

“DIAL-A-DRIVER”®

AUSTRALIA PTY LTD

ACN: 145 822 180

ABN: 37 145 822 180



" Dial - A - Driver "

1300 05 15 05

Australia®

Driving You Smartly

This is a Product Disclosure reference guide only, once a “DIAL-A-DRIVER”® Business Partner licence has been accepted/granted, the full Product Disclosure Statement will be made available, as well as our policy & procedure’s along with our own internal WH&S manual.

“DIAL-A-DRIVER”® AUSTRALIA

Business Partner

Information Memorandum

“DIAL-A-DRIVER”[®]

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The Key Benefits For Prospective Business Partners Include:

- Affordable entry costs
- A proven business model
- Strong commitment to Service & Quality
- Fewer Overheads
- Highly Experienced Support Team

Being in a Business Partner is about being in business for yourself but not by yourself.

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(2) Please Read Carefully

This document remains the property of “DIAL-A-DRIVER”® Australia Pty Limited and is intended for use by the prospective Business Partner Investors and constitutes a confidential disclosure.

“DIAL-A-DRIVER”® Australia Pty Limited is the owner of the copyright in and all material contained in this document. No part of this document may be reproduced, copied or transmitted in any form or by any means, without prior written permission from the director of the company. It is made available subject to the express condition and it must remain as your personal responsibility at all times and must not be revealed or imparted to any or unauthorised person(s) or business(s). Unless it is for your own legal advice. The information contained in this document is confidential and is given to you for your use in evaluating the “DIAL-A-DRIVER”® Business Partner opportunity and must not be divulged to anyone or other body(s) other than your financial, business and legal advisors. Nothing in this document is intended to constitute financial or professional advice.

Prospective Business Partners are requested to make their own enquiries to establish the accuracy of the information provided. “DIAL-A-DRIVER”® Australia or any person representing it will not be held liable for any loss sustained by any prospective Business Partners business investor from relying on or upon the contents of this document. This document is for your guidance only and does not in any way detract from the terms and conditions laid out in the Business Partners disclosure document and the Business Partners agreement which shall form the legally binding contract between ‘DIAL-A-DRIVER’® Australia and the Business Partners.

Name: _____

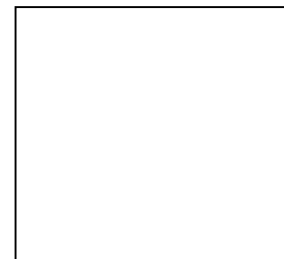
Signed: _____ *This is a legal document and you are aware of its legal content

Territory applying for: _____

Witness Name: _____

Signed & Witnessed: _____

Dated this: ____ / ____ / 20____



Original Company Seal Only with Company Directors Signature

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(3) The “DIAL-A-DRIVER” Concept

“DIAL-A-DRIVER”® Australia is a proven business model involving coaching, consulting and on the job training of drivers & business managers and prospective entrepreneurs who are prepared to go into business and work for themselves or that are wanting to create their own wealth and or lifestyle. Robert Braddock (Company Director) of “DIAL-A-DRIVER”® the 2nd founder has been using this business model very successfully since 1996, mostly servicing in and around the Hervey Bay, & local surrounding areas, which now also has its own successful Dial A Driver Maryborough Business Partners. “DIAL-A-DRIVER”® was originally est. in 1984-85 by a few mates getting together and discussing how could they get their cars home when they became intoxicated.

How it works you ask?

“DIAL-A-DRIVER”® dispatches two drivers to the client(s) vehicle and effectively one driver drives the client(s) vehicle and the other driver follows behind in the chase vehicle.

It is a simple concept, but very effective, we are and offer full 100% comprehensive insurance with all of our Business Partners packages, as we are the innovators behind the insurance company’s policies as we, ourselves sourced them back in 1997.

Training Required

- 2 day induction course
- 2 nights training in car and on the road dealing with real clientele.
- 1 day Policy’s & Procedures training.
- 1 day OH&S Training.
- 1 night of taking calls from clientele

You’re Investment

- \$2,200.00 Deposited into a trust account (non-refundable)
- \$55,900.00 incl GST for the Business Partners, including x 1 brand new fully sign written vehicle
- \$3,000.00 per year thereafter for advertising (including business cards and all printed materials and for radio & television advertising campaigns)
- Yearly insurance requirements (prices are based on postcode & state from which you are considering purchasing, and the amount of vehicles you require.
- Ongoing yearly business partner royalties – only 9% forever.
- Total Investment required \$55,900.00 (inc 1 x Vehicle)
- 2 x Vehicles \$81,900.00 req for a population of 25 thousand people +



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(4) Why Become A Business Partner?

