



Friday 16 September 2022

06:00–10:30pm



## Hospitality Gamechanger of the Year Judging Criteria

This award recognises a café or restaurant that has embraced change and forged ahead to be an industry “gamechanger”. In the current challenging times, there is no greater need than right now for the hospitality industry to understand that change is inevitable, embrace change, have a clear future vision and execute their strategy to be an industry leader.

So, you think you’re a Game Changer? Have you created ‘real’ change and innovated in your business? We’re seeking hospitality businesses that have made a change that rocked the foundations, turned the normal way of doing things on its head, disrupted the status quo! Let us know how you have innovated in hospitality and achieved improvements for your staff and your bottom line.

### Rules of Entry

- Hospitality businesses including restaurants, hotels, or cafes, that primarily serve food and beverage as their primary business.
- The business must have been in operation for at least 36 months and continue to be in operation at 16 September 2022. (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 two 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 for National Retail Association (NRA) members. For non-members, there is a fee of \$15.00 per entrant.
- For companies with multiple outlets or franchises:

- 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
  - 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

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

### 2. Innovation in your business culture

Describe how innovation and new ideas are approached within your business. You may want to touch on several brief examples. (Max 300 Words)

### 3. Successful innovation

Provide an overview of one or many successful initiatives your business has implemented in the last 12 months that demonstrates you are a gamechanger. Include the entire process from vision to results. Provide metrics where possible. (Max 500 Words)

### 4. Satisfaction

Provide an overview on how your business has identified and met the changing needs and demands of café and hospitality customers in the past 12 months. How have innovative strategies impacted your business (e.g. in terms of your competitiveness, growth, customer experience)? (Max 400 Words)

### 5. Your team

What initiatives or strategies has your team developed to create "magic moments" in your business, that in turn has created customer loyalty? Provide a specific scenario and example. (Max 400 Words)

### 6. 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.



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- Tuesday, 19 April  
Awards Criteria Released
- Monday, 2 May  
Online Submissions Open
- Friday, 22 July  
Online Submissions Close
- Monday, 15 August  
Finalists Announced
- Monday, 22 August  
Young Retailer of the Year Second Round Commences
- Friday, 2nd September  
Young Retailer of the Year Second Round Ends
- Friday, 16 September  
National Retail Awards Gala

