



Westpac New Zealand  
Franchise Awards 2015-2016



The Franchise Association of New Zealand Inc.  
Proudly Presents

# THE 21<sup>ST</sup> ANNUAL WESTPAC NEW ZEALAND FRANCHISE AWARDS

## QUALIFIED ENTRANT CRITERIA



## Westpac New Zealand Franchise Awards 2015-2016



Expression of Interest forms by:

**Friday June 5<sup>th</sup> 2015**

Qualified Entrants notified by:

**Monday 22<sup>nd</sup> June 2015**

Awards Entry Applications by:

**Friday 14<sup>th</sup> August 2015**

Audio Visual information by:

**Friday 11<sup>th</sup> September 2015**

Winners announced: at the Awards Ceremony Dinner – Rendezvous Hotel Auckland

**Saturday 14<sup>th</sup> November 2015**

## **You are invited to enter the Westpac New Zealand Franchise Awards 2015/2016**

### **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 substantial media coverage; feature on the Association's websites and at key events held around the country and will also be profiled by the Awards media partners and other publications throughout the year.
- 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 master franchisees, it may enhance their ability to recruit high calibre franchisees.
- For franchisees, it may enhance their ability to expand their business, to take on additional franchises or to sell their business for a higher value.
- For service providers, it recognises them as top performers in their field and may attract new clients.



## THE OBJECTIVES

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

- Add value to all entrants: franchise systems, master franchisees, franchisees and service providers.
- Celebrate excellence in franchised businesses and businesses servicing the Franchise industry.
- Promote franchising as a successful business format.
- Enhance the overall perception of franchising as a vital, growing and key business contributor within New Zealand.
- All Award recipients will be permitted and encouraged to feature details of the Award in their own advertising/promotional material.
- Alignment of our Award processes with the New Zealand Business Excellence Foundation allows for a seamless progression for winners into the New Zealand Business Awards (should they wish).

## HOW THE AWARDS WORK

The Franchise Association of New Zealand has been working closely with the New Zealand Business Excellence Foundation since 2007 and has successfully upgraded the National Franchise Awards process, criteria and structure. As some background to this relationship - the New Zealand Business Excellence Foundation administers the New Zealand Business Excellence Awards which recognise the top performing organisations in New Zealand. In past years many of our Franchise Awards winners have gone on to enter the New Zealand Business Awards with great success. The Awards incorporate a four stage assessment process – as follows:

### Stage 1

The Expression of Interest form will register your interest in applying for the Awards. The deadline for receiving expressions of interest is Friday 5<sup>th</sup> June 2015.

### Stage 2

The Qualified Entrants will be notified by Monday 22<sup>nd</sup> June 2015. At this point they will be asked to provide a more detailed application (up to 10 pages maximum and 500 words for the Organisation Business Profile), to be received no later than Friday 14<sup>th</sup> August 2015.

### Stage 3

Independent evaluators will assess entrants' applications. The evaluators will contact all Qualified Entrants by telephone by Friday 28th August 2015 to commence the evaluation process. If you have not been contacted please contact, Fiona Gavriel 09 489 8791 or 027 430 3629 or email: [fiona.gavriel@nzbef.org.nz](mailto:fiona.gavriel@nzbef.org.nz) and/or Kelvin Trumper 022 053 6650 or email: [kelvin.trumper@nzbef.org.nz](mailto:kelvin.trumper@nzbef.org.nz)

### Stage 4

Winners will be announced at the Westpac New Zealand Franchising Awards dinner on Saturday 14th November 2015 (Venue: Rendezvous Hotel – Auckland).

### Note:

The Association reserves the right to invite applications for entry throughout stages 1 and 2 of the Awards process where it considers the level of business standard within an organisation to be of the appropriate calibre.



## Westpac New Zealand Franchise Awards 2015-2016



### THE VALUE



#### *Principal Sponsor*

*"Westpac is proud to sponsor the 2015/16 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. A number of new categories as well as an easier and more streamlined entry process make this the right time to enter. Systems can also acknowledge the hard work from their Head 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 new c community service awards reflect business engagement with their 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**

### 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 Media Campaign of the Year will be judged by a panel of media experts and the judging of the Franchise Export Award will include someone appointed by New Zealand Trade and Enterprise

Franchise specific training is undertaken also to ensure evaluators/ judges are aware of and familiar with, the key aspects that relate specifically to franchising. Again (as indicated in the initial Expression of Interest process) this group will be selected to reduce any potential conflict of interest.

