



# RETAIL EMPLOYER OF THE YEAR



**2022 MEDIA KIT**



# WHAT IS RETAIL EMPLOYER OF THE YEAR?

Retailworld Resourcing launched **Retail Employer of the Year** in 2011 to recognise and celebrate retail businesses that embrace, promote and champion an outstanding employer brand.

Candidates, employees and customers are evaluating companies more holistically than ever. In the job market candidates are having robust conversations about what employers are offering to foster a culture and environment that aligns with their values. The businesses that hold themselves accountable by living and breathing their values are the ones securing and retaining top talent.

Past and present retail staff, as well as the general public, are welcomed to vote for the company they think stands out from the crowd as the best place to work. The retailer with the most votes cast in their category via [voteretail.com](https://voteretail.com) will be recognised as the 'Retail Employer of the Year'.

We know different things matter to different people, so voting reasons can vary. Below we have included some key elements that are regularly identified by the market as the key contributors to an outstanding employer brand.

- |                               |                    |                                     |
|-------------------------------|--------------------|-------------------------------------|
| ✓ Team dynamic and engagement | ✓ Leave policy     | ✓ Career progression                |
| ✓ Workplace environment       | ✓ Communication    | ✓ Training and development          |
| ✓ Incentives and recognition  | ✓ Business culture | ✓ Values – social and environmental |
| ✓ Employee retention          | ✓ Leadership style | ✓ Work/life balance                 |

## The Categories

While aiming to recognise retailers of various scales, Retail Employer of the Year is awarded to three categories based on Full-Time equivalents across the business including shopfront and all support office roles.

### AUSTRALIA

Small <100 employees  
Medium 101 – 1000 employees  
Large 1001 + employees

### NEW ZEALAND

Small <100 employees  
Medium 101 – 500 employees  
Large 501 + employees

### Important Dates

Voting Opens: 05/04/2022

Voting Closes: 12/06/2022

Winners Announced: July 2022



# YOUR BRAND CAMPAIGN

As soon as your brand has received a single vote, you are automatically in the running to win Retail Employer of the Year, your local Retailworld Account Manager will update you throughout the campaign period.

Let's start campaigning! It's up to you how you would like to promote and encourage your team and the general public to vote for you. Past winners have run varied campaigns to secure votes including the following:

- ✓

Internal email campaign to current employees
- ✓

Email signature campaign
- ✓

Social media campaign across LinkedIn, FB & Instagram
- ✓

Internal intranet campaign
- ✓

POS displays
- ✓

Word of mouth

## RESOURCES

To assist your campaign we have created the following downloadable images & templates. We recommend hyperlinking any of the images to [www.voteretail.com](http://www.voteretail.com) for easy voting access.

### EMAIL

Signature  
Banner #1  
Gif

Signature  
Banner #2  
Static

Internal  
Campaign  
Email

POS Display

### POS DISPLAY

### SOCIAL CARDS

Social Card  
#1

Social Card  
#2

Social Card  
#3

Social Card  
#4

Social Card  
#5

'RECOGNISING  
THE BEST  
OF OUR  
INDUSTRY'

