



**Australian Organic Annual
Awards for Excellence**

2017

Prospectus 2017

Thank you for your interest in nominating for the Australian Organic Annual Awards 2017.

This pack is designed to:

- **Provide you with an understanding of the Australian Organic Annual Awards' background;**
- **Provide the necessary criteria and information required for nomination;**
- **Assist you in achieving your best possible application.**

If after reading this information you have any questions or require further information, please contact [Janine Heinemann](#) via email or phone (07) 3350 5706.

Please ensure you address the **Key Selection Criteria** for each category which is listed in the **Award Categories, Rules & Criteria** section of this document.

At least one full response should be provided for each Key Selection Criteria per category.

The STAR model is the preferred Australian Organic Annual Awards assessment tool, and provides a framework for relating experiences which illustrate the competency being assessed by the selection panel.

Situation: The selection panel wants you to present a recent situation relating to the specific criteria, including context, details and timeframe.

Task: What were you required to achieve or accomplish? The selection panel will be looking to see what you were trying to achieve from the situation.

Action: What did you do? The selection panel will be looking for information on what you did, why you did it and whether there were possible alternatives available.

Results: What was the outcome of your actions? What did you achieve through your actions and did you meet your objectives? What did you learn from this experience and have you used this learning since?

It is recommended that you use the STAR model to answer the Key Selection Criteria.

Be specific in your response and use the how, what, why and when principle:

- What was the activity undertaken?
- Why was it done?
- What resources were available?
- What obstacles to the activity existed?
- How was it done?
- When and where was it done?
- What was the result?
- What was the benefit to your certified organic operation?

(Please show/tell the selection panel what you have achieved.)

- ✓ **Entries are to be submitted on A4 paper in either Word or PDF format. No word limit.**
- ✓ **Please ensure you have a minimum of one (1) image of nominee/product included in your nomination.**
- ✓ **Entries need to be uploaded to our [Australian Organic Awards portal](#).**
- ✓ **Entries close 5.00pm AEST, 8 September, 2017. No late entries will be accepted.**
- ✓ **Further information can be found on our Australian Organic website [here](#).**

AUSTRALIAN ORGANIC AWARDS BACKGROUND

Australian Organic owns the nation's largest and most well known organic certification mark on Australian shelves, Australian Certified Organic. Australian Organic was exploring ways to celebrate the achievements and successes of ACO clients and ultimately, in 2014, the Australian Organic Awards were created. These Awards are the pinnacle of our yearly celebrations and are an opportunity to acknowledge our clients at a special award ceremony.

The inaugural Australian Organic Awards were held at the National Wine Centre in Adelaide on 14 November, 2014 and winners were presented their trophies by Senator Nick Xenophon. They were the first awards of their kind to acknowledge the outstanding achievements of individuals and businesses in Australia's rapidly growing organic industry.

We are excited to once again celebrate the immense contribution that Australian Certified Organic clients make to the organic industry. In addition to Australian Organic Awareness Month, which raises awareness of products, we are proud to announce the 2017 Australian Organic Annual Awards, our opportunity to celebrate and showcase the year's most outstanding organic products, businesses and individuals. Please visit our [Australian Organic](#) website to view our previous finalists and award winners.

Nominations will be open from **7 August to 8 September, 2017**. Finalists will be advised in October. The winners of the Awards will be announced at the Australian Organic Annual Awards for Excellent ceremony on **Friday, 17 November, 2017**. **Nominations are to be submitted on A4 paper, answering the Key Selection Criteria, in either Word or PDF format. A minimum of one (1) image of nominee/product must be included in your nomination.**

Receipt of Nominations

Completed nominations (including all responses to the Key Selection Criteria) are to be lodged with Australian Organic by 5.00pm (AEST) on **8 September, 2017**. No late entries will be accepted.

Why should you enter?

The Australian Organic Annual Awards are a great opportunity for your business to be in the spotlight. Benefits include PR and media opportunities for your brand/products, as well as artwork and trophies for National winners.

All clients certified by the Australian Organic group are encouraged to nominate.

The judging panel

Each category will be judged by an independent panel of judges overseen by Australian Organic Limited.

Selection of winners

To nominate for the variety of awards on offer this year, please complete your nomination on A4 paper in either Word or PDF format, including one image of nominee/product, and simply upload to [the nomination link](#) or visit our [Australian Organic website](#) for further information. Please upload one entry per category, as the Key Selection Criteria differs between categories. **Do not submit multiple entries for a person/company as one full entry per relevant category is sufficient.**

Nominees will be shortlisted for each category. The nominee who best addresses the Key Selection Criteria will be considered the winning recipient for each category.

Please note: you must possess **relevant certification relating to the category** in order to qualify for judging for that category.

AWARD CATEGORIES, RULES & CRITERIA

General rules of entry: - The Australian Organic Annual Awards are only open to clients certified by the Australian Organic group. **Please focus on answering the Key Selection Criteria for each category.**

Categories & Criteria:

Young Organic Leader (30 and under)

- Individual who has displayed exceptional commitment and passion in their chosen field.
- Displays personal drive and integrity.
- Actively contributes towards organisation and/or management of a farm or company.
- High level of commitment to the organic industry.
- Supports strategic direction and achieves results.
- Individual with innovative marketing strategies, processes or programs.

Additional requirements:

Nominees must be 30 years of age or less.

Nominees must be certified with Australian Organic group.

