

---

The Franchise Association of New Zealand  
Proudly Presents



**Westpac New Zealand  
Franchise Awards 2017**



# ENTRANT BOOKLET AND REGISTRATION FORM

---



## You are invited to enter the Westpac New Zealand Franchise Awards 2017

### KEY DATES

Entry Registration by:  
**Tuesday 6th June**

Entrants Workshop Session:  
**Tuesday 13th June**

Business Profile and Entry Submissions  
close by:  
**5pm Monday 14th August**

Winners announced at the:  
Awards Ceremony Dinner  
Alexandra Park, Ellerslie, Auckland.  
**Saturday 11th November 2017**

### THE BENEFITS

The Westpac New Zealand Franchise Awards are designed to recognise franchising's highest performers and provide them with valuable business and marketing advantages. The process of entering invites entrants to critique their business using key performance measures within the recognised Baldrige methodology.

Benefits include:

- All entrants benefit from the unique opportunity to have their businesses independently evaluated against other operators in their industry.
- Award winners will receive a trophy that they can proudly display.
- Award winners will receive recognition via a feature on the FANZ website and may also be profiled by various media publications. FANZ will send out press releases to all major media, national and regional.
- Winning an award is recognition that the winner operates at the highest level within their industry. This adds value to the winner's business and offers valuable marketing opportunities.
- For franchise systems and regional master franchisees, winning an award may assist your ability to recruit new franchisees.
- For franchisees, winning an award can be used to increase your profile locally and may assist in attracting new clients. In the event you wish to sell your business, achievement of awards will assist in endorsing your business and may impact the sell price.
- For service providers, you will be recognised as a top performer in your field and you will be able to leverage the accolade to attract new clients.

### THE OBJECTIVES

The objectives of the Westpac New Zealand Franchise Awards are to:

- Add value to all entrants: franchise systems, regional master franchisees, franchisees, field managers and service providers.
- Celebrate excellence in franchised businesses and businesses providing services to franchising.
- Promote franchising as a successful business format.
- Enhance the overall perception of franchising as a vital, growing and key business contributor within New Zealand.
- Encourage all awards recipients to promote the achievement through their websites, social media and other advertising collateral.



## AWARDS ENTRY PROCESS

The Franchise Association of New Zealand has been working closely with the New Zealand Business Excellence Foundation since 2007. The Awards incorporate a five stage assessment process.

### Stage 1 – Preparation of Registration Form and Business Profile

You should decide early that you are going to enter the awards and immediately start work on your Registration Form and your Business Profile.

- Registration Form – all award entrants are required to complete a registration form and have this submitted by **Tuesday 6th June**.
- Business Profile – all award entrants **except Field Managers and Community Award entrants** must complete a basic business profile. This provides the judges with vital background and context for your final entry. Business Profiles must be submitted with your final submission by **5pm Monday 14th August**.

### Stage 2 – Entrants Workshop

The workshop will be held at Westpac on **Tuesday June 13th 1pm** and is an opportunity to get an understanding from the Business Excellence foundation of what the judges will be looking for. The workshop will also be followed by a webinar for those unable to attend the Auckland workshop.

### Stage 3 – Submission of Business Profile and Final Entry

All entries must be submitted by **5pm Monday 14th August**.

### Stage 4 – Evaluation Commences

Independent evaluators will assess entrants' submissions. An evaluator will contact all entrants by phone between the 29th August and 15th September. If you are not contacted during this time please email: [ian.ris@nzbef.org.nz](mailto:ian.ris@nzbef.org.nz)

### Stage 5 – Awards Dinner

All entrants are encouraged to attend the Awards Gala Dinner, as all entries will go through to finals judging. Winners will be announced at the Westpac New Zealand Franchise Awards dinner on Saturday 11th November 2017 at Alexandra Park Ellerslie.

## FEEDBACK REPORTS

Feedback reports are designed to provide input into how you might further improve and develop your business relative to the Baldrige Criteria. This is an optional service and must be requested on your registration form.

## ENTRY CRITERIA

- All franchisor, franchisee and field manager entrants must have been franchising for a minimum of one year.
- All franchisor, franchisee and field manager entrants must belong to a franchise system which is a current member of FANZ.
- Franchise systems entering the business category awards must ensure they have had a compliance check completed within the last 2 years. This can be easily verified by contacting the association office.
- All service provider entrants must be a current member of FANZ and have been providing services to franchising for a minimum of one year.

All other relevant requirements will be found on the registration form.

