



# 2019 WA Property Awards

## | RETAIL |

### NOMINATION OVERVIEW

Applications from retail shopping centre owners, managers or developers are welcome, providing they hold Western Australia membership at the Property Council of Australia.

To be considered, the projects need to be completed between 1 July 2018 and 30 June 2019 in Western Australia.

### GENERAL FORMATTING GUIDELINES

Entries will be accepted from Wednesday 29th of May 2019. Strict guidelines for the format of entry exist. Entries which do not conform will not be accepted.

- Entries and supporting material must be provided as a PDF document.
- No decoration or elaborate graphic design is permitted.
- Entries will only be accepted upon full payment.
- All submissions must be in Arial 10pt with single spacing. All text should be justified. Columns are not accepted.
- Supporting material must be in the same PDF document as the main entry.
- Maximum file size is 25MB.

The following must be included with your entry:

- Centre logo in both EPS and JPEG formats.
- Two high resolution (300dpi) centre images.
- Two high resolution (300dpi) campaign images.
- The above will be used to create a winner slide which will be displayed on the night as part of the acceptance process.

### DEADLINE & DELIVERY

Entries must be submitted by 12.00pm midday, Friday 12<sup>h</sup> July 2019.

Entries are to be submitted via:

- Nomination portal at [www.wapropertyawards.com.au](http://www.wapropertyawards.com.au)

### PRIZES & AWARD CEREMONY

The Awards will be presented at the Property Council Awards Dinner at The Westin Hotel, Friday, 6 September 2019.

Please book your Awards night tables through Olivia van der Kroon on 08 9426 1200 or [ovanderkroon@propertycouncil.com.au](mailto:ovanderkroon@propertycouncil.com.au).

## PUBLICATION

The Property Council of Australia reserves the right to reproduce, copy, publish and display any entry material (excluding any sensitive financial information) in any format or vehicle it deems appropriate as relating to the awards.

## NOMINATION SUBMISSION FORMAT: MARKETING

The Marketing Award is to acknowledge industry best practice in the areas of marketing and campaigning of WA shopping centres.

The entry should be submitted by via the award nomination form portal: (please note – all entries are to be in PDF format and uploaded separately under the corresponding submission box.)

- I. **Synopsis of Campaign and Key Details** (maximum 100 words). If a winner this will be published in the awards booklet distributed on the night. This must also include the correct name of the management company and correct name of the owning entity or entities (where in joint ownership). No title pages are required. *Content provided in this section will not be judged as part of the judging criteria.*
- II. **Executive Summary** (maximum 1 page). The purpose of this section is to provide judges with a high-level understanding of the campaign. Outline the key highlights of the campaign and why it should be considered for an award. *Content provided in this section will not be judged as part of the judging criteria. Images may be used on this page.*
- III. **Objectives and Strategy** (maximum 1 page). Clearly specify what you were trying to achieve and how you did it. This should include a detailed budget, key customer insights and business opportunities. *No images are to be included on this page.*
- IV. **Execution** (maximum 1 page). Detail the process of the campaign and how it was implemented. Include details on creativity, customer touch points, presentation in-centre and repeatability. *No images are to be included on this page.*
- V. **Results & Outcomes** (maximum 1 page). Clearly specify whether you achieved your objectives. This should include the ROI clearly specifying the method of calculation (i.e. direct sales or comparative sales) and/or the PR value of the campaign (calculated as the equivalent advertising at casual rates). This should also include any key learnings (positive and negative). *No images are to be included on this page.*
- VI. **Supporting material** (maximum 5 pages). Supporting material should include images of the campaign as well as any public relations clippings, examples of creative, webpages, links to videos etc.
- VII. **Additional.** Please upload (separately) **one high resolution image of the campaign as well as a press quality photo of each of the campaign managers.** Additional material must be in .JPEG format. If you wish to include a video as part of your nomination, please include a link to this as part of this section. Videos will no longer be accepted by any other means.

## NOMINATION SUBMISSION FORMAT: MANAGEMENT

The Management Award is to acknowledge industry best practice in the areas of management and operation of WA shopping centres. This includes new initiatives, ideas and systems however do not underestimate the impact of your existing systems and processes as they may be well advanced of other centres' new initiatives.

