



# 2019 Excellence in Customer Experience Award

The Excellence in Customer Experience Award acknowledges the importance of not just customer service, but also the entire customer journey. Customer Experience is the lifeblood of any retail business, consisting of customer service, loyalty, satisfaction and fulfilment. With the emergence of new technologies and the introduction of the 24/7 retail marketplace, it has never been more important that retailers deliver excellent customer experience across every retail shopping platform.

## **Eligibility:**

To be eligible for this award, you will need to be a retailer based in Australia.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



RETAIL  
MORPHOSIS

# 2019 Retail Innovator of the Year Award

The Retail Innovator of the Year Award recognises an innovative approach to retail products, services or operations. The innovation must result in either increased efficiency and/or effectiveness of a process or service, a more ethical and/or sustainable approach, or increased customer satisfaction.

The innovation must have been developed (worked on) in the three years prior to the closing date for this year's 2019 ARA Australian Retail Awards.

## **Eligibility:**

The Retail Innovator of the Year Award is open to any Australian Retailer.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Store Fit-Out of the Year Award

The Store Fit-out Award recognises the commitment made by great retailers in the industry to design or re-design their store concepts and demonstrate standards of excellent visual execution. The visual elements of a retail business are a clearly a differentiator and the capability to create unique experiences is increasingly linked to retail productivity and profitability.

**Eligibility:**

The Store Fit-Out of the Year Award is open to any Australian Retailer.

**Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

**The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Excellence in Retail Marketing Award

The Excellence in Retail Marketing Award acknowledges the 24/7 marketplace and understands the dramatic shift in retail marketing methods. Retail marketing is the planning and process of selling goods or services directly to consumers. Retail marketing can include marketing strategies in-store, online or through third-party services. In the past, price and product has always driven our buying behaviour. Today, marketing never sleeps. Retail marketing can be driven by your browsing history and tailored to your location. Innovative technologies and consumer data have enabled retailers to market to consumers in a more personalised way, blurring the lines between retail and marketing.

## **Eligibility:**

This award is open to any Australian retail business or marketing agency working with an Australian retailer to undertake retail marketing strategies.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Retail Business Woman of the Year Award

The Retail Business Woman of the Year Award is the newest addition to this year's ARA Australian Retail Awards. Last year, the ARA developed the Women in Retail series which was created to share the stories of inspiring women who are innovating the retail landscape and diversifying management structures. The recipient of this award will demonstrate excellent leadership and management skills, effective communication, creativity and innovation and is a proactive advocate for diversity and equality within the workplace.

## **Eligibility:**

To be eligible for this award, you will need to be a woman in a senior executive position working in a retail organisation currently employed and located in Australia. The winner of this award will need to demonstrate a clear pathway of excellence, outlining how they entered retail, what they have achieved to date and where they see their future.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants' creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Retail Employer of the Year Award

The Retail Employer of the Year award recognises the leading employer of choice within the retail sector. It is pivotal that the winner demonstrates a strong track record in staff engagement, training and development programs, internal communication, community support programs and Corporate Social Responsibility (CSR).

**Eligibility:**

The Retail Employer of the Year Award is open to any Australian Retailer.

**Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

**The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Young Retailer of the Year Award

The Young Retailer of the Year Award is one of the most prestigious awards in the Australian retail landscape. With the Australian retail industry employing 10% of the working population, retail is the lifeblood of this country and is Australia's third largest employer. Winning the Young Retailer of the Year Award will play a major part in your future career. The Young Retailer of the Year Award recognises the importance of celebrating and rewarding young industry leaders of the future. The winner of this award will need to demonstrate a clear pathway of excellence, outlining how they entered retail, what they have achieved to date and where they see their future.

