



Award Categories & Criteria

ABOUT US

The Large Format Retail Association (LFRA) is Australia's peak body representing the interests of its membership base, being Large Format Retailers, investors, owners, developers and service suppliers. The LFRA supports and advocates for Australia's Large Format Retail sector via a policy agenda that strongly encourages employment growth and opportunities.



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OUR MEMBERS

Members of the LFRA include some of Australia's largest and most respected Large Format Retailers, owners, agents, developers and services suppliers.

Our membership comprises:

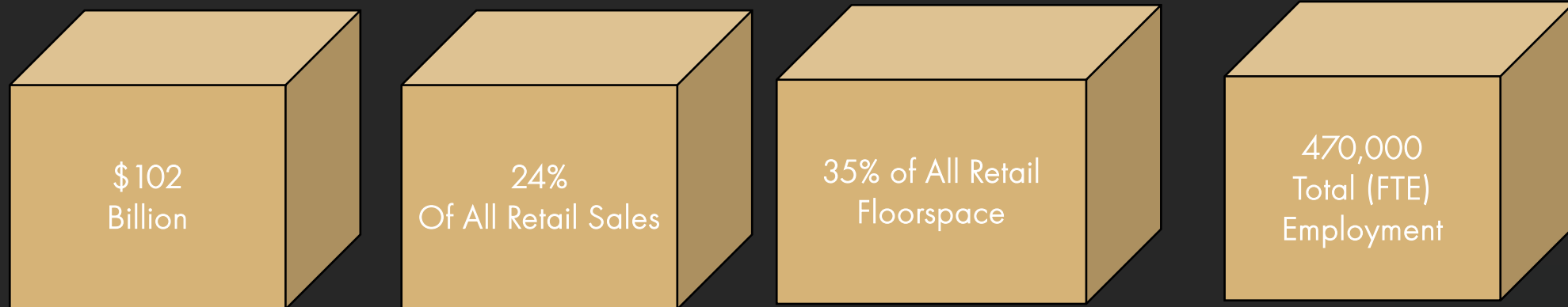
- 38 Retail Members representing 64 brands
- 102 Associate Members



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JUST HOW LARGE ARE WE?

Sales In Australia for the year ending 30th June 2024 by Large Format Retailers accounts for an estimated:



AWARD CRITERIA

Source: Deep End Services 2024



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LFRA BOARD

LFRA President

Zac Fried, Executive Deputy Chairman,
Spotlight Group

LFRA Vice President

James Scott, General Manager, Property,
Harvey Norman

LFRA Director & Chief Executive Officer

Philippa Kelly

LFRA Directors

- Ian Robinson, OAM, LFRA immediate past President and current Director; Executive Chairman, Beacon Lighting Group
- Richard Champion, General Manager Property, Amart Furniture
- Michael Petricevic, Managing Director, OZ Design Furniture
- Sam Pinchbeck, General Manager Property & Store Development, Super Retail Group
- Rob Foley, General Manager Property, PETstock
- Michael Cherubino, Executive Director, Adairs Retail Group
- Garry James, Director of Property, Bunnings Group Limited
- Philip Waterworth, Group General Manager JB Hi-Fi Group

The Gala Awards Dinner

- The Gala Awards Dinner will be held on Thursday 21st August, Melbourne, Crown Palladium
- A black tie event
- An evening to recognise excellence within the Large Format Retail sector
- Attendance of over 450 guests
- Attended by c-suite, senior and middle management, their teams, guests of LFRA members and non-LFRA members
- Online silent charity auction with all funds raised donated to our charity partner, Good360.

The Awards

- Agent of the Year - Individual
- Centre of the Year
- Development of the Year (encompassing refurbishments, expansions and new builds)
- Associate Member of the Year
- Marketing Campaign of the Year - Retailer
- Marketing Campaign of the Year – Associate Member
- Best Application of an Innovation
- Best Sustainability Initiative
- Retailer of the Year
- Warwick Shedden Memorial Trophy - Individual

AWARD CRITERIA



Agent of the Year - Individual

Eligibility

This award is for an agent that works externally to the owner of Large Format Retail Property/s.

