



Dial-An-Angel - The Business

Dial-An-Angel originated in the Sydney suburb of Lindfield in 1967 thanks to its creator and current chairman Dena Blackman. 40 years on and Dena is still closely involved in the business, with the help of her daughter Danielle, and the company has expanded to include over 12 offices across every state and territory in Australia. The Company now employs 50 full-time staff with over 10,000 registered Angels providing quality home and family care to tens of thousands of satisfied clients.

Dial-An-Angel is now considered one of the leaders in its industry, providing a wide range of domestic and care service including cleaning, childcare, eldercare, nursing care, home and garden care. Dial-An-Angel has been, and continues to be, unique to the Australian market in that it is the only employment placement agency that provides a comprehensive range of in-home support services (or 'total concept' home support services).



The Challenge

Given the fact that Dial-An-Angel is a long established and successful business, general on-going legal support is all that is required to ensure this success is maintained. In most cases the legal support required was for more technical legal issues that are challenging for a self-sufficient company such as Dial-An-Angel to properly resolve. Matters pertaining to the protection of the Dial-An-Angel brand and associated trademarks are issues which need vigilant monitoring and often require an urgent legal response. Another challenge for Dial-An-Angel is renewal of franchise documentation and ensuring compliance with all relevant laws and amendments, an issue which must be regularly referred to. Finally given the continued success of Dial-An-Angel there has been interest in moving into the international market, particularly the U.S, requiring consideration of the legal ramifications for any such movement.

The Solution

Having a good understanding of the client's business can certainly make the advice process much easier. We have represented Dial-An-Angel in excess of 4 years, giving us a detailed understanding of the company's operations and resources. Such an extended relationship also allows communication to become more efficient and solving legal problems becomes less daunting for the client. By understanding Dial-An-Angels business, our advice takes into account their future business objectives, continually providing systems for future growth. DC Strategy provide Dial-An-Angel with regular status reports on matters of importance and dealing with matters, such as updating Disclosure Documents with very little time.



The Outcomes

Open communication between DC Strategy and Dial-An-Angel has helped foster a sense of security and confidence in the business operations and any future challenges that may arise. We enjoy working with Dial-An-Angel as we have the confidence of understanding our clients needs and Dial-An-Angel enjoy the same confidence when seeking advice about a variety of issues that arise in the course of their business.

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