



## Index

Dreams Do Come True .....	3
OBJ's Concept .....	3
Target Market .....	5
Do You Have What It Takes? .....	5
Site Requirements / Design & Fit Out .....	6
Franchise Fee & Terms / Financials & Administration .....	7
Establishment Costs .....	7
Advertising And Promotions .....	9
Approving A Franchise – Where To From Here? .....	11
Testimonials .....	12
Awards .....	12







## The Concept

Outback Jacks Bar & Grill, which has become affectionately known as OBJ's, is an exciting new chain of restaurants offering relaxed casual dining with full bar facilities and the largest range of steaks on any menu in the world!

Diners choose their cut of meat from the display cabinet which provides not only an appealing display but also an education. We serve exceptional premium grade meat including Certified Australian Angus Beef and our own exclusive meat label, Certified Diamond Cut Beef. The menu also includes a selection of seafood and tasty melt in your mouth baby back ribs – the best in Australia, don't just take our word for it – try them for your self! And while you're at it don't forget to tuck into our famous 1kg Rump Steak Challenge.

All stores are fully licensed and have a temperature controlled walk in wine cellar to chill reds to just the right temperature in even the hottest of Aussie climates. Fully open kitchens encourage staff and diners to interact in a friendly, fast paced environment and there are plenty of surprises in store to create a memorable dining experience for all. As our corporate jingle states "When it melts in your mouth like that you know it's a steak from Outback Jacks!". Each store location features a unique OBJ's menu and beverage list together with set pricing structure. Graeme and Denise firmly believe that at OBJ's we pride ourselves in exceptional service and a crucial part of that is the position of the Maitre d', in all stores to oversee floor staff and ensure overall customer satisfaction.

Children are well catered for with stores having a kids room complete with playstations, TV and chalkboard to keep the kids amused whilst mum and dad relax over a good bottle of wine. Digital screens play contemporary country rock music and the walls are adorned with Aussie characters and prints that are for sale.

The groups mascot is "Jack", a 10m sculptured crocodile, a real Aussie icon, and a talking point amongst all who visit. A sight that has to be seen to be believed! Our fit outs are earthy, yet modern incorporating the colours of the Aussie outback with contemporary timber furniture and al fresco dining where sites permit. We don't embrace any theme, what you see is what you get – Generous serves and good ol fashioned, down to earth Aussie hospitality and flavours.

**We are 100% AUSTRALIAN OWNED  
AND MANAGED AND PROUD OF IT!**



## Dreams Do Come True

The story of Outback Jacks Bar & Grill in short, is the outcome of years of experience and hard work within the industry, extensive market research and mission to fill a niche in the market. It is a dream come true for Graeme and Denise Diamond.

Many years ago back in the 1980's they owned and operated The Mineral Springs Hotel in Spargo Creek in country Victoria.

They instantly warmed to the publican's lifestyle and it wasn't long before sales increased from 2 to 10 barrels of beer per week. With extensive renovations and some weekly entertainment thrown in The Mineral Springs became as popular with the young people for its weekend bands and discos as it was with the families for its generous serves of home style cooking, personally delivered by Denise. Meals had risen from 50 to 300 per week. Together with Graeme's enigmatic personality, Mineral Springs became famous for its warm hospitality, generous country style meals and huge Tbone steaks!

Denise and Graeme moved on, taking time to travel and pursue a variety of different ventures within the entertainment and retail industries and more recently hospitality, in the role of a franchisee, something they believe is invaluable to them now as Franchisors. "We remember what its like to be a franchisee and how we liked and needed to be assisted and looked after as one" says Graeme.

In 2002 they retired from active duties... or tried to! By the end of the year Graeme and Denise had started to climb walls. Never ones to sit idol, the lack of people contact and challenge in life was driving them crazy. "Why don't we do that steak restaurant we've always spoken about?" Graeme said.

They immediately commenced their intensive research and gathering ideas for their own concept and 3 years later, in September 2005 Outback Jacks was born. The first store opened in Tamworth, central NSW and was welcomed warmly by locals and travellers alike. So much interest did the concept attract that it was franchised only 3 months later. The decor, atmosphere, friendly service and generous portions were a hit and are still what we pride ourselves on to this day. The rest as they say is history!







## Target Market

Everyone loves Outback Jacks! From the mum and dad with young children, who return time and time again with their refillable croc sippy bottle, groups of young friends getting together for a celebration through to couples wanting a more intimate dining experience. OBJ's definitely has a proven wide market appeal. Our tasty, tender steaks and diverse menu, generous portions and ever changing marketing promotions together with a fun atmosphere are fast making us a household name with all ages, in all areas that we open. Stores located in restaurant precincts and tourist areas are highly sourced and are to date experiencing increasing popularity and patronage, turnover and profit.

Research has shown that our clientele do however slant towards the 18 – 35 years age group. We have also had considerable interest for the brand to expand overseas.

