

# 2022 Rules of Competition

THE 36<sup>TH</sup> JOE BERRY AWARD



*Celebrating*

**36**

YEARS

# Who is Joe Berry?

- Born in England, Joe Berry emigrated to Australia in 1919. From a varied career Joe became involved with Claude Fraser, generally known as the father of Self-Serve groceries in this country. Claude was the founder of BCC (Brisbane Cash & Carry) which was later to become the backbone of the Woolworths growth in the Australian grocery markets. Constantly looking for new ideas, Joe's quest for information took him on overseas study tours, particularly the United States. He was always looking for modern fresh ideas to implement in the grocery scene. Not only did Joe contribute to the growth and development of BCC, his ideas and innovations dramatically affected the industry as a whole. Many practices taken for granted today, such as the supermarket trolley, were initially introduced and trialed by Joe Berry in the early 1950's.
- Open front refrigeration was first commissioned by Joe Berry, along with pre-packed fruit and vegetables and the common "twist-tie". Joe later developed self-serve wholesale warehouses. All of these innovations are now commonplace within the industry worldwide. Joe's involvement in the grocery trade was continued by his son John, who was himself, a major part of the independent supermarket scene. John talks proudly of his father's innovative contribution to the industry and it is for this reason that the Joe Berry Awards exist, so that innovation can continue through young executives.

## Our History

- The Joe Berry Award was launched in 1986 by the Queensland Grocery Industry Association. The first winner, Bernie Brookes AM, Buyer, Woolworths, who wrote on Category Development. Bernie has gone on to hold senior retail positions internationally and is the Award Patron. Our 35<sup>th</sup> winner, Thea Dickinson, Mars Wrigley Activity Development Leader, wrote on Consumer Trends and Digitization.
- The purpose of the Award; to allow young executives from all parts of the industry to compete for a prestigious award. The program also allows Award sponsors to observe closely, the talent that exists across the industry. The prize was designed to allow the winner to add further and wider knowledge of retail to their personal portfolio. The Award has been run every year since 1986, (except 2005). Since 2006, the Award has had its home in Sydney and it has been expanded to cover all of Australia. The Award has grown greatly in that time and the number of sponsoring companies has also increased rapidly. Currently we are opening up for entries from New Zealand and starting a parallel award in the UK.
- The competition remains industry wide. The finalists and winners are from a variety of companies and roles and gone on to be promoted to senior positions.



# Joe Berry Award Alumni



Thea Dickinson

2021 – Thea Dickinson  
2020 – Patricio Servat  
2019 – Alec Renehan  
2018 - Esra Ozege  
2017 - Rory Gilbert  
2016 - Clementine Churchill  
2015 - Sarah Hughes  
2014 - Simon Padovani-Ginnies  
2013 - Graham Fairbairn  
2012 - Jessica Richmond  
2011 - Steven Bean  
2010 - Kerryn Waters

2009 - Brett Griffiths  
2008 - Paul Heppell  
2007 - Kelly Viney  
2006 - Darren Grace  
2004 - Delma Honiball  
2003- Amanda Glover  
2002 - James Oliver  
2001 - Adam Beegling  
2000 - Anthony George  
1999 - Peter Syson  
1998 - Belinda Densley  
1997 - Leisa Bacon

1996 - Gary Dunn  
1995 - Tony Klatt  
1994 - Melinda King  
1993 - Ross Carlton  
1992 - Debra Carlton  
1991 - Claude Sorbello  
1990 - Murray Johnston  
1989 - Bruce Perkins  
1988 - Julian Taylor  
1987 - Chris Mitchell  
1986 – Bernie Brookes

*“We keep coming back”*

Link to the Joe Berry Award movie

<https://www.youtube.com/watch?v=stlt9qNqkwU>

# Award Entry Process

The 2022 Joe Berry 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 2021.

Registration does not commit you to submitting an entry.

Registration does provide you with access to the award program and support functions.

Now that you have registered you have been supplied with an Entrant Number. (E.g.JBA-22-XXX)

This is your key to entry. Please use this number in all correspondence.

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

Use the WORD template provided for your essay submission.

Contact [entries@joeberryaward.com.au](mailto:entries@joeberryaward.com.au) if you have any questions or are missing any information.

