

# Retail Nursery of the Year Judging Criteria

## Premises and Facilities

### 1. Overall Premises:

- Cleanliness and tidiness of the nursery premises, including paths, buildings, and exterior open and covered areas.
- Adequate and well-maintained car parking facilities.
- Signage and clear identification of different areas/categories using signs and colours.
- First impressions, ambience, and overall aesthetic appeal of the nursery.
- Implements sustainability practices including plastic pot recycling, energy efficient equipment, energy saving technologies and procedures, water recycling and sustainable office supply options and recycling.

### 2. Layout and Accessibility:

- Well-designed and logical layout for both outdoor and indoor areas.
- Visibility and easy access to all areas for customers.
- Effective use of display stands, endcaps, and fixtures to showcase products.
- Well-designed and accessible website with online inventory and ability to purchase online

### 3. Housekeeping and Safety:

- Ensuring cleanliness, free of dirt, and maintaining a tidy environment (at registers and through nursery).
- Identification and minimisation of hazards to ensure customer and staff safety.
- Proper storage and organisation of garden care products, tools, chemicals and equipment (for in house use and for sale items)
- Adequate checkout and point-of-sale systems for efficient transactions especially through high traffic periods
- Prioritisation of Work health and safety (WHS) measures for physical and mental well-being of employees including fully stocked first aid kits onsite and first aid trained staff members

## Product

### 1. Plants:

- Range and variety of plants available to meet customer needs.
- Native and drought tolerant plant options as well as plants suited the local climate
- Rare and unusual plant offering
- High-quality plants in terms of:
  - health
    - disease, pest and weed free

- not pot bound
- good root health
- not over or underwatered
- vigour and uniformity
- appearance (leaf, flower and fruit)
- Clear and informative labelling of plants.

## 2. **Garden Care and Hardware:**

- Availability of quality potting mixes, composts, mulches, pest control and fertilisers.
- Range of environmentally friendly alternatives for pest control and plant care including organic fertilisers and pesticides.
- Well-stocked inventory of tools, watering equipment, and sundries.
- Selection of garden decor items such as pots, containers, water features, and garden art.

## 3. **Innovative Offerings:**

- Showcasing innovative offerings that set the retail nursery apart from competitor – community engagement, mobile app, consultation services, workshops etc
- Introducing and successfully managing additional offerings, such as an onsite cafe, homewares section, garden maintenance and landscape design, florist, yoga/exercise classes or other unique services.

## **Customer Service**

### 1. **Services and Information:**

- Provision of helpful and accurate information to customers.
- Availability of trolleys, baskets, umbrellas, wheelchair access, and other customer convenience items.
- Adequate and clean toilet facilities for customers' use.
- Offerings of gift vouchers, gift wrapping, and home/site delivery services.
- Responsive to online enquiries through website and social media

### 2. **Staff:**

- Well-presented and professional staff in terms of appearance, uniform, and name badges.
- Knowledgeable in plants and related products and friendly
- Staff proactively engage with customers to get their specific background/needs/preferences to offer exceptional customer service and accurate and personalised advice
- Regular staff training, including product knowledge and customer engagement.
- Staff meetings and performance reviews for effective communication and feedback.

## **Merchandising**

### 1. **Principles:**

- Implementation of effective merchandising principles to optimise product location and presentation.
- Clear category and subcategory signs for easy navigation.
- Adequately stocked fixtures and benches to ensure availability of products.

- Proper labelling and facing up of plants and products.
- Cross-merchandising opportunities to enhance sales.
- Use of technology in merchandising (digital displays, QR code to product information)

## **Marketing**

### **1. Planning:**

- Identification of target market sectors and understanding customer needs.
- Development and implementation of a comprehensive marketing plan with clear objectives and consistent branding.

### **2. Digital:**

- Effective use of social media platforms for marketing with regular and engaging content (mix of informative and promotional)
- Well-maintained and informative website with good usability and e-commerce capability
- Effective digital marketing strategies, including SEO, email marketing, and content marketing.

### **3. Other:**

- Organisation of events and activities to engage customers including plant care and build-your-own workshops
- Engagement with local community including community gardens, swap and sells, garden competitions, fundraisers and seniors activities.

## **Management**

### **1. Areas of Responsibility and Communications:**

- Clearly defined areas of responsibility and job descriptions for efficient operations.
- Effective internal communications among staff members.
- Communication of the nursery's strategic plan to all staff members.

### **2. Human Resources and Training:**

- Focus on human resources, including compliance with employment laws and physical and mental wellbeing
- Regular staff meetings to foster communication and teamwork.
- Regular performance reviews and feedback sessions to ensure continuous improvement.
- Ongoing training and development programs for staff members as well as career progression opportunities

### **3. Business Operations**

- Development and implementation of a short and long-term business plan.
- Efficient supply chain management to ensure timely delivery and customer satisfaction.
- Strong financial management and adherence to relevant financial standards.
- Establishment and monitoring of key performance indicators (KPIs) to measure productivity and profitability.

## **Business Practices (Supplier Survey)**

### **1. Supplier Relationships and Business Integrity**

- Demonstrates a strong commitment to ethical business practices, including consistently paying supplier bills on time.
- Values and nurtures positive relationships with suppliers, fostering a sense of mutual respect and trust.
- Exhibits transparency and honesty in all business transactions, ensuring fair treatment of suppliers and partners.

