



2021

AUSTRALIAN ORGANIC INDUSTRY AWARDS

ENTRY PACK



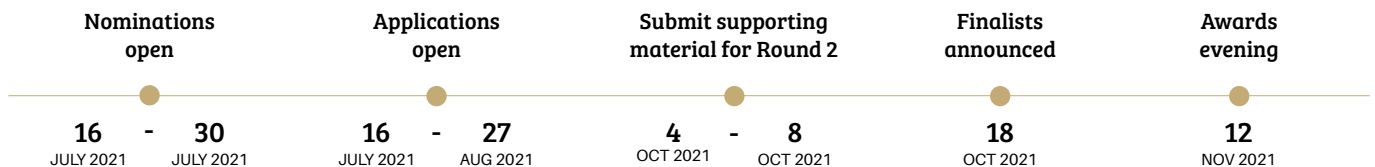
General information

The Australian Organic Industry Awards recognises excellence in the Australian organic industry, showcasing the outstanding achievements of products, individuals, brands and businesses.

AOIA rewards businesses and suppliers that:

1. Produce or distribute certified organic products.
2. Are actively invested in educating the end consumer on making informed choices.
3. Adopt clear labelling (and other) practices that are consumer centric.
4. Are active members of the organic industry.
5. Actively support, encourage and develop employees and industry up and comers.
6. Adopt business practices that only increase the reputational outcomes for the organic industry.
7. Treat supplier relationships with the utmost respect.
8. Adopt sustainable business practices that ensure the longevity of the industry.
9. Promote the widespread adoption of organic products in everyday Australian households.
10. Deliver an exceptional quality of product.
11. Are continuously looking for and adopting improvements, innovations or efficiencies within their product range.
12. Are growing year on year; or are collaborating to ensure the growth of the industry.
13. Wish to be ambassadors for the industry and embody the values, culture and attributes promoted by Australian Organic Limited.

Key Dates



Nominations

Nominations open on Friday, 16 July 2021.

Visit austorganic.com and complete the form to nominate someone else. You will be required to list three reasons why you are nominating this individual, product, or business. You have the option to remain anonymous.

Nominate one individual, product, brand or business per form. Self-nomination is not open this year, instead you can simply apply now.

Closes Friday, 30 July 2019 5:00pm AEST.

Applications

Applications open Friday, 16 July 2021.

To prepare your application, visit austorganic.com and click on **Apply Now** to complete the online form. You will be asked to supply a copy of your valid organic certification, a business profile, and answer the key selection criteria for each category you are entering. Applicants entering 'New Product of the Year' are required to send two products in support of your application to Australian Organic Limited.

A business profile should include a brief introduction (maximum 200 words) including:

- Name
- Company name
- Location
- Product offering
- Number of employees

Please ensure you address the Key Selection Criteria (maximum 500 words) for each category which is listed in this document. The STAR model is the preferred Australian Organic Industry Awards assessment tool, and provides a framework for relating experiences which illustrate the competency being assessed by the selection panel.

Situation: The selection panel wants you to present a recent situation relating to the specific criteria, including context, details and timeframe.

Task: What were you required to achieve or accomplish? The selection panel will be looking to see what you were trying to achieve from the situation.

Action: What did you do? The selection panel will be looking for information on what you did, why you did it and whether there were possible alternatives available.

Results: What was the outcome of your actions? What did you achieve through your actions and did you meet your objectives? What did you learn from this experience and have you used this learning since?

Be specific in your response and use the **how, what, why** and **when** principle:

- What was the activity undertaken?
- Why was it done?
- What resources were available?
- What obstacles to the activity existed?
- How was it done?
- When and where was it done?
- What was the result?
- What was the benefit to your certified organic operation?

Closes Friday, 27 August 2021 5:00pm AEST.

Judging

Round 1:

- Each category will be judged by an independent panel.
- Judges assess the entries in their own time and without discussion.
- Judges will meet to discuss applications who will progress to Round 2.
- Successful applications will be contacted and asked to provide supporting evidence to their category application by Friday, 8 October 2021.

Round 2:

- The judges will review supporting evidence as a panel and confirm the finalist for each category.
- The judging Chair facilitates the judging process and determines the results in any 'tied' circumstances.

Finalists announced

Finalists will be announced on Monday, 18 October 2021 via email and published on the Australian Organic Limited website. Finalists are required to submit a high resolution image of themselves and/or product to be used at the Australian Organic Industry Awards.

Awards night

The winner of each category will be announced at the [Australian Organic Industry Awards](#) on 12 November 2021 hosted in the Hunter Valley.

Categories and Criteria

Applicants will be required to provide details and examples on how they demonstrate the following areas.