All employees and owners of agencies that are members of the LFRA and who work wholly or predominantly in sales and/or leasing of Large Format Retail assets.

Previous finalists and winner of this award are eligible.

Voting Process

- LFRA Agencies will be asked to provide to the name(s) of the nominees that are eligible for this award by **Wednesday 25th June**.
- Nominees will be included in the voting system.
- Voting Opens on **Thursday 26th June** and each LFRA membership will be provided with 1 vote.
- Each member will be asked to provide their top 5 preferences from 1 – 5 with 1 being their highest vote.
- Voting closes on **Monday 28th July**.
- Finalists will be notified on **Tuesday 29th July**.
- A bio & head and shoulders photo will be required.

Agent of the Year - Individual

Judging Criteria

Members, when casting their vote are asked to consider the following:

- Motivation to exceed client and business expectations;
- Demonstrated commitment to high quality customer service;
- Overall contribution to the Large Format Retail real estate profession; and
- Upholding of best practice standards of the Large Format Retail sector.

Centre of the Year

Eligibility

- Large Format Retail centres either owned and/or managed by a member or members of the LFRA that have a gross lettable area of greater than 5,000 square metres.

Process

- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria.
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist or the recommended winner will abstain from the ratification process.

Centre of the Year

Judging Criteria

- Presentation of the centre
- Tenancy mix
- Marketing of the centre
- Environmental, social and governance (ESG) initiatives by the owner and/or managing agent
- Operational excellence

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 5 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Development of the Year

Eligibility

LFRA members that are Large Format Retail or Associate members and have been responsible for a development of a Large Format Retail Centre that has a gross lettable area of 5,000 square metres.

Developments considered for this award should have been completed within the past 2 years and include extensive refurbishments, expansions of existing Large Format Retail centres and new Large Format Retail centres.

Previous finalists and winner of this award are eligible.

Process

- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria.
- A short list will be decided, and the finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended to the LFRA Board for ratification.
- Any Board member that represents or owns or has an interest in a company where they are a finalist or the recommended winner will abstain from the ratification process.

Development of the Year

Judging Criteria

- Innovation in design and development vision;
- Sustainability initiatives included in development;
- Optimum and appropriate utilisation of the site; and
- Longevity of the building.

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 4 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Associate Member of the Year

Eligibility

LFRA Associate members, other than real estate agencies, that provide a service and/or product to the Large Format Retail sector.

Previous finalists and winner of this award are eligible.

Process

- Applications sought from LFRA Associate members, other than real estate agencies, that provide a service and/or product to the Large Format Retail sector.
- Applicants will be required to provide a written submission addressing the key judging criteria.
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.

Associate Member of the Year

Judging Criteria

- Motivation to exceed client and business expectations.
- Demonstrated commitment to high quality customer service.
- Overall contribution to the Large Format Retail sector.
- Upholding of best practice standards of the Large Format Retail sector.
- Corporate social responsibility.

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 5 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Best Application of an Innovation

Eligibility

LFRA Retail and Associate member organisations.

Previous finalists and winner of this award are eligible.

Process

- Applications sought from members that have introduced an innovation in the Large Format Retail sector.
- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist or the recommended winner will abstain from the ratification process.

Best Application of an Innovation

Judging Criteria

- Description of the application of the innovation in the Large Format Retail sector.
- Demonstrated tangible benefits such as a return on investment, operational benefits, customer experience enhancement and customer engagement.

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Best Sustainability Initiative

Eligibility

LFRA Retail and Associate member organisations.

Previous finalists and winner of this award are eligible.

Process

- Applications sought from members that have introduced a sustainability initiative in the Large Format Retail sector.
- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria.
- A short list will be decided and the finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist, or the recommended winner will abstain from the ratification process.

Best Sustainability Initiative

Judging Criteria

- Implementation in the Large Format Retail sector of Environmental, Social and Governance initiative/s (ESG) that are also economically advantageous.

