



Westpac
New Zealand
Franchise
Awards 2021



Field Manager of the Year - Under 500K

Field Manager of the Year Under 500k

This award recognises a field manager who demonstrates excellence in relationship management and contributes clear value to both franchise system and franchisee, supporting franchisee businesses typically under \$500k revenue.

The winner of this award is not eligible for the Westpac Supreme Awards.

Eligibility criteria

To be eligible for this category, the franchise system business must have been trading as a franchise for a minimum of 2 years (as at 1 April 2021) and the Field Manager has been in this role with the company for a minimum of 1 year (as at 1 April 2021), and complete the following business profile and category questions.

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.

The business profile must be one page or less.

Category questions

Category questions responses must be of less than 3000 words in total (generally under 6 pages).

1. Describe your role, accountabilities and the outcomes you deliver
2. How do you prepare, run and follow up on your field visits?
3. Describe how you work with and influence franchisees to take their businesses and your franchise system business forward.
4. How do you know you are effective and deliver value?
 - What are your key performance indicators and how do these relate to your franchisee/franchise system growth
 - Please provide metrics to demonstrate the success of your role to franchisees and franchise system

Entry Notes:

- All entries must be in a minimum font size of 11
- Photos, graphs, tables and other visuals can be used within the entry as well as in an attachment that demonstrates your performance. This attachment is to be a maximum of 3 pages.