

FIA25 Awards

Categories & questions



AWARDS & CATEGORIES	
Major Awards	
Franchisor	
	Franchisor of the year under 25 units
	Franchisor of the year 26 - 50 Units
	Franchisor of the year over 51+ units
Multi Unit Franchisee of the year	
	Health and Wellbeing
	Hospitality
	Services
	Retail
Single Unit Franchisee of the year	
	Health and Wellbeing
	Hospitality
	Services
	Retail
	Australian Franchisor of the year
	Australian Franchisee of the year- Multi Unit
	Australian Franchisee of the year – Single Unit
Supplier & Service Provider Awards	
	Franchise Service Provider of the year
	Franchise Supplier of the Year
People Awards -Franchisor	
	Franchise Field Manager of the Year
	Franchise Manager of the Year
	Franchise Finance Manager of the Year
	Franchise Marketing Manager of the Year
Community and Industry	
	Franchisee Local Area Marketing Campaign of the year
	Excellence in Franchise innovation (Franchisor)
	Franchise Woman of the Year
	Excellence in Equality, Sustainability & Governance - Franchisor
	International Franchisor of the year
	Outstanding Contribution by an Individual to Franchising in a current active role

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Entrant notes:

- Answer the question you have been asked – don't just tell us what you think we should want to know
- Always provide examples and be specific - for every question
- Be clear and concise, a longer answer is not necessarily better
- Where appropriate provide numbers, data and metrics to substantiate your response
- Don't assume the judges know how great your business is
- Remember: judging is based on what you write in your submission – think through how to give a robust response to each question and demonstrate why you are a worthy contender

Award Categories and Questions

Major Award Categories

Franchisor of the year under 25 units

The Australian Franchisor of the Year – Under 25 Units Award recognises a franchisor operating within the Australian market that has successfully developed and managed a network of fewer than 25 franchise units.

The winner of this award is eligible for selection as Franchisor of the Year.

This award honours franchisors who demonstrate strong leadership, provide exceptional franchisee support, maintain consistent brand standards, achieve notable business results, and positively contribute to their communities. It celebrates strategic growth, effective systems, and the ability to cultivate a thriving franchise network in its earlier stages of development.

To be eligible for this category a business must have been trading as a franchisor for a minimum 2 years as at 1 January 2025.

Franchisor of the year 26 - 50 Units

The Australian Franchisor of the Year – 26-50 Units Award recognises a franchisor operating within the Australian market that successfully manages a franchise network ranging from 26 to 50 units.

The winner of this award is eligible for selection as Franchisor of the Year.

This award honours franchisors who demonstrate strong strategic leadership, effective growth management, exceptional franchisee support, robust operational frameworks, and a commitment to innovation and community impact. It celebrates those who have scaled beyond early stages while maintaining high standards, stable franchisee relationships, and a competitive edge in the marketplace.

To be eligible for this category a business must have been trading as a franchisor for a minimum 2 years as at 1 January 2025.

Franchisor of the year over 51+ units

The Australian Franchisor of the Year – 51+ Units Award recognises a franchisor operating within the Australian market that has successfully scaled its network to over 50 units.

The winner of this award is eligible for selection as Franchisor of the Year.

This award honours franchisors who exemplify outstanding leadership, robust and efficient operational structures, continuous support for franchisees, and sustained brand excellence on a larger scale. It recognizes those who maintain the integrity, innovation, and community engagement essential for thriving in a competitive market while delivering exceptional value to franchisees and customers.

To be eligible for this category a business must have been trading as a franchisor for a minimum 2 years as at 1 January 2025.

Franchisor of the Year – category questions

THE FOLLOWING APPLY FOR ALL OF THE ABOVE FRANCHISOR OF THE YEAR AWARDS

Business Profile

Please provide an introduction to your business, including: what you do, where you are based, how many franchisees/ staff, and when you started trading in franchising.

Category Questions

1. Strategic leadership

What is the strategic vision and aspiration for your business, describe your plans to ensure ongoing growth, expansion and development of the business, and how you go about creating these, sharing them and engaging your team and franchisees in strategic planning?

