As a business model, franchising is unrivalled in its capacity to take a business idea and expand it into a nationally or internationally franchised network. Of equal importance is its ability to provide franchisors and franchisees with the opportunity to achieve their business dreams, and for committed employees to fulfil their career goals.

It is these high-achieving franchise systems, and the talented individuals within them, that are celebrated at the MYOB FCA Excellence in Franchising Awards.

Therefore, it is very pleasing to see that this year’s entrants are, once again, of the highest calibre, showing outstanding skill in business analysis and strategic thinking, and acumen that will be the foundation for future achievements.

I congratulate all entrants, finalists and winners of the 2017 MYOB FCA Excellence in Franchising Awards. The awards process is arduous, as entrants are asked to outline their road to success, and to reflect in detail on their business goals and the pathway, actions and initiatives that they have taken to achieve them.

To all 2018 finalists and entrants, I commend your hard work and encourage you to continue to participate in future awards programs. To the winners, my sincere congratulations for your quality and compelling submissions, and outstanding success in your selected category.

To those quiet achievers in the franchise community who are considering entering the awards in the future, I encourage you to submit your entry in 2019. The awards process itself provides a valuable opportunity to pause and reflect on what you have achieved, and success at the awards provides a fantastic opportunity to showcase your business and brand as a business leader.

MYOB is a highly valued and fitting principal sponsor for these awards. MYOB and the franchise sector are aligned in the shared purpose of working hard to support the success of enterprising women and men. MYOB understands the immense effort that every business puts in to achieve success and growth, as well as the passionate, hardworking and talented individuals who make franchising the vibrant industry that it is today.

We extend a big thank you to the awards judges for volunteering their time, experience and expertise to the awards program. It is only with this valuable and selfless contribution that it is possible to celebrate the talented individuals and brands that are excelling in our franchise community.

The talent, creativity and success that we recognise through the 2018 MYOB FCA Excellence in Franchising Awards showcases why we have good reason to be optimistic about the future of franchising. We are energised by the drive, initiative, innovation and passion that we celebrate.

Together with the inspiration and motivation provided by the awards finalists, and with our sector’s collective strength as a proven model for entrepreneurial success, the FCA looks forward to working with you to make 2019 a year of achievement and prosperity for franchising.

BRUCE BILLSON
Executive Chair
Franchise Council of Australia
The theme of this year’s National Franchise Convention is ‘Ingredients for Success – Your people, Your team, Your potential’. Never has there been a more pivotal time for Franchising in Australia.

Franchising generates >$164B toward Australia’s economy each year. A successful and thriving Franchising sector means a healthy Australian economy. Without Franchising, many entrepreneurial Australians would not have the chance to realise their dream of owning their own business. The systems and support on offer enable a wide range of people to have the confidence to take a leap of faith, because they’ve seen the the growth and success of others before them.

Whilst the NFC18 ingredients for success are indeed important, there is one ingredient for success not mentioned which threatens Franchising – Innovation.

A lack of innovation threatens the very existence of brands who have fought for decades to become trusted household names.

At MYOB – we understand this all too well. The original Aussie start up, trusted by over a million businesses to help them be successful, innovation has been central to our survival and ultimately our growth.

It is why now more than ever – we invest so heavily in Product Innovation, and Research and Development. In September of this year I announced that in 2019, MYOB will for the first time invest $100M in R&D in a single year. That is over 300% more than 5 years ago and emphasizes the importance we place on innovation to support our people, our partners, and our customers.

This year at NFC18 we proudly announced new intelligent and intuitive tools for franchise systems to future proof your business at scale with a focus on real time visibility over group financial data, delivering franchise intelligence leveraging first to market technologies using artificial intelligence and natural language, and a rich ecosystem of technology partners that can augment and extend our solutions to solve the pain points experienced by franchise systems today.

Never before has our partnership with the Franchise Council of Australia been more important, as we deliver leading businesses solutions and technology to support the various legislative, compliance and technology changes challenging so many franchise brands in Australia.

MYOB is once again delighted to be part of this year’s National Franchise Convention and principal sponsor of the Excellence in Franchising Awards for our 5th year. We congratulate all finalists who are in the running for this year’s awards and look forward to celebrating the successes of this year’s winners.

TIM REED
Chief Executive Officer
MYOB
ABOUT THE AWARDS
FRANCHISING IN AUSTRALIA

Franchising in Australia represents a dynamic small business sector, with total revenue in excess of $146 billion. It comprises entrepreneurs as franchisors, franchisees and suppliers to the sector, and employs more than 570,000 Australians.

2018 AWARD CATEGORIES AND CRITERIA

AUSTRALIAN ESTABLISHED FRANCHISOR OF THE YEAR
This award is for excellence in franchising practice by an established franchise system that has been franchising its brand for more than five years.
Areas assessed include: planning; franchisor leadership; support and satisfaction; financial performance; financial performance of franchisees and citizenship.

AUSTRALIAN EMERGING FRANCHISOR OF THE YEAR
This award is for excellence in franchising practice by an emerging franchise system that has been franchising its brand for between two and five years.
Areas assessed include: planning; franchisor leadership; support and satisfaction; financial performance of franchisor business; financial performance of franchisees and citizenship.

INTERNATIONAL FRANCHISOR OF THE YEAR
This award is for excellence in franchising practice in Australia by a brand first established in another country.
Areas assessed include: planning; franchisor leadership; support and satisfaction; financial performance of franchise business; financial performance of franchisees and citizenship.

