

**2020**  
NATIONAL  
RETAIL  
AWARDS

Reach  
for the  
Stars

## Store Manager of the Year Judging Criteria

The Store Manager of the Year Award recognises an individual store manager who sets an example of exceptional retail leadership on the front line. They run a store (online or physical) which delivers a great customer experience, employee satisfaction, and bottom-line results, while demonstrating a solid understanding of their business and the industry. and stay longer, contributing to the overall success of the business.

### Rules of Entry

- You must have been employed as Store Manager in your current company for at least the past 12 months.
- You must be endorsed by a senior representative from your company (e.g. HR Director, CEO).
- **Defining Store Managers:**  
All individuals in the position of Store Manager of a retail outlet (online or physical) operating in the Australian market are eligible. Business owners who are the sole store manager in your business also qualify, however managers of multiple stores or Area Managers do not qualify. Managers of purely online stores can enter if they could reasonably be defined as a store manager.
- 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.
- 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.

- 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.
- If you are unsure if you fit the criteria above, please contact the NRA at [marketing@nra.net.au](mailto:marketing@nra.net.au) or by phoning [1800 RETAIL](tel:1800738245).

## Submission

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

### 1. Your business

Include a brief overview on the nature of your business and what you sell. Briefly outline why you believe you deserve this award. (Max 200 Words)

### 2. Business operations

**Describe the key goals, strategies and outcomes of your store over the last 12 months. You should include metrics that provide evidence of your growth or learnings over this time. (Max 200 Words)**

### 3. Team

Describe the role employees have played in your store in the last 12 months, how you have trained and developed your team, and other strategies you have used to motivate, retain and care for your team members. (Max 200 Words)

### 4. Customer value

Describe your customer service values and processes and any customer-focused initiatives undertaken within the last 12 months. You may wish to include evidence and/or results of how you have monitored quality, customer satisfaction, loyalty and value. (Max 200 Words)

### 5. Sales and marketing

Describe the goals, strategies and outcomes of the key sales and marketing activities you have implemented in the last 12 months. You may wish to include descriptions of your target market, multichannel strategies, merchandising and other sales/marketing strategies. (Max 200 Words)

### 6. Innovation

Describe any innovations or forward-thinking initiatives you have implemented in the past 12 months. You may wish to include any steps your store has taken towards omnichannel experience, sustainability, diversity, community or social responsibility. This may even include challenges you have faced. (Max 200 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.