



ACTIVATE®

A graphic of a red award ribbon or banner with the JBA logo and text.

JBA
JOE BERRY
AWARD

ENTRY KIT RULES

2026 JOE BERRY AWARD

2025 Joe Berry Award Winner



Holly Gregory

Assistant Brand Manager – Arnott's Group

Holly Gregory is the Assistant Brand Manager for Tim Tam at Arnott's, where she spearheads innovation for Australia's iconic chocolate biscuit. Holly brings a passion for continuous improvement and brand excellence to the Arnott's portfolio.



AWARD ENTRY PROCESS

Entries **Open** Officially
November 1st, 2025 (12:00am)

Entries **Close**
February 28th, 2026 (11:59pm NSW/VIC)

The 2026 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 2025 (i.e., born 1991 or later).

- 1 Registration provides you with access to the award program and support functions.
- 2 On completion of registration, you will be supplied with an Entrant Number. (E.g., JBA26-XXX)
 This is your key to entry. Please use this number in all correspondence.
- 3 Read all of the information carefully and understand the process before you start your essay.
- 4 Use the **WORD** template provided for your essay submission.
- 5 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.

The Calendar

| Registration Information

November 2025 – February 2026

www.joeberryaward.com.au

1. Select a topic that is inline with your experience or one that will test your knowledge.

2. Prepare, research, write and edit your essay submission.

3. Submit your work.

Non-compliant essays submissions will be returned for editing.

4. Wait for our call in May 2026.

March / April 2026

Initial reading/judging of submitted essays.

All essays are distributed with Entry Numbers only, among 100 readers. Typically, readers will receive essays on the same subject.

Scores are out of 100 for essay scoring.

www.joeberryaward.com.au

May 2026

Six top ranking essays will be invited to progress to the final judging. They will produce, with support, a slideshow presentation between 10 – 12 minute / 14 slide limit.

Judging in June - All finalists receive the same time and conditions for their presentation.

Finalists must be available to physically attend the judging, in-person, in Sydney on the selected June date.

June 2026

Finalists will have 55 minutes to present to and to respond to questions from the judging panel.

The winner will be announced in Sydney at our Presentation Event 6 June 11th, 2026.

Finalists will be the guests of Activate Group Australia and will be interviewed during the event.

The Event is open to all and ticketing is available through the web site.

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

The Rules

	REQUIREMENT	NOTES
Content – Max 2000 Words Fully AI is not permitted!	<p>Complete essay documents must be no more than 2000 words in total, excluding your <u>Cover Page and Index</u>, 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>Fully AI constructed essays will not be accepted</u></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>
Referencing – Word Style	<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 un-ticked to take references out of your word-count.</p>
Submitting – in WORD	<p>You must save and <u>submit</u> your entry electronically, in WORD format, using the unique entrant number allocated to you at registration.</p> <p><u>Do Not</u> 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., JBA26-000 Marty Jonesy</p>
Layout – Template Provided	<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.)	<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">- Cover Page- Index- Executive Summary- Introduction- Body of work- Conclusion. <p>Each page must have a Header showing abbreviated topic, page number, entry number.</p>	<p>Your cover page Personal Information will be removed prior to judging.</p> <p>All judging pre-finals is done anonymously using entry numbers only, with no reference to name, employer, age, gender or location.</p> <p>Use the template for your essay – easier to get started.</p> <div data-bbox="1168 401 1804 484" style="background-color: #f0e6ff; padding: 10px; border: 1px solid #ccc;"><p>E.g., Topic 2- Industry Impact Page 2 JBA26-XXX</p></div> <p>Make sure <u>no personal details appear</u> in the header.</p>
Support & Advice	<p>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. <i>(By the way - you are not limited to 5 key points.)</i></p> <p>The www.joeberryaward.com.au website has copies of some 2019 - 2025 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">• The Activate Australia – Joe Berry Award 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
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 2026. The panel is comprised of 30+ senior executives from the sponsor group. Each finalist has 55-minutes 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 you must be available 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 un-tick 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 Cover Page and Index removed.</p>

The Cover Page

E.g. Topic #2A Disruption in Retail

Page 1

JBA24-798

COVER PAGE (E.g.)

The Joe Berry Award 2026

Topic 2 – Question A - The Digital Disruption in Retail

Word Count: 2000

Entrant Number: JBA26-798

Name: Joseph Berry

Home Location – Town/Suburb-City:

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.

JBA

ACTIVATE
Joe Berry Award

40th
YEAR
ANNIVERSARY
**JOE BERRY
AWARD**

ENTRY KIT RULES