EXCELLENCE IN MARKETING
This award is for excellence in strategy and execution of a marketing program within a franchise system.
Areas assessed include: opportunity; plan; communication and execution; results and feedback.

INTERNATIONAL FRANCHISING
This award is for excellence in implementation of a franchisor international expansion strategy.
Areas assessed include: business planning and performance; research; strategy; risk management and adaptation; implementation and support.

FRANCHISE INNOVATION
This award recognises an individual or group within a system responsible for creating a successful business innovation.
Areas assessed include: idea; plan; communications and execution; results and feedback.

FRANCHISOR SOCIAL RESPONSIBILITY
This award recognises a franchisor’s outstanding commitment and contribution to regional, national and global communities and the natural environment.
Areas assessed include: commitment to social responsibility; community and social contribution; and environmental sensitivity.

SUPPLIER OF THE YEAR
This award recognises supplier excellence in contributing to the franchising sector, and helping clients within the sector to achieve their goals.
Areas assessed include: commitment to the franchising sector; staying in touch with the market; client relationships and social responsibility.

MULTI-UNIT FRANCHISEE OF THE YEAR
This award recognises excellence in business management and franchise citizenship for franchisees with a majority shareholding in multiple franchise units.
Areas assessed include: business planning and performance; business systems and human resources; franchise citizenship; leadership; openness to learning and change; community and environmental contribution.

SINGLE UNIT FRANCHISEE OF THE YEAR – TWO OR MORE STAFF
This award recognises excellence in business management and franchise citizenship for franchisees with two or more staff (full-time equivalent).
Areas assessed include: business planning and performance; systems management; franchise citizenship; openness to learning and change; community and environmental contribution.

SINGLE UNIT FRANCHISEE OF THE YEAR – LESS THAN TWO STAFF
This award recognises excellence in business management and franchise citizenship for franchisee owner-operators (including partners) with up to one staff member (full-time equivalent).
Areas assessed include: business planning and performance; systems management; franchise citizenship; openness to learning and change; community and environmental contribution.

FRANCHISE WOMAN OF THE YEAR
This award is for excellence in personal and professional achievements by a woman in the franchising sector.
Areas assessed include: outstanding business achievements; leadership; positive influence on other women; contribution to franchising; contribution to community and professional development.

FIELD MANAGER OF THE YEAR
This award is for excellence in delivery of franchisee support.
Areas assessed include: you, your role and responsibilities; business acumen; making a difference; influencing and negotiation; training, coaching and facilitating; business development and marketing.

FRANCHISEE COMMUNITY RESPONSIBILITY AND CONTRIBUTION
This award is for excellence in community service by a franchisee. This may be awarded to an individual franchisee, or business partnership where applicable.
Areas assessed include: community involvement and contribution.

Notes: This list represents an abridged version of the total awards criteria.
The Franchise Council of Australia Limited (FCA) is the peak body for the $171.6 billion franchise sector in Australia, representing franchisors, franchisees, service providers and advisors to the sector.

The FCA aims to support, promote and develop Australian franchising to drive economic and entrepreneurial success within the sector. These goals underpin the FCA’s core activities, which focus on the major themes of:

- A commitment to promoting the highest industry standards and best practice within the sector;
- Providing the education and other services necessary to ensure a healthy sector constantly striving to lift its own standards; and
- Building strong and productive relationships with governments, core regulators and stakeholders to ensure that the voice of franchising is being heard.

The FCA delivers a comprehensive suite of services and initiatives to support, promote and develop a vibrant and prosperous Australian franchising sector. The FCA’s program of activities and services is focused on raising the awareness of the benefits of franchising and educating key decision makers, with core functions including:

- Providing proactive leadership for Australian franchising, and Australian franchising internationally;
- Representing and advocating for the needs of members and the wider franchise sector to governments, regulators and other key decision makers;
- Providing quality education suited to the needs of members and the franchising community; and
- Building a strong sense of community through networking and events programs that foster the sharing of ideas, knowledge and information.

MEMBERSHIP

Membership of the FCA is voluntary and is open to any individual or organisation involved in the franchise sector, including franchisees, franchisors, suppliers and advisors to the sector.

EDUCATION

The Franchise Council of Australia, as the peak body representing the franchise sector, has a prime business objective to provide existing and potential franchisors and franchisees with access to the best education programs available.

The Franchise Academy was established to deliver this objective by equipping people who are developing a career in franchising with the skills and knowledge vital for their success and the continuing success of the sector. In 2012, the Franchise Academy launched the Certified Franchise Executive (CFE) program. This career development program offers existing and aspiring franchise professionals and entrepreneurs the opportunity to grow professionally and reach a recognised standard of excellence within the local and international franchise community. CFE courses present the most up-to-date knowledge and relevant theory, together with practical skills that you can apply immediately to your advantage in your workplace.

STRUCTURE

The FCA is a nationally incorporated not-for-profit association with its national head office in Melbourne, Victoria. It provides localised member services through five state chapters - one in each mainland state of Australia. Each state chapter elects a president, who is automatically appointed to the national board. A further five national directors are appointed to the board by direct election from the membership, of whom three must be franchisor members, and three directors from any membership category, plus the executive director, making a maximum of 12 directors.

