



# Your Local Community Store, Backed by Betta!



Join Australia's largest network of  
independent electrical and furniture retailers.



# Who We Are

## Our Vision

To be Australia's independent retailer group of choice for customers, whilst supporting the local communities we serve.

## Our Purpose

To deliver trusted service and value, making lives better everyday.



### Integrity

Operating an organisation that values honesty, transparency and integrity.



### Collaboration

Generating positive collaborations with all internal and external stakeholders.



### Community

Facilitating socially responsible activities that contribute to the local community and minimise the impact on the environment.



### Commitment

Committing ourselves to providing consumers with products and services that exceed their expectations.



### Efficiency

Providing members with effective, timely and efficient business support.



# Our History

**1961**  
The beginning of Betta...  
Brisbane Electrical Television Traders Association.



**1993**  
First Betta Electrical store opens.



**2006**  
Store owners band together to buy out BSL and form BSR.



**2007**  
Initial furniture meeting held with a panel of Foundation members.



**2008**  
Betta Home Living Created.




**2010**  
Graeme Cunningham appointed as CEO.



**2011**  
BSR joins Narta on 1st April, 2011.



**2011**  
First container of furniture ordered for BSR Group.



**2015**  
Betta Home Living wins Roy Morgan Customer Satisfaction Award for Furniture/Electrical Store.

BSR introduces Premium Cooking program, launching with 25 stores.




**2013**  
Completion of the store rebranding of 160+ stores to new Betta Home Living branding.



**2017**  
BSR opens its first corporate store at Underwood.



**2017**  
BSR introduces Torino furniture brand  
Torino is BSR Group's own direct import premium lounge.



**2020**  
After winning the annual customer satisfaction award in 2019, Betta continues its success in 2020 winning first place for January, February and March.



**2020**  
BSR acquires R.T. Edwards.



**2021**  
BSR enters into a joint venture partnership with Whitford's Designer Appliances.

BSR acquired the Stan Cash business, effective July 2021.




**2018**  
BSR Orders First Outdoor Furniture Containers.

**2019**  
BSR Reaches 211 Retailers  
195 electrical retailers and 89 furniture and bedding retailers and growing.

**2021**  
Betta wins the 2021 Canstar Blue Award.



**2021**  
Betta wins the 2021 Canstar Blue Award.



**2025**  
Creation of the Elev8 platform



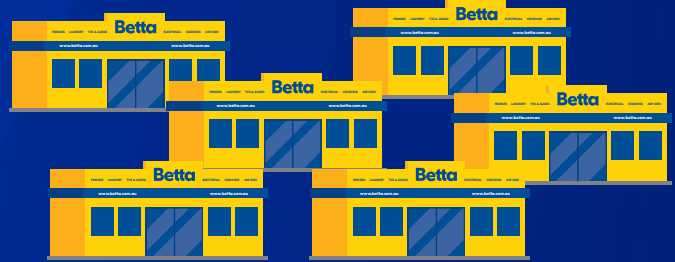
**2022**  
Gavin Carter becomes CEO.



**2023**  
Store rebranding of 160+ stores to new Betta.



**2023**  
Corporate Expansion  
BSR acquires Parkes, its 6th corporate store along with Belmont, Camberwell, Hervey Bay, Cannon Hill and Underwood.



**2025**  
Betta wins the 2025 Canstar Blue Award.



**2026**  
Derek Haley becomes CEO.



**2024**  
BSR acquires the 3 Begents stores in Tasmania.



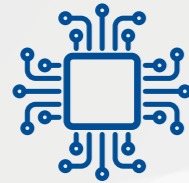
# A Greener Way to Grow

## Our Environmental Impact

We are actively reducing our carbon footprint through smarter operations and sustainable transitions.

## Leading the Circular Economy

We don't just sell products; we manage their entire lifecycle.



Renewable Energy	Digital-First Strategy	Carbon Transparency
------------------	------------------------	---------------------

Our purpose-built Head Office and Warehouse in Brisbane are powered by a 390kW solar panel system, significantly reducing operational emissions.

