



FRANCHISE PROSPECTUS

WELCOME TO SOCIAL FOOTBALL AUSTRALIA



Social Football Australia is a proven, demand-driven social sport business built around one simple idea to make football easy, social, and accessible for adults who want to play without pressure, long-term commitment, or club politics.

What started as a casual weekly kick-about in 2014 has evolved into a well-organised business delivering casual 9-a-side social football across multiple Melbourne locations, with hundreds of players participating each week.

Social Football Australia offers franchise partners the opportunity to replicate this refined model in exclusive territories across Australia, supported by established systems, a strong brand, and a decade of operational learning.

Established Since 2014

Proven Demand-Driven Model

Hundreds Play Weekly

Casual Social Football For Adults

SOCIAL FOOTBALL. CASUAL COMMITMENT FOR BUSY ADULTS.



MEET THE FOUNDER



Social Football Australia was founded by **Richard Gentry** after he moved to Australia from the UK to create a simple, social way for adults to meet new people and play football.

The first session was a simple 3v3 game. Demand grew quickly, evolving into multiple weekly 9-a-side games. By 2017, the model had expanded into additional venues across Melbourne.

After a temporary pause during COVID, the business relaunched with immediate demand returning to pre-pandemic levels. Social Football Australia has continued to expand across Melbourne, with every new venue achieving rapid uptake and strong repeat participation.



THE MARKET OPPORTUNITY

 **Football is Australia's fastest-growing team participation sport, with total player numbers rising strongly.**

At the same time, adults are increasingly time-poor, commitment-averse, and seeking flexible ways to stay active and social. Social Football Australia sits perfectly at the intersection of these trends.

This franchise model offers a low-cost, fast-to-launch business with recurring weekly revenue, minimal overheads, and strong lifestyle flexibility.

There are no premises, no long leases, and no complex staffing structures. Instead, franchise partners operate organised weekly games using hired pitches, supported by a centralised booking and payment platform.



WHY PARTNER WITH SOCIAL FOOTBALL



- ⚽ Proven business model with over a decade of validation
- ⚽ Low start-up costs and fast time to revenue
- ⚽ Recurring weekly income
- ⚽ No premises or long-term leases
- ⚽ Strong brand and technology support
- ⚽ Lifestyle-friendly operation
- ⚽ Scalable into a substantial multi-venue business

Growth Potential

A single venue can be scaled into multiple weekly sessions.

As territories grow, franchise partners can expand into additional locations, creating a multi-venue business with predictable income and long-term asset value.

Some mature operations generate significant annual revenue with relatively low operational complexity.