Submission Requirements

- No greater than 2,000 words and/or a PowerPoint presentation that addresses judging criteria. The entry should explain the ways in which the initiative demonstrates how it has met key eco-efficiency targets that include superior performance in any or all of the following categories:
 - Energy/greenhouse;
 - Waste;
 - Water; and
 - Indoor environmental quality.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Marketing Campaign of the Year - Retailer

Eligibility

All LFRA Retail Members.

Previous finalists and winner of this award are eligible.

Process

- Applications sought from LFRA Retail members who have conducted a strategic marketing campaign in the Large Format Retail sector.
- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**.
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist or the recommended winner will abstain from the ratification process.

Marketing Campaign of the Year - Retailer

Judging Criteria

- Innovation of a marketing campaign;
- Return on investment;
- Customer engagement; and
- Customer experience

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 4 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Marketing Campaign of the Year – Associate Member

Eligibility

All Associate Members

Previous finalists and winner of this award are eligible.

Process

- Applications sought from LFRA Associate members who have conducted a strategic marketing campaign in the Large Format Retail sector.
- Applicants will be required to provide a written submission addressing the key judging criteria.
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist or the recommended winner will abstain from the ratification process.

Marketing Campaign of the Year – Associate Member

Judging Criteria

- Innovation of a marketing campaign;
- Return on investment;
- Customer engagement; and
- Customer experience

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 4 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.



Retailer of the Year

Eligibility

All LFRA Retail Members

Previous finalists and winner of this award are eligible.

Process

- Applicants will be required to provide a written submission and/or a PowerPoint presentation addressing the key judging criteria.
- A short list will be decided, and finalists will be notified on **Tuesday 29th July**
- A winner will be recommended by the Judging Panel to the LFRA Board for ratification.
- Any Board member that represents or owns a company where there is a finalist or the recommended winner will abstain from the ratification process.

Retailer of the Year

Judging Criteria

- Innovation in the Large Format Retail sector;
- Increased market share;
- Corporate social responsibility; and
- Customer engagement

Submission Requirements

- As a guide a submission may include 300 - 500 words and/or a PowerPoint presentation that addresses each of the 4 judging criteria.
- A submission must include 4 - 6 high resolution supporting images including the lead company representative to the LFRA.
- A submission may also include an accompanying video.
- Submissions will be accepted no later than **Friday 18th July**. Please email to pkelly@lfra.com.au.

Warwick Shedden Memorial Award – Individual or Company

Eligibility

All LFRA members, Individual or Company

Process

- Decided by the LFRA Board

Judging Criteria

In 2002, the Bulky Goods Retailers Association, now the Large Format Retail Association, introduced the Warwick Shedden Award; an honour in memory of Warwick Shedden, Founding President of the Association and Managing Director of OZ Design Furniture. The Award may be bestowed annually by the Board of Directors of the Large Format Retail Association on an individual or organisation, who has contributed over a significant period of time to the goals and ideals of the Large Format Retail Association and the betterment of the Australian Large Format Retail industry.

The 2025 Judging Panel

- Philippa Kelly, Chief Executive Officer & Director, LFRA;
- Steve Adamson, Former LFRA Vice -President & Director, LFRA 2019 Warwick Shedden Award Recipient and Real Estate Director at Five Guys International;
- Kate Warwick, Senior Managing Partner, FTI Consulting and
- Stuart Harker, 2018 Warwick Shedden Award Recipient.



Awards Timeline

- | | | |
|----------|-----------------------|--------------------|
| ■ June | 17 th 2025 | Applications Open |
| ■ July | 18 th 2025 | Applications Close |
| ■ July | 28 th 2025 | Judging Period |
| ■ July | 29 th 2025 | Announce Finalists |
| ■ August | 21 st 2025 | WINNERS ANNOUNCED |



Submit Your Application

- Please email your application to pkelly@lfra.com.au
- Along with your company logo in hi res jpeg and eps formats

Good luck!



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