**2019 ENTRY FORM for Retail Awards**

**Australian Independent Retailer of the Year**

**Single Store and Multi Store**

**(Judged by External and Industry Panel)**

***The National Retail Award categories recognise the surf and boardsport industry’s best-in-class retailer for that category. These national awards evolved in 2018 with the state retail awards progressing to Australian Single and Multi Store Retailer of the Year and are judged categories.***

***Australian Independent Retailer of the Year (Single and Multi) and Shop Fit out Of the Year awards will be judged by an independent panel. The panels include business experts who will comprehensively review all nominations and select up to 5 finalists in each category based on your submission. It is important to note that performance is based against the strength of your submission and the ability to address the criteria in the first instance.***

***Once the finalists are determined for the Independent Retailer Of the Year (Single and Multi), the SBIA will be implementing a secret shopper to conduct visits to one of the finalists stores for further assessment which will count for extra points towards your overall score.***

***Please read the “Retailers Awards Nomination Kit” prior to completing your submission.***

**Eligibility:**

1. This award is open to Independent Retailers only.

**The process for nomination through to judging is as follows:**

1. **Brand** Account Managers nominate up to 3 retailers per category. ***Alternatively, Retailers may self-nominate directly with the SBIA.***
2. Nominated retailers are contacted by the SBIAto enable nominees to accept your nomination, a dropbox folder will be set up for submissions.
3. Retailer completes submission entry with supporting documents and uploads to dropbox by 8th August, 2019.
4. Awards are then judged by a panel comprising of a non-conflicting industry judge and an independent judging panel from the Australian Retail Association who will allocate a score to determine the finalists.
5. Once the finalists are determined, the retailer will be given notice that a secret shopper will be attending their store for further assessment, the assessment from the secret shopper will contribute to the overall score of the submission.

**2019 Australian Retailer of the Year (Single or Multi-Door)**

* All entries must be submitted in a PDF document with all questions answered and photos included. All video links must also be included within this document.
* Once completed, please upload your completed PDF submission to your dropbox.
* Your dropbox should also include a high-resolution JPEG of your logo
* All submissions must include the following information on the front page:
	+ Company Name
	+ Store Name & Location
	+ Category entered - SINGLE DOOR or MULTI DOOR
	+ Contact Name
	+ Role
	+ Contact Phone
	+ Contact Email

**Please provide detailed answers and supporting material to the following questions:**

1. Please provide an overview of your business operation and history and your role within the business?

(0 points - context only)

1. Tell us about your business management strategy, systems and processes?

(maximum 30 points available)

1. How do you create your unique customer experience? Ranging from Store Design to Visual Merchandising and Customer Service Standards?

(maximum 15 points available)

1. What are your marketing strategies and activities? What communication channels do you use and why? And how do you differentiate your business in a crowded marketplace?

(maximum 15 points available)

1. How do you develop and engage your employees? How do you engage and support your local community?

(maximum 15 points available)

1. Secret Shopper Evaluation - Criteria will be provided to finalists once announced prior to deployment of secret shopper.

(maximum 15 points available)

**2019 SBIA SURF INDUSTRY AWARDS CHECKLIST**

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| Read the 2019 SBIA Nomination Kit before completing this entry  | **☐** |
| Email admin@sbia.com.au to have a dropbox created | **☐** |
| Upload a business logo that is larger than 300kb in .jpeg format into the dropbox | **☐** |
| Complete the Entry Form/PDF submission and shared the dropbox within your organisation if need be | **☐** |
| Upload the Entry Form into the dropbox ensuring it is completed by 8th August, 2019 | **☐** |
| Ensure all images and videos for each category are uploaded to the drop box and clearly marked | **☐** |
| Mark the 2019 SBIA Surf Industry Awards date in your calendar – October 24th, 2019 | **☐** |



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| **2019 Key Award Dates:**  |  |
| Nominations Open:  | **24th May, 2019** |
| Nominations Close (Voted Categories) | **26th July, 2019** |
| Nominations Close (Judged Categories): | **8th August, 2019**  |
| Voting Opens (voting categories) & Tickets Available | **8th August, 2019**  |
| Voting Categories Closes:Judging Period (judged categories) | **24th August, 2019****12th to 27th August, 2019** |
| Finalists Announced (judged & voted categories): | **5th September, 2019** |
| **Awards Night:** | **Thursday 24th October 2019** |