

WELCOME TO THE

V&A Neighbourhood Awards

Individual Awards Definitions & Criteria



OUR NEIGHBOURHOOD AWARDS OVERVIEW

01

This group of awards allows tenants to nominate themselves for recognition in various categories.

- Sustainability and Impact Category
- Brand and Store Experience Category
- Staff Talent Category
- Neighbourhood Champion Category

02

This group of awards is either determined by pre-determined metrics based on mystery shopper/ diner survey results or through special recognition by V&A management.

- Retail Excellence Awards Category
- Service Excellence Awards Category
- Special Recognition Awards Category

03

This category is voted for by the public.

- People's Choice Awards Category

Sustainability and Impact

Awards Category



Sustainability Award

(powered by Our Better Nature)

Self-nomination

This award recognises the retail tenant that has embarked on a commendable sustainability journey within their operations at the V&A Waterfront.

To be eligible for this award, retail tenants must have initiated sustainability initiatives that demonstrate a clear commitment to environmental conservation and ethical business practices. While perfection is not expected, tenants should showcase a genuine effort and progress in their sustainability endeavours.

Please note: We do not necessarily expect accredited or certified systems to be in place, we would just like to see the intention behind your sustainability efforts and that you have started the journey and put some measures in place.

Eligibility

If you've implemented sustainability initiatives demonstrating commitment to environmental conservation, social responsibility and ethical business practices, you're eligible for this award.

While perfection is not expected, tenants should showcase a genuine effort and progress in their sustainability endeavours.

Entry Criteria

- Sincerity of the sustainability programme.
- Innovation of the sustainability programme.
- Clear commitment to sustainability initiatives.
- How it aligns with the sustainability goals of the V&A Waterfront.



Social Impact Award

Self-nomination

This award celebrates the retail tenant actively involved in community initiatives and partnerships, embodying our belief in shared value, shared success, inclusivity, and opportunity.

Eligibility

To be eligible for this award, entrants must meet the following criteria:

- You have demonstrated meaningful contributions to the local community through events, sponsorships, or philanthropic activities.
- You have engaged in partnerships or collaborations with local organisations or community groups.
- You can provide evidence of the positive impact of community engagement initiatives on the local community.
- Your community engagement efforts are aligned with V&A Waterfront branding and values.

Entry Criteria

- Demonstrated meaningful contributions to the local community through events, sponsorships, or philanthropic activities.
- Engaged in partnerships or collaborations with local organisations or community groups.
- Aligned community engagement efforts with V&A Waterfront branding and values.

Empowerment Award

Self-nomination

This award recognises tenants that foster economic impact through empowerment initiatives (internally and externally). This could be in skills development, job creation, supply chain transformation, and support for women-owned businesses or vulnerable groups.

Eligibility

To be eligible for the Empowerment Award, retail tenants must meet one or more of the following criteria:

- You demonstrate commitment to driving economic impact by creating jobs, offering training, and supporting local businesses.
- You engage the community through mentorship, skills training, and outreach programmes.
- You promote diversity by championing women-owned businesses, previously disadvantaged and minority groups.
- You implement inventive strategies for socio-economic growth.

- You encourage collaboration by partnering with stakeholders to amplify impact.

Entry Criteria

In their submission, entrants should present measurable outcomes and success stories to showcase impact highlights. It should provide further compelling evidence and examples that showcase their commitment to empowerment. This may include:

- Testimonials from employees and beneficiaries.
- Details of collaborations for impactful results that provide partnership insights.
- Highlights of unique approaches to empowerment.

Brand and Store Experience

Awards Category



Best Marketing & Digital Innovation

Self-nomination

This award recognises the retail tenant that has executed the most impactful marketing and/or digital campaign, effectively promoting their store at the V&A Waterfront.

Successful strategies may include compelling content creation, influencer collaborations, interactive campaigns, user-generated content, website launches or relaunches, ecommerce, and effective use of storytelling and visual elements to convey brand messages.

Eligibility

To be eligible for this award, entrants must meet the following criteria:

- You have implemented a marketing campaign specifically targeting customers at the V&A Waterfront.

- You have used innovative and impactful tactics (including digital platforms such as social media, websites, apps, or e-commerce initiatives) to enhance brand presence and customer engagement.
- You have demonstrated creativity, innovation, and strategic planning in the execution of your campaign.
- You can provide evidence of campaign effectiveness, including measurable results and values.

Entry Criteria

- Implemented innovative and impactful marketing/digital campaigns, tactics or strategies specifically targeting customers at the V&A Waterfront.
- Demonstrated creativity, innovation, and strategic planning in campaign execution.
- Provided evidence of campaign effectiveness, including measurable results.



Best Activation Award

Self-nomination

This award acknowledges the retail tenant (both centre court and instore) that has executed the most impactful and engaging activation or event within the V&A Waterfront precinct.

To be eligible for this award, retail tenants must have organised and executed an activation or event that drew significant attention, engagement, and positive feedback from visitors to the V&A Waterfront.

Successful activations may include pop-up shops, experiential marketing campaigns, live performances, promo court activations, brand activations, interactive installations, or other engaging activities that captivated and delighted visitors.