The FCA is closely affiliated with franchising associations around the world, and is a founding member of the Asia Pacific Franchise Confederation (APFC). It is also a member of the World Franchise Council (WFC) and for 1999 and 2000 managed the secretariat for the WFC.
The categories, criteria and judging process for the 2018 MYOB FCA Excellence in Franchising Awards have been developed independently of the Franchise Council of Australia (FCA) head office and Board of Directors. Each submission was carefully assessed by a selection of judges against a comprehensive list of criteria specific to the category, and was marked accordingly. Depending on the category being judged, a variety of methods was used to assess the submissions and determine the winners.

**JUDGES AND THE PROCESS**

PETER BAILY  
Narellan Pools

WARREN BALLANTYNE  
Guttervac

LAXMAN BHRADWAJ  
Chocolateria San Churro

NATALIE BRENNAN  
FoodCo

PETER BUCKINGHAM  
Spectrum Analysis

ERIC CELIK  
Pack & Send

PETER DARNELL  
Steelx

WENDY DONALDSON  
World Manager

LEN FERGUSON  
The Finn Group

DEAN FRANKS  
Australian Franchising Systems

DAMIEN GOODEN  
HR Central

SHARON JURD  
Hydrokleen

BRIAN KEEN  
Franchise Simply

JANE LOMBARD  
The Franchise Shop

JOHN LONGMIRE  
Just Cuts

MARIANNE MARCHESI  
Legalite

DARRYN MCAULIFFE  
Frandata

JIM MCCRECKEN  
2003 Hall of Fame Inductee

DENIS MCFADDEN  
Just Cuts  
Chairman, FCA Hall of Fame

SIMONE PENTIS  
Advantage Partners Lawyers

TANYA ROBERTSON  
7-Eleven

MARIA ROBINSON  
Resolve Finance

DEAN SALOMONE  
Rozzi’s

TAMRA SEATON  
MDS Legal

STEVE SEDDON  
Westpac Banking Corporation

LINDA STEELE  
Think DONE Management

TRACY STEINWAND  
Subway

JAN TIMMS  
Get Smart Services

CORINA VUCIC  
FC Business Solutions

DAVID WILKINSON  
InXpress Australia

ROGER WILSON  
2006 Hall of Fame Inductee
Hire A Hubby is Australia’s largest handyman business. Hubbies provide handyman, repairs, home maintenance, renovation and tradeswork services for individuals and companies throughout Australia. Hire A Hubby also has a commercial division which completes large scale and national jobs, utilising the distributed network of franchisees.

The idea for Hire A Hubby was born back in 1996, when the founder was doing some handyman work in his lounge room when his wife’s friend quipped, “gee he’s handy, can I hire your hubby?”. 21 years later there are now 375 franchisees across Australia and the United Kingdom, and approximately 50 in New Zealand (under different ownership).
NATIONAL FINALISTS
AUSTRALIAN ESTABLISHED FRANCHISOR OF THE YEAR

BATTERY WORLD AUSTRALIA
Since 1997 Battery World has expanded to be the largest and most comprehensive Australian battery retail franchise. They serve hundreds of thousands of customers, through a network of 109 national stores, stocking more than 8000 batteries across sixteen categories. Battery World are more than Battery Expertise, they are the Batteryologists. They have turned their expertise into a dedicated science. They know the complexities, the circuitry and the specs to ensure that their customers have the perfect road trip or camping weekend away. As Batteryologists, they know the right battery for the purpose, fitted expertly, in store or anywhere their customers are, with 24hr Mobile Service.

MISTER MINIT
Mister MINIT is a well-known brand that celebrates 60 years last year. It has traded in Australia since 1967 and currently has 304 shops throughout Australia, New Zealand and South East Asia. It is part of an Asian Pacific Group that also includes Japan and China. The company lives by its trueline 'Real People Fixing Problems' and specifically in the services of shoe repairs, key duplication, engraving and watch servicing. In the most recent year over 7 million problems were 'fixed'. It was also the 18th consecutive year of comparable and total sales growth.

MBCM STRATA SPECIALISTS
MBCM Strata Specialists was founded in 1989 and has set the industry standard for providing professional and reliable strata management solutions in the local community. Specialising in the management of residential, commercial and industrial Owners Corporations, they pride themselves on their commitment to providing clients with industry leading services and expertise. Their philosophy, 'Helping Strata Communities Thrive,' is enriched with the core values of their five pillars of strength, essentially, providing unsurpassed service and working with the people who reside within the communities in which we live and work in.
THE COFFEE CLUB
Since opening its doors in Brisbane in 1989, The Coffee Club has become Australia's largest home-grown café group with approximately 400 stores throughout 9 countries, with upwards of 40 million dedicated customers.
Our mission and philosophy is simple, at The Coffee Club we want to provide: Good Food, Great Service and Excellent Coffee, in welcoming, relaxing surrounds, a place to enrich contemporary lifestyles, and most of all, to be the natural response to "Where will I meet you?"

THE LEATHER DOCTOR
The Leather Doctor has been operating for 29 years. Established in 1989, they are Australia's largest mobile furniture repair network and have a total of 64 franchises in operation. The Leather Doctor generates work via both commercial and domestic/private streams. The skill sets of Leather Doctor franchisees renders them able to attend to an array of cleaning, repair, re-colouring and rejuvenation work on leather and vinyl furniture, accessories and vehicle finishes.
Since opening their first Laser Clinics Australia (LCA) location in 2008, the brand has carved a niche in the cosmetic treatment industry. Helping people of all ages amplify whatever it is about themselves that makes them feel good. Their ‘Youness’. Without prejudice, without hesitation. Just all the confidence in the world to go out there and own it.