## EVALUATION AND JUDGING PANELS

The evaluators and judging panel for all qualified entrants will be selected in conjunction with the New Zealand Business Excellence Foundation to ensure a high calibre of business acumen and confidentiality.

The special awards of Media Campaign, International Franchising and Digital Innovation will include experts from these areas on the judging panel.

Franchise specific training is also undertaken to ensure evaluators and judges are aware of and familiar with, the key aspects that relate specifically to franchising.

Neither the Franchise Association Board and staff, nor any current franchise system owner/operator will be involved in or privy to any aspect of the evaluation or judging process.

The Franchise Association may include the Association's appointed Membership Scrutineer to ensure franchise system compliance at the time of entry.



**Westpac New Zealand  
Franchise Awards 2017**



## THE VALUE

### Principal Sponsor

*"Westpac is proud to sponsor the 2017 Westpac New Zealand Franchise Awards. Our support forms part of our long standing partnership with the Franchise Association and commitment to driving business excellence in the franchising industry.*

*This is an outstanding opportunity for franchises and service providers to recognise their own hard work and achievements. Through the judging process, they will come away with valuable insights on how to improve their business and will be well positioned to take advantage of the growing economic climate. The Digital Innovation Special Award is a new award this year which is in keeping with changing times and we expect this to be a hotly contested category. Systems can also acknowledge the hard work from their Support Office staff by entering them in the "Field Support Manager" category and lift the value of their brand and the individual franchisees businesses through the process of entering. The community service awards reflect business engagement with local communities which is often an element of business success.*

*As a proud supporter of business, Westpac is thrilled to once again be associated with these prestigious awards. We applaud all those businesses that enter these awards and look forward to celebrating those successful entrants on the night."*

Daniel Cloete, National Franchising Manager – Westpac

## Westpac is New Zealand's most experienced franchise bank.

Whether you own a franchise or are looking to start a franchise, our comprehensive information, support and banking franchise packages can help you every step of the way.

---

Talk to one of our local specialist  
Franchise Managers today.

Email **[franchising@westpac.co.nz](mailto:franchising@westpac.co.nz)**

Phone **0800 177 007**

**It's time.**



## AWARD CATEGORIES

There are a total of 22 awards to be won.

- 10 Business Category Awards – across 5 industry categories with an award in each for Best Franchise System and Best Franchisee
- 6 Special Awards
- 2 Field Manager Awards
- 2 Community Involvement Awards
- 2 Supreme Awards which are selected from the winners of the business categories.

### FRANCHISE SYSTEM AND FRANCHISEE AWARDS

The following awards are eligible for the Westpac Supreme Awards.

#### Business Services Category

(2 Awards: Best Franchise System and Best Franchisee)

A business providing services to other businesses e.g. Commercial Cleaning, Financial Services, Signage, Business Broking, Courier Services, Training etc.

#### Retail Category

(2 Awards: Best Franchise System and Best Franchisee)

A retail shop or outlet for the purpose of selling product and / or services to the consumer.

#### Food and Beverage Category

(2 awards: Franchise System and Franchisee)

A business that provides food and/or beverage for sale.

#### Home Services Category

(2 Awards: Best Franchise System and Best Franchisee)

A business that provides services in and around the home:  
e.g. Cleaning, Renovating, Building, Lawns etc.

#### Lifestyle Services Category

(2 Awards: Best Franchise System and Franchisee)

A business providing services to individuals which assists their lifestyle, e.g Mortgage Finance, Property Management, Vehicle Repairs, After School Care, Accommodation, Pet Care etc or any business which does not clearly fit into the above categories.

### SPECIAL AWARDS

These awards are not eligible for the Westpac Supreme Awards.

#### Best Emerging Franchise System

This award is open to franchise systems that have been franchising in the NZ market between 1 to 5 years.

#### Regional Master Franchise Award

This award is open to Regional Masters who are not eligible and/or captured in the Industry Franchisor or Franchisee categories.

#### Service Provider of the Year

This award is open to any affiliate member business servicing and adding value to franchise clients.

#### International Franchising Award

This award is open to any NZ born franchise system which has expanded internationally. International operations must have been operating for at least 1 year.

#### Media Campaign of the Year

This award is open to any franchise system that has run a media campaign in any Media e.g. print, television, radio, digital, social media etc.

The campaign must have run or is still running between August 2016 and August 2017.

#### Digital Innovation of the Year

This award is open to any franchise system that has implemented a digital initiative which has delivered innovation across the franchise system, their franchisees and/or their customers.

