

ENTRY PROSPECTUS



The Awards Night

The Wine Industry Impact Awards aim to celebrate the impact of value chain partnerships on the capability and competitiveness of Australian wine producers.

Wine Industry Impact Awards GALA DINNER 2018

Thursday 18th October 2018

7pm – Pre Dinner Drinks

Three – Course Meal with Drinks Package

Limited Seats Available – Last Year Sold Out!

Tickets

WISA Members

\$200 (incl GST) single tickets

\$1,600 (incl GST) table of 10

Non WISA Members

\$250 (incl GST) single tickets

\$2,000 (incl GST) table of 10

Dress – Black Tie

For more information: www.wisa.org.au

Award Partners

WBM
AUSTRALIAN WINE BUSINESS MAGAZINE

Media Partner

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THINKING AHEAD

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From the Awards Hosts

Wine Industry Suppliers Australia Inc. (WISA) and our event partners are pleased to host the Wine Industry Impact Awards. This industry initiative is unique in recognising the impact of value chain partnerships on the capability and competitiveness of Australian wine producers. The Awards are aimed at promoting the value-added benefits achieved through collaborative engagement between wine producers and their value chain partners.

The categories have been selected to align with several traditionally recognised major components of the grape and wine value chain. With the fast pace of innovation we also recognise a Start-Up category. Nominations are open to all suppliers as either an individual application or in partnership with an Australian wine producer. We invite nominations from grape and wine producer supply partners detailing evidence of their positive impact and contribution to the capability and competitiveness of the Australian Wine community.

These guidelines and entry forms have been created to assist you in preparing your submission so that it addresses and meets the necessary criteria. Please be sure to return your nomination form by the 25th May 2018 with completed applications due by the 6th July 2017. Finalists and award winners will be supported with opportunities to promote their success through an extensive promotional schedule with our media partner Australia's Wine Business Magazine.

On the 18th October, at the prestigious Adelaide Town Hall, the awards dinner will provide an opportunity to attract and celebrate key industry leaders, create networks and enhance opportunities for a greater sharing of expertise in and between the various regions and business groups represented.

On behalf of WISA and our Award & Event partners, we wish you luck in participating in the Wine Industry Impact Awards and look forward to recognising the successful winners in October.

Best Regards

Paula Edwards
Chair
Wine Industry Suppliers Australia Inc.



The Awards

There are 7 award categories that are aligned with traditionally recognised major components of the grape and wine value chain. There is also a Start-Up category recognising emerging and entrepreneurial solutions in our industry.

- Grape Growing
- Winemaking
- Engineering
- Packaging
- Distribution & Logistics
- Marketing & Communication
- Tourism
- Start-Up

Start-Up's must apply in the relevant main category and also select the Start-Up category to be considered for this additional Award. There is no additional nomination fee to be considered in this category.

ENTRY FORM

Please complete and return an entry form by the 25th May. Completed applications are then required to be submitted by the 6th July.

APPLICATION FORMAT

The application will be in the form of a case study as detailed below.

Hint:

Be sure to consider that the Wine Industry Impact Awards aim is to "celebrate the impact of value chain partnerships on the capability and competitiveness of Australian wine producers". Focus your application around the underlined key words and how they relate to the judging criteria outlined in this document. These are the areas the judges are looking for. Overall, it is about the impact on grape and or wine producers rather than the solution itself.

OVERVIEW

Provide a summary of your application and why you believe it is worthy of winning a Wine Industry Impact award in your nominated category. Summarise how the nominated business had an impact on the capability and competitiveness of one or more Australian wine producers.

Hint:

Summarise the core element of your application. Areas of impact may include but are not limited to new product or service development, overall customer relationship and value, meeting customer demands, understanding or driving consumer trends, improving consumer experiences, building sales, growing awareness, supply chain collaboration, improving technical or commercial knowledge, improving communication and messaging, improving wine quality. Judges should be able to understand the basis of your application by reading this section.



BACKGROUND

Provide a summary of the nominee and any co-nominated wine producer(s) position in the Australian wine industry. Discuss the challenges or opportunities identified to make an impact on the capability and competitiveness of one or more Australian wine producers.

