



THE
Industry
AWARDS 2021
HAIR | BEAUTY | BARBERING



TOP PERFORMING STYLIST OF THE YEAR ENTRY FORM

In this award, the judges are looking for a stylist or barber that consistently and successfully delivers on key business measures as well as providing exceptional service to their clients.

Full name	
Salon/Shop 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.
- Finalists will be required to submit a photo when requested (to be used in the presentation at the event).
- You must be a hair stylist or barber 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 themselves 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.

ENTRY REQUIREMENTS (CONTINUED)

- To obtain answers for Questions 1 to 5, run your Kitomba Business Summary Report (or similar salon software report), select yourself as the staff member and choose to also view overall totals. You must include this report or other relevant evidence with your entry.
- To obtain an answer for Question 6, run your Kitomba Staff Utilisation Report (or similar salon software report). You must also 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 focus on training and career development	15%
Judges' overall impression	15%
Presentation	10%
Total	100%

QUESTIONS

1. Stylist client rebooking rate

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

A _____

Total number of clients buying services from stylist

B _____

Stylist client rebooking rate $(A \div B \times 100)$

_____ %

2. Stylist client retail

Number of retail units stylist sold to serviced clients

A _____

Total number of clients buying services from stylist

B _____

Stylist client retail percentage $(A \div B \times 100)$

_____ %

Don't include colour or conditioning treatment sales from questions 3 and 4 in your answer to this question.

3. Stylist client colour services (if you offer colour services)

Number of colour services sold by stylist

A _____

Total number of clients buying services from stylist

B _____

Stylist client colour service percentage $(A \div B \times 100)$

_____ %

4. Stylist client conditioning treatment services (if you offer conditioning treatment services)

Number of treatment services sold by stylist (non-colour treatments)

A _____

Total number of clients buying services from stylist

B _____

Stylist client conditioning treatment service percentage $(A \div B \times 100)$

_____ %

5. Stylist vs salon average client spend

This question compares the stylist's average client spend with the salon's average client spend to determine the stylist's performance compared to their colleagues.

Stylist: Total spend by all clients (retail and services excl. GST)

A \$

Stylist: Total number of clients buying services

B

Stylist average client spend (excl. GST) (A ÷ B)

C \$

Salon: Total spend by all clients (retail and services excl. GST)

D

Salon: Total number of clients buying services

E

Salon average client spend (excl. GST) (D ÷ E)

F \$

Stylist vs salon average client spend (C ÷ F)

%

6. Stylist utilisation

Total number of hours stylist spent servicing clients

A

Total number of hours stylist worked

B

Stylist utilisation (A ÷ B × 100)

%

7. Training and development (Word limit: up to 1 page)

What training and development have you participated in during the last year (1 April 2020-31 March 2021)? This could be related or not related to the hairdressing or barbering industries.

8. You and your career (Total word limit: up to 1 page)

A: What or who have been the biggest influences in your career so far?

B: What do you see as your biggest career success to-date and why?

C: Where do you see yourself professionally in the next 5 years?

9. Reference (Word limit: up to 1 page)

Provide a reference from your employer which supports your entry for the Top Performing Stylist of the Year award.

10. Other supporting information

If you have any additional comments, examples, references, photos or information to support your entry for the Top Performing Stylist of the Year award, include them in this section.

SUBMISSION

- All entries must be received by Tuesday 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.