



**Westpac New Zealand  
Franchise Awards 2023**



**FANZ**

FRANCHISE ASSOCIATION  
OF NEW ZEALAND

# **FREQUENTLY ASKED QUESTIONS**

# WELCOME TO THE 2023 WESTPAC NEW ZEALAND FRANCHISE AWARDS

## AWARD PROCESS

### PLAN & ENTER



**ENTRIES OPEN**  
**4 MAY - 29 JUNE 2023**

It's time to start planning your entry. Have a look through the categories available and find those that best apply to your business.

These awards are open to all FANZ members including affiliates, franchisors, support staff and franchisees.

**Be sure that the following are current:**

- **FANZ Membership**
- **Franchise System Compliance**

and that the franchise system, franchisee or affiliate is not party to any litigation.

Register and pay for your entries here:

<https://nzfranchiseawards.ardsplatform.com/>

### ENTRY FEES

Franchise System of the Year  
Franchisee of the Year  
Small Business Franchisee of the Year  
Regional Master of the Year  
Service Provider of the Year

**\$275+GST**

Field Manager of the Year  
Marketing Campaign of the Year  
Excellence in Community Contribution  
Excellence in Customer Engagement  
Excellence in Sustainability

**\$195+GST**

### SUBMIT YOUR ENTRY



**SUBMISSIONS CLOSE**  
**5PM 20 JUL 2023**

Submit your entry via the Awards entries website.

Each entry submission must include:

- A Business Profile
- Category Questions
- Relevant logo(s) and photo(s)

Have questions about the awards or a potential entry? Call or email us. We're always happy to help.

Contact: Stevie McBride  
Phone: 021 131 2891  
Email: [awards@franchise.org.nz](mailto:awards@franchise.org.nz)

### AWARDS GALA DINNER

Gala dinner tickets on sale  
4 Sep - 30 Oct.  
It's time to celebrate!

Get your team together on 11 November at the Cordis Auckland and join us for the 2023 Westpac New Zealand Franchise Awards Gala Dinner.



### JUDGING COMMENCE



**JUDGING PROCESS**  
**AUG - SEP 2023**

Judges will assess submissions. Entrants will receive phone contact from a Westpac New Zealand Franchise Awards judge during this period.

There is no need to prepare for the call. It will be short & not in any means a 'test'. The purpose is to clarify any matters. Just be ready to share your story and what makes your business special.



**FINALISTS**  
**ANNOUNCED ON 25**  
**SEPTEMBER 2023**

Entrants will be advised on their status.  
Spread the news with your community.

Don't forget to book your gala dinner ticket!

### SHARE YOUR SUCCESS

Share your success with the world!



## REASONS TO ENTER

- Celebrate your achievements – showcase your hard work and celebrate as a team
- Gain recognition – be acknowledged for your innovation, performance and best practice
- Raise your profile – attract new business as a Westpac New Zealand Franchise Award winner
- Demonstrate your capabilities – providing evidence of your effectiveness in franchising
- Boost morale – winning a Westpac New Zealand Franchise Award is a great way to motivate your team

### ANYTHING NEW?

#### ENTRY REGISTRATION AND SUBMISSION

This year all entries are to be submitted online via an easy-to-follow electronic entry form, through an awards platform called Award Force.

## ENTRY NOTES

- The business profile has maximum word limits.
- Category question responses each have a maximum word limit.
- Photos, graphs, tables and other visuals can be uploaded as attachments that aide in demonstrating your performance.

# FAQ

## ***How can I make my entry stand out?***

By demonstrating a genuine passion and commitment for your business – that is, show the judges through all your answers that every aspect of your business is oriented to excellence in the category.

For example, if a Franchisee is entering Customer Service, they need to demonstrate that all aspects of the business, their decisions, processes, training etc are based on giving the customer the best possible service experience.

## ***I'm a smaller business, how am I supposed to compete against larger ones?***

The judges understand it can be hard for a small system/business to compete with those larger system/business. Demonstrate your thinking, and show your processes and practises are robust, relative to the size of your business - you will be a good contender.

For example, smaller systems/businesses might answer a question with very general statements such as “there are just 3 of us in the team, we meet every day and I just make sure everyone knows what needs to be done” .... This is not a winning response.

The judges would prefer to see that you understand what matters – explain more about what topics are covered at the daily meeting, how training needs are identified, what metrics are shared with staff about performance, and what information is used in group discussions to help improve business success.

**We also have a small business category for franchisees.**

## ***What information are the judges looking for with the question "Provide significant achievements for the past 12 – 18 months and what are these achievements attributed to?"***

The judges are interested to read about your achievements in all areas, including financials, employee growth and development, recognition, growth of the network or local franchise, new systems, outstanding delivery performance, and feedback.

A critical factor with this question is to demonstrate an understanding of how these things have been achieved and what the characteristics of the business are that support these achievements.

For example, a Franchise system - does their financial success clearly result from the high levels of franchisee satisfaction they achieve.