## **Eligibility:**

To be eligible for this award, you will need to be an individual up to the age of 30, and employed in a retail management role, currently employed and located in Australia.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Digital Commerce Retailer of the Year Award

The Digital Commerce Retailer of the Year Award has now been given its own category, due to the exponential growth in online retail market. Similar to in-store customer experience, a strong online presence is now crucial for driving consumer engagement. The winner of this Award will understand that an accessible 24/7 platform is crucial in today's retail landscape. With the online retail market growing exponentially

## **Eligibility:**

The Digital Commerce Retailer of the Year is open to any Australian retailer who has embraced the needs of the new age shopper who likes to purchase anything from anywhere, at any time. The winner will not only embrace a technology empowered system that enhances seamless transaction and instant data online or in store, but actively searches for new ways to improve the customer experience.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)





# 2019 Franchise Group of the Year Award

The Franchise Group of the Year Award acknowledges excellence in the \$146 billion franchise sector across Australia. Like all other retail service providers, the franchise sector has faced challenging trading conditions over the past five years. Instability in financial markets led to negative consumer sentiment and cautious consumer spending on franchised goods and services. New arrivals and industry disrupters are changing the game, with the sector moving away from pure retail merchandise purchasing to the purchasing of services and anything that can be outsourced by time poor millennials and affluent retirees.

## **Eligibility:**

To be eligible for this award, you will need to be a Franchisor of a group trading within Australian retail business. Head offices of Banner & Buying Groups are also eligible to apply for this award.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 National Retailer of the Year Award

The National 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 National Retailer of the Year Award will be presented to an Australian retailer with over 10 stores who demonstrates a strong track-record in cutting-edge marketing strategies, innovative staff management programs and strong leadership.

## **Eligibility:**

To be eligible for this award, you will need to be a retailer operating ten or more stores in multiple states within Australia.

## **Criteria:**

How to address the key criteria components for this submission: The questions within these criteria should be used as guides to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The Judges recommend:**

The judging panel will consider the applicants creative approach to the criteria and the presentation of the submission.

[Register here for free](#)



# 2019 Independent Australian Retailer of the Year Award

The Independent Australian Retailer of the Year Award is recognised as a leader in the retail sector, inspiring their peers and making significant long-term contributions to the industry's vibrancy and sustainability.

The winner of the award will be able to demonstrate a strong track-record in cutting-edge marketing strategies, innovative staff management programs and strong leadership qualities.

## **Eligibility:**

To be eligible for this award, you will be a retailer trading in Australia with ten stores or less and the retailer must be responsible for their own finances and decisions for their stores.

## **Criteria:**

How to address the key criteria components for the submission: The questions within the criteria should be used as a guide to prompt answers – however, we recommend you try to address as many of the questions below as possible.

## **The judges recommend:**

The judging will consider the applicant's creative approach to the following criteria and the presentation of the submission

[Register here for free](#)



# 2019 Australian Retail Graduate of the Year Award

The Diploma of Retail Merchandise Management was developed to bridge the skills gap for buying and planning roles in the industry. On completion of the course, graduates will be equipped with the skills to manage the entire product lifecycle from developing merchandise strategy to promotion and through to quality analysis.

The qualification content is set at a higher level and can be challenging for some students, but the outcome has been very rewarding. The ARA would like to recognise and reward the student who has dared to do as much as he/she was able to throughout the course.

## **Eligibility**

This award is open to graduates of the ARA Retail Institute's Diploma of Retail Merchandise Management qualification. To be eligible, nominees will have successfully completed the course and be issued with the Diploma certificate before 1 July 2019.

The nominees for this award will be **submitted by the ARA Retail Institute's trainers based on a number of questions.**

[Register here for free](#)

# Register for free

## How to apply?

The process is simple, below are the steps to submit your entry:

Register an account

Enter all registration information requested accurately (we may need to contact you)

Select the award or awards you wish to nominate for from the drop down box

Start your entry (save it in-progress).

Submit your entry to be in the running.

We encourage retailers of all sizes to submit an entry, or nominate an influential leader or instrumental employee before Friday, 10 May 2019 via the 2019 ARA Retail Awards platform.

[Register here for free](#)

## Support

If you have any questions on the entry process, please contact the organisers by email to [events@retail.org.au](mailto:events@retail.org.au) or call 1300 368 041