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/judging process.

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



## AWARD CATEGORIES

A total of 30 Awards are available to be won. These are split into Categories (6 Individual Awards, 3 Community Awards, 5 Special Category Awards and 14 Industry Related Awards. The Industry Category winners are then automatically eligible for the 2 Supreme Awards (Franchise System and Franchisee of the Year).

### INDIVIDUAL & COMMUNITY AWARDS

**These Awards are not eligible for the WESTPAC Supreme Awards.**

**Entrants to these Awards do not have to complete the Expressions of Interest Stage.**

#### **FIELD MANAGER OF THE YEAR AWARDS – Business Services**

This Award is open to all Franchise Field Managers in the Business Services Category. This is split into two entrant levels: Average annual Franchisee turnover of i) up to and including \$500K and ii) over \$500K

#### **FIELD MANAGER OF THE YEAR AWARDS – Retail, Food & Beverage**

This Award is open to all Franchise Field Managers in the Retail, Food and Beverage Category. Average annual Franchisee turnover of i) up to and including \$500K and ii) over \$500K

#### **FIELD MANAGER OF THE YEAR AWARDS – Home & Lifestyle Services**

This Award is open to all Franchise Field Managers in the Home and Lifestyle Services Category. Average annual Franchisee turnover of i) up to and including \$500K and ii) over \$500K

#### **COMMUNITY INVOLVEMENT AWARDS – Franchisor and Franchisee**

These Awards are open to all Franchisors and Franchisees from any Category who have contributed to their community.

#### **COMMUNITY INVOLVEMENT AWARD – Service Provider**

This Award is open to Affiliate Members that have made a significant contribution to their community.

***FOR THE INDIVIDUAL & COMMUNITY AWARDS CRITERIA PLEASE GO TO PAGE 15***

### SPECIAL AWARDS

**These Awards are not eligible for the WESTPAC Supreme Awards.**

#### **EXPORT AWARD**

This Award is open to any Franchise system with current offshore operations.

#### **BEST EMERGING FRANCHISE SYSTEM AWARD**

This Award is open to Franchise systems that have been in the New Zealand market between 1 to 5 years.

#### **MASTER FRANCHISEE AWARD**

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.



## Westpac New Zealand Franchise Awards 2015-2016



### **MEDIA CAMPAIGN OF THE YEAR AWARD**

This Award is open to any Franchise system that has had an advertisement campaign in any Media i.e.: print, television, radio etc. The campaign must have run or is still running from November 2014 until now.

***FOR THE MEDIA CAMPAIGN OF THE YEAR AWARD CRITERIA PLEASE GO TO PAGE 13***

### **SERVICE PROVIDER**

This Award is open to those Affiliate Members that have made a significant contribution to their Franchise clients.

## **FRANCHISE SYSTEM & 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 that provides a service to other businesses: i.e. Commercial Cleaning, Coaching, Printing, Bookkeeping, Marketing, Signage etc.

### **RETAIL Section, FOOD & BEVERAGE Section, (4 Awards)**

***Section winners gain automatic entry to win the RETAIL, FOOD & BEVERAGE Category (2 Awards)***

#### **Retail Franchise System and Franchisee**

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

#### **Food & Beverage Franchise System and Franchisee**

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

#### **Best Franchise System and Best Franchisee (overall winner of the Retail, Food & Beverage Category)**

### **HOME SERVICES Section, LIFESTYLE SERVICES Section, (4 Awards)**

***Section winners gain automatic entry to win the HOME & LIFESTYLE SERVICES Category (2 Awards)***

#### **Home Services Franchise System and Franchisee**

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

#### **Lifestyle Services Franchise System and Franchisee**

A business that provides services to individuals that enhances their lifestyle: i.e. Mortgage Finance, Health or Medical Services, Vehicle Repairs, Real Estate Sales etc.

