



**Westpac New Zealand  
Franchise Awards 2025**



**FANZ**  
FRANCHISE ASSOCIATION  
OF NEW ZEALAND

**ENTRY  
GUIDE**

# CELEBRATING 30 YEARS OF FRANCHISING AWARDS IN NEW ZEALAND

The Franchise Association of New Zealand is proud to be celebrating the 30th anniversary of its Franchising Awards in 2025.

These awards are the pinnacle in the franchising community, and celebrate the best in New Zealand franchising. They recognise all that is great about franchising, and the people who make it a success.

The Franchise Association of New Zealand is looking forward to celebrating with all in the franchise community in New Zealand.



# WELCOME

## TO THE 2025 WESTPAC NEW ZEALAND FRANCHISE AWARDS

Join us in these annual awards for Franchise Association of New Zealand members to celebrate the effort, innovation, and people of franchising.

This is an opportunity to:

- reflect on your achievements.
- identify your strengths.
- receive constructive business feedback from our judging panel of respected franchising and business leaders.
- have the commitment and skill of your team recognised by our independent judging panel.

Will you be a winner in our 30th year of the awards?

### ENTRIES OPEN



**FRI 11 APRIL -  
MON 9 JUNE**

### SUBMISSIONS CLOSE



**5PM MON  
7 JULY**

### FINALISTS ANNOUNCED



**FRI  
19 SEPT**

### GALA DINNER



**SAT  
1 NOV 2025**

## REASONS TO ENTER

- Celebrate achievements – showcase hard work and celebrate as a team.
- Gain recognition – be acknowledged for innovation, performance and best practice.
- Raise profiles – attract media opportunities and new business as a Westpac NZ Franchise Award winner.
- Demonstrate capabilities – providing evidence of effectiveness in franchising.
- Boost morale – winning a Westpac New Zealand Franchise Award is a great motivator!

## ANYTHING NEW?

### EXCELLENCE IN FRANCHISE SYSTEM INNOVATION

This year, Excellence in Sustainability has been expanded to capture all of the great innovations your Systems are developing. We have expanded the category into Franchise System Excellence in Franchise System Innovation.

This award will recognise innovation and forward-thinking ideas, products, services or processes that enhance franchise operations, customer experience, or business performance.

## ENTRY NOTES

- Performance data provided in the entry needs to reflect Franchise System and Franchisee operations in New Zealand, and not another country in which the system operates.
- The business profile and category questions have maximum word limits.
- Photos, graphs, tables and other visuals can be uploaded as attachments that aide in demonstrating your performance.
- The attachments tab is for photos, graphs etc, NOT for links to further written documents.



# RECOGNITION FOR LONG TENURE FRANCHISEES

Franchisees are the lifeblood of New Zealand franchising - without them there would be no system.

As a special 30th year celebration at the Westpac New Zealand Franchise Awards, FANZ would like to invite member Franchise Systems to nominate long tenure franchisees to be recognised at the Awards gala dinner. We want to celebrate the people who have made New Zealand franchising a success.

Member Franchise Systems can nominate franchisees to receive this recognition and any franchisee that has been a franchisee of your system for 15+ years is eligible to receive this recognition. There is no limit to how many franchisees you can nominate, as long as they have been with you for 15+ years.

**To nominate your eligible franchisees to receive this award, [please fill in the questionnaire here](#). The questionnaire will be open until Friday 5 September 2025.**

*Please note that nomination for this recognition is free. To be nominated for this recognition, all nominees are requested to purchase a ticket to attend the gala dinner to receive the recognition award and celebrate with their peers.*

## PLAN & ENTER

 **ENTRIES OPEN**  
11 APR - 9 JUN 2025

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

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:

<https://nzfranchiseawards.awardsplatform.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 Service  
Excellence in Franchise System Innovation

**\$195+GST**

## SUBMIT YOUR ENTRY

 **SUBMISSIONS CLOSE**  
5PM 7 JUL 2025

Submit your entry via the Awards entries portal.

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 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  
5 Sep - 17 Oct.  
It's time to celebrate!

Get your team together on 1 November at the Cordis Auckland and join us for the 2025 Westpac New Zealand Franchise Awards Gala Dinner.



## JUDGING COMMENCES

 **JUDGING PROCESS**  
JUL - SEP 2025

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 and not in any means a 'test'. The purpose is to clarify any matters. Be ready to share your story and what makes your business special.

 **FINALISTS ANNOUNCED**  
19 SEP 2025

All entrants will be advised on their status.

Don't forget to book your celebration dinner ticket!

## SHARE YOUR SUCCESS

Spread the news with your community, friends and family!



