



2022

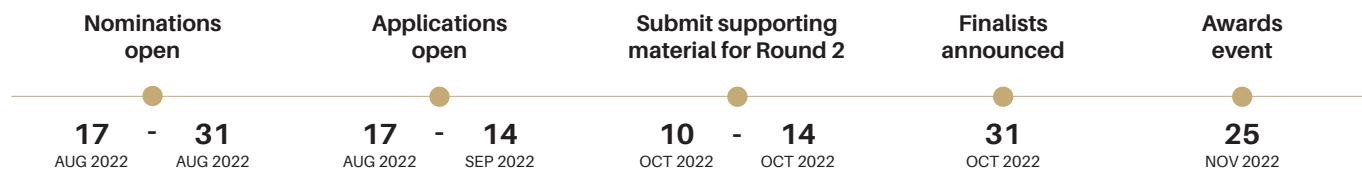
AUSTRALIAN ORGANIC INDUSTRY AWARDS

ENTRY PACK



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

Key Dates



Nominations

Nominations open on Wednesday, 17 August 2022.

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 required, instead you can submit an application on behalf of you or your business immediately.

Closes Wednesday, 31 August 2022 5:00pm AEST.

Applications

Applications open on Wednesday, 17 August 2022.

To prepare your application, visit austorganic.com and 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. A business profile should include a brief introduction (maximum 150 words) including company name, location, product offering and number of employees.

Please ensure you address the key selection criteria (maximum 150 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?

Closes Wednesday, 14 September 2022 5:00pm AEST.

Judging

Round 1:

- Each category is judged by an independent panel.
- Judges assess the entries in their own time and without discussion.
- Judges meet to discuss applicants who will progress to Round 2.
- Successful applicants will be contacted and asked to provide supporting evidence and/or product samples to support their application by Monday, 10 October 2022.

Round 2:

- Judges review the additional supporting evidence and/or product samples supplied in their own time and without discussion.
- Judges meet to discuss and finalise applicants who will be announced as Finalists.

Categories and Criteria

Applicants are required to provide details and examples on how they demonstrate the following areas within 150 words per criteria.

Individual Awards

Young Organic Leader of the Year

Young Organic Leader of the Year will be awarded to 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.
- Can provide examples of how they are inspiring others in the industry to develop and grow.

Organic Woman of the Year

Organic Woman of the Year will be awarded to 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.
- Can provide details of their mentoring role in the organic industry.

Trailblazer of the Year

Trailblazer of the Year will be awarded to 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).
- Can provide examples of how they are inspiring others in the industry to develop and grow.

Farmer of the Year

Farmer of the Year will be awarded to an individual who:

- Is 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, activities and committees, providing advisory support and/or mentoring others.
- Application questions:
- How many years have you worked hands-on as a producer in certified organic agriculture?
- What steps have you taken to merge organic agriculture and cutting-edge research and technology?
- What have you implemented to improve the sustainability of your operation?

Industry Awards

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. Samples will be requested for judging in round 2.

New Product of the Year will be awarded to a new certified organic product that:

- Has been successfully launched and sold on the market between August 2021 – August 2022.
- Demonstrates innovation within the organic industry (ie. first product category of its kind, uses a new or rediscovered ingredient or technique/process).

Application question and requirements:

- Please upload an image of the specific product you are submitting
- Please upload an image of your product label laid flat
- What is the full name of the specific product you are submitting?
- What is your product's website URL?
- Is your product certified organic?
- What was the date of your product launch?
- Where and how is your product distributed?
- How many distribution points have you achieved since launch?
- Does your product have environmentally responsible packaging? If yes, provide details.
- Provide detail on how your product is a result of innovation within the organic industry.

Innovation Award

Innovation may be in any area of, but not necessarily restricted to, retail, distribution, manufacturing, agriculture, research and development, organic story-telling etc. If you are submitting a product, clearly state the product name in your answers. Samples will be requested for judging in round 2.

The Innovation Award will be given to a certified organic product or business that:

- Demonstrates innovation within the organic industry (ie. first product category or packaging solution of its kind, uses a new or rediscovered ingredient or technique/process, problem solving a wider issue).
- Demonstrates how this innovation has made a difference and quantify if possible.

Retailer of the Year

Retailer not required to be certified organic. Retailer can be either brick and mortar store and/or an online store.

Retailer of the Year will be awarded to a retailer that:

- Has developed and implemented a broad range of certified organic products and produce instore or online to support increasing consumer demand.
- Demonstrates commitment to promoting and educating consumers on certified organic products and produce (e.g. participating in events and campaigns such as AOAM, displaying certified organic products in store and producing Marketing collateral).

Brand of the Year

Brand of the Year will be awarded to a certified organic brand that:

- Actively contributes to increasing consumer demand through value-add new products and clear brand development, demonstrating leadership through strong presence on shelf throughout retailers/ wholesalers.
- Successfully executed a Marketing certified organic campaign promoted in market between August 2021 - August 2022.
- Understands certified organic practices and provides education on how their certified business/ products authentically represents the certified organic definition.
- Demonstrates innovation within the organic industry.

Business of the Year

Business of the Year will be awarded to a certified organic business that:

- Actively contributes to the broader certified organic industry and demonstrates a strong commitment to the future through clear strategic planning and long-term goals.
- Demonstrates innovation within the organic industry.
- 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.

Additional question:

How many OGC's (Organic Goods Certificate) have you had approved for export over the past 12 months?

Entry requirements

- Entries are free for AOL members. All other entrants will be invoiced an entry fee of \$165.00 +GST. Fee includes entry across all categories. Please contact marie.deletoille@austorganic.com to check your membership status.
- 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 and Fisheries (DAF). Proof of certification will be required.
- Certification does not apply to categories Young Organic Leader, Organic Woman of the Year, Trailblazer of the Year, or Retailer of the Year.
- Any product applicants must have a current certification mark visible and applied correctly on packaging.
- If requested, product applicants must send samples products to Australian Organic Limited in support of their application for judging.
- Farmer of the Year applicants must have worked in agriculture for a minimum of five years in a hands-on 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.
- Each selection criteria must be answered within a maximum 150-word limit.
- Finalists will be announced Monday, 31 October 2022.
- Finalists will be required to supply a high-resolution image/s of themselves, business, brand and/or product to be used at the Australian Organic Industry Awards.
- Winners will be announced at the Australian Organic Industry Awards event on Friday, 25 November 2022.

Australian Organic Limited

18 Eton Street, Nundah Qld 4012

austorganic.com

07 3350 5716

marketing@austorganic.com