



Australian  
**Retailers**  
Association

## 2017 Shop for Shops Retail Store Fit-out of the Year Award

### / Eligibility

The **Retail Store Fit-out of the Year Award** is open to Australian retailers all of sizes capable of demonstrating a high level of visual impact through the process of a store fit-out within the last two years (March 2015 to March 2017). This can be either a brand-new store or an upgrade/redevelopment.

There is no restriction on the value of the fit-out, it is purely awarded on innovation and the capacity to create an engaging retail environment. There will be two awards presented, one recognising the best Store Fit-outs of retailers with less than 5 stores, and an award for retailers with over 6+ stores.

### / Criteria

- Please indicate the size of the retail business:  
*1-5 Stores | 6+ Stores*
- Please indicate whether your store fit out was done to an existing or new store:  
*Existing Store Upgrade | New Store*
- Upload before, during and after photos of the store fit out process (if applicable):
- Describe the fit-out process and how the fit-out was planned.
- Provide an approximate outline of how much capital was invested and how it was optimised through the fit-out project.
- How has the fit-out improved and added value to your retail store (e.g. ambience, aesthetics, functionality, customer experience)?
- Please indicate any feedback from customers on the new fit-out.
- In 100 words or less, why should your business win this award?

### / Submission

All submissions are to be completed online by Friday 26<sup>th</sup> May 2017.

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

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