

West Australian franchisees and support staff recognised at BDA/Finn Franchise Brokers WA FCA Excellence in Franchising Awards

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The Franchise Council of Australia (FCA) recognised franchising's best in the west on Friday night at the BDA/Finn Franchise Brokers WA FCA Excellence in Franchising Awards at the Parmelia Hilton.

Winners at the event included Alistair Borg and John Wilmot from The Cheesecake Shop who took home the Franchisee of the Year, two or more staff award, Jim Hawley from Car Care in Fremantle who was awarded Franchisee of the Year, less than two staff and Karen Walsh from Salon Express who took out the Multi-unit Franchisee of the Year award.

It was a big night for The Cheesecake Shop who also won the Field Manager of the Year award – taken home by Area Manager, Ryan Potts.

Ryan, who looks after all 19 West Australian franchisees said being named a finalist in the award motivated him further in his role.

"Our franchisees open up their businesses and are incredibly welcoming to me. When they listen to me and take things on board, it motivates me to be the best I can for them," he said.

Franchisee of the Year, two or more staff winners, Alistair Borg and John Wilmot also said the people in The Cheesecake Shop network were what made it such a great business to be involved with.

"We actually invited two of our staff here tonight, but we're incredibly busy at the moment due to a promotion and they chose to stay back and make sure everything was done. That really typifies what our team is like," they said.

Jim Hawley, who was named the Franchisee of the Year, less than two staff winner saw similar benefits to being part of a franchise system even though he works on his own.

"I picked Car Care because you can work on your own, but you can also integrate with a group of other franchisees so you can use each other's knowledge to help you grow and go further," Jim said.

Karen Walsh of Salon Express took home the Multi-Unit Franchisee of the Year award following opening a second store in the same location to keep up with demand.

"Opening our new store we obviously had our critics. Two salons in the same shopping centre, in the same system. But we felt the risk was worth it because the market was there.

"Even if I didn't win tonight, becoming a finalist was a huge honour, but entering has also made me look at my business in a whole new light. I now know where I can improve and where I am succeeding," she said.

Franchise Council of Australia Media Release

Following their success, all winners have all qualified as finalists for the MYOB FCA National Excellence in Franchising Awards. The Gala Dinner will be held at Allphones Arena in Sydney on Tuesday 28 October at the culmination of the National Franchise Convention.

WINNERS

Multi-Unit Franchisee of the Year

Karen Walsh, Salon Express & Colour Express, Rockingham

Franchisee of the Year, two or more staff

Alistair Borg and John Wilmot, The Cheesecake Shop, Midland

Franchisee of the Year, less than two staff

Jim Hawley, Car Care, Fremantle

Field Manager of the Year

Ryan Potts, The Cheesecake Shop

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