Owning a business makes a lot of sense. You have the advantage of being the master of your own financial future and lifestyle, whilst at the same time enjoying the support of an established corporate structure and all of the resources it commands.

The advantages offered include the use of the established ® TM brand, our Australia Wide call number 1300 05 15 05, the shared advertising and marketing programs that our group buying power have, our ongoing training, and offering business & personal support 24/7.

Interestingly enough eight out of ten small to medium businesses fail within their first 2 years of operation. Prior to offering Business Partnerships a small business should have been operating for at least a period of time to prove the concept is viable.

The introduction of the Business Partners code of conduct in 1998 brought an improved standard to the Business Partners sector/s and now provides comfort to both Business Partners and Business Owners. It's not surprising that being a Business Partner has continued to boom for over the last 14 years. We welcome the opportunity to introduce our business to you, as you consider one of the most important decisions of your life.

Advantages Of Becoming A Business Partner

Through “DIAL-A-DRIVER”® Australia Pty Limited it is possible to run your own business yet share the many advantages and economies available to a larger company.

- **Being a part of a recognised and growing “DIAL-A-DRIVER”® brand**
- **Proven successful business model**
- **Comprehensive initial and ongoing training**
- **Advice and guidance provided on an ongoing basis**
- **Group advertising campaigns, professional marketing assistance and lead-generating advertising campaigns**
- **Exclusive insurance to cover everything from personal & car insurance, public liability, extended contingency insurance**



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(5) The Role Of The “DIAL-A-DRIVER”® Business Partner / s

- To fully embrace the principles, benefits and business objectives of “DIAL-A-DRIVER”®.
- To undergo all the initial training with enthusiasm with a positive attitude at all times.
- To adhere strictly to the recommended procedures as set out in our Business Partners policies & procedures manual.
- To only provide services by and for “DIAL-A-DRIVER”® .
- To grow the business to its absolute maximum by constantly striving to gain new and retain existing clients always.
- To promote the “DIAL-A-DRIVER”® brand and its business services at every possible opportunity available.
- To facilitate and maintain all “DIAL-A-DRIVER”® vehicles at your own expense, including registration & that all insurances premiums will be kept up to date and not ever elapse.
- To report any incidents amongst drivers or any misbehaviour issues, so that we can offer counselling or take the necessary steps to sort out any problems that may be occurring within your Business Partners business.



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(6) Our Business Partner Opportunity

“DIAL-A-DRIVER”® Australia Pty Limited business model has been a well proven concept throughout Queensland & Australia since 1984-5, with imitators now trying to target our market and call themselves dial a drivers etc. We have set the benchmark to this industry because it is still relatively a new form of transport, we are constantly monitoring any new opposition businesses and fortunately our imitators will not be able to achieve what we have in place. We own the trademark and we are an Australian Based Company our registered domain with a web page www.dialadriver.com.au remembering that we also own the 1300 05 15 05 Australia wide phone number, which will be routed to your mobile handset (included) or home office landline.

“DIAL-A-DRIVER”® prides itself with the ability to train people who are already in business and those who are looking to get into a recognised Business Partners business brand for themselves and seeing the potential that we are offering and to be able to enjoy the full profitable rewards of this successful company.

In support of “DIAL-A-DRIVER”® Australia, our mission to multiply the ripple effect of entrepreneurship, we are enthusiastic about opening the door to budding entrepreneurs with the right attitude and who will pass our selection criteria to join our elite team and share in all of the financial and lifestyle rewards that come with this unique concept business model.

- Our Trademark number is: 1472456 and is available to view online at www.ipaustralia.gov.au
- We own the Name DIAL A DRIVER ® AUSTRALIA
- We own the 1300 05 15 05 Australia Wide number
- We own the Logo  every word & number associated with the logo.



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(7) Products

Our product basically sells itself. Our industry is based on offering an alternate driver service, by removing temptation for a client to get in behind the wheel of his/her vehicle and drive, instead we drive both vehicle and client home safely in their own vehicle after a drink or three. The concept is unique and a passion for making sure that our road tolls are kept to an absolute minimum.

