



We keep coming back!

Entry Kit 2021

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Welcome

This is the 35 th presentation of the Joe Berry Award, the longest standing retail award in Australia. A unique award in its entry conditions and deliverables. An award that brings together a wide cross-section of the retail industry.

The Joe Berry Award was founded in 1986. Joe Berry was born in the UK and in his time was recognized as an innovative thought leader in retail. This award was founded based on recognition and encouragement for young leaders - for the benefit of their individual futures and the future of the retail industry.

Congratulations on registering. There is a self-belief that you have what it takes to be the winner of this highly esteemed award. Don't walk away wondering, "why didn't I submit an entry". Choose a topic and start the process.

There is help for everyone, every step of the way. Just ask!

We encourage you to enjoy the journey as much as the outcome. This is the opportunity to improve your knowledge and interaction with senior leaders in the industry. Something your future-self will thank you for. Talent exposure guaranteed!

Keith Quigg, Award Chairman



Past winners & Judging Panel

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The Award Process

1

Register online then choose from 1 of 5 essay topics.

Only one essay from each entrant will be accepted. The essay topic that is altered will be ineligible.

2

Research and write your 2500-word essay entry.

Talk with others, leaders, mentors to get your perspective clearly outlined.

3

Submit your 2500-word essay entry by 11.59pm, 28th February 2021.

Only entries that meet the award Rules and Conditions will be accepted.

4

Five Judges will mark your essay.

From their scores we select six finalists, to be announced in May 2021.

5

The Six finalists will present their essay to a judging panel on the 11 June 2021.

Final judging may be via zoom.

6

The 2021 Joe Berry Award Winner will be announced in Sydney on the 17th June 2021.

Entry Requirements

1

This award is open to all employees from Retail Stores, Supplier, Warehousing, Marketing, Service Provider, food, pharmacy, hardware, electronics or general merchandise, who will be under-35 at the 31st December 2020.

2

Registration provides you with access to all the information to submitting an entry, which includes the award program and support functions.

3

With this Kit you are registered and have been provided with an Entrant Number. This is your key to entry. Please use this number in all correspondence.

4

Read all of the information carefully and understand the process before you start your essay.

QUESTIONS? entries@joeberryaward.com.au
entries@joeberryaward.uk



Past winner

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Timetable

1
NOV

Award officially opens. Entry Kits are distributed as you register. Pre-registrations are sent Kits.

NOV
TO
FEB

Help Desk is open to all essay writers with assistance from “getting started” through to “final edits”. Help can be by email or by telephone and is available 7-days per week.

28
FEB

Entries close at 11:59pm on this day 2021. All entries received are acknowledged. Entries requiring editing are sent back with time limits advised.

MAR
TO
MAY

Essays are dispatched to judges for reading and for scoring. Scores are received by April 30th and tabulated. Joe Berry Award and Scholarship Finalists are advised in May.

17
JUN

Finalists for the Award will present to the judging panel. The Award and Scholarship finalists will as guests, attend the planned Award Presentation Event.
You can buy tickets at a discount price.

Essay Rules

1

The absolute rule for the length of all essays is no more than **2500-words** for the full document

2

Your entry should be a complete **Word** document containing a:

1. Cover page
2. Simple Index
3. A half to one-page Executive Summary of your essay
4. An Introduction
5. The body of the essay with footnote references only
6. Discussion and implications for the industry
7. Conclusion

* Full Rules & Regulations are available as a PDF at www.joeberryaward.com.au



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Essay Topics

1

Defining Promotion in a New Market

Disruption during the Covid period shows that retail has many new lessons to learn. Changes in the stores traffic, product choices and panic buying have moved the concept of promotions away from the traditional. Both the supplier and the retailer are now reviewing their calendars and looking at how pricing mechanics and promotion will work effectively in a weaker economic growth setting.

Q. How will retail promotions move from the old to the new market and what will become the previously preferred methods of promotion?

Consider past economic experiences and other markets and whether EDLP and High-Low promotions will work in the future. Consider other pricing decisions such as catalogues and pack-price architecture changes. Look at ROI and social media considerations for both and how they will manage price changes and find new ways of joint commitment to promotions.

2

The Necessity of Flexibility in Working Conditions

Traditional business roles affected by Covid-19 include leadership and recruiting. These roles come under extra pressure with communication greatly altered, different face-to-face interactions and restrictions on migration and travel. This situation equally affects employees as everyone wrestles to keep positive business and teamwork in motion.

Q. How will flexible working conditions be used to retain talent, to induct new people into the industry and what changes will this make to leadership roles in coming years?

There are many ways that leadership can be achieved but finding and developing talent is now more difficult. With workers not attending the office regularly, leadership and recruiting skills will change and mentoring talent into the business become challenging. Success requires both the employer and the employee to make flexibility part of the new language of employment and to apply and adopt new practices as a benefit for all.

3

Consumer Behaviour Changes and Digitization.

Online shopping penetration in this market may be different to other developed countries for a number of reasons. Noted effects from the Covid-19 pandemic are changes in consumers behaviour and market digitization. Consequently, online growth has exploded and in addition to grocery home-delivery, online restaurant meals and meal-kits, fashion and general merchandise sales are also thriving.

Q. What is your prediction for changes in consumer shopping behaviour towards online shopping, online share of the industry's sales and the ramifications across the industry from this change?

Much of the recent consumer behaviour changes have been forced although there were trends suggesting this is where shopping was heading. Unable to shop the usual bricks and mortar, shoppers have left the malls and used home confinement as the opportunity to shop online. Define the points of acceleration for online and predict if it will stay high or return to "normal" levels.

Essay Topics cont.

4

The Evolution of Work in the Supply Chain.

Artificial Intelligence is omnipresent as supply chain fulfilment models rapidly evolve and last-mile practices change significantly. During Covid the definition and requirements of “work” have been redefined and sustainability questioned. Workplace locations, planning strategies, labour requirements and infrastructure now demand new skills and new thinking.

Q. What innovations and AI investments do you see shaping the “new” retail industry and what is your forecast for new roles over the next five years?

Strategies for many retail industry businesses will alter rapidly as the need for new and smarter thinking and new fulfilment directions take centre stage. Analyze the path for AI and Sustainability into strategic planning and consider whether the two remain compatible in the future. Discuss ways in which these two activities will become part of the “new” retail thinking.

5

Health and Wellness Trend Marketing

Now an established consumer trend, health and wellness has been magnified in recent times. Some brands have successfully embraced this trend but all brand owners and retailers must be attentive and active, to capture share of the consumers mind and spend in this sector. Various retail formats are building trust through serving health and wellness preferences in specific ways.

Q. Looking through the lens of either a brand owner or retailer, what are the ‘must have’ marketing elements to capture market share in this upward trending category?

Health and Wellness are front of mind in many ways during a pandemic, including the mental effects of lock-downs and changing consumer preferences. New working conditions and changing habits are seeing growing levels of interest for both. Consider how changes in consumer’s mind-set are forcing concentration on health and wellness with innovation to meet growing market demand.

Judges Expectations

The purpose of a short paper is to enable you to focus on the topic questions and to provide a concise, accurate, researched and punchy paper. Judges will be looking for:

- ✓ Your knowledge on the topic.
- ✓ Originality, relativity and a passion for industry improvements.
- ✓ Your research ability, linked to your understanding of the industry.
- ✓ The ramifications of your findings to the future of the industry are pivotal. Your opinion counts!
- ✓ So, write in a way that shows you recognize what you are saying and believe what you are saying!



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