



**2010 VANA EXCELLENCE AWARD CELEBRATION –  
SPONSOR NOMINATION – Newsagent Of The Year - DISTRIBUTION**

## **ENTRY REQUIREMENTS FOR SPONSOR NOMINATIONS**

There is to be 6 finalist newsagencies from Victoria for the Distribution Category, chosen by a panel of industry partners/suppliers. The finalists will be assessed against specific criteria and one will be elected as the Winner for the Distribution Category.

### **SUBMITTING AN ENTRY**

- A submission is required in respect of each nominee on the submission form attached.
- All questions need to be completed and additional information can be attached as an option.
- Detailed financial information is not required; however examples using dollar and percentage growth over time are encouraged. Graphs and diagrams can also be used.
- Newsagents can be nominated in both the Retail and the Distribution category: a submission for each category must be provided.
  - Photographs can be supplied to support the application.
- A soft copy/electronic copy may be emailed to [cioannou@vana.com.au](mailto:cioannou@vana.com.au). A hard copy or document on CD can be mailed to VANA Ltd – 806-810 Nicholson Street – North Fitzroy VIC 3068. Alternatively, the submission can be faxed on 03 9482 1799.

**ALL ENTRIES MUST BE RECEIVED NO LATER THAN  
CLOSE OF BUSINESS ON TUESDAY 1<sup>ST</sup> DECEMBER 2009**



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**JUDGING**

- Judging to decide on the finalists will be conducted by an independent panel made up of key Industry Partners and will be based on submissions received. Finalists do not need to present themselves for a personal interview.
- The preliminary meeting will take place on **Friday 4<sup>TH</sup> December 2009** at 11:00am VANA Ltd office.
- A final meeting to decide on the winner will be held on **Friday 15<sup>th</sup> January, 2010 at 11:00am.**

**JUDGING FORMAT**

<ul style="list-style-type: none"> <li>• <b>The written Submission</b></li> </ul>	<p>A sponsor nominating a newsagent is required to send the attached form completed by the nominated due date. It should be remembered that this category is “Distribution” and therefore the submission should not contain information about the “Retail” part of the business.</p>
<ul style="list-style-type: none"> <li>• <b>Voting procedure</b></li> </ul>	<p>Judging will be balanced, taking into account the differences between newsagencies. Every newsagency will be given equal opportunity to achieve the Victorian award.</p>
<ul style="list-style-type: none"> <li>• <b>Option Individual Assessments</b></li> </ul>	<p>Representatives of the judging panel may conduct an individual onsite assessment prior to the final judging meeting.</p>

**KEY DATES TO REMEMBER**

Written nomination submission to VANA Office  
 Judging meeting day - Preliminary  
 Judging meeting day – Final  
 NOTY Excellence Award Celebration

**Tuesday 1<sup>st</sup> December 2009**  
**Friday 4<sup>th</sup> December 2009**  
**Friday 15<sup>th</sup> January 2010**  
**Saturday 27<sup>th</sup> February 2010**



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**TERMS AND CONDITIONS – DISTRIBUTION**

**AWARDS**

The Victorian finalists and winner in each category will be honoured at the Victorian Newsagent of the Year Award Celebration. This year the event will be held at the Sofitel Melbourne on Collins on Saturday 27th February 2010.

The Victorian finalists will be presented with an award in recognition of their nomination.

The “Victorian Newsagent of the Year Winner” in the Distribution category will have their costs for participation in the National awards covered by VANA to the value of \$4,000.00 (*incl GST*) and a plaque commemorating the occasion.

**PRESENTATION AT THE EXCELLENCE AWARD**

**INSPIRATION AND INNOVATION**

- All finalists will be presented at the Newsagent Of The Year Excellence Award ceremony to provide the attendees with an insight into the finalists' businesses.