**Entries Close on February 28th, 2022 (11:59pm)**

- ▶ The Joe Berry Award Winner receives -
  - ▶ The Joe Berry Award Title and Trophy.
  - ▶ A Retail Educational Scholarship opportunity which may include international travel.
  - ▶ The documenting your year on the Joe Berry Award Facebook page so the Australian retail industry can follow your experiences as the Award winner.
  - ▶ A feature in Retail World which will include their essay and travel report.
  - ▶ An invitation to speak at the following (conditions allowing) - 2022 AFGC Forum, the 2022 Joe Berry Awards Event and Retail Company Meetings.
- ▶ Other program awards may include: The Trading Partners Forum Scholarship and One-Day Tour

November 2021 – February 2022	March / April 2021	June 23 <sup>rd</sup> 2022	23 <sup>rd</sup> June 2022
<p><b>#1 - Register</b></p> <p><b>#2 - Prepare, research, write and edit your essay submission.</b></p> <p><b>Help is available for this – use it!</b></p> <p><b>#3 - Submit your work.</b></p> <p><b>Non-compliant essays submissions will be returned for editing.</b></p> <p><b>#4 – Wait for our call.</b></p>	<p>Initial judging of submitted essays.</p> <p>All essays are distributed with Entry Numbers only among 70 judges. Typically, judges will receive several essays on the same subject.</p> <p>Scores are out of 100 for essay scoring.</p>	<p>Six top ranking essays will be invited to the final judging.</p> <p>Finalists will have 60 minutes to present their essay and to respond to questions from the judging panel.</p> <p>All finalists receive the same time and conditions for their presentation.</p>	<p>The winner will be announced in Sydney at our Presentation Dinner.</p> <p>Finalists will be the guests of the Activate Australia and will be interviewed during the event.</p> <p>The event is open to everyone and ticketing is available through the web site.</p>

ITEM - RULE	REQUIREMENT	NOTES
<b>Content</b>	<p>Complete essay documents must be <b>no more than 2000 words in total</b>, as measured by the word count on the bottom of the WORD screen, providing around 1900 words of actual essay text.</p> <p>Essays over 2000 words will be returned for editing.</p>	<p>Word count will be based on the 'bottom-of-screen' reading of your essay word count, which may include non-standard referencing, charts and diagrams.</p> <p>Using the prescribed '<b>ab</b><sup>1</sup> referencing style' will eliminate references from this count. <u>Do not</u> add a reference page at the end of your essay.</p> <p>All work must be original and not have been submitted previously to any competition or institution. References by name to your place of work are discouraged as this affects the judging process. Brand referencing is acceptable.</p>
<b>Referencing</b>	<p><b>Word ab<sup>1</sup> Insert Footnote</b> Referencing must be by Word-Referencing-Tab and bottom of page reference detailing,</p>	<p>**Left-Click the word-count at the bottom of your screen and make sure the appropriate box is <u>un-ticked</u> to take references out of your word-count.</p>
<b>Submitting</b>	<p>You must save and <u>submit</u> your entry electronically, in <b>WORD</b> format, using the unique entrant number allocated to you at registration.</p>	<p>A confirmation of receipt of entry will be sent within 24 hours.</p> <p>Submitted electronically to <a href="mailto:entries@joeberryaward.com.au">entries@joeberryaward.com.au</a></p> <p><b>E.g. JBA 22-XXX Mary Jones</b></p>
<b>Layout - Template Provided</b>	<p>Essays must be prepared with Microsoft Word, using:</p> <ul style="list-style-type: none"> <li>- Arial 12 font;</li> <li>- 1.15 line spacing</li> <li>- 2cm margin on both page sides.</li> </ul>	<p>The included Template is your starting point. Use this template and you will be close to compliant the moment that you start!</p>