As the clear market leader in laser hair removal, skin treatments and cosmetic injections, LCA have an unrivalled reputation for competitive pricing, innovation, customer service and impeccable clinical standards. By the end of this financial year, they will have 101 clinics around Australia, with many more to come by the end of the next financial year. Their hard-working team is dedicated to offering affordable, accessible and reliable cosmetic treatments, and their growing, loyal fan base are proof that what they are doing is of value. Laser Clinic Australia’s 50/50 partnership model is further aligned with their Franchise Partners and substantially reduces start-up costs. Allowance is also made for an attractive remuneration of $100,000 per annum for the managing director of the clinic from day one.

Your success is our success.

You are just the person we are looking for. We are the global leaders in the booming laser, skin and cosmetic injectables industry, since 2008, and we want people like you. Spirited. Driven. Unstoppable. With our unique 50/50 franchise partnership, we’re with you, working together and supporting each other on the pathway to success. So if you want to run your own successful franchise, be your own boss and take control of your future then let us help you turn your dream into a plan.

Why partner with us.
- Guaranteed $100k Salary per annum
- Award-winning Growth
- Turn-Key set up with state of the art equipment and design
- Booming Aesthetics Industry
- Market Leading Brand
- State of the art fit-outs
- On-going training on all products and services
- Marketing initiatives at the national and local clinic level
- Human Resource support
- Recruitment and training of cosmetic injectors
- Ongoing IT support and a full suite of cloud-based business tools

Let’s do this.
Call Liz Seeto +61 402 171 399 or Fiona Harcourt +61 400 303 272.
Anytime Fitness Australia is the most successful country within the global Anytime Fitness network. They are also the nation’s largest gym community with an impressive 14.8% market share (Source: IBIS World). 280 franchisees, almost 500 clubs open and over 500,000 members nationwide.

Anytime Fitness Australia prides itself on its unique community and culture that inspires both staff and members alike to realise that anything is possible. It is a business that leads the way in an increasingly competitive sector by constantly setting trends that continue to cement its position as the fitness anchor in the community for both franchisees and members alike.

REGIONAL WINNER NSW/ACT
JIM KELLY AND CRYSTAL PETZER
HIRE A HUBBY MONA VALE & NARRABEEN

Jim Kelly and Crystal Petzer are the co-owners of Hire a Hubby Narrabeen and Hire A Hubby Mona Vale. Together, they have won Hire A Hubby’s prestigious Franchisee of the Year award twice in 2014 and 2015, and the NSW Enterprise award three times in 2013, 2014 and 2017. Jim provides handyman and trades work services for individuals and companies throughout Sydney’s Northern Beaches. Jim joined Hire a Hubby after a 20-year career in Caltex. When he’s not working you’ll find Jim coaching or playing soccer, playing bass with his band, The Chicken Stones, or playing golf. Crystal is a skilled business owner and strategic marketing professional with more than two decades of franchise experience. She has served as a National Category Manager, managing portfolios of up to $30 million and built fundamental associations with internal and external stakeholders. Crystal has a Master’s Degree in Business Administration.
NATIONAL FINALISTS
MULTI-UNIT FRANCHISEE OF THE YEAR

REGIONAL WINNER QLD/NT
DIONE MAURIC
FINN FRANCHISE BROKERS
SUNSHINE COAST & NORTH QUEENSLAND
Dione Mauric, Managing Director of Finn Franchise Brokers Sunshine Coast and North Queensland, based at Peregian Beach, is a 10-year business sales veteran and has sold 100’s of franchises across a wide array of big name brands. Dione has built a solid foundation of franchise clients through her expert industry knowledge and the outstanding results she achieves. Clients choose to work with Dione for her full-service offer; ethics, experience, and expertise. Dione’s extensive knowledge of Queensland’s business sales market is unparalleled. Her clients consistently seek her advice and trust her judgments on what is often their largest asset.

REGIONAL WINNER VIC/TAS
DAN BLACKLOW
HIRE A HUBBY
SOUTH YARRA AND PRAHRAN
Dan Blacklow has been the owner of the Hire a Hubby South Yarra and Hire A Hubby Prahran franchises for two years. The business provides handyman and tradeswork services for individuals and companies throughout inner Melbourne. He was awarded the prestigious VIC Hire a Hubby New Franchisee of the Year Award after only 12 months in business. Dan joined Hire A Hubby after 12 years in banking and finance. When he’s not working, you’ll find Dan spending time with his wife and two children, going to watch St Kilda play football or renovating his home.

