



APAA NATIONAL AWARDS OF EXCELLENCE CRITERIA

Congratulations on taking the first steps in one of the most exciting and beneficial activities you will experience in your professional career – ***entrance to the prestigious APAA National Awards of Excellence.***

For your information please find below the background information on these awards, the awards objectives, process and categories, as well as a brief description of what the judges will be looking for in each category. Also attached please find an Official Entry Form.

Background Information

The National Awards of Excellence have now been established for well over ten years. Each year the APAA invites salons and spas across Australia to apply for an award's recognition for their achievements in professional and business excellence. This year in 2011 we have decided to include additional awards to cover the Manufacturers & Suppliers of both Skincare as well as Equipment to the Beauty Industry. Essentially the APAA operates as a not-for-profit-organisation and as such we are seeking generous donations of either financial support or support in winner's trophies & prizes for the various categories listed in the APAA's National Awards of Excellence.

The Objectives of the Awards

The objective of these awards is not only to reward and recognise salon, spas, individuals but also manufacturers & Suppliers who are committed to standards of excellence, but to also provide everyone who enters the Awards with a framework or a guide to achieve excellence.

The Process

The APAA NATIONAL AWARDS OF EXCELELNCE KIT will be available on the APAA website for you to download and complete to enter the awards. Please remember you must complete the ENTRY FORM and forward it to the APAA Office so that your Entry Number into the Awards can be validated.

This APAA Awards kit outlines step-by-step what is required of you. You will now be able to benchmark the various activities within your establishment against industry standards to determine where they stand. This activity in itself is a valuable exercise, as it requires of the salon to undertake an objective analysis of what they have in place, what they are doing well and what areas need further fine-tuning for greater productivity and efficiency. This is possible because within the Entrant's Kit one will find specific questions that relate to the judging criteria. Entrants can walk through every question and map it against the various areas of their salon's operations. In essence, a salon has the opportunity to objectively evaluate for themselves where they stand and know what to do to strive for excellence.

While going through the process of self-evaluation, many entrants discover areas that they have not addressed and realise that they need more time to get everything to the required level as outlined within the judging criteria. For this reason some have chosen to defer their entry until the following year.

On the other hand, this process will also allow you to identify and measure how much you have grown and what progress and achievements you have made through your current efforts and activities that you may not have previously evaluated. This activity has been very reassuring for many salons and it has given them the confidence and encouragement to move to the next level. Winners gain so much, not only from the award that gives them excellent marketing publicity, but also through the process. It is therefore not uncommon that in the event that they have not won the award they were aiming for, for them to continue to work through the next year and re-enter. In fact, several winners are multi-award winners who have used the process as leverage to propel them to greater levels of achievement.

As much as these awards are about achievement, they are also about attitude and process. Many winners may not have reached their full potential, but they have demonstrated commitment and a spirit of excellence in the way they approach their work. The accolade of winning an award, not from a business organisation, but from

their own industry's peers, has an enormous impact in supporting their motivation to continue with a newfound zest for further progress. For this reason, these awards recognise several categories across the board to encourage the raising of standards at several levels. Note: **The APAA is able to return your submission to you if you provide a postage paid satchel.**

The Categories

The introduction of NEW AWARDS in 2012 in the various categories are:

- Salon of the Year
- Spa of the Year
- Most Innovative Establishment in Marketing
- Best Sole Practitioner of the Year
- Best New Establishment of the Year
- Clients' Choice Salon of the Year
- Client's Choice Spa of the Year
- National Student of the Year
- Services to the Industry
- Employee of the Year
- Establishment Most Dedicated to Education
- Best Skincare of the Year
- Best Equipment Distributor of the Year

The word "Establishment" has been used so as not to discriminate between various types of facilities, i.e. Day Spa, Destination Spa, Clinic, Salon, Wellness Centre etc. It must be noted that equal opportunity exists for any establishment to enter and be assessed on the same criteria regardless of actual establishment type. Each category will be determined by the judges on the basis of depth of content of the various departments of the salon's operations e.g. Marketing, Education etc. The key consideration is that the establishment has as its primary function, aesthetic skin and body care services undertaken by qualified aesthetic and massage professionals.

Note: All Entrants/Nominees must be APAA Members or become APAA Members and abide by the APAA Code of Ethics to enter the NATIONAL AWARDS OF EXCELLENCE

Below is a brief description of each category:

*** Salon of the Year and Spa of the Year**

These are two major awards; the judging criteria will be rigorous for Spa and Salon Establishment of the Year. The judges will expect to see evidence of competencies across the board of all the establishment's activities. The judges also look for an entrepreneurial spirit and a passion for excellence in high standards of practice. This award does not necessarily go to the largest salon, though it may do so, but to the one that can demonstrate exceptional high-quality work and a strong professional attitude that can lead to the makings of a high achiever. The responsibilities of a salon/spa establishment in running efficiently are usually involved and complex. Without appropriate quality control mechanisms and effective systems in place it is very difficult to survive as a salon/spa. Staff development is very critical in maintaining uniform standards and ensuring clients are offered that little extra on a consistent basis, something consumers have come to expect when visiting a salon/spa. Maintaining quality treatment standards, the ambience, as well as introducing innovative services that are unique and recognised as a signature to that establishment's experience are also paramount to their success and survival. The judges will be looking for evidence of strategic planning, the establishment of policies and procedures for staff as well as treatment protocols and evidence of their implementation within the salon/spa's operations.

