

# THE RULES

## REQUIREMENT

## NOTES

### Layout (cont.)

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.

The essay layout order:

- Cover Page
- Index (optional)
- Executive Summary/Introduction
- Body of work
- Conclusion.

Each page must have a Header showing abbreviated topic, page number, entry number.

Your cover page Personal Information will be removed prior to judging.

All judging pre-finals is done anonymously using entry numbers only, with no reference to employer, age, gender or location.

Use the template for your essay – easier to get started.

E.g., Topic 2- Industry Impact

Page 2

JBA24-xxxx.

Make sure no personal details appear in the header.

### Support & Advice

Having chosen your preferred 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 researching and writing. (*By the way - you are not limited to 5 key points.*)

The [www.joeberryaward.com.au](http://www.joeberryaward.com.au) website has copies of some 2019 - 2023 entries that will show you what is required for content.

If you require assistance in developing your entry, you are free to use the following support services:

- The Activate Australia – Joe Berry office for information clarity, 'how to start assistance and mentoring' during the process [entries@joeberryaward.com.au](mailto:entries@joeberryaward.com.au) 0403 003 809
- Your own company team or management. (a good idea!)
- Internet and library services provided that the essay is your own work and free of any plagiarism. AI generated essays are not accepted.
- YouTube Podcasts on the Joe Berry Award
- Yourself: re-read and check your work for spelling, grammar and continuity as many good essays fail for the lack of author revision.

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<b>Judging</b>	<p>There are two judging sections: Essay &amp; Final</p> <p>Scores for essays 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>Eligibility for final judging.</p>	<ol style="list-style-type: none"> <li>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.</li> <li>Each essay will go out to at least 5 judges, usually with other essays of the same topic.</li> <li>The top 6 essays receive invitations to face the judging panel in June 2024. The panel is comprised of 25 senior executives from the sponsor group. Each finalist has approx. 1-hour to present their topic, face Q&amp;A on the essay and Q&amp;A on general industry knowledge.</li> <li>To receive an invitation to be judged <u>you must be available</u> on the selected date.</li> </ol>
<b>F.A.Q.</b>	<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! 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 made the finals but moved employment.</p> <p><b>Q.</b> Is the Cover Page included in my word count? – <b>A.</b> No, the <u>essay cannot exceed 2000 words with the Cover Page removed.</u></p>

# THE COVER

E.g. Topic #2A Disruption in Retail

Page 1

JBA24-798

## COVER PAGE (E.g.)

### The Joe Berry Award 2024

#### Topic 2 – Question A - The Digital Disruption in Retail

Word Count: 2000

Entrant Number: JBA24-798

Name: Joseph Berry

Address: 150 Elective St, Voting, Vic, 3900

Mobile: 0456 12 52#

Email: [joseph@mydesk.com.au](mailto: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. No AI assisted technology has been used to construct this essay

I acknowledge that my essay becomes the property of the Joe Berry Award program.

# JOE BERRY ALUMNI

2023 Lina Trofiniak



2024 - YOU  
2023 - Karolina Trofiniak  
2022 - Benjamin Jacobs  
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 (Bullpitt) Waters  
2009 - Brett Griffiths  
2008 - Paul Heppell

2007 - Kelly (Willingale)Viney  
2006 - Darren Grace  
2005 - *Not Presented*  
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 Dunne  
1995 - Tony Klatt  
1994 - Melinda (King) Smith  
1993 - Ross Carlton  
1992 - Debra Carlton  
1991 - Claude Sorbello  
1990 - Murray Johnston  
1989 - Bruce Perkins  
1988 - Julian Taylor  
1987 - Chris Mitchell  
1986 - Bernard Brookes

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Link to the Joe Berry Award movie and presentations <https://www.youtube.com/watch?v=stlt9aNgkwU>