

Friday 8 July 2011

Franchisee Success Club-World first initiative from the FCA.

The Franchise Council of Australia has launched a world first initiative, the Franchisee Success Club.

The initiative acknowledges the breadth and depth of achievement of Australian franchisees in the \$128 billion Australian franchise sector.

The Franchisee Success Club was launched today at the FCA NSW State Conference, by FCA Chairman Stephen Giles and Deputy Chair Tony Melhem.

Mr Giles called the Franchisee Success Club one of the most important and exciting initiatives the FCA has ever ventured.

“The Franchisee Success Club provides an opportunity for franchisors from large and small systems alike to recognise the performance of their exceptional franchisees”, Mr Giles said.

Franchisees can be recognised for a range of achievements, including outstanding financial performance or achievement, community contribution, excellence in customer service, positive contribution to fellow franchisees and the franchise system and personal success or achievements.

“We want to tell the broad and comprehensive real story about Australian franchising. In doing so we expect the Franchisee Success Club will feature many stories from the hundreds of franchisees who have triumphed over adversity, or achieved success from very humble beginnings. In many ways these stories are the essence of franchising”, Mr Giles said.

Joining Mr Giles at the launch today was FCA Deputy Chair Tony Melhem, himself a two-time winner of the FCA Franchisee of the Year Title.

“In my opinion, this is probably the best thing the FCA has done”, Mr Melhem said.

“I myself had significant adversity to deal with and I would have been delighted to have been acknowledged for getting through that,” Mr Melhem said.

“Winning awards is great-and I would encourage every franchisee to strive to do so. But the Franchisee Success Club adds to that elite recognition in a real and accessible way for many more franchisees - and that is obviously good” he said.

At the launch today, Mr Giles called upon all franchisors to embrace this simple but important initiative.

“The Franchisee Success Club is a wonderful tangible way for franchisors to recognise their successful franchisees.”



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“These personal stories of individual franchisees on the FCA website will prove wonderful testimonials to the contribution of franchising to the Australian economy and communities throughout the country”.

“It is ambitious, with the aim of having 1,000 outstanding franchisees in the club by July 2012. But there are about 70,000 franchisees in Australia - so 1,000 will hopefully only be a start”.

Franchisees that are part of the Franchisee Success Club will have their photo and a short bio detailing their success story displayed on the FCA website, and they will be listed in the Franchise Review magazine. Franchisee Success Club participants will also be invited, as an FCA guest, to be formally acknowledged at an FCA event in their state. Each will receive a personal congratulatory letter from the FCA Chairman, as well as a certificate and decal for display on their premises or business vehicle.

Mr Giles said that the Franchisee Success Club would provide a platform for further benefits for franchise systems and their franchisees.

“It will give the FCA a store of case studies to assist in providing inspiration to other franchisees and help better engage the franchisee community. Franchisee engagement will help us to more effectively challenge issues such as retail leasing and small business tax reform”.

“The Franchisee Success Club should also encourage non-members of the FCA to take an interest in the franchising community and help build an even stronger member community of positive and enthusiastic franchisees,” Mr Giles said.

Among the first to be included in the Franchisee Success Club at today’s launch were:

- James Abson & Deanna Reeves from OPSM, Croydon, VIC;
- Glenn Bartrop from Laubman and Pank, Brookside, QLD
- Brett Maker from Car Care Hills District, Sydney NSW
- Rabie Mtanos and Mitra Azimi from Looksmart Alterations Canberra and Bondi, NSW;
- Ian Franke from Nanotek, Camden District NSW
- Jayne Hillege from Civic Video, Gordon and Cherrybrook, NSW
- Kimberly Narayan from Mortgage Choice, Sydney NSW
- Adrian and Marelize Smith from King of Knives, Rhodes

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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.