



2018 National Retail Awards Young Retailer of the Year

For over 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 in **Sydney on Wednesday 4 September 2019**.

The 2019 Young Retailer of the Year will win a prize pool valued at over \$20,000. Details of the prize will be released shortly.

Rules of Entry

- Entrants must be **25 years of age or under as at 31 December 2019** (born on or after 1 Jan 1994).
- Entrants must be working for a retail business operating in Australia, and should be still employed in the retail industry as at Thursday 5 September 2018. 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.
- Your business does **not** need to be a National Retail Association member to enter.
- The award criteria (this document) will be released on **Monday 8 April 2019** and the online portal will be open for submissions from **Monday 15 April 2019**.
- We strongly recommend that all persons considering entering, and/or their supervisors register to receive award updates – [click here to register](#).
- 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.
- Submission must be entered into the National Retail Awards online portal.
- The judges' decisions are final. You and/or your employer must not communicate with members of the judging panel about the awards during the nomination process.
- Finalists **must be able to attend** the Young Retailer of the Year Lunch and National Retail Awards Gala in Sydney on Wednesday 4 September 2019.
- All finalists will receive one (1) complimentary ticket to attend the Young Retailer Lunch and one (1) complimentary ticket to attend the National Retail Awards Gala in Sydney. Travel and accommodation costs are not covered.
- The National Retail Association reserves the right to change finalist application processes and dates based on the quantity and quality of entries.



Judging Process

1. You must submit your entry via the online awards portal by **midnight on Friday 14 June 2019**.
2. Submissions will be reviewed and scored by an independent panel of judges.
3. The best applications will be selected as finalists and notified by email by **Monday 15 July 2019**.
4. All finalists will be contacted to arrange a Skype interview with the judging panel.
5. Skype interviews will take place from **Monday 22 July to Friday 2 August 2019**.
6. All finalists to attend the Young Retailer of the Year Lunch in Sydney on **Wednesday 4 September 2019** and the National Retail Awards Gala on the same night. The top ten finalists, winner and runner-up of the Young Retailer of the Year competition 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
- Mon 22 July – Fri 2 Aug Top 20 Skype interviews

- Wed 4 Sept Young of the Year Finalist Future Leaders Lunch (Sydney)
- Wed 4 Sept National Retail Awards Gala (Sydney)

Award Partners

The Young Retailer of the Year competition would not be possible without the support of the following major partners:





Young Retailer of the Year Round 1 Submission

You will be asked to submit the following into the awards portal. We recommend that you prepare and write your answers in a Word document (or similar), before saving each document as a pdf to upload to the award portal. You will need to upload 3 pdf files – your resume, your cover letter, and your business plan.

Each pdf file must be max. 2MB and named clearly.

Part A – Resume & cover letter - 30 marks

Part B – Business improvement plan - 70 marks

Total of 100 marks

Part A – Experience & skills – 30 marks

Please attach your Resume/Curriculum Vitae and a cover letter telling us why you should be considered for 2018 Young Retailer of the Year. Imagine this is a job you are applying for.

a) Resume

Please provide your Resume (max. 2 pages).

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 retail industry.

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



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)
- 4. 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)



5. **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)
6. **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)
7. **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)

END OF ROUND 1 SUBMISSION CRITERIA



Tips for Entrants

Read the question and think about what it's asking for

Make sure that your submission addresses the criteria of each and every question. Judges will be looking for the following factors in your submission:

- Hands-on retail skills: knowledge and application
- Leadership
- Customer focus
- Expertise within current retail organisation
- Innovation and marketing awareness

Speak to your Supervisor or HR Manager

Your supervisor or HR manager will need to endorse your application. The award portal will prompt you to enter their details when you go to lodge your submission, but make sure that you contact them first and speak to them about your nomination. Once you have lodged your submission they will receive an email from the awards portal.

Think outside the box

It's important that the idea for your business improvement plan is not an initiative that your company has already implemented, or is in the process of implementing. Identify a gap in your business, or an area with room for improvement, and develop a strategy or service to address it.

Follow a logical structure

Use the questions to structure your planning process - the structure is designed to help you identify improvement opportunities, define what you want to accomplish, plan well-reasoned creative strategies, and create an action plan and review process to implement your idea. Strong submissions will flow logically throughout the submission and feel like a comprehensive whole.

Plan your time

We recommend the following steps to create your submission:

1. Review the criteria in this document, take time to think it over and discuss your ideas with your mentors.
2. You may want to start with Part B - Business Improvement Plan or Part A - Resume & Cover letter - it's totally up to you.
3. Decide on your idea and roughly map out your submission following the structure provided.
4. Write the first draft of your plan in a Word document (or similar) and then seek feedback from your mentors.
5. Refine and polish your submission. You are welcome to add images, graphs, or tables etc. if they support and enhance your submission, but do not include unnecessary clutter.
6. Save your submission as 3 pdf files and upload them to the online portal.
7. Check that you receive an email verifying your submission has been received.