# SUMMARY OF CATEGORIES

## FRANCHISE SYSTEM OF THE YEAR BUSINESS CATEGORY AWARDS

[Franchise System of the Year - Retail & Hospitality](#)

[Franchise System of the Year - Home & Lifestyle](#)

[Franchise System of the Year - Business to Business](#)

## FRANCHISEE OF THE YEAR BUSINESS CATEGORY AWARDS

[Franchisee of the Year - Retail & Hospitality](#)

[Franchisee of the Year - Home & Lifestyle](#)

[Franchisee of the Year - Business to Business](#)

[Franchisee of the Year - Small Business](#)

## FRANCHISE SYSTEM SPECIAL AWARDS

[Marketing Campaign of the Year](#)

[Franchise System Excellence in Community Contribution](#)

[Franchise System Excellence in Franchise System Innovation](#)

## FRANCHISEE SPECIAL AWARDS

[Regional Master Franchisee of the Year](#)

[Franchisee Excellence in Community Contribution](#)

[Franchisee Excellence in Customer Service](#)

## SERVICE PROVIDER AWARD

[Service Provider of the Year](#)

## FIELD MANAGER AWARD

[Field Manager of the Year](#)

# FRANCHISE SYSTEM OF THE YEAR

This award recognises a business that demonstrates excellence in its approach to developing, growing and running its franchise system.

There is a winner in this category for each of the following industry types:

## **RETAIL & HOSPITALITY**

*This award is open to fixed location businesses which primarily serve/supply end customers in the business's own premises e.g. General Retail, Café, Food Retail, Health & Beauty, Accommodation, etc.*

## **HOME & LIFESTYLE**

*This award is open to businesses which primarily supply private individuals a product/service in, around, or for the home e.g. Home maintenance, Home cleaning, Garden care, Home renovations, Building, Gym/Fitness*

*OR*

*Businesses which offer products or services to individuals, which may often be a lifestyle or convenience choice etc. e.g. Education Services, Pet Care, Financial Services, Food and Coffee mobile units.*

## **BUSINESS TO BUSINESS**

*This award is open to businesses which primarily provide services/products to other businesses e.g. Commercial cleaning, Business Broking, Courier services, Training etc.*

The winner of each is eligible for selection as Westpac Supreme Franchise System of the Year.

To be eligible for this category, the business must:

- have been trading as a franchise for a minimum of 2 years (as at 1 April 2025)
- complete the business profile and category questions.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many franchisees/staff, when you started trading and franchising.

## **CATEGORY QUESTIONS**

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. Who contributes to your success, how do you engage them and manage their expectations?
3. What are you doing to ensure long term growth and success of your business and franchise system?
4. Please provide information and specific data that demonstrates your business performance:
  - Please include stakeholder feedback and/or performance metrics, in particular relating to your franchisees. This might include (but not be limited to) staff numbers, satisfaction and turnover, customer numbers, satisfaction, retention and repeat purchasing
  - Please provide information on your financial performance for the past 2 - 3 years.



# FRANCHISEE OF THE YEAR

This award recognises a franchisee business that demonstrates excellence in applying the franchise system, and has a professional approach to running its business.

There is a winner in this category for each of the following industry types:

## **RETAIL & HOSPITALITY**

*This award is open to fixed location businesses which primarily serve/supply end customers in the business's own premises e.g. Café, Food Retail, Health & Beauty, Accommodation, etc.*

## **HOME & LIFESTYLE**

*This award is open to businesses which primarily supply private individuals a product/service in, around, or for the home e.g. Home maintenance, Home cleaning, Garden care, Home renovations, Building, Gym/Fitness*

*OR*

*Businesses which offer products or services to individuals, which may often be a lifestyle or convenience choice etc. e.g. Education Services, Pet Care, Financial Services, Food and Coffee mobile units.*

## **BUSINESS TO BUSINESS**

*This award is open to businesses which primarily provide services/products to other businesses e.g. Commercial cleaning, Business Broking, Courier services, Training etc.*

The winner of each is eligible for selection as Westpac Supreme Franchisee of the Year.

To be eligible for this category, the business must:

- have been trading as a franchisee for a minimum 1 year (as at 1 April 2025)
- have more than 2 full-time employees
- complete the business profile and category questions.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many staff, when you started trading as a franchisee.

## **CATEGORY QUESTIONS**

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. How do you engage your team and customers to ensure their expectations are met?
3. Describe what you are doing to sustainably develop and grow your business.
4. Please provide information demonstrating your business performance:
  - You may want to include customer, staff or other stakeholder feedback and performance metrics, such as staff numbers, satisfaction and turnover, customer numbers, satisfaction, retention and repeat purchasing
  - Please provide information on your financial performance for the past 2 - 3 years.

