



WITH
HEART

GLOBAL CONVENTION CA.2010

GLORY AWARDS
2010

2010 Glory Awards

The 2010 Glory Awards aim to recognise and reward the achievements, vision and initiative of Master Franchise Partners and their teams that have, in the opinion of the judges, embodied our Vision, Mission and Values.



2010 Glory Awards

Awards Entry Process

Step 1

Deciding to Enter

- Read through the detailed information in the entry kit
- Discuss the possibility of entering with other members of your team
- Start gathering required data from your store reports

ENTRIES CLOSE
1ST AUGUST 2010

Step 2

Select which awards you will enter

- Read through the category list and highlight the awards applicable to enter
- Do not necessarily limit yourself to one category. You should enter all awards in which you are eligible

Step 3

Obtain the criteria appropriate to the categories chosen

- You will find the criteria for each award listed on the relevant award entry page

Step 4

Completing the submission

- Identify the person responsible for completing the award submission(s)
- Ensure that all members of the team assist in the process
- Gather the information, collateral, photo's and DVD's required for each entry
- Complete the relevant nomination form for the category/s of which you will be entering into the submission and ensure each is signed by the relevant people

Step 5

Submitting your entries

- All entries must be received by 1st August 2010 via email to:

Melissa Anderson on melissaa@gloriajeanscoffees.com.au or
Rachel Beeson on rachelb@gloriajeanscoffees.com.au

Step 6

Attend the 2010 Glory Awards night

- Ensure that all of the relevant members of your team are present to share in the excitement





2010 Glory Awards

Judging Process

- International Whole Bean Sales Award
- International Master Franchise Partner Award
- International Franchise Partner / Store Manager Award
- Chairman's Community Spirit Award

Nomination forms will be received by the Convention Committee on email to either Melissa Anderson at melissaa@gloriajeanscoffees.com.au or to Rachel Beeson at rachelb@gloriajeanscoffees.com.au. All submissions will be passed onto the judging committee to decide on the final winner.

The Nominees, along with the overall Winner for each category will be announced at the 2010 Glory Awards evening held at the Global Convention in Disneyland on the evening of Wednesday 6th October 2010

International Most Improved Store Sales Award

This award will primarily be determined by the review of submission of monthly sales figures and / or extranet figures.

International Barista Champion 2010

The regional finalists will compete for the title, on the main stage at the Global Convention on Tuesday 5th October 2010

ALL ENTRIES:

Entries will be judged primarily on content. Submissions need to address the specific criteria outlined in the forms and keeping within the page limitations. All entries are encouraged to provide examples and material to further substantiate their success.



2010 Glory Awards

International Whole Bean Sales Award

The 'International Whole Bean Sales Award' recognises the Franchise Partner / Store Manager who excels in the art of selling beans. This Franchise Partner / Store Manager's passion for coffee, sound management of the Whole Bean Club, team and guest training, sampling and marketing earns the nomination.

Judging Period: June 2009 to June 2010

Award Entry Form

** This form is to be completed by the Master Franchise Partner and signed off by their respective International Development Manager.

Master Franchise Partner (name): _____

Country: _____ Region: _____

I wish to nominate the following Franchise Partner / Store Manager:

Franchise Partner / Store Manager (name):

Store / Outlet:

Telephone (please include all area/country codes):

Facsimile (please include all area/country codes):

Email:

Brand:

- Provide evidence of the percentage of whole bean sales versus overall store sales for the store / outlet nominated over the period June 2009 – June 2010

** Please attach this information when sending through applications.

- Provide details of any additional marketing initiatives the Franchise Partner / Store Manager has undertaken to promote whole bean sales in their store eg. Promotions, Events, Bean Fest. Provide details of costs and ongoing benefits (no more than 1 A4 page)

We encourage you to include any attachments, photos, certificates, awards etc with this submission.

CHECKLIST (IDM's are required to check the eligibility criteria and confirm by ticking the boxes below and signing in the space provided.

- Franchise Partner / Store Manager has no outstanding debts. All invoices and Franchise fees are paid.
- Franchise Partner / Store Manager must be committed to training program initiated by support office including Coffee University Training, attendance at Global Convention.
- Franchise Partner / Store Manager have not been in breach of any of the terms and conditions stated in their Franchise Agreement.

