

NZ BOOK INDUSTRY AWARDS 2021

AWARD INFORMATION

NIELSEN BOOK NZ BOOKSHOP OF THE YEAR

Who should enter?

This category is aimed at finding the best bookshop in New Zealand. Entries are welcome from independent, chain and online stores.

Criteria

The judges are looking for evidence that you have been running a great bookshop over the past year. Examples should relate to the period 1 April 2020 to 31 March 2021 and could include:

- **THE PHYSICAL AND/OR ONLINE SHOP** – What makes your shop a great place to spend time and money?
- **CUSTOMERS AND SERVICE** – Tell us about ways your shop goes the extra mile to provide the best possible customer service.
- **YOUR PLACE IN THE COMMUNITY** – How does your bookshop fit into your local area? This might include events, work with the local library or school, or how you act as a hub for people in your area. Give examples of how your shop empowers and supports a diverse and inclusive bookselling and book buying trade in New Zealand.
- **OPERATIONAL EXCELLENCE** – How does your shop excel in areas such as stock selection and inventory management, staff management, social media engagement, marketing and promotions? What actions are you taking towards environmental sustainability? How do you ensure a supportive and creative working culture with your staff?
- **COMMERCIAL SUSTAINABILITY** – How is your shop ensuring commercial sustainability? Show the judges evidence of this. Has your shop shown resilience and recovery when needed, or is it prepared to?

What to submit

- A completed entry form.
- A single PDF (10 pages max.) which addresses the above criteria.
- You could include examples of marketing or newsletters, media coverage, supplier and customer testimonials, photos of shop displays, promotions, sales data, awards success, events and proof of engagement with your community.

Entry fee

There is no entry fee for members of Booksellers NZ. Non-members may enter for a fee of \$100+gst.

The prize

Thanks to Nielsen Book, the winner will receive a \$250 cash prize. The winner will be presented with a trophy and certificate at the Awards Dinner on Saturday 21 August. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win.

How to enter

Email your entry to gemma.browne@booksellers.co.nz by 5pm on Friday 9 July 2021.

Booksellers
Aotearoa New Zealand