# SMALL BUSINESS FRANCHISEE OF THE YEAR

This award recognises a small franchisee business that demonstrates excellence in applying the franchise system, and has a professional approach to running its business.

The winner of this award is eligible for selection as Westpac Supreme Franchisee of the Year.

To be eligible for this category, the business must:

- have been trading as a franchisee for a minimum 1 year (as at 1 April 2025)
- have no more than 2 full time equivalent employees (including the owner)
- complete the business profile and category questions.

## BUSINESS PROFILE

Please provide an introduction to your business, e.g. what you do, where you are based, how many staff, when you started trading as a franchisee.

## CATEGORY QUESTIONS

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. How do you engage your team and customers to ensure their expectations are met?
3. Describe what you are doing to sustainably develop and grow your business.
4. Please provide information demonstrating your business performance:
  - You may want to include customer, staff or other stakeholder feedback and performance metrics, such as staff numbers, satisfaction and turnover, customer numbers, satisfaction, retention and repeat purchasing
  - Please provide information on your financial performance for the past 2 - 3 years.

# MARKETING CAMPAIGN OF THE YEAR

This award recognises a franchisor who can demonstrate it has applied robust marketing practices in a campaign promoting their business, product or service; and where the campaign has successfully engaged its market and delivered outstanding results.

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

To be eligible for this category, the business must:

- have been trading for a minimum 2 years (as at 1 April 2025)
- the marketing campaign that is presented in the entry must have been completed within the last 12 months (and before 1 June 2025)
- complete the business profile and category questions.

TIP: Has your System developed a campaign to promote your business, product or services? For example an in-store campaign, digital marketing campaign, Out-Of-Home (OOH), social media, television, radio or print campaign?

In this category, we are looking for any type of marketing campaign that has promoted your services or products with successful results.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many franchisees/staff, when you started trading and franchising.

## **CATEGORY QUESTIONS**

1. Describe the marketing campaign, outlining the scope, intentions and objectives for it and your drivers for doing it.
2. How did you go about planning and preparing for the campaign, and what challenges did you need to consider?
3. Explain what you implemented, who was involved and how you did it, e.g. what media you used.
4. Please provide information demonstrating the success of your campaign:
  - Please include detailed measures of outcomes achieved in terms of market engagement, customer feedback, financials
  - Include any evidence that the campaign delivered clear value and return to your franchise system and franchisees.

# FRANCHISE SYSTEM EXCELLENCE IN COMMUNITY CONTRIBUTION

This award recognises a franchisor whose business makes a demonstrable positive impact through its contribution to the community.

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

To be eligible for this category, the business must:

- have been trading as a franchise for a minimum 2 years (as at 1 April 2025)
- complete the business profile and category questions.

TIP: Does your Franchise System give back to the community? For example, volunteer work, sponsorship, pro-bono services/products, donations etc.

In this category, we are looking for contribution that goes beyond the paid service you offer.

## **BUSINESS PROFILE**

Please provide an introduction to your business, e.g. what you do, where you are based, how many franchisees/staff, when you started trading.

## **CATEGORY QUESTIONS**

1. Outline why you contribute, how you decide what to contribute, what you do and who benefits.
2. How do you engage your team and Franchisees in contributing to the community?
3. Describe the impacts that your contribution has for the community.
4. How does your contribution benefit your team, franchisees and business?

# FRANCHISE SYSTEM EXCELLENCE IN FRANCHISE SYSTEM INNOVATION

This award recognises innovation and forward-thinking ideas, products, services or processes that enhance franchise operations, customer experience, or business performance.

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

To be eligible for this category, both of the following conditions must be met:

- the franchise system business has been trading as a franchise for a minimum 2 years (as at 1 April 2025)
- the innovative initiative being presented in the entry must have been initiated and showing measureable results between 1 April 2023 and 1 April 2025.

TIP: Areas of innovation could include, for example: IT, customer service, AI, booking systems, table ordering systems, sustainability innovations. Any significant project across any area of the business that is in development.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many franchisees/staff, when you started trading and franchising.

## **CATEGORY QUESTIONS**

1. Describe the innovation that you introduced; how did you identify the opportunity and its potential benefits; and why did you choose this change?
2. How did you go about assessing, developing and implementing the innovation; who else was involved; and how did you manage the challenges that arose?
3. Is the innovation scalable and sustainable; and what have you done, or do you plan to do, to share it with your franchisees or the wider franchising community?
4. Please provide evidence to demonstrate and quantify the impact of this innovation and how it has delivered value.



