



ENTRY FORM

POOL STORE of the YEAR

(Category 33)

This award is open to any retail outlet of pool & spa products that exhibit a good layout, innovation, compliance with regulations, appropriate presentation of merchandise, consumer promotion of energy & water conservation, high standards of point of sale material, easy access for consumers, quality warehouse & storage facilities, demonstrated ethical behaviour, community support (eg: local clubs, charity, etc) & on-going professional consumer support.

Previous winners are encouraged to re-enter this award.

Member Name: _____

Address: _____

Entry Guidelines: Members are asked to provide both a printed and digital version entry that addresses the two criteria below. Entrants should submit a presentation that utilises still photography, testimonials, moving images (if available), copy advertising, etc. You're encouraged to be creative.

Microsoft PowerPoint, PDF and Word are the preferred digital formats for entries. There is no maximum or minimum size for entries. All entry material provided will remain strictly confidential. Previous winners are eligible to enter this award. Please refer to the "Terms & Conditions of Entry" for full details.

1. Description of your Pool Shop

Describe your store and business operations, including location/s, staff numbers, point of sale materials, mobile service vehicles, store layout, and the reasons the store has been designed and built as it is. Items that our judges are asked to consider include:

- > Layout and compliance with regulations
- > Presentation of merchandise
- > Point of sale material
- > Presentation of staff
- > After-sales service
- > Promotion of industry initiatives such as the Water Neutral Pool program
- > Promotions & marketing campaigns
- > Staff training
- > Access for consumers
- > Warehouse and storage facilities
- > Consumer information, advice and/or literature

2. Describe what makes your business worthy of SPASA recognition

Entrants may elect to address the following questions:

- > What commercial practices or business philosophy has made your business a success?
- > What are your key points of difference?
- > How many years' experience do the business owner and staff have within the industry?
- > Do you have an on-going staff development program?
- > What lessons have been learnt that allow you to maintain commercial success and customer loyalty?

All Entry Materials will be kept "strictly confidential" by the association.

Entrant Declaration (SPASA Member):

I hereby agree to abide by the Terms & Conditions of Entry, the association Code of Ethics, any additional rulings made by the Swimming Pool & Spa Association Victoria and to accept the judge's decision as final. I indemnify SPASA and its representatives and agents against any claim whatsoever arising out of any dispute of ownership of the material submitted or any permissions that may be necessary related to this submission.

Signature of **Director** of SPASA Member: _____ Date: ____ / ____ / 2017

Print Name: _____

Entry Guidelines:

Closing date for entries & full payment is 5pm Friday, 14th April 2017. This official SPASA Entry Form must be used for category 33 Award entries. Please complete one Entry Form per entry.

Refer to the "Terms & Conditions of Entry" for full details.

Entry Check-List:

Before submitting your entry, check you've provided all required material:

1. Have I fully completed both sides of this Entry Form?
2. Described your retail outlet, (written and photos) and explained what makes your business worthy of SPASA recognition?
3. Attached Cd / DVD or USB of photos and entry materials.
4. Completed an Awards of Excellence 2017 Payment Form?

