



# RETAIL EMPLOYER

OF THE YEAR



**2023 MEDIA KIT**

# What is Retail Employer of the Year?

In 2011, Retailworld Resourcing launched the Retail Employer of the Year initiative to acknowledge and honour retail businesses that exemplify exceptional employer branding by embracing, promoting, and advocating for the countless career pathways retail can offer.

Today, candidates, employees, and customers evaluate companies more holistically than ever before. When it comes to the job market, candidates engage in robust discussions about the kind of culture and environment that align with their values. The companies that uphold themselves accountable by embodying and implementing their values are the ones that attract and retain top talent.

Retailworld Resourcing invites past and present retail staff, as well as the general public, to vote for the company they believe stands out as the best place to work. The company with the most votes cast in their category through [voteretail.com](http://voteretail.com) will be recognized as the 'Retail Employer of the Year'.

We understand that different individuals value different aspects of a company. As such, voting reasons can vary. However, we have included some of the key elements that the market often identifies as key contributors to an exceptional employer brand.

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

## The Categories

While aiming to recognise retailers of various scales in New Zealand, 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. In Australia, there is an open category that invites businesses of all sizes to campaign.

### NEW ZEALAND

Small <100 employees

Medium 101 – 500 employees

Large 501 + employees

### AUSTRALIA

Open entry





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## Why Should Your Business Participate?

**Boost your employer brand:** Winning or even being nominated for Retail Employer of the Year can significantly enhance your employer brand's reputation. It showcases your commitment to creating a positive workplace culture and attracting and retaining top talent.

**Engage your past and present staff:** By encouraging your employees to vote and promoting your participation in the initiative, you can increase staff engagement and foster a sense of pride and community within your team. This can lead to improved morale, retention rates, and productivity.

**Attract top talent:** In today's job market, candidates are looking for employers who align with their values and prioritise employee well-being. Being recognised as a top retail employer can help you stand out in a crowded market and appeal to the top talent you seek. It can also serve as a valuable recruitment tool, allowing you to attract and retain the best talent in your industry.

**Gain free publicity:** The Retail Employer of the Year initiative generates media coverage and social media buzz, providing exposure for your brand and potentially attracting new customers. This can help to further enhance your employer brand's reputation and showcase your business as a leader in the retail industry.

## Important Dates

Voting Opens: 12/04/2023

Voting Closes: 21/06/2023

Winners Announced / NZ awards evening: 11/07/2023



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## Your Campaign

Once your brand receives a single vote, you're automatically in the running to win Retail Employer of the Year. Your local Retailworld Account Manager will keep you updated throughout the campaign period.

It's time to start campaigning! You have the freedom to choose how to encourage your team and the public to vote for your brand. Previous winners have employed various campaigns to secure votes, such as:

- Encouraging employees to vote and promoting voting
- Leveraging your social media channels
- Email marketing campaigns
- Utilising targeted email signatures
- Advertising instore using 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.

Click below for access to the full media library for your promotional channels!

Email Assets

POS Display  
Flyer

Social Media  
Assets



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