



2017 Pronto Software Retail Disruptor of the Year

/ Eligibility

Open to any Australian Retailer, the **2017 Pronto Software Australian Retail Disruptor of the Year** will be a retail business that constantly pushes the boundaries of convention.

Displaying a talent for finding new opportunities, the winner of this category will ideally be described as a visionary that is in tune with and able to adapt to the ever-changing economic and social climate.

/ Criteria

- Describe the innovative initiative/s the organisation has developed and undertaken?
- How does this approach challenge convention in the retail industry? Is the retailer the first of its kind to implement this approach and/or specific elements of this approach?
- What lessons have been learnt using this approach that can help to further the development of the retail sector?
- Does the retailer have strategic goals or company vision that echoes the sentiments of the innovation?
- Does the organisation provide internal encouragement and incubation of innovative projects?
- Has this innovation has a significant positive impact on customer sentiment and company image? If so, please describe the outcome.
- Has this innovation has a significant positive impact on buying behaviour and customer spend? If so, please describe the outcome.
- In 100 words or less, why should your business win this award?

/ Submission

All submissions are to be completed online by Friday 26th May 2017.

Please contact the Australian Retail Awards team on **1300 368 041** or email awards@retail.org.au if you have any questions regarding your submission

Phone: 1300 368 041
Fax: (03) 8660 3399

MELBOURNE OFFICE
Address: Level 1, 112 Wellington Parade
East Melbourne VIC 3002