

Next Genner of the Year Criteria

- **Age Requirement:** The nominee must fall within a specific age range, typically between 18 and 35 years old, to be eligible for the Next Genner of the Year award.
 - **Industry Affiliation:** The nominee must be actively involved in the nursery and garden industry or related sectors.
 - **Employment Status:** The nominee can be employed within the industry or may be self-employed.
1. **Passion and Motivation:** Demonstrating a genuine passion for and commitment to the nursery and garden industry.
 2. **Skills Development and Training:** Showcasing the skills developed through training and experience, as well as demonstrating plans for further personal and professional development.
 3. **Daily Responsibilities and Projects:** Summarising the nominee's daily responsibilities and highlighting their involvement in significant projects and initiatives within their current employment.
 4. **Career Achievements:** Providing details of notable achievements and milestones reached throughout the nominee's career within the nursery and garden industry.
 5. **Work/Life Balance:** Explaining how the nominee effectively manages and balances their professional responsibilities with personal commitments and well-being.
 6. **Future Goals and Ambitions:** Outlining the nominee's aspirations and vision for their career within the industry over the next five years.
 7. **Customer Service Philosophy:** Describing the nominee's customer service philosophy and providing examples of how they deliver exceptional customer service.
 8. **Contribution to Employer's Business or Self-Employment:** Detailing the nominee's contributions to their employer's business (if employed) or how they have effectively managed their own business to drive positive outcomes.
 9. **Involvement in Industry Activities:** Summarising the nominee's active participation and contributions to activities outside of their regular work that support the growth and development of the nursery and garden industry.
 10. **Positive Experiences and Challenges:** Sharing examples of positive experiences and challenges faced by the nominee in their current job, demonstrating their ability to overcome obstacles and achieve success.
 11. **Passion for Industry Issues:** Identifying and discussing an industry issue that the nominee feels most passionate about, showcasing their dedication to making a positive impact.

12. Industry Threats and Solutions: Identifying major threats facing the horticulture and gardening industry in the coming years and providing thoughtful insights or ideas on how the industry can address these challenges.
13. Contribution to Industry Vision: Explaining the nominee's planned actions and initiatives to contribute to the industry's vision and advancement.