



Franchise Council of Australia Media Release

Franchise success recognised at 2020 Excellence in Franchising Awards

10 December 2020

The Franchise Council of Australia has honoured some of the nation's best and brightest in business at the MYOB FCA Excellence in Franchising Awards.

This year's winner of Australian Established Franchisor of the Year is The Cheesecake Shop. Now in its 27th year of franchising, with 228 cake bakeries across Australia, New Zealand and the United Kingdom, The Cheesecake Shop took out the category from finalists Just Cuts, Rapid Tune and Banjo's Bakery Café.

"Putting this award together with our team, one of the things I learned was the average tenure of our 50-odd staff as a franchisor was about eight-and-a-half years, and that says a lot for their commitment and their passion and their love for our brand. This award is for them," said Ken Rosebery, Managing Director, of The Cheesecake Shop in accepting the Award.

"It's been a trying year for everyone and this is a big achievement for the business. To all of the head office staff and the franchisees – we're absolutely ecstatic," added The Cheesecake Shop's General Manager of Marketing and Operations, Peter Dable.

SILK Laser Franchising was named the Australian Emerging Franchisor of the Year, with MoneyQuest Australia, Home Caring Franchise and Fitstop Australia all named as finalists in the category.

"It's been a pretty amazing journey for our company. We started all the way back in 2009 with one staff member and one laser in Adelaide. We've now been franchising for four years and are getting close to 60 clinics nationwide," said SILK Laser Clinics CEO, Martin Perelman.

The International Franchisor of the Year Award was taken out by XTEND Barre, who in accepting the Award shared their story of innovation that saw the brand convert their bricks and mortar business to be entirely digital within 36 hours as COVID hit hard.

Poolwerx took home the Excellence in Marketing Award while the Excellence in Franchise Innovation Award was won by the RAMS Product, Construction Lending Proposition.

FC Business Solutions was named this year's Supplier of the Year.

The vital role that being part of a team and their local communities plays for franchisees was on show as Bakers Delight and ANZ Mobile Lending took out two franchisee category awards apiece.

Chris McIntyre of ANZ Mobile Lending on Queensland's Gold Coast was named Multi-Unit Franchisee of the Year for 2020 and Sallie Williams of ANZ Mobile Lending, Wanneroo was named Single Unit Franchisee of the Year, less than two staff for 2020.



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Andrew Toogood of Bakers Delight, Mount Gambier - Commercial Street won the Single Unit Franchisee, two or more staff Award while the Franchisee Community Responsibility and Contribution Award was won by Geoff and Jo Harrington of Bakers Delight, Southern Highlands, marking the second consecutive year the brand has taken home this Award.

“There are three main groups that I need to thank tonight. The first is my team of 18 people - without them, this wouldn’t be possible. Secondly, the community of Mount Gambier. We’re only a small regional centre and we get behind the town and they get behind us. Thirdly, the franchise team at Bakers Delight,” said Andrew in his acceptance speech.

Field Manager of the Year was awarded to Phil Colburn of Poolwerx, while Wendy Donaldson of Narellan Pools was named Franchise Woman of the Year.

“The 2020 MYOB FCA Excellence in Franchising Awards showcase just some of the franchisors, franchisees and individuals who continue to make outstanding business contributions in extraordinary circumstances,” said Franchise Council of Australia CEO, Mary Aldred.

“The achievements of all award winners and finalists in what has been an extremely difficult year for small business owners is truly remarkable.”

“I congratulate winners and finalists on their exemplary performances, resilience in the face of adversity, and continued contributions to their franchise systems and communities.”

A total of 12 Excellence in Franchising Awards were presented on the evening, which was proudly sponsored by MYOB.

- ENDS -

Note: Full list of winners attached.

For more information, please contact:

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FRANCHISE COUNCIL OF AUSTRALIA

The Franchise Council of Australia is the peak industry body for the \$182 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. www.franchise.org.au



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2020 Excellence in Franchising Award Winners

Australian Established Franchisor of the Year - The Cheesecake Shop

Australian Emerging Franchisor of the Year - SILK Laser Franchising

International Franchisor of the Year - XTEND Barre

Multi-Unit Franchisee of the Year - Chris McIntyre, ANZ Mobile Lending, Gold Coast x 2

Single Unit Franchisee of the Year, two or more staff - Andrew Toogood, Bakers Delight, Mount Gambier - Commercial Street

Single Unit Franchisee of the Year, less than two staff - Sallie Williams, ANZ Mobile Lending, Wanneroo

Franchise Woman of the Year - Wendy Donaldson, Narellan Pools

Field Manager of the Year - Phil Colburn, Poolwerx

Supplier of the Year - FC Business Solutions

Excellence in Marketing - Poolwerx

Excellence in Franchise Innovation - RAMS Product, Construction Lending Proposition

Franchisee Community Responsibility and Contribution - Geoff and Jo Harrington, Bakers Delight, Southern Highlands