



NZ Spa of the Year 2026

Who can enter this category?

Any Clinic with:

- NZARBP membership
- has been operating for 2 years or longer
- 1 or more staff members
- no serious complaint laid against them
- current first aid certificate

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: <https://bit.ly/Register2026>
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 **06 October 2025**
6. Finalist interviews **November 2025**

What do I need to provide?

Please prepare a DIGITAL submission for *NZ Clinic of the Year 2026* and include the following:

Contact Details:

Please provide the following contact details with your application:

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

Questions:

1. Tell us about your clinic: (50 points) (1000 words maximum)

Provide a detailed description of your clinic and its values.

Tell us your story, so we can get a complete picture of your clinic.

Why have you entered these awards?

What does being a member of the NZARBP mean to you and your business and how do you promote your membership?

Please include the following to fully portray your business.

- 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
- Describe how you comply with **ALL** NZARBP, Local Government and Central Government bylaws and regulations regarding health, hygiene and safety practices, and infection control measures.

2. Does your clinic stand out in the market from other clinics?

How does your clinic reverberate your uniqueness? (15 points)

Describe your clinic's unique selling proposition and competitive advantage

3. Tell us about your team: (20 points)

Provide a list of all personnel and their qualifications with their position responsibilities, this includes their daily duties as well as their industry projects they may be presently working on. Include your current continued professional development plan for your staff. How would you describe your salon's culture / team culture? And how do you make your salon "the place people want to work at".

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

- Please provide 3 client and 2 supplier endorsements and their contact details for verification
- Provide details of any awards previously won, including a copy of the certificate for verification. These can be industry related and /or any previous NZARBP awards.

5. Tell us about your financial position: (30 points)

- Please supply a statement (verified from your accountant) outlining your past 2 years financial performance; Including such detail as;
 - a. % of growth on Yearly turnover
 - b. Year on year Profit margin %'s and any other information that you feel supports the strength of your financial position year on year.

- c. Productivity results and any KPI's set and achieved
- d. Customer Retention rates and Rebooking data
- e. Average Sales data (Retail & Treatment) year on year

- In general, we want to understand your business and its overall financial health, stability, and performance from one year to the next.
- Provide any additional information/detail you feel is relevant to be considered

6. What does environment sustainability mean to your business? (15 points)

- Please explain how your business operates for sustainability
- Include such things as hygiene practices and your salons measures towards being eco friendly

7. Outline a recent successful marketing campaign (15 points)

- Detail your most successful marketing campaign from within 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, social posts, and in store material used

8. Tell us about your social media strategy (15 points)

- Outline your current social media strategy and how you are measuring the success of your social media marketing month on month.
- Provide supporting data

9. Provide us with;

- Your general Business plan for the next 12 months **(20 points)**
 - a. **Be sure to include how you would best incorporate the winning of “NZ Clinic of the year” into your plan**
- Your general Marketing plan for the next 12 months **(20 points)**
 - a. **Be sure to include how you would best incorporate the winning of “NZ Clinic of the year” into your plan**
- Procedures manual **(10 points)**

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

- video to include reception areas, retail area, treatment rooms, treatment setup and, where possible, a 2 min treatment procedure
- remember this is the final thing the judges will see so make it count 😊

What happens next?

Entries must be received by **06 October 2025**. Any entries received after this date will not be accepted.

Finalists may receive a clinic visit.

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

All Finalists are expected to attend the Awards ceremony in **February/March 2026** at **Tote on Ascot, Ellerslie Racecourse, Auckland**. This is a formal event, and winners will be announced on the night.

NB: Please do NOT send your submission as an Apple pages document