As of July 2025, we have transitioned to a fully digital catalogue program, saving an estimated 20,000 trees every year.

We utilize advanced carbon accounting software to monitor Scope 1 and Scope 2 emissions, ensuring we meet and exceed mandatory reporting standards.

E-Waste Excellence	Circular Tech	Bedding Stewardship
--------------------	---------------	---------------------

Our partnership with ReSource in Victoria successfully diverted 366 tonnes of CO2 through responsible recycling and degassing of appliances.

Partnering with Moorup, a B-Corp certified company, allows us to offer customers trade-in services that extend the life of electronic devices and reduce digital exclusion.

As members of the Australian Bedding Stewardship Council (ABSC), we are committed to reducing mattress waste and educating consumers on recovery options.

# Empowering People & Communities

## A Heart for Community

Giving back is one of our core values, fostering deep local connections.

## World-Class Franchisee Support

We invest in the people who power our brand.



The Kids' Cancer Project	Inclusivity in Action	Official NDIS Provider	Innovative Training	Compliance & Governance	Workplace Excellence
--------------------------	-----------------------	------------------------	---------------------	-------------------------	----------------------

As our official corporate charity partner, BSR Group has raised \$72,000 to fund life-changing childhood cancer research.

We support the local LGBTQI community through Stan Cash's sponsorship of the Joy Radiothon and provide appliances to the Lighthouse Foundation for homeless youth.

We are a registered NDIS provider, ensuring all customers have ethical and respectful access to essential mobility and assistive technology.

We've partnered with Synthesia (AI-powered video) to deliver fast, engaging, and scalable training modules to keep your team ahead of industry challenges.

Every retailer member receives membership to the Australian Retailers Association (ARA), providing access to essential compliance training and policy templates.

Our commitment to a healthy workforce includes paid parental leave, leadership development programs, and a dedicated Employee Assistance Program (EAP).



# What Sets Us Apart

Our commitment to giving back is encapsulated in our slogan “Go Local, that’s Betta” reflecting our belief in the strength of community support and involvement.

Through actively supporting local groups and sports teams, we hope to foster a sense of social responsibility in our neighbourhoods and beyond.

## Personalised Customer Experience

At the heart of every Betta store are local owners and their passionate teams, providing a personalised service with a deep understanding of their community, truly reflecting the Betta brand.

## Established Brand

With over 60 years of experience and a network of more than 179 stores across Australia, Betta is a trusted household name backed by strong brand recognition and deep customer loyalty.

As a franchisee, you'll join a nationally respected brand and have the added advantage of being part of the Narta Group - one of Australia's leading independent retail buying groups.



## Proven Business Model

By harnessing the collective buying power of a national brand, franchisees gain access to competitive pricing, stronger margins, and the confidence that comes with a system built for long-term success.

## Lifestyle - Making Life Betta

As a franchisee, you'll enjoy the flexibility of store formats that suit your lifestyle. Whether you're in a bustling metro hub or a peaceful regional town, you can become a valued member of your local community.



# Unlock Multiple Revenue Streams as a Franchisee

Backed by the strength of the Beta network you can maximise your earning potential with a mix of revenue opportunities designed to grow your business and boost profitability.

Customer	Services	Operations
 Telephone Sales	 Insurance Sales	 Price Protection
 In Store Customers	 Extended Care Sales	 Sell Thru Programs
 Online Sales	 Delivery & Installation	 Rebates
 Commercial Sales	 Gift Cards	 NDIS
 Agency Sales Income		



## In Store Customers

Build strong local relationships and drive foot traffic with trusted face-to-face service.



## Insurance Sales

Gain additional income through replacement insurance sales, provided directly to your store by BSR's commercial team - giving you access to pre-qualified leads and value-added services.



## Delivery & Installation

Add value and generate service based income through convenient delivery, set up and product demonstrations for a complete end-to-end solution.



