



CELEBRATING
20
YEARS 1998-2018

The New Product Award

Sponsored by Foodland SA
for businesses with up to 15FTEs



Aim

To recognise a business that demonstrates excellence in developing (or enhancing) and launching a product into the market between 30 January 2017 and 31 January 2018.

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 up to 15 FTEs.

1 Background (200 words maximum)

Please provide a brief description of your business, including:

- 1.1 Business background, history, nature of your business including products, markets and number of full time employees.
- 1.2 Your food safety systems, including certification standard (third party or internal) and product recall processes.
- 1.3 Any formal or informal management systems in place, eg QMS, EMS, OH&S.

2 Leadership (300 words maximum)

Describe your leadership approach and the culture of your business, ie what is important to the people who work there and your potential for growth and further success.

3 Planning (300 words maximum)

Describe how you develop plans and strategies for your business, and how you measure your progress.

4 Customer/Consumer Focus (300 words maximum)

Describe your processes and activities undertaken to understand and communicate with your consumers. Provide an example of where you have achieved the right product/service mix for your target market.

5 Business Improvement (300 words maximum)

Describe how your business maintains and improves its processes, products, services and people.

6 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). Note that you may still be required to provide financial details for the judges if you are shortlisted for a site visit.

Part B New Product Award Question

Note: Completing this question will enter your business in the New Product Award category for businesses with up to 15 FTEs.

Please start your answer to this section on a new page. Maximum of 300 words.

- 1 Name and describe the product, including when it was launched, shelf life, product format, packaging specifications, and price. Describe your product development process, and the outcomes achieved since the product was launched.

How to enter the Awards

Formatting your entry

- Entries must be formatted as a Word document using Times New Roman 12 point font, double spaced, with 5cm margins.
- Please include each question, followed by your answer. Please start a new page to answer Part B questions.
- Entries must comply with word limits as shown for each question. The use of dot point lists is accepted in answers.
- Do not include images, audio or video files, or attachments (other than the statement of financial stability) with your application.
- Save your completed entry as a pdf file and email it to apply@safodawards.com.au with 2018 SA FOOD INDUSTRY AWARDS APPLICATION in the subject line of your email, and include your name, your company's name and address, and your contact email and phone number in the body of the email. Don't forget to also attach your financial statement.

Conditions of entry

- Entries open 9am Friday 4 May 2018 and close at 5pm Monday 9 July 2018. Late entries will not be accepted.
- You can enter any award category (excepting industry nominated categories) providing you did not win in that category in 2017.
- Entry in any open category automatically enters your business in the Business Excellence Award category. You may enter up to two open categories in addition to the Business Excellence Award category.
- Entries must be submitted according to the instructions below. Entries exceeding the word limit or not submitted using the formatting guidelines will not be accepted.
- Entries must be submitted by email to apply@safodawards.com.au.
- Applicants must meet all criteria as defined below and on the South Australian Food Industry Awards website at www.safodawards.com.au.
- Applicants who are shortlisted must agree to host the judging panel at an on-site tour and/ or attend an interview. You may be required to provide further documentation for site visits or interviews.

- Award applications 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 Food Industry Awards Program and may provide contact information to Award Program sponsors.

Who can enter

Entry in business award categories in the South Australian Food Industry Awards is open to any business which is a food or beverage producer, manufacturer or franchisor, or which provides goods or services to the food and beverage industry, provided that:

- The head office or principal place of business for that 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: Restaurants, cafes, food service and wine businesses are not eligible for these awards.

Entry for individual awards is open to individuals living in South Australia and currently working in the South Australian food and beverage sector.

Definitions

FTE Full time equivalent staff involved in production and manufacturing processes (excludes retail sales representatives).

HACCP Hazard analysis and critical control points

QMS Quality management system

EMS Environmental management system

OH&S Occupational health and safety

Don't miss these dates!

MAY 03 South Australian Food Industry Awards Launch Event	MAY 04 Applications open Consumer Award Top 20 nominations open	JUNE 05 Award application workshop Find out from the judges how to prepare a winning application	JUNE 29 Consumer Award Top 20 nominations close
JULY 02 Consumer Award voting opens	JULY 09 Award applications close 5pm	JULY 16 Gala Dinner tickets on sale!	JULY 30 Judging commences (Judges site visits will commence 1 September)
SEPTEMBER 28 Consumer Award voting close 5pm	OCTOBER 17 Finalists announced	NOVEMBER 23 Winners announced at Gala Dinner at the Adelaide Convention Centre. Time to celebrate!	

Contact

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