



CELEBRATING
20
YEARS 1998-2018

The New Product Award

Sponsored by Foodland SA
for businesses with more than 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 more than 15 FTEs.

1 Background (200 words maximum)

- 1.1 Please provide a brief summary of your business (history, nature of your business, products, markets and number of full time equivalent employees).
- 1.2 Describe your food safety systems, including certification standard (third party or internal) and product recall processes. Include any other informal or formal management systems underpinning the business, eg QMS, EMS and/or OH&S.

2 Leadership (500 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 (500 words maximum)

- 3.1 Describe your approach to developing your business plan (eg your vision, strategies, goals, resource allocation etc).
- 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 (500 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 (500 words maximum)

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

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

Please start your answers to this section on a new page. Maximum of 500 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.

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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