## Online Sales

Reach customers anytime, anywhere with a seamless e-commerce experience.



## Telephone Sales

Offer personalised service and capture sales through direct phone calls underpinned by the 1300 phone sales line featured on our website.



## Commercial Sales

Secure high-value business clients with bulk and repeat transactions via our internal lead network and strategic supplier partnerships, giving you access to competitive pricing - BSR provides centralised quoting, pricing, coordination, logistics and delivery support, centralised invoicing and payment collection.



## Extended Care Sales

Provides peace of mind with product protection and extended warranties opening opportunities to grow average selling price and profitability.



## Rebates

Benefit from supplier incentives that enhance your margins.



## Agency Sales Income

Earn commissions by offering third-party products and services from expert brand networks managing the customer experience and logistics whilst reducing your operational costs.



## Sell Thru Programs

Drive volume and supplier support with performance-based incentives ensuring competitiveness within the market.



## Price Protection

Maintain profitability with safeguards against market price fluctuations and inventory reductions.



## Buy Now Pay Later (BNPL)

Group deals that help engage younger target audience and broaden our reach into new customer segments. Customers can buy now, take their products home and pay later with competitive options. (Afterpay, Humm, Zip, Latitude).

# Our Footprint



**179 Stores Across  
7 States & Territories**



**500,000 + Customers  
Per Year**



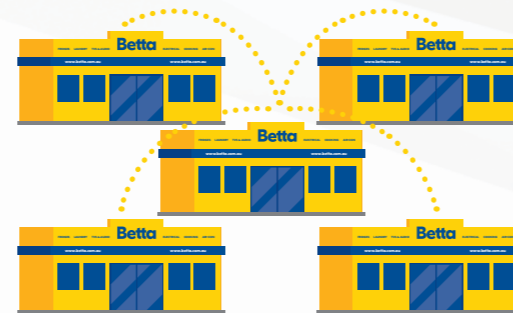
**600,000+  
Active Subscribers**  
(with a 16% monthly growth rate)



**8.5 Million Customers  
Engaging Online  
Each Year**



**66% of our Customers  
are Returning Customers**



**Store Network Reaching  
70% of Australia's Population**  
(Targeting 90% by 2031)





# Benefits to Joining

## Powerful Loyalty Programs

Our loyalty programs are designed to keep customers coming back with compelling, value-driven incentives. At Betta, members enjoy:



Monthly chance to win a \$1,000 Betta gift card



7-day price guarantee



Exclusive member-only discounts



VIP invitations to special sales events



Annual birthday surprise



Faster online checkout



Exclusive competitions and giveaways



Monthly chance to win 1 of 50 x \$20 Betta gift cards

These programs not only reward loyal customers but also drive repeat visits and increase in-store engagement - making them a powerful tool for franchisee success.

**Plus its FREE to join!**

## Bulk Buying Power

By joining the BSR Group national network, franchisees tap into powerful bulk buying capabilities that deliver a true competitive advantage.

Access to group-negotiated pricing, exclusive supplier deals, and priority stock availability means you can offer top brands at market-leading prices - all while protecting your margins. This collective strength not only reduces operational costs but also positions your store to compete confidently against larger retailers, giving you the edge to win more customers and grow your business faster.

## Big Network - BETTA Advantage

As a BSR Group franchisee, you benefit from our proud membership in the NARTA Group - Australasia's largest retail services network.

This powerful alliance is focused on delivering long-term sustainability for retailers, driving efficiencies across all partners, and expanding product and technology choices for consumers. Through NARTA, BSR provides you with access to advanced procurement services, strategic buying and merchandising support, and cutting-edge data analytics that offer deep insights into market trends and performance. It's a competitive edge that empowers you to make smarter decisions, secure better deals, and stay ahead in a fast-moving retail landscape.

