

## TOP TIPS for preparing your South Australian Premier's Food and Beverage 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 Premier's Food and Beverage Industry Awards.

Entry in any open business category, with the exception of the Emerging Business and Service Provider Awards, automatically enters your business in the Business Excellence Award. As long as you didn't win it in 2018, you can enter up to two open business categories – so you get three entries for the effort of writing two!

Just check the aim for each award category to help you decide which is the most suitable for you, or contact us here at Food South Australia on 08 8303 9435 or at [contact@safoodawards.com.au](mailto:contact@safoodawards.com.au).

### 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 you tell your story well and 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 may not know you or your individual business well, so make the strongest case for your entry that you can.

Be clear and succinct in the message you convey – it's fine to use dot points to save on that word limit and to make your message as easy to read and understand as possible!

### 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 isn't eligible. All you need to do is start a Word document, format it to Times New Roman 12 point font, with double spacing and wide margins, and then copy and paste the questions and add your answers.

When you're done, save your document (using your business name and the award category as the file name) and email it to [apply@safoodawards.com.au](mailto:apply@safoodawards.com.au). In the subject line of your email, enter 2019 AWARDS APPLICATION, and in the body of your email, include your business name, address and size (ie up to 15 FTEs or more than 15 FTEs), as well as your contact name, email address and phone number.

And if you're applying for an open business award category, don't forget to attach your financial stability statement. Other attachments (like images, audio or video files) are not allowed.

## TIP 4 Organise that financial statement

Some award categories require you to submit a simple statement of financial stability with your application. Check out our website for a sample format of this letter – it's a good idea to send this to your accountant as soon as you decide to enter the awards so they have plenty of time to write it and send it back to you.

And remember, if you are shortlisted for a visit from the judges, it's also a good idea to have extra financial information on hand to support your entry. This could include sales data, testimonials, or a more detailed financial position statement.

## TIP 5 Ask the experts

In 2018, we introduced an Information Session with some of our judges to provide advice about putting together your best application. Join us again this year at 3.30pm, on Wednesday 5 June, in Meeting Rooms 1 & 2 at the Plant Research Centre, Waite Campus, Urrbrae. To register your interest in coming along, email [contact@safoodawards.com.au](mailto:contact@safoodawards.com.au).

## TIP 6 Be available

Finally, please make a note in your diary to be available from mid to late August in case you are shortlisted for a site visit or interview. The judging period is limited and unfortunately cannot be extended.

*Good luck!*

# DON'T MISS THESE DATES!

**06.MAY**

South Australian  
Premier's Food and  
Beverage Industry  
Awards Launch

**07.MAY**

Award applications  
and Consumer Award  
Top 20 nominations  
open

**05.JUN**

Award application  
information session

**28.JUN**

Consumer Award  
Top 20 nominations  
close 5pm

**01.JUL**

Award applications  
close 5pm

**02.JUL**

Consumer Award  
voting opens

**29.JUL**

Gala Dinner tickets  
on sale!

**12.AUG**

Judges' site visits  
commence

**27.SEP**

Consumer Award  
voting closes 5pm

**16.OCT**

Award finalists  
announced

**22.NOV**

Award winners  
announced at Gala  
Dinner at the Adelaide  
Convention Centre.  
Time to celebrate!

## CONTACT

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