*** Most Innovative Establishment in Marketing**

As therapists we often invest and have greater passion for our professional services than we have in establishing strategies that will effectively profile and market our products and skills to the consumer. However, without an effective sales and marketing plan we cannot grow as a business. Without growth, we have limited financial resources to invest in our on-going and future development. For this award the judge will be closely looking at your marketing and promotional activities and your investment in innovative marketing and promotional strategies for the growth of your business. These strategies must be ethical in content and professional in their presentation.

*** Best Sole Practitioner Establishment**

This award recognises standards of excellence for the sole practitioner. This category allows the individual to demonstrate what systems and protocols they have in place and how they operate their practice so that it meets the requirements of professional conduct, hygiene standards and treatment results.

*** Best New Establishment of the Year (two years and less)**

For the purpose of these awards a new establishment is one that has been in operation for two years or less. We recognise that in terms of business development this establishment may still not have reached its full potential. However, our criteria for this category requires that they demonstrate high standards of hygiene and professional practices as well as the introduction of some systems, policies and procedures to orientate staff and ensure a uniformity of standards that will support and sustain continued growth.

*** Clients' Choice Salon and Spa of the Year**

Everything we do needs to meet the needs and approval of our clients above and beyond standard expectations. This award allows the clients to nominate their salon and tell the judges what the services of this salon means to them. Judging is on the quality and quantity of the answers as well as possible random calling to ensure authenticity of content on the nomination forms. Judging will also include a physical inspection by an unknown judge who will book for a treatment.

*** Student of the Year**

APAA Accredited Colleges can nominate a student they believe has potential to be a high achiever within the industry. The college principal submits a written report on the student's academic achievements as well as the practical skills demonstrated by the student during the course of the year. Finalists must also undergo an interview by the judges. The student will be advised when the interview will take place as this will be conveniently conducted via the phone at a mutually agreed time.

*** Services to the Industry**

Within any industry there are those who give of themselves and their knowledge above and beyond the call of duty, just because they love what they do and value the progress of others. This category is open to the industry to send submissions and a report on individuals that they would like to see acknowledged and recognised for making a difference to their career and their success.

*** Employee of the Year**

Due to the demand of recognising staff members' performance, as from 2006 a new award category has been introduced – Employee of the Year. This category allows salons to nominate their top achiever for recognition through the National Awards of Excellence. Employers must complete a comprehensive report outlining the achievements of their employee as identifying their attributes and benefit they have contributed to the success of their business. The employee must be a member of the APAA to be eligible to receive this award.

***Best Skincare Distributor of the Year and Best Equipment Distributor of the Year.**

These two new awards in 2012 recognise the hard work and dedication that manufacturers and suppliers demonstrate when servicing their clients, regardless of whether the client is a Sole Practitioner or the largest Spa and Salon Establishment in the country. The Skincare Distributor and the Equipment Distributor must download the nomination forms as per CLIENT'S CHOICE awards and disseminate the nomination forms to all their retail outlets who in turn should complete these forms and forward them to the APAA Office for collation and for the assessment of the company for the appropriate award/s.

***Establishment Most Dedicated to Education**

This award recognises the value of Education as part of the company's overall ongoing commitment to Professional Development for its staff. The Company must demonstrate the initiatives it has taken in order to ensure that Professional Development is an integral part of the company's mission. The frequency of the Professional Development program during the course of the year as well as the training that is undertaken by the staff must be recorded. All other general criteria apply to this award as it does to all the other awards such as OH & S issues and salon operation.

Publicity Recognition

From a publicity point of view these awards offer excellent rewards. Each winner is can obtain a free photographic DVD of the APAA National Awards of Excellence evening and they may use this to advertise and promote themselves and their award/s. Coverage of this nature creates valuable community awareness and confidence to access this salon or spa for their treatments. Of course, internally the salon can utilise this information through their own newsletter and brochures to their full advantage. It is important that you attend the Awards Evening to be present to receive your award. The APAA Awards, when positioned in a strategic place within the salon further continues to work as a silent, yet powerful advertiser. Statistics of winners have revealed that over 80 per cent of the winners have doubled their business within two years of their winning.

Kind regards

A handwritten signature in black ink, reading "Anne-Marie Marynycz". The signature is written in a cursive style with a large, stylized initial 'A'.

Anne-Marie Marynycz
National President
Association of Professional Aestheticians of Australia