## Unlock the Power of ARC Memberships

**As a valued franchisee, you gain free access to the Australian Retail Council (ARC) - Australia's leading voice for retail.**

ARC membership opens the door to powerful support and valuable services, these include:



### **Advocacy and Policy Support:**

Stay informed and protected through expert representation on key industry issues.



### **Exclusive Industry Insights:**

Access up-to-date research, reports, and resources tailored to the retail sector.



### **Member-Only Programs:**

Benefit from specialised insurance offerings and Employee Assistance Programs designed for retail environments.



### **Discounted Business Services:**

Enjoy preferential rates on essential products and services to help manage and grow your business.



### **Professional Development and Networking:**

Participate in training, events, and forums that connect you with industry leaders and peers.

ARC membership is a strategic advantage, helping to inform, protect, and empower retailers while contributing to the long-term success of your store and the broader retail industry.



**arc** AUSTRALIAN  
RETAIL  
COUNCIL

## End to End Franchise Support

Our franchisees benefit from a support system designed to drive success at every stage of their journey. From strategic marketing and merchandising guidelines, to expert guidance in HR, financial metrics and training, we've got you covered. Our robust WHS standards, operational frameworks, and regular business plan reviews ensure your store runs smoothly, safely and profitably. BSR offers over 60 years of proven network experience built for growth, with a commitment to your long-term success.

## Exclusive Product Ranges

BSR Direct offers furniture across Lounge, Dining, Bedroom, and Case Goods, giving customers a unique selection they won't find anywhere else. These own-brand lines are designed to differentiate your store and give customers a compelling reason to choose you over the competition. It's a strategic advantage that enhances your product offering, drives repeat business, and strengthens your position in the market.



## National Buying Expo & Annual Conference

As a valued franchise partner, you'll gain exclusive access to our biannual National Buying Expo - a dynamic opportunity to:

Network with fellow franchisees, head office teams, and key supplier representatives

Unlock exclusive pricing through our nationally collated ordering system

Preview new and exciting products before they hit the market

Our annual expos are held at inspiring destinations - both local and international - including Canada, Hong Kong, Los Angeles, Hobart, and Port Douglas.

These immersive experiences offer:

Professional development sessions led by industry experts

Strategic relationship - building with stakeholders

Celebrations of success, including our prestigious Annual Retailer Awards, recognising outstanding achievements across the network

Check out our latest expo Highlights here



## Brands that Matter

As a BSR Group franchisee, you gain direct access to leading brands tailored to your store's needs. With over 100 core global suppliers, BSR works to secure the best products, pricing, and support from the brands that drive the market. This ensures you stay competitive, relevant, and well-positioned to meet evolving customer demand with confidence and choice.



FISHER & PAYKEL



SAMSUNG

Hisense



Breville

Sunbeam

Haier

FUJITSU



Panasonic



# Our Franchise Culture

## Betta Together

You're not just joining a brand - you're becoming part of a nationwide network of passionate local owners who support one another and share in collective success. We build stronger communities, deliver trusted service, and grow businesses that make a real impact where it matters most - and together we are Betta!

## Lead with Momentum

Step into a leadership role with a brand that's built on progress, performance, and purpose. You're not just running a store - you're driving a business forward with the tools, support, and brand strength behind you. Create impact in your community, and build momentum that lasts.



## All About the Customer

At Betta, the customer is at the heart of everything we do. You'll deliver more than just products - you'll create meaningful experiences built on trust, service, and genuine care. When we put customers first, success naturally follows.

## The Betta Way, Your Way

At Betta, we provide the framework for success - a trusted brand, proven systems, and national support - while empowering franchisees to bring their own strengths, style, and local insight to the business. It's a relationship built on shared values and individual flair, where following the Betta Way means having the freedom to lead in a way that's uniquely yours.

## Commitment to Community Connection

From helping families find the perfect appliance to supporting local schools and sports clubs, you'll build relationships that go beyond transactions. Join Betta and build a business that's as rewarding as it is rooted in your community.