**At OBJ's we believe that everyone should experience "Simply great Steaks, Seafood and Service with a Smile"**

## Do You Have What It Takes To Become An Outback Jacks Franchisee?

- A desire to be your own boss with a passionate, self motivating, hands on approach and a focus on customer service.
- An understanding and ability to follow proven systems – if you want to 'reinvent the wheel' then OBJ's and franchising are not for you.
- A true desire to grow the brand through exceptional business habits, good old fashioned hands on hard work and a realisation that every customer provides us with the opportunity to market ourselves and increase the brand exposure.
- Equity in property/cash providing you with the financial ability and backing to comfortably be able to fund your dream.
- A healthy and passionate belief in our brand and culture and the inner energy to help grow and strengthen it.
- The ability and skills to work directly with customers, suppliers and staff in a management roll.
- The family support structure to back your venture.
- Good health enabling you to commit to the required hours and effort needed to run your own business.
- Being an Outback Jacks franchisee requires a lot of long hard hours. You will need to be passionate for providing Quality, Service and Value with awesome Aussie hospitality and friendliness with assistance in training and marketing.

**"If you do not have these abilities Jack will send you packing".**







## Site Requirments/ Design & Fitout

Potential Outback Jacks locations are assessed on their suitability to the available market and their ability to meet the building and design requirements set by OBJ's. A site must meet Health and Liquor Licensing requirements and Local Council Zoning.

### An ideal site would include:

- The approximate minimum preferred net floor space of 350m.
- Liquor storage and cool rooms.
- Dry storage area.
- Front counter reception area that would incorporate display area for sale of merchandise.
- Must meet all Council and License Commission requirements.
- Adequate space for toilets as set down by authorities.

All OBJ's premises will reflect the same or similar earthy, modern appearance, colours and style as set down for exterior and interior design as per our architect.

The interior design is to be similar to all other locations so as to reflect continuity of the overall OBJ's concept.

Exterior signage, colours, drawings and manufacturers details are available from the Franchisor to minimise cost and time and also provides standards within the brand.

To ensure capital cost is effective and design is to OBJ standard a consultation between the company and franchisee and/or franchisee's architect is required.

## Franchise Fees & Terms/Financials & Administration

Terms of the OBJ's Franchise Agreement are Franchise Fee is \$49,500 [ inc. GST] which is paid as follows:

- The whole amount paid on signing of the Franchise Agreement
- The Franchise term matches the term of the lease.

### Weekly Royalty of 8% of Gross Turnover.

The above is simply a short summary only of some of the terms of the Franchise Agreement. Prospective Franchisees should read the Franchise Agreement in its entirety and obtain legal advice.

The company does not provide or authorise any employee to give any written or oral information concerning the actual, average, projected or potential sales, costs, income or profits of any restaurant. Actual sales vary from site to site and the company cannot estimate the results of any particular franchise.

All franchisees are advised to consult with existing franchisees and qualified professionals, including investment counsellors, bankers, accountants, attorney's and business consultants, regarding the profitability of an OBJ's Store.

OBJ's have very extensive training manuals in all areas of the running of a restaurant including administration, computer systems, Kitchen procedures and recipes, service guidelines and all other aspects required for running a successful OBJ's restaurant. Manuals are constantly being updated as they are a "living document!".

Company help is only a phone call away.



## Establishment Costs

To Establish a New OBJ's Site costs are estimated anywhere from approximately \$450,000. A substantial part of the establishment cost depends on the size and condition of the building and what the lessor is prepared to do for you/us as a contribution.

Costs can vary considerably with each site, therefore a detailed breakdown of the costs needs to be assessed with each individual site.

As opposed to a new site, Converting an Existing Restaurant to an OBJ's Restaurant can be an effective method of establishing an OBJ's store within in short time frame and often with a reduced capital outlay. Again this cost that we estimate to be \$250,000 will depend on the equipment available, condition of the building and what the lessor is prepared to do for you/us. A detailed breakdown of these costs is available on request under a separate cover as each individual site will vary as to equipment and fit out needs in converting an existing site.

You as a franchisee are solely responsible for your own financing including the cost of construction, improvements, equipment and fixtures, decorating, stock and signage. You must also have sort professional legal and financial advice and show the ability to fund the establishment of a restaurant prior to the signing of the franchise agreement.

Outback Jacks does have a close working relationship with the "Bank of Queensland" – with whom we are "accredited".

For more details ask for our BOQ info pack or contact Gary Holden on [garry.holden@boq.com.au](mailto:garry.holden@boq.com.au) or 0419 238 159







## Advertising & Promotions

OBJ's policy is to support local activities and the community with sports sponsorship as well as other PR including TV, radio and newspaper. A location must spend a minimum 4% of gross turnover within the local area to drive and strengthen restaurant identity awareness. All signage, advertising and all use of intellectual property must be submitted to head office before publishing and be approved by the Franchisor before use:

No unauthorised use of our trademarks is permitted. All trademarks, copyrights and designs [I.P] associated with our system are property of Graeme Diamond and used under license by :

**Outback Jacks Bar & Grill**  
2 Barney St,  
Southport  
QLD 4215

Merchandise is made under license and may not be reproduced in any way. It may only be purchased from registered owner. "Any breaches in this license and we'll send Jack around to see you!"



