

# STATE & NATIONAL AWARD JUDGING PROCESS, CRITERIA & SCORING

### INTRODUCTION

Welcome to the 23<sup>rd</sup> Year of IGA Awards of Excellence.

The IGA Awards of Excellence aims to recognise and reward stores for outstanding performance and amment 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.

#### Changes to the Awards of Excellence Program:

Below you will find detailed changes to this year's Awards of Excellence program, these changes will reflect the transition of our network and will be reviewed each year to ensure alignment.

From this year both Department awards and Store of the Year Awards will be recognised on formats rather than brands – Small, Medium, and Large.

#### **Process Outline:**

This document includes information on the judging process and criteria for the 2023 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.

#### **Trading Period:**

The year being judged is the 12-month period from – 1st November 2021 to 31st October 2022.

#### **OVERALL AWARD CRITERIA**

#### **ELIGIBLITY TO PARTICIPATE**

For a store to be eligible to participate in the 2023 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 (12-month period from 1st November 2021 to 31st October 2022.)
- 3. Only stores that have achieved SILVER STATUS or above in the Operational Excellence Program (OEP) will be accepted as a nominee. Average score over outlined trading period. Status must be achieved in the 12-month period from 1st November 2021 to 31st October 2022. To be eligible for nomination all stores are required to have at least 3 OEP walks in the nominated trading period. These walks must be completed in different months, if more than one OEP walk is completed in the same month, the scores will be averaged and taken as one walk. As per OEP guidelines which states that once the store achieved Silver or above status, they move to aquarterly walk.
- 4. Should the store's banner change in the nominated judging period (12-month period from 1st November 2021 to 31st October 2022), 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 Medium 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. Please submit 2023 AOE Store Eligibility Check and wait for confirmation before proceeding further.

#### **Awards Categories:**

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

- Large
  - o IGA Large
  - o IGA Fine Food Large
  - o Foodland IGA
  - o Supa Valu
  - o SUPA IGA
- Medium
  - o IGA Medium
  - o IGA Fine food Medium
  - IGA
- Small
  - Local Grocer
  - o IGA Xpress

## **NATIONAL CONTACT**

Kaela Sweeny

National Program Operations Manager

Phone: 0447 306 227

Email: <u>kaela.sweeny@metcashfg.com</u>

## **SCORING STRUCTURE FOR AWARDS**

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

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

Scan Sales Information for all nominated awards will be supplied by National Office on Monday 14th November 2020 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 award.

#### Operational Excellence Program (OEP) Score (State & National)

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 14th November 2022.

#### 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

#### 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-5-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%.

#### Metcash Member Store Visits (National Awards ONLY) – NOTE: This judging will be confirmed in the new year.

A senior member of the Metcash team will visit stores nominated for an award in the National IGA Awards of Excellence. They will have a structured 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%.

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

| Retailer Awards            |                                     |                              |                |                      |                    |                        |  |  |
|----------------------------|-------------------------------------|------------------------------|----------------|----------------------|--------------------|------------------------|--|--|
| No                         | Retail Award Category               | SALES<br>PERFORMANCE<br>DATA | OEP<br>SCORE/S | NOMINATION<br>REASON | MYSTERY<br>SHOPPER | METCASH<br>STORE VISIT |  |  |
| 14                         | All Department Awards               | ✓                            | ✓              | ✓                    | ✓                  |                        |  |  |
| 1                          | Customer Service & Experience Award | <b>✓</b>                     | ✓              | <b>✓</b>             | ✓                  |                        |  |  |
| 1                          | Rising Star Award                   |                              |                | <b>✓</b>             |                    |                        |  |  |
| 1                          | Community Award                     |                              |                | 1                    |                    |                        |  |  |
| 3                          | Transformation & Innovation Award   | <b>✓</b>                     | ✓              | <b>✓</b>             | ✓                  | <b>✓</b>               |  |  |
| 1                          | Small Store of the Year             | <b>✓</b>                     | ✓              | <b>✓</b>             | ✓                  | ✓                      |  |  |
| 1                          | Medium Store of the Year            | <b>✓</b>                     | ✓              | ✓                    | ✓                  | ✓                      |  |  |
| 1                          | Large Store of the Year             | <b>✓</b>                     | ✓              | ✓                    | ✓                  | ✓                      |  |  |
| 1                          | National Retailer of the Year Award | <b>✓</b>                     | ✓              | ✓                    |                    |                        |  |  |
| 1                          | Dr Thomas S Haggai IGA Hall of Fame |                              |                | ✓                    |                    |                        |  |  |
| Metcash Team Member Awards |                                     |                              |                |                      |                    |                        |  |  |
| No                         | Team Award Name                     | STATE                        |                |                      |                    | NATIONAL               |  |  |
| 1                          | John David Team Member Award        |                              |                | <b>✓</b>             |                    |                        |  |  |