Name: _____ Signature: _____



2010 Glory Awards

International Most Improved Store Sales Award

The 'International Most Improved Store Sales Award' recognises the Franchise Partner / Store Manger whose store has demonstrated the highest increase in sales in the period over 12 months. Attention to emotional connection, efficient service, espresso systems, product quality and safety, store presentation and local store marketing all contribute to achieve the nomination.

Judging: To qualify, the store must have been trading for 19 months i.e. store opened before January 2009

Comparative Period: 1st July 2007 to 31st June 2008 and 1st July 2008 to 31st June 2009

Award Entry Form

** This form is to be completed by the Master Franchise Partner and signed off by their respective International Development Manager.

Master Franchise Partner (name): _____

Country: _____ Region: _____

I wish to nominate the following Franchise Partner / Store Manager:

Franchise Partner / Store Manager (name):
Store / Outlet:
Telephone (please include all area/country codes):
Facsimile (please include all area/country codes):
Email:
Brand:

▪ Provide report of monthly store figures for the nominated Franchise Partner / Store Manager from 1st July 2007 to 31st June 2009.

** Please attach this information when sending through applications.

▪ Provide details of additional marketing initiatives the Franchise Partner / Store Manager has undertaken to significantly improve store sales. (1/2 A4 page)

We encourage you to include any attachments, photos, certificates, awards etc with this submission.

CHECKLIST (IDM's are required to check the eligibility criteria and confirm by ticking the boxes below and signing in the space provided)

Store has been trading for a minimum of 19 months.

Franchise Partner / Store Manager has no outstanding debts. All invoices are paid.

Franchise Partner / Store Manager must be committed to training programs initiated by support office including Coffee University Training, attendance at Global Convention.

Franchise Partner / Store Manager have not been in breach of any terms and conditions stated in their Franchise agreement.

Name: _____ Signature: _____



2010 Glory Awards

International Barista Champion 2010

The 'International Barista Champion 2010' recognises the best Barista in the Global Family. Excelling in the practical skills of espresso coffee preparation and unbeaten in competitions against fellow Baristas at regional and National challenges, this Barista will be judged against the regional elite at the 2010 Global Convention in Disneyland.

Judging Period: Competitions began in 2009 and continue until August 2010

Award Entry Form

**** Please contact Melissa Anderson, Australian National Training Manager for detailed information on competition entry for the International Barista Championship.**

melissaa@gloriajeanscoffees.com.au

Baristas will be required to produce 12 coffees over 15 minutes. This means making four espressos, four cappuccinos and four signature beverages for the sensory and technical judges. Baristas will be judged on their technical knowledge, skill, flair and the sensory experience they provide.

Competing barista: Mr / Miss / Mrs / Ms / Other:
First Name:
Surname:
Region:
Store name:
Brand:

Who can enter?

One Barista per region is eligible to enter. *(Each region must register their competing Barista with their International Development Manager by the deadline.)*

What is required?

Regions entering a Barista are required to run national competitions to select their representative.

Judging Standards?

We will have 4 Sensory Judges, 2 Technical Judges, 2 Time Keepers a Head Judge and 2 Runners. The Judges will be using score sheets aligned to WBC standards and our brand Espresso standards. These score sheets are available on Gloria in My Library.



2010 Glory Awards

International Master Franchise Partner Award

The 'International Master Franchise Partner Award' will be presented to the Master Franchise Partner who has demonstrated high growth in store openings whilst maintaining the standards of excellence in training, marketing, leasing and development and operational support within their market. This Master Franchise Partner has achieved excellent sales results, runs a comprehensive and valuable training program, demonstrates and excels in consistent high quality marketing initiatives, and sets a high standard for store presentation. This Master Franchise Partner is symbolic of our Mission Statement.

Judging Period: July 2009 to June 2010

Award Entry Form

**** This form is to be completed by the International Development Manager in conjunction with the nominated Master Franchise Partner.**

Master Franchise Partner (name): _____

Country: _____ Region: _____

Brand: _____

- Provide monthly sales results for the period July 2008 to June 2009. Stores must have been in operation as of 1st July 2008.
- Provide details (including total figures) on the number of stores opened from July 2008 to June 2009
- Provide details and examples of training initiatives undertaken by the MFP's for their Franchise Partners and/or Store Managers / team (1 x A4 page)
- Provide details and examples of National Marketing initiatives undertaken by the MFP for their region (1 x A4 page)
- Provide details of operational support the MFP provides for the stores within their region (1/2 x A4 page)
- Write two paragraphs on why the MFP is symbolic of the our Mission Statement

We encourage you to include any attachments, photos, certificates, awards etc with this submission.