2. Franchisee support, engagement and system consistency

How do you engage, work with, support and manage relationships with franchisees, ensuring consistent operations, brand delivery and their success?

3. Innovation, adaptability and impact

What have you done over the last 12 months that is innovative or adaptive to meet changes in market conditions and consumer preferences; describe how these innovative initiatives impact your business competitiveness, sustainability, and impact on your wider community.

4. Performance, growth and results

Tell us how you monitor performance and provide us with data on the measurable outcomes that demonstrate your success.

This should include feedback and performance metrics from stakeholders, in particular franchisees, and could include (though not be limited to) other metrics such as staff numbers, satisfaction and turnover, customer numbers, retention and repeat purchasing.

Please provide information on your financial performance for the past 2 - 3 years.

Franchisee of the year: Multi Unit - Health and Wellbeing

This Award recognises a franchisee who operates multiple units within the health and wellbeing industry and has demonstrated remarkable leadership, operational excellence, and positive community impact across their locations.

It celebrates those who not only deliver products or services that promote health and wellbeing but also successfully manage growth, consistency, and innovation at scale.

The winner of this award is eligible for selection as Franchisee of the Year – Multi-Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Multi Unit - Hospitality

This Award recognises a franchisee who operates multiple hospitality units and excels in delivering exceptional guest experiences, maintaining consistent operational standards, and achieving outstanding business performance across all locations.

It celebrates leaders who successfully scale excellence in food, lodging, or service offerings while fostering a cohesive team culture and positively influencing their communities.

The winner of this award is eligible for selection as Franchisee of the Year – Multi-Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Multi Unit - Services

This Award recognises a franchisee operating multiple service-oriented franchise units who demonstrates exceptional leadership, operational excellence, and customer satisfaction across all locations.

It celebrates those who successfully manage growth, maintain consistent quality, nurture talented teams, and make a positive community impact—ultimately driving both commercial success and customer well-being.

The winner of this award is eligible for selection as Franchisee of the Year – Multi-Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Multi Unit – Retail

This Award recognises a franchisee operating multiple service-oriented franchise units who demonstrates exceptional leadership, operational excellence, and customer satisfaction across all locations.

It celebrates those who successfully manage growth, maintain consistent quality, nurture talented teams, and make a positive community impact—ultimately driving both commercial success and customer well-being.

The winner of this award is eligible for selection as Franchisee of the Year – Multi-Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Single Unit - Health and Wellbeing

This Award recognises a franchisee who operates a single unit within the health and wellbeing industry and has demonstrated exceptional performance, community impact, and adherence to best practices.

It celebrates those who successfully manage growth, maintain consistent quality, nurture talented teams, and make a positive community impact—ultimately driving both commercial success and customer well-being.

The winner of this award is eligible for selection as Franchisee of the Year Single Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Single Unit – Hospitality

This award recognises a franchisee who operates a hospitality unit and excels in delivering exceptional customer/guest experiences, maintaining consistent operational standards, and achieving outstanding business performance.

It celebrates a hospitality franchisee who excels in the operations of their business, and delivers exceptional service.

The winner of this award is eligible for selection as Franchisee of the Year Single Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Single Unit - Services

This award recognises a franchisee who operates a single service-oriented franchise location and has distinguished themselves through exceptional customer service, operational excellence, innovation, and community engagement.

It celebrates those who deliver outstanding professional services, build strong customer relationships, and achieve impressive results while contributing positively to their local community.

The winner of this award is eligible for selection as Franchisee of the Year Single Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the year: Single Unit - Retail

This Award recognises a franchisee who operates a single retail franchise location and excels at delivering exceptional customer experiences, maintaining outstanding product offerings and merchandising, achieving strong business results, and engaging positively with the local community.

It celebrates those who create a welcoming retail environment, uphold brand standards, adapt to market trends, and consistently provide value to their customers.

The winner of this award is eligible for selection as Franchisee of the Year Single Unit.

