

## Franchise success celebrated at SA Excellence in Franchising Awards

**17 July 2017**

The Franchise Council of Australia (FCA) has recognised franchising's best in South Australia at the 2017 SA Excellence in Franchising Awards presentations, held in Adelaide last week.

Winners at the event included Tanya Coxon of Muffin Break, Mt Gambier 1 & 2, who was named SA Multi Unit Franchisee of the Year; Cathy Beckman of Salts of the Earth, Mt Gambier, who took home the award for SA Single Unit Franchisee of the Year, two or more staff; and Kirri Clark from EFM Health Clubs, Unley, who won the Award for SA Single Unit Franchisee of the Year, less than two staff.

Also successful on the night were Pamela Tiffany of V.I.P. Home and Commercial Cleaning, who won the award for Vic/Tas Field Manager of the Year and Greg Campbell from Mortgage Choice, Malvern, who took home the SA Franchisee Community Responsibility and Contribution Award for 2017.

With more than 20 years' experience in the banking sector, Tanya Coxon's decision to become a Muffin Break franchisee was very much based on fulfilling a family vision by going into business with a trusted and familiar brand.

"I actually started it because as a family we used to go shopping in the city and our first stop was always at a Muffin Break store," recalls Tanya.

"My parents would always stop and get a double choc muffin - warmed, with cream - and a cappuccino. It (owning a Muffin Break franchise) was my mum's dream, so I took on the franchise for her as part of a family dream and work with my mum and sister in running the two businesses."

Fellow Mt Gambier local, Cathy Beckman, became a Salts of the Earth franchisee after spending more than 25 years working in the beauty therapy and massage industry.

"When I researched into Salts of the Earth, it just seemed like a really good fit for me. I believed in the product, I believed in the model, the company. The franchisor seemed very supportive and I just believed it was the right next chapter of my life," said Cathy.

"I love seeing the results and I love helping people. Even in my beauty therapy and my massage, whether it was with skin, whether it was with muscular problems, I loved being able to help people. It's the same with salt therapy. Seeing the results we get is just amazing."

A franchisee with EFM Health Clubs for 15 years, Kirri Clark enjoys both the independence of running her own business and the knowledge that EFM's head office staff are on call when she needs them.



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“The most rewarding part of owning my own EFM franchise is the freedom be able to operate the way I would like to run my business but knowing I have their backing and support the entire time, so that when I get stuck I've got someone to give me a hand,” says Kirri.

“I still feel as revived as I did when I started my franchise. We have such lovely people who we can help and I can see them achieve some amazing things. It's like a big family. And the EFM support staff are like my big family as well,” she says.

SA Field Manager of the Year Award winner, Pamela Tiffany, provides that all important support to V.I.P. Home and Commercial Cleaning franchisees to enable them to succeed in their businesses.

“I'm absolutely humbled by it (winning this award),” says Pamela. “I never imagined in a million years I'd be the winner of an award. It's just lovely to be acknowledged for the field support role because it's a very important role in franchising but it's sometimes overlooked. It's nice for me but it's also nice for the whole company. I work for such a great organisation and I certainly wouldn't be as successful as I am with my role if it wasn't for the people that work across V.I.P. in every department.”

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 on the Gold Coast on Tuesday 10 October at the culmination of the 2017 National Franchise Convention.

## **WINNERS**

### **SA Multi-Unit Franchisee of the Year**

Tanya Coxon, Muffin Break, Mt Gambier 1 & 2

### **SA Single Unit Franchisee of the Year, two or more staff**

Cathy Beckman, Salts of the Earth, Mt Gambier

### **SA Single Unit Franchisee of the Year, less than two staff**

Kirri Clark, EFM Health Clubs, Unley

### **SA Field Manager of the Year**

Pamela Tiffany, V.I.P. Home and Commercial Cleaning

### **SA Franchisee Community Responsibility and Contribution**

Greg Campbell, Mortgage Choice, Malvern

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*The Franchise Council of Australia is the peak industry body for the \$146 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. [www.franchise.org.au](http://www.franchise.org.au)*