

Franchise in mint condition

NOWHERE in the world is franchising a bigger component of industry than in Australia.

Franchising generates annual sales of \$128 billion (equivalent to 14% of the country's GDP), and employs about 600,000 people in more than 72,000 workplaces.

To recognise not only the contribution franchising makes, but also to recognise the leading franchisees in Australia, the Franchise Council of Australia (FCA) is this week holding its annual Franchise Appreciation Week across the country.

Coinciding with the celebration will be a series of award events held in each state, the Queensland/NT function to be held at Stamford Plaza in Brisbane to-

morrow where the winners of the Franchisee of the Year and Franchise Woman of the Year categories for Queensland will be announced.

Both winners will go on to vie for the PricewaterhouseCoopers national Excellence in Franchising Awards to be held in Melbourne on October 13.

Winners of the national Franchisor of the Year, Media Campaign of the Year, Export of the Year and Innovation Award categories will also be announced in Melbourne (those categories do not have state winners).

And making its award debut this year will be the Emerging Franchise of the Year award, designed to recognise up and coming franchise systems in each state. That award will be



AWARD NOMINEE: Jason Montague from Mister Mint, who owns and operates the four Mister Minit franchises on the Coast, is a finalist in the franchise awards.

judged on those systems that display a high standard of sustainable business practices and a clear commitment to service excellence.

A winner will be announced in each state but there will not be a national winner in that category.

Queensland businesses have performed well in past awards, with last year's finalist in the Franchisee of the Year category, the Cof-

fee Club franchises at Springwood and Loganholme run by the Lane Family, going on to take out the national title.

The only Sunshine Coast finalist at this year's awards will be Jason Montague who owns and operates the four Mister Minit franchises on the Coast – two at Sunshine Plaza and others at Nambour Plaza and Kawana Shoppingworld.

Mr Montague earlier this

year, was named Mister Minit's own Franchisee of the Year for Australia and New Zealand.

That was judged on performance across all areas of the business – shoe repairs, key cutting, engraving and watch repairs – with customer growth and complaints among the criteria assessed.

Mr Montague said he believed buying into franchise systems provided a

strong opportunity for business success.

"What you're buying is a proven system, a brand you can leverage off, and support. Provided you get that support, the franchise fee is worth it," he said.

But he said regardless of what franchise it was, success was dependant on one factor.

"The bottom line is, it all comes back to the quality of your people," he said.

Swap your stuffy suit for wetsuit

SUNSHINE Coast business people will swap their corporate suits for wetsuits to attend a "board meeting" with a difference at Kawana Beach on November 10.

The occasion is the 2007 Boardmeeting charity surf event, now in its fourth year.

Businesses are being encouraged to nominate four-person teams for what promises to be a fun day out. The event has raised more than \$10,000 in each of the past three years.

Mike Belnap, one of the event coordinators and a regular participant, said while the Boardmeeting was "essentially a fun event designed to raise funds for charity", it was also "an opportunity for surfers in the business community to get together in the water, have some fun and broaden their local contacts".

Kawana lawyer and event organiser Guy Gibbons said a number of special kids would benefit from this year's event.

"We'll be helping nine-year-old Grace Fordham who suffers with Rett Syndrome, which is a rare and serious neurological disorder," Mr Gibbons said.

Funds raised from the event will also help Caloundra youngsters Sean and Caitlin Jeffries who suffer from the debilitating Mowatt Wilson Syndrome, as well as 10-year-old burns victim Tom Moore.

Mr Gibbons also said the fundraiser would "help the family of 2006 beneficiary Jose Morales with financial assistance to run the wheelchair vehicle we helped buy last year".

Several businesses have already thrown their support behind the event, with Kwik



HELP ON THE WAY: Mike Belnap said funds from the charity event would help nine-year-old Grace Fordham, among others.

PHOTO: BRETT WORTMAN/BW167495

Kopy at Kawana printing posters and fliers at no cost and World Surfari at Mooloolaba providing t-shirts for all competitors.

As well as the printing, Kwik Kopy's Steve Trevena will also enter the event, saying he even had a mate coming up from Maroubra to join his team.

"I've participated in a team before, but this will be the first time I'll be able to help out as a

business owner," he said.

As well as the surfing, an auction of surfing memorabilia and autographed sporting items from stars like Kelly Slater, Matt Hayden and Shane Webecke will be held from 5.30pm on the day at Kawana Waters Hotel.

For more information, or to register a team, call Josh Griffith on 0439 731695 or go to www.theboardmeeting.org

What's On for Businesses

Effective promotions

If you ask most business people what the purpose of advertising and promotion is, they will tell you 'to create awareness.' Awareness alone does not create business. Discover the importance and effectiveness of the promotions formula, selecting the right media, marketing strategies and monitoring and managing promotions. Make your marketing effective and benefit from it.

Date: Tuesday 11 September 2007

Time: 6.00pm to 9.00pm

Venue: Lake Kawana Community Centre, Sportsman Parade, Bokarina

Cost: \$33.00 (incl GST and refreshments)

Customer service

Improving and managing your customer service is essential for business success. Learn how to keep existing customers; attract new customers; obtain customer feedback and increase profitability. The presenter, Georgina Terepai from Altitude People Solutions has had extensive experience in sales, team leadership, marketing, and training. Having worked in a variety of successful organisations, such as Flight Centre, her passion and ability to truly engage and empower staff at all levels has been integral to her success.

Date: Tuesday 18 September 2007

Time: 6.00pm – 9.00pm

Venue: Noosa Boardroom, Noosa Civic, Eenie Creek Road, Noosaville

Cost: \$33.00 (incl GST and refreshments)

Considering a business

The Considering a business seminar is designed to give potential business owners an overview of the important factors to consider before starting or buying a business. At the end of the seminar, you will be provided with a research workbook that will assist you in making your decision.

Date: Tuesday 25 September 2007

Time: 9.00am – 11.15am

Venue: Lake Kawana Community Centre, Sportsman Parade, Bokarina

Cost: Free

Intellectual Property (IP) for creatives (designers, graphic designers, architects, photographers, visual artists, writers, musicians, performance artists and craftspeople)

Find out how to use, make money from and look after your IP – copyright, design right, trade marks, logos and websites in this workshop in conjunction with Noosa Regional Gallery.

Date: Thursday 27 September 2007

Time: 5.30pm to 8.45pm

Venue: Noosa Regional Gallery, Pelican Street, Tewantin

Cost: \$33.00 (incl GST and refreshments)

To register, please phone 5449 5430 or email: gallery@noosa.qld.gov.au

For more information or bookings contact State Development Centre Sunshine Coast on 5437 1300 or www.sd.qld.gov.au/sunshine