

STATE & NATIONAL AWARD JUDGING PROCESS, CRITERIA & SCORING

INTRODUCTION

Welcome to the 22nd Year of IGA Awards of Excellence!

The IGA Awards of Excellence aim to recognise and reward stores for outstanding performance and commitment to the independent sector. The awards are designed to instil a sense of pride and achievement in the winners, and a sense of aspiration for the network.

What are we trying to achieve?

- Recognition of success and what good looks like
- Reward/incentivise behaviour
- Promote their win to their local customers
- Pride and sense of achievement in the winners

The award categories and criteria below. Please note:

- Retailer awards are to be awarded at state level, and then the winner from each award becomes the nominee for the national award.
- John David Team Member Award each state (along with one national candidate) gets to nominate one person who meets the criteria. The Food CEO and Leadership Group determines the winner, which is announced at the IGA Awards of Excellence event at Expo.

Process Outline:

This document includes information on the judging process and criteria for the 2022 Awards of Excellence. It also outlines the criteria a store must meet to be eligible for an award, the judging method used, and the categories available at a state and national level.

The process commences, with stores being nominated and then judged at state level. All stores nominated for an award must meet "Overall Award Criteria" (listed below) making them eligible to proceed in the process of becoming the state winner of the nominated award.

Once winners have been decided, this document also outlines the photography and scripting requirements for each state, as well as the schedule required to ensure the process runs smoothly for all states and for the national process.

The winning store for each award, from each state will then go forward as their state representative at the National IGA Awards of Excellence, held in July at the Gold Coast.

2022 ADJUSTMENTS TO CRITERIA - COVID-19

Over the past few months, we have been through uncertain and unprecedented times with COVID-19. The entire grocery industry has been under relentless pressure to cope with panic buying, as well as understanding and complying with countless new rules and regulations to ensure the safety and wellbeing of our shoppers and team members.

To ensure consistency and fairness moving forward with the Awards of Excellence judging for 2022, we will implement temporary adjustments to the process, criteria and scoring to ensure a level playing field.

These will be outlined below in **BLUE** to ensure that you can find the changes easily!

The challenges created by COVID throughout the judging period has meant that some of the criteria has been impossible to achieve. Consideration will be given, and where practical accommodated, in any such circumstance.

Trading Period:

The year being judged is the 12-month period from – 1st November 2020 to 31st October 2021.

OVERALL AWARD CRITERIA

ELIGIBLITY TO PARTICIPATE

For a store to be eligible to participate in the 2022 Awards of Excellence, the following criteria must be met:

- 1. Does the store being nominated for this award have a current signed Alliance Agreement (Franchise Agreement, Western Australia Only)?
 - a. Yes They are trading under rules of the alliance (Franchise Agreement)
 - b. No The store is not eligible to participate in the IGA Awards of Excellence.
- 2. The nominated store has been trading under the IGA/Foodland brand for the entire required trading period (being the 12-month period from 1st November 2020 to 31st October 2021.)
- 3. Only stores that have achieved SILVER STATUS or above in the Operational Excellence Program (OEP) will be accepted as a nominee. Use average score over outlined trading period. Status must be achieved in the 12-month period from 1st November 2020 to 31st October 2021. To be eligible for nomination all stores are required to have at least 3 OEP walks in the nominated trading period. As per OEP guidelines which states that once the store achieved Silver or above status, they move to a quarterly walk. (Applicable 2021).
 - To be eligible for nomination all stores are still required to have at least 3 OEP walks in nominated the trading period. These walks must be completed in different months and for this period only will not be required to be completed in each quarter. However, if more than one OEP walk is completed in the same month, the scores will be averaged and taken as one walk. This will result in the store not being eligible, please ensure they are completed in different months.
- 4. Should the store's banner change in the nominated judging period (12-month period from 1st November 2020 to 31st October 2021), then the store must be judged under the banner it was trading as for the largest part of this period. However, any store that has a full line store offer and runs a SUPA promotional program will be judged as a SUPA store in the judging process (even if they have IGA over the door).
 - "The only exception to this rule is for stores that have been trading in their current banner for the full 12 month judging period and fit the criteria for that channel in NOTF but has opted to trade UP into a larger catalogue. For example, an IGA Medium 1000 SQM store opened last year under the IGA banner (and was never badged SUPA IGA) and has chosen to trade up into the Large format catalogue then this store could be nominated under the Channel 2 group."
- 5. Should a store close or be relocated to a new location, while retaining the same store & customer number, this will be considered a NEW store and will need to adhere to the nominated trading period to be eligible for nomination. (Applicable 2021).
- **6.** In the event a store has undergone a DSA or a refurbishment and remained in the same location and trading, while retaining the store & customer number, will remain eligible to be nominated.
- 7. Before nominees can be signed off at state level, the above will all need to be checked and signed off by National.

Awards Categories:

The awards categories and the store formats will be referred to throughout the document as one of the following.

