

Up for grabs

It's award time again! In October the shortlisted franchisees, franchisors and support staff will discover which of them are the winners.

Every year the franchising industry in Australia salutes those individuals and companies that have gone beyond the call of duty, pushed themselves to their limits and proved exceptional at what they do. And this year is no exception... the 2009 MYOB Excellence in Franchising Awards take on a fresh look with the introduction of a host of new categories to cater to the many and varied individuals and disciplines that make up a successful franchise.

Where once there were gongs for the national awards under the categories of franchisor of the year, chosen from food franchisor, retail franchisor or service franchisor, there is now Established Franchisor of the Year. The Emerging Franchisor category continues.

Franchisees now have a greater presence with four awards up for grabs: Multi-Unit Franchisee of the Year and Single Unit Franchisees of the Year divided into franchisee owner operators

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(including partner) with up to one staff member and franchisee owner operators (including partner) with two or more staff members; and Franchisee Community Service.

Other new categories which focus on the individual roles within a franchise network are Franchise Executive of the Year, Field Manager of the Year and Contribution to Franchising; broadening the focus for the franchisor's business are Excellence in



Last year Jason Love, left and Mark Maumill of Banjos Corporation were named Franchisees of the Year, the first Tasmanian franchisees to win

Marketing, International Franchising, and Franchisor Social Responsibility.

Franchise Woman of the Year and Supplier of the Year continue.

In the regions

Judging for the regional categories took place throughout July and included in-depth analysis of the submissions as well interviews with shortlisted nominees. The structure is designed to dig deep into the philosophy, spirit and abilities of the company or the person nominated.

The month of August played host to the Regional Awards Events held throughout Australia. Black tie and cocktail events were held in each state to celebrate the winners of the regional

categories. These events had a distinct franchisee focus with the following categories acknowledged: Franchisee of the Year - single unit under two staff; Franchisee of the Year - single unit more than two staff; Multi-unit Franchisee of the Year and Franchisee Community Service Award.

Winners of the regional Franchise Woman of the Year and Field Manager of the Year categories were also acknowledged.

Winners from the Regional Awards now go on to fight it out at the big event of the franchising year, the National Awards dinner on 21st October to be held in Perth, Western Australia, a grand finale to the 09 National Franchise Convention. ■