



**Francom**

## **MEDIA RELEASE**

### **FRANCOM CALLS ON DEBT INDUSTRY TO LIFT STANDARDS**

**Melbourne, Monday 13 October 2025:** Australia's third largest debt collection agency, Francom Group (Francom), has today urged the broader industry to apply a new minimum standard for all customers by aligning the practices of those who sell, buy and process debt.

With Australia in the midst of a cost-of-living crisis, and personal insolvencies on the rise<sup>1</sup>, there has never been a more critical time for the debt collection industry to come together and support customers with the management of their debt and greater financial literacy.

Specifically, Francom believes family and domestic violence victims-survivors require sensitive and appropriate responses to provide greater support to all customers, particularly those with vulnerabilities. Since 2021, Australia has seen an increase in reported emotional and economic abuse, with 19% of the population experiencing emotional abuse by the age of 15 and 12% of the population experiencing economic abuse by age of 15.<sup>2</sup>

Francom is today advocating for a six-point minimum standard:

1. **Greater transparency** in communicating and educating employees on how to best inform customers of the lasting effects of debt
2. **Automatic 3 month suspensions for domestic and family violence** victims-survivors to provide opportunity to gather documents and obtain financial advice and assistance, to permit a priority of safety so solutions can be tailored to meet the needs of the victim-survivors.
3. **Buy back provisions** for customers with vulnerabilities without limitation and without reprimand
4. **Bankruptcy provision** adjustments to capture customers with vulnerabilities
5. **Broader pro bono initiatives** for shelters by companies, particularly by utility and telecommunications companies
6. **Interest freeze** for customers with vulnerabilities

This proposed minimum standard is in addition to the ACCC guidelines the industry currently abides by.

Speaking at the inaugural *Why Now, Why Us?* Forum, Francom CEO Georgina Antoun said: "Francom has an ambition to transform the perceptions and practices of the debt collection industry, and we fundamentally believe we are stronger as an industry if we all raise the bar together.

"Our goal at Francom is simple: provide sophistication to the industry; give corporate customers the comfort to trust our debt practices; provide regulatory bodies the faith in debt recovery practices; and importantly, inform customers about the lasting effects of debt and financial education and freedom.

"We call on the broader industry to come together and align their approaches and practices to provide customers with a new minimum standard, underpinned by ethical practices, flexible solutions, transparent conversations, and informing customers for a better future.

"In a time where customers rightly demand greater transparency and more accountability, we are committed to demonstrating our strong moral and ethical bases and we welcome the opportunity of being judged by our performance. We call on our industry counterparts to do the same."

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<sup>1</sup> Source: <https://www.afsa.gov.au/newsroom/moderate-increase-personal-insolvencies-june-quarter-2025>

<sup>2</sup> Source: [FDSV summary - Australian Institute of Health and Welfare](#)

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Francom supported the call for debt information and financial literacy by releasing a new, free financial toolkit, available on its [website](#).

Francom made the push at the inaugural *Why Now, Why Us?* Forum in Melbourne today. The event, hosted by Francom and facilitated by consumer advocate Susan Fraser OAM, brought together vendors, financial counsellors, regulators, customers and industry stakeholders to discuss the broader environment and the impacts on customers, with insights gained from a variety of speakers who are the leaders and observers of this industry.

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For more information or interview opportunities:

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### About Francom Group

Founded in 2019 by legal professionals, Francom Group is a family-owned finance and legal solutions agency, offering a comprehensive suite of services, including franchising, legal, compliance, debt collection and finance. It operates in Australia and New Zealand.

Francom Group comprises Francom Legal, Francom Credit and Francom Finance. Francom Legal represents some of Australia's most well-known franchise brands, including AGL, Origin, Cheesecake Shop, and Soul Origin. Francom Credit is one of the third largest debt collection agencies in the country, following the acquisition of PF Group Holdings Pty Ltd and PF Management Holdings Pty Ltd and its subsidiaries (collectively Panthera Finance Group) in 2024. Francom Finance provides sustainable funding solutions designed to support personal and commercial growth ventures, across corporate finance, debt restructuring, capital raising, investment management, business loans and investor relations.

Francom Group employs 350 people and has a strong focus on its corporate social responsibility, which is underpinned by *Francommunity*, a program that aims to enhance awareness of the business's impact on economic, social, and environmental aspects of society.

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