Our usual products included

- Our vehicles are fully sign written with our distinctive brand
- Business cards supplied continually upon demand
- A banner to inform your town or city that your service is now available to all potential Customers.
- Bumper stickers
- www.yourownwebpage.com.au
- A3 Professionally made Corflute signs for pubs, clubs, bars etc
- Name Badges for identification
- Our professional uniforms with the D.A.D logo
- Our easy to use excel program for day to day entry's
- Xero online accounting program
- Mobile phone
- Beer coasters
- Key tags
- Various other promotional materials sourced



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(8) Our Team

Rob Braddock (Company Director)

Marianne Kresse (Corporate Bookkeeper)

Brian Killeen (Business Partners Manager)

Chris Thompson (Company Solicitor)

Owen Cronin (Human Resources & Policy & Procedure & WH&S writer)

Brian and Leonie Killeen (Webpage Designers & web page support)

Sara (Company Accountant)



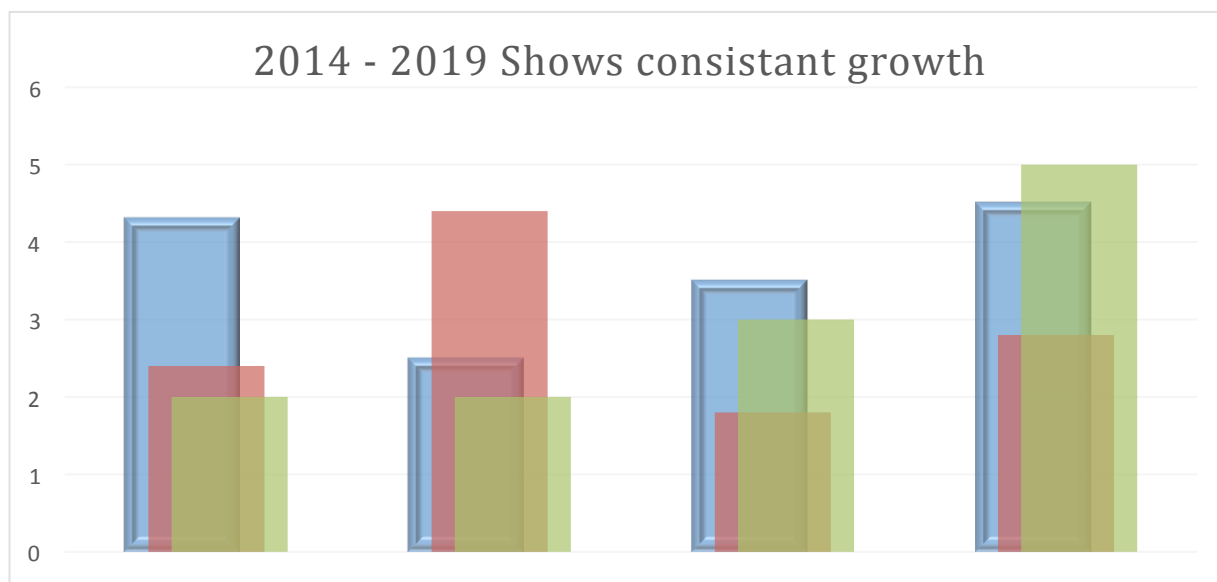
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(9) Financial information (Guide Only)



The graph shows that there has always had a steady growth period and continues to grow at a steady rate of 64% annually, these figures are only based on Hotels & Clubs etc. Peak seasons are obviously i.e. Christmas & Easter & Public Holiday periods.

It now appears according to our data, that the trends are showing that ordinary Australians are now staying at home for family BBQs or get togethers and growing at a rapid rate.

Currently “Dial-A-Driver”[®] can turn over between \$4k & \$7k on a weekly basis, working 7 days and 7 nights a week, once your regular clientele get used to the service, word of mouth spreads very quickly.

Typical current hours of Trading (Subject to change without Notice or by demand)

Monday	12:00 pm – 11:00 pm
Tuesday	12:00 pm - 11:00 pm
Wednesday	12:00 pm – 11:00 pm
Thursday	12:00 pm – 1:00 am
Friday	12:00 pm – 3:00 am
Saturday	12:00 pm – 3:00 am
Sunday	12:00 pm – 11:00 pm

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(10) Next Steps

(a) Due Diligence

- Review this document thoroughly and be sure to seek any answers to questions that you may have
- Be totally sure that this is what you really want to do – because it is a serious commitment.
- Carry out some initial market and industry research to identify the potential and demand.
- Be sure that you fully understand your responsibilities as a Business Partner / licensee.
- Seek legal advice and professional business advice.
- Do your own due diligence; go through our website and all of the materials available to you that provide information about “DIAL-A-DRIVER”® Australia Pty Limited.
- We can only offer our advice, after the initial deposit of \$2,200.00 Inc GST and once the agreement has been signed & sighted by our professional legal team and business partners.
- We want you to be successful in every way, this is our promise to you, we will be behind you 100% of the way, available to answer common sense questions anytime (depending on severity)
- It is advised that you read over the Business Partners agreement before signing anything, we strongly emphasise that you seek your own legal solicitor.
- Please read over the Business Partners Code of Conduct which is supplied by “DIAL-A-DRIVER”® Australia