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**APPLICATION FORM – DISTRIBUTION**

NOMINATOR'S DETAILS			
Name of nominator		Company:	
Contact number		Date	

BUSINESS DETAILS			
Name of Business			
Address			
Suburb		Postcode	
Business Phone		Business Fax	
Contact name		Mobile/Direct line	
Email Address			

DECLARATION	
Nominator's declaration	<ul style="list-style-type: none"> <li>I warrant that the information submitted in this entry is true and correct</li> </ul> <p>_____ Signed</p> <p>_____ Date</p>
Send you completed self nomination form to:	<p>Email: <a href="mailto:Cioannou@vana.com.au">Cioannou@vana.com.au</a></p> <p>OR a submission on CD or hard copy can be mailed to VANA Ltd – 806 – 810 Nicholson Street, North Fitzroy VIC 3068 OR Fax to 03 9482 1799</p>
Due date:	<p><b>ALL ENTRIES MUST BE RECEIVED NO LATER THAN CLOSE OF BUSINESS ON TUESDAY 1<sup>st</sup> DECEMBER 2009</b></p>



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**SUBMISSION**

Please answer the following questions and mark each section:

**\_\_ /20**

**1.- EXCELLENCE IN CUSTOMER SERVICE (20%)**

- Do they have sufficient staff and back up staff to cover delivery area and to service customers?
- Yes  No
- What staff training in Customer Service has been implemented? \_\_\_\_\_

Do they have a Business Plan and / or Performance Criteria for the current and future operation of the business?  Yes  No

- Please tell us:
  - How many Home deliveries per week do they do? \_\_\_\_\_
  - Trading hours: am to pm
  - Does the owner have direct contact with customers:  Yes  No
  - Are they community involved?  Yes  No
  - If, yes, please give details: \_\_\_\_\_

- Is the business well laid out and a friendly place to visit?
- Yes  No

**\_\_ /20**

**2.- MARKETING AND PROMOTIONAL INITIATIVE (20%)**

- Have they participated in Supplier initiated promotions over the past year?  Yes  No
- If, yes, please give details: \_\_\_\_\_

- Have they initiated their own marketing promotions in the last year?  Yes  No
- If, yes, please give details: \_\_\_\_\_

**\_\_ /10**

**3.- COMMITMENT AND INVOLVMENT IN NEWSAGENCY INDUSTRY (10%)**

Do they attend:

- Regional Meetings  Yes  No
- State conference  Yes  No
- ANF Conference  Yes  No
- Marketing group function  Yes  No
- Have the owners or their staff been involved in training program(s)?  Yes  No
- If, yes, please give details: \_\_\_\_\_

**\_\_ /15**

**4- SUCCESS IN GROWING CUSTOMER BASE (15%)**

- Do they have an incentive program in place for service (eg. :”no Misses”)?  Yes  No
- Do they actively canvass their area for new home delivery customers from households and businesses?  Yes  No



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- Do they send flyers to their customers about new publications, special offers, customer satisfaction, newsletters, etc?  Yes  No
- What business growth has been achieved each year for the last three years?  
\_\_\_\_\_  
\_\_\_\_\_
- What plans are there to continue this growth? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\_\_\_/10**

**5.- SERVICE TO SUBAGENTS (10%)**

- How many Subagents do they service? \_\_\_\_\_
- How often daily do they call on subagents re stock? \_\_\_\_\_
- Please tell us what initiatives they have implemented to improve service to their subagents: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What are their plans to continue improving the service to their subagents? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\_\_\_/5**

**6- USE OF TECHNOLOGY (5%)**

- Do they use the following:
  - Newsagency Computer System  Yes  No
  - Electronic data interchange (e.g. Xchange IT) computer:  Yes  No
  - Email:  Yes  No
  - WebPage  Yes  No
  - A fax  Yes  No

**\_\_\_/10**

**7.- KEY PERFORMANCE INDICATORS / BENCHMARKS (10%)**

- List any KPI's / Measurements (other than these mentioned previously) that they regularly use in the management of their business and comment how they use them to make improvement in their business: \_\_\_\_\_  
\_\_\_\_\_
- Explain any benchmarks used in the management of the business: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\_\_\_/10**

**8.- STAFF TRAINING (10%)**

- Have they implemented training programs for their staff other than Customer service?  Yes  No
- If, yes, please give details: \_\_\_\_\_  
\_\_\_\_\_

**TOTAL  
\_\_\_/100**

**Comments:**  
Anything more you wish to add in support of this application:  
\_\_\_\_\_  
\_\_\_\_\_

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