentic training based on experience
- A network built for profit and long-term success



Trish McLean

Founder & Executive Director



Tara Goss

General Manager, People & Performance



Michael Jones

Group Chief Operating Officer



Shaun Crowley

Group Chief Financial Officer

SUPPORT TEAM

Dedicated Experts Behind Every Franchisee's Success

At RWR Group, success is never a solo journey. Behind every high-performing franchisee is a team of dedicated experts providing hands-on support across every area of business from marketing and operations to training and technology.

MYTH BUSTERS

Let's bust the most common myths about franchising because the reality at RWR Group is smarter, more empowering, and full of opportunity.

MYTH

VS

FACT



Franchisees have no control



You run your own business with full autonomy RWR provides the support.



Franchises are too expensive



RWR offers flexible investment models for all sizes and markets.



You must have industry experience



No experience needed training and support are built into the model.



Franchising is only for big investors



Many RWR franchisees start small and scale up over time.



Franchises have too many rules



RWR gives structure without stifling your independence.



Franchising guarantees success



Success takes commitment, RWR gives you the best tools to get there.



It's hard to exit a franchise



RWR has a clear, supported resale process for when you're ready.



Franchisees don't need to work hard



You'll lead your own success, but you won't do it alone.



Franchises lack innovation



RWR thrives on innovation, tech, automation, and strategy are core.



Franchise fees are just extra costs



Fees fund essential infrastructure and long-term profitability.



Franchising is only for fast food



RWR proves franchising thrives in recruitment and professional services.



A franchise is just buying a job



It's business ownership with structure, growth, and real equity.



You can't be creative in a franchise



Innovation is encouraged RWR franchisees build standout personal brands.

Recruitment Industry Overview

Analysis of the recruitment sector in Australia and New Zealand

Industry at a Glance

The Employment Placement & Recruitment Services industry is a vital pillar in the ANZ economy, supporting thousands of businesses and job seekers across various sectors.

Unlocking Growth in Australia & New Zealand

Recruitment in Australia and New Zealand is growing rapidly, driven by tech innovation, shifting workforce trends, and supportive policies; creating strong opportunities for franchise success.

 New Zealand

Market Size (2025):

NZD 2.6 billion

Active Recruitment Businesses:

Approximately 1,223

Source: IBISWorld



 Australia

Market Size (2025):

AUD 20.8 billion

Active Recruitment Businesses:

Approximately 8,631

Source: IBISWorld



Key Growth Drivers

- **Skills-Based Hiring:** A shift towards evaluating candidates based on skills rather than traditional qualifications is streamlining hiring processes and expanding talent pools.
- **Technological Advancements:** The adoption of AI and automation in recruitment is enhancing efficiency, reducing time-to-hire, and improving candidate experiences.



Retail

A dynamic industry evolving with consumer trends and tech, retail ensures steady demand for skilled talent.



Hospitality

Driven by human connection and cultural experiences, hospitality offers resilient opportunities in travel, dining, and events.



Healthcare

With aging populations and tech innovations, healthcare remains a high-growth sector needing skilled professionals.



Construction & Infrastructure

Fueling societal progress, this sector thrives on urban growth, sustainability, and infrastructure renewal.

Why Franchise in Recruitment Now?

- **Tech Advantage:** Use cutting-edge tools for faster, smarter hiring.
- **Proven Support:** Gain brand power, training, and expert guidance for success.

Financial Performance

Trusted. Proven. Profitable.

RWR Group is a leading specialist recruitment franchise network spanning across the Retail, Hospitality, Health, and Construction industries. We empower franchisees with a world-class business model, award-winning leadership, and a support ecosystem designed for sustained profitability.



Our brands: **Retailworld, Hospoworld, RWR Health, and RWR Construction** give franchisees the tools to thrive in high-demand industries. With integrated technology, national marketing, and operational coaching, we ensure every partner has the framework to succeed.

Financial Highlights Snapshot



**System wide
Revenue
Franchise**

**75%
Growth**

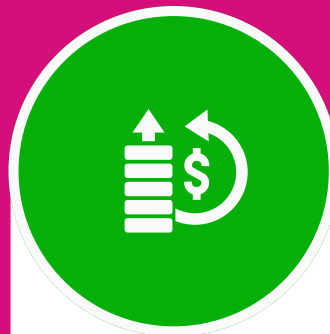
2021-2022



**Network
Growth for
Franchisees**

**22%
Growth**

2024-2025



Avg. ROI

+ 15%

+18%

+20%

2024 (Est.)