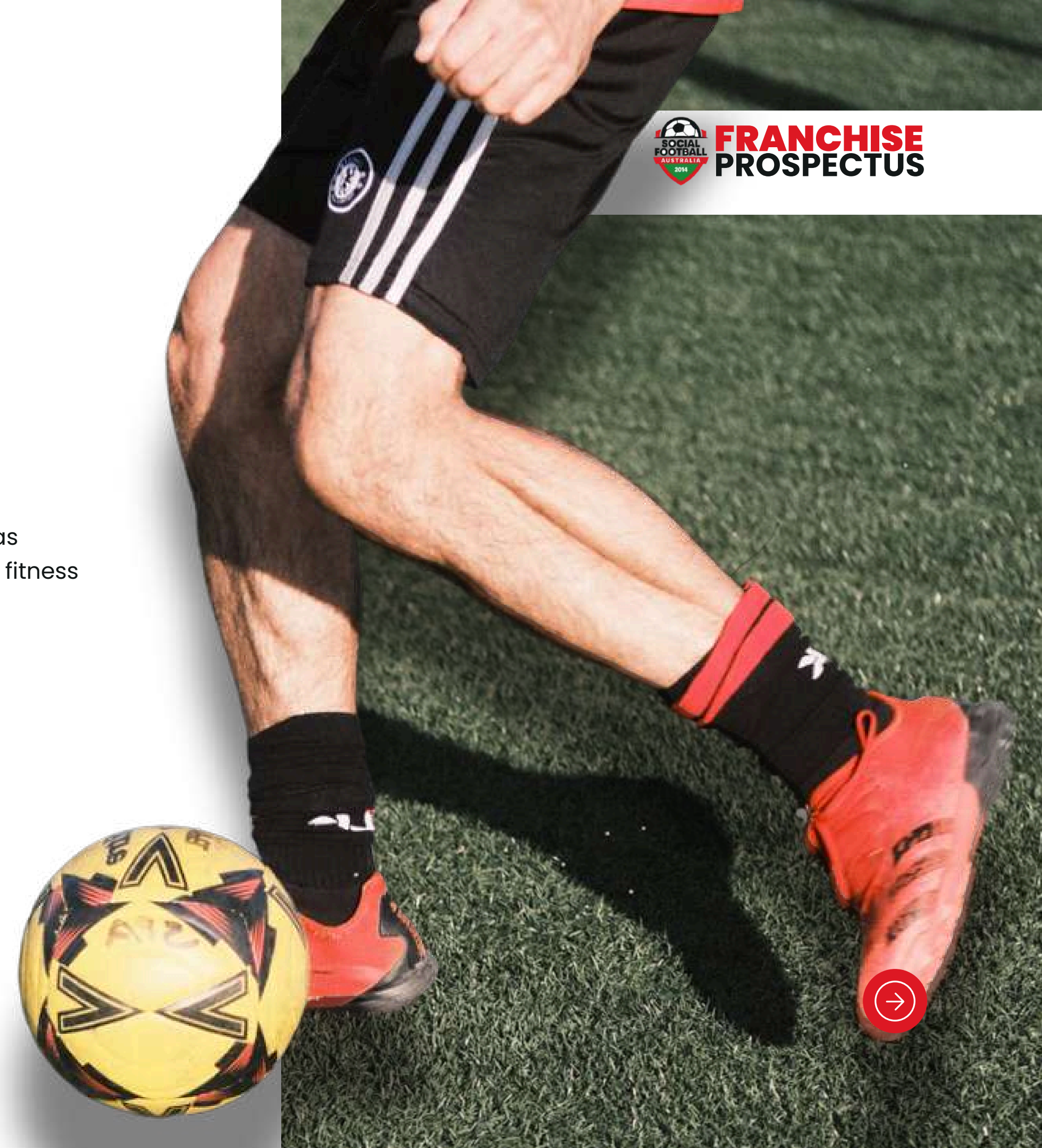
FRANCHISE PARTNER PROFILE



Social Football Australia is seeking motivated individuals with a strong interest in community sport and growth.

- ⚽ Passionate about sport, ideally football
- ⚽ From backgrounds such as sport, sales, hospitality, or fitness
- ⚽ Comfortable engaging with people and building community
- ⚽ Organised, reliable, and proactive

The business can be operated part-time initially and scaled into a full-time income as venues and sessions grow. As demand builds, franchise partners can scale into multiple venues within their territory.



OPERATIONS & DAY-TO-DAY



The business is intentionally simple to run.

DAILY ACTIVITIES

- ⚽ Monitor bookings on smartphone
- ⚽ Posting promotional content on social media
- ⚽ Sending pre-game communications to players
- ⚽ Creating balanced teams based on skill levels
- ⚽ Attending games and overseeing sessions

There are no referees, no league tables, and no complex administration, just well-run social football.

GAME DAY

- ⚽ Arrive 30 minutes early to set up
- ⚽ Welcome players
- ⚽ Organise equipment (balls, bibs, cones)
- ⚽ Monitor games to ensure balance and enjoyment
- ⚽ Handle player queries and adjustments



TRAINING & SUPPORT



Franchise partners receive structured onboarding and operational guidance to launch quickly and confidently.

Venue selection guidance

Launch marketing templates

Operational playbooks


Ongoing access to Head Office support


24/7 technical support for the booking platform


TECHNOLOGY & SYSTEMS

Social Football Australia uses a professional booking system with a branded mobile app, enabling seamless player bookings, payments, and communications.

Franchise partners will require:

 A modern smartphone

 Basic football equipment (bibs, balls, cones)

 A reliable vehicle to transport equipment

No POS terminals, no office, and no specialised technical skills are required.



