



FRANCHISE COUNCIL OF AUSTRALIA

# Franchise Council of Australia Media Release

Saturday, 11 September 2010

## MEDIA RELEASE - Franchise Council of Australia Small business heroes celebrated at QLD franchising Awards

It was a night to remember for Queensland's small business heroes, as they celebrated a bumper year at the QLD Excellence in Franchising Awards gala dinner at the Novotel Brisbane on Friday night (10 Sept).

The [Excellence in Franchising Awards](#) celebrates – both regionally and nationally – the success of hard working Australian small business people in the franchise sector.

### THE WINNERS!

**Bruce Campbell**, franchisee with **Action Coach** took out the [QLD Franchisee of the Year – Less than 2 staff Award](#). Ranked as the #1 Business coach among 1200 Action Coaches globally, it's probably no surprise that Bruce has succeeded at these Awards. Bruce's franchise has doubled its sales in only 2 years – jumping from \$514,000 in 2008 to over \$1 million in 2010 and his commitment to customer relationships saw Bruce invest in a CRM program to manage prospects and clients – increasing productivity in his business and providing more time for his office to better service their customers.

**Carolyn McManus**, franchisee with **The Coffee Club**, was announced as the [QLD Multi-Unit Franchisee of the Year](#). This Award represents back-to-back wins for Carolyn, who operates 4 Coffee Club franchises, employing 57 staff. Achieving strong growth for all her stores over the last 3 years, Carolyn has a very structured and successful management system in place that includes a general manager, accountant, group quality and assurance manager and group training and marketing manager – as well as store managers. This chain of command allows Carolyn to work on her business, not in it - freeing her up to concentrate on the strategic development of her businesses. Carolyn is a smart operator and a worthy winner of this Award.

**Other winners included:** *Jo & Maurie Patterson, Bakers Delight Caneland/Mackay* ([QLD Franchisee Community Service Award](#)); *Elton & Cindy Berrange, Grill'd Chermside* ([QLD Franchisee of the Year - 2 or more staff](#)); *Louise Broekman, HR Coach* ([QLD Franchise Woman of the Year](#))

The Awards showcase has travelled to [VIC](#), [NSW](#), [SA](#) & [WA](#) (click states to view results). National winners will be announced on the 12 October at a Gala National Awards dinner, held as the finale to the [2010 National Franchise Convention](#).

### For more information, please contact:

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*The Franchise Council of Australia is the peak industry body for the \$130 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. [www.franchise.org.au](http://www.franchise.org.au)*