# REGIONAL MASTER FRANCHISEE OF THE YEAR

This award recognises a Regional Master franchisee business that demonstrates excellence in its approach to growing and running its business.

It is open to Regional Masters who are not eligible and/or captured in the Franchise System and Franchisee Category Awards.

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

To be eligible for this category, you must:

- have been trading as a Regional Master Franchisee for a minimum of 2 years (as at 1 April 2025)
- complete the business profile and category questions.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many franchisees/staff, when you started trading as a Regional Master Franchisee.

## **CATEGORY QUESTIONS**

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. Who contributes to your success, how do you engage them and manage their expectations?
3. What are you doing to ensure long term sustainability and success of your business and franchises you represent?
4. Please provide information and specific data that demonstrates your business performance:
  - Include stakeholder feedback and/or performance metrics, in particular relating to your franchisees. This might include (but not be limited to) staff numbers, satisfaction and turnover, customer numbers, satisfaction, retention and repeat purchasing
  - Please provide information on your financial performance for the past 2 - 3 years.

# FRANCHISEE EXCELLENCE IN COMMUNITY CONTRIBUTION

This award recognises a franchisee whose business makes a demonstrable positive impact through its contribution to the community.

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

To be eligible for this category, the business must:

- have been trading for a minimum 1 year (as at 1 April 2025)
- complete the following business profile and category questions.

TIP: Do you give back to your community? For example, volunteer work, sponsorship, pro-bono services/products, donations etc.

In this category, we are looking for contribution that goes beyond the paid service you offer.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many franchisees/staff, when you started trading.

## **CATEGORY QUESTIONS**

1. Outline why you contribute, how you decide what to contribute, what you do and who benefits.
2. How do you engage your team in contributing to the community?
3. Describe the impacts that your contribution has for the community.
4. How does your contribution benefit your team and business?

# FRANCHISEE EXCELLENCE IN CUSTOMER SERVICE

This award recognises a franchisee who demonstrates their commitment to customers and provides consistently excellent customer experiences and service.

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

To be eligible for this category, the business must:

- have been trading for a minimum 1 year (as at 1 April 2025)
- complete the business profile and category questions.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many staff, when you started trading.

## **CATEGORY QUESTIONS**

1. What is your service philosophy and how does this contribute to your success in delivering your product or service to customers?
2. Explain how you identify, target and engage with your customers.
3. How do you ensure you and your team are able to deliver service excellence?
4. Please provide information demonstrating the outcomes and impacts from your positive customer service:
  - You may want to include customer, staff or other stakeholder feedback or performance indicator metrics
  - Please provide information on your financial performance for the past 2 - 3 years.

# FIELD MANAGER OF THE YEAR

This award recognises a Field Manager who demonstrates excellence in relationship management and contributes clear value to both franchisor and franchisee.

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

To be eligible for this category the following conditions must be met:

- the franchise system business has been trading as a franchise for a minimum 2 years (as at 1 April 2025)
- the Field Manager has been in this role with the company for a minimum 1 year
- complete the business profile and category questions.

## BUSINESS PROFILE

Please provide your business context:

- Please provide an introduction to the Franchise business you work for e.g. what does it do and when it started trading and an overview of the Franchisees you support e.g. the number, tenure and size.

## CATEGORY QUESTIONS

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 franchisors' 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/franchisor growth
  - Please provide metrics to demonstrate the success of your role to both franchisees and the franchise system.

# SERVICE PROVIDER OF THE YEAR

This award recognises a Service Provider who demonstrates a strong contribution to the Franchising community and adds value to the sector. This category is open to all FANZ Affiliate Members.

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

To be eligible for this category, the business must:

- have been trading for a minimum 2 years (as at 1 April 2025)
- complete the business profile and category questions.

## **BUSINESS PROFILE**

Please provide an introduction to your business e.g. what you do, where you are based, how many staff you have, when you started trading and working with the Franchise sector.

## **CATEGORY QUESTIONS**

1. What are your significant achievements for the past 12 – 18 months and what do you attribute these to?
2. Describe why you chose the franchise sector and your contribution to it.
3. Explain your commitment to the sector and how you ensure your services and expertise remain relevant.
4. How do you engage your client base and ensure services they receive meet their needs?
5. Please provide information demonstrating your business performance:
  - You may want to include client, staff or other stakeholder feedback or performance metrics
  - Provide information on your financial performance for the past 2 - 3 years and what proportion of this is directly attributable to the franchise sector.



# 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 1st November 2025. 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 Practice and Ethics 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 Monday 7 July 2025.
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.