CHECKLIST (IDM's are required to check the eligibility criteria and confirm by ticking the boxes below and signing in the space provided)

- Franchise Partner / Store Manager has no outstanding debts. All invoices and Franchise fees are paid.
- Franchise Partner / Store Manager must be committed to training program initiated by support office including Coffee University Training, attendance at Global Convention.
- Franchise Partner / Store Manager have not been in breach of any of the terms and conditions stated in their Franchise Agreement.

Name: _____ Signature: _____



2010 Glory Awards

International Franchise Partner / Store Manager Award

The 'International Franchise Partner / Store Manager Award' is presented to the Franchise Partner / Store Manager who upholds a standard of excellence in store operation. This Franchise Partner / Store Manager has achieved excellent sales results, excels in customer connection, and sets a high standard for store presentation. Furthermore, they have demonstrated consistent local store marketing initiatives, have contributed to the system, and are symbolic of our Vision, Mission and Values Statements.

Judging Period: July 2008 to June 2009

Award Entry Form

**** This form is to be completed by the Master Franchise Partner and signed off by their respective International Development Manager**

Master Franchise Partner (name): _____

Country: _____ Region: _____

Brand: _____

Franchise Partner / Store Manager (name):

Store / Outlet:

Telephone (please include all area /country codes):

Facsimile (please include all area/country codes):

Email:

Brand:

1. Provide a report of monthly sales results for the period July 2008 to June 2009. ** Please attach this information when sending through applications.
2. Provide examples whereby Franchise Partner / Store Manager has excelled in customer connections. Provide evidence of this, eg. Customer Feedback Forms
3. Provide a list and describe (examples) local store marketing initiatives the Franchise Partner / Store Manager has undertaken in the period July 2008 to June 2009 that has resulted in sales growth and connection with the community. Provide evidence of sales growth e.g.. Graphs (1 x A4 page)
4. What internal / External training opportunities has the Franchise Partner / Store manager provided for their staff in the period July 2008 to June 2009 (1/2 x A4 page)



2010 Glory Awards

Award Entry Form – Continued

5. What initiatives has the Franchise Partner / Store Manager put in place to ensure a safe and equitable working environment (1/2 x A4 page)
6. Provide details of initiatives the Franchise Partner / Store Manager has undertaken to support their local community (1 x A4 page)
7. Provide a brief summary on how this Franchise Partner / Store Manager has contributed to the brands systems and why they are symbolic of our Vision, Mission and Values (1 to 2 paragraphs)

We encourage you to include any attachments, photos, certificates, awards etc with this submission.

CHECKLIST (IDM's are required to check the eligibility criteria and confirm by ticking the boxes below and signing in the space provided)

- Franchise Partner / Store Manager has no outstanding debts. All invoices and Franchise fees are paid.
- Franchise Partner / Store Manager must be committed to training program initiated by support office including Coffee University Training, attendance at Global Convention.
- Franchise Partner / Store Manager have not been in breach of any of the terms and conditions stated in their Franchise Agreement.

Name: _____ Signature: _____



2010 Glory Awards

Chairman's Community Spirit Award

The 'Chairman's Community Spirit Award' is presented to the Master Franchise Partner who exemplifies community goodwill and spirit by being active in contributing to their local community. This Master Franchise Partner takes their brand beyond their lease line and strives to make a difference in their community. This Master Franchise Partner has contributed to our system and is symbolic of our Values Statements.

Judging Period: July 2008 to June 2009

Award Entry Form

**** This form is to be completed by the Master Franchise Partner and signed off by their respective International Development Manager**

Master Franchise Partner (name): _____

Country: _____ Region: _____

Brand: _____

1. Provide details of the local and national store marketing initiatives the Master Franchise Partner has undertaken which supports local community programs or charitable initiatives, in the period from July 2008 to June 2009. Include details of community involvement, annual program etc (1 x A4 page)

We encourage you to include any attachments, photos, certificates, awards etc with this submission.

CHECKLIST (IDM's are required to check the eligibility criteria and confirm by ticking the boxes below and signing in the space provided)

- Franchise Partner / Store Manager has no outstanding debts. All invoices and Franchise fees are paid.
- Franchise Partner / Store Manager must be committed to training programs initiated by support office including Coffee University Training, attendance at Global Convention.
- Franchise Partner / Store Manager have not been in breach of any of the terms and conditions stated in their Franchise Agreement.

Name: _____ Signature: _____

