



2019 National Retail Awards

Small Retailer of the Year

The **Small Retailer of the Year Award** is for businesses with less 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 less than 19 employees** are eligible.
- The business must have been in operation for **at least 12 months** and **continue to be in operation at 4 September 2019**. 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](#).
- There is no charge to enter the awards, however we do recommend that all entrants attend the Gala ceremony. If your company wins, a representative must be present at the gala to accept the Award.
- **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, John's Bakery Blacktown.
 - 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 e.g. if John's Bakery (the company or franchise group) enters, John's Bakery Blacktown cannot enter the same award.
- Purely online retail businesses count as one entrant. Multichannel businesses cannot submit a separate entry for the online component of their business.
- Please note that the 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.

Judging Process

- Your submission must be entered into the National Retail Awards online portal.
- Submissions must be uploaded to the online portal by **midnight Friday 14 June 2019**. Please do not leave your submission until the last moment. Submissions will not be accepted after the due date.
- You will receive an email receipt verifying that your submission has been received. Please keep this as proof of entry. If you do not receive an email, please contact marketing@nra.net.au.
- Once the awards portal closes, all entries will be reviewed and assessed by a panel of judges, comprised of industry leaders, academic researchers, retired professionals, and trained consultants. Judges are carefully screened and are not allowed to judge any category which presents a conflict of interest.
- The judges' decisions are final. You must not communicate with members of the judging panel about the awards during the nomination process.
- The top 5 finalists will be announced and notified by email on **Monday 15 July 2019**.
- Finalists should be able to attend the National Retail Awards Gala in **Sydney on Wednesday 4 September 2019**.
- All finalists receive one (1) complimentary ticket to attend the Gala ceremony. Travel and accommodation costs are not covered.
- The winner will be announced at the Gala.

Key dates

- Mon 8 April Submission criteria released
- Mon 15 April Online submission portal opens
- Fri 14 June (Midnight) Submissions close
- Mon 15 July Finalists notified by email
- Wed 4 September National Retail Awards Gala (Sydney)

Submission

You will be asked the following questions in the online Awards Portal. We recommend that you prepare and save your answers in a Word document (or similar) before using the online Awards Portal. Please follow the structure and word limits provided.

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.

Have questions?

We strongly recommend that all businesses considering entering an award, subscribe to receive Award updates ([subscribe here](#)).

If you have a query about entrant eligibility or rules of the competition not covered in this document or the FAQs on the [National Retail Awards website](#), please contact us at marketing@nra.net.au. Please note it may take up to 2 working days for a response.

Sorry, to be fair to everyone, the NRA or judges cannot provide guidance on specific questions in submission criteria.

National Retail Awards Gala

The National Retail Awards Gala is that one special night in the year where hundreds of Australian retailers come together to take in and celebrate our hard-earned successes, to inspire the next generation of young retailers, and to learn from each other's shared experiences. Oh, and we don't mind having fun as well!

Early bird tickets to the 2019 Gala go on sale on **Tuesday 30 April** priced from \$170pp with additional discounts for group bookings.

Tickets are open to the public and have sold out in previous years - so book early!

[Click here for more information about the Gala.](#)