REGIONAL WINNER WA
MANISH GUPTA
HOG’S BREATHE CAFE
MANDURAH/EATON
MANISH EXPRESS
MANDURAH
FUNKY MEXICAN CANTINA
MANDURAH
Manish has a diploma in hotel and institutional management and combined industry experience of more than 17 years from working in luxury resorts and restaurants in Bermuda to night clubs in India and taverns and fast food outlets on the Gold Coast. Manish was deemed to be over-qualified when he applied for his first Hog’s Breather Café job on the Gold Coast but he has since forged a successful career with the brand. He was the General Manager of Hog’s Rockingham in WA for three years, during which time this was the network’s top store nationally for gross and net sales. He bought his first Hog’s store in Mandurah in 2014 and within the network has won awards including: manager of the year for 2015; best local store marketing 2015/2016/2017; highest merchandise sales 2015/2016/2017; best restaurant for Hog’s Eaton in 2017; and Hog’s franchisee of the year in 2017. Manish currently owns Hog’s Mandurah and Hog’s Eaton, Hog’s Express Mandurah and Funky Mexican Cantina Mandurah. He is currently planning to add two more stores to his portfolio in 2018.
NATIONAL WINNER
SINGLE-UNIT FRANCHISEE OF THE YEAR, TWO OR MORE STAFF

REGIONAL WINNER QLD/NT
RUSSELL HAMPTON
HIRE A HUBBY
BAYVIEW
Russell Hampton has been the owner of the Hire a Hubby Bayview franchise for four and a half years. The business provides handyman and tradeswork services for individuals and companies throughout Cairns. Hire a Hubby Bayview is the best performing Hire a Hubby franchise nationally and was awarded the prestigious Hire a Hubby Franchisee of the Year Award after only 12 months in business – a company record. Russell received the Franchise Council of Australia’s QLD/NT Single Unit Franchisee, two or more staff award in 2017. Russell joined Hire a Hubby after a 24-year career in management at Woolworths.

REGIONAL WINNER WA
KENNETH TING
JAMAICA BLUE
WATERFORD
Kenneth has been the managing franchisee of Jamaica Blue Waterford since 2015. Having grown up in Malaysia helping out in a small family-owned bakery, Kenneth moved to Australia in 2005 and has been working in the retail and hospitality industry since. He is passionate about his work and was the finalist for the Jamaica Blue Retail Excellence Award in 2016 and is currently a Foodco Training Partner and Franchisee Representative for Western Australia. Kenneth also graduated with a Bachelor’s Degree in Human Resource Management to better understand and develop skills in managing people in a small business environment.

REGIONAL WINNER SA
CINDY & MARK EDWARDS
BATTERY WORLD
MORPHETT VALE
From successfully managing a franchise for another owner to delivering Century Yuasa batteries to Battery World stores across South Australia, Cindy and Mark Edwards clearly had an eye on owning a franchise and which store they would buy. Since 1997 Battery World has expanded to be the largest and most comprehensive Australian battery retail franchise stocking advanced technology products and more than 8000 batteries for smaller more portable devices. Within months of taking on the struggling Morphett Vale store they had doubled the store turnover: customers were talking and coming back in droves and winning Cindy and Mark a company award that same year.

NATIONAL WINNER
SINGLE-UNIT FRANCHISEE OF THE YEAR, TWO OR MORE STAFF

REGIONAL WINNER QLD/NT
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Glen Cammiade’s career as a fitness professional spans 11 years. Glen became a qualified personal trainer in 2007 and he spent two years at Genesis as an independent business operator running a personal training business. He purchased the Ferntree Gully EFM Health Club in October 2009 and since that time he has been nominated for state awards in both 2011 and 2015. In 2012 and 2017 Glen won EFM’s Victorian Franchisee of the Year and in 2016 he won EFM’s National Franchisee of the Year. Glen is married and has two children aged 11 and three.

Evan Davis commenced his career in finance at the age of 21 and has spent most of his adult life working in a self-employed capacity. He is considered to be a master at sales leadership and connecting people to create communities. A strong believer in diversity and equality, he has applied these principles in the manner in which he runs his business to support his team in the execution of his business strategy.

He quickly grew to be a top performing franchisee at RAMS and proudly sits in the Macarthur Club recognising excellence in the RAMS network.
REGIONAL WINNER WA
AARON GUNTHORPE
PACK & SEND
MIDLAND
Aaron Gunthorpe has owned and operated Pack & Send Midland since April 2016. The day-to-day running of his business involves freight forwarding, logistics, customer service and providing packaging solutions for fragile, large, awkward and valuable items. Previously, Aaron was a successful franchisee for Harvey Norman for nearly 20 years, operating five stores. It was here Aaron developed his business knowledge and the essential skills needed to run an effective and profitable business. Aaron is married with two wonderful children. He loves his cricket and closely follows his AFL team, the Sydney Swans.

REGIONAL WINNER SA
KIRRI CLARK
EFM HEALTH CLUBS
UNLEY
Kirri has over 20 years of experience in the fitness industry and commenced working with EFM after graduating from Sport Science at the University of South Australia in 1997. Kirri has owned EFM Unley for 16 years and has remained motivated and driven by her desire to: ‘Improve the lives of everyone I work with by creating a comfortable, supportive environment in which to train and learn’.
Kirri practices what she preaches and sets high personal fitness standards. It is a combination of her appreciation for the journey, her Sport Science education and years of working with members of the public, that gives her the ability to get you to your fitness destination.