Eligibility

The recipient of this award will be chosen based on the creativity, innovation, and effectiveness of their activation or event.

Entry Criteria

- Creativity & innovation of the activation or event.
- Effectiveness of activation/event.
- Provide evidence that the activation/event drew significant attention, engagement, and positive feedback from V&A visitors.

Best New or Revamped Store

Self-nomination

Recognises retail tenants who have demonstrated outstanding achievement in either launching a new store or revitalising an existing one.

Eligibility

To be eligible for this award, entrants must:

- Have significantly transformed a store within the evaluation period by opening a new store or renovating an existing one.
- They've demonstrated successful store transformation with positive customer feedback.
- They're able to provide evidence of store concept, design, and customer attraction strategies, along with before-and-after improvements in customer experience and sales.
- Their store transformation aligns with V&A Waterfront branding and values.

Entry Criteria

- Initiated a significant transformation of a store within the evaluation period, either through opening a new store or renovating an existing one.
- Demonstrated successful store transformation, including positive feedback from customers and visitors.
- Alignment with V&A Waterfront: Demonstrate how the store transformation contributes to the overall aesthetics, offerings, and sustainability goals of the V&A Waterfront precinct.
- Success of store transformation: Present quantitative data or metrics demonstrating the success of the store transformation in terms of sales, foot traffic, customer engagement, and satisfaction.
- Fit-outs Process: Successfully managed and navigated the fit-out process for the new store launch or store revamp, demonstrating effective problem-solving skills and resilience in overcoming challenges, including delays caused by factors beyond their control, while adhering to mall and city regulations.



Best Visual Merchandising

Self-nomination

Honours the retail tenant with the most visually appealing and effective store displays.

Eligibility

To be eligible for this award, entrants must meet the following criteria:

- You have demonstrated outstanding visual merchandising practices within your store.
- You have showcased creativity, innovation, and brand consistency in your displays.
- You can provide evidence of the positive impact of visual merchandising on customer engagement and sales.
- Your visual merchandising is aligned with V&A Waterfront branding and values

Entry Criteria

- Creativity and Innovation: Showcase unique and eye-catching display techniques that effectively showcase products and captivate customers.
- Brand Consistency: Demonstrate how visual merchandising aligns with the brand identity and messaging of the store and the V&A Waterfront.
- Impact on Customer Engagement: Provide evidence of increased customer engagement, dwell time, or sales attributed to visual merchandising efforts.



Store Talent

Awards Category

Store Manager of the Year

Nominated by Tenant Management

The Store Manager of the Year Award recognises an outstanding individual who has demonstrated exemplary leadership, dedication, and achievement within their role at the V&A Waterfront. Nominations for this award are submitted by the management team, acknowledging the exceptional qualities and accomplishments of the nominated store manager.

Candidates for the Store Manager of the Year Award are nominated by their management team, who provide specific examples and anecdotes that highlight the nominee's outstanding leadership, dedication, and achievements. These may include testimonials from colleagues, instances of successful team collaboration, and tangible improvements in-store performance under their leadership.

Eligibility

The nominated store manager should display:

- **Leadership Excellence:** They are recognised for exceptional leadership skills in guiding

and inspiring their team to achieve outstanding results.

- **Customer Focus:** They demonstrate a commitment to providing exceptional customer service and enhancing the overall shopping experience.
- **Team Collaboration:** They value and foster a collaborative work environment, encouraging teamwork and mutual support among team members.
- **Innovation and Problem-solving:** They display initiative and creativity in addressing challenges and implementing innovative solutions to improve

Entry Criteria

- **Leadership Excellence:** Recognized for exceptional leadership skills in guiding and inspiring their team to achieve outstanding results while encouraging teamwork among team members.
- **Customer Focus:** Demonstrates a commitment to providing exceptional customer service and enhancing the overall shopping experience.
- **Innovation and Problem-Solving:** Displays initiative and creativity in addressing challenges and implementing innovative solutions to improve store operations and performance.

Retail Service Star of the Year

Nominated by Tenant Management/Peers

This esteemed award is dedicated to the store assistant recognised by their peers or management for exemplifying excellence in customer service, teamwork, and dedication within the V&A Waterfront community.

Eligibility

The nominated store manager should display:

- **Customer Satisfaction:**
They are recognised for consistently surpassing customer expectations and providing exceptional service.
- **Product Knowledge:**
They are acknowledged for their extensive knowledge of the store's offerings, providing valuable assistance to customers.
- **Team Collaboration:**
They are valued for their collaborative spirit, contributing to a positive and harmonious work environment.

Entry Criteria

- Candidates should be nominated by their peers or/and managers, providing specific examples and anecdotes that highlight their outstanding performance and commitment to customer service. These may include testimonials from colleagues, instances of exemplary service, and contributions to team success through collaboration and problem-solving.

Neighbourhood Champion

Awards Category





Global Ambassador Award

Self-nomination

This award acknowledges the retail tenant's role, whether direct or indirect, in promoting the V&A Waterfront brand on a global scale through their activities or partnerships.

