

2020
NATIONAL
RETAIL
AWARDS

Reach
for the
Stars

Young Retailer of the Year Judging Criteria

For 40 years, the Young Retailer of the Year Award has recognised and rewarded exceptional young talent (under 25 years old) in the retail and fast food industry. It provides a platform to test, recognise, inspire and coach our future leaders and to support the professional development of the best young talent in retail.

The top 20 finalists receive a complimentary invitation to attend the Future Leaders Lunch and to network with over 350 leading retailers at the National Retail Awards Gala to be held on the Gold Coast on Friday, 28th August 2020.

Rules of Entry

- Entrants must be **25 years of age or under as at 31 December 2020** (born on or after 1 Jan 1995).
- Entrants must be working for a retail business operating in Australia, and should be still employed in the retail industry as at Saturday, 29 August 2020. You must notify the NRA if this changes.
- Entrants must be endorsed by a supervisor or company representative.
- Previous winners are ineligible, but previous entrants and finalists are encouraged to enter.
- 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 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](#).
- Finalists must be able to attend the Future Leaders Lunch and National Retail Awards Gala at the Gold Coast on Friday, 28th August 2020.
- All finalists will receive one (1) complimentary ticket to attend the Future Leaders Lunch and one (1) complimentary ticket to attend the National Retail Awards Gala on the Gold Coast. Travel and accommodation costs are not covered.

- 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 or by phoning [1800 RETAIL](tel:1800RETAIL).

Round 1 Submission (due Friday, 12th June 2020)

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

Part A | Experience & skills | 30 marks

Please attach your Resume/Curriculum Vitae and a cover letter telling us why you should be considered for 2020 Young Retailer of the Year. Imagine this is a job you are applying for.

a) Resume

You should consider including the following in your resume:

- A short paragraph describing your career ambitions for the next 5 to 10 years, and how you plan to achieve them.
- Your retail experience – for each position provide; your position title, the business name and location, start and end dates, length of time in the role and details of your key responsibilities and achievements in each role. You can list up to 5 positions if space allows.
- Your qualifications and/or training – list all relevant qualifications and/or training you have completed, providing details of the key skills you gained.
- Personal achievements – include a description of any relevant personal achievements or successes (these can be work, personal, academic, or community achievements, etc.).
- Please name your final file clearly as follows: e.g. john_smith_resume.pdf

b) Cover letter

Write a one (1) page cover letter as though you are applying for Young Retailer of the Year as a job. The 'job' on offer is Young Retailer of the Year, in which you are expected to:

- lead by example;
- have practical skills and experience;
- demonstrate team leadership and innovation;
- have a deep understanding of customers, service and culture;
- and to ultimately contribute to a positive future for the retail industry and its customers.

Be sure to highlight your skills, abilities and experience, as well as your long-term goals and commitment to the the retail industry.

Please name your final file clearly as follows: e.g. john_smith_cover_letter.pdf

Round 1 Submission continued (due Friday, 12th June 2020)

Part B | Business Improvement Plan | 70 marks

Identify an area of your business that you believe can be improved in some way and outline an original plan to implement these changes in the business within 6 months.

This plan should allow you to demonstrate an understanding of current business operations and the general retail environment, in order to create innovative and positive change in your business.

The plan can focus on improving any area of your business/store. Examples include (but are not limited to): gaining market share, increasing sales, improving customer service, improving team culture, developing more effective stock management or merchandising, or implementing a specific online strategy.

You should focus on opportunities where it will be possible to demonstrate improved performance within a six (6) month time frame.

You must use the headings below to structure your plan, but may use dot-points, images, diagrams, and tables etc. to illustrate your points.

Your final plan should be no more than six (6) x A4 pages and must be submitted as a pdf file (max. 2MB). Please name your final file clearly as follows: e.g. john_smith_business_plan.pdf

Use the marks allocated to each section to guide the length of each section, but ensure your submission makes sense overall. Please use an 11 point font or larger, use clear headings, and ensure your document can be easily read. Illegible entries may be disqualified.

Business Improvement Plan

- 1. Introduction** – In one paragraph, briefly describe your business – what you sell, your core target markets, how your business is doing, etc. - as if the judges don't know anything about your business. This section does not count towards marks but should give judges some context to understand the rest of your plan. (0 marks)
- 2. SWOT analysis** - Provide an overview or "SWOT" analysis of where your business/store currently sits in the marketplace (e.g. trading area & environment, customer profile, competitors, etc.). A SWOT analysis is a snapshot of the Strengths, Weaknesses, Opportunities and Threats that face your business. You may wish to use dot-points or a table. (5 marks)
- 3. Synopsis** - Your plan in a nutshell. Briefly describe the business area you have chosen for improvement and what you plan to do. The SWOT process in Q2 should have helped you identify an area to improve or exploit. For example, your plan may choose to amplify a strength, combat a weakness, maximise an opportunity, or counter a threat – or even a combination of these! This section should give judges a clear but brief overview of your plan. (5 marks)

Round 1 Submission continued (due Friday, 12th June 2020)

Part B | Business Improvement Plan | 70 marks

- Goals and objectives** - Describe the key objectives, target market and desired end results of your plan. This should include clear benchmarks, or KPIs, and the total resource budget required (e.g. "20% reduction in customer complaints for an investment of \$500"). You should also consider how your plan's objectives align with the organisation's goals. (15 marks)
- Strategies** - Describe the key strategies you will use to implement and accomplish your plan. You may want to consider business processes, technology, marketing channels, team management or training, and customer feedback mechanisms. You may wish to include a sample customer situation, a process flowchart, or marketing examples to illustrate your point. (15 marks)
- Action plan** - Outline the actions required to achieve your business goal. For every action, list the tasks that need to be done, the deadline, person(s) responsible, and resources required to achieve the desired results (a table here would be useful). Note: Resources may include financial (e.g. budget) and non-financial resources (e.g. time, training, team members). (15 marks)
- Monitor and review** - Detail the way you will monitor and review your plan to ensure you achieve your goals, outlining the process by which progress will be regularly reviewed, and by whom. What steps would you take if your objectives were not being met? (15 marks)

Round 2 Submission (Monday, 13th July to Friday, 1 August 2020)

Telephone Interview | 100 marks

You will be asked to schedule an appropriate date and time to conduct a telephone interview with a judge. You will be asked questions that address your approaches to conflict, leadership, further information on your business plan and your plans for your future career in retail. Your responses will be scored by the judges.

Judging Process

- Once Round 1 Submission closes, all entries will be reviewed and assessed by a panel of judges, comprised of industry leaders, academic researchers, retired professionals, and trained consultants.
- The 20 highest-scoring entries will be selected as finalists and notified by email on **Monday, 6th July 2020**.
- The finalists will undergo a second round of scoring via a telephone interview with the judges. Telephone interviews will take place from **Monday, 13th July 2020 to Friday, 1st August 2020**.
- Finalists must be able to attend the Future Leaders Lunch and National Retail Awards Gala on the Gold Coast on Friday, 28th August 2020.
- The winner and first runner-up will be announced at the Gala.