REGIONAL WINNER NSW/ACT
MEL FLAVELL & GRANT MALONEY
FRONTLINE RETAIL
NORTHERN NSW
Mel joined Frontline Retail in 2003 and manages the Newcastle and Central Coast Agency, which covers 90% of the regional NSW area. Mel has over fifteen years experience in the retail industry, commencing as a casual staff member of the local Just Jeans store to managing the Olympic Retail project on behalf of Nuance Global Traders. Grant has a strong foundation within the retail sector. Having 8 years experience in the field working, Grant has a thorough understanding of the needs of a retail business. At present Grant is a recruitment consultant learning all aspects of the business.
NATIONAL WINNER
FRANCHISE WOMAN OF THE YEAR

REGIONAL WINNER NSW/ACT
KATE THOMSON
ANZ MOBILE LENDING

Kate joined ANZ Mobile Lending as the General Manager in 2016. In her role, Kate is responsible for leading the Mobile Lending franchise to increase business performance and continue to evolve the franchise model. Prior to this role, Kate progressed through the ranks of McDonalds to Senior Management with responsibilities including executing on business strategy, franchising operations and business development. Kate holds a Post Graduate Certificate in Management Enterprise (University of Newcastle), an MBA (Charles Sturt University) and she will be receiving her CFE accreditation at this year’s conference on stage with all the other CFE graduates. Aside from work, Kate has three beautiful children and is a Central Coast Mariners fan.

REGIONAL WINNER WA
EMILY SLEVIN
AUSSIE POOCH MOBILE

Emily’s career with Aussie Pooch Mobile began when she bought the Scarborough WA franchise in 2010. After having her daughter in 2012, Emily returned to work and from there, business started to boom. In 2014, Emily sold her first split and sell and then followed with another in 2015 and again in 2017. In 2017, Emily also opened a second franchise area and purchased a second trailer employing a full time representative. In 2014, Emily won Aussie Pooch Mobile’s Overall National Franchisee award, and in 2015 and 2017 took home the network’s National Marketing award. In January 2018, Emily took over Aussie Pooch Mobile’s WA Regional Master Franchise and now oversees 20 franchises and representatives.

REGIONAL WINNER VIC/TAS
JESSICA SAXBY
BANJO’S BAKERY CAFE

Jessica Saxby is a young business professional with a proven track record in start-ups, business strategy and guiding people to be their best. Majoring in International Business, Marketing and HR, Jess was co-creator of the successful Liv-eat franchise whilst still at university. CEO and Managing Director of Banjo’s Bakery Cafe’s for the past five years, Jess has consolidated the business and prepared it for substantial growth with plans for the franchise to expand to 80 stores. Jess brings energy, vision and inspiration to Banjo’s and has created a strong team who are definitely on the rise!
NATIONAL FINALISTS
FRANCHISE
WOMAN OF THE YEAR

REGIONAL WINNER QLD/NT
MICHELLE GRAHAM
POOLWERX
ASHGROVE & KEPERRA
Michelle Graham has been a Poolwerx franchise partner for 15 years and with husband Tony, now operates two retail pool stores in Ashgrove and Keperra in Brisbane and mobile pool servicing territories in the same areas. Last year, her business achieved sales of $1.7 million, making it amongst the top ten franchises in Poolwerx. Michelle is a member of two internal Poolwerx advisory councils and is a committed mentor and advocate for women throughout the Poolwerx franchise network.

REGIONAL WINNER WA
YVETTE SHOLDAS
REMARKABLE FRANCHISES
Yvette Sholdas, a published author and co-founder of Remarkable Franchises, leaders in franchise culture, franchisee education and business growth, started, built and sold her first business at 21. She is a qualified Project Manager, with a 20-year corporate career in financial services, managing small & multi-million-dollar projects and programs, nationally and internationally.
Since 2007, Yvette in her various businesses has worked across more than 40 industries, training, mentoring and consulting with 1000’s of people in SME’s, franchise brands including franchisees and their teams, to market and grow their businesses and develop their people.

REGIONAL WINNER QLD/NT
STEPHEN HALLS
POOLWERX
Stephen Halls has more than 17 years’ experience in franchising, both as a franchisee and in senior business development roles within the franchise sector. As Queensland Business Development Manager for Poolwerx, Stephen built up his region to be number one in the Poolwerx network, with his 22 Queensland franchise partners last year reaching sales of more than $17 million in total. His business acumen and ability to deliver strong sales results saw him promoted to the role of National Franchise Operations Manager for Poolwerx in early 2018.

NATIONAL WINNER
FIELD MANAGER
OF THE YEAR

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NATIONAL FINALISTS
FIELD MANAGER
OF THE YEAR

ALSO REGIONAL WINNER NSW/ACT
TIN LY
ROLL’D AUSTRALIA
Tin Ly is the State Manager for South Australia, New South Wales and ACT. On a day-to-day basis, Tin provides support to franchisees and development opportunities to Roll’d staff members at a store level. Whilst the Head Office is based in Melbourne, Tin spends his days at different stores across NSW, ACT, and SA monitoring and protecting stores’ profit and loss statements and labor figures while guiding franchisees and store managers to set challenging yet reasonable key performance indicators and targets for their stores.

ALSO REGIONAL WINNER VIC/TAS
LINDA TRAN
ROLL’D AUSTRALIA
Linda Tran is currently Victoria’s Corporate Stores Manager at Roll’d Australia, an organisation that provides fresh Vietnamese street food with a twist for modern Australia. Linda first commenced working as a part-time employee in 2013 when she was hired by one of the co-founders of the company to work in Roll’d’s second ever store. Before being made Victoria’s Corporate Stores Manager in January 2018, Linda progressed from her initial team member position to become store manager in many of Roll’d’s franchises, with responsibility for sales and operation, training and development and maintaining profitability. Linda has received three company awards at her time with Roll’d including: 2015 Victorian Employee of the Year; 2015 National Employee of the Year; and 2017 Victoria Employee of the Year.