(b) Entrepreneur

As an important step in your due diligence process and to show you are totally committed about being successful in our business, the initial \$2,200.00 (non-refundable) deposit will be deducted from your Business Partners investment provided that you are granted as a Business Partner and we enter into a Business Partners/Licence agreement. This will give you access to how the “DIAL-A-DRIVER”® system works, so that you can make a fully informed decision as to whether you are suited to become a “DIAL-A-DRIVER”® Business Partner. If for whatever reason you do not wish to proceed as a Business Partner, we wish you well into the future and there will never be any ill feelings towards you.

The Benefits:

- Being your own boss
- The only recognised Trade Mark
- The groundwork has already been set, as our resources team fly in to your area and set up pubs, clubs, bars etc with literature, local radio station playing our very catchy dial a driver ditty etc.
- A professional web page that will be set up for your local area.
- Limited territories to maximise your income potential.
- Brand new vehicle/s with professional sign writing.
- The 1300 05 15 05 routed directly to your mobile, so you will never miss a call
- Knowing that your Business Partners business is fully insured from day 1.
- Being a part of a group that will support each other.



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(10) Continued

(c) Business Partner Documentation

- Receive copies of all legal documents in the exact execution format.
- Business Partners agreement.
- Disclosure document
- Business Partners code of conduct.

Execution:

- Business Partners documentation can be executed after 14 clear days from receipt of receiving the Full Disclosure Document.
- Payment of the Business Partners fee
- Once documents are received by “DIAL-A-DRIVER”[®] we will determine the training dates with you and get you started.
- Once the deal is 100% and the funds have been paid in full, we will order your vehicle immediately and have it ready for you to go to work within (3) weeks for which within this time you will be in training.

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(11) Frequently Asked Questions

What is included in the Business Partners Package?

- “DIAL-A-DRIVER”® Australia Pty Limited Operations manual
- Your own policy & procedures manual including our current WH&S policy's
- Ongoing training & 24 hour support 7 Days a week.
- A brand new vehicle/s (1 car per 15,000.00 population) (2 cars per 25,000.00 + population)
- Your own territory based on a radius of 100-150 kilometres or shared territory's
- Marketing including national radio and possible television advertising.
- Ongoing mentoring to maintain positive attitudes and or any personal issues that may arise
- Our exclusive excel program system
- Xero online accounting program
- A new mobile phone with Bluetooth, approved with the blue tick for rural areas.
- Your webpage with our links.
- Connection to our 1300 05 15 05 Australia Wide number.

What skills do I need to become a part of the “DIAL-A-DRIVER”® Business Partner?

- No specific skills are required to become a part of our “DIAL-A-DRIVER”® business partner concept, however having different types of licences will broaden your customer base i.e. Truck or Motorbike licence
- We are looking for enthusiastic mature reliable people with the positive “Can & Will Do “attitude, and preferably have a happy bubbly personality.
- Assistance & support will always be available from our Human Resources Team 24/7.

Is there any limitation on my trading?

- “DIAL-A-DRIVER”® Australia Pty Limited has put a limit of approximately 100-150 Kilometres from your territory.
- Our playing ground field is currently throughout Australia who collectively has over 2.5 million registered businesses, plus we see the enormous opportunities in the rapidly growing number of people leaving or losing their jobs and leaping into their own business.

How will I find my Clients or Customers?

“DIAL-A-DRIVER”® Australia are experts in training new business owners on how to attract new clients and we have a long list of strategies for you to employ as a new Business Partner. We will work with you to develop your own tailored marketing campaign as well remaining a big part of ours, which will continue to generate new leads and sales for your business 365 days of the year.

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(12) What Goes Around Comes Around

We have all seen leaders who primarily use fear and intimidation to get things done. While in the short term it could be argued that this does work sometimes, the resentment this creates is inevitably used against the leader, who is eventually ousted with gusto by the people he or she has upset along the way. For instance in Business Partner groups we sometimes see a Business Owner CEO use a bombastic, self-serving, dictatorial leadership style with their Business Partners. Not only do these people seldom last very long (as Business Partners inevitably gang up on them), they give Business Partnerships a bad name.