### INDIVIDUAL AND COMMUNITY AWARDS

These awards are not eligible for the Westpac Supreme Awards.

Entrants to these awards are not required to complete the Business Profile but must still submit a Registration Form by Tuesday 6th June.

#### Field Manager of the Year Awards (2 Awards)

This award is open to all franchise field managers in any category. This is split into two entrant levels:

Average annual Franchisee turnover of

- up to and including \$500K
- over \$500K

#### Community Involvement Awards Franchisor and Franchisee

(2 Awards: Community Involvement Franchisor and Community Involvement Franchisee)

These awards are open to all franchisors and franchisees demonstrating a high level of community involvement and support.



# BUSINESS PROFILE

## KEY INFORMATION

All entrants for Business Category Awards and Special Awards must complete the Business Profile. It is highly recommended that you complete this section early so you are underway with your entry.

The Business Profile should be submitted with your final entry no later than 5pm Monday 14th August.

The following profile will assist the evaluators to better understand your business, the key influences, the competitive business environment and the key challenges facing your business.

This information does not form part of the evaluation scoring and is not included in the 10/12 page maximum (10 for franchisees, and 12 for franchisors) of your final submission.

Your business profile should not exceed 4 pages.

## Section 1: Organisational Description

### General

- 1.1 Where is your business located?
- 1.2 How long has the business been operating?
- 1.3 Explain your ownership and business structure.

---

## Section 2: Business Environment

- 2.1 Who are your customers?
- 2.2 What are your primary products and/or services?
- 2.3 How do you provide/deliver your products and services to your customers?
- 2.4 Describe your business vision.
- 2.5 How is your business workforce made up? (e.g. numbers and types of employees, full time, part time, contractors etc)
- 2.6 If you are a franchisor, how many franchisees do you have?
- 2.7 What equipment, facilities and technology do you use in your business?
- 2.8 What are the key regulations relating to your business? Please include as applicable: Health and Safety, accreditation, certification and registration requirements, environmental regulations and any other legislation relevant to the operation of your business.

---

## Section 3: Organisational Relationships

### Suppliers, Partners and Distributors

- 3.1 Who /what are your most important types of suppliers, partners and distributors?
- 3.2 How do you communicate with your key suppliers, partners and distributors?
- 3.3 List any other key relationships and explain how they contribute to your business?

---

## Section 4: Organisational Challenges

### Competitive Environment

- 4.1 What is your competitive position in your industry/sector?
- 4.2 What are the principal factors determining your success relative to your competitors?
- 4.3 What are the key challenges facing your business? (e.g. regulations, finances, product supply, recruitment etc)





# AWARDS ENTRANT QUESTIONNAIRE

## FOR

- **FRANCHISE SYSTEM CATEGORY AWARDS**

Refer to page 5 for full list of categories

- **FRANCHISEE CATEGORY AWARDS**

Refer to page 5 for full list of categories

- **BEST EMERGING FRANCHISE**

- **REGIONAL MASTER FRANCHISEE**

- **SERVICE PROVIDER**

### KEY INFORMATION

The following award framework is designed so that all entrants are judged under the same criteria.

A guide for the length of your main entry, answering the six sections below would be to submit a maximum of 10 pages for a franchisee and 12 for a franchisor (your organisation's business profile is not included in the page limit). It is important to tell your story and convey your key points.

It will be useful for judges and may make explanations clearer, if you include charts and graphs or other applicable illustrations throughout your submission.

You may reference your business profile at any time to direct evaluators to information you wish to relay, which may already be included in the business profile. This will save repetition and assist in keeping your entry within the page limit.

You must submit One (1) electronic version of your entry via email to: [awards@franchise.org.nz](mailto:awards@franchise.org.nz) by **5pm Monday 14th August**.

You may also elect to submit a printed version of your entry; however, please note that we would require **four** copies of the printed version, in order to distribute to the evaluators.

### Section 1: Leadership and Planning (150 points)

The purpose of section one is to examine how effectively the organisation is guided to achieve its business goals. This includes how your leader(s) set direction, communicate effectively, and conduct strategic planning.

- 1.1 Describe your vision for the business and how this vision will be achieved. i.e. Explain your key business objectives, including targets (where appropriate) and how these will ensure you achieve your vision.
- 1.2 How do you as a leader communicate the vision, objectives and performance expectations throughout the business to ensure that staff, and franchisees (if you are a franchisor) and other key stakeholders are fully aware and focused on these?
- 1.3 Explain how you conduct your business planning and who is involved?



