

NZ BOOK INDUSTRY AWARDS 2024

AWARD INFORMATION

NIELSEN BOOKDATA 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 consistently high standards, commercial success and all-round excellence in your business. Examples should relate to the period 1 April 2023 to 31 March 2024 and will include consideration of all of the following (weightings are in brackets):

- **OPERATIONAL EXCELLENCE** – How does your shop excel in areas such as stock selection and inventory management, staff management, social media engagement, marketing and promotions? How you provide advice and support to your customers, including efficient distribution systems or partnerships. What actions are you taking towards environmental sustainability? How do you ensure a supportive and creative working culture with your staff? **(20%)**
- **THE PHYSICAL AND/OR ONLINE SHOP** – What makes your shop a great place to spend time and money? **(20%)**
- **CUSTOMERS AND SERVICE** – Tell us about ways your shop goes the extra mile to provide the best possible customer service. **(20%)**
- **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. **(20%)**
- **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? **(20%)**

What to submit

- A [completed entry form](#).
- In the form the nominee will be asked to concisely outline the reasons for this nomination with specific reference to each section, and to the **impact** your bookshop has had in each area. Note: examples must be from 1 April 2023 to 31 March 2024.
- Some of the things that could be included are:
 - Any awards success or other critical or commercial recognition
 - Sales data and market share
 - Testimonials from authors, publishers and other partners
 - Marketing and publicity campaign highlights, photos of shop displays and events
 - Examples of media coverage and newsletters
 - Community feedback and user comments and proof of community engagement
- A single PDF (10 pages max.) which addresses the above criteria.

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- It may include photographs of authors, events, your team or community activity, selected key marketing/publicity highlights, examples of point of sale, merchandising and displays, etc.

Entry fee

There is no entry fee for members of Booksellers Aotearoa. Non-members may enter for a fee of \$100 (+ GST).

The prize

The winner will be presented with a trophy and certificate at the Awards Dinner on Saturday 3 August 2024. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win (and to promote New Zealand book industry generally).

How to enter

Complete [the online form](#) by **10am on Friday 31 May 2024**.

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