NATIONAL WINNER
SUPPLIER OF THE YEAR

HR CENTRAL
HR Central provides Human Resources (HR) services to the franchise sector through a combination of cloud-based software coupled with the expertise and advice of a team of HR Specialists. HR Central’s software manages HR administration such as policies, leave and employee documentation, whilst the HR Specialists provide guidance and support with any HR matter. This year, HR Central, in partnership with the FCA, launched the FCA HR Helpdesk, offering FCA members a free HR solution, as part of their membership benefits. FCA members, Australia-wide can call 1300 0 FCA HR to speak directly and confidentially to an HR Specialist for sound and trusted advice.
NATIONAL FINALISTS
SUPPLIER OF THE YEAR

BUSINESS DEVELOPMENT ALLIANCE

Mark has over 25 years of senior management experience in franchising and strategic thinking. As a Growth Strategist, Mark brings clarity in determining the way forward. His passion lies in instilling a strong culture of best practice and service excellence with all his clients and stakeholders. Mark is a Keynote speaker, MC and Motivational Presenter. He has presented at industry and corporate conferences and aims to not only educate through speech but to entertain as well. Mark is a former committee member of the WA Chapter of the FCA and served for many years.

LEGALVISION

LegalVision is a market disruptor in the commercial legal services industry. Their innovative business model and custom-built technology assist their lawyers to provide a faster, better quality and more cost-effective client experience.

LegalVision is a leader in delivering legal services in Australia and has assisted more than 50,000 businesses and franchises. LegalVision’s client-first approach to solving legal problems has caught the attention of Australia’s largest franchises, who benefit from their unique mix of legal and tech capabilities.

WORLD MANAGER

World Manager offers a cloud-based, mobile compatible platform featuring five suites of software for operations, human resources, scheduling, training and communications with built-in unprecedented reporting capabilities. More than 250 of Australia’s largest brands rely daily on the multi award winning World Manager platform as the spinal cord for their corporate business practices with their management teams able to train, track and communicate to the front line.

Whilst most software systems focus specifically on one function or employee level, World Manager distinctively allows greater visibility from the support office team, right down to the newly on-boarded employee by providing an all in one solution.
NATIONAL WINNER
EXCELLENCE IN MARKETING

INSPIRATIONS PAINT STORE
Inspirations Paint is a national franchise group and the leading network of paint stores in Australia. The business started out as a buying group of 5 stores in Newcastle in 1979 and now boasts over 100 stores across the country. Inspirations Paint sells 22 million litres of paint or 1-in-every-6-litres of paint to the Australian market each year, turning over $300m. Servicing both the professional trade painter market and the DIY retail market, the business has a clear service positioning around giving personal attention to customers painting projects.

NATIONAL FINALISTS
EXCELLENCE IN MARKETING

BATTERY WORLD AUSTRALIA
Since 1997 Battery World has expanded to be the largest and most comprehensive Australian battery retail franchise. They serve hundreds of thousands of customers, through a network of 109 national stores: stocking more than 8000 batteries across sixteen categories. Battery World are more than Battery Expertise, they are the Batteryologists. They have turned their expertise into a dedicated science. They know the complexities, the circuitry and the specs to ensure that their customers have the perfect road trip or camping weekend away. As Batteryologists, they know the right battery for the purpose, fitted expertly, in store or anywhere their customers are, with 24hr Mobile Service.

BOOST JUICE
Boost Juice is Australia’s most loved juice bar and a true Australian success story. Founded by adventurer and suburban mum Janine Allis in 2000, the brand now operates in more countries than any other juice bar in the world. The business has squeezed and blended its way through thousands of tonnes of fresh fruit and vegetables and has built a league of dedicated and loyal fans with over 500 stores in 13 countries.

Boost Juice was built on Janine’s vision to provide customers with a product and customer experience that epitomised her “Love Life” philosophy. The premise is clear: Every customer will leave a Boost Juice bar feeling just that little bit better.
NATIONAL FINALISTS
EXCELLENCE IN MARKETING

KWIK KOPY AUSTRALIA
At Kwik Kopy, great printing is just the beginning. They combine an extensive national network with over 35 years’ experience in providing quality design and print solutions. Kwik Kopy provides you with a blend of friendly advice, design and print expertise to help you achieve your business goals. Kwik Kopy’s services include everything from business stationery and marketing material, through to posters and signage, as well as graphic and web design. By working closely with you and developing a thorough understanding of your business, Kwik Kopy’s aim is to provide you with a solution that meets your cost and brand requirements, standards and expectations.

ROLL’D
Roll’d Australia has gone from strength to strength since starting as a three-man band in Melbourne’s CBD a little over six years ago. Roll’d has rapidly expanded and now boasts almost 70 stores nation-wide. Taking inspiration from the street food of Vietnam and the recipes of their ancestors, Roll’d is very much a family affair. They have brothers, sisters, cousins, aunts of cousins and cousins of mothers working in various aspects of the business.

Many businesses say they are like a big family and they actually mean it. Beyond food, Roll’d is an adventure - without the risk attached. Their quality and size prove that they’re worthy of your customer’s trust and they consider themselves a doorway to Vietnamese culture, values and taste. Roll’d provides an authentic experience without sacrificing the quality or the time.

