



CELEBRATING

20



YEARS 1998-2018

Top tips

for preparing your South Australian Food Industry Awards application

TIP 01

Choose the right category

There's a wide range of award categories open to food and beverage businesses in the South Australian Food Industry Awards, and you can enter any two award categories (provided you did not win in that category in 2017). Check the aim for each award category to help you decide which is the most suitable for you, or contact the Awards Program Manager, Kathryn Pullman on 08 8303 9627 or contact@safodawards.com.au. And remember, entry in any open category automatically enters your business for the Business Excellence Award, so you get three entries for the work of writing just two!

TIP 02

Answer the questions and tell a compelling story

You only have a small amount of words to answer each question so it's really important that you tell your story well and that you do actually answer the question. It sounds obvious but sometimes it doesn't happen. Our judges are very experienced in the food and beverage industry but they will not know you or your individual business well, so make sure you make the strongest case for your entry that you can.

And it's fine to use dot points to save on that word limit!

TIP 03

Follow the guidelines

We know this sounds obvious too, but it matters. Failure to follow the guidelines for word limits and formatting can mean your application won't be eligible. In 2018 we've simplified the application process to help you. All you need to do is start a Word document, format it to Times New Roman 12 point font, double spaced with wide (5cm) margins. Then copy the questions and add your answers.

When you are done, save the document 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.

If you are entering more than one category, you will notice the same questions appear on each open category for your size of business as Part A. This is your entry to the Business Excellence Award. You can save yourself time by answering these questions once and simply copying your answers across to Part A of any other award entry.

Remember, images, audio and video files are not allowed to be included. The only attachment allowed is your statement of financial stability.

TIP 04

Organise that financial statement

The entry requirements include asking you for a simple statement of financial stability from your accountant. There's a template for this on our website and it's a good idea to send this to your accountant as soon as you decide to enter the awards so they have time to write this and send it back to you in good time. Remember though, that if you are shortlisted for a visit from the judges, it's always a good idea to have extra financial information on hand to support your entry. This could include sales data, testimonials from consumers or a more detailed financial position statement. Your team and your accountant will be able to help you prepare to impress.

TIP 05

Ask the experts

In 2018, we've introduced an Information Session with our judges and experts to provide advice designed to help you write a winning application. Join our experts at 3.30pm on 5 June in Meeting Rooms 1 & 2 at the Plant Research Centre, Waite Campus, 2B Hartley Grove, Urrbrae 5064. To register, phone Kathryn Pullman at Food South Australia on 08 8303 9627 or email kathryn@foodsa.com.au.

TIP 06

Be available

Finally, please make a note in your diary right now to be around and available from mid-August through to early September in case you are shortlisted for a site visit or interview. The judging period is very limited and cannot be extended, so it's important to be available and prepared if you are lucky enough to be shortlisted.

Good luck!

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 <i>Find out from the judges how to prepare a winning application</i>	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 <i>(Judges site visits will commence 1 September)</i>
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!	

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