Hint:

Provide some factual 'About Us' data on the applicant(s) main activities and position in the Australian Wine Industry such as size, history etc. Consider what was required to build customer loyalty, direct responses in regards to customer orientated sales conversions, trials and purchase intent. What benefits were being sought at consumer level such as quality, experience, awareness, messaging, loyalty, branding and impact on sales.

SOLUTION

Provide detail on how the nominee improved the capability and or competitiveness of one or more Australian wine producers.

Hint:

Consider the sophistication and creativeness of strategies and method of execution to meet the aims of the engagement between the supply partner and the wider Australian wine community.

INDUSTRY IMPACT

Provide information detailing the impact on improved capability and competitiveness resulting from your engagement with one or more Australian wine producers. Please also detail the wider positive impacts for the wine community and as applicable consumers.

Your demonstrated IMPACT is the most critical part of your application. Make sure your IMPACT is clearly evidenced. Provide, where appropriate, testimonials and letters of support.

Hint:

Identify, detail and summarise specific brands and impact factors that are transferrable across industry. Consider including any testimonial evidence of your impact on capability and competitiveness from one or more Australian wine producers. After all you are applying for the Wine Industry IMPACT Awards... demonstrating IMPACT is the most critical part of your application.



Terms & Conditions

ELIGIBILITY

Awards are open to any supplier businesses that conduct business with Australian grape and wine producers.

Suppliers may nominate in multiple main categories where applicable. For each individual category nomination a separate application must be submitted and the corresponding entry fee will be applicable (excluding the Start-Up category which only attracts the initial entry fee to the main category)

Applications must be accompanied by the relevant information as detailed on the 'Application Check List' and meet the key dates for registration of nomination and receipt of completed application.

ENTRY FEE

An entry fee is applicable and must be paid by the end of the nomination registration period that ends on the 26th May.

NON WISA Members: \$275 (incl GST) / WISA Members: \$100 (incl GST)

PROMOTION FEE

Each finalist (excluding Start Up Category) will be required to co-contribute \$330 (incl GST) towards their finalist video. Award Partners through their sponsorship agreement also contribute to the production of these videos. This is a professional video that the Finalist, Award Partner and WISA can use for promotion. Check out the finalist videos from 2017 for an example of what will be produced.

JUDGING

For each award a judging panel will consist of a representative from the Award Partner and 2 other selected industry representatives.

Applications will be reviewed independently by each judge on their respective category panel. Finalists will be selected based on the initial independent review of applications in each category. Judging panels will confer to decide the overall winner from the announced finalists in each category with judging comments /feedback being provided to each nominee.

Judges will be asked to rate the demonstrated impact of the application on the following criteria:

COMPETITIVENESS & BRAND EQUITY

- Cost Savings Achieved
- Increase in Product Quality
- Increase in Product Value, Premium Paid
- Increase in Consumer Product awareness, recognition, demand, loyalty, experience and preference



JUDGING CONT.

CAPABILITY

- Increase of Skills
- Increase of Knowledge
- Improvement in Performance

IMPACT

- Demonstrated industry IMPACT
- Level of industry adoption

Judging in the Start-Up category will reflect the potential industry impact on competitiveness, brand equity and capability that the applicants present with consideration that they are an entrepreneurial venture which is typically newly emerged or micro business that aims to meet a marketplace need by developing or offering an innovative product, process or service.

All criteria and weighting is at the discretion of the respective judges.

KEY DATES

- Nominations open Mid-April 2018
- Registration and nomination fees due by the 25th May 2018.
- Deadline to seek feedback on application - 22nd June 2018.
- Completed applications are due by 6th July 2018.
- Finalists for each category will be notified of their short listing in Mid-August.
- Prior to the Awards night, WBM will engage with finalists on the finalists promotional package including a feature in our media partner publications prior to the event.
- Gala Awards Dinner will be hosted at the Adelaide Town Hall on the 18th October 2018.
- WBM will engage with Winners post event to maximise promotion of award success.



Application Checklist

The following checklist should be used as a guide to complete your application successfully.