**Google
Reviews**

4.8 ★

5 ★

5 ★

2025



Time to Profitability (Avg.)

Most RWR franchisees achieve breakeven within their first 12-24 months and often are also paying themselves market or above market salaries during the start up.

Key Milestones

We've marked some incredible moments, from launching new brands to expanding into new markets. Each milestone is a testament to our high-performing culture where we celebrate wins, back each other, and enjoy the ride together.

2001



Retailworld
Resourcing
Launched

2006



Hospoworld
Resourcing
Launched

2010



RWR Group
Launched

2011



Our first Franchise
Opened

Our first JV Partnership

2018



RWR Health
Launched

2021



We turned 20!



2024



RWR Construction
Launched

JV our 2 Major Metro Agencies

2025



22 Agencies across
Australia & New Zealand

Franchise Models

Flexible Options to Match Your Market & Ambition

At RWR Group, we understand that one size doesn't fit all. That's why we offer two scalable franchise models designed to meet you where you are and grow with you as your business expands. Whether you're launching solo or leading a team, there's a model built for your success.



Small Agency

Perfect for emerging recruiters, regional operators, or those targeting a specific vertical.

- Low investment, fast setup
- Solo or lean team model
- Focused on one brand or niche
- Low overhead, high flexibility
- Great for first-time business owners

Build a profitable agency with personal freedom and strong local impact.



Large Agency

Built for those targeting metro markets or multiple sectors.

- High growth and earning potential
- Scales with multi-consultant teams
- Covers multiple recruitment verticals
- Fast-tracks expansion and brand reach
- Designed for long-term market dominance

Perfect for leaders ready to build a powerful, multi-service agency.

Built to Scale: Your Growth Journey

Our franchise model is designed for long-term scalability. Many of our top-performing franchisees begin with a single location and grow into multi-brand, multi-location business owners. You can scale:



Across Territories
Expand into new cities or regions



Across Brands
Operate in Retail, Hospitality, Health, and Construction



Across Teams
Grow from one recruiter to a full agency operation

Training, Mentoring & Evaluation

Empowering franchisees with the tools, skills & support to succeed.

At RWR Group, we know that successful franchisees aren't born, they're built. That's why we've developed a holistic training and mentoring program that sets you up for long-term growth, operational excellence, and leadership success.

World-Class Training Programs

Our training, led by Tara Goss (GM, People & Performance), equips franchisees to run high-performing recruitment agencies.

- Tailored pre-onboarding & setup support
- Access to RWR's 8-week onboarding program
- Ongoing operational & leadership workshops
- Training library to support every stage of growth

Tara brings 15+ years of recruitment expertise to help every franchisee lead with confidence.



Ongoing Mentorship & Support

Our partnership goes beyond onboarding. We adapt to your journey at every stage.

- Hands-on guidance during startup
- Tailored support as you grow
- Direct access to coaches & leadership
- Monthly check-ins & business planning
- Marketing, ops, and peer support hubs
- You're in business for yourself, but never by yourself.



Performance & Growth Alignment

We help you stay on track with regular evaluations and strategic support.

- Quarterly check-ins & KPI benchmarking
- Actionable feedback & growth plans
- Recognition for top performance

Why it matters:

- Strong start from day one
- Agile, supported, and growth-focused
- Training that drives faster scaling and profit



Support Systems

We've Got Your Back Every Step of the Way

At RWR Group, our franchisees are never alone. We provide an integrated network of support services that help you run your business efficiently, market effectively, and scale confidently. Whether you're opening your first agency or expanding into new locations, we're here to make sure you're set up for success.

Operational Support

- Smooth day-to-day operations, streamlined for growth.
- Expert guidance from launch through scale
- Assistance with business planning, CRM tools, and daily workflows
- Help navigating systems, staffing, and recruitment tech

"Our operations team acts as your personal pit crew keeping things moving while you stay focused on growing."

Marketing Support

- Powerful brand presence, built for visibility.
- National brand campaigns across digital and social media
- Targeted promotions to attract clients and candidates
- Access to professionally designed marketing templates and tools

"We bring the leads so you can focus on conversion and service excellence."

Leasing & Property Support

- We'll help you find the right space to succeed.
- Advice on identifying suitable commercial locations
- Assistance with lease negotiations and setup requirements
- Ongoing workspace planning for future growth

"From site selection to signage, we make sure your space reflects your brand and works for your team."