Export Market Leader

- Significant number of OPCs approved for export in 2017.
- Has excelled in international market penetration.
- Company displays drive and integrity.
- Business with innovative marketing strategies, processes or programs.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company commitment to international business.
- Proven international sales.

Additional requirements:

Nominees must be certified with Australian Organic group.

Farmer of the Year

- Farmers/primary producers using sustainable methods/inputs.
- Develops and motivates employees.
- Displays personal drive and integrity.
- Provides excellent customer service and has strong customer loyalty.
- Business with Innovative marketing strategies, processes or programs.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Maintains a large variety of certified organic produce.
- Contributes to the local community.

Additional requirements:

Nominees must be certified with Australian Organic group.

Open to any type of production (vegetables, cattle, fruits, meat, dairy, wine grapes etc.)

Business of the Year (Wholesalers, Processors, Handlers)

- Provides excellent customer service and has strong customer loyalty.
- Business with innovative marketing strategies, processes or programs.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Company displays drive and integrity.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Maintains a large variety of certified organic products.
- Positive supplier relations.
- Contributes to the local community.

Additional requirements:

Nominees must be certified with Australian Organic group.

Open to all certified organic processors and wholesalers only.

Can include Allowed Input and Approved Product manufacturers.

Retailer of the Year

- Provides excellent customer service and has strong customer loyalty.
- Maintains a large variety of certified organic products/produce.
- Contributes to the local community.
- Positive supplier relations.
- Business with innovative marketing strategies, processes or programs.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- Participates in the AOAM (Australian Organic Awareness Month).

Additional requirements:

Nominees must be certified with Australian Organic group.

Must have a physical shop presence (including chains) or be a web based business.

Certified Organic Food Product of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.

Additional requirements:

Product must be certified organic with Australian Organic group. Product must fall in the following sub-category:

Fresh Food Product/Pantry Food Product

Certified Organic Non Food Product of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.

Additional requirements:

Product must be certified organic with Australian Organic group. Product must fall in the following sub-category: Garden & Farming Products/Other Certified Organic Products (Non Food Item)

Certified Organic Non Alcoholic Beverage of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.

Additional requirements:

Product must be certified organic with Australian Organic group.

Certified Organic Alcoholic Beverage of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.

Additional requirements:

Product must be certified organic with Australian Organic group.

Certified Organic Cosmetic Product of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.

Additional requirements:

Product must be certified organic with Australian Organic group. Product may be certified COSMOS Organic.

Certified Organic Wine of the Year

- Product must be manufactured or grown in Australia.

Please nominate your company, wine and vintage (including a photograph) and upload your nomination. Wine of the Year participants will be contacted directly with instructions to provide samples of wine for tasting by the judging panel.

Additional requirements:

Product must be certified organic with Australian Organic group.

Hall of Fame (Individual)

- Individual who has displayed a demonstrated commitment to the organic industry.
- Participated as a member of industry groups/committees or in community activities.
- Is proactive and has shown commitment to achieving success in the organic industry.
- Has demonstrated outstanding ability and success in their chosen field.
- Detail specific areas this person has made an impact.

Most Innovative Certified Organic Product of the Year

- Product must be manufactured or grown in Australia.
- Business with innovative marketing strategies, processes or programs in place.
- Commitment to the organic industry.
- Supports strategic direction and achieves results.
- Company displays drive and integrity.
- The business develops and motivates its employees, providing training, recognition and reward initiatives.
- Provides excellent customer service and has strong customer loyalty.
- Most interesting, unique new prepared offering – addressing trends.

This award recognises: An innovative product that is delivering benefit to business and consumers.

Evaluation Criteria:

- the type, nature and complexity of the innovation;
- the process for developing and implementing the innovation;
- the parties involved in developing and implementing the innovation and extent of external assistance;
- timeframe for planning and implementation;
- benefits to the business from developing the innovation;
- benefits to the consumer, through the introduction of the innovation; and
- the implementation of sustainable business practices.

Additional requirements:

Product must be certified with Australian Organic group.

Product may also be certified COSMOS Organic, BFA or Allowed Input.

Entry requirements:

- Participants must duly complete a nomination, pursuant to the Prospectus. Key Selection Criteria must be addressed according to the rules in order for your entry to qualify.
- Please note you must possess **relevant certification relating to the category you are entering** in order to qualify for judging in that category.

- Entries this year must be submitted on **A4 paper in either Word or PDF format**, including minimum of one (1) image of nominee/product in your nomination.
- All nominations must be uploaded via our [Australian Organic Annual Awards link](#) by close of business, **5.00pm (AEST), 8 September, 2017**, as entries close on this date.
- **No late entries will be accepted.**
- Finalists will be announced in October.
- Winners will be announced at the Annual Awards for Excellence ceremony at the National Wine Centre, Adelaide on **Friday, 17 November, 2017**.

How to enter:

- ✓ Read the Rules of Entry and Key Selection Criteria detailed in the Australian Organic Annual Awards (AOAA) Prospectus to ensure your eligibility.
- ✓ Complete your nomination on A4 paper addressing all the Key Selection Criteria according to the AOAA Prospectus (add a minimum of one image per nomination).
- ✓ Upload your nomination in either Word or PDF format prior to the closing date: **Friday 8 September, 2017 (5.00pm AEST)**.

For more information, please contact [Janine Heinemann](#) via email or phone (07) 3350 5706. **Good luck!**

