

New era for jobs recruiter

Chance for franchises

Lisa Toia

BLUE-collar labour hire and recruitment firm Labour Solutions Australia is expanding into the field of white-collar recruitment via an ambitious franchise network.

With the intention of recruiting up to 250 franchisees under a dozen master franchises nationwide, the USA Recruitment brand will focus on white-collar permanent recruitment and temp support services.

Managing director Andrew Northcott says the new brand will be a "virtual recruitment franchise model (which) is going to change the entire

HR/recruitment industry. We are providing the opportunity for those who want to run their own business to share in the USA brand while working from home or the local coffee shop," Mr Northcott says.

"This franchise opportunity allows both top-end industry professionals through to those looking for part-time work from home to tap into our industry leading systems and processes while earning 80 per cent commission."

"We wanted to develop a model that will foster top recruiters and (enhance) the general shift towards a work/life balance."



AMBITIOUS network... Andrew Northcott is managing director of Labour Solutions Australia.

Picture: Steve Pohner

In a fairly unusual move, Labour Solutions is not changing a franchise fee to join, and Mr Northcott estimates start-up costs, for software, training and intellectual property, to be about \$6500.

"We do all the back end —

the invoicing, collection," he says. "We don't want to make our money out of selling franchises."

Franchisees will source their own clients, as well as receiving referrals from the nationwide Labour Solutions and USA Re-

ruitment teams. Out of the 80 per cent commission, they run their own office and pay 2 per cent towards a marketing fund.

USA Recruitment was launched eight weeks ago, and five franchisees are already on board in southeast Queensland.

"We'd like to have the master franchises completed by the end of this financial year," Mr Northcott says.

"We could have done this far quicker (but) we're mindful this has to be done right"

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