THE BUSINESS MODEL

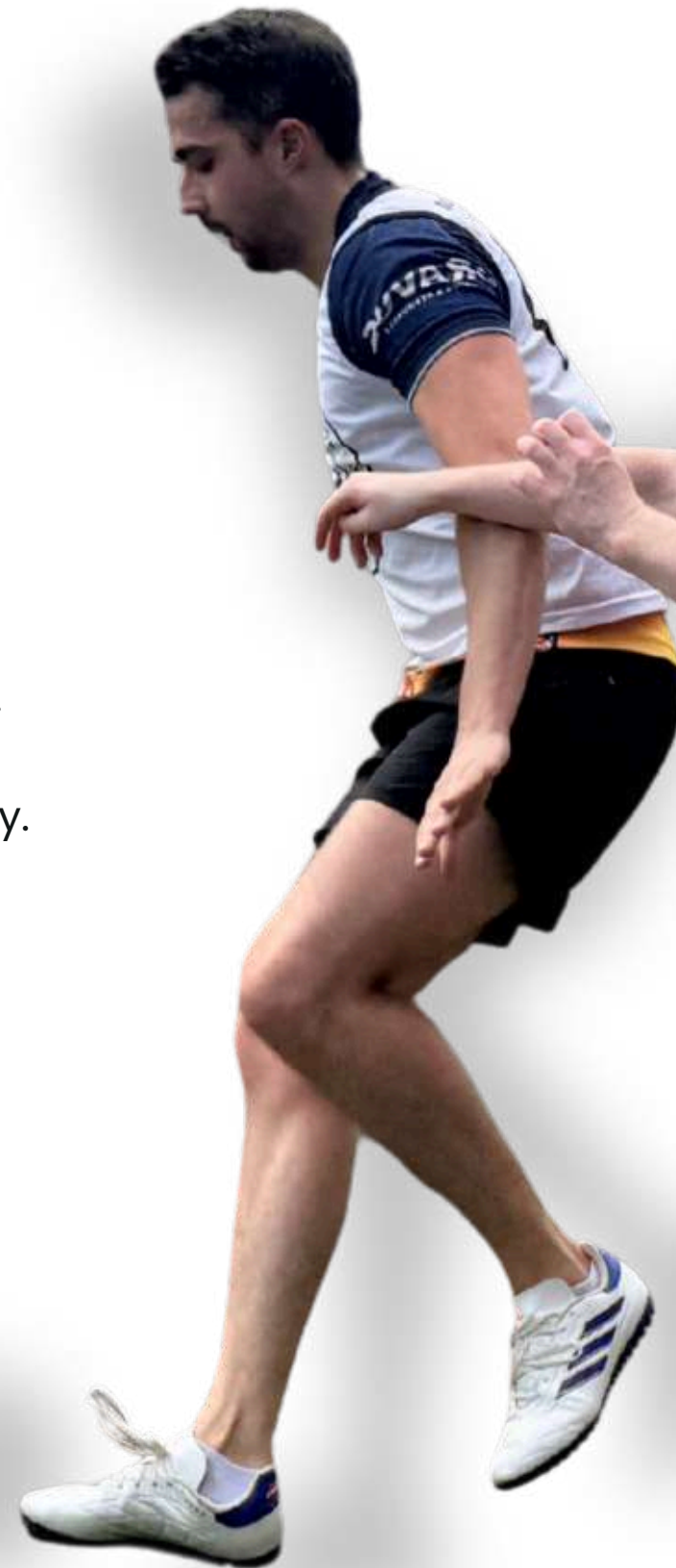
Social Football Australia operates on a simple pay-per-play model. Individual players book and pay for each game through the website or app, eliminating long-term commitments and lowering barriers to entry.

Franchise partners receive exclusive rights to operate within their territory. Their role is to secure pitches, launch and manage local sessions, and grow their player base using Social Football Australia's brand, systems, and operational playbooks.

Head Office provides:

- ⚽ Centralised booking and payment platform
- ⚽ Branded website and mobile app
- ⚽ Ongoing support and guidance
- ⚽ Marketing assets and templates
- ⚽ Operational systems and processes

With fixed-pitch costs and strong repeat booking behaviour, profitability increases as sessions fill, generating high-margin, recurring revenue.



FAQ



HOW LONG IS THE FRANCHISE TERM?

The standard term is 5 years, followed by 2 further terms of 5 years (15 years total).



FINANCIALS

Detailed financial information and projections are provided during the application process. Initial and ongoing fees are competitive and designed to support long-term success.



HOW LONG DOES IT TAKE TO OPEN?

Typically, a few weeks from agreement to hosting games. As soon as you have sourced a facility and attracted players.



DO YOU HELP WITH VENUE SCOUTING?

Yes, franchise partners are supported through establishing local venues.



WHO MANAGES MARKETING?

Local marketing is led by franchise partners, with national brand support and resources provided by Head Office.





INVESTMENT OVERVIEW



Initial Franchise Fee

\$25,000

Includes Initial training fee \$3,000 and Initial Costs \$1,000



Legal Costs

\$3,000



Launch Marketing Costs

\$1,500



Monthly Royalty Fee

10%



Group Marketing Fund

\$50

While every effort has been made to ensure the accuracy of the information provided in this document, the Franchisor disclaims liability for inaccuracies. The projected establishment costs provided in this document are based on reasonable assumptions derived from our experience in operating this type of business. All costs shown exclude GST.



NEXT STEPS

Are you ready to explore whether a Social Football Australia franchise is right for you?

Schedule a discovery call with Richard to discuss territories, investment details, and what success looks like in your market. This no-obligation conversation is your first step toward owning a flexible business with real growth potential.

BOOK A DISCOVERY CALL

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