



# Applications for the SRA Retail Awards 2017

The Singapore Retailers Association (SRA) is now inviting applications for the **SRA Retail Awards 2017** - the coveted annual retail awards that honour the industry's crème de la crème.

Launched in 2000, the Awards are presented annually to the industry's best in honour of the impact they have each made on the retail scene in Singapore.

Six Awards\* are up for grabs in 2017:

1. **Best New Entrant of the Year**  
To be awarded to the most outstanding new store that entered the retail scene in Singapore for the first time under a new store name within the qualifying period.
2. **Best Retail Concept of the Year**  
To be awarded to the most outstanding retail concept that was introduced within the qualifying period under an existing / related store name that has been in Singapore for at least one year as at 30 April 2017.
3. **Best Retail Event of the Year**  
To be awarded to the most outstanding retail event / promotion that was organised for consumers by a store / shopping centre in Singapore to drive sales / traffic within the qualifying period.
4. **Best Efforts in Corporate Social Responsibility**  
To be awarded to the retailer / shopping centre operator in Singapore that made the most outstanding efforts in Corporate Social Responsibility within the qualifying period.
5. **Manager of the Year**  
To be awarded to the most outstanding manager in the retail industry in Singapore, who is aged 31 or above as at 30 April 2017.
6. **Young Executive of the Year**  
To be awarded to the most outstanding young executive in the retail industry in Singapore, who is aged 30 or below as at 30 April 2017.

**Qualifying Period: 1 May 2016 to 30 April 2017**

**Closing Date: 30 May 2017**

**Please see application forms for more details.**

## OBJECTIVES

Supported by SPRING Singapore and the Singapore Tourism Board, the annual SRA Retail Awards seek to raise the standards, profile and image of the retail industry in Singapore by promoting innovation, creativity and excellence, so as to constantly add new and exciting dimensions to retail and take the industry to new heights.

## JUDGING

For each of the Award categories, an external panel of judges will be invited to review the submissions, shortlist the applicants, and select a winner. Store visits and interviews may be conducted as part of the judging process.

In the event that there is more than one outstanding applicant for any of the categories, the judges will have the right to present merit Awards. And in the event that there is no applicant of sufficient merit for any of the categories, the judges will have the right to withhold the Award.

All winning stores / shopping centres must still be in operation, and the winners of the Manager of the Year and Young Executive of the Year must still be employed in the retail industry at the time of the Awards Presentation, otherwise the Award in question will either be presented to the runner-up by default or withheld if the runner-up is not of sufficient merit.

The judges' decision will be final and no correspondence will be entertained.

## AWARDS PRESENTATION

The announcement of the results and the presentation of the SRA Retail Awards 2017 will take place at the SRA Ball in August / September 2017.

All winners of the SRA Retail Awards 2017 will receive a trophy each. In addition, the winners of the Manager of the Year and Young Executive of the Year will also receive a \$4,000 Educational Reward each, while the finalists will receive a \$500 Educational Reward each from the SRA as part of the SRA Membership Rewards Programme\*\*.

All contenders will be invited to buy tables / seats at the SRA Ball so that they can be present to witness the announcement of the results and the presentation of the Awards. Proceeds from the Ball will go towards the SRA's efforts in raising the standards, profile and image of Singapore's retail industry.

*\* All the Awards are open to both SRA members and non-members, except for the Manager of the Year and Young Executive of the Year, which are open to employees of SRA ordinary members only.*

*\*\* The SRA Membership Rewards are exclusively for SRA members which have been with the Association for at least two years, and whose membership fees are not in arrears.*



#### APPLICATION DETAILS

- All applications must be made on the official application forms.
- The application forms can be obtained free of charge from the Singapore Retailers Association through <http://www.retail.org.sg/sra-awards.php> or email request via [info@sra.org.sg](mailto:info@sra.org.sg).
- Photocopies of the application forms will be accepted.
- All application forms must be duly completed and submitted together with the necessary supporting materials specified in the application forms.
- All application forms and supporting materials must be submitted either by hand or by mail to:

**Singapore Retailers Association**  
**1 Coleman Street, The Adelphi #05-11B,**  
**Singapore 179803**  
**Closing Date: 30 May 2017**

- Incomplete / illegible submissions, false particulars or wilful suppression of material facts will render the applicant liable to disqualification, or if awarded, to revocation of the Award in question.
- All application forms and supporting materials submitted will become the property of the Singapore Retailers Association and are not returnable.

#### ENQUIRIES

Please direct all enquiries to:

Singapore Retailers Association  
 1 Coleman Street,  
 The Adelphi #05-11B,  
 Singapore 179803  
 Tel: 6334 5223  
 Fax: 6334 7303  
 Email: [info@sra.org.sg](mailto:info@sra.org.sg)



Best New Entrant of the Year

Best Retail Concept of the Year

Best Retail Event of the Year

Best Efforts in  
Corporate Social Responsibility

Manager of the Year

Young Executive of the Year

Presented by:



Supported by:

