



## NZ Clinic of the Year 2019

### Who can enter this category?

Any clinic that has NZARBP membership and has been operating for **at least 3 years** with no serious complaints made against them.

### How do I enter this category?

1. Read the information below to understand the requirements for entering this category
2. Register and make payment to enter this category by completing the Registration Form here: <http://bit.ly/BeautyNZAwardsReg>
3. Upon receipt of payment, the Awards Administrator will forward you a link to the Category Entry Form
4. Complete the Category Entry Form, upload your submission and submit it by **06 May 2019**
5. Finalists will be announced **03 June 2019**

### What do I need to provide?

Please prepare a submission for *NZ Clinic of the Year 2019* and include the following:

#### **Contact Details:**

#### **Please provide the following contact details with your application:**

- Full name
- Clinic name and address
- Email address
- Contact phone number
- Date

## **Entry Questions:**

### **1. Tell us about your clinic: (15 points)**

*(1000 words maximum)*

Describe your clinic and its values. Include and describe the following:

- Your mission statement
- Your goals
- Your vision for the future
- Services offered
- Facilities provided

### **2. How does your clinic stand out from the rest? (10 points)**

Describe your clinic's unique selling proposition and competitive advantage

### **3. Tell us about your team: (10 points)**

Provide a list of job functions, personnel, qualifications and your current continued professional development plan.

### **4. What are people saying about your clinic, and what have you achieved? (10 points)**

- Please provide client/supplier endorsements and their contact details for verification
- Provide details of any awards previously won, including a copy of the certificate

### **5. Tell us about your financial position: (25 points)**

- Please supply your clinics financial statements for the past 2 years and include contact details for your company accountant for verification

### **6. Tell us about your sustainability practices: (10 points)**

- Please outline your clinics sustainability initiatives from the last year and the benefit of these to your business
- Provide a list of eco-friendly and sustainable products/treatments offered
- What sustainability practices are you planning on implementing in the next 12-18 months?

### **7. Describe a recent successful marketing campaign: (10 points)**

- Detail your most successful marketing campaign in the last 12 months – include objective, target audience, total spend, your return on investment (ROI) and the tools used to measure ROI. Give examples of advertisements, flyers and in store material used

### **8. Tell us about your social media strategy (10 points)**

- Outline your social media strategy and how you are measuring the success of your social media marketing efforts.

### **9. Provide us with your planning and procedure documents:**

- Business plan **(35 points)**
- Marketing plan **(25 points)**
- Procedures manual **(25 points)**

### **What happens next?**

Completed entries must be received by **06 May 2019**. Any entries received after this date will not be accepted.

If you are a Finalist, you will receive notification via email by **03 June 2019**

All Finalists will receive a clinic visit.

Finalist interviews will be conducted face-to-face or via video conferencing, with **dates to be confirmed**.

All Finalists are expected to attend the Awards ceremony on **Saturday 14 September 2019** at the **Hilton Hotel, Auckland**. This is a formal event, and winners will be announced on the night.