**Westpac NZ Franchise Awards 2014**

**Winners’ Judging Comments**

**Sub Category - Food and Beverage– Best Franchise System**

**The Coffee Club Franchising (NZ) Ltd**

The Coffee Club has been in operation for 8 years, during which time it has developed very sophisticated systems to support the franchisees. They have clearly listened to feedback and used it constructively in the ongoing development of their business. They have lifted their customer centric focus to a new level through their new approach to boost up field manager support and capitalise on the knowledge of successful franchisees. This, combined with their strong use of data and information, has underpinned another year of solid business results.

**Sub Category - Retail – Best Franchise System**

**Specsavers New Zealand Ltd. – Also winner of the Retail, Food & Beverage Best Franchise System of the Year**

Specsavers is a very sound business. They have developed very good systems and responded quickly and constructively to feedback. They have strong documented processes and inclusive strategic planning underpinned by solid Information Technology systems. They display a very strong focus on the support and development of people within the franchise system and for the franchisees. Specsavers have a strong understanding of what’s important to the business and what to measure and focus on.

**Sub Category - Home Services – Best Franchise System**

**Green Acres – Also winner of the Home & Lifestyle Services Best Franchise System of the Year**

Green Acres is a very mature franchise showing clear evidence of ongoing innovation, capitalising on the benefits of technology. As a market leader they’re well aware of changes to the industry and competitiveness, both for franchisees and customers, and continually adapt their approaches to respond to that. They have comprehensive processes and their size has enabled them to invest effectively in supporting the franchise system.

**Sub Category - Lifestyle Services - Best Franchise System**

**Just Cabins**

Just Cabins clearly understand their business, the competition and how to drive franchise success. They demonstrate continual improvement to the efficiency and effectiveness of their business systems with a clear focus that supporting franchisees is central to success. They have good growth trends, consistently exceeding targets in terms of numbers of franchisees, number of cabins, and financial results. Just Cabins show they’re always looking at opportunities to enhance franchisees success, and have combined this with a clear focus on understanding and meeting their customers’ changing requirements.

**Sub Category - Food and Beverage– Best Franchisee**

**Ivy & William Joe - The Coffee Club Bethlehem – Also winner of the Retail, Food & Beverage Best Franchisee of the Year**

Although challenged by their physical location, TCC Bethlehem has strategically built strong customer relationships to continue to grow their business and deliver great results. They’ve taken the philosophy of TCC as ‘the place where we meet’ and have listened to their customers and used innovative approaches to build a loyal customer base, resulting in the highest VIP membership across TCC. With the franchisee stepping out of the day to day operations the Bethlehem team have been empowered to take on more responsibility for driving business success, and the positive results reinforce their efforts.

**Sub Category - Retail – Best Franchisee**

**Alex Xue - Mister Minit Downtown**

The Mister Minit Downtown franchise uses the franchise system processes effectively. They’ve delivered some exceptional results in a reasonably short time. This Franchisee puts considerable effort into understanding his market and sharpened the focus of products and services to respond well to the dynamic Auckland downtown customer base. A market leader and award winner within the wider Mr Minit Group, judges felt this franchisee is deserving winner.

**Sub Category - Home Services – Best Franchisee**

**Dave and Shelley Coley - Hire a Hubby Kapiti - Also winner of the Home & Lifestyle Services Best Franchisee of the Year**

Hire a Hubby Kapiti have effectively taken a one-man operation and turned it into a successful small business. They’ve combined systematic approaches with strong staff recruitment to achieve some excellent financial and customer results in a short time. Their focus on knowledge of their market and maintaining good relationships has led to very impressive levels of around 75% repeat business.

**Sub Category - Lifestyle Services– Best Franchisee**

**Daryl West-Hill and Merrin Fagan - Just Cabins Waitakere**

Just Cabins Waitakere is a well-run customer centric business with a clear distinctive advantage in people management; whether it’s the franchisor, suppliers, contracts and customers, the franchisees Daryl and Merrin know how to look after people. Just Cabins Waitakere uses sound processes to deliver a consistent set of results for its customers and is tightly aligned to the overall vision and value of the Just Cabins franchise system.

**Westpac Franchisee of the Year – Ivy & William Joe, The Coffee Club Bethlehem**

This was another challenging decision for the judges but for the third year running TCC Bethlehem takes out this title. This franchisee has stepped up performance another level combining a proven comprehensive franchise system with innovative ideas to continually retain and expand their customer base. Judges were also impressed by the way they give back to the community that they operate in.

**Westpac Franchise System of the Year – Specsavers New Zealand Limited**

This was a challenging decision for the judges because we had two very good finalists. The systems that Specsavers has developed, their customer focus and their successful business partnerships gave them the edge to take out this award. This was underpinned by their excellent results moving what is a high cost product into a volume business through their strong customer focus.

**Special Awards**

**Service Provider of the Year**

**Winner - Franchize Consultants Ltd**

A deserving winner, Franchize Consultants is strongly process based and shows evidence of ongoing innovation. They are a solid user of information management systems. With positive results trends across the board, their customer performance is particularly impressive leading to a high level of customer satisfaction and repeat business.

**Field Manager of the Year – Retail, Food and Beverage, Under $500k**

**Winner - Damion Kaukau - New Zealand Post KiwiBank**

Damion has good clarity around his role as a field manager and how he can add value to franchisees. He has clear processes and shows good use of data, allowing him to monitor the franchisees he’s working with and provide constructive input into their development. On a personal level he’s built good rapport with his franchisees leading to their combined year-on-year success. At a business level, Damion’s processes have formed the basis of a manual to ensure this systematic field management approach can be deployed across NZ Post KiwiBank.

**Field Manager of the Year – Retail, Food and Beverage, Over $500k**

**Winner – Natalie Newton, Harrisons Carpet One**

Natalie clearly has a planned and comprehensive approach to both field and office-based support for her franchisees. Responsible for a wide geographical region she has a systematic approach that responds to the different stages of franchisee planning and operational development. She’s established a good rapport and works closely with franchisees to support their growth and success. Natalie has also facilitated the effective introduction of new technology across franchisees.

**Field Manager of the Year – Home and Lifestyle Services, Over $500k**

**Highly Commended – Andrew Kidd, Poolwerx Corporation Pty**

As a Field Manager for Poolwerx, Andrew’s relationship building has supported sound financial results and satisfaction amongst his franchisees. With the experience and success gained in his short time in this role the judges expect we’ll see him flourish in his new role as Franchise Operations Manager.

**Community Involvement – Franchise System of the Year**

**Winner – Bedpost (New Zealand) Ltd**

Bedpost has shown a diverse and long term commitment to supporting the wider community. They’ve made a substantial contribution over 12 years with the Community Patrols of New Zealand Charitable Trust. In addition they’ve sponsored Southern Steel Netball Team over four years, as well as providing both financial donations and beds to support the Auckland Rescue Helicopter Trust. Bedpost truly understands the important role that positive community involvement can have for a franchise system.

**Community Involvement – Franchisee of the Year**

**Winner – Sonia South, sKids Paraparaumu/Otaki**

This sKids franchisee demonstrated responsiveness to local community needs following the disastrous fire at Paraparaumu School. They quickly scaled up their supporting wraparound childcare services for those families most in need, providing free care services. This helped not only existing customers but families across the wider community. Franchisee Sonia South showed altruism and leadership by harnessing other community resources to support and entertain throughout this traumatic and disruptive situation.

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