**Joe Berry Award 2026**

Entry – JBA-26-000

**Topic Title:**

**Question #:**

Your number here

**Word Count (max. 2000) #**

\* NAME:

\* Topic Chosen:

\* Home Location - Town/Suburb-City:

\*Employer:

\*Company Email Address:

\*Personal Email Address: *(In case you move to a new role)*

\*Mobile Number:

\*Years Employed in Retail:

*I confirm that the work submitted is my own work and that all notated references are available for public use. No AI generated text has been used to construct this essay*

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

***Add Initials here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**Your Cover Page and Contents are not included in your Word-Count.**

**Cover Page information is removed before distribution to readers.**

**THIS PAGE IS NOTES & IDEAS ONLY – NOT PART OF AN ESSAY**

**ONCE YOU HAVE YOUR ESSAY CORRECTLY TEMPLATED REMOVE THIS PAGE**

* **Use this template for your essay – makes compliance easier!**
* **Use your own section headings, ours are just a guide!**
* **Remove these notes from your essay submission!**

*The rules to use:*

* *Arial – 12-font with Spacing @ 1.15,*
* *Word Referencing Tab ab1 insert footnotes format*
* *Maximum word count* ***2000****. Left-click the word-count number at the bottom your page and un-click the box - ‘Include textboxes, footnotes’ etc.*
* *Finally - adjust the header to suit your topic and number.*

**Page 2: INDEX / CONTENTS – not included in count**

**Page 3: Executive Summary:** (around 0.5 to1-page – circa 200 words)

* In this space write paragraphs that outline your essay and lead the reader into your research and debate, capturing their interest in what you have to say. Make some statements of fact from your research and pose a question on why the reader should take in your advice. Add your opinion on what your writing on this topic means to the industry’s future and progress.

**Page 4: Introduction:**

* In this introduction, draw your readers into the debate by making comments on what the topic means and how this paper and research will detail the future etc.

**The Essay Body of Work:** (around 7-pages – 1600 words plus your graphics)

* In this space write your essay story and define the research and reasons why your presentation will provide new ideas and reasoning. Make sure you include your own opinion on key research or ideas. Make minor conclusions or suggestions on the logic being used and the value it has to the industry. Use your own headings to highlight the key sections.

**Conclusion:** (around 0.5 to 1-page – 200 words)

* Bring the essay to its final point, remind the reader of the flow of information and make bold statements on why your conclusion is valid.

**Tip** – Keep to the rules shown above and in those your Entry Kit.

**Remember** that the essay reader has not done the research that you have and they want to hear about what is new and what other people are thinking on this topic. **Reset your Headers/Footers** after the essay is complete to ensure that all is as you planned.