Individual

Young Organic Leader

An individual who is under the age of 40 and:

- Demonstrates a high level of commitment to the certified organic industry by participating in relevant events and activities and educating others.
- Actively contributes and displays commitment towards an organisation and/or management of an organic farm or company in their chosen field.
- Understands certified organic practices and is committed to enhancing sustainable agriculture and/or manufacturing methods.

Woman in Organic of the Year

A female industry member who:

- Demonstrates a high level of commitment to the certified organic industry and specifically the growth and development of more women in leadership positions.
- Actively contributes and displays commitment towards an organisation and/or management of an organic farm or company in their chosen field.
- Mentors other women in the organic industry.

Trailblazer of the Year

An individual or business who:

- Demonstrates a strong commitment to advancing the certified organic industry through new or innovative methods.
- Actively contributes to the broader certified organic industry (such as participating in events, campaigns, media activity, committees and advisory support).
- Understands certified organic practices and is committed to enhancing sustainable agriculture/ processing/ manufacturing methods.

Farmer of the Year

An individual who:

- A current certified organic producer who has worked hands-on in certified organic agriculture for a minimum of five years.
- Understands certified organic practices and is committed to enhancing sustainable agriculture methods.
- Demonstrates a high level of commitment to the certified organic industry by participating in relevant events and activities, committees and advisory support, and educating others.

Industry

New Product of the Year

- Choose one product only, clearly state the product name in your answers.
- If your product is part of a range, you must select the leading SKU for the application.
- Two samples must be provided for judging.

A new certified organic product:

- A certified organic product that has been successfully launched and sold in market between August 2020 – August 2021, demonstrated by Marketing activity that communicates the certified organic story behind the product.
- A business who actively contributes to the broader certified organic industry (such as participating in events, campaigns and media activity).
- Provide detail on how your new product demonstrates innovation within the organic industry (ie. First product category of its kind).

Retailer of the Year

Retailer not required to be certified organic.

Retailer can be either brick and mortar store and/or an online store.

A retailer who:

- Developed and implemented a broad range of certified organic products and produce instore or online to support increasing consumer demand.
- Demonstrated commitment to promoting and educating consumers on certified organic products and produce (e.g. participating in events and campaigns such as AOAM, featuring organic products in store and producing marketing collateral).
- Develops employees by providing training and encouragement to talk to customers about certified organic offered in store with knowledge.

Manufacturer of the Year

A certified organic manufacturer who:

- Actively contributes to increasing consumer demand through value-add new products and clear brand development.
- Demonstrates leadership through strong presence on shelf throughout retailers/ wholesalers; providing education and training on how their certified business/ products authentically represents the organic definition.
- Understands certified organic practices and is committed to enhancing sustainable packaging options.

Exporter of the Year

A certified organic business who:

- Excels in international market penetration and is invested in developing new potential markets.
- Registers a significant number of OGC's (Organic Goods Certificate) approved for export over the past 12 months.
- Demonstrates a high level of commitment to the certified organic industry by participating in relevant events and activities, committees and advisory support, and educating others.

Business of the Year

A certified organic business who:

- Actively contributes to the broader certified organic industry and demonstrates a strong commitment to the future through clear strategic planning and long-term goals.
- Develops employees by providing training and development through understanding certified organic practices and is committed to enhancing sustainable agriculture methods.
- Excels in business development and market penetration in the domestic and international markets.

Entry requirements

- One nomination per form.
- Entries are free for AOL members and Bud licensees. All other entrants will be invoiced an entry fee of \$165.00 (incl. GST).
- For some categories, nominated individuals, products, brands and businesses must be certified organic by certification bodies (ACO, AUSQUAL, BDRI, NCO, OFC, SXCA) approved by the Department of Agriculture, Water and the Environment (DAWE). Proof of certification will be required.
- Certification does not apply to categories 'Woman in Organic of the Year', 'Trailblazer of the Year', or 'Retailer of the Year'.
- 'New Product of the Year' - product must have a current certification mark visible and applied correctly on packaging.
- 'New Product of the Year' - product must have been launched after August 2020 and be sold in market no later than August 2021.
- 'New Product of the Year' - applicants must send two products to Australian Organic Limited in support of their application.
- 'Farmer of the Year' - applicant must have worked in Agriculture for a minimum of five years in a hands position.
- Nominations and applications will only be accepted via the provided links and forms.
- Late nominations and applications will not be accepted after the provided dates.
- All key selection criteria must be answered within a maximum 500 word limit.
- Finalists will be announced Monday, 18 October 2021.
- Finalists will be required to supply a high-resolution image of themselves and/or product to be used at the Australian Organic Industry Awards.
- Winners will be announced at the Australian Organic Industry Awards on Friday, 12 November 2021.

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