

# 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 covered areas.
- Adequate and well-maintained car parking facilities.
- Signage and clear identification of different areas using signs and colours.
- First impressions, ambience, and overall aesthetic appeal of the nursery.

### 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.
- Outdoor garden aids availability, such as stakes and roll dispensers.

### 3. Housekeeping and Safety:

- Ensuring cleanliness, free of dirt, and maintaining a tidy environment.
- Identification and minimisation of hazards to ensure customer and staff safety.
- Proper storage and organisation of garden care products, tools, and equipment.
- Adequate checkout and point-of-sale systems for efficient transactions.

## Product

### 1. Plants:

- Range and variety of plants available to meet customer needs.
- High-quality plants in terms of health, vigour, and appearance.
- Clear and informative labelling of plants.

### 2. Garden Care and Hardware:

- Availability of quality potting mixes, composts, mulches, and fertilisers.
- Range of environmentally friendly alternatives for pest control and plant care.
- 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 competitors.
- Introducing and successfully managing additional offerings, such as an onsite cafe, homewares section, or other unique services.

## **Customer Service**

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

- Provision of helpful and accurate information to customers.
- Product and plant guarantees for customer satisfaction.
- 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 delivery services.

### **2. Staff:**

- Well-presented and professional staff in terms of appearance, uniform, and name badges.
- Knowledgeable and friendly staff providing exceptional customer service.
- 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.
- Fully stocked fixtures and benches to ensure availability of products.
- Proper labelling and facing up of plants and products.
- Cross-merchandising opportunities to enhance sales.

### **2. Seasonal Promotions and Marketing:**

- Consistent branding and promotion of the nursery's identity.
- Organisation of events and activities to engage customers.
- Implementation of loyalty programs to reward and retain customers.
- Effective in-store promotions and marketing efforts through various media channels.

## **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.

### **1. Staff Development and Training:**

- Regular staff meetings to foster communication and teamwork.
- Performance reviews and feedback sessions to ensure continuous improvement.
- Ongoing training and development programs for staff members.

## **Business Practices**

### **2. 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 colors.						
	4. First impressions, ambience, and overall aesthetic appeal of the nursery.						
	5. Cleanliness and tidiness of the nursery premises, including paths, buildings, and exterior covered areas.						
<b>Layout and Accessibility</b>	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.						

Premises & Facilities	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
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.						
							/65

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. High-quality plants in terms of health, vigour, and appearance.						
	3. Clear and informative labelling of plants.						
Garden Care and Hardware	4. Availability of quality potting mixes, composts, mulches, and fertilisers.						
	5. Range of environmentally friendly alternatives for pest control and plant care.						
	6. Well-stocked inventory of tools, watering equipment, and sundries.						
	7. Selection of garden decor items such as pots, containers, water features, and garden art.						
Innovative Offerings	8. Showcasing innovative offerings that set the retail nursery apart from competitors.						
	9. Introducing and successfully managing additional offerings, such as an onsite cafe, homewares section, or other unique services.						
Total							/45

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. Product and plant guarantees for customer satisfaction.						
	3. Availability of trolleys, baskets, umbrellas, wheelchair access, and other customer convenience items.						
	4. Adequate and clean toilet facilities for customers' use.						
	5. Offerings of gift vouchers, gift wrapping, and delivery services.						
Staff	6. Well-presented and professional staff in terms of appearance, uniform, and name badges.						
	7. Knowledgeable and friendly staff providing exceptional customer service.						
	8. Regular staff training, including product knowledge and customer engagement.						
	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 optimize product location and presentation.						
	2. Clear category and subcategory signs for easy navigation.						
	3. Fully 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.						
Seasonal Promotions and Marketing	6. Consistent branding and promotion of the nursery's identity.						
	7. Organisation of events and activities to engage customers.						
	8. Implementation of loyalty programs to reward and retain customers.						
	9. Effective in-store promotions and marketing efforts through various media channels.						
Total							/45



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.						
Staff Development and Training	4. Regular staff meetings to foster communication and teamwork.						
	5. Performance reviews and feedback sessions to ensure continuous improvement.						
	6. Ongoing training and development programs for staff members.						
Total							/30
<b>Total Overall Score</b>							

Business Practices	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Supplier Relationships	1. Demonstrates a strong commitment to ethical business practices, including consistently paying supplier bills on time						
	2. Values and nurtures positive relationships with suppliers, fostering a sense of mutual respect and trust.						
Ethical Conduct	3. Exhibits transparency and honesty in all business transactions, ensuring fair treatment of suppliers and partners.						
Total							/15
<b>Total Overall Score</b>							

As part of the judging process, the panel will contact a selection of production nurseries (minimum of 3) that have a business relationship with the nominated retail nursery. This step aims to gauge the quality of the supplier relationship from an external perspective. The judging panel will inquire about the nominated retail nursery's reliability, communication, and integrity in their interactions with suppliers. Feedback from these production nurseries will provide valuable insights into the nominee's commitment to ethical business practices and the strength of their supplier partnerships.

List of Questions for Production Nurseries:

Production Nursery 1							
Production Nursery / Supplier Survey	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
		Communication and Reliability	1. How effective is the nominated retail nursery in communicating with you regarding orders, terms, and concerns?				
	2. How consistent is the nominated retail nursery in paying bills on time, minimizing disruptions in the supply chain?						
Ethical Conduct	3. How would you rate the nominated retail nursery's commitment to ethical business practices and fair treatment of suppliers?						
Supplier Relationships:	4. How effectively does the nominated retail nursery foster positive and valuable relationships with suppliers?						
Long-term Growth Orientation:	5. How well does the nominated retail nursery collaborate with suppliers for mutual long-term growth and success?						
Total							/20
<b>Total Overall Score</b>							

**Production Nursery 2**

Production Nursery / Supplier Survey	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Communication and Reliability	6. How effective is the nominated retail nursery in communicating with you regarding orders, terms, and concerns?						
	7. How consistent is the nominated retail nursery in paying bills on time, minimizing disruptions in the supply chain?						
Ethical Conduct	8. How would you rate the nominated retail nursery's commitment to ethical business practices and fair treatment of suppliers						
Supplier Relationships:	9. How effectively does the nominated retail nursery foster positive and valuable relationships with suppliers?						
Long-term Growth Orientation:	10. How well does the nominated retail nursery collaborate with suppliers for mutual long-term growth and success?						
Total							/20
<b>Total Overall Score</b>							

**Production Nursery 3**

Production Nursery / Supplier Survey	Criteria	Well Below Average (1)	Below Average (2)	Satisfactory (3)	Above Average (4)	Well Above Average (5)	Comments
Communication and Reliability	11. How effective is the nominated retail nursery in communicating with you regarding orders, terms, and concerns?						
	12. How consistent is the nominated retail nursery in paying bills on time, minimizing disruptions in the supply chain?						
Ethical Conduct	13. How would you rate the nominated retail nursery's transparency and honesty and their commitment to ethical business practices and fair treatment of suppliers						
Supplier Relationships:	14. How effectively does the nominated retail nursery foster positive and valuable relationships with suppliers?						
Long-term Growth Orientation:	15. How well does the nominated retail nursery collaborate with suppliers for mutual long-term growth and success?						
Total							/20
<b>Total Overall Score</b>							