



Franchise Council of Australia Media Release

NAB FCA WA Excellence in Franchising Awards Winners Announced August 12 2013

The Franchise Council of Australia (FCA) honoured franchising's best from across Western Australia on Friday night at the NAB FCA WA Excellence in Franchising Awards for 2013.

Winners at the event, proudly sponsored by NAB and held at Crown, included Carole Creed from Clark Rubber, who was recognised as Franchise Woman of the Year, Craig Mason from Sign-A-Rama who took home Multi-Unit Franchisee of the year, with Field Manager of the Year going to Darrell Doust from PoolWerx.

Bendigo Bank North Perth were also big winners on the night, taking home Franchisee of the Year, two or more staff and the Franchisee Community Service award.

Linda Steele from Think Done and the WA State Chapter Committee was honoured with the annual Paddy Thompson award, recognising contribution to franchising in the West Australian community.

Craig Mason, who also won Franchisee of the Year, two or more staff nationally in 2012 said it was incredibly important to get the structure of your business right before expanding to a multi-unit operation. The awards process helped him clarify the differences between his two businesses.

"It (the awards process) helps me consider the different cultures we have in our business. I spend two days a week in one franchise, two days in the other, and one day on the business. I'm not necessarily the guy at the coal face anymore, so this process really helps to focus," he said.

Clark Rubber franchisee and Franchise Woman of the Year, Carole Creed said her franchisor was paramount to her business success in a tough environment.

"We have an incredibly supportive franchisor. All together, I wouldn't like to be involved in retail without being part of a franchise. I think it's just incredibly difficult without that support," she said.

Darrell Doust said it was important to get the balance between franchisee and franchisor right in his role.

"We've got to make sure it's not always about us. It's about the franchisee and what they need in their business," he said.

Dean Franks representing Bendigo Bank on the night said that while the awards process allowed the Bank to be introspective about their business, the win itself was great news for other franchisees in the system.

"It's great recognition within the group, particularly if the franchisor encourages the franchisees to enter, and it's also encouraging for the rest of the group to know they're within an award winning system," Dean said.



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All winners from the event now qualify as finalists for the NAB FCA National Excellence in Franchising Awards. The Gala Dinner will be held at Jupiters Hotel and Casino on Tuesday 22 October at the culmination of the National Franchise Convention. [Register here.](#)

NAB FCA WA Excellence in Franchising Awards 2013 winners:

Multi-unit Franchisee of the Year – Craig Mason, Sign-A-Rama, Joondalup and Malaga

Franchisee of the Year - two or more staff – Bendigo Bank, North Perth

Franchise Woman of the Year – Carole Creed, Clark Rubber, Geraldton

Field Manager of the Year – Darrell Doust, PoolWerx

Franchisee Community Service – Bendigo Bank, North Perth

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The Franchise Council of Australia is the peak industry body for the \$131 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. www.franchise.org.au