

South Australian franchisees and support staff recognised at Aon SA FCA Excellence in Franchising Awards

August 11 2014

Franchisees from across South Australia were honoured at the Aon SA FCA Excellence in Franchising Awards on Friday night.

Held at the Hilton Hotel, winners at the event included Tim and Simone Swansson from Bakers Delight in Murray Bridge who took home the Franchisee of the Year, two or more staff award, Robert Tyndall from EFM Health Clubs in Mt Barker who was awarded Franchisee of the Year, less than two staff and Simon Underwood from Wendys Supa Sundaes who took out the Field Manager of the Year award.

The Multi-Unit franchisee of the Year award went to Gino Patini and Antonio Gagliardi who run the Gelatissimo outlets at both Norwood and Gouger St.

It was a big night for Bakers Delight who also won the Franchisee Community Responsibility and Contribution Award – Silvestro and Meredith Capurso, who run the bakery at St Agnes were recognised for their extensive work in their local community.

Simon Underwood, Wendys said “Successful franchisees build a successful franchise brand and the role of the Field Manager is to support and promote this.”

Silvestro and Meredith Capurso, Bakers Delight said they get hands on help from their area manager, even working with them through the night to prepare for a big volume charity day, along with hands on help, they offer emotional and marketing support.

“Our area manager is fantastic, she’s worked with us through the night on various occasions.”

“When we need support from head office they are always there supporting our cause.”

Robert Tyndall, EFM Health Clubs, says the awards process was a great way for him to sit back and look at the way he runs his business and clarified his local area marketing is the right way for him to secure new customers.

“I had to actually sit back and look at my business, and the things I just do day to day without thinking, I thought about why I do them this way.”

“We market to the local community really well, and this process confirmed that for me, being a small community and the college being a corner stone in the community, we have access to a huge number of clients,” he said.

“It’s really fun, and a huge change from my previous job. I joined 1992 as a member, and when I thought I needed a change, EFM seemed like the obvious choice.”



FRANCHISE COUNCIL OF AUSTRALIA

Franchise Council of Australia Media Release

Tim and Simone Swansson, said the head office support is fantastic, they are only ever a phone call away from the support they need, and have been offered plenty of help through a mentorship program.

‘I can ring up the owners and talk to them like they are my friend, colleague and supporter, there are no barriers. Everyone respects everyone. Everyone believes in the brand and respects the brand.’

‘We were on tough times, so we sat down with Lesley Gillespie, the founder of Bakers Delight, who found us a mentor, and arranged for us to spend a few days with them in Victoria, this was invaluable to us and our business,” the couple said.

On the night State Chapter President, Rose Vis also made a special presentation to Mark Langford, MD of Gametraders and Rob McKay, CEO of Wendys Supa Sundaes for their contribution to the franchising sector in South Australia.

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

Gino Patini & Antonio Gagliardi, Gelatissimo, Norwood & Gouger St

Franchisee of the Year, two or more staff

Tim and Simone Swansson, Bakers Delight, Murray Bridge Marketplace

Franchisee of the Year, less than two staff

Robert Tyndall, EFM Health Clubs, Mt Barker

Field Manager of the Year

Simon Underwood, Wendys Supa Sundaes

Franchisee Community Responsibility and Contribution

Silvestro & Meredith Capurso, Bakers Delight, St Agnes

Contribution to South Australia Franchising

Mark Langford, Gametraders

Contribution to South Australian Franchising

Rob McKay, Wendys Supa Sundaes



Franchise Council of Australia Media Release

[Images available here](#)

Enter password:*fcaawards2014*

ENDS

For more information please contact:

Stephanie Wells, Marketing Communications Manager

Franchise Council of Australia 1300 669 030 stephanie.wells@franchise.org.au



The Franchise Council of Australia is the peak industry body for the \$131 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. www.franchise.org.au