Why It Matters

- Confidence from day one
- Focus on growth, not guesswork
- Peace of mind knowing support is always within reach



Safety & Security

of the Franchise Model

At RWR Group, we provide more than just a business; we offer a secure framework to protect, support, and future-proof your investment.

**SAFETY
FIRST**



Risk Mitigation

Franchise success begins with protection from common pitfalls.

- Diversified sector focus to protect against market fluctuation
- Operational guides to avoid costly errors
- Ongoing coaching to address challenges early
- Data-driven benchmarks to avoid performance slumps

Compliance & Legal Support

Stay protected with legal clarity.

- Up-to-date guidance on labour laws, contracts, and data privacy
- Pre-vetted documentation and HR frameworks
- Annual audits and compliance checklists
- Advisory support for smooth navigation

RWR Group keeps you covered so you can focus on building, not battling.

While we aim to support best practices, it remains the sole responsibility of each franchise to operate ethically, comply with applicable laws and regulations, and uphold industry standards.



Why It Matters:

- Peace of mind from day one
- Protection from business risks
- Confidence in legal and operational alignment

Overcoming Challenges Together

Resilient Together. Stronger with Support.

Every business faces challenges but at RWR Group, our franchisees never face them alone. With a globally respected brand and built-in adaptability tools, we empower our partners to navigate change, stay ahead of trends, and thrive through uncertainty.

Global Brand Strength



Confidence through recognition. Power through reputation. RWR Group's industry credibility gives franchisees an advantage in times of change.

- Trusted across retail, hospitality, health, and construction sectors
- Opens doors to premium clients and long-term relationships
- Helps attract candidates and staff through name recognition
- Resilience built through multi-sector stability

"When the market shifts, brand strength is your anchor."

Adaptability That Drives Growth

Our systems flex with the market, so you can, too.

- We provide franchisees with the tools and agility to respond quickly to shifts in the industry and economy.
- Market insights and recruitment trends
- Scalable systems for lean or high-growth phases
- Ready-made contingency strategies for economic changes
- Tech automation to reduce admin and increase agility

"With the right support, change becomes an opportunity."



Why It Matters:

- You can pivot, not panic
- Stay proactive, not reactive
- Grow confidently in any market climate

Success Tips

Learn from Those Who've Done It Right

Success leaves clues and at RWR Group, we've gathered the best insights from top-performing franchisees to help you start strong, grow smart, and stay ahead of the curve. Whether you're just getting started or scaling your agency, these best practices will keep you on track.

Best Practices from Top Franchisees

Learn from our top performers

- **Follow the System** – Stick to the proven RWR model.
- **Engage Your Network** – Connect with your franchise community.
- **Track Your Metrics** – Stay close to performance data.
- **Invest in Learning** – Take advantage of training and mentorship.
- **Own Your Market** – Build relationships with clients and candidates.



Common Pitfalls to Avoid

What to watch out for before it slows your success.

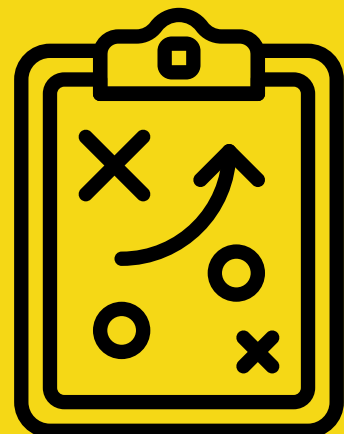
- **Skipping onboarding** – Don't underestimate early training.
- **Trying to build everything from scratch** – Leverage provided tools.
- **Not adapting** to market trends or candidate expectations.
- **Under-marketing** your business in the first 90 days.
- **Delaying hiring** or trying to do everything yourself.



"The model works, you just have to trust the process, especially in the early days."

Pro Tip:

Use your Franchise Coach as often as possible. They've seen it all, and they're here to help you avoid costly missteps.



Evaluation of Performance & Benchmarking

Measure What Matters. Improve What Counts.

At RWR Group, performance isn't just tracked, it's empowered. Our franchisees have access to a robust performance framework designed to provide clarity, inspire accountability, and accelerate results. By combining transparent KPIs with powerful benchmarking tools, we help every franchisee stay on track and ahead of the curve.



Key Performance Indicators (KPIs)

Targeted metrics that reflect what drives your success.

We focus on the performance areas that matter most to your growth and profitability:

- Revenue generation
- Consultant productivity and placements
- Lead conversion and client acquisition
- Candidate engagement and satisfaction
- Job fill rates and time-to-hire metrics

“Our KPIs are designed to measure performance but also to drive improvement.”

