



THE SPORTING GLOBE®  
BAR & GRILL

**FRANCHISE**

**INFORMATION KIT**

# INTRODUCTION

**In Australia, our national religion is sport. If we're not playing it, we're watching it. The faithful gather at such hallowed grounds as the MCG, Suncorp, WACA and Flemington.**

We're the only country in the world to have public holidays for sporting events. Our national heroes are sportsmen and women. Names such as Bradman, Lillee, Freeman, Ablett and Warne are better known than our Prime Ministers.

The truth is, it's Australia's sporting culture that unites us. And The Sporting Globe Bar & Grill is the place where fans, fanatics, friends and families can gather and celebrate their passion for sport.

The Sporting Globe is more than a sports bar. We have more than just cooks, we have chefs preparing an amazing menu of Australian pub fare with an American twist. We have more than 'specials', we have specialties, such as our famous mouthwatering Buffalo Wings as well as a huge range of ice cold beers, wines, spirits and other beverages to cater for all tastes. And we have more than bar service, we have engaged and passionate table staff who welcome more than 2 million guests every year.

**It's more than a sports bar. It's The Sporting Globe Bar & Grill.**





# WHY THE SPORTING GLOBE?

## A business model that leverages Australia's love of food, beer and sport!

The Sporting Globe Bar & Grill® is a hospitality and sports entertainment brand with a mission to be Australia's most loved sports bar and grill.

The Sporting Globe business has been designed with distinct branding and products supported by industry-best operating systems to provide sustainable success.

Our franchise model enables us to partner with aspiring business owners, providing them with the systems and support to stay focused on what matters most – the customer!

Each venue attracts a broad demographic of customers, including couples, groups of friends, families, sporting clubs, business people and large events or functions. All our venues are well branded, clean, and safe with staff and management committed to ensuring everyone feels welcome.

With a mouth-watering selection of food and drinks, a welcoming atmosphere and state-of-the-art sports fit out, The Sporting Globe is the best place to eat, drink and catch a game.

### EAT.

The average Australian eats out **2-3** times a week. That's **50 million** meals a week, **2.5 billion** a year!

### DRINK.

Australia is ranked **#2** for per capita alcohol consumption in the developed world.

### SPORT.

Over **13 million** Australians watch sport on a regular basis, averaging **8.5 hours** per week.



# THE SPORTING GLOBE NETWORK



**130,000+**

FOLLOWERS



**2 MILLION+**

CUSTOMERS PER YEAR

**90%**

POSITIVE FEEDBACK  
FROM 3000+ REVIEWS



**80,000+**

APP USERS



**150,000+**

LOYALTY MEMBERS

2000 NEW MEMBERS EVERY MONTH



DONATED TO LOCAL  
SPORTS CLUBS



# EST. 2009

**The business was established in 2009 with a love of beer, wings and sport shared by James Sinclair and Brad Harris.**

James was living in the USA when he phoned best mate Brad to tell him about a business model ingrained in America; sports bars and grills. It seemed like a perfect fit for the Australian market with sport, food and drinks all in a “modern casual” environment. A plan to bring the contemporary sports bar to Australia was born and the first venue opened in Geelong, Victoria in early 2010.

The team worked hard to win customers by delivering exceptional service with a customer first culture, strong promotion of sporting events, serving good value, quality branded products and offering a strong club loyalty program. The venue in Geelong incorporating bar, restaurant and function areas proved an instant hit with locals.

The love of beer, wings and sport continued as The Sporting Globe brand expanded with new sites across Victoria. In 2014, the Company began franchising, with the Richmond and Watergardens venues opening as the first franchises. The Sporting Globe has since opened sites across Australia and continues it’s development plan with franchise partners nationwide.

---

**“ THE SPORTING GLOBE HAS  
A GREAT BUSINESS MODEL  
& PROVIDES FANTASTIC  
ADMINISTRATIVE SUPPORT,  
WHICH MADE MY DECISION TO  
BECOME A FRANCHISEE EASY ”**

Sean Kagan, Richmond & Mordialloc Franchise Partner



# COMPANY EXECUTIVES



**James Sinclair**  
Director & CEO

James has worked for some of the world's largest brands (Deloitte Toche Tohmatsu, Thompson Financial, Weatherbeeta) in a diverse career traversing finance, manufacturing, sales and hospitality.

He has worked across Australia, as well as in London and New York. Along with co-founder Brad Harris, James created The Sporting Globe concept from the ground up in 2009, and has continued to grow and improve the brand and offering to what you see today.

As CEO of Signature Hospitality Group, incorporating The Sporting Globe and TGI Fridays Australia, his continual focus is on strategic growth, brand development, financial performance, people and culture, and most importantly, customers.



**Brad Harris**  
Non-Executive Director

Brad has spent his life in business, retail and hospitality. Growing up in the Flight Centre and Boost Juice empires, before branching into hospitality, managing some of the most iconic venues in Australia and the UK.

Brad co-founded The Sporting Globe with James in 2009 and served as Operations Director until 2015. He remains a nonexecutive director and board member. Brad is currently the Managing Director of an investment office and sits on a diverse range of boards representing industries such as sport, real estate and healthcare.