## Section 2: Customer and Market focus (100 points)

The purpose of section two is to examine:

- How you identify customers, customer groups and market segments
- How you listen and learn to determine customer requirements
- What information and feedback mechanisms you use to assess customer satisfaction with your product and /or service.

**Please note:**

**Franchisor entrant** – the definition of a customer is two fold, being franchisees and end user customers. It may pay to address each customer separately.

**Franchisee entrant** – the definition of a customer is your end user.

- 2.1 How do you determine customer requirements and how do you ensure that your products and/or services meet those customer requirements?
  - 2.2 How do you build and manage customer relationships to acquire new customers, increase repeat business, retain loyal customers and increase customer engagement?
  - 2.3 What is the process for customers to provide feedback on your products and / or services? How do you use the information that is gathered via this process?
  - 2.4 How do you measure customer satisfaction, dissatisfaction and engagement?
- 

## Section 3: Information and Analysis (150 points)

The purpose of this section is to explain how you manage data and information to support your business activities and make business decisions.

**Please note:**

Franchisor's workforce would mean support staff.

- 3.1 What information do you use to track the performance of the business, and how do you use this information to make business decisions?
  - 3.2 How is relevant data and information made available to your workforce and franchisees (if you are a franchisor) to support decision making in their daily activities?
  - 3.3 How do you ensure that business data and information is reliable and accurate?
- 

## Section 4: People (100 points)

Section four examines how your work and jobs are organised, how training and education is addressed, and how you manage your business to ensure a satisfied committed workforce and franchisees (if you are a franchisor).

- 4.1 How do you organise the work and jobs in your business and how do you monitor performance?
  - 4.2 How do you address training and development?
  - 4.3 How do you support and monitor levels of satisfaction and engagement?
- 

## Section 5: Processes (100 points)

This section examines how you identify, manage and improve your key work processes. Key work processes might include product design and delivery, customer support, franchisee support (if you are a franchisor) and business processes.

- 5.1 What are your key work processes?
  - 5.2 What measures or indicators do you use to control and improve your work processes?
  - 5.3 How do you improve your work processes to improve products and performance?
  - 5.4 How do you manage your supply chain, including selection of suppliers, evaluating their performance and dealing with poorly performing suppliers?
-



## Section 6: Results (400 points)

Section six examines the data and information that provides evidence of performance and improvement in 4 key areas:

- Customers:
- Financial and Market:
- People:
- Business Effectiveness.

Please provide evidence (results data and / or information), which demonstrate that your business is successful and sustainable.

Where possible, provide data and information that indicates trends in performance over time. For example, 1 year's data is good, but 2 or 3 years' data is better. Where possible try to present the data in graphs and charts.

### 6.1 Customers. (For franchisees - customer means end user and for franchisors - customer means franchisees and end users)

- Describe your current performance levels and trends for your product/service performance.
- Describe your current levels and trends for customer growth and retention.
- Describe your current levels and trends for customer satisfaction and engagement.

### 6.2 Financial Performance and Market Analysis

- Describe your current levels and trends for relevant financial performance including financial return, financial viability, and budgetary performance as appropriate.
- Describe your current levels and trends for relevant marketplace performance, including market share or position, market share growth, market segments as appropriate.

### 6.3 People (Franchisors – workforce means your support staff)

- Describe your current levels and trends for your workforce – e.g. staff turnover, absenteeism, learning and development.
- Describe your current levels and trends for workforce satisfaction and engagement.

### 6.4 Business Effectiveness

- Illustrate/Describe your current levels and trends related to business efficiency and effectiveness, e.g. productivity, cycle-time, queuing time etc.
  - Illustrate/Describe your current levels and trends for key business processes.
  - Illustrate/Describe your current results for the performance of your suppliers.
-



# INTERNATIONAL FRANCHISING AWARD

## KEY INFORMATION

This award is open to any franchise system originating in NZ which has expanded internationally. The franchise system must have been operating for a minimum of one full year in an offshore market(s).

Your entry should be limited to a maximum of 5 pages. You may reference your business profile at any time to direct evaluators to information you wish to relay which may already be included in the business profile. This will save repetition and assist in keeping your entry within the page limit.

### Section 1: Background

- 1.1 Describe your franchise operations domestically and internationally, explaining your objectives for taking the franchise international and outlining the type of franchise model deployed in each country.

### Section 2: Processes

- 2.1 What research, due diligence and decision making process, including advice taken, did you go through when developing and establishing your international model?