Benchmarking Tools

Insight, comparison, and clarity all in one place.

Franchisees receive access to RWR's industry-leading benchmarking tools that provide context and competitive insight:

- Performance reports and dashboards
- Peer group comparisons across agency types and markets
- Forecasting tools to help guide planning and budgeting
- Performance reviews to track goals



Benchmarking gives you more than numbers; it gives you perspective



Why It Matters:

Set clear goals and stay focused.

- Know where you stand and where you can grow.
- Celebrate wins and identify areas for continuous improvement.

System Protections

Consistency. Integrity. Confidence in Every Step.

At RWR Group, we believe that strong systems build strong businesses. That's why every franchise operates within a clearly defined framework designed not to restrict you, but to protect your investment, reputation, and long-term growth. From day-to-day operations to ethical decision-making, our system safeguards ensure your agency runs with excellence and integrity.

Operational Guidelines

Consistency is a competitive advantage.

Our operations framework gives you the clarity and confidence to focus on growth, while we help you maintain consistency across every part of your business.

What you'll get:

- Operations manuals
- Step-by-step procedures for client and candidate interactions
- Quality control systems to uphold service standards
- Best practice workflows that scale with your growth

With the right systems in place, you don't just work smarter, you scale smarter

Ethical Standards

Trust isn't given. It's earned and protected.

RWR Group holds every franchisee to a gold standard of professionalism and ethics. We help you earn trust in the market and keep it.

Here's how we ensure ethical excellence:

- A clearly defined Operations Manual
- Compliance to Franchise Code of Conduct
- Inclusive hiring and diversity-forward practices
- Fair and transparent recruitment strategies
- Clear guidelines for client, candidate, and public communications

"Our reputation is your reputation and we protect both fiercely."



Why It Matters:

- Builds long-term trust with clients and candidates
- Ensures a consistent experience across all franchises
- Minimizes risk and elevates professional standards

Collaborative Opportunities

Grow Together. Succeed Together.

At RWR Group, franchising isn't just about running your own business — it's about becoming part of a powerful, connected network. Through shared spaces and regular engagement, we empower franchisees to collaborate, learn, and thrive together.

Shared Offices & Co-Working Spaces

- Opportunities to share office space with other RWR brands in major hubs
- Maximize space, reduce costs, and expand your professional network
- Spark daily inspiration and spontaneous collaboration
- Access shared meeting rooms, tools, and front-of-house services (where available)

“Some of our most impactful ideas were born in shared break rooms.”



Networking Events & Community Meetups



Real connections that turn into real growth.

- Regular virtual roundtables and video calls with franchisees across AU & NZ
- Annual National/International Franchise Conference with training, keynotes & awards
- Franchisee spotlights and success-sharing forums
- Global incentive conferences for top-performers to connect and grow

At RWR, you get the independence of running your own agency plus the energy of a team that truly has your back.

Why It Matters

- Accelerates learning through peer-based growth
- Sparks innovation via shared experiences
- Builds lifelong connections and true franchise pride



Team Incentive Programs

Recognize Excellence. Reward Growth.

At RWR Group, we believe people thrive when their efforts are valued and their potential is nurtured. That's why our franchise system includes performance recognition and career development programs designed to celebrate wins and support ongoing success." These programs are regularly means tested to ensure the right balance of being industry best and yet making sure they are commercially viable"

Recognition Initiatives

Great work deserves great recognition.

- Annual overseas high achievers' trips
- Monthly and quarterly recognition for team members
- Additional annual leave for high achievers
- Annual performance awards
- Top-biller celebrations and spotlight shoutouts
- Social and internal recognition across the RWR network
- National Directors Conference

Recognition keeps our culture positive, performance-driven, and proud.



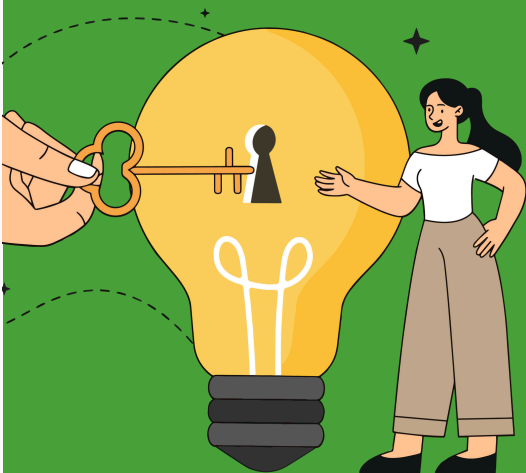
Growth Opportunities

Build more than a business, build a career.