**Geoff Sinclair**  
Board Member

Geoff has been involved in retail his whole life - starting by co-founding the world's largest Equestrian retailer in his early twenties. Along with his partners, Geoff grew the business to over 50 stores in Australia and an industry leading global wholesaler.

Geoff also has significant experience in food retail, having been Director and CEO of San Churro Chocolateria, which has over 60 sites across Australia. Geoff returned to the equestrian industry in 2019 as CEO of retailer EO Saddleworld. He also volunteers his time to the equestrian industry through his involvement with the FEI and consulting to the major events including the Olympics.



**Geoff Harris**  
Board Member

Geoff Harris is one of Australia's most successful businessmen. He co-founded Flight Centre in the early 1980's, building it into the global brand it is today - with market capitalisation of over \$3.5bn. Geoff served as a company executive until 1998, and remains the company's largest shareholder. He was also an early investor in some of Australia's most successful brands including Boost Juice, Top Deck Travel and Fonda.

Geoff is well renowned for his significant charity work and contributions, with organisations including the Reach Foundation, STREAT and Whitelion Open Family



# OUR PARTNERSHIP

As a valued franchise partner in our national network, we deliver industry-best support, guidance and advice covering all aspects of your business:

## DEVELOPMENT



Site selection



Leasing



Liquor Licensing



Venue Design & Development

## TRAINING



Franchise Partner Training



Staff Training



Online Training Programs



Staff Assessment & Certification

## OPERATIONS



Systems & Processes



24/7 Support



Staffing & Recruitment



Venue Assessment

## MARKETING



Advertising



Social Media



Loyalty Club



Product Development

## FINANCE



Accounts Payable



Monthly Reporting



Payroll Execution



Supplier Procurement

...and so much more, meaning you're able to focus on what matters most; your customers, your staff & your local community!

# OUR VENUES

Each Sporting Globe venue is designed from the ground up with a focus on providing the most amazing customer experience.

Commitment to excellence across all areas of our venues is paramount. From technology to operational flow, from finishes to furniture, we are committed to providing a world class venue that our customers will enjoy for years to come.

## TYPICAL VENUE CHARACTERISTICS

	 <b>COMPACT</b>	 <b>CLASSIC</b>	 <b>FLAGSHIP</b>
VENUE	400m <sup>2</sup>	600m <sup>2</sup>	800m <sup>2</sup>
ALFRESCO	50-100m <sup>2</sup>	100-200m <sup>2</sup>	200m <sup>2</sup>
CAPACITY	300	450	550
SEATS	150	220	280
SCREENS	40	50	60
BEER TAPS	20	30	40
STAFF	20	30	35

These are indicative only & each site is unique & will have individual characteristics specific to it.







# INVESTMENT

The upfront investment in a Sporting Globe franchise will depend on a range of factors, including size, existing condition and landlord requirements.

Capital Expenditure on a new venue will typically be between \$850k and \$1.5m

The investment is broken down as follows:



In addition, consideration needs to be given to:

- Working Capital: 5%-7% of the total investment to cover costs as the venue gets up & running
- Lease Security: Depending on lease arrangements, the landlord may require a security deposit

## Funding

Depending on the personal financial position of franchise partners, business finance may be available for up to 50% of the total investment. The remainder of the funding will need to be obtained by franchise partners through cash and equity. The Sporting Globe will provide assistance in determining funding capacity and options for franchise partners.



📍 **13 LOCATIONS**  
📍 **FUTURE ROLLOUT PLAN**

## AVAILABLE LOCATIONS

---

**At the time you submit your application form, we will advise what opportunities are available for both existing sites and new sites throughout Australia.**

We never compromise on the quality of the sites we secure, just as we never compromise on the quality of people we select to become our partners.

**Generally there are three options for site selection:**

- 1** You may be granted the opportunity to franchise a site we have already secured
- 2** You may be granted the opportunity to franchise an existing venue
- 3** You may nominate a particular area on your application form or during the franchise recruitment process

**Enquire today to discuss all of the areas in more detail.**





# **RUNNING THE VENUE**

**It is a requirement of The Sporting Globe that at least one franchise partner works in the venue.**

Having an owner operator committed to mastering every aspect of the business is critical for the best results. For these reasons, at least one partner must work full time in-venue for a minimum of the first 12 months of operation.

# FRANCHISE PROCESS

**FIRST  
MEETING**

**FINAL INTERVIEW  
& APPROVED  
APPLICANT STATUS**

**VENUE  
OPENS**

**01**

**02**

**03**

**04**

**05**

**06**

**COMPLETE  
ENQUIRY FORM**

**DUE  
DILIGENCE**

- Financial Review
- Venue Trial
- Reference Checks
- Meet TSG Department Heads
- Independent Advice
- Creation of a business plan

**AGREEMENTS  
ENTERED  
TRAINING STARTS**



CAPITALISE ON OUR NATION'S  
**LOVE OF SPORT**  
WITH AUSTRALIA'S  
LEADING SPORTS BAR  
**FRANCHISE**

[SPORTINGGLOBE.COM.AU/FRANCHISE](http://SPORTINGGLOBE.COM.AU/FRANCHISE)

