



# NZ Day Spa of the Year 2021

## Who can enter this category?

Any Day Spa with:

- NZARBP membership
- has been operating for 2 years or longer
- 1 or more staff members
- no serious complaint laid 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. Minimum criteria must be met to be eligible for selection
5. Complete the Category Entry Form, upload your submission and submit it by **28 February 2021**
6. Finalists will be announced **29 March 2021**

## What do I need to provide?

Please prepare a DIGITAL submission for *NZ Day Spa of the Year 2021* and include the following:

### **Contact Details:**

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

- Full name
- Day Spa name and address
- Email address
- Contact phone number
- Date

**Questions:**

**1. Tell us about your Spa: (30 points) (1000 words maximum)**

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

- Your mission statement
- Your goals
- Your vision for the future
- Services offered (list your top 3 treatments)
- Products used (list your top 5 products)
- Facilities provided
- Explain how you comply with NZARBP, Local Government and Central Government bylaws and regulations regarding health and hygiene practices and infection control measures.

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

Describe your Spas 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
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**5. Tell us about your financial position: (20 points)**

- Please supply a statement from your accountant verifying your past 2 years financial statements. Please include % of growth on turnover, productivity and KPI's.

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

- Please outline your spas 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 **(20 points)** Include new clients and average client spend and revenue growth over the past year
- Marketing plan **(15 points)**
- Procedures manual **(20 points)**

**10. Provide us with a video of your spa (30 points)**

- video to include reception areas, retail area, treatment rooms, treatment setup, wet area, relaxation lounge and, where possible, a 2 min treatment procedure

**What happens next?**

Entries must be received by **28 February 2021**. Any entries received after this date will not be accepted.

If you are a Finalist, you will receive notification via email by **29 March 2021**.

Finalists may receive a visit.

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

All Finalists are expected to attend the Awards ceremony on **Saturday 19 June 2021** at the **Hilton Hotel, Auckland**. This is a formal event, and winners will be announced on the night.