You may wish to address the following factors:

- Competitor Analysis
- Testing/piloting
- Development of processes and procedures
- Marketing and communication
- Staff/franchisor/franchisee training and development

- 2.2 How did you successfully design and develop your products and/or services for your international markets, to ensure they met business and customer requirements. Include how you incorporated all stakeholder requirements into the design.

### Section 3: Results

- 3.1 Illustrate/describe the impact in financial and other terms that the international development of your products and/or services has had on your business. (Relate back to your original objectives)
- 3.2 How has your international development created a net return for the New Zealand economy? E.g. either directly (through job creation, investment in new plant and facilities or paying taxes) or indirectly (developing new skills and technologies) as a result of selling your products and/or services offshore. Evidence of foreign exchange earnings is highly desirable.

# DIGITAL INNOVATION AWARD

## KEY INFORMATION

This award is open to all franchise systems demonstrating innovation, dedication, culture and investment in franchise evolution.

All entries must have been in business for at least one fiscal year. This is to provide sufficient material information for the judges to consider.

Your written entry should be limited to a maximum of 5 pages. You may reference your business profile at any time to direct evaluators to information you wish to relay, which may already be included in the business profile. This will save repetition and assist in keeping your entry within the page limit.

You may include additional material by way of: links to website, screenshots, videos or diagrams which best explains your innovation.

## DIGITAL REQUIREMENTS MUST BE PROVIDED AT THE TIME OF ENTRY SUBMISSION

- IMAGES in PDF, .JPEG or .TIF format max 1MB.
- VIDEOS: different formats can be worked with, however the best options for optimal playback are: 1920x1080 resolution, .AVI file format.
- DEMO LOGINS if you are providing access to a demonstration system or site please also provide appropriate instructions.
- WEBSITE LINKS: ensure the full url is provided.

## Section 1: Background

- 1.1 Provide a brief resume of the digital innovation which should outline the problem that was being solved and any intended benefits to the franchise system, franchisees, customers, and if applicable any changes to products/services.

---

## Section 2: Identifying the innovation opportunity (50 points)

- 2.1 List the challenges that were being faced and/or opportunities that were identified.
- 2.2 Outline how you came to your decision for digital innovation.
- 2.3 Identify the people and advisors involved and outline their contribution and involvement in the thought process.

---

## Section 3: Solution design and implementation (50 points)

- 3.1 Outline the process taken to design the solution.
- 3.2 What were the key issues to be overcome and how did you overcome them? Who assisted you and what was the extent of their involvement?
- 3.3 Illustrate/describe the impact this innovation has had on the business.
- 3.4 What changes to the solution occurred during and/or after implementation and what process was used to manage change?

---

## Section 4: Gaining support and engagement (50 points)

- 4.1 List the stakeholder groups that were involved.
- 4.2 Outline the process taken to involve and gain support from the stakeholders.
- 4.3 What obstacles or challenges did you face from stakeholders and how did you overcome them?

---

## Section 5: Results (50 points)

- 5.1 What did your digital innovation achieve?
- 5.2 Were there any benefits realised that were unexpected? What were they?
- 5.3 How long did it take to get from identifying the opportunity to realising results?



# MEDIA CAMPAIGN AWARD

## KEY INFORMATION

### The submission should include:

- Examples of the media campaign (print or electronic), links to website, facebook and other electronic media may be included.
- Your written entry should be limited to a maximum of 5 pages.
- You may reference your business profile at any time to direct evaluators to information you wish to relay, which may already be included in your business profile. This will save repetition and assist in keeping your entry within your page limit.

### Audio visual requirement:

- IMAGES: format: JPEG OR TIFF, Size: minimum 1000px x 1000px at 300dpi resolution.
- COMPANY LOGO: format: EPS. or PDF. High resolution.
- PRINT MEDIA in PDF- original file.
- SCANNED MEDIA: in 600dpi resolution.
- VIDEOS: different formats can be worked with, however the best options for optimal playback are: 1920x1080 resolution, .AVI file format.

## Section 1: The advertising brief (80 points)

- 1.1 List the reasons for wanting to develop an advertising campaign with the themes submitted.
- 1.2 Outline the nature, extent and purpose for producing the campaign.

---

## Section 2: The advertising campaign – Preproduction (150 points)

- 2.1 Provide an insight into the development of the campaign.
- 2.2 Detail the people and advisors involved, what were the key issues to be overcome and how did the advertising team overcome them?
- 2.3 What production strategies were implemented?

---

## Section 3: The advertising campaign – Media (150 points)

- 3.1 What media did you use and why?
- 3.2 Did you use an advertising agency and what was the selection process to find this consultant?