# Multi Award Winning Franchisee



Balonne  
Betta

## National Recognition. Local Ownership. Real Opportunity.

At our recent BSR Group National Conference and Buying Expo in Perth, Balonne Betta, demonstrated exactly what's possible within our franchise network, taking out **Betta National Retailer of the Year 2024** and **Betta State Retailer of the Year 2024 (QLD)**.

Owned by Brett and Elizabeth Nosse, the regional store outperformed more than 200 locations across the country, spanning both metropolitan and regional markets. Their recognition was based on a comprehensive range of criteria including store presentation, sales growth, local initiatives, and community engagement.

Their achievement highlights the strength of combining motivated local ownership with the systems, buying power, and national brand support of a leading franchise network.

Balonne Betta's journey shows that franchise ownership is more than running a store, it's about building a respected local business with national recognition.

If you're looking to join a network where performance is supported, excellence is celebrated, and growth is achievable, your opportunity starts here.



## Australia's Most Satisfied Customers

At Betta, our customers are at the heart of everything we do, which is why we are thrilled to receive the **Canstar Blue 2025 Award for Most Satisfied Customers**. Judged by real Aussie consumers, this award highlights our dedication to competitive pricing, a superior product range, and the high-quality service you've come to expect from your local Betta team.



# Investment

## Setup Costs

**Application Fee:** \$500 (non refundable)

**Start up Fee:** \$15,000 covers

**Capital Expenditure** - Range between \$500,000k & \$1.5m +

**Inventory** - Range between - \$800,000 & \$1.6m

### Investment:

The upfront investment required to establish a BSR Group store can vary significantly, depending on several factors including store size, existing site conditions, landlord requirements, geographic location, business brand, and the selected product category and brand mix.

In addition to the initial setup costs, prospective franchisees should also plan for working capital to cover the first three months of operational expenses as the store becomes established. Additional considerations may include lease security - typically determined by the landlord - and an allowance of approximately 2-5% of the total investment to cover independent advisor costs during the application process.



## Franchise Fee and Inclusions

### Annual Service Fees Overview (excl. GST)

<b>BBA:</b>	\$10,000 - \$15,000 per year
<b>BHL - Electrical Only:</b>	Tiered annual fee based on gross sales, ranging from \$20,000 to \$50,000 per year, plus additional POS seat per month
<b>BHL - Electrical &amp; Furniture:</b>	\$3,600 base annual fee (\$300 per month) plus the same tiered sales-based fee as Electrical Only
<b>BHL - Furniture Only:</b>	\$3,600 base per year, with flexible start-up payment options

### Optional Programs

<b>Designer Appliances:</b>	\$1,285.22 per month
<b>Furniture Zone:</b>	\$550 per month
<b>BHL &amp; Designer Appliances:</b>	Additional \$450 per month

Franchisees are responsible for managing day-to-day operational expenses, including overheads, legal and council obligations, accounting services, and any additional Local Area Marketing (LAM) contributions.

# Services Offered

## Powerful Partnerships that Power your Business

BSR has cultivated strong relationships with some of Australia's most trusted names in finance, warranty, delivery, and installation services - giving our franchisees a competitive edge from day one.

As a BSR franchisee, you benefit from the strength of these alliances: saving time, reducing costs, and delivering a seamless retail experience helping you deliver end-to-end service with confidence. These partnerships mean:



### Access to Flexible Finance Solutions

Have access to flexible finance solutions that help customers buy with confidence.



### Reliable Warranty Programs

Access to reliable warranty programs that build trust and drive repeat business.



## Member Value Hub

The Member Value Hub delivers real value to your retail store through a powerful mix of cost savings and operational support. Our national procurement partnerships give you exclusive access to lower operational costs, pre-negotiated pricing, and trusted suppliers saving you time and protecting your margins.

