



2017 eftpos Australian Retailer of the Year

/ Eligibility

The **2017 eftpos Australian Retailer of the Year** is recognised as a leader within the retail sector, inspiring their peers and making a significant long-term contribution to the industry's vibrancy and sustainability.

The winner will be an Australian retailer with over 10 stores and will be able to demonstrate a strong track-record in cutting-edge marketing strategies, innovative staff management programs and strong leadership qualities.

/ Criteria

Business Development & Marketing

- What are the core elements of the business?
- What business challenges has the retailer overcome during recent times? How have these been dealt with?
- Were sales budgets met in the last two completed financial year periods? If so, what percentage gain was achieved in comparison to previous trading periods?
- Does the retailer have a specific omni-channel strategy? Provide details of this (if possible).
- What significant marketing initiatives have been implemented in the last 12 months?
- How was the success of these initiatives measured? Please share relevant metrics if applicable.
- What innovations - instore, events or other - has the retailer introduced during the last period? Evaluate its success.
- What customer loyalty programs does the retailer have in place and how has this mutually benefited the retailer and the customer?

Corporate Responsibility

- How does the retailer demonstrate sustainability and/or Corporate Social Responsibility (CSR)?
- Is there an ethical policy the retailer uses with supply channels?
- Does the retailer have community support programs?

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Leadership

- How does the retailer provide leadership in the industry and proactively engage with important/current retail issues?

Human Resources

- Are there career paths set for staff and how is this reflected in training?
- How is the strategic business plan communicated to staff? What evidence is there of such a process?
- What initiatives in education and training has the retailer undertaken?
- Does the retailer have a human resources policy and if so, what does it cover?
- What incentives does the retailer provide to staff? Provide examples.

Customer Service

- What customer service strategies does the retailer / staff employ?
- How does the retailer measure/evaluate the customer service its staff provides?
- How do you maintain the quality of your customer service in both your physical and online stores?

Summary

- 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

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