---

## Section 4: Results (200 points)

- 4.1 What did the media campaign achieve?
  - 4.2 What measurements were used to gauge success?
-

# FIELD SUPPORT MANAGER AWARD

## KEY INFORMATION

The Franchise Association of New Zealand recognises the important impact a franchise Field Support Manager can have on the success of franchisee businesses and the performance of their franchisor. The Field Support Manager award recognises excellence at two levels:

1. Field Support Managers for franchise systems with average franchisee turnover less than or equal to \$500,000
2. Field Support Managers for franchise systems with average franchisee turnover exceeding \$500,000.

Answers to each section should not exceed 500 words. All submissions will be assessed using the pre-defined criteria. The judges of the Field Support Manager of the Year Awards may wish to talk with franchises as part of the assessment process.

The winning Field Support Managers will demonstrate a well-planned, comprehensive and structured approach to field visits, along with evidence that their input has taken franchisee businesses (and your franchisor) forward.

### Benefits of Entering the Award

Entering the Field Support Manager of the Year Award should be considered a valuable career progression. Participating involves you considering your role and performance from a different perspective. It also enables you to benchmark your approach and outcomes against others in franchising.

The winning Field Support Managers and their associated franchise systems will gain the recognition of their peers and the wider franchise community.

#### **Please note:**

**Answers to each question should not exceed 500 words.**

### Section 1: Your Role

- 1.1 Background of your role, experience, and the profile of franchisees (e.g. number, tenure and size) you are responsible for.

---

### Section 2: Your Process (150 points)

- 2.1 Explain your approach to conducting a field visit, from planning and preparation phases, through to the visit itself and follow up.

---

### Section 3: Key Success Factors (150 points)

- 3.1 Explain the key drivers of profitability for your franchisees.
- 3.2 Explain how you work with and influence franchisees to take their businesses (and your franchisor business) forward.

---

### Section 4: Your Success (200 points)

- 4.1 Provide evidence of the success of your role to franchisees and your franchise system.
-



# COMMUNITY INVOLVEMENT AWARD FRANCHISOR AND FRANCHISEE

## KEY INFORMATION

A number of the world's most progressive businesses achieve great results by simultaneously excelling in business and their local communities. These awards are targeted to those franchisors and franchisees with a structured and active focus on community involvement and contribution. Such involvement may include a mixture of time, energy and/or monetary contributions.

This award provides the opportunity for franchisors and franchisees that do contribute to their communities to be recognised, both in terms of their efforts and community contributions as well as the positive outcome such involvement can have on their lives and businesses.

### Benefits of Entering the Award

These awards provide the opportunity for franchisors, franchisees to be recognised for their community efforts and contributions and the success of their businesses. These awards will provide winners with recognition from their peers and the wider community.

**Please note: Answers to Section 1 should not exceed 500 words.**

### Section 1: Background

- 1.1 Provide a background of your franchise system or your franchisee business and your products / services provided. This could include some business history, franchisee structure, number of franchisees, people structure, performance information, and any major achievements or milestones.

---

**Please note: Answers to Section 2 should not exceed 500 words.**

### Section 2: Your involvement (125 points)

- 2.1 Explain the areas your franchisor business and/or franchisee business contribute to in the community and the nature of your involvement.
- 2.2 Explain how franchisee involvement is fostered and supported by your franchisor organisation.

---

**Please note: Answers to Section 3 should not exceed 1000 words.**

### Section 3: Community impact (125 points)

- 3.1 Explain how this community involvement assists the organisations and/or the local community, including any notable examples.

---

**Please note: Answers to Section 4 should not exceed 500 words.**

### Section 4: Your rationale (125 points)

- 4.1 Explain how you plan and decide on the areas, level and types of involvement that you make. This may include how you expect such involvement to contribute to your business success, the success of your franchisees, and people.

---

**Please note: Answers to Section 5 should not exceed 500 words.**

### Section 5: Impact on you and your business (125 points)

- 5.1 Explain the impact your community involvement has on your franchisor or franchisee business.