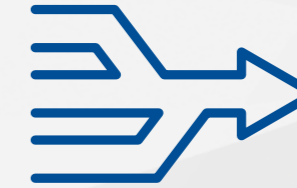
You'll also gain access to professional services from preferred partners, offering expert support in shop fit outs, property portfolio management, finance, technology, utilities, security, waste management and more. Plus, our fee-for-service operational support helps streamline day-to-day tasks and reduce management burden, so you can focus on growing your business.

It's a smarter way to run your store combining value-add services with meaningful cost reductions across your operations.



### Locked-in Procurement Savings

Access to locked-in procurement savings that give franchisees better margins and a stronger, more sustainable start.



### Streamlined Operations

Access to streamlined operations through preferred supplier arrangements and national support.

**TERMINA**

**Westpac**

**INSTANT**  
SECURITY SYSTEMS

**VEOLIA**

**winc.**

**WasteFlex**  
A Better Future

**Europcar**

**AVIS**

**ORIX**

**NISSAN**

**NHI GROUP**

**Jani-King**  
The King of Clean

**inca**  
SOLUTIONS

**AUSTRALIA WIDE SECURITY SERVICES**

# Robust Marketing Support

## Empowering Franchisees with World-Class Marketing and Support

At BSR Group, our success is built on empowering our franchise partners with the tools, technology, and expertise to thrive in a competitive retail environment. You gain access to a comprehensive suite of marketing services and business support designed to drive growth, enhance visibility, and strengthen customer loyalty.

## Strategic Marketing Calendar and Campaigns

Our annual marketing calendar ensures that your business remains top-of-mind with consumers all year round. We deliver tactical, brand-aligned campaigns that spotlight key product categories, models, and exclusive promotions - all aimed at driving sales and in-store traffic when it matters most.

## Exclusive BSR Customer Value Proposition

We amplify your sales potential through our BSR-exclusive Gift With Purchase (GWP) program - a consumer incentive that adds real value to every transaction and sets our stores apart in the marketplace.

## Expert Support for Local Area Marketing

Every franchisee benefits from a dedicated internal marketing team and specialist agency partners who handle the complexity of local marketing execution. From localised SEM and SEO to content that connects with community audiences, we help you reach customers where they choose to engage - ensuring your store is always visible, relevant, and ready to convert

## Trusted National Brand Positioning

We invest heavily in national brand campaigns that strengthen our collective identity as the trusted advisor within local communities. This brand equity drives confidence and credibility to every store under the BSR banner, turning recognition into retail success.

## 360° National Marketing Coverage

Our integrated national marketing strategy ensures we reach customers wherever they are - across every channel and every device. From broadcast and programmatic to AI-powered search and social, we deploy a multi-channel strategy that drives seamless engagement and proven results.

## High-Performance eCommerce and Digital Innovation

BSR operates best-in-class, fully managed eCommerce platforms that generate millions in sales through our store network. Our seamless omnichannel experience connects online and in-store shopping, ensuring that digital sales directly benefit your business.

## Customer Loyalty and Retention Programs

Our customer loyalty initiatives keep shoppers engaged long after their initial purchase. With monthly gift card incentives and ongoing brand communication, we encourage repeat visitation and strengthen long-term relationships - shortening the repurchase cycle and increasing lifetime value.

## Sustainable, Smart In-Store Marketing

We take pride in our eco-friendly approach to point-of-sale (POS) marketing. Our semi-permanent, reusable POS assets not only speed up in-store execution but also significantly reduce our environmental footprint - a win for your business and the planet.

## Your Success, Backed by BSR

Our holistic, data-driven, and sustainable approach ensures that every dollar you invest in marketing works harder, smarter, and delivers tangible returns. Together, we build stronger brands, deeper customer connections, and long-term growth.

# Empower your Team with Elev8

## BSR's Bespoke Training Package



We've created a comprehensive training platform that combines professional development, product knowledge, sales techniques, and operational training in one accessible portal - Elev8. Through this, we can provide the latest supplier product education, internal systems training, Health & Safety, Consumer Law, and store operations guidance, ensuring franchisees and team members have cutting-edge strategies and insights.



