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**Home grown business coaching company honoured  
in the  
2006 Australian Business Awards**

**Action International** has won the prestigious Australian Business Award for Enterprise. The Australian Business Awards is an independent program recognising success, innovation and ethics across all industry sectors embracing businesses of all sizes. The program is supported by forward-thinking organisations that are committed to business excellence and innovative business processes.

Program Director of the Australian Business Awards, Tara Johnston describes "The standard of entries received this year was very high. The submissions show Australian businesses have a firm commitment to excellence and are applying it to generate ideas, excitement and business."

**Action International**, a successful business coaching franchise, started out in 1993 in Brisbane and began franchising in 1997, and has since taken the world by storm.

**Action International** boasts nearly 1000 franchises in 23 countries including; Australia, United States, United Kingdom, Malaysia, Hong Kong, Indonesia and New Zealand.

**Action International's** Chief Marketing Officer, Jodie Shaw, is thrilled to be named a winner in the Australian Business Awards and believes it is testament to the ability of an Australian business to perform on the world stage.

The success of the franchise is attributed to the ever-growing number of small to medium sized business requiring, and experiencing huge success from, business coaching.

Jodie Shaw believes the concept of franchised business coaching is the perfect business opportunity for individuals interested in helping business owners.

**Action International** has that added advantage over other business coaching companies, in that it has a huge global network of knowledge and support to tap into.

**Action International**, headquartered in Brisbane, Queensland, is one of the fastest growing franchises and is the largest business coaching company in the world. The company was established in 1993 in Australia by a young visionary named Brad Sugars. Brad recognised early on that most owners of small and medium-sized businesses were unaware of how to effectively

grow their businesses and achieve their goals. He developed a comprehensive system and methodology to assist business owners in achieving their goals and realizing their dreams with dramatic results. The company began franchising in 1997, and now has nearly 1000 offices in 23 countries around the globe.