



2019 National Retail Awards

Store Manager of the Year

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.

Rules of Entry

- You must have been employed as Store Manager in your current store for at least the past 12 months.
 - You must be endorsed by a senior representative from your company (e.g. HR manager, 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.
 - **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, the Store Managers of each outlet can enter individually. E.g., the Store Manager of John's Bakery Malvern and the Store Manager of John's Bakery Blacktown can both enter.
- If you are unsure if you fit the criteria above, please contact the NRA at marketing@nra.net.au.
- 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 or your position changes.
 - Your business does **not** need to be a National Retail Association member to enter.
 - There is no charge to enter the awards, however we do recommend that all entrants attend the Gala ceremony. The entrant or the entrant's representative must be present at the gala to accept the award.
 - We strongly recommend that all persons considering entering should check the [Award website](#) regularly and subscribe to receive award updates – [click here to register](#).
 - Winners of Individual awards are not eligible for People's Choice Retailer of the Year.
 - 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

- Submissions will only be accepted via 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**.
- **Please note** that judges may anonymously visit the stores of finalists or seek employee or customer feedback to verify your submission.
- Finalists should be able to attend the National Retail Awards Gala in Sydney on Wednesday 4 September 2019. The winner will be announced at the Gala.
- All finalists receive one (1) complimentary ticket to attend the Gala ceremony. Travel and accommodation costs are not covered.

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 your 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 description of your store and what you sell to provide context, and include an overview of your retail career and ambitions. *(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 & 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 eg. charts, images, testimonials, reports, marketing examples. Note: The visual design of attachment will not factor into judging.

Upload each attachment as a pdf file - Max 1MB per attachment.

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.](#)