But arrogant, self-serving leadership is not just the domain of Business Owners. Sometimes power-hungry, politically-minded Business Partners will seek to use their business peers for their own opportunistic purposes. This is usually done by spreading stories that undermine the credibility of the Business Partner team and create an “us and them” politically charged environment. These people also inevitably end up getting their just deserts, but not before creating significant distraction and the damage all around, just like Koba does in Planet of the Apes (example).

The Psychology Of Good Faith

Because the Business Owner – Business Partner relationship has its own inherent creative tensions, they need to place a priority on maintaining a constructive, not a destructive approach and remember they are running a business, not a political party. Mutual respect is vital, as is staying focused on the things that matter. These are creating happy customers, protecting the brand, maintaining a competitive edge and maximizing unit level profitability. Recent changes to Australia’s Business Partners laws now include a “good faith” provision where Business Owners and Business Partners are expected to act honestly, collaboratively and to respect the rights of each other.

While this legal perspective provides a reason for people to act in good faith, there are other good commercial and psychological reasons for not using bullying leadership styles. Take for instance a study of 300 disputes led by Ray Friedman, Professor of Management at Vanderbilt University, titled The Positive and Negative Effects of Anger on Dispute Resolution. The study found, where a relationship is ongoing (such as a Owner - Partner relationship), trying to resolve disputes using angry, intimidating tactics produced inferior results compared to calm and respectful negotiations. It also found anger and intimidation by one party led to the other party using deception as a strategy, undermining trust and laying the foundation for future disputes. On the other hand, calm, solution-focused attempts to solve problems were contagious and reciprocated, improving settlement rates.

Our Promise To You Our Business Partners

We will always listen. We will always be open to new ideas. We will make your business as successful as you want it to be. We will be available 24/7 (urgent matters always a priority). We would love to have you being a part of our big happy D.A.D family.

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(13) Confidence In Your Ability. A Must Read Before You Sign Any Of Our Documents.

An Open Mind

In my experience, someone that already thinks they know everything there is to know about business will not be a successful Business Partner. You need to enter into business with an open mind and a willingness to learn from the experts around you. Also, as simple and cliché as it sounds, you will need to have a positive attitude – Rather than seeing challenges as a solid brick wall, view them as a door that can be opened to lead you to new opportunities.

Passion

If you're not passionate about the Business Partner Program you're entering into, then you are simply wasting your time and money. You have to absolutely love the concept and business module and everything involved in it, otherwise you simply won't want to put in the effort required by our company. Our procedures & policy's help you be successful in your own business.

So before you start looking at our Business Partner opportunity think about yourself and the things you enjoy doing, and then base your decisions on that, this is a work lifestyle change and you have to practice what you preach.

Basic Business Skills

There are some basic business skills that anyone running a business needs to have, such as day to day finance skills, the ability to manage customers and staff and an understanding of business etiquette, including strategy and planning. If you cannot perform these basics, you should get help or advice from someone that can teach you or reconsider your decision to buy our Business Partner module. Without these fundamental skills, you simply won't be able to run your business, no matter how much support you will get from your Business Owner. However we will teach you as much as we possibly can and support you 100% every step of the way.

Expert Advice

When you are looking at buying any Business Partnership, there are lots of complex financial and legal issues that you will be confronted with during the purchase process and while you're running your business, I strongly recommend that you seek independent professional advice from your accountant or your solicitor.

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Family Support

Buying and running a business is not a solitary thing – it will affect everyone else in your family too. So it is important that you have their support before you decide to invest in our Business Partner opportunity. Even if you don't need them to actually help in the running of the business, you will need their moral support and their encouragement to help you succeed, so please make sure that you involve them in your decision making progress and listen to their opinions.

(14) Locations Available Australia Wide

Opportunities available are state-wide including all capital city's Adelaide, Brisbane, Canberra, Darwin, Melbourne, Perth, and Sydney. There are territorial limitations and you can run your business anywhere in Australia, including small towns and cities or anywhere with a minimum population of 15,000.00 people. Bigger Cities will be split into North-East-South-West set at a minimum of 50 Kilometre inner circle radius.



Becoming A Business Partner Is More Affordable Than You Might Think

Being A Business Owner Can Be Financially Rewarding

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Whether you are a first-time business owner or an experienced business owner, the Dial A Driver Business Partner system empowers you to achieve your professional and personal financial goals for your own successful business model.

Your Own Business

For only

\$55,900.00

Ready to proceed? Well Congratulations, please fill in our Confidentiality Agreement and post it back ASAP to

The Business Partner Manager: Brian Killeen

Re: DIAL A DRIVER Business Partner OPPORTUNITY

PO Box 1707

Hervey Bay Qld 4655

For further enquires please contact Brian Killeen - Mob: 0429 593 910 during normal business hours