



## ENTRY FORM

### BEST POOL & SPA SERVICE BUSINESS

(Category 39)

**This award is open to any individual retail / service or stand-alone mobile service business in the Industry. Exhibiting excellence in presentation of service fleet and staff uniforms, local marketing, compliance with regulations, energy/ water conservation, and safety promotion. Consumer advice and information, technical excellence, adoption of technology, sales and business growth success, and staff development. (Industry qualifications encouraged) and customer service standards.**

Member Name: \_\_\_\_\_

Address: \_\_\_\_\_

**Entry Guidelines:** Members are asked to provide details of achievements, background, and range of services in both a printed and digital version entry that addresses the two criteria below. Entrants should submit a presentation that utilises still photography, testimonials, moving images (if available), copy advertising, etc. You're encouraged to be creative.

Microsoft PowerPoint, PDF and Word are the preferred digital formats for entries. There is no maximum or minimum size for entries. All entry material provided will remain strictly confidential. Please refer to the "Terms & Conditions of Entry" for full details.

#### 1. Description of your Pool & Spa Service Business

Describe your store and business operations, including location/s, staff numbers, point of sale materials, mobile service vehicles, store layout, and the reasons the store has been designed and built as it is. Items that our judges are asked to consider include:

- > Layout and compliance with regulations
- > Presentation of merchandise
- > Cleanliness
- > Presentation of staff
- > After-sales service
- > Promotion of energy conservation, industry initiatives & social and ethical responsibility
- > Promotions and marketing campaigns
- > Staff training
- > Access for consumers
- > Warehouse and storage facilities
- > Consumer information, advice and/or literature

#### 2. Describe what your makes your business worthy of SPASA recognition

- > Entrants may elect to address these questions:
- > What commercial practices or business philosophy has made your business a success?
- > What are your key points of difference?
- > How many years' experience do the business owner and staff have within the industry?
- > Do you have an on-going staff development program?
- > What lessons have been learnt that allow you to maintain commercial success and customer loyalty?

**(All entry materials will be kept "strictly confidential" by the association)**

**Entrant Declaration (SPASA Member):**

I hereby agree to abide by the Terms & Conditions of Entry, the association Code of Ethics, any additional rulings made by the Swimming Pool & Spa Association Victoria and to accept the judge's decision as final. I indemnify SPASA and its representatives and agents against any claim whatsoever arising out of any dispute of ownership of the material submitted or any permissions that may be necessary related to this submission.

Signature of **Director** of SPASA Member: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2017

Print Name: \_\_\_\_\_

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**Entry Guidelines:**

Closing date for entries & full payment is 5pm Friday, 14th April 2017. This official SPASA Entry Form must be used for category 39 Award entries. Please complete one Entry Form per entry.

Refer to the "Terms & Conditions of Entry" for full details.

**Entry Check-List:**

Before submitting your entry, check you've provided all required material:

1. Have I fully completed both sides of this Entry Form?
2. Described your Pool & Spa Service Business, and explained what makes your business worthy of SPASA recognition?
3. Attached DVD, CD or USB of materials and photos etc.
4. Completed an Awards of Excellence 2017 Payment Form?

