

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 2019

Thursday 17th October 2019

Adelaide Town Hall
7pm - pre dinner drinks
Three-course meal with drinks package
Limited seats available



Tickets

WISA Members
\$215 (incl GST) single tickets
\$1,750 (incl GST) table of 10

Non WISA Members
\$295 (incl GST) single tickets
\$2,350 (incl GST) table of 10

Dress - Black Tie

For more information: www.wisa.org.au



Invitation from award hosts

Your business and team deserve to be rewarded!

Australia's great wines are backed by businesses just like yours. You provide the capability and competitiveness to our industry by delivering value add that impacts and drives the global demand for Australian wine.

The Wine Industry IMPACT Awards is the only national program where your business can be set above all others as leaders in our industry. These awards are nationally and even internationally recognised and past winners have benefited significantly by lifting their business up and highlighting their products and solutions to Australia's grape and wine industry.

Award winners benefit by using this third party endorsement to promote themselves as leaders in industry. This endorsement delivers cut through with existing and potential customers. The program provides significant opportunities for your business to promote your success through a promotional video along with a finalist and winners feature in Australia's Wine Business Magazine for those businesses that progress through to be named as a finalists and as an ultimate winner.

"This award is validation that the path we've been on is aligned with the industry's expectation of us as a supplier... It serves as encouragement to keep investing and innovating, and to remain focused on the important stuff... All participants come out of the program better off than they were prior to it."

Tim Stead, General Manager, Amorim Australasia
2018 Wine Industry IMPACT Award Winner

The categories have been selected to align with several traditionally recognised major sectors 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.

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 31st May 2019 with completed applications due by the 7th July 2019.

On the 17th October, at the prestigious Adelaide Town Hall, the awards dinner will attract over 400 key industry leaders to celebrate, 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 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.



Awards Exposure & Benefits

These awards are about highlighting those solutions that are positively impacting the capability and competitiveness of Australia's grape and wine producers. The nomination process of the awards is a highly valuable opportunity to review your business, build team morale and assess your focus squarely on the value you are delivering to our industry.

Beyond the internal business benefits successful finalists and winners gain further promotion and opportunity to maximise their success.

FINALISTS

- Third party independent endorsement of your business to industry.
- Provided with a Wine Industry Impact Awards Finalist Logo to use in promotional materials.
- Banner display at the Awards Gala Dinner on the 17th 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 2019).
- 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.
- Mention in Wine Impact Awards focussed WISA September EDM to over 3,000 subscribers.
- Judge's feedback on application.

WINNERS

- Third party independent endorsement of your business to industry.
- Hand blown 'Glass by Emma Klau' Decanter Winners trophy.
- Opportunity to speak and accept your award on the night.
- Provided with Wine Industry 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 2019).
- 25% discount on advertising in winner funded feature in Nov/Dec WBM print magazine.
- Mention in winner's press release (October) distributed to WBM and broader industry and news media.
- Minimum One Facebook, Twitter, Instagram and LinkedIn post from WISA accounts.
- Mention in Wine Industry Impact Awards WISA November EDM to over 3,000 subscribers.

THE DINNER

The [2018 Wine Industry IMPACT Awards](#) saw over 400 influential industry leaders attend the Gala Dinner and it was officially sold out 12 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 sector.

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



Award Categories

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 but to 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 31st May. Completed applications are then required to be submitted by the 7th July.



Application Format

The application will be in the form of a case study as detailed below. Applications should be presented in a word or PDF format and we estimate that the application be limited to six pages (plus attachments such as marketing materials and testimonials).

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, payment of nomination and final 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 31st May.

NON WISA Members: \$330 (incl GST) / WISA Members: \$110 (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 previous years finalist videos [here](#).

KEY DATES

- Nominations open May 2019.
- Registration and nomination fees due by the 31st May 2019.
- Deadline to seek feedback on application 21st June 2019.
- Completed applications are due by 7th July 2019.
- Finalists for each category will be notified of their short listing in Mid-August.
- Finalist video filming day held during the week of 4th - 8th September in Adelaide.
- Prior to the Awards night, WBM will engage with 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 17th October 2019.
- WBM will engage with Winners post event to maximise promotion of award success.



Judging

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

For the first round judging, applications will be reviewed independently by each judge on their respective category panel.

The top two applications in each category will be selected as finalists. Non finalists will be provided feedback on their application at this stage.

For the second round, the judging panels will confer to decide the overall winner from the named finalists with judging comments /feedback being provided to each finalist in the finalist feature in Australia's Wine Business Magazine.

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

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.



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 31st 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 21st 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 7th 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!)
- Hi resolution (minimum 300dpi) supplier and any co-nominated business logo(s) (EPS preferred or JPEG, TIFF accepted)
- Hi 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 17th October in Adelaide.
- Have you purchased tickets to the Gala Dinner?



Entry Form

Company Name

ABN

Address

Main Contact

Position

Telephone

Email

If co nominating with an Australian Wine Producer:

Main Contact

Position

Telephone

Email

Award Category

Grape Growing

Wine Making

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 Company

Contact Name

Title

Wine Producer (if applicable)

Contact 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 \$330 (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 your seats* and add to your entry invoice:

_____ tickets (Purchaser WISA Member \$215 each / Non WISA Member \$295 each)

table of 10 tickets (Purchaser WISA Member \$1,750 / Non WISA Member \$2,350)

Signed _____	Date _____
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*names, company and dietary requirements required by Monday 7th October E: eo@wisa.org.au



Promotion Schedule

WISA is pleased to be partnering with WBM as their official media partner of the 2019 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 <i>WBM Magazine</i>
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 <i>WBM Magazine</i> MREC advertisement in July/August/September editions of <i>TWTW</i> (9x editions) (2x July, 4x August, 3x September) Designs via Madigan Media
Editorial	Plug in <i>TWTW</i> via Anthony (late August, early September)
Social	Social Media Sharing of WISA content

SEP/OCT | *Promote the finalists*

Advertising	Half page print advertisement in <i>WBM Magazine</i> 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 <i>WBM Magazine</i> 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 <i>TWTW</i> in following week

PRINT DEADLINES

MAY/JUN

Artwork & Editorial Tuesday 23rd April

JUL/AUG

Artwork & Editorial Thursday 20th June

SEP/OCT

Artwork & Editorial Friday 23rd August

NOV/DEC

Artwork & Editorial Friday 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:
 - 2 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
 - 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)