ITEM - RULE	REQUIREMENT	NOTES
<p><b>Layout (cont.)</b></p>	<p>Use the provided Template with your full contact details, place of employment, entry number, word count, time employed in the industry attesting to the originality of the work.</p> <p>The essay layout order:</p> <ul style="list-style-type: none"> <li>- Cover Page</li> <li>- Introduction</li> <li>- Body of work</li> <li>- Conclusion.</li> </ul> <p>Each page must have a Header showing abbreviated topic, page number, entry number.</p>	<p>Your cover page <u>Personal Information will be removed</u> prior to judging.</p> <p>All judging pre-finals is done anonymously, using entry numbers with no reference to employer, age, gender or location.</p> <p>Use the template for your essay – easier to get started.</p> <p>E.g. Topic 2- Industry Disruption                      Page 2                      JBA22-xxxx.</p> <p>Make sure <u>no personal details</u> appear in the header.</p>
<p><b>Support &amp; Advice</b></p>	<p>Having chosen a topic, create a simple matrix of 5 key points, then write 5 supporting points under each key point. Now you have the basics and your template, start writing. (<i>By the way - You are not limited to 5 key points.</i>)</p> <p>The <a href="http://www.joeberryaward.com.au">www.joeberryaward.com.au</a> website has copies of some 2019 - 2021 entries that will show you what is required for content.</p>	<p>If you require assistance in developing your entry you are free to use the following support services:</p> <ul style="list-style-type: none"> <li>• The Activate Australia – Joe Berry office for information clarity, 'how to start assistance' and mentoring during the process <a href="mailto:entries@joeberryaward.com.au">entries@joeberryaward.com.au</a></li> <li>• Your own company team or management.</li> <li>• Internet and library services provided that the essay is your own work and free of any plagiarism.</li> <li>• YouTube Podcasts on the Joe Berry Award</li> <li>• Yourself: re-read and check your work for spelling, grammar and continuity as many good essays fail on the lack of author revision.</li> </ul>

ITEM - RULE	REQUIREMENT	NOTES
<p><b>Judging</b></p>	<p>There are two judging sections:</p> <p>Scores are out of 100 and the results are totalled and averaged to provide a ranking.</p> <p>Judges feedback is not provided at the judging, this may be provided later.</p>	<p>1. Essays are distributed to around 70 judges for scoring based on specified criteria. The essays are sent out “blind” (no names, no employer details) and no judge receives an essay from their own company entries. Each essay will go out to 5 judges, usually with other essays of the same topic.</p> <p>2. The top 6 essays receive invitations to face the judging panel on June 23<sup>rd</sup> 2022. The panel is comprised of 25 senior executives from the sponsor group. Each finalist has 1-hour to present their topic, face Q&amp;A on the essay and Q&amp;A on general industry knowledge.</p>
<p><b>F.A.Q.</b></p>	<p>There may be many questions as you plan your essay submission. Some common questions are shown here.</p> <p>If you have specific questions, just ask, and we will respond to you very quickly so that you can keep your work in motion.</p> <p><a href="mailto:entries@joeberryaward.com.au">entries@joeberryaward.com.au</a></p>	<p><b>Q.</b> Do charts or graphs change the word count? -- <b>A.</b> Only if you have explanatory notes attached to the graphic.</p> <p><b>Q.</b> Who will be judging my essay and what are the criteria for judging? -- <b>A.</b> We have a panel of 70 judges including prior winners and senior executives. The criteria – Introduction, Body of essay, Flow of Information, Relevance to the Topic, Research and Personality, Conclusion.</p> <p><b>Q.</b> My referencing is being included in the word count. Can I have additional words? <b>A.</b> No. If you use the correct Word Referencing it will not be included in the count. (At the bottom of your page, left-click the actual count number and <u>un-tick</u> the box that will appear. This eliminates the references from your word count.)</p> <p><b>Q.</b> Why do I need my full details on the Cover Page? -- <b>A.</b> Once your essay is submitted, we need to be able to find you if the essay needs editing or you have moved employment or made the finals. These details are removed before the essay goes out to the judges.</p> <p><b>Q.</b> Is the Cover Page included in my word count? -- <b>A.</b> Yes, the <u>total essay document</u> must not exceed 2000 words. A Cover Page will be about 100 words.</p>

**COVER PAGE (E.g.)**

**The Joe Berry Award 2022**

**Topic 2 – Question A - The Disruption to Workplaces in the Retail Industry**

Entrant Number: JBA-22-XXX

Name: Joseph Berry

Address: 150 Elective St, Almond, Vic, 3900

Mobile: 0456 12 52#

Email: joseph@mydesk.com.au

Employer \_\_\_\_\_

Location \_\_\_\_\_

Years in the industry: \_\_\_ years

By submitting I confirm that the work submitted is my own work and that all notated references are available for public use.



*"We keep coming back"*



Celebrating  
**36**  
YEARS

Rory Gilbert

Alec Renehan

Esra Ozege

Sarah Hughes

Clementine Churchill