# REGISTRATION FORM

Franchise Systems can use one form for entering more than one Award.  
Please complete a new form for each franchisee

**TRADING NAME:** This is to be the name that will be engraved on the Award- so please make sure this is exactly how you want it detailed (refer to no. 5 in Terms and Conditions)

---

**BUSINESS NAME:** This is how you would like your business or personal name/ individuals details to be announced on the presentation screen and by the MC

---

## ADMIN CONTACT DETAILS

Invoice to: Business Name \_\_\_\_\_

Business Postal Address \_\_\_\_\_

Business Physical Address \_\_\_\_\_

City \_\_\_\_\_

Best Contact – (to answer the Evaluators questions) \_\_\_\_\_

Phone \_\_\_\_\_ Mob \_\_\_\_\_

Email \_\_\_\_\_

Best Contact Name for administration/marketing. (AV requirements & general enquiries)

---

Phone \_\_\_\_\_ Mob \_\_\_\_\_

Email \_\_\_\_\_





## FRANCHISE SYSTEM AND FRANCHISEE CATEGORY AWARDS

WINNERS OF THE FOLLOWING AWARDS ARE ELIGIBLE FOR THE WESTPAC SUPREME AWARDS.

Please indicate with a tick if you are a Franchisor or Franchisee.

### BUSINESS SERVICES

#### Best Franchise System and Best Franchisee

A business that provides a service to other businesses: Commercial Cleaning, Financial Services, Signage, Business Broking, Courier Services, Training etc.

☐

Franchisor

☐

Franchisee

### RETAIL

#### Best Franchise System and Best Franchisee

A business that runs a Retail Shop or Outlet for the purpose of selling product and/or services to the consumer.

☐

Franchisor

☐

Franchisee

### FOOD & BEVERAGE

#### Best Franchise System and Best Franchisee

A business that provides Food and/or Beverages for sale.

☐

Franchisor

☐

Franchisee

### HOME SERVICES

#### Best Franchise System and Best Franchisee

A business that provides services in and around the home: i.e. Cleaning, Renovating, Building, Lawns etc.

☐

Franchisor

☐

Franchisee

### LIFESTYLE SERVICES

#### Best Franchise System and Best Franchisee

A business that provides services to individuals that enhances their lifestyle: i.e. Mortgage Finance, Property Management, Vehicle Repairs, After School Care, Pet Care, Accommodation etc or any business which does not clearly fit in the above categories.

☐

Franchisor

☐

Franchisee

## SPECIAL AWARDS

THESE AWARDS ARE NOT ELIGIBLE FOR THE WESTPAC SUPREME AWARDS

☐

#### BEST EMERGING FRANCHISE SYSTEM

This category is open to franchise systems that have been in the New Zealand market for 1-5 years only.

☐

#### REGIONAL MASTER FRANCHISEE

This award is open to multiple unit franchisees – including Master, Regional and Area Franchisees that are not eligible and/or captured in the Industry Franchisor or Franchisee categories.

☐

#### SERVICE PROVIDER

This award is open to businesses servicing and adding value to franchise clients.

☐

#### INTERNATIONAL FRANCHISING AWARD

This award is open to franchise systems with current offshore operations.

☐

#### MEDIA CAMPAIGN AWARD

This award is open to any Franchise system that has had a media campaign in any Media e.g. print, television, radio, digital, social media etc. The campaign must have run or is still running from August 2016 – August 2017.

☐

#### DIGITAL INNOVATION AWARD

This award is open to any franchise system that has implemented a digital initiative which has delivered innovation across the franchise system, their franchisees and/or their customers.



## INDIVIDUAL & COMMUNITY AWARDS

THESE AWARDS ARE NOT ELIGIBLE FOR THE WESTPAC SUPREME AWARDS

☐

### FIELD MANAGER OF THE YEAR

with average annual franchisee turnover up to and including \$500,000

☐

### FIELD MANAGER OF THE YEAR

with average annual franchisee turnover over \$500,000

☐

### COMMUNITY INVOLVEMENT – Franchisor

This award is open to all franchisors from any category who have contributed to their community.

☐

### COMMUNITY INVOLVEMENT – Franchisee

This award is open to all franchisees from any category who have contributed to their community.

## Terms and Conditions:

By signing this Registration Form you accept the terms and conditions below.