Tips for Supervisors

Encourage your best & brightest

The Young Retailer of the Year award is a fantastic opportunity to:

- showcase the young leaders that your business has proudly helped to develop;
- recognise and reward the efforts of high-performing team members;
- encourage talented team members to commit to retail as a long-term profession; and
- enable your team to gain a greater understanding of the broader retail industry.

There is **no limit** on the number of entrants you can endorse from your company, so don't hesitate to put forward the best and brightest that your business has to offer.

Check their eligibility

Entrants must be 25 years of age or under as at 31st December 2019 (born on or after 01.01.1994) and must be working for a retail company in Australia. They do not have to be in a position of leadership yet, but should have demonstrated leadership potential.

Your business is **not** required to be an NRA member to nominate entrants for the award.

Previous entrants and finalists of the Young Retailer of the Year award may enter again this year, provided they meet the eligibility requirements. Previous winners of the award are not allowed to be entered though.

Endorsement

Nominees for the Young Retailer Award must be endorsed by their supervisor or their HR manager, verifying that the company supports their application, that they meet the eligibility requirements, and that their submission is their own work. Please keep an eye out for an email from the awards portal after your nominees have lodged their submission.

You may assist your entrant/s with their preparation, however their submission must be their own ideas and work.

Entrants (or their companies) are not allowed to contact judges to discuss their submission. The NRA reserves the right to disqualify entries if entrants fail to abide by the rules of entry, or if information provided is found to be false or misleading.

Costs

There is no charge to nominate for the Young Retailer of the Year award.

All finalists are expected to attend the Future Leaders Lunch and National Retail Awards Gala in Sydney, and your company may want to consider covering your entrants' travel and accommodation costs. You may also want to plan a delegation of your team to attend to support your entrant/s.

Every finalist will receive one (1) complementary ticket to the Future Leaders Lunch and one (1) complementary ticket to the National Retail Awards Gala Dinner on Wednesday 4 September 2019.

Key dates

Please take note of the key dates outlined in this document. The Round 1 Submission closing date is **midnight Friday 14 June**, but we recommend that your entrant/s do not leave it to the last day to submit their application.



The top 20 finalists and their endorsers will be contacted by email on **Monday 15 July**, at which point details of the next stage of judging will be provided. The NRA reserves the right to adjust finalist judging criteria and dates based on the quantity and quality of entries received.

Gala Dinner

Tickets to the National Retail Awards Gala are open to the public and have sold out in previous years. If one of your nominees is in the top 20, plan ahead and book a table to cheer on your team member. Early bird tickets to the 2019 Gala go on sale on **Tuesday 30 April** priced from \$170pp with additional discounts for group bookings.

Have questions?

We strongly recommend that all entrants and endorsers 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.

To be fair to everyone, the NRA or judges are unable to provide guidance on, or further clarify the meaning of, specific questions in submission criteria.



Entrant Profile

Registration:

First Name:

Last Name:

Email:

Password:

Country:

Retail Company nominating you: * ✓
eg. Target, Supercheap Auto, BIG W

Position Title: * ✓
eg. Store Manager, Salesperson

Store Name: * ✓
eg. Target Blacktown

Store Address: * ✓
eg. Shop 3, 100 Smith Street

Suburb: * ✓
eg. Blacktown

State: * ✓
eg. NSW

Postcode: * ✓
eg. 2156

Phone - work, including area code: * ✓
eg. (02) 9564 9564

Phone - mobile: * ✓
eg. 0407 152 152

Date of Birth: * ✓
eg. 01/05/96

Declaration: * I will be 25 years of age or younger on 31 December 2017. ✓
 I am aware that my supervisor or a senior company representative will need to approve my nomination.
 I am currently working for the nominating business, and expect to be still employed in the retail industry as at 27 September 2017.
 I have read and understood the entry criteria and rules of entry available at www.nationalretailawards.net.au/young-retailer.



MAKE
YOUR
MARK

✓ Submit ✕ Cancel



National
Retail
Association

NATIONAL RETAIL ASSOCIATION

W: www.nra.net.au | www.nationalretailawards.net.au
E: events@nra.net.au | P: 1800 738 245



2017 Young Retailer of the Year

Entries Deadline
28-Jul-2017 05:00 PM (GMT +10:00)

John S... ▾

Submission Details

Category: *

Endorsing Supervisor or Company Representative

Email: *

Name: *

Position/Title: *

Business: *

Part A - Experience & Skills

Please attach your Resume/Curriculum Vitae and a cover letter telling us why you should be considered for 2017 Young Retailer of the Year. Imagine that Young Retailer is a job that you are applying for.

Resume

Be sure to include your career ambitions, your retail experience, any relevant qualifications or training, and relevant personal achievements. Please name your final file clearly as follows: john_smith_resume.pdf (2 pages - Max file size 2MB)

Resume Upload: *

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 retail industry. Please name your final file clearly: john_smith_cover_letter.pdf (Max file size 2MB)

Cover Letter Upload: *

Part B - Business Improvement Plan

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. 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: eg. john_smith_business_plan.pdf

Business Improvement Plan Upload: *