**New Content Weekly**



**Accessible Via Mobile Device**



**Milestone and Achievements**



**Supplier and Internal Content**

# Seamless Technology Solutions

## Power Your Retail Success

BSR Group provides a fully managed IT service to franchisees. We install software and hardware, integrate systems like our Retail Management System, phone, email, website, and the NCO Portal for secure store operations. Access to the Members Intranet, Statement Portal, and robust Wi-Fi and cyber security infrastructure is also provided.



**Business Application Support**



**Data Analysis**



**Cyber Security & Infrastructure Management**



**7-Day HelpDesk Assistance**

Optional technologies like SLYP for electronic receipts, Radaro for delivery management, V-Count for people counting and in-store analytics, Phocas for advanced reporting and data analysis, and Simple as a ticketing and price management platform enhance efficiency and customer experience. These tools are available at an additional cost.

## Empowering Retail Success, One Store at a Time

Our Retail Services Team, led by experienced Regional Managers, provides field support and anticipates your needs. As the vital link between your store and the BSR Group, we deliver hands-on support through regular store visits. These visits offer strategic opportunities to share best practices, uncover efficiencies, and provide tailored insights that drive sales and profitability.

## Store Design & Planning

At BSR we offer comprehensive store design and planning support to every franchisee. Our expert team creates functional, inviting spaces that align with Betta's trusted brand identity. Whether you're launching a new store or refreshing an existing one, we guide you through every step to ensure operational efficiency and customer appeal.

## Backing your Business with Financial Expertise

Our franchisees benefit from a comprehensive suite of financial services to drive performance and profitability. We provide tailored financial health checks and in-depth trading reviews by our expert finance team to identify growth opportunities. We also negotiate competitive rates across essential services like payroll, banking, insurance, and merchant card facilities, ensuring you get the best value while focusing on growing your business.



# Expert Merchandising Services that Drive Profitability & Sales

At BSR Group, we provide franchisees with comprehensive merchandising services designed to maximise in-store impact and boost profitability. Our expert team works closely with retailers to deliver tailored solutions that align with market trends and business goals.

Here's how we support your success:

## National Collated Orders (NCO's)

Curated buying and promotional programs that drive traffic and increase conversion across key product categories.

## In-Store Promotion & Display

Professional execution of product displays and promotional setups that enhance visibility and encourage purchase.

## Visual Merchandising & Planograms

Strategic store layouts and product positioning to optimise customer flow and maximise shelf performance.

## Pricing Strategies

Data-driven pricing models that balance competitiveness with profitability and a fully integrated service that provides up-to-date pricing that is maintained for members across all preferred supplier partners.

## Range Planning & Development

We help you build a product mix that meets customer demand and delivers on sales and profit targets.

## Core Range Recommendations

Access to proven, high-performing product ranges tailored to your store's demographic and market.

## Supplier & Distributor Negotiations

Our team negotiates on your behalf to secure the best pricing and terms - maximising your margins and ensuring consistent stock availability.

## Supplier Collaboration

Strong relationships with leading suppliers ensure access to exclusive deals, product launches, and marketing support.

## Market Insights & Tailored Offerings

Stay ahead of the curve with insights into consumer behaviour, emerging trends, and customised merchandising strategies.

# Journey to Becoming a Franchisee

## Enquiry

Start your journey with confidence - our franchise enquiry process is your first step toward a supported, successful, and strategically guided retail future.



## Qualification of Eligibility

You've got what it takes - this stage confirms you're ready to build something extraordinary.



## Application & Confidentiality

This is your commitment moment - submit your application and step confidently into a trusted relationship built on integrity and opportunity.



## Disclosure Kit

Knowledge is power - your Disclosure Kit gives you the clarity and confidence to make informed decisions.



## Meet the Team

Step into the network - Get to know the people who will be with you every step of the way.



## Issue Formal Documentation

Signed, sealed, and ready to succeed - this stage marks the formal beginning of your business journey.