RWR Group is committed to the long-term growth of our franchisees and their teams. From recruiters to owners, everyone in the network has the opportunity to advance.

- Leadership development programs
- Clear pathways from consultant to team leader and beyond
- Access to mentorship and coaching
- Opportunities for brand or regional expansion

We invest in people because they're the engine of every successful agency.



Why It Matters

- Motivates high performance and accountability
- Strengthens team loyalty and retention
- Cultivates a culture of excellence across the network



Company Tech Stack

Grow Together. Succeed Together.

RWR Group equips every franchisee with a powerful suite of recruitment, marketing, and operations tools designed to boost productivity, reduce admin, and deliver results.

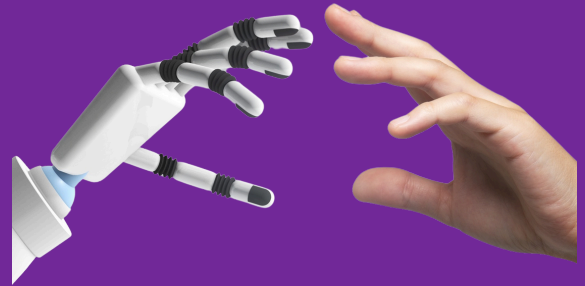
Our tech isn't just best-in-class — it's built around the real needs of recruiters.

Continuous Innovation

Always evolving to give you the edge

RWR Group doesn't stand still. We constantly review and refine our systems to keep franchisees at the forefront of tech-driven recruitment.

- Regular software upgrades and feature rollouts
- Beta testing of emerging tools with top-performing franchisees
- Training and onboarding for every new platform
- Feedback-driven enhancements based on your needs



Our innovation mindset means franchisees always have the tools to compete and win."

Recruitment Technology

Smart, seamless systems at your fingertips

We give our franchisees access to the tools that make recruitment faster, smoother, and more impactful.

State of the art ATS

Manage candidates, clients, and workflows all in one place, including

Reporting analytics

Real-time visibility into performance, placement activity, and ROI

Recruitment CRM

Keep every client and candidate relationship organised

Marketing Automation

Tools to schedule content, build pipelines, and amplify your brand

SMS & Email Campaign Tools

Communicate instantly and effectively

"The tech stack is intuitive, integrated, and designed for recruiters by recruiters."

Why It Matters

- Boosts speed, scalability, and service quality
- Minimizes admin and maximizes placement focus
- Keeps your business modern, agile, and competitive



Success Stories from the Network

Real People. Proven Success. Shared Values.

Behind every successful RWR franchise is a story worth telling. From first-time business owners to seasoned professionals pivoting into a new career, our franchisees come from all backgrounds but they're all thriving within the same high-performing system.



Dean
Franchisee
Brisbane

When I took ownership of Retailworld Queensland, it was scary at the time, but with the support offered to me by our operations team, as well as our group CEOs, John & Trish, I was given the opportunity to run the business like it was my own, with the support of our wider network, as well as clients and candidates who know us, love us, and trust us to do what's in their best interest. If you're thinking that it's time for something new or something a little bit bigger, this is a really great opportunity to join a well-established business that can give you the growth you're looking for, whilst also loving the job every single day. Take the job, I did, and I love it!

I've never seen myself as particularly entrepreneurial, but I've always been ambitious. I was already in senior leadership roles, but opportunities to keep moving forward were becoming harder to find. I knew I wanted more progression, earning potential, and ultimately more freedom. RWR Group gave me that opportunity. With the support, structure, and tools behind me, I've been able to build RWR Construction NZ into something I'm proud of. It's been the hardest thing I've done in my career so far, but it's also been the best decision I've made. I get to do what I love, make a real impact, and build a future that's mine.



Ginny
Franchisee
New Zealand

Diverse Backgrounds, One Shared Vision

Franchise success at RWR isn't reserved for one kind of person. Our network is filled with:

Background

- Health industry leaders
- Corporate Professionals
- Construction Managers
- Retail Managers
- Hospitality Managers
- Educators

Why They Chose RWR Group

- Transitioning from 9-5 into business ownership
- Leveraging people skills to lead teams
- Seeking career autonomy & leadership



Why It Matters:

- Builds trust with new prospects
- Shows that success is accessible, not exclusive
- Reinforces the supportive, inclusive RWR franchise culture