To be eligible for this category, a business must have been trading as a franchisee for a minimum 1 year as at 1 January 2025.

Franchisee of the Year – category questions

THE FOLLOWING APPLY FOR ALL OF THE ABOVE FRANCHISEE OF THE YEAR AWARDS

Business Profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many staff, when you started trading as a franchisee.

Category Questions

1. Operational delivery

How do you ensure your business delivers consistent, high-quality service or products; and what you do to attract and support the people you need to meet the franchise requirements and deliver to this high standard?

2. Customer engagement and experience

How do you engage customers, understand their preferences, and ensure they have a positive experience; how have you improved or developed your customer service to meet customers' needs?

3. Community involvement and impact

In what ways have you connected with, and contributed to, your local community over the last 12 months; and what has the impact of these been for the community and your business?

4. Performance, growth and results

Tell us how you monitor performance, and provide us with data on the measurable outcomes demonstrating your success.

This should include feedback and performance metrics from stakeholders, in particular customers, and could include (though not be limited to) other metrics such as staff numbers, satisfaction and turnover, customer numbers, retention and repeat purchasing.

Please provide information on your financial performance for the past 1 - 3 years.

Supplier and Service Provider Awards

Franchise Service Provider of the year

The Franchise Service Provider of the Year Award recognises a service provider (such as a consultant, technology partner, or professional service firm) that has delivered exceptional value, innovation, and support to franchise systems.

This award celebrates those who go above and beyond to understand franchise needs, improve operations, and contribute significantly to the success of their clients in the franchising sector.

To be eligible for this category the business must have been trading for a minimum 2 years as at 1 January 2025; and be a member of the Franchise Council of Australia.

Franchise Supplier of the year

The Franchise Supplier of the Year Award recognises a supplier that consistently provides exceptional products or resources that enhance franchise operations, support brand standards, and drive success within the franchising industry.

This award recognises suppliers who demonstrate outstanding quality, reliability, innovation, and customer service, ultimately contributing significant value to their franchise clients.

To be eligible for this category the business must have been trading for a minimum 2 years as at 1 January 2025; and be a member of the Franchise Council of Australia.

THE FOLLOWING APPLY FOR THE SERVICE PROVIDER AND SUPPLIER AWARDS

Business Profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many staff you have, when you started trading and working with the Franchise sector.

Category questions

1. Customer service
Describe how you ensure exceptional customer service, responsiveness, and ongoing support for your franchise customers.
2. Value creation and innovation
Tell us about any new or innovative products or services you have developed, or how you have adapted existing offerings to meet evolving franchise needs?
3. Industry involvement and commitment
Describe why you chose the franchise sector and tell us about the different ways you contribute to it; including how you ensure your offerings and expertise remain relevant for the sector.
4. Please provide information demonstrating your business performance:
 - You may want to include client, staff or other stakeholder feedback or performance metrics
 - Please also provide information on your financial performance for the past 2-3 years and what proportion of this is directly attributable to the franchise sector

Franchise People Awards

Franchise Field Manager of the Year

The Field Manager of the Year Award recognises an individual who has excelled in supporting franchisees, ensuring operational consistency, and driving business performance at the local level.

This award celebrates those who provide exceptional guidance, foster strong relationships, and contribute to the success and growth of franchisees in their region.

To be eligible for this category both of the following conditions must be met:

- The franchise system business has been trading as a franchise for a minimum 2 years as at 1 January 2025
- The Field Manager has been in this role with the company for a minimum 2 year.

Business profile

Please provide your business context:

- A brief introduction to the Franchise business you work for, e.g. what does it do and when it started trading
- An overview of the Franchisees you support, e.g. the number, tenure and size.

Category questions

1. Franchisee support and engagement
Describe your role and accountabilities; and how this supports and engages franchisees, while maintaining consistent brand operational standards.
2. Planning and relationships
How do you build and maintain strong relationships with franchisees and work with them to achieve their business goals and improve their performance.
3. Problem solving and initiative
How do you go about solving problems or issues that arise or opportunities for improvement; how you represent franchisee needs back to your franchisor business?
4. Performance and results
How do you know you are effective and deliver value?
 - What are your key performance indicators and how do these relate to your franchisee/franchisor growth
 - Please provide metrics to demonstrate the success of your role to franchisees and franchise system.