#### **Best Franchise System and Best Franchisee (overall winner of the Home and Lifestyle Services Category).**

## **APPLICATION CRITERIA FOR SPECIAL AWARDS, FRANCHISE SYSTEM AND FRANCHISEE AWARD CATEGORIES**

(Apart from Media Campaign Award see page 13)

The following Award framework is designed so that all entrants are judged under the same criteria across the above categories. The criteria descriptors provide a greater clarity on the information that should be considered when compiling your entry. The criteria are closely aligned with the accepted Business Awards best practice models (regionally and nationally). The defining nature of franchising however is not lost as Evaluators and Judges are trained in the key aspects that they should consider when assessing a franchise system, provider and/or franchisee. The following overview, criteria and scoring system applies to above Award categories: *The Individual and Community Awards criteria is outlined on page 15. The Media Campaign of the Year criteria is outlined on page 13.*

A guide would be to submit a maximum of 10 pages (your organisation's business profile is not included in the 10 page maximum) – it is important to tell your story and get across your key points. Either: Four (4) paper copies or one (1) email copy of your entry are to be submitted to the Franchise Association of New Zealand Office by 14 August 2015. Please provide answers in written format, under the following headings: Leadership and Planning; Customer and Market focus; Information and Analysis; People; Processes; and Results.

### **YOUR ORGANISATION'S BUSINESS PROFILE**

To complement your entry please provide the following profile of your business in order that the evaluators might better understand your business, the key influences, how you operate and the key challenges you face. NB: This information does not form part of the evaluation and scoring and is not included in the 10 page maximum. Aim for around 500 words.

#### **A, Organisational Description**

##### **1, General**

- Where is your business located?
- How long has the business been operating?
- What is the ownership structure (private or public, franchise, etc.)?  
How is the business structured?

##### **2, Business Environment**

- Who are your customers?
- What are your main products and/or services?
- How do you provide/deliver your products and services to your customers?
- How would you describe your vision for the business?
- What is the make-up of your business's workforce (i.e.: numbers and types of employees, full time, part time, contractors etc.)
- What equipment, facilities and technology do you use?
- What key regulations relate to your business? Please include as appropriate: OSH regulations; Health & Safety; accreditation requirements; certification requirements; registration requirements; environmental



**B. Organisational Relationships**

**1, Suppliers, Partners and Distributors**

- What are your most important types of suppliers, partners and distributors?
- How do you communicate with your key suppliers, partners and distributors?
- List any other key relationships and how they contribute to your business.

**C. Organisational Challenges**

**1, Competitive Environment**

- What is your competitive position in your industry/sector?
- What are the principal factors that determine your success relative to your competitors?
- What are the key challenges facing your business? regulations; financial regulations; product regulations etc.

## QUALIFIED ENTRANTS QUESTIONNAIRE

**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.

Q1.1 DESCRIPTION your vision for the business and how this vision will be achieved, i.e. what are your key business objectives, including targets (where appropriate) and how will these ensure the achievement of your vision.

Q1.2 HOW do your leaders communicate the vision, objectives and performance expectations throughout the business to ensure that staff and other key stakeholders are fully aware and focussed on what the business is trying to achieve?

Q1.3 HOW you conduct your business strategic 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
- Listen and learn to determine customer requirements
- What information and feedback mechanisms you use to assess customer satisfaction with your product and /or service.

### EXPORT Award Entrants; also answer Q2.5 in addition

Q2.1 HOW do you determine customer requirements and HOW do you ensure that your products and/or services meet those customer requirements?

Q2.2 HOW do you build and manage customer relationships to acquire new customers, increase repeat business, retain loyal customers and increase customer engagement?

Q2.3 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?

Q2.4 HOW do you measure customer satisfaction, dissatisfaction and engagement?

### Q2.5 PROCESSES (Franchise Export Award Entrants only)

Q2.5 WHICH business approach did you utilise for your international business (e.g. Master Franchisee, Area Developer, Single unit franchising etc.) and WHAT are the factors that determine that decision?

