



Franchise Council of Australia Media Release

2011 Westpac FCA Excellence in Franchising Awards Winners Announced

October 13 2011

The franchise industry's night of nights

The Franchise Council of Australia honoured the best of the best in the franchise sector at the 2011 Westpac FCA Excellence in Franchising Awards Gala Dinner on Tuesday night.

Hairhouse Warehouse won the major award of the evening - Established Franchisor of the Year. Co-founders Tony Lattouf and Joseph Lattouf believe the recognition proves the success of their business model.

"Our business has been recognised by the most credible authority in franchising," the pair said.

"This award reinforces our leadership position in the Hair and Beauty Industry. It means that we can leverage the award to attract a greater team and greater franchisee prospects."

The Coffee Club was also a big winner with awards in three categories including Excellence in Marketing, Multi-unit Franchisee of the Year and Franchisee of the Year - two or more staff. Nick Vincent, General Manager Marketing at The Coffee Club said the awards built credibility for the team.

"The marketing award means more franchisee engagement in our marketing programs because we have been recognised as being marketing leaders within the franchise industry," Mr Vincent said.

"The entire awards submission process was beneficial because it gave buy-in across all departments. It reminded us too, on the efforts the marketing team put in to rolling out national promotions."

The event, one of the most anticipated on the franchise calendar, was held in the Grand Ballroom at the Sebel Albert Park and attended by more than 500 people.

The awards held at state and national level each year represent the pinnacle of franchise achievement and are a celebration of the hard working teams and individuals in the industry.

FCA Executive Director Steve Wright said in difficult economic times the Australian franchise sector has outperformed the rest of the small business market.

"These outstanding businesses and individuals are great examples of the entrepreneurial skill and determination that has made the sector so resilient," Mr Wright said.

Chair of the independent judging panel Professor Andrew Terry from University of Sydney Business School said the caliber of this year's award winners was extremely high.



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“All of this year’s winners have certainly set the bar very high for others in the franchising sector to try and emulate. To all those that didn’t win, the awards process still enables people to have a very good look at their businesses and see where they can improve moving towards the coming year. In essence, everyone who enters these awards is a winner,” Professor Terry said.

The Franchise Council of Australia is the peak industry body for the \$128 Billion Australian franchise sector representing franchisors, franchisees, suppliers and advisors.

To view photographs from the evening click the link below and enter the password nfc2011.

[2011 Westpac FCA Excellence in Franchising Awards Gala Dinner](#)

The Winners

Established Franchisor of the Year

Winner: Hairhouse Warehouse

Runner-up: PoolWerx

Emerging Franchisor of the Year

Winner: Appliance Tagging Services

Runner-up: Mad Mex Fresh Mex Grill

Multi-unit Franchisee of the Year

Winner: Carolyn and David McManus - The Coffee Club, Qld

Runner-up: Irene and Ian Hughes - PoolWerx, WA

Franchisee of the Year – more than two staff

Winner: Kevin and Joanne Gooch - The Coffee Club Midland Gate WA

Runner-up: Anthony Smith - Mortgage Choice, Cheltenham Vic

Franchisee of the Year – less than two staff



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Winner: Fiona Edis - City Farmers Dogwash, Como WA

Runner-up: Rosemary Harmata - Lollypotz, Chatswood and Sydney CBD NSW

Franchise Woman of the Year

Winner: Belinda Sugars, Mortgage Choice

Runner-up: Louise Curtis, Lollypotz

Franchise Executive of the Year

Winner: Cameron Graham, ANZ Mobile Lending

Field Manager of the Year

Winner: Andrew Walker, PoolWerx

Runner-up: Judd Sandwell, Chicken Treat

Supplier of the Year

Winner: Silver Chef

Runner-up: Whirlwind Print

Contribution to Franchising

Winner: Derek Sutherland, ICON Law

Runner-up: John O'Brien, PoolWerx

Excellence in Marketing

Winner: The Coffee Club

Runner-up: Hairhouse Warehouse



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International Franchising

Winner: ActionCOACH

Runner-up: Keen to Clean

Franchisor Social Responsibility

Winner: Hairhouse Warehouse

Runner-up: Zambrero

Franchisee Community Service

Winner: Dean Mackie - McGrath Estate Agents, Mosman, Northbridge and Neutral Bay NSW

Runner-up: David and Belinda Clarke – Bakers Delight, Stirling SA

2011 Franchise Hall of Fame Inductee

Noel Carroll, Founder Michel's Patisserie

ENDS

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