- Completed Entry Form (nomination registration) submitted and Entry Fee Paid by 25th May.
- Have you sought feedback on your application?
Contact WISA EO on M 0409 783 221 E eo@wisa.org.au to seek feedback by Friday 22nd June for feedback on your application.
- Application with attachments (or a link for a file sharing service containing the application and attachments) must be emailed directly to eo@wisa.org.au by the 6th July. Hard copy applications are not required.
- Application covering overview, background, solution and industry impact (estimated approx. 6 pages plus testimonials; it's the IMPACT Awards not a Thesis!)
- High resolution (minimum 300dpi) supplier and any co-nominated business logo(s) (EPS preferred or JPEG, TIFF accepted)
- High resolution (minimum 300dpi) image(s) (minimum 5) related to the application (for AV use at the event and in future exposure)
- Any relevant and supporting marketing materials
- Confirmed availability of representative(s) to attend Wine Industry Impact Dinner on 18th October in Adelaide.
- Have you purchased tickets to the Gala Dinner?



Entry Form

Company Name: _____

ABN: _____

Address: _____

Main Contact: _____

Position: _____

Tel: _____

Email: _____

If co nominating with an Australian Wine Producer:

Main Contact: _____

Position: _____

Tel: _____

Email: _____

Award Category

- Grape Growing Winemaking Engineering Distribution & Logistics
 Packaging Tourism Marketing & Communication Start Up*

**Start Up definition is referenced in the judging criteria*

If this entry receives an award it should be presented to:

Supplier

Name: _____

Title: _____

Wine Producer (if applicable)

Name: _____

Title: _____

We confirm that due recognition has been given to all involved in this project. All information provided as part of this application is true and correct. Information provided as part of this application may be used by WISA and its media partner for promotional purposes. We accept that decisions of the judges will be final and the award-winning result will be strictly embargoed until the announcement at the Gala Awards Dinner. We accept an entry fee of \$275 (incl GST) for Non WISA Members and \$110 (incl GST) for WISA Members. If selected as a finalist we agree to co-contribute \$330 (incl GST) to produce a finalist video. We agree to all other terms and conditions mentioned in this entry pack.

DON'T MISS OUT! Please secure our seats* and add to our invoice:

- ____ tickets (Purchaser WISA Member \$200ea / Non WISA Member \$250ea)
 table of 10 tickets (Purchaser WISA Member \$1600 / Non WISA Member \$2000)

Signed _____ Date _____

*names, company and dietary requirements required by Monday 8th October E: eo@wisa.org.au



Awards Exposure & Benefits

FINALISTS

- Provided with a Wine Impact Awards Finalist Logo to use in promotional materials.
- Banner display at the Awards Gala Dinner on the 18th October.
- Finalist contributed promotional video (approx. 2 minutes)
- Coverage in Wine Business Magazine Wine Impact Awards finalist's online blog feature & social media package feature (Sep /Oct 2018).
- 25% discount on advertising in finalist funded feature in Sep/Oct WBM print magazine.
- Mention in finalist press release (mid-August) distributed to WBM and broader industry and news media.
- Minimum One Facebook, Twitter, and LinkedIn posts from WISA accounts.
- Support for writing and distribution of individual press release.
- Mention in Wine Impact Awards focussed WISA September EDM to over 1,900 subscribers.
- Judge's feedback on application.

WINNERS

- Hand blown 'Glass by Emma Klau' Decanter Winners trophy.
- Opportunity to speak and accept your award on the night.
- Provided with Wine Impact Awards Winner Logo to use in promotional materials.
- Professional promotional photos of your team in front of event media wall.
- Coverage in Wine Business Magazine Wine Impact Awards winner's online blog feature & social media package feature (Nov / Dec 2018).
- 25% discount on advertising in winner funded feature in Nov/Dec WBM print magazine.
- Mention in winners press release (mid-August) distributed to WBM and broader industry and news media.
- Minimum One Facebook, Twitter, Instagram and LinkedIn post from WISA accounts.
- Mention in Wine Impact Awards WISA November EDM to over 1,900 subscribers.
- Support for writing and distribution of individual press release.