Need someone who understands your business?

You’re an expert at your business. We’re experts at ours. Kwik Kopy is a complete one-stop-shop for all your franchise business marketing needs.

Whether you need quality print material, great graphic design, eye-catching signage or a professional website; with our decades of experience, you can trust us to produce quality products to achieve your business goals.

Talk to us about your franchise printing needs today.

kwikkopy.com.au/fca
BOOST JUICE BARS – INTERNATIONAL

Clare Morrison joined the Boost network in 2008 responsible for the Western Australian Boost portfolio. Clare grew the network to 34 stores across Boost Juice and Salsas Fresh Mex brands, with impressive year on year comparative growth.

Clare accepted the role of International Operations and Training Manager in 2012, General Manager – International Operations in 2015 and was further promoted to General Manager – International in 2016. Her portfolio currently generates in excess of 50 million dollars in sales worldwide for Boost International. In her time with the department Clare has overseen 165+ new stores and 7 region launches.

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Christian McGilloway,
Chief Technical Innovation Officer,
Boost Juice Bars
NATIONAL FINALISTS
EXCELLENCE IN FRANCHISE INNOVATION

MUFFIN BREAK
Muffin Break first opened its doors in Coolangatta, Queensland in 1989. From humble beginnings, Muffin Break now have over 210 stores in Australia. You’ll find them predominantly in shopping centres but Muffin Break continue to innovate and evolve into other locations such as airports, train stations as well as children’s playcentres more recently, through their licensed partnership with Crocs Playcentres.

Nothing beats freshly baked food, or coffee made using the freshest beans. That’s why every Muffin Break has its own kitchen, baking throughout the day, so everything they serve is as good as it can be.


SPORT STAR ACADEMY
At Sport Star Academy, "champions are made, not born" and they see the potential in every child. Through their skill based sport programs, Sports Star Academy empower their kids to believe in themselves and nurture a love of sport through focused attention, dedication and simply having fun.

The Sports Star Academy’s vision is:
• To empower, mentor and develop good human beings.
• To deliver world class programs, systems and infrastructure.
• To be the leading global service provider in delivering youth sports programs.

Sport Star Academy is ‘Creating a Movement of Change for Tomorrow’s Grassroots Leaders’.

CREATING A MOVEMENT OF CHANGE
for tomorrow’s grassroots leaders

Join our award-winning team. Franchise opportunities available across Australia. Find out more at sportstaracademy.com/franchise or call 1300 372 300
BENDIGO BANK NORTH PERTH

It is the belief of Bendigo Bank North Perth that businesses should “feed into prosperity, not off it”. Bendigo Bank North Perth is dedicated to involvement within the local community. A significant percentage of the branch profits are shared with the local community by way of various direct grants, sponsorships and donations. The bank assists local community groups in many ways including donations, direct sponsorship, grants and volunteering to devote time to assist with the organisation of various local area events. The directors of the franchise and the staff are proud to have donated over one million dollars in community contributions since beginning operating the branch.

POOLWERX

Poolwerx is Australia’s largest pool and spa maintenance network. It is in the business of making pools and spas healthy and safe for families and businesses across Australia, New Zealand and America. Founded by CEO John O’Brien 24 years ago the business has evolved from a man-in-a-van operation into a model that supports big business with over 106 partners operating close to 100 stores and 300+ vans. The technicians and Franchise Partners are the most qualified in the world with each franchise business having a certified technician available. Poolwerx takes pride in daring to be different and this value is integral to the brand’s drive to be the best and most trusted pool and spa servicing company in the world.
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Michael Paul founded PACK & SEND in 1993, after he personally experienced difficulties in arranging to have an unpacked Personal Computer delivered from Sydney to Melbourne. This was the inspiration for creating a convenient retail service centre that could save customers time, trouble and money for sending anything, anywhere.

Today, PACK & SEND has become a highly respected home grown franchise system, with an international network of over 135 franchise retail service centres throughout Australia, New Zealand and the United Kingdom. In 2007 PACK & SEND was named ‘Australian Franchisor of the Year’ and in 2008 was Runner Up in the ‘International Franchisor of the Year’ awards.

Michael has led PACK & SEND to evolve and change in a rapidly changing market, with the company investing significantly in leading edge technology to enable franchisees to earn more market share and profits. This has resulted in the PACK & SEND franchise chain continuing to have strong growth 25 years after its inception.

Michael has also been a very active contributor to the franchise sector, giving unstintingly of his time and energy to help other franchisors and franchisees. He served on the FCA Board of Directors for 8 years from October 2009 which included several terms where he was appointed as Chairman of the Board. He has also been active in government representation efforts, meeting ministers and key federal stakeholders to provide advice on a variety of issues facing franchising.

Michael has the international professional accreditation of Certified Franchise Executive (CFE).

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**NATIONAL FINALIST**  
**FRANCHISOR SOCIAL RESPONSIBILITY**

**ROLL’D**

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**FRANCHISE HALL OF FAME 2018 INDUCTEE**  
**MICHAEL PAUL**

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**PACK AND SEND**

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Bring Boost to where the action is!

The beach. Festivals. Sporting events.

Wherever the buzz is, a Boost Mobeel is the way to go!

For further details call (03) 9508 4409