## **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 2023  |       |          |
|----|---|-------|----------|
| No | Retail Award Name   | State | National |
| 1  | Small Fresh Award   | ✓     | ✓        |
| 2  | Small Grocery & Perishables Award                                 | ✓     | ✓        |
| 3  | Medium Delicatessen Department of the Year Award                  | ✓     | ✓        |
| 4  | Medium Meat Department of the Year Award                          | ✓     | ✓        |
| 5  | Medium Bakery Department of the Year Award                        | ✓     | ✓        |
| 6  | Medium Fresh Produce Department of the Year Award                 | ✓     | ✓        |
| 7  | Medium Grocery & General Merchandise Department of the Year Award | ✓     | ✓        |
| 8  | Medium Dairy & Freezer Department of the Year Award               | ✓     | ✓        |
| 9  | Large Delicatessen Department of the Year Award                   | ✓     | ✓        |
| 10 | Large Meat Department of the Year Award                           | ✓     | ✓        |
| 11 | Large Bakery Department of the Year Award                         | ✓     | ✓        |
| 12 | Large Fresh Produce Department of the Year Award                  | ✓     | ✓        |
| 13 | Large Grocery & General Merchandise Department of the Year Award  | ✓     | ✓        |
| 14 | Large Dairy & Freezer Department of the Year Award                | ✓     | ✓        |
| 15 | Customer Service & Experience Award                               | ✓     | ✓        |
| 16 | Rising Star Award   | ✓     | ✓        |
| 17 | Community Award   | ✓     | ✓        |
| 18 | Small Transformation & Innovation Award                           | ✓     | ✓        |
| 19 | Medium Transformation & Innovation Award                          | ✓     | ✓        |
| 20 | Large Transformation & Innovation Award                           | ✓     | ✓        |
| 21 | Small Store of the Year 🗼   | ✓     | ✓        |
| 22 | Medium Store of the Year 👉  | ✓     | ✓        |
| 23 | Large Store of the Year   | ✓     | ✓        |
| 24 | National Retailer of the Year Award                               |       | ✓        |
| 25 | Dr Thomas S Haggai IGA Hall of Fame                               |       | ✓        |
|    | Mełcash Team Member Awards  |       |          |
| No | Team Award Name   | State | National |
| 1  | John David Team Member Award                                      | ✓     | ✓        |

<sup>+</sup> Highlight award winners that will make speeches at the National IGA Awards of Excellence night.

## **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. These images are required to be sent when proposed winners are sent to the national office.

#### **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.

#### John David Team Member Award

Each state is to nominate one person who meets the criteria. Support Office will also select a candidate from within each of the following areas - Channels, Merchandise, Wholesale & Commercial who meet the criteria. For the national nominees, one will be selected to represent Support Office for this award.

The Metcash Food CEO and Leadership Group will then determine the winner, which is announced at the IGA Awardsof Excellence event at Expo.

## **TIMELINES & NATIONAL PROCESS**

#### **Timelines**

Be aware that timelines are created to accommodate all six 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, a size guide for this is included in the spreadsheet. Pleaseinclude 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
  - o 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).

## PHOTOGRAPHY & AV

#### **Photography**

Please send completed 2023 Professional Photographer Runsheet.

Once states decide on their state award winners, they need to complete the photographer run sheet, so the photographer has all the information about the winning stores to photograph.

When dates have been confirmed, please ensure that the store has been briefed so they know to expect the photographer. All staff should be in the correct uniform. Ensure light globes are all working and replace where necessary.

Someone in each store should be nominated to greet the photographer, answer any questions, and help tidy/face up when needed (try to have the store tidy/faced up before the photographer arrives; only touch-ups should be needed for the photos).

Stores should be mindful of timing – is the store or department manager scheduled to take annual leave at that time (particularly in the case of the Rising Star award)? If there is something that will affect ideal photography in the store (e.g. a delivery is expected the day the photographer is scheduled to arrive), reschedule the photography well in advance. The state will incur the additional cost if the photographer is required to return to get these images.

The official IGA Awards of Excellence photographer is Eventphotos Australia:

#### **Pat Brunet**

Managing Director

**Office:** 1300 740 705 **Mobile:** 0412 229 538

**Email:** pat@eventphotos.com.au

#### Audio-Visual

The audio-visual component of the IGA Awards of Excellence night is the most expensive element of the whole process, but it is one which requires professional treatment and a consistency of handling.

The official IGA Awards of Excellence AV providers and creative suppliers are the EAR - the Event & Activation Resource Pty Ltd, contact details below:

#### **Dave Marshall**

Director

**Mobile:** 0411 191 102

Email: dave@theear.com.au

## **Paulie Wilson**Project Manager

**Mobile:** 0412 199 269

**Email:** paulwilson@theear.com.au

## **SCRIPTING**

#### Scripts

Once state award winners have been selected, the state teams need to start working on their IGA Awards of Excellence scripts. Please utilise the **2023 AOE State Script Template** in the folder.

Each state script consists of live reads and pre-recorded parts. The AV company requires the pre-recorded parts of the script initially, and this needs to be sent to the National Retailer Engagement team (Tanya Taouil) for checking first.

Please ensure this is completed by the nominated due date, to ensure that the pre-records are complete and correct. The live reads can be changed as you go but ensure the AV company has a final copy before your event. The National Retailer Engagement team will advise of any changes necessary, and will send the script to the AV company, copying you in. Should any additional change be necessary, please ensure you keep the National Retailer Engagement team updated.

Be sure to keep your pre-recorded parts (where you tell people why a store has won) to the word limits provided in the script template – consistency in timings have been provided to ensure the night runs smoothly.

For unusual or commonly mispronounced words, please spell it phonetically in brackets afterwards (e.g. IGA Bellingen [bell-in-JEN]). Remember that late changes to the pre-recorded voice-overs **will incur extra costs**, as will late submission of your script.

#### **Naming Conventions**

Please ensure the naming conventions of your state stores are consistent from the start of the Awards of Excellence process. All names should remain the same from the eligibility check through to the script and trophies. For example, if you call a store 'IGA Xpress Circular Quay Plus Liquor' in one award, please be careful not call it 'Circular Quay IGA Xpress Plus Liquor' in another award. The way we present our store names shows that we are a network of independent retailers united by the IGA brand. Please use the below naming conventions when completing documents.

#1 – Family Name – In the first instance, we always encourage retailers to use their family along side the IGA. Generally used before the IGA logo.



#2 – Street Name – In cases where using a family name is not suitable, the store can be named after the street its on.



#3 – Suburb Name – In cases where the street name isn't suitable, the suburb can be used.

