



## 2017 eftpos Australian Independent Retailer of the Year

### / Eligibility

The **2017 eftpos Independent Retailer of the Year Award** is open to any independent Australian retailer. The retailer must be both owned and operated independently, solely responsible for their own finances while not associated with a larger company.

The winner of this award will make a real impact on their community and stand out in their retail category, exemplifying how independent retailers use business nous and community relationships to thrive among big players in a highly competitive and ever changing retail environment.

### / Criteria

#### *Background*

*Nominee's name*

*Trading name of retail business*

*Business contact details (address/telephone)*

*What is your role in the business? (owner, manager etc.)*

- Please share your business story with us (why do you exist? How are you unique?)
- Describe the overall business marketing strategy. This may include (but is not limited to) local area marketing, store layout and design, digital and social media marketing campaigns, etc. (if applicable).
- How do you maintain and encourage an exceptional standard of customer service in your business?
- Describe how the business develops and motivates its employees. Include performance management, training, recognition, and reward initiatives (if applicable).
- What significant contribution/s has the business made to the local community in the last 12 months?
- In 100 words or less why should your business win this award?

### / Submission

All submissions are to be completed online by Friday 23<sup>rd</sup> June 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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