



Franchise Council of Australia Media Release

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MEDIA RELEASE - Franchise Council of Australia

The best in Australian small business celebrated at gala Franchising Awards dinner

Franchisee and franchisor success went hand in hand last night (12 Oct) at the 2010 Excellence in Franchising Awards Gala Dinner on the Gold Coast.

Organised by the Franchise Council of Australia, 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....

Established Franchisor of the Year – Mr Rental

Taking out the Merit Award in the Established Franchisor category last year, it is a sign of the tremendous growth of the Mr Rental system in the last 12 months – growth that has occurred across the sector, according to the recent PwC Franchise Sector Indicator - that has raised their stocks to take out the “big one” at this year’s Awards.

In their submission, significant support of franchisees was identified - with strategies for supporting new and high performance franchisees - as well as the connection of corporate personnel and franchisees – which is highly sophisticated for an organisation of Mr Rental’s size and age.

Franchisee of the Year (2 or more staff) – Michael Caddy, Mr Rental South West

And demonstrating that franchising success equals the sum of its parts, the Franchisee of the Year Award went to the other half of the Mr Rental franchise family, their WA South West Franchisee, Michael Caddy.

Michael Caddy and his team at Mr Rental South West have seen significant growth over the last 12 months with an emphasis on local area marketing and community engagement. Last financial year Michael’s store donated over \$10,000 to local charities, and demonstrating it’s more than just money that can help, Michael donates the use of his Mr Rental facilities for the Bunbury Young Voices to practice and the Leukaemia Foundation to hold fund raising events.

Franchisor Social Responsibility Award - Zambrero

The Australian franchise sector is leading the way in corporate social responsibility, and this was evident again last night with Zambrero Fresh Mex Grill taking out the Franchisor Social Responsibility Award. Zambrero is a young, socially responsible company who has built 15 Information Technology centres in rural communities around the world and in the next year will feed almost a million children in developing communities through their ‘emagine’ foundation.

Other winners: Emerging Franchisor of the Year - Grill'd; **Multi-Unit Franchisee of the Year** – Tony Zoobi, Franchisee, Hairhouse Warehouse; **Franchisee of the Year (less than 2 staff)** – Bruce Campbell, ActionCOACH; **International Franchising Award** – Boost Juice Bars; **Franchise Executive of the Year** – Ray Bryant, CEO, Looksmart Alterations; **Supplier of the Year** - Donaldson



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Walsh Lawyers; **Excellence in Marketing Award** – Gloria Jean’s Coffees; **Contribution to Franchising Award** – Lorelle Frazer, Griffith University; **Franchise Woman of the Year** – Sara Pantaleo, CEO, La Porchetta; **Field Manager of the Year** – Alan Fardon, RAMS; **Franchisee Community Service Award** – Greg Campbell, Mortgage Choice

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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