- As an entrant to the Westpac New Zealand Franchise Awards you will be required to arrange for high quality digital photos to be taken of your business for promotional purposes. These images are to be supplied to FANZ. These images should convey a good insight into how your business operates.
- Audio Visual Requirements: To FANZ office by Monday 21st August 2017.**
  - Please supply at least 3 photos per entry which clearly depict you and your business.
  - If a uniform is worn please include a photo in uniform of yourself and/or your team.
  - A product photo may also be included.
  - Format - JPEG or TIFF. size minimum 1000px x 1000px at 300dpi resolution.
  - Company logo - format EPS or hi res JPG**2a (Media Campaign and Digital Innovation Award Entrants only).**
  - PRINT MEDIA in PDF- original file.
  - SCANNED MEDIA: in 600dpi resolution.
  - VIDEOS: different formats can be worked with, however the best options for optimal playback are: 1920x1080 resolution, .AVI file format.
- The Awards media partners, sponsors and representative(s) of FANZ may approach award recipients for commentary in relation to their entry and/or business. Entrants are required to make themselves available to comment on a range of topics so that these support groups can prepare articles on your business for promotion and publication.
- A prestigious gala function will be held at the Alexandra Park, Ellerslie, Auckland, **Saturday 11th November 2017**. All entrants are encouraged to attend the awards presentation function. If you do not attend you may not receive the Award.
- The individual and business trading name that you enter the Awards under will be presumed to be the correct individual and business name to be used during the event. It will also be used as the name that appears on your trophy.
- You must have all information, documents and supporting material ready and available for the evaluators to question and (if required) inspect.
- All entrants must be franchisors/franchisees or affiliate members of the Franchise Association of New Zealand or employed by a franchisor/franchisee or affiliate member at time of submitting the entry and membership fees must be current at the time of entry.
- The Franchise system of the entrant must be compliant with the Franchise Association of New Zealand Code of Ethics and Code of Practice and have had a completed compliance check within the last 2 years. The franchise system or affiliate member must not be subject to an uncompleted complaint to the Complaints Panel of the Franchise Association of New Zealand at the time of the awards event.
- The franchise system, franchisee or affiliate member must not knowingly be party to any litigation filed in court or about to be filed in court at the time of the awards event, which may cause harm to the reputation of the awards, the Franchise Association or its sponsors.
- Judges' decisions will be final and no correspondence will be entered into.
- Email submissions should be emailed to [awards@franchise.org.nz](mailto:awards@franchise.org.nz)
- Optional hard copy submission should be couriered to:  
Franchise Association of New Zealand,  
C/- MBS Advertising Office  
Level 4, 51 Hurstmere Rd,  
Takapuna 0622,  
Auckland

Signature of Entrant

.....



## ENTRANTS CHECKLIST:

Requirements	WIP	Verified	Included
Registration Form Completed			
Business Profile Completed (where applicable)			
Photos – refer to Terms and Conditions nos. 1 & 2			
Business Logo - refer to Terms and Conditions no. 2			
Business Name – check that your name for the award is correct, refer to Terms and Conditions no. 5 and check Page 15			
Membership current – refer to Terms and Conditions no. 7			
Franchise system compliance is current refer to Terms and Conditions no. 8			

## ENTRY FEES:

<input type="checkbox"/>	Best Emerging Franchise System Award	\$250 +GST
<input type="checkbox"/>	Regional Master Franchisee Award	\$250 +GST
<input type="checkbox"/>	International Franchising Award	\$250 +GST
<input type="checkbox"/>	Digital Innovation Award	\$250 +GST
<input type="checkbox"/>	Media Campaign Award	\$250 +GST
<input type="checkbox"/>	Service Provider Award	\$250 +GST
<input type="checkbox"/>	Community Award	\$175 + GST
<input type="checkbox"/>	Field Manager Award	\$175 + GST
<input type="checkbox"/>	Franchise System Category Awards	\$250 +GST
<input type="checkbox"/>	Franchisee Category Awards	\$250 +GST
<input type="checkbox"/>	<b>Yes I would like to order a feedback report</b>	\$350 +GST

### Feedback Reports

Feedback reports aim to provide helpful suggestions to further develop and improve your business. If you require feedback you must order a report.



## PAYMENT:

Direct credit to: 03-0263-0136591-00, Franchise Association of NZ Inc – Westpac – St Heliers

☐

Visa

☐

MasterCard

Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Name on card \_\_\_\_\_ Expires \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

*The fees for entering the Franchise Association Awards provide a small contribution to the total cost of evaluator panels, judging, promotion and administration.*

**Email your registration form by 5pm Tuesday 6th June:**

**Email to: [awards@franchise.org.nz](mailto:awards@franchise.org.nz)**

**Your Business Profile (as applicable) and final submission are due by 5pm Monday 14th August.**

**Email to: [awards@franchise.org.nz](mailto:awards@franchise.org.nz)**

**and if supplying 4 hard copies**

**Courier to:**

**AWARDS PANEL**

**Franchise Association of New Zealand**

**c/- MBS Advertising Office**

**Level 4, 51 Hurstmere Rd**

**Takapuna,**

**Auckland 0622**