- Channel 1, SUPA IGA, Large Store Format, Foodland IGA, Fine Food Market
- Channel 2, IGA, Medium Store Format, Core
- Channel 3, IGA Xpress, Small Store Format, The Local Grocer

SCORING STRUCTURE FOR AWARDS

State winners will be judged at state level and will include a scoring structure similar to the one outlined below.

Sales Performance (Excluding Tobacco & Liquor) (State & National)

Scan Sales Information for all nominated awards will be supplied by National Office on Monday 15th November2021; please note this will only apply to stores that provide scan data. For stores that do not participate in the above program, this information will need to be provided and verified by the store. If the store chooses not to provide this information, they will not be eligible for an National award.

Operational Excellence Program (OEP) Score (State & National) COVID-19 ADJUSTMENTS

Scores will be sourced from the Operational Excellence Program (OEP) platform and will make up relevant department or total store scoring. Only stores that have achieved SILVER STATUS or above in the Operational Excellence Program (OEP) will be accepted as a nominee. A national OEP store eligibility report will be sent out on Monday 15th November 2021.

Open Text (Provide reason why has this store been nominated)

Tell us how this store is putting the Heart & Soul back into grocery shopping, delivering our IGA Purpose and making them the "Best Store in Town", through using our 3 ingredients:

- Individual Character
- Service with Soul
- Heart of the Community

Metcash Member Store Visits (Tasmania State Awards and National Awards ONLY)

A senior member of the Metcash team will visit stores nominated for an award in Tasmania (and National IGA Awards of Excellence). They will have a scorecard that will be completed to ensure that all nominees are given equal opportunity and scored on the same platform.

The judging criteria will be structured similar to the Operational Excellence Program (OEP) process, where it will look at the following areas;

- External Store Appearance
- Internal Store Appearance
- Brand Representation
- Merchandise Execution & Standards
- Team Engagement

Questions drill further down to department level, specific to the award nomination. If a store has been nominated for multiple awards, this will then vary the amount of time spent in store and scorecard judging.

Scoring is based on a mixture of weighted questions to provide an overall result out of 100%.

Mystery Shopper (National Awards ONLY)

An Independent Mystery Shopper will visit the nominated stores and complete a scorecard from a customer perspective. This will be a structured store scorecard that each mystery shopper will complete. They will visit the nominated store/s on three (3) occasions at different trading hours over a 3 to 6-week period to ensure that all nominees are given equal opportunity and scored on the same platform. The final score will be an average of the 3 visits score out 100%.

The Independent Mystery Shopper will cover questions from a shopper's point of view, where they will look at the following areas;

- External Store Appearance
- Internal Store Appearance
- Welcome/Team Engagement
- Merchandise Execution & Standards
- Store Departure/Farewell

Scoring is based on a mixture of weighted questions to provide an overall result out of 100%.

The above scoring structure will apply to each award as follows;

	Retailer Awards								
No	Retail Award Category	SALES PERFORMANCE DATA	OEP SCORE/S	NOMINATION REASON	METCASH STORE VISIT	MYSTERY SHOPPER			
12	12 SUPA IGA/ Foodland IGA & IGA Department of the Year Awards	✓	✓	✓	✓	✓			
1	IGA Customer Service & Experience Award		✓	✓	✓	✓			
1	Retail Transformation & Innovation Award	✓	✓	✓	✓	✓			
1	IGA Xpress Fresh Award	✓	✓	✓	✓	✓			
1	IGA Xpress Store Innovation Award	✓	✓	✓	✓	✓			
1	Community Award *			✓					
1	Rising Star Award			✓					
1	IGA Xpress Store of the Year Award +	✓	✓	✓	✓	✓			
1	IGA Store of the Year Award +	✓	✓	✓	✓	✓			
1	SUPA IGA/Foodland IGA Store of the Year Award +	✓	✓	✓	✓	✓			
1	National Retailer of the Year Award +	✓	✓	✓					
1	Dr Thomas S Haggai IGA Hall of Fame +			✓					
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ELIGIBLE STATE & NATIONAL RETAILER AWARDS

The Awards of Excellence process begins at a state level, with state winners becoming finalists for the national awards. The following Retailer awards are available at each level:

	Retailer Awards		
No	Retail Award Name	TAS	National
1	SUPA IGA/ Foodland /IGA Delicatessen Department of the Year Award	✓	✓
2	IGA Delicatessen Department of the Year Award	✓	✓
3	SUPA IGA/ Foodland /IGA Meat Department of the Year Award	✓	✓
4	IGA Meat Department of the Year Award	✓	✓
5	SUPA IGA/ Foodland /IGA Bakery Department of the Year Award	✓	✓
6	IGA Bakery Department of the Year Award	✓	✓
7	SUPA IGA/ Foodland /IGA Fresh Produce Department of the Year Award	✓	✓
8	IGA Fresh Produce Department of the Year Award	✓	✓
9	SUPA IGA/ Foodland /IGA Grocery & GM Department of the Year Award	✓	✓
10	IGA Grocery & GM Department of the Year Award	✓	✓
11	SUPA IGA/ Foodland /IGA Dairy - Freezer Department of the Year Award	✓	✓
12	IGA Dairy - Freezer Department of the Year Award	✓	✓
13	IGA Customer Service & Experience Award	✓	✓
14	Retail Transformation & Innovation Award		✓
15	IGA Xpress Store Fresh Award	✓	✓
16	IGA Xpress Store Innovation Award		✓
17	Community Award *	✓	✓
18	Rising Star Award		✓
19	IGA Xpress Store of the Year Award +	✓	✓
20	IGA Store of the Year Award ◆	✓	✓
21	SUPA IGA/Foodland /IGA Store of the Year Award	✓	✓
22	National Retailer of the Year Award +		✓
23	Dr Thomas S Haggai IGA Hall of Fame +		√
	Metcash Team Member Awards	7.0	N. P.
No	Team Award Name	TAS	National
1	John David Team Member Award		✓

