



Franchise Council of Australia Media Release

SA Franchising Awards recognise business excellence

12 July 2019

The Franchise Council of Australia (FCA) has recognised franchising's best in South Australia at the 2019 SA Excellence in Franchising Awards.

The outstanding effort by the franchisees who took out the awards, and their contribution as successful small to medium business operators, shows the positive impact franchising can have on employment, the economy and community.

The state's two winners are:

- Jason Heshusius, EFM Health Club at Mawson Lakes - SA Franchisee of the Year with more than two staff; and
- Natalie and Jason Sims, Poolwerx Somerton Park and Morphett Vale SA Multi-Unit Franchisee of the Year 2019.

The businesses run by Jason and by Natalie and Jason are fantastic examples of small to businesses achieving in a tough environment and setting the benchmark for franchising in South Australia.

Jason Heshusius became a fitness professional in 1999 and spent 9 years as an EFM Franchisee before selling the business to try a new career. After 6 years in various roles, he returned in July 2016 to purchase the Mawson Lakes franchise and since that time has been awarded EFM's South Australian Franchise of the Year in 2017 and National Franchise of the Year in 2018.

Paying tribute to EFM Health Clubs for their supportive attitude, Jason said the franchisor's operational framework complimented his commitment as a fitness professional and enabled him to make a success of his business."

Apart from running a successful franchise, Jason also contributes to EFM by running the sales component of franchisee training. Jason is married with two children, aged 8 and 5.

Natalie and Jason Sims have been Poolwerx Franchise Partners for six years, growing their business from one mobile van to a multi-unit franchise that includes two retail pool stores and multiple mobile territories serviced by five pool technicians.

Natalie and Jason have been recognised several times within the Poolwerx network, last year winning the network's national awards for Franchise Partner of the Year, Employer of the Year and Retail Store of the Year.

Following their success, the SA state winners have qualified as finalists for the MYOB FCA National Excellence in Franchising Awards. The Gala Awards Dinner will be the closing event of the 2019 National Franchise Convention on the Gold Coast on Tuesday 22nd October.

For more information, please contact: Sean Dignum, FCA Communication Adviser
0418 586 587 or sean.dignum@franchise.org.au [Images available on request]



FRANCHISE COUNCIL OF AUSTRALIA

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The Franchise Council of Australia is the peak body for the \$182billion franchise business segment, which includes 1,314 networks, with 80,000+ individual franchised outlets, employing 594,500 Australians across the nation.

www.franchise.org.au

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