Franchise Manager of the Year

The Franchise Manager of the Year Award recognises an outstanding individual who demonstrates exceptional leadership and excellence in developing a franchise network.

This award celebrates those who drive growth, foster collaboration, and maintain exemplary standards in their franchise.

To be eligible for this category both of the following conditions must be met:

- The franchise system business has been trading as a franchise for a minimum 2 years as at 1 January 2025
- The Manager has been in this role with the company for a minimum 2 years.

Business profile

Please provide your business context:

- A brief introduction to the Franchise business you work for, e.g. what does it do and when it started trading
- An overview of the team and franchisees you support, e.g. the number, location(s).

Category questions

1. Strategic leadership

How do you lead the strategic direction of your business; describe your role in planning to ensure ongoing growth, expansion and development of your franchise, and how you ensure successful implementation and delivery against plans?

2. Franchisee expansion

Describe your strategies and approach to bringing new franchisees into the system, including how you identify, assess, engage, and induct to set them up for success?

3. Franchise network

Describe your franchise network, what your role is in ensuring it grows and operates successfully and delivers positive results and the values you uphold when you are recruiting new franchisees.

4. Performance, growth and results

What measurable results or achievements highlight your success as a Franchise Manager?

Please provide specific examples and supporting metrics to demonstrate how your efforts have contributed to key outcomes such as (but not limited to) revenue growth, new franchisee recruitment, compliance, franchisee satisfaction, or operational milestones.

Franchise Finance Manager of the Year

The Franchise Finance Manager of the Year Award recognises an individual who has excelled in financial leadership within a franchise system.

This award recognizes professionals who have demonstrated expertise in financial planning, analysis, and decision-making, contributing significantly to the financial health and growth of their organisation

To be eligible for this category both of the following conditions must be met:

- The franchise system business has been trading as a franchise for a minimum 2 years as at 1 January 2025
- The Manager has been in this role with the company for a minimum 2 years.

Business profile

Please provide your business context:

- A brief introduction to the Franchise business you work for, e.g. what does it do and when it started trading
- An overview of the team and franchisees you support, e.g. the number, location(s).

Category questions

1. Financial leadership
How does your role as Finance Manager provide insight and impact the success of the franchise business; what are the various aspects of your work that demonstrate leadership and guide strategic decision making?
2. Budgeting and forecasting
What methods do you use to develop accurate budgets and forecasts for the franchise network; how to do these methods and processes support the efficient and effective operation of the business?
3. Stakeholder engagement and communication
How and when do you engage with different stakeholders to effectively communicate and ensure a high level of understanding about financial matters by all stakeholders, including franchisees and teams?
4. Performance and impact
What measurable results or achievements highlight your success as a Finance Manager?

Please provide specific examples and supporting metrics to demonstrate how your efforts have contributed to key outcomes such as (but not limited to) revenue growth, customer satisfaction, or operational milestones.

Franchise Marketing Manager of the Year

The Franchise Marketing Manager of the Year Award recognises a marketing professional who has excelled in creating and executing impactful marketing strategies that drive franchise growth, enhance brand visibility, and deliver measurable results.

This award celebrates individuals who demonstrate creativity, strategic thinking, and leadership in franchise marketing initiatives.

To be eligible for this category both of the following conditions must be met:

- The franchise system business has been trading as a franchise for a minimum 2 years as at 1 January 2025
- The Marketing Manager has been in this role with the company for a minimum 2 years.

Business profile

Please provide your business context, including a brief introduction to the Franchise business you work for, e.g. what does it do and when it started trading, as well as an overview of the team and franchisees you support, e.g. the number, location(s).

