



THE
Industry
AWARDS 2021
HAIR | BEAUTY | BARBERING



NEW ZEALAND BEAUTY SALON OF THE YEAR ENTRY FORM

The New Zealand Beauty Salon of the Year award celebrates a beauty business that is excelling and displays all-round strong performance. With a focus on planning and success, the winner of this award clearly achieves phenomenal results in their overall business numbers and growth.

Business owner's name	
Business name	
Address	
City	
Postcode	
Phone	
Email	
Instagram handle (optional)	

RULES OF ENTRY

- By entering the awards you agree to abide by the competition rules.
- Entry fees apply and are non-refundable.
- Entries and supporting documents (where requested) are due by 31 August 2021. No entries will be accepted after this date.
- The judges' decisions are final and no correspondence will be entered into.
- Shortlisted finalists may be required to verify the information they have submitted if evidence provided is not sufficient. All information received and submitted will be treated in the strictest confidence.
- You must be a beauty salon or clinic to enter this award.

ENTRY REQUIREMENTS

- A physical copy of your entry must be submitted. Questions can be answered on this entry form or in another printed format. For example, a printed word document, booklet or folder. Remember the presentation of your entry is scored by the judges.
- Entries must not exceed the word limit (where specified).
- Entrants in this category are asked to submit a hi-res, horizontal photo of their beauty salon, spa or clinic team to info@industryawards.co.nz which may be used in the presentation at The Industry Awards event.
- Please provide figures and answer the questions based on activities undertaken in the last financial year (1 April 2020 to 31 March 2021) unless otherwise stated in the question.
- To obtain answers for Questions 1 to 5, run your Kitomba Business Summary Report (or similar salon software report). You must include this report or other relevant evidence with your entry.

JUDGING PROCESS AND CRITERIA

At all stages, judges score independently of other judges.

- Stage one of judging is carried out by Industry Awards representatives. During this stage a shortlist of finalists are identified.
- Stage two of judging is carried out by hair, beauty or barbering industry representatives. Outlined below are the criteria used to judge this award.

Score based on the results and evidence provided in the entry	60%
Entry demonstrates business acumen	15%
Judges' overall impression	15%
Presentation	10%
Total	100%

QUESTIONS

1. Client rebooking rate

Total number of clients who rebooked (within 24hrs of appointment)

A _____

Total number of clients buying services

B _____

Client rebooking rate $(A \div B \times 100)$

_____ %

2. Client retail

Number of retail units sold to serviced clients

A _____

Total number of clients buying services

B _____

Client retail percentage $(A \div B \times 100)$

_____ %

3. New client rate

Total number of new clients

A _____

Total number of clients buying services

B _____

New client rate $(A \div B \times 100)$

_____ %

4. Client average spend growth

Average client spend for period 1 April 2019 - 31 March 2020 (excl. GST)

A \$ _____

Average client spend for period 1 April 2020 - 31 March 2021 (excl. GST)

B \$ _____

Average client spend growth $(B - A = C)$

C \$ _____

Average client spend growth percentage $(C \div A \times 100)$

_____ %

5. Revenue growth

Revenue for the year 1 April 2019 - 31 March 2020 (excl. GST)

A \$ _____

Revenue for the year 1 April 2020 - 31 March 2021 (excl. GST)

B \$ _____

Revenue growth $(B - A = C)$

C \$ _____

Revenue growth percentage $(C \div A \times 100)$

_____ %

6. Business planning (Total word limit: up to 2 pages)

A: Provide an outline or summary of your spa or clinic's business plan for the next 12 months. For example, objectives, strategy, financial plan.

B: Do you use a business coach or mentor (someone outside the spa or clinic) for assistance or advice? If yes, explain what you work on with them, and how they've helped make your business more successful.

C: What are your plans to drive growth for your business in the future?

7. Business success (Word limit: up to 1 page)

What do you do to make your business more successful? For example, training, marketing, services.

8. Growth (Total word limit: up to 2 pages)

A: Outline the key initiative or initiatives that you've completed in the past two years (1 April 2019 - 31 March 2021), that have driven significant growth in your business.

B: Provide evidence of the outcome of these initiatives.

9. Other supporting information

If you have any additional comments, examples, references, photos or information to support your entry for the New Zealand Beauty Salon of the Year award, include them in this section.

SUBMISSION

- All entries must be received by Monday 31 August 2021.
- Please send all entries to: The Industry Awards Team, Level 2, 107 Customhouse Quay, Wellington, 6011
- All entries must be accompanied by a completed entry form.
- Entrants who wish to have their entries returned must include a self addressed prepaid envelope or courier bag with their entry.