Provide a detailed overview of the initiatives and systems that you consider demonstrate industry best practice. The entry should be submitted by via the award nomination form portal: (please note – all entries are to be in PDF format and uploaded separately under the corresponding submission box.)

### I. AWARD SUBMISSION

**Situation Analysis** (maximum 1 page). Provide a factual description of the centre, detailing key issues addressed in the judging year. The analysis should give a clear picture of the operating environment and act as a point of reference enabling the judging of each section to be viewed in context. It is critical that the situation analysis highlights the key issues for your centre and how they were identified. You should nominate your centre's unique attributes or points of difference here.

**Address all four (4) headings below. Ensure that you indicate variances in key performance indicators such as growth in net operating income, vacancy rates, sales growth and traffic growth to quantify result of new initiatives during the judging year.**

- 1. Leasing Strategy (Including vacant shop initiatives)** (maximum 1 page, excluding separate attachments). Explain how your retail planning strategies reveal potential risk tenants and inconsistent occupancy costs. How did this influence your leasing strategy? Detail the approach undertaken to establish the ideal tenancy mix for the centre. Explain your strategy to resolve any recognised and potential tenancy gaps as well as the process taken to manage or active a vacant tenancy during this releasing period.
- 2. Sustainability** (maximum 1 page, excluding separate attachments). Detail sustainability initiatives implemented that have improved or continue to improve the centre's environmental outcomes i.e. recycling, water conservation, energy consumption, noise reduction etc.
- 3. Customer & Retailer Engagement** (maximum 1 page, excluding separate attachments). Detail initiatives implemented that improve customers visit and shopping experience. Examine important customer interaction points such as car parking, entrance ways, directories, customer service, amenities, parent rooms, and the general shopping.
- 4. Centre Operations: Capital and Building Management** (maximum 1 page, excluding separate attachments). Provide details of any operational issues that were addressed and resolved during the judging year. Detail your capital management strategy during the judging year and how future capital expenditure planning process is handled. Explain details of risk management procedures introduced to reduce liability claims against the centre and to improve the safety of retailers, all staff and customers.

## CATEGORY DEFINITIONS & JUDGING CRITERIA

Judges will review each entry and independently score each entry on a range of criteria (listed below). An average of these scores will be calculated to give each entry a score out of 100. Judges will award each entry a score for each of the following criteria:

*Awards may not be given in categories where judging criteria is not met or where, in the judges' opinion, the standard did not merit an award.*

### COMPELLING EXPERIENCES

A campaign that has delivered a compelling experience for shoppers driving solid business / marketing returns. The campaign demonstrates that touch points have been considered right across the customer journey to create a memorable engaging experience. This may result in participation outcomes, engagement opportunities, data collection moments that add value to the centre(s) or performance. ROI modelling must be evident.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	45%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	35%
	<b>100%</b>

### RETAILER MARKETING

Marketing activity that has contributed to a successful retailer / product outcome supporting the centre's business performance. Ranging from the use of data insights to drive tenant acquisition / retention outcomes to leasing campaigns to retailer engagement activity to drive greater productivity and stronger tenant relations. ROI modelling must be evident.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	40%
	<b>100%</b>

### BRAND AND PARTNERSHIPS

A single or ongoing strategic campaign intended to position or reposition a centre or group of centres amongst its target market. Its primary purpose is to drive positive perceptions, engagement and attitudes towards the centre(s) at either a strategic level or a tactical level. The campaign may be connected to a number of strategic partnerships to leverage an opportunity to drive positive results. Campaigns may relate to branding, sponsorship partnerships, and or development / redevelopment campaigns that uses the brand to position or reposition the centre(s).

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	40%
	<b>100%</b>

## INNOVATION

A single or ongoing piece of strategic marketing work that is truly innovative and demonstrates new thinking. Its main purpose is to respond to a key business / marketing issue or a key opportunity that presents itself. The innovation delivery might have delivered successful outcomes or created a number of key learnings / success factors as any innovation takes courage and commitment to implement and often requires ongoing refinement.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	40%
	<b>100%</b>

## COMMUNITY

A single or ongoing event, program or project that benefits a community need, interest or cause. The centre or company's goals should reflect altruistic intent. The campaign may involve a single centre or group of centres that have presented the centre(s) as a solid corporate citizen. The campaign must demonstrate the ability of the centre to choose an appropriate partner(s) and must not highlight sponsorship as a principal means of achieving the objectives.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	40%
	<b>100%</b>

## EXCELLENCE IN MANAGEMENT

The Management Award is to acknowledge industry best practice in the areas of management and operation of WA shopping centres. This includes new initiatives, ideas and systems.