Does a Franchisee's excellent service drive repeat sales, referrals, and longevity of the relationship, which in turn delivers financial growth?

Ensure all responses provide evidence or data to back your success somewhere in the entry.



# FAQ

## ***What about franchisors and franchisees who may be nervous or lack confidence to enter?***

Be brave and do it! It's a fantastic chance to reflect, think about what makes your business special and write that down. Your team will feel proud that you are prepared to enter, and it will help you capture your journey and progress year by year as well.

## ***As a part of the process, will all entrants receive a call from the judging team? If an entrant enters more than one category will they get more than one phone call?***

All entrants will receive a phone or video call from the judges to discuss the entry further. Yes, if the entrant is entered in more than one category they will receive one call per category entry.

## ***Do entrants need to prepare anything for the call?***

The call will be short and is not a test. There is no need to prepare anything, just be ready to share your story and what makes your business special in context to the category you have entered.

## ***Why are there size limits to my entry?***

The limits are key regarding clarity. The judges would like you to think about your response and be able to present your entry in a way that shows you understand.

## ***What is the best tip for franchisors and franchisees entering these awards?***

Think about the question and what it asks – don't answer superficially or too briefly.

A couple of examples:

Simply stating that 'we have a great franchisee centric culture' is not enough – you need to describe the culture, how it is nurtured and how the culture transfers to employees and franchisees as the case may be.

Our customers 'love us' is not enough – provide the judges with evidence, such as feedback, survey results, repeat and referral sales figures etc.

# TERMS AND CONDITIONS

1. By submitting an entry and by paying the entry fees, you agree to be bound by these terms as well as the terms of sale on our website [www.franchiseassociation.org.nz](http://www.franchiseassociation.org.nz) as applicable in this context. In the event of any inconsistency between these terms and the terms of sale on our website, these terms will prevail.
2. The Awards media partners, sponsors and representative(s) of the Franchise Association of New Zealand ("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. Photos supplied may also be used in promotional material and in relation to press releases.
3. A prestigious gala function will be held at the Cordis Hotel, Auckland, Saturday 11th November 2023. The awards presentation function will be held in compliance with the then NZ Government restrictions. In the event of a force majeure (including Government restrictions on events), FANZ reserves the right to change the method in which the award ceremony is held, including but not limited to holding an online-only event.
4. All finalists are required to attend the awards presentation function.
5. 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.
6. You must have all information, documents and supporting material ready and available for the judges to review.
7. All entrants must be franchise systems/franchisees or affiliate members of FANZ or employed by a franchise systems/franchisee or affiliate member at the time of submitting the entry and membership fees must be current at the time of entry.
8. The Franchise system of the entrant must be compliant with FANZ 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 FANZ at the time of the awards event.
9. The franchise system, franchisor, franchisee or affiliate member must not knowingly be party to any negative media publicity or litigation filed in court or about to be filed in court at any time during the awards registration period up to and including at the time of the awards event, which may cause harm to the reputation of the awards, FANZ, its sponsors, or any other related parties. In the event you have any involvement with negative comments or actions, negative media publicity or litigation filed or about to be filed in court during this period then without prejudice to any other rights or remedies available to us, we shall have the right in our sole discretion to immediately cancel your registration to the awards event (including eligibility for any awards) and you shall not have any right to a refund and you shall have no other claims against us.
10. You consent to the collection and use of your personal information in this form by FANZ. We collect your information primarily to process and consider your awards application as well as to continue to perform our services as FANZ. If you choose not to enter certain details we may not be able to accept your application. You have the right to ask for a copy of any personal information we hold about you and to ask for it to be corrected if you think it is wrong. You consent to your information being shared with third parties for the purposes of judging, marketing, promoting and publicising the awards such as to judges, PR/advertising agencies, media, sponsors, strategic partners and exhibitors. You agree and acknowledge that FANZ's privacy policy applies to this entry and you consent for your personal information to be used for the purposes of this Award and as specified in the privacy policy. If you are providing personal information on behalf of other parties, you undertake that you have collected and now provided to FANZ the said personal information in compliance with the Privacy Act 2020.
11. Judges' decisions will be final and no correspondence will be entered into.
12. Entry submissions must be uploaded by 5pm Thursday 20th July 2023.
13. Publicity FANZ appoints a third-party public relations provider, to help generate media coverage around the awards. This is an opportunity for FANZ to highlight, acknowledge and celebrate your successes in franchising. We would like to make your submission available to said third party under a strict non-disclosure agreement. This is done so they can extract any useful and interesting information and achievements to produce positive PR articles. No information will be shared with media or any other parties without your prior written consent and all information will be treated as strictly confidential and in compliance with our privacy policy and the third parties privacy policy.

**FOR MORE INFORMATION, VISIT**  
**[HTTPS://NZFRANCHISEAWARDS.AWARDSPLATFORM.COM/](https://nzfranchiseawards.awardsplatform.com/)**