## Retail Nursery of the Year Scoring Sheet

<b>Category</b>	
Small Retail Nursery (1-5 FTE). <input type="checkbox"/>	Large Retail Nursery (6 + FTE). <input type="checkbox"/>

Premises & Facilities	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
<b>Overall Premises</b>	1. Cleanliness and tidiness of the nursery premises, including paths, buildings, and exterior covered areas.						
	2. Adequate and well-maintained car parking facilities.						
	3. Signage and clear identification of different areas using signs and colours.						
	4. First impressions, ambience, and overall aesthetic appeal of the nursery.						
	5. Implements sustainability practices including plastic pot recycling, energy efficient equipment, energy saving technologies and procedures, water recycling and sustainable office supply options and recycling.						

Premises & Facilities	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Layout and Accessibility	6. Well-designed and logical layout for both outdoor and indoor areas.						
	7. Visibility and easy access to all areas for customers.						
	8. Effective use of display stands, endcaps, and fixtures to showcase products.						
	9. Outdoor garden aids availability, such as stakes and roll dispensers.						
Housekeeping and Safety	10. Ensuring cleanliness, free of dirt, and maintaining a tidy environment.						
	11. Identification and minimisation of hazards to ensure customer and staff safety.						
	12. Proper storage and organisation of garden care products, tools, and equipment.						
	13. Adequate checkout and point-of-sale systems for efficient transactions.						
	14. Prioritisation of Work Health and Safety (WHS) measures for physical and mental well-being of employees including fully stocked first aid kits onsite and first aid trained staff members						
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Product	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Plants	1. Range and variety of plants available to meet customer needs.						
	2. Native and drought tolerant plant options as well as plants suited to the local climate						
	3. Rare and unusual plant offering						
	4. High quality plants in terms of: <ul style="list-style-type: none"> <li>- Disease, pest and weed free</li> <li>- Not pot bound</li> <li>- Good root health</li> <li>- Not over or underwatered</li> <li>- Vigour and uniformity</li> <li>- Appearance (leaf, flower, fruit)</li> </ul>						
	5. Clear and informative labelling of plants						
Garden Care and Hardware	6. Availability of quality potting mixes, composts, mulches, pest control and fertilisers.						
	7. Range of environmentally friendly alternatives for pest control and plant care.						
	8. Well-stocked inventory of tools, watering equipment, and sundries.						
	9. Selection of garden decor items such as pots, containers, water features, and garden art.						
Innovative Offerings	10. Showcasing innovative offerings that set the retail nursery apart from competitors. (Community engagement, mobile app, consultation services, workshops etc)						
	11. Introducing and successfully managing additional offerings, such as an onsite cafe, homewares section, garden maintenance and landscape design, florist, yoga/exercise classes or other unique services.						
Total							/

Customer Service	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Services and Information	1. Provision of helpful and accurate information to customers.						
	2. Availability of trolleys, baskets, umbrellas, wheelchair access, and other customer convenience items.						
	3. Adequate and clean toilet facilities for customers' use.						
	4. Offerings of gift vouchers, gift wrapping, and delivery services.						
	5. Responsive to online enquiries through website and social media						
Staff	6. Well-presented and professional staff in terms of appearance, uniform, and name badges.						
	7. Knowledgeable in plants and related products and friendly						
	8. Staff proactively engage with customers to get their specific background/needs/preferences to offer exceptional customer service and accurate and personalised service						
	9. Staff meetings and performance reviews for effective communication and feedback.						
Total							/45

Merchandising	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Principles	1. Implementation of effective merchandising principles to optimise product location and presentation.						
	2. Clear category and subcategory signs for easy navigation.						
	3. Adequately stocked fixtures and benches to ensure availability of products.						
	4. Proper labeling and facing up of plants and products.						
	5. Cross-merchandising opportunities to enhance sales.						
	6. Use of technology (digital displays, QR code to product information)						
Marketing	7. Identification of target market sectors and understanding customer needs.						
	8. Development and implementation of a comprehensive marketing plan with clear objectives and consistent branding.						
	9. Effective use of social media platforms for marketing with regular and engaging content (mix of informative and promotional).						
	10. Well-maintained and informative website with good usability and e-commerce capability						
	11. Effective digital marketing strategies, including SEO, email marketing, and content marketing.						
	12. Organisation of events and activities to engage customers including plant care and build-your-own workshops.						
	13. Engagement with local community including community gardens, swap sells, garden competitions, fundraisers & seniors activities.						
Total							/

Management	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Areas of Responsibility and Communications	1. Clearly defined areas of responsibility and job descriptions for efficient operations.						
	2. Effective internal communications among staff members.						
	3. Communication of the nursery's strategic plan to all staff members.						
Human Resources and Training	4. Focus on human resources, including compliance with employment laws and physical and mental wellbeing.						
	5. Regular staff meetings to foster communication and teamwork.						
	6. Regular performance reviews and feedback sessions to ensure continuous						
	7. Ongoing training and development programs for staff members as well as career progression opportunities.						
Business Operations	8. Development and implementation of a short and long-term business plan.						
	9. Efficient supply chain management to ensure timely delivery and customer satisfaction						
	10. Strong financial management and adherence to relevant financial standards.						
	11. Establishment and monitoring of key performance indicators (KPI's) to measure productivity and profitability.						
Total							/
<b>Total Overall Score</b>							

**Constructive Feedback on Strengths and Ways to Improve**

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