Situation Analysis	20%
Leasing Strategy	20%
Sustainability	20%
Customer and retailer engagement	20%
Centre Operations: Capital and Building Management	20%
	<b>100%</b>

## ENTRIES MUST BE SUBMITTED AND WILL BE JUDGED UNDER THE FOLLOWING CATEGORIES

*Entries can only be submitted in one category (single centre).*

## AWARD NOMINATION – RETAIL AWARDS

The Retail Awards recognise excellence in the Retail Property industry over the past year, in the areas of marketing and management. There are 18 awards for which you can submit your nominations, comprising of 15 marketing awards and 3 management awards, in addition to 2 overall awards, for the Retail Marketing Campaign of the Year and the Shopping Centre of the Year.

### AWARD CATEGORIES

#### **Big Guns (150 or more stores)**

1. *Excellence in Marketing:*
  - A. Compelling Experiences
  - B. Retailer Marketing
  - C. Brand and Partnerships
  - D. Innovation
  - E. Community
2. *Excellence in Management*

#### **Little Guns (76 to 149 stores)**

1. *Excellence in Marketing:*
  - A. Compelling Experiences
  - B. Retailer Marketing
  - C. Brand and Partnerships
  - D. Innovation
  - E. Community
2. *Excellence in Management*

#### **Mini Guns (75 or less stores)**

1. *Excellence in Marketing:*
  - A. Compelling Experiences
  - B. Retailer Marketing
  - C. Brand and Partnerships
  - D. Innovation
  - E. Community
2. *Excellence in Management*

#### **Retail Marketing Campaign of the Year Award**

The marketing entry with the highest overall score will be awarded the major prize of 'Retail Marketing Campaign of the Year'.

#### **Shopping Centre of the Year Award**

The centre with its highest marketing entry score combined with the management entry score, regardless of the category entered, will be awarded the major prize of 'Shopping Centre of the Year'.

*N.B Judges reserve the right to amend the conditions and program at any time without notice.*

### **WA Shopping Centre of the Year and Retail Marketing Campaign of the Year:**



## PROPERTY AWARDS – CONDITIONS OF ENTRY

- Property Council of Australia will review all entries to ensure that eligibility requirements are met.
- Entries must be received by **12.00pm midday, Friday 12<sup>th</sup> July 2019** to be eligible.
- Entries will only be accepted once payment has been received in full.
- The judge's decision will be final and no correspondence will be entered into. The final scores and judges' comments on any individual entry will not be disclosed unless approved by the Property Council of Australia.
- All entries submitted must be prepared by the Marketing Manager and/or Authorised Centre Management Representative. Under no circumstances may a creative agency be involved in the preparation of the submission.
- All retail properties and precincts are eligible to submit entries.
- An entry may be submitted even though the person who planned and/or executed the promotion has left the Centre, provided all required details are submitted.
- The retail property or precinct must be entered under the correct size classification.
- The marketing campaigns presented in the entry must have been implemented between 1 July 2018 and 30 June 2019. If the program occurred within a time period that extended beyond these dates the entry should be entered in the year in which the majority of the program was implemented.
- The same program/campaign may not be entered twice in different categories; however, elements of the same campaign may be split to enter different categories; all supporting material must appear in both entries.
- Entries must adhere to specifications presented in this document.
- Entries should be original in concept.
- Nominees must be directly involved in a professional capacity in the WA property industry and must be an employee of a member organisation.
- All entries must include a completed nomination form.
- All nominations and contents will remain the property of the Property Council of Australia
- The Property Council of Australia reserves the right to publish the results and winner details, within its national magazine and/or division magazine/newsletter.
- The Property Council of Australia reserves the right to refuse a nomination or disqualify an entry should a breach of these conditions become apparent.

### Contact:

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