## Section 3: Information & 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.

Q3.1 WHAT information do you use to track the performance of the business, and HOW do you use this information to make business decisions?

Q3.2 HOW is relevant data and information made available to your workforce to support decision making in their daily activities?

Q3.3 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.

Q4.1 HOW do you organise the work and jobs in your business and HOW do you monitor workforce performance?

Q4.2 HOW do you address training and development of your workforce?

Q4.3 HOW do you support your workforce and monitor their 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, and business processes.

##### EXPORT Award Entrants; also answer Q5.5 & Q5.6 in addition

Q5.1 WHAT are your key work processes?

Q5.2 WHAT measures or indicators do you use to control and improve your work processes?

Q5.3 HOW do you improve your work processes to improve products and performance?

Q5.4 HOW do you manage your supply chain, including selection of suppliers, evaluating their performance and dealing with poorly performing suppliers?

#### Q5.5. & Q5.6 PROCESSES (Franchise Export Award Entrants only)

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

##### Aspects to consider:

Q5.5 HOW did you successfully design and develop your products and/or services for the international markets to ensure they met business and customer requirements.

Q5.6 HOW did you incorporate all key stakeholder requirements into the design?



## 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 & Market, People, and 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.

### EXPORT Award Entrants; also answer Q6.5 & Q6.6 in addition

#### Q6.1 Customers

- a) DESCRIBE your current performance levels and trends for your product/service performance.
- b) DESCRIBE your current levels and trends for customer growth and retention.
- c) DESCRIBE your current levels and trends for customer satisfaction and engagement.

#### Q6.2 Financial & Market

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

#### Q6.3 People

- a) DESCRIBE your current levels and trends for your workforce – e.g., staff turnover, absenteeism, learning & development.
- b) DESCRIBE your current levels and trends for workforce satisfaction and engagement.

#### Q6.4 Business Effectiveness

- a) DESCRIBE your current levels and trends related to business efficiency and effectiveness, including productivity, cycle-time etc.
- b) DESCRIBE your current levels and trends for key business processes.
- c) DESCRIBE your current results for the performance of your supply-chain.



### Q6.5 to Q6.6 RESULTS (Franchise Export Award Entrants only)

Q6.5 SUMMARISE the impact that the international developer of your products and/or services has had on your business.

Q6.6 HOW has the internationalisation 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 directly (developing new skills and technologies) as a result of selling your products and/or services off shore. Evidence of foreign exchange earnings is highly desirable.

### Best Emerging Franchise System

This section is open to Franchises that have been in the market for 1 to 5 years only.

Entrants should complete the awards criteria as in this document. The evaluators and judges will, however, take note of the level of information that an emerging system is able to provide.

### Master Franchise Award

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.

Entrants should complete the awards criteria as in this document. The evaluators and judges will, however, take into consideration the level of information that a Master Franchisee is able to provide.

### PLEASE NOTE:

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



## Media Campaign of the Year Award (Media Campaign of the Year Award Entrants only)

Expression of Interest forms by:

**Friday June 5<sup>th</sup> 2015**

Qualified Entrants notified by:

**Monday 22<sup>nd</sup> June 2015**

Awards Entry Applications by:

**Friday 14<sup>th</sup> August 2015**

Audio Visual information by:

**Friday 11<sup>th</sup> September 2015**

Winners announced: at the Awards Ceremony Dinner – Rendezvous Hotel Auckland

**Saturday 14<sup>th</sup> November 2015**

### YOUR ORGANISATION'S BUSINESS PROFILE

To complement your entry please provide the following profile of your business in order that the evaluators might better understand your business, the key influences, how you operate and the key challenges you face. NB: This information does not form part of the evaluation and scoring and is not included in the 10 page maximum. Aim for around 500 words.

#### A, Organisational Description

##### 1, General

- Where is your business located?
  - How long has the business been operating?
  - What is the ownership structure (private or public, franchise, etc.)?
- How is the business structured?