Category questions

1. Strategic marketing leadership
How does your role as Marketing Manager contribute to the strategic direction of the franchise, and how do you develop and implement marketing strategies that support the franchise network's vision?
2. Marketing campaigns and initiatives
Describe how you identify, assess the data, decide and implement targeted marketing; who else is involved and how do you monitor success?
3. Franchisee collaboration and support
How do you engage with franchisees to build collaborative relationships; and in particular support their local marketing efforts; what strategies do you use to ensure alignment between local and national marketing initiatives?
4. Marketing performance and impact
Please share the measurable results or achievements that highlight your success as a Marketing Manager; along with information about how your efforts have contributed to franchise growth, brand recognition, or customer engagement.

Community and Industry Awards

Franchisee Local Area Marketing Campaign of the year

The Franchisee Local Area Marketing Campaign of the Year Award recognises a franchisee who has developed and executed an outstanding local marketing campaign.

This award celebrates creativity, strategic planning, and measurable results in driving brand visibility, customer engagement, and business growth within a local market.

To be eligible for this category:

- The franchisee must have been trading for a minimum 2 years as at 1 January 2025, and
- The marketing campaign that is presented in the entry must have been completed between 1 January 2024 and 1 January 2025.

Business Profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many staff, when you started trading as a franchisee.

Category Questions

1. Campaign planning and execution
Describe your marketing campaign, outlining its scope and objectives; and explain how you went about planning, preparing and executing the campaign.
2. Creativity and innovation
Tell us about what made your campaign unique or stand out in your local market, and how that contributed to its success; what challenges did you need to consider or find solutions for?
3. Stakeholder collaboration
How did you involve your team, customers, or other stakeholders in the campaign; did you work with your franchisor to align your local marketing efforts with broader franchise marketing initiatives, and if so, how?
4. Please provide information demonstrating the success of your campaign:
 - Include evidence of the measurable impact and outcomes in terms of market engagement, customer feedback, financials and any other key metrics you tracked
 - Also share any customer or stakeholder feedback that highlights the campaign's success.

Excellence in Franchise innovation

The Excellence in Franchise Innovation Award celebrates a franchise network that has introduced groundbreaking ideas, products, or processes that enhance franchise operations, customer experience, or business performance.

This award recognises forward-thinking approaches that deliver innovation in franchising.

To be eligible for this category both of the following conditions must be met:

- The franchise system business has been trading as a franchise for a minimum 2 years as at 1 January 2025
- The innovative initiative being presented in the entry must have been completed between 1 January 2023 and 1 January 2025

Business Profile

Please provide an introduction to your business, including: what you do, where you are based, how many franchisees/ staff, and when you started trading and franchising.

Category questions

1. Description of the innovation
What was the innovation that you introduced; how did you identify the opportunity and its potential benefits; and why did you choose this change?
2. Planning and implementation
How did you go about assessing, developing and implementing the innovation; who else was involved; and how did you manage challenges that arose?
3. Scalability and sharing
Is the innovation scalable and sustainable; and what have you done, or do you plan to do, to share it with others in your network or the wider franchising community?
4. Impact and value
Please provide evidence to demonstrate and quantify how this innovation has delivered value by improving your franchise operations or performance.

Franchise Woman of the Year

The Franchise Woman of the Year Award recognises an inspiring woman leader who has made significant contributions to the franchise industry.

This award recognizes exceptional leadership and advocacy, celebrating women who are driving change, fostering growth, and mentoring others within the franchising industry.

This category is open to woman leaders in franchising, currently working in a Senior Leadership role, provided they have been involved in franchising for a minimum 2 years as at 1 January 2025.

Profile

Please provide us with context about your role within the franchise industry, who you work for and the nature of the business you work in.

Category questions

1. Leadership and vision
Please tell us what motivates and inspires you about franchising; and demonstrate how you have shared this inspiration and vision as a leader to shape or influence your organisation or the broader franchise industry?
2. Industry contribution
What are the different ways you have contributed to the growth or development of franchising; and how do these support others in the franchise industry, particularly women or underrepresented groups?
3. Innovation and change
What innovative approaches or changes have you introduced to address challenges or seize opportunities in the franchise industry?
4. Impact and Legacy
What measurable impacts or changes have resulted from your leadership in the franchise industry; and how do you see this contributing to the long-term success and evolution of franchising?