Eligibility

To be eligible for this award, entrants must meet the following criteria:

- You have demonstrated significant global outreach or presence through partnerships, events, or initiatives like industry awards.
- You have actively promoted the V&A Waterfront brand on an international scale.
- You have engaged in collaborations or partnerships with global brands or organisations that align with V&A Waterfront values.
- You can provide evidence of the positive impact of global ambassadorship activities on the V&A Waterfront brand.

Entry Criteria

- Demonstrated significant global outreach or presence through partnerships, events, or initiatives like industry awards.
- Actively promoted the V&A Waterfront brand on an international scale.
- Engaged in collaborations or partnerships with global brands or organisations that align with V&A Waterfront values.

Good Neighbour Award

Self-nomination/Peer-nomination

This award recognises the retail tenant that exemplifies and embodies the values of good neighbourliness within the V&A Waterfront community.

Eligibility

To be eligible for this award, entrants must meet the following criteria:

- They have demonstrated active participation in community-building activities and events within the V&A Waterfront precinct.
- They have fostered positive relationships and collaborations with neighbouring tenants and businesses.
- They have contributed to creating a welcoming and inclusive atmosphere within the V&A Waterfront community.
- They are aligned to neighbourly practices and V&A Waterfront values of collaboration, inclusivity, and mutual support.

Entry Criteria

Self or peer nominations should include:

- Examples of active participation in community events, initiatives, or partnerships that benefit the V&A Waterfront community as a whole.
- Positive Relationships: Showcase successful collaborations or partnerships with neighbouring tenants or businesses that enhance the overall experience for visitors, embodying and demonstrating the values of the V&A Waterfront.
- Inclusivity and Support: Demonstrate efforts to create an inclusive environment where all tenants and businesses feel welcomed and supported.
- Alignment with V&A Waterfront Values: Illustrate how neighbourly practices align with the core values and principles of the V&A Waterfront, contributing to a thriving and cohesive community.

Retail Excellence

Awards Category





Retail Excellence Award

Not for Self-nomination

This award recognises the tenant offering the most exceptional customer experience and achieving notable business success within the neighbourhood. The award celebrates customer service excellence – it is assessed by mystery shopper evaluations and overall business performance.





Service Excellence

Awards Category

Retail Service Excellence Award

Not for Self-nomination

This award recognises tenants who have demonstrated exceptional customer service within their store.

Eligibility

All retail V&A tenants undergo an annual mystery shopper survey support.

Entry Criteria

The winner is based on mystery shopper survey results.

Food Service Excellence Award (powered by NeighbourFOOD)

Not for Self-nomination

This award recognises food tenants who have demonstrated exceptional customer service within their eateries.

Eligibility

All V&A food and beverage tenants undergo an annual mystery shopper research.

Entry Criteria

Food is based on Mystery Diner survey results.

Small Business Excellence Award

Not for Self-nomination

This award recognises Watershed tenants who have demonstrated exceptional customer service within their establishments.

Eligibility

All Watershed V&A tenants undergo an annual mystery shopper survey.

Entry Criteria

The winner is based on mystery shopper survey results.

Special Recognition

Awards Category





CEO Award

Nominated by the V&A

This prestigious award, selected at the discretion of the CEO of the V&A Waterfront, recognises outstanding contributions to the V&A Waterfront strategy and values, and/or the community and/or the retail industry as a whole.

Eligibility

There are no specific entry criteria for this award. The CEO of the V&A Waterfront will personally select the recipient based on their exceptional achievements, leadership, and impact within the V&A Waterfront community.

Entry Criteria

The recipient of the CEO Award will be chosen based on their significant contributions to the V&A Waterfront, demonstrated leadership, innovation, and positive influence on the retail industry. The award winner will be announced by the CEO at the awards ceremony, and their achievements will be celebrated as exemplary within the V&A Waterfront community.



Eligibility

This year we recognise tenants that are celebrating 10 years, 20 years and 30 year milestones.

Entry Criteria

The recipients of these awards will be determined based on the milestone anniversaries achieved by each retail tenant. Tenants reaching the specified milestones will be recognised and celebrated at the awards ceremony for their enduring commitment to the V&A Waterfront community and their contribution to its success over the years.

Evergreen Award

Nominated by the V&A

This award recognises tenants who have demonstrated long-standing commitment and dedication to the V&A Waterfront, celebrating 10 years, 20 years and 30 year milestones of continuous operation within our neighbourhood.

People's Choice

Awards Category





Eligibility

This award is determined by public vote, and all retail tenants at the V&A Waterfront are eligible for nomination.

Entry Criteria

The winner of this award will be determined based on the highest number of votes received from the public. Entrants may encourage their customers and visitors to vote for them through voting platforms provided. The winning brand will be announced at the awards ceremony based on the results of the public vote.

People's Choice Award

For Public Vote

This award, determined by public vote, celebrates the tenant who has captured the hearts of visitors and customers at the V&A Waterfront, becoming their favourite brand. Two awards will be handed out: one for the public's favourite retail store and one for the favourite eatery.

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