##### 2, Business Environment

- Who are your customers?
- What are your main products and/or services?
- How do you provide/deliver your products and services to your customers?
- How would you describe your vision for the business?
- What is the make-up of your business's workforce (i.e.: numbers and types of employees, full time, part time, contractors etc.)
- What equipment, facilities and technology do you use?
- What key regulations relate to your business? Please include as appropriate: OSH regulations; Health & Safety; accreditation requirements; certification requirements; registration requirements; environmental

#### B. Organisational Relationships

##### 1, Suppliers, Partners and Distributors

- What are your most important types of suppliers, partners and distributors?
- How do you communicate with your key suppliers, partners and distributors?
- List any other key relationships and how they contribute to your business.



### C. Organisational Challenges

#### 1, Competitive Environment

- What is your competitive position in your industry/sector?
- What are the principal factors that determine your success relative to your competitors?
- What are the key challenges facing your business? regulations; financial regulations; product regulations etc.

## MEDIA CAMPAIGN OF THE YEAR AWARD CRITERIA

### The submission should include:

- A brief resume of the advertising process the applicant uses in determining a 'winning' campaign.
- Examples of the media campaign (print or electronic). These pieces may be used for publicity purposes.
- A statement allowing the advertising material to be used in promotional activities.
- Electronic photos of the campaign (if appropriate) and a soft copy of the franchise system logo for publicity purposes.
- Additional information which is significant, relevant and supportive of the candidacy may be included.
- **Audio visual requirement:** PHOTOS: 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.

#### Q1. THE ADVERTISING BRIEF (80 points)

- a) LIST the reasons for wanting to develop an advertising campaign with the themes submitted.
- b) OUTLINE the nature, extent and purpose for producing the campaign.

#### 2. THE ADVERTISING CAMPAIGN – PREPRODUCTION (70 points)

- a) Provide an insight into the development of the campaign.
- b) Detail the people and advisors involved, WHAT were the key issues to be overcome and HOW did the advertising team overcome them.
- c) WHAT production strategies were implemented?

#### 3. THE ADVERTISING CAMPAIGN – MEDIA (70 points)

- a) WHAT media did the advertiser use and WHY?
- b) DID the advertiser use an advertising agency and WHAT was the selection process to find this consultant?

#### 4. RESULTS (140 points)

- a) WHAT happened?
- b) DID it work and WHAT measurements were used to gauge success.

**PLEASE NOTE:** All entries must have been in business for at least one fiscal year. This is to provide sufficient financial information for the judges to consider.

## Award Process for Individual and Community Awards

Review the Assessment Criteria outlined in the next page to confirm that you are willing to respond to the detailed questions in each of the areas outlined.

- 1, Along with your submission please complete the Entry Form and pay the application fee.
- 2, 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 franchisees as part of the assessment process.
- 3, The judges of the Community involvement Awards may wish to talk with referees as part of the assessment process.
4. All Entry Forms must be received at the Franchise Association of New Zealand Inc. offices by Friday 14 August 2015.

## Field Support Manager of the Year Awards

Awards Entry Applications by:

**Friday 14<sup>th</sup> August 2015**

Audio Visual information by:

**Friday 11<sup>th</sup> September 2015**

Winners announced: at the Awards Ceremony Dinner – Rendezvous Hotel Auckland

**Saturday 14<sup>th</sup> November 2015**

The Franchise Association of New Zealand Inc. recognises the important impact a franchise Field Support Manager can have on the success of franchisee businesses and the performance of their franchisor. Accordingly, we have pleasure in offering the Field Support Manager Awards for another year – recognising excellence at two levels:

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

The winning Field Support Managers will demonstrate a well-planned, comprehensive and structured approach to field visits, along with evidence 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.

#### **ASSESSMENT CRITERIA – FIELD SUPPORT MANAGER OF THE YEAR**

| Area                          | Description                                                                                                                                                                          | Word Limit | Weighting |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>1. Your Role</b>           | BACKGROUND of your role, experience, and the profile of franchisees (e.g. number, tenure and size) you are responsible for.                                                          | 500        | 0%        |
| <b>2. Your Process</b>        | EXPLAIN your approach to conducting a field visit, from planning and preparation phases, through to the visit itself and follow up.                                                  | 500        | 30%       |
| <b>3. Key Success Factors</b> | EXPLAIN 1) THE key drivers of profitability for your franchisees and 2) HOW you work with and influence franchisees to take their businesses (and your franchisor business) forward. | 500        | 30%       |
| <b>4. Your Successes</b>      | PROVIDE evidence of the success of your role to franchisees and your franchise system.                                                                                               | 500        | 40%       |