Franchisor Excellence in Equality, Sustainability & Governance

The Excellence in Equality, Sustainability & Governance (ESG) Award recognises a franchisor that has demonstrated a strong commitment to fostering equality, championing sustainable practices, and upholding high standards of governance.

This award celebrates franchisors that are leading the way in creating an ethical, inclusive, and environmentally conscious franchise system.

To be eligible for this category a business must have been trading as a franchisor for a minimum 2 years as at 1 January 2025.

Business Profile

Please provide an introduction to your business, including: what you do, where you are based, how many franchisees/ staff, and when you started trading and franchising.

Category Questions

1. Commitment to ESG

Please tell us about your commitment to creating value through ESG; outline the programmes or initiatives you have implemented to support different aspects of ESG, and how your policies and practises demonstrate this commitment.

2. Business and ESG

What are your ESG strategies and plans; how will you sustain or expand your commitment to equality, sustainability, and governance in the future?

3. Stakeholder engagement

Describe how you have engaged your wider franchisee network and other stakeholders in your ESG initiatives and planning, and provide examples of this that have taken place in the last 12 months.

4. Results and impact

Please tell us about your performance, in particular:

- What growth metrics or outcomes reflect your ESG commitment
- Evidence that your ESG initiatives have provided demonstrable, measurable sustainable value for your business and beyond.

Australian International Franchisor of the year

The International Franchisor of the Year Award recognises an Australian based franchisor that has demonstrated exceptional success in expanding and managing a global franchise network.

This award celebrates the franchisor's ability to adapt to diverse markets, drive international growth, and maintain strong relationships with franchisees while upholding the integrity and values of the brand across borders.

To be eligible for this category a business must have been trading internationally as a franchisor for a minimum 2 years as at 1 January 2025.

Business Profile

Please provide an introduction to your business, including: what you do, where you are based, how many franchisees/ staff, and when you started trading and franchising.

Category Questions

1. Global expansion strategy
Describe your strategies for growth and international expansion; how these have been developed and implemented.
2. Adaptation to local markets
What unique challenges have you had to face in establishing your business offshore, and how do you go about tailoring your franchise offerings to the specific needs of another market, while ensuring that your brand reputation is maintained?
3. Franchise support and relationships
How do you ensure strong ongoing support for, and communication with, your international franchisees and what steps do you take to build strong, mutually beneficial relationships with franchisees across different regions?
4. Performance, growth and results
Please provide us with information about how you monitor performance, and provide data on the measurable outcomes demonstrating your success as an international franchisor.

Please include specific information on your financial performance for the past 2 - 3 years.

Outstanding Contribution by an Individual to Franchising

The Outstanding Contribution by an Individual to Franchising celebrates someone working in the industry in a current active role. Award recognises an individual who has made a significant and lasting impact on the franchise industry through their active role.

This award celebrates their dedication, leadership, and contribution that has enhanced the franchise sector, driven innovation, and supported the growth and success of the industry.

Eligibility for this award requires the following conditions to be met:

- The submission must be written and entered by someone other than the nominee
- The nominee must have been employed in their current role for a minimum 2 years as at 1 January 2025.

Nominee profile

Please provide details about the nominee, their current position, and any involvement in the franchising industry outside the job they hold, along with any other relevant information you consider would support the nominee's application.

Category questions

1. Why have you nominated this person?

Tell us from your perspective how has this person's contribution has influenced the future of the wider industry; and provide us with details of the impact you have seen.

2. Leadership and vision

Please outline and provide examples of what have you seen the nominee do that demonstrates leadership and vision for franchising, in their current role, and beyond.

3. Contribution to industry

What are the ways that this person has contributed to growth, development, innovation and change in the franchise industry over the last 12 months?

4. Collaboration and relationships

Please demonstrate how the nominee works with others to support the success of the industry; and how they balance the needs of their current role and relationships with the wider industry contribution.