

NSW/ACT Excellence in Franchising Awards Showcase Franchising Success Stories

12 April 2016

The Franchise Council of Australia (FCA) recognised franchising's best in New South Wales and the Australian Capital Territory at the Franchise Council of Australia's 2016 NSW/ACT Excellence in Franchising Awards presentations in Sydney on Monday night.

Winners at the event included Daniel Mesiti and Anthony Stahl of Boost Juice who were named the NSW/ACT Multi-Unit Franchisee of the Year; Chris Wall and Robyn Mitchell of Pizza Capers, Gungahlin who took home the award for NSW/ACT Franchisee of the Year, two or more staff; and Shaun Birley and Sam Orders of InXpress, Sydney CBD, who won the Award for NSW/ACT Single Unit Franchisee of the Year, less than two staff.

Also successful on the night were Foodco's Natalie Brennan, who was named the NSW/ACT Franchise Woman of the Year; Melissa Moseley of Frontline Recruitment Group, who took home the NSW/ACT Field Manager of the Year Award and Soul Origin franchisee, Sherwin Djamil who won the NSW/ACT Franchisee Community Responsibility and Contribution Award for 2016.

Natalie Brennan's passion for franchising is clear. Now Foodco's Head of Corporate Brand Support, she has been involved in franchising since her first part-time job at McDonalds aged 15.

"Franchising is a way for people to gain skills and to be their own boss," said Natalie. "I always say franchising teaches people to be a butcher, a baker or a candlestick maker. If you want to do anything really in this country there will be a franchise network that can support you into that business."

"Helping the mum and dads, the young couples, the people who are just passionate about business and what they do and teaching them how do better at their business is what keeps me keep going."

Shaun Birley and Sam Orders are two such passionate franchisees. The pair purchased their InXpress franchise as soon as they graduated university in 2013.

"We thought our degrees will always be there so why don't we have a crack at something ourselves," said Sam. "And what better industry than franchising where you're given a proven business model to follow."

It's a decision that has seen the pair recognised as the fastest growing franchise within the Australian InXpress network in their first year of operation and take home the network's award for largest overall growth three years running.

Sam describes being named NSW/ACT Single Unit Franchisee of the Year, less than two staff as more "great recognition for the hard work we've put in for the past three-and-a-half years since we've



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started our franchise. To be recognised externally by our peers and the franchising industry means a lot to us. We're very proud and very thankful for that".

For Sherwin Djamil, the support offered by a franchise system was also a key attraction when deciding to become a small business owner.

"At first it (becoming a Soul Origin franchisee) seemed like an obstacle, because I'd never been a business owner before," said Sherwin. "But I realised that it was an opportunity and I wasn't alone. Soul Origin had a support system and that support system has taken me to where I am today."

Winning the NSW/ACT Franchisee Community Responsibility and Contribution Award for 2016 is important recognition to Sherwin - the franchisee of two Soul Origin stores at Westfield Parramatta - of his work with Parramatta charity, Homeless Connect.

"It means the world to me that I can say I'm a business owner that loves to give forward and contribute," said Sherwin.

Following their success, all winners have qualified as finalists for the MYOB FCA National Excellence in Franchising Awards. The Gala Awards Dinner will be held in Canberra on Tuesday 11 October at the culmination of the 2016 National Franchise Convention.

WINNERS

Images available on request

NSW/ACT Multi-Unit Franchisee of the Year

Daniel Mesiti and Anthony Stahl, Boost Juice, Chatswood, Bankstown, Eastgardens and Top Ryde

NSW/ACT Single Unit Franchisee of the Year, two or more staff

Chris Wall and Robyn Mitchell, Pizza Capers, Gungahlin

NSW/ACT Single Unit Franchisee of the Year, less than two staff

Shaun Birley and Sam Orders, InXpress, Sydney CBD

NSW/ACT Franchise Woman of the Year

Natalie Brennan, Foodco

NSW/ACT Field Manager of the Year

Melissa Moseley, Frontline Recruitment Group

NSW/ACT Franchisee Community Contribution and Responsibility

Sherwin Djamil Soul Origin, Westfield Parramatta Level 5 & Level 1



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Future Awards presentation dates for 2016

FCA VIC/TAS Excellence in Franchising Awards - Monday 6 June

FCA WA Excellence in Franchising Awards - Friday 15 July

FCA SA Excellence in Franchising Awards - Monday 15 August

ENDS

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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