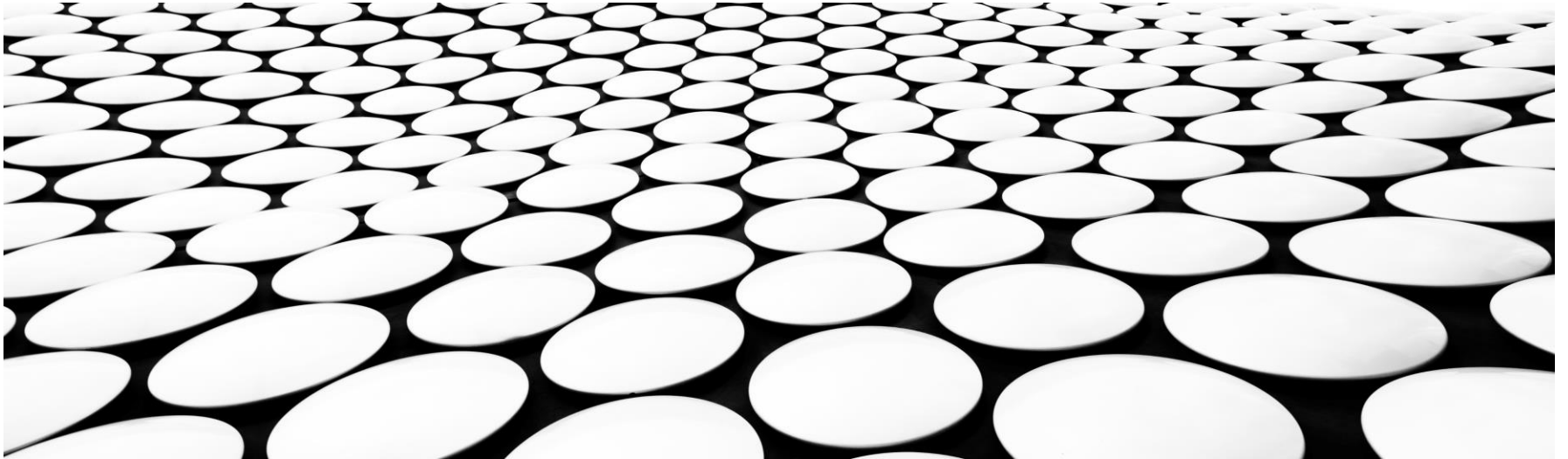


THE 39TH JOE BERRY AWARD

2025 Program Rules & Tips

ACTIVATE[®]



Award & Essay Rules

- 01 Essays must be your own work and express your opinions on your chosen topic.

- 02 The TOTAL essay, excluding the Cover Page and Index, must be no more than 2000 words.

- 03 Artificial (A.I.) composed essays will not be accepted.

- 04 Font must be ARIAL 12pt at 1.15 spacing.

- 05 An Executive Summary is required for all essays.

- 06 Submissions must be 'WORD' documents only, using the provided template.

- 07 Referencing is 'Word - footnote style' with the word-count box 'unticked'.

- 08 You must be under 35 at the 31st December 2024 (i.e., born in 1990 or later).

- 09 **Read your 'Rules of Competition' PDF, all the information is included!**



Who was 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 talks proudly of his father's innovative contribution to the industry. It is for this reason that the Joe Berry Awards named, so that innovation can continue through talented young executives.

Our Award History

- The Joe Berry Award was launched in 1986 by the Queensland Grocery Industry Association (QGIA). The first winner, Bernie Brookes AM, Buyer, Woolworths, who wrote on Category Promotions. Bernie has gone on to hold senior retail positions internationally and is the Award's Patron.
- Our 38th winner, Olivia Grey, Sunrice Senior Brand Manager, wrote on Retail Media a Suppliers Perspective.
- The purpose of the Award; to allow young executives from all parts of the industry to compete for a prestigious award. The program allows Award sponsors to closely observe 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 since 1986 and since 2006 has its home in Sydney while expanding to cover all of Australia and New Zealand. The Award has grown greatly in that time and the number of sponsoring companies has also increased rapidly. The Joe Berry Alumni, winners and invited finalists. Are backing the award with mentoring and advice.
- The competition remains industry wide with finalists and winners from a range of companies and roles going on to senior industry positions.

ACTIVATE*



AWARD ENTRY PROCESS

Entries **Open** Officially on November 1st, 2024
(12:00am)

The 2025 Joe Berry Award is open to all employees from Retail Stores, Suppliers, Warehousing, Marketing, Service Providers, food, pharmacy, hardware, electronics or general merchandise, who will be under-35 at the 31st December 2024. (I.e., born 1990 or later)

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

On completion of registration, you will be supplied with an Entrant Number. (E.g., JBA25-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 if you have any questions, need assistance or are missing any information.

Registration does not commit you to submitting an entry and is free of cost.