## Training & business Launch Preparations

Get ready to hit the ground running - training equips you, and launch prep sets your business in motion.



## Open your BSR Group Store

Welcome to ownership - your BSR store is officially open and ready to thrive



# Partnerships

**At BSR, our franchisees are more than business owners they're active members of their communities.**

We encourage and support giving back, with franchise partners contributing a portion of their earnings to local schools, clubs, and charities. These efforts not only build meaningful relationships with residents, media, and nearby businesses, but also strengthen the store's presence and reputation. Nationally, our corporate stores proudly sponsor sporting clubs, support local causes, volunteer in schools, and collaborate with other small businesses in their locations demonstrating our commitment to community at every level.



**THE KIDS' CANCER PROJECT**  
**BETTER CHALLENGE**



# Leadership



**Derek Haley**

## Chief Executive Officer

Derek brings over two decades of experience in strategy, operations, and transformation across retail, consumer goods, and supply chain industries. He has held senior executive roles, including General Manager of Business Development at NARTA and Director of Growth and Operations at Electrolux, where he led successful large-scale business improvement and growth initiatives, established high-performing teams that enhance customer value and profitability.



**Troy Hinchco**

## Chief Operating Officer

Troy has a wealth of experience and deep industry knowledge in the electrical appliance industry. Most recently joining us from Residentialia where Troy was the General Manager. Prior to this he held a range of senior leadership roles across several of our suppliers, where he has overseen both retail and commercial divisions. Through these roles Troy worked closely with some of Australia's largest retailers and gained valuable insights into complex retail environments, whilst maintaining longstanding relationships across BSRs own franchise network.



**Mark West**

## Head of Retail Environment

With more than four decades of retail expertise, Mark is passionate about helping franchisees thrive. His career journey began in sales of furniture and floor coverings before moving into the electrical industry with Brashes, one of Australia's most iconic retail brands. After successfully managing stores across Victoria for a decade, Mark became an Electrical Franchisee with Harvey Norman, playing a key role in launching the brand in Victoria and building a strong foundation for growth.



**Rene Welter**

## Head of Business Development

Rene Welter brings over 40 years of experience across major retail and supplier networks, ensuring franchisees benefit from deep industry knowledge and proven growth strategies. Rene's career spans leading brands such as Kmart, Big W, and Betta, where he developed expertise in retail operations and training programs. His background includes managing stores at Chandlers Electrical and senior roles at LG Electronics, including National Account Manager.

# Potential Available Sites

As part of our national growth strategy, potential franchise sites are available across Australia. Our team would be pleased to discuss upcoming opportunities and suitable locations with you.



## Michael Wilson

Kempsey Betta

“The BSR group provides a massive amount of support for retailers, head office, and suppliers to all work together to achieve best outcome principles and business growth. As a group we work as a team and our relationship amongst fellow franchisees is akin to a large family rather than just a business. The level of support from head office goes over and above what many other franchisees have in their respective industries. I’m proud to be a part of what I believe is the best franchisee system in our industry.”

# Testimonials

## Anna Baker

Charleville Betta

“Joining the Betta franchise network felt like stepping into a big family BBQ - someone’s always burning the snags, someone’s spinning wild sales stories, but at the end of the day, everyone pitches in and supports each other. There’s laughter, honest debates, and plenty of ‘you’ve got this!’ messages when things get tough. The support from BSR is like having a super-organised older sibling who gently reminds you what you forgot, helps you sort your spreadsheets, and keeps you sane. The journey from enquiry to opening our doors was a whirlwind - part ‘Amazing Race’, part ‘The Block’ - full of paperwork, emotion, and excitement. But when those doors opened, it was a real ‘wow, we actually did it!’ moment.”



Grow with one of  
**Australia's**  
most trusted  
**brands**  
– start your  
**Betta**  
journey today.



[www.bsrgroup.com.au/bsr-franchising](http://www.bsrgroup.com.au/bsr-franchising)

