



*Newsagents Together:  
Create Tomorrow Today*

## ENTRY REQUIREMENTS FOR SPONSOR NOMINATIONS

There are to be 6 Finalist newsagencies from Victoria for the Retail Category, chosen by a panel of industry partners/suppliers. The finalists will be assessed against specific criteria and one will be chosen as the Winner for the Retail 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 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) 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 NOVEMBER 23<sup>rd</sup> 2010**



**2011 VANA EXCELLENCE AWARD CELEBRATION**  
**SPONSOR NOMINATION – Newsagent Of The Year – RETAIL**

## JUDGING

- Judging 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 26<sup>th</sup> November 2010** at 11:00am VANA Ltd office.
- A final meeting to decide on the winner will be held on **Friday 14<sup>th</sup> January 2011 at 11:00am.**

## JUDGING FORMAT

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

## KEY DATES TO REMEMBER

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

**Tuesday 23<sup>rd</sup> November 2010**  
**Friday 26<sup>th</sup> November 2010**  
**Friday 14<sup>th</sup> January 2011**  
**Saturday 19<sup>th</sup> February 2011**

## TERMS AND CONDITIONS – RETAIL

### AWARDS

The finalists and winner in each category will be honoured at the Victorian Newsagent of the Year Award Celebration. This year the Celebration Event will be held at the Sofitel Melbourne on Collins on Saturday 19<sup>th</sup> February 2011 from 7:00pm.

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

The “Victorian Newsagent of the Year Winner” in the Retail category will have their costs for participation in the National awards covered by VANA to the value of \$2,500.00 (*incl GST*) and a plaque commemorating the occasion.

### PRESENTATION AT THE EXCELLENCE AWARD

*Newsagents Together :  
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- 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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**2011 VANA EXCELLENCE AWARD CELEBRATION**  
**SPONSOR NOMINATION – Newsagent Of The Year – RETAIL**

**APPLICATION FORM – RETAIL**

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

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 _____ Date _____</p>
Send the completed nomination form to:	Email: <a href="mailto:Cioannou@vana.com.au">Cioannou@vana.com.au</a> OR a submission on CD can be mailed to VANA Ltd – 806 – 810 Nicholson Street, North Fitzroy VIC 3068 OR fax to 03 9482 1799
Due date:	<b>ALL ENTRIES MUST BE RECEIVED NO LATER THAN CLOSE OF BUSINESS ON TUESDAY 23<sup>rd</sup> NOVEMBER 2010</b>



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**SUBMISSION**

Please answer the following questions. The rating must be given for ranking purposes.

<b>1.- EXCELLENCE IN CUSTOMER SERVICE</b>		<b>___ /15</b>
➤ Do the staff acknowledge you on entry or offer assistance to you while you shop?		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Do the staff wear uniform and name tag?		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Do they have sufficient staff on deck to meet all customers' needs?		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Are staff knowledgeable of the products you carried		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Do they carry a good range of products or offer to get in customers' needs should they not stock it?		<input type="checkbox"/> Yes <input type="checkbox"/> 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 (If Yes, Please attach)		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Please tell us:		
○ Trading hours: _____ am to _____ pm		
○ Do they have direct contact with your customers?		<input type="checkbox"/> Yes <input type="checkbox"/> No
▪ Are they community involved? (School, church, sporting groups,...)		<input type="checkbox"/> Yes <input type="checkbox"/> No
○ If, yes, please give details: _____ _____		
Provide evidence of managing, monitoring and measuring customer expectations, customer satisfaction and customer retention, e.g. Customer Feedback Forms, unsolicited customer feedback letters, customer service checklist, mystery shopping results etc. – <b>Please attach to submission.</b>		

<b>2.- MARKETING AND PROMOTIONAL INITIATIVE</b>		<b>___ /15</b>
➤ Have they participated in Supplier initiated promotions over the past year?		<input type="checkbox"/> Yes <input type="checkbox"/> No
○ If, yes, please give details: _____ _____		
➤ Have they initiated their own store specific marketing promotions in the last year?		<input type="checkbox"/> Yes <input type="checkbox"/> No
○ If, yes, please give details: _____ _____		
➤ Do they have promotional area set aside to display new or special event offers, seasonal products to attract customers to purchase and is it changed regularly?		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Do they demonstrate knowledge of the socio/economic profile of customers (and potential customers) in their area. _____ _____ _____ _____		

<b>3.- COMMITMENT AND INVOLVMENT IN NEWSAGENCY INDUSTRY</b>		<b>___ /10</b>
Do they attend:		
➤ Regional Meetings		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ ANF Conference/Dinner		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Marketing group function		<input type="checkbox"/> Yes <input type="checkbox"/> No
➤ Have they or their staff been involved in training program(s)?		<input type="checkbox"/> Yes <input type="checkbox"/> No
○ If, yes, please give details: _____ _____		





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<b>6- USE OF TECHNOLOGY</b>	<b>___ /10</b>
➤ Do they use the following:	
○ Point of sale system:	<input type="checkbox"/> Yes <input type="checkbox"/> No
○ Electronic data interchange	<input type="checkbox"/> Yes <input type="checkbox"/> No
○ Email:	<input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes, describe how you utilise email facilities within the business: _____ _____ _____	
➤ How do they use technology and reports produced to manage their business? _____ _____ _____ _____ _____ _____ _____ _____	

<b>7.- KEY PERFORMANCE INDICATORS / BENCHMARKS</b>	<b>___ /10</b>
➤ List and explain any KPI's / Measurements (other than these mentioned previously) that they regularly use in the management of their business _____ _____ _____ _____ _____ _____ _____ _____	

<b>8.- STAFF TRAINING</b>	<b>___ /10</b>
Have they implemented training programs for their staff <i>other than Customer Service</i> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
○ If, yes, please give details: _____ _____	

<b>Does your shop offer the WOW factor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
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<b>Comments:</b>	Anything more you wish to add in support of this application: _____ _____ _____ _____ _____
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