Entries **Close** on February 28th, 2025 (11:59pm)

THE CALENDAR

REGISTRATION INFORMATION

November 2024 – February 2025	March / April 2025	May 2025	June 2025
<p>www.joeberryaward.com.au</p> <p>#1 – Select a topic that is inline with your experience or one that will test your knowledge.</p> <p>#2 - Prepare, research, write and edit your essay submission.</p> <p>Help is available for this – use it!</p> <p>#3 - Submit your work.</p> <p>Non-compliant essays submissions will be returned for editing.</p> <p>#4 – Wait for our call in May 2024.</p>	<p>Initial judging of submitted essays.</p> <p>All essays are distributed with Entry Numbers only among 75 judges. Typically, judges will receive essays on the same subject.</p> <p>Scores are out of 100 for essay scoring.</p> <p>www.joeberryaward.com.au</p>	<p>Six top ranking essays will be invited to prepare for the final judging. They will produce, with support a slideshow based on their essay with a 20-minute / 15-slide limit.</p> <p>Judging in June -All finalists receive the same time and conditions for their presentation.</p>	<p>Finalists will have 55 minutes to present to and to respond to questions from the judging panel.</p> <p>The winner will be announced in Sydney at our Presentation Event on June 13th, 2024.</p> <p>Finalists will be the guests of Activate Group 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>

*** Submitted essays become the property of Activate Group Australia and the Joe Berry program. If any essay or essay part is used in publication the essay writer will be acknowledged. Essays may be distributed with or without naming post the final judging date.

The Rules

	REQUIREMENT	NOTES
<p>Content – Max 2000 Words</p> <p>AI is not permitted!</p>	<p>Complete essay documents must be no more than 2000 words <u>in total</u>, excluding your Cover Page and Index, as measured by the word count on the bottom of the WORD screen, providing 2000 words of actual essay text.</p> <p>Essays over 2000 words may be initially accepted but will be returned for editing down to the limit.</p> <p><u>AI constructed or assisted essays</u> will not be accepted</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><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..</p> <p>References by name to your place of work are discouraged as this affects the judging process. Brand references are acceptable as long as they are neither promoting or disparaging to the brand.</p>
<p>Referencing – Word Style</p>	<p>Word Referencing Tab ab¹ - Insert Footnote</p> <p>Referencing must be by Word-Referencing-Tab and ab¹ bottom of page reference placement,</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>
<p>Submitting – in WORD</p>	<p>You must save and <u>submit</u> your entry electronically, in <u>WORD</u> format, using the unique entrant number allocated to you at registration.</p> <p>Do Not send PDF versions.</p>	<p>A confirmation of receipt of entry will be sent within 24 hours.</p> <p>Submitted electronically to entries@joeberryaward.com.au</p> <p>E.g., JBA25-000 Marty Jonesy</p>
<p>Layout - Template Provided</p>	<p>Essays must be prepared with Microsoft Word, using:</p> <ul style="list-style-type: none"> - Arial 12 font; - 1.15 line spacing - 2cm margin on both page sides. 	<p>The included Template is your starting point. Use this template and you will be close to compliant the moment that you start!</p>

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
- 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 name, employer, age, gender or location.

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

E.g., Topic 2- Industry Impact Page 2 JBA25-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 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 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.

The Rules

REQUIREMENT

NOTES

	REQUIREMENT	NOTES
Judging	<p>There are two judging sections: Essay Judging & Final Judging</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,</p> <p>This may be provided later.</p> <p>Eligibility for final judging.</p>	<ol style="list-style-type: none">1. Essays are distributed to around 75 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.2. Each essay will go out to at least 5 judges, usually with other essays of the same topic.3. The top 6 essays receive invitations to face the judging panel in June 2025. The panel is comprised of 28 senior executives from the sponsor group. Each finalist has approx. 1-hour to present their topic, face Q&A on the essay and Q&A on general industry knowledge.4. To receive an invitation to be judged <u>you must be available</u> on the selected date.
F.A.Q.	<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>entries@joeberryaward.com.au</p>	<p>Q. Do charts or graphs change the word count? -- A. Only if you have explanatory notes attached to the graphic.</p> <p>Q. Who will be judging my essay and what are the criteria for judging? -- A. We have a panel of 75 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>Q. My referencing is being included in the word count. Can I have additional words? A. 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>Q. Why do I need my full details on the Cover Page? -- A. 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>Q. Are the Cover Page and Index included in my word count? -- A. No, the_essay cannot exceed 2000 words with the <u>Cover Page and Index removed</u>.</p>

COVER PAGE (E.g.)

The Joe Berry Award 2025

Topic 2 – Question A - The Digital Disruption in Retail

Word Count: 2000



THE COVER PAGE

Entrant Number: JBA25-798

Name: Joseph Berry

Address: 150 Elective St, Voting, 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. 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.

