

## 2015 MYOB FCA Excellence in Franchising Awards national categories open!

**April 16 2015**

Following the success of the 2014 MYOB FCA Excellence in Franchising Awards, there has never been a better time to enter your system and people into the running for the 2015 edition of these prestigious awards.

Success at the awards generates priceless publicity and promotion for individuals and their franchise systems – it is direct marketing exposure you cannot afford to miss.

FCA General Manager, Kym De Britt, said the awards provide business owners the opportunity to take an in-depth look at their business and how it operates in the current market, and gain valuable insights into the mechanics of how it runs.

"The awards are an excellent way for businesses to monitor their performance across a range of key areas, and to help drive continuous improvement to systems and processes. Should you be successful, it is also an opportunity to showcase your achievements, and market your award-winning system to potential franchisees," Mr De Britt said.

Andrew Bellchambers of Shingle Inn Café, winner of the 2014 Australian Emerging Franchisor of the Year award, said that the awards were a great way for the management team to informally assess the performance of the business.

"We are often looking forward and planning and not celebrating our achievements and I think it's allowed us the space to do that, even before we were awarded the prize. It's helped to refocus everyone's efforts on what else we might be able to do to continuously improve," Mr Bellchambers said.

National awards categories close on 8 June 2015, with full submissions to be provided by 19 June 2015. The awards will be announced at the MYOB FCA National Excellence in Franchising Awards Gala Dinner on Tuesday 13 October 2015.

Click on each of the national categories below to read about the criteria and to download an entry form.

- [Australian Established Franchisor of the Year](#)
- [Australian Emerging Franchisor of the Year](#)
- [International Franchisor of the Year](#)
- [Excellence in Marketing](#)
- [Excellence in International Franchising](#)
- [Franchise Innovation](#)
- [Franchisor Social Responsibility](#)
- [Supplier of the Year](#)



FRANCHISE COUNCIL OF AUSTRALIA

# Franchise Council of Australia Media Release

This is an exceptional opportunity to recognise excellence within your franchise system and gain positive exposure for your brand within and beyond the sector.

**ENDS**

**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 \$144 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. [www.franchise.org.au](http://www.franchise.org.au)*