

2020
NATIONAL
RETAIL
AWARDS

Reach
for the
Stars

Small Retailer of the Year Judging Criteria

The **Small Retailer of the Year** Award is for businesses with fewer than 19 employees, that continues to innovate and grow at a time of disruption, and that successfully positions themselves as a desirable brand to work for, as well as a respected brand to buy from, whilst providing a unique customer experience.

Rules of Entry

- Businesses selling a retail product as their primary product with a physical or online store operating in the Australian market, with **fewer than 19 employees** are eligible. The business must have been in operation for **at least 12 months** and **continue to be in operation at 28 August 2020**. (You must notify the NRA if this changes.)
- You are welcome to enter if you have entered or won this competition in previous years, however if your business has won an award for three consecutive years you will be entered into the Hall of Fame and will be ineligible to enter that award for the next 2 years.
- You must nominate one person in your organisation to be the primary contact for your entry.
- Your business does **not** need to be a National Retail Association member to enter.
- We strongly recommend that all persons considering entering should check the [Award website](#) regularly and subscribe to receive award updates – [click here to register](#).
- There is no charge to enter the National Retail Awards, however we do recommend that all entrants attend the Gala ceremony. If your company is a finalist, a representative of your company will receive a complimentary ticket and must be present at the Gala to potentially accept the Award.
- **For companies with multiple outlets or franchises**
 - o In general, each outlet of your business counts as one entrant - so if your company has multiple stores or franchises, you can enter every single location if you choose e.g. John's Bakery Malvern, John's Bakery Blacktown.
 - o Alternatively, you can just choose to submit your entry as your whole company, but this will mean that no individual locations may enter that

same category.

- Purely online retail businesses count as one entrant. Multi-channel businesses cannot submit a separate entry for the online component of their business.
- Please note that the National Retail Association (NRA) reserves the right to disqualify entries if entrants fail to abide by the rules of entry or information provided is found to be false or misleading.

Submission

Your submission should focus on initiatives and developments within the last 12 months.

1. Your business

Demonstrate your eligibility for this category and why you believe you deserve this award. Include a brief overview on the nature and history of the business, what you sell and your point of difference. (Max 250 Words)

2. Business planning

Describe the key goals, strategies and outcomes of your business over the last 12 months. You may want to include metrics that provide evidence of your growth and/or outcomes. (Max 250 Words)

3. Company culture

You may wish to describe your work environment, company values, ethics, expectations and goals. How has this contributed to the overall success of your business? (Max 250 Words)

4. Customer value

Describe your customer service values and processes and how these have contributed to the success of your business within the last 12 months. You may wish to include how your business monitors and manages quality, customer satisfaction, loyalty and value. This could include things like loyalty programs, client nights, community activities, etc. (Max 250 Words)

5. Marketing

Describe the goals, strategies and outcomes of the marketing activities you have implemented in the last 12 months. These may include online marketing and PR, etc. (Max 250 Words)

6. Innovation

Describe any innovations or forward-thinking initiatives you have implemented in the past 12 months. How have these improved or impacted your business? You may wish to include any initiatives improving sustainability, diversity, community or social responsibility. This may even include challenges you have faced. (Max 250 Words)

7. Supporting material

You can choose to attach a maximum of three (3) x A4 pages that provide evidence or support your submission above e.g. charts, images, testimonials, reports. Note: The visual design of attachment will not factor into judging.