THE DINNER

The 2017 Wine Industry IMPACT Awards saw over 400 influential industry leaders attend the Gala Dinner and it was officially sold out 9 weeks before the event.

With a range of winery supporters, suppliers, government and industry representatives attending the dinner this is a highly inclusive event accessible to the whole of the supply chain.

This event delivers one of the highest value networking opportunities on the Australian grape and wine sector calendar each year.



Promotion Schedule

WISA is pleased to be partnering with WBM as their official media partner of the 2018 Wine Industry Impact Awards. Significant planning has been undertaken to provide a valuable ramp in, event and ramp out promotion of the event, award finalists, award winners and opportunity for event partners to make the most of their engagement with the awards.

An 8-month campaign, covering the lead up, during and following the event is detailed below:

MAY/JUN | *Generate interest and encourage applicants*

Advertising Half page print advertisement in WBM Magazine
Editorial The Market section
Social Social Media Sharing of WISA content

JUL/AUG | *Attract guests to book seats to event*

Advertising Half page print advertisement in WBM Magazine
MREC advertisement in July/August/September editions of TWTW
(9x editions) (2 x July, 4 x August, 3 x September)
Designs by Madigan Media
Editorial Plug in TWTW via Anthony (late August, early September)
Social Social Media Sharing of WISA content

SEP/OCT | *Promote the finalists*

Advertising Half page print advertisement in WBM Magazine
Finalist & Partners funded feature in the magazine – 25% discount for
advertisers
(Print & Digital package offered at 25% discount to finalists also)
Editorial 1 x WISA Editorial blog post & social media package

NOV/DEC | *Promote the Winners*

Advertising Half page print advertisement in WBM Magazine
Winner funded & Partners feature in the magazine – 25% discount for
advertisers
(Print & Digital package offered at 25% discount to winners also)
Editorial 1 x WISA Editorial blog post & social media package
Coverage of the awards night in TWTW in following week

DEADLINES

MAY/JUN

Artwork & Editorial Monday 23rd April

JUL/AUG

Artwork & Editorial Monday 18th June

SEP/OCT

Artwork & Editorial Monday 20th August

NOV/DEC

Artwork & Editorial Thursday 25th October



Advertising Packages

FOR FINALISTS, WINNERS & EVENT PARTNERS

As part of September/October edition of WBM, we will be including an editorial feature promoting the Wine Industry Impact Awards and associated finalists. All event stakeholders are encouraged to promote their brand via advertising in this feature and through our digital channels in the lead up to the awards night.

The following November/December edition will include a wrap up article on the awards night and further opportunity for the winners to promote via advertising.

PRINT ONLY ADVERTISING

Full Page	\$1,575 ex GST	25% off (normally \$2,100 ex GST)
Half Page	\$900 ex GST	25% off (normally \$1,200 ex GST)
Quarter Page	\$562.50 ex GST	25% off (normally \$750 ex GST)

DIGITAL ONLY ADVERTISING

Editorial blog post & social media package

- Client will be supported by WBM's Digital team regarding suitable content angle and material. All editorial blogs are posted on the WBM website within the relevant article sections.
- Editorial will be written by professional journalist/copywriter and will feature images and link to client's desired website URL and promoted by our Digital team for the duration of campaign (2 Months – September through October 18th).
- Content must fit within the editorial standards of the publication.
- Social media promotion includes:
 - 6+ Tweets from Wine Business Magazine account that link back to the editorial online.
 - 1 Facebook post include image and link to editorial post online and tag client's Business page.
 - 6 Google+ posts which increase SEO and Google page rankings.
 - Minimum of 1 Instagram post depending on quality of images supplied and created.

Price	\$750 ex GST	25% off (normally \$1000 ex GST)
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PRINT & DIGITAL PACKAGES

Includes a print advert + editorial blog post & social media package

Full Page	\$2,325 ex GST	25% off (normally \$3,200 ex GST)
Half Page	\$1,650 ex GST	25% off (normally \$2,200 ex GST)
Quarter Page	\$1,312.50 ex GST	25% off (normally \$1,750 ex GST)