**OUTBACK JACKS**  
BAR & GRILL

**Perfect for Business Lunches and after work drinks!**

Private Business Breakfast Meetings catered for

**LARGEST SELECTION OF STEAKS**

**COOLANGATTA**

**FOR THE KIDS**

A great kids room

Kids eat FREE Tuesday and Wednesday night between 5pm - 7pm

**Crock Sippy's**  
\$6.95 refills only \$2



**desserts**  
pavlova 10.95

Individual Serve of Sweet Sticky Macaroon topped with Kiwi Fruit, Strawberries, lashings of freshly whipped cream. Drizzled with Molasses

**Caffe & Cafe**

**milkshakes**  
plain milkshakes

vanilla	\$5.50
strawberry	\$5.50
chocolate	\$5.50
banana	\$5.50
caramel	\$5.50
pineapple	\$5.50
spearmint	\$5.50
mango	\$5.50
lime	\$5.50

**OUTBACK JACKS**  
BAR & GRILL

**DINNER DOWN UNDER**

**LARGEST SELECTION OF STEAKS IN THE WORLD**

# Tamworth you're a WINNER

→ **Winner** of "Best Steak Restaurant - Northern Region NSW/ACT", Restaurant and Catering Association NSW/ACT Awards for Excellence 2008 *and*

→ **Winner** of "Best Steak Restaurant - NSW/ACT", Restaurant and Catering Association NSW/ACT Awards for Excellence 2008

→ **Location:** New England HWY, Tamworth [Next to the Big Golden Guitar]



**FOR THE ADULTS**

A walk in wine room

**Jack's 1kg challenge**

Check out Jack's Merchandise







## Approving a Franchise – Where to From Here?

### Step 1. Read & fill out info booklet.

Have a “geezer” through this info booklet and return any required information to us at:

**OBJ's Head Office**  
**2 Barney St, Southport QLD 4215**  
**P: 07 5532 7071**  
**F: 07 5532 5351**  
**E: [outbackjacks@optusnet.com.au](mailto:outbackjacks@optusnet.com.au)**

### Step 2. Let's Get Together.

Q & A time for all concerned so we can both decide if OBJ's is the right business for you. Hospitality is not for everyone and we only accept the best possible franchisees displaying passion, drive and people skills in order to protect brand image.

### Step 3. Tell Me More.

A continued interest in pursuing your dream means it's time to assess you a little closer [credentials, character and financial records and references].

### Step 4. The Nitty Gritty.

We will require a deposit. Disclosure documents will be given out with information about the franchise along with the Industry Code of Conduct. Its then up to you to do your homework and due diligence and check us out!







## Testimonials

We'd had previous business and franchising experience prior to joining Outback Jacks and we'd been looking for a new business for about 18 months. As soon as we saw the Outback Jacks concept and saw that it pulled together quite a few things that we'd seen working in restaurants we fell in love with the concept. The concept is great, there are lots of unique and different things and the menu is one which customers have to come back for because there's always something else they want to try!

We purchased the WA Master License in 2007 and soon after opened our own Outback Jacks restaurant in Fremantle. The restaurant quickly surpassed budgets we'd set which of course we've been thrilled with and with easy to follow systems we've enjoyed the challenge of opening a restaurant and working with our team.

We've now sold the restaurant to franchise owners so we can focus on getting more restaurants in Perth and we're really looking forward to working with new business owners to help them grow a successful business.

*Peter and Julie Velzen*

WA Master Franchise

After investigating many business opportunities to invest in, we decided to buy the Master Franchise rights of Outback Jacks in Queensland. In our decision making process we were steadfast in our belief that Outback Jacks Bar & Grill was a fantastic new brand, was unique and different to what was already on offer in the market place, was easily identifiable to the customer and presented a long-term business opportunity for us-as the brand will undoubtedly grow and be strong for many years to come.

This is an ideal opportunity to get in at the ground level and buy a business to give you a lifestyle that you deserve.

*Klaus Puschenjak*

General Manager  
Outback Jacks Bar & Grill Queensland

## Awards

### → Winner of :

**"Best Steak Restaurant - Northern Region NSW/ACT",**  
Restaurant and Catering Association NSW/ACT Awards  
for Excellence 2008

### → Winner of :

**"Best Steak Restaurant - NSW/ACT",**  
Restaurant and Catering Association NSW/ACT Awards  
for Excellence 2008

### → Location :

**New England HWY, Tamworth**

[Next to the Big Golden Guitar]

This is an ideal opportunity to get in at the ground level and buy a business to give you a lifestyle that you deserve.

