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20
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SOUTH AUSTRALIAN
PREMIER'S
FOOD and
BEVERAGE
INDUSTRY AWARDS



NEW PRODUCT AWARD

Sponsored by Foodland Supermarkets
for businesses with more than 15 FTEs



Aim

To recognise a business that has demonstrated excellence in developing, or enhancing, and launching a food or beverage product into the market between 31 January 2019 and 31 January 2020.

Part A

Business Excellence

Note: Completing this section of your application will automatically enter your business in the Business Excellence Award category for businesses with more than 15 FTEs.

1. **Background** (250 words maximum)

Please provide a brief summary of your business (history, nature of your business, products, markets and number of full time equivalent employees).

2. **Leadership** (550 words maximum)

2.1 Describe how leadership has defined the way forward and engaged your business stakeholders in your vision.

2.2 Describe your business culture, outlining key business values and related day-to-day behaviours.

2.3 Describe your approach to developing relationships and/or linkages across the value chain.

3. **Planning** (550 words maximum)

3.1 Describe the approach to your business planning.

3.2 Describe your key measures of success and relevant trends (eg growth, productivity, profitability etc).

3.3 Describe how your strategies have led your business achievements over the last 12 months.

4. **Customer/Consumer Focus** (550 words maximum)

- 4.1 Describe your approach to understanding your markets, customers and consumers.
- 4.2 Describe the distinguishing features of your customer/consumer relationships.
- 4.3 Provide examples of success in getting your pricing, promotion, distribution and product/service mix right.

5. **Business Improvement** (550 words maximum)

- 5.1 Describe how your business maintains and improves its people, processes, products and services.
- 5.2 Describe the systems you have in place to encourage and maintain a continuous improvement approach to all aspects of your business including safety and productivity.
- 5.3 Provide examples of specific improvement projects completed over the last 12 months and describe the resulting impact to your business.

6. **Food Safety / Business Systems**

Which food safety systems do you currently have in place? (please tick as appropriate)

- Food Safety Plan (Australia New Zealand Standards Code)
- Hazard Analysis Critical Control Points (HACCP) Accreditation
- Global Food Safety Initiative (GFSI) or equivalent.

Please specify any other accreditations relevant to your business &/or third party relationships, ie QMS, EMS, OHS/WHS etc.

7. **Financial Stability**

Please provide a **written statement** from your accountant indicating your financial stability (a template for this letter is available on the website at safoodawards.com.au).

Part B

New Product Award Questions

Note: Completing these questions will enter your business in the New Product Award category for businesses with more than 15 FTEs.

Maximum of 550 words per question.

1. Describe the product (including name, launch date, shelf life, product format, packaging specifications, price etc) and the market research supporting its development.
2. Describe the product development process undertaken to arrive at the new, or enhanced, product.
3. Detail the key measures of success and outcomes achieved with the product since its launch.

ENTER HERE: <https://safoodawards.awardsplatform.com/>

HOW TO ENTER THE AWARDS

Entry in the open business and individual award categories is by written application via the Entry Portal below.

Submitting your entry

1. Log in via the Entry Portal:
<https://safoodawards.awardsplatform.com/>
2. Follow the prompts to register your account. After you have logged in you will be guided through the entry process of your chosen award category or categories.
3. If you are entering more than one category simply use the 'copy' feature to create a copy of your entry, change the category and the answers to each category questions as required. This will save time on populating required fields for each entry (including the Part A Business Excellence criteria).
4. You do not have to complete your entry all in one go. You can work on your entry, save it in progress in the portal, and log in at any time to continue to edit your entry as often as you like up until the entry deadline.
5. Please ensure all your contact details are entered accurately, including your business name (as you wish it to appear in all promotions and announcements).
6. The software imposes word limits and does not allow any images, audio or video files to be included.
7. To complete your entry, please ensure your financial stability letter from your accountant is ready to attach. (This does not apply to individual award categories).

Conditions of entry

- » Entries open 9.00am Wednesday 1 July 2020 and close at 5.00pm Monday 17 August 2020. Late entries are not accepted.
- » You can enter any award category (except industry nominated categories) providing you did not win in that category in 2019.
- » Entry in any open business category, with the exception of the Emerging Business Award, automatically enters your business in the Business Excellence Award. Food or beverage producers, manufacturers or franchisors may enter up to two open business categories in addition to the Business Excellence Award category.

- » Entries must be accompanied by a letter of financial stability from your accountant. A financial stability statement is not required for individual award category applications.
- » Entrants must meet all criteria as defined for each award category.
- » Entrants who are shortlisted must agree to an online interview or virtual site visit with the judging panel. You may be required to provide further documentation for site visits or interviews.
- » Award entries are confidential, however Food South Australia reserves the right to use non-confidential information, images and video for promotional purposes associated with the South Australian Premier's Food and Beverage Industry Awards and may provide contact information to Award sponsors.

Who can enter?

Entry in the business award categories of the South Australian Premier's Food and Beverage Industry Awards is open to any business which is a food or beverage producer, manufacturer or franchisor, provided that:

- » The head office or principal place of business is in South Australia (and if the business is operated by a franchisee, the head office or principal place of business of the franchisor is in South Australia); and
- » At least half the expenses of the business are incurred in South Australia.

Please note:

- » Each award category may also have additional eligibility criteria.
- » Restaurants, cafes, food service and wine businesses are not eligible for the South Australian Premier's Food and Beverage Industry Awards.

Definitions

FTE: Full Time Equivalent staff involved in production and manufacturing processes, excluding retail sales representatives

HACCP: Hazard Analysis and Critical Control Points

QMS: Quality Management System

EMS: Environmental Management System

OHS/WHS: Occupational Health & Safety / Work Health & Safety

DON'T MISS THESE DATES!

WEDNESDAY 1 JULY

Award entries and Consumer Award voting opens at 9am

MONDAY 20 JULY

Entrant information webinar at 4pm

MONDAY 17 AUGUST

Award entries close at 5pm

WEDNESDAY 9 SEPTEMBER

Consumer Award voting closes at 5pm

MONDAY 21 SEPTEMBER

Judges' virtual site visits and online interviews commence

MONDAY 12 OCTOBER

Award finalists and Consumer Award Top 20 announced

FRIDAY 13 NOVEMBER

Winners announced at Gala Awards Event – it's time to celebrate!

CONTACT

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