#### **PLEASE NOTE:**

*All entries must have been in their position for at least one fiscal year. This is to provide sufficient financial information for the judges to consider.*

### **Community Involvement of the Year Award – Franchisor/Franchisee and Service Provider**

Awards Entry Applications by:

**Friday 14<sup>th</sup> August 2015**

Audio Visual information by:

**Friday 11<sup>th</sup> September 2015**

Winners announced: at the Awards Ceremony Dinner – Rendezvous Hotel Auckland

**Saturday 14th November 2015**

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, franchisees and service providers with a structured and active focus on community involvement and contribution. Such involvement may involve a mixture of time, energy and/or monetary contributions.

The Franchise Association of New Zealand Inc. recognises the important role that positive community involvement can have on local communities and often as a by-product provide benefits for both franchisors and franchisees as well as service providers.

This award provides the opportunity for franchisors/franchisees and service providers 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. The Franchise Association of New Zealand Inc. has pleasure in offering the Community Involvement of the Year Awards for another year.

## Benefits of Entering the Award

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

## Assessment Criteria Community Involvement Awards

| Area                                      | Description                                                                                                                                                                                                                                                                                   | Word Limit | Weighting |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| <b>1. Background</b>                      | PROVIDE a background of your franchise system or service provider 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. | 500        | 0%        |
| <b>2. Your Involvement</b>                | EXPLAIN the areas your franchisor business and franchisees or service provider business contribute to in the community, and the nature of your involvement. ALSO explain how franchisee involvement is fostered and supported by your franchisor organisation.                                | 600        | 25%       |
| <b>3. Community Impact</b>                | EXPLAIN how this community involvement assists the organisations and/or the local community, including any notable examples.                                                                                                                                                                  | 1000       | 25%       |
| <b>4. Your Rationale</b>                  | EPLAIN 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.                                                              | 600        | 25%       |
| <b>5. Impact on You and Your Business</b> | EXPLAIN the impact your community involvement has on your franchisor business, your franchisee businesses, or your service provider business and people.                                                                                                                                      | 600        | 25%       |



## FEEDBACK REPORTS!

Eight years ago we introduced feedback reports, which have proved to be very popular. These are designed to assist in assessing, developing and improving your business/es further. There is cost associated with this – rather than increase entry costs and make this aspect mandatory we have chosen to offer this as an optional service. The reports will be available at a cost of \$370 + GST.

## FAQ & CHECK LIST FOR ALL AWARDS

### **Do I have to enter my franchise system and master franchisees separately from my franchisees?**

Yes, you need an individual entry form for every entry you wish to put in.

### **How many entries can I put in?**

One for each franchisee in your system, one for each master franchisee and one for your franchise system. Plus one each for any special or individual or community award.

### **Do I have to fill in a separate entry form for each one?**

Yes. A registration form must be completed and forwarded with each entry.

### **When do I send the Audio Visual information and what is required for the Awards Ceremony Evening?**

The deadline for the Audio Visual information is 11th September 2015.

**Audio Visual Requirements:** PHOTOS: Maximum of 4, minimum of 2. format: JPEG OR TIFF, Size: minimum 1000px x 1000px at 300dpi resolution. Recommendation for FRANCHISEE Entrants: A Single portrait in uniform (branded) if practical/ applicable, plus a team photo (if applicable) and another photo(s) of the store/business /or product (s). Recommendation for FRANCHISOR Entrant: A team photo(s) and a photo(s) of stores/business or product(s). COMPANY LOGO: format: EPS. or PDF. High resolution.

(Media Campaign 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.

### **Will my entry information be kept confidential?**

Yes, we have asked you to submit four copies of your entry material. These are sent directly to the Evaluators/Judges under confidential cover and destroyed at the end of the Awards process. The Evaluators/Judges are acutely aware of the sensitive nature of the information being supplied.

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