- * Community Award awarded, pending suitable candidate
- The following award winners will be the only awards to make speeches at the National IGA Awards of Excellence night:
 - IGA Xpress Store of the Year
 - IGA Store of the Year
 - SUPA IGA/Foodland IGA Store of the Year
 - National IGA Retailer of the Year
 - Dr Thomas S Haggai IGA Hall of Fame

ADDITIONAL INFORMATION FOR JUDGING

ALM

Liquor awards to be judged and awarded by ALM.

Rising Star Awards

This award is to be offered at state level, with the winners becoming the nominees at national level. May be awarded to a store manager or any store team member (non-owning).

Questions have been provided in the judging criteria that can be completed by the nominee, direct manager, store manager or Metcash state representative; the more detail that is provided the better.

Once the state judging has been completed and Rising Star awarded, a National Metcash representative will contact the winner, with a series of questions that will be required to be submitted in via video format andwill form the basis for National judging along with the information provided from state judging. NOTE: This process may include a one-on-one interview.

Store Transformation & Innovation Award

A store that is put forward for the Store Transformation & Innovation Award is required to provide images of the store prior to transformation and after. A detailed overview of transformation is required to articulate the changes that have happened in the store.

IGA Xpress Store Innovation Award

A store that is put forward for the IGA Xpress/Small Format Store Innovation Award is required to provide images of the store prior to transformation and after. A detailed overview of transformation is required to articulate the changes that have happened in the store.

Community Award

With the purpose of encouraging, acknowledging, and rewarding the valuable contributions the store makes to the community or individuals, and the difference they are making throughout their network, this award has been created to recognise the stores hard work and dedication to their community. We ask that you provide social media, local newspaper clippings and images of this being demonstrated.

Hall of Fame

<u>NO</u> Hall of Fame awards should be presented at regional or state level. States are invited to submit one nomination to the National Retailer Engagement team for consideration at the national awards if there is a suitable nominee within that state. It is perfectly acceptable not to submit a nomination if none are suitable.

Hall of Fame nominees must have shown outstanding achievement and contribution to the Australian independent retail grocery industry. Consider how they have championed the cause of independents/IGA and what makes them different to other independents.

This should be done at the time of supplying information for all other awards.

TIMELINES & NATIONAL PROCESS

Timelines

Be aware that timelines are created to accommodate all five states, the photographer, the AV Company and the national process.

One state being late with something has a knock-on effect to everyone else and makes the process more difficult for every state after yours, as well as national. Please make Kaela Sweeny aware of any problems you may have meeting your deadlines.

National Process

Once the state process above is complete, the national process begins. All state retailer & team winners become the nominees for the national awards, using the information provided online at the time of initial nomination.

The national team will request your completed spreadsheet and will collate information into a National sheet.

Don't forget that all national items and documents are created based on the information provided in this process – the script, the screen, the nominees' booklet, the trophies, myIGA stories and so on. So, if there is a spelling mistake on the form, it will be transferred to all other documents. It is imperative that store and owner names are written correctly and consistently throughout the nomination process. Any reprints to trophies required because the spreadsheet was not filled out correctly will be charged to the applicable state.

The Store of the Year winners all need their jacket and ring sizes, which is included in the spreadsheet. Please include the number of jackets required and all applicable sizes. Ladies' jackets can simply be size 12, etc. Men's jackets need to be a number followed by a letter, e.g. 108R.

Prizes

Awards at state level consist of a trophy for each winner – these will be sourced by the National Retailer Engagement Team.

Awards at a national level:

- All award winners will receive a plaque/trophy (the look may differ).
- Subsidised economy double ticket to the International Retailer Tour for that year will be awarded to selected awards as per terms & conditions of the trip (refer to registration site).
- The John David Team Member/Rising Star Award will receive a plaque/trophy and a \$1000 Travel voucher.
- Overall National Retailer of the Year Award (therefore automatically becoming this year's representative at International Awards) will receive
 - A plaque/trophy
 - IGA Retailer of the Year jacket per owner
 - o 100% discounted double ticket to the International Retailer Tour for that year.
 - Two economy airfares to the USA, accommodation and registration to attend the international awards ceremony (funded by National office).