



Wine Australia is inviting applications for the inaugural annual Wine Australia Awards from businesses and wine professionals including **sommeliers, F&B staff, writers, educators, retailers, restaurateurs, importers, distributors and their staff** based in the People's Republic of China (mainland China) who can demonstrate a commitment to the promotion of wine and an interest in Australian wine in China. Applicants must show experience in writing, educating, buying or selling of wine and of Australian wine to be eligible for the Wine Australia Awards.

**4 fully-funded 10 day trips to Australia** will be awarded to the successful winners, thereby offering the group an opportunity to travel together and to discover new wines, wine styles, producers and regions in Australia.

## The Awards:

The Awards are split into the following four categories:

- **Wine Australia Trophy** - this top and prestigious Trophy is awarded to an individual or a business which has displayed an outstanding contribution to the growth of the wine category and of Australian wine in China, across any distribution channel. The Trophy is hosted by a major Australian wine region/s. In this inaugural year the Victorian cool climate regions of Mornington Peninsula and the Yarra Valley will co-host the recipient.
- **Wine Australia Restaurant Award** - this Award is to be presented to an individual or a business which is able to demonstrate a commitment to the responsible promotion of wine in the on-trade (hotels, restaurants, clubs and bars), and who can demonstrate a committed interest in Australian wine.
- **Wine Australia Retail Award** - this Award is to be presented to an individual or a business which is able to demonstrate a commitment to the responsible promotion of wine in the off-trade (retail, importing and distribution companies), and a committed interest in Australian wine.
- **Wine Australia Communicator Award** – this Award is open to media and educators (individuals or businesses) who can demonstrate an on-going commitment to wine and to improving the awareness and understanding of Australian wine.

For the inaugural year, we are delighted to announce that the Wine Australia Awards are to be co-hosted by selected Australian wine companies and wine regions. The Wine Australia Restaurant Award is to be hosted by Penfolds, the Wine Australia Retail Award will be hosted by Jacobs Creek and the Communicator Award is to be hosted by Hardys. The Wine Australia Trophy is hosted by the cool climate Victorian regions of Mornington Peninsula and the Yarra Valley.\*

*\*Please note – the Awards are not linked to the sales of any brand or region, and recipients will have the opportunity to visit multiple regions and wineries during their time in Australia.*

## Eligibility Requirements:

- Businesses and individual entrants must reside and be located in mainland China. The Awards are not open to residents of Hong Kong, Taiwan or Macau.
- Businesses and/or individuals may be either local or foreign.
- Applicants must be over the legal age for consumption of alcohol.
- Applicants must currently be in a position that is directly involved in writing, educating, buying or selling of wine and of Australian wine.



Australian Government

Australian Wine and Brandy Corporation

Austrade



- Applicants may apply for more than one Wine Australia Award, and are required to complete a separate Application Form for each submission.
- All applicants must have a proficient understanding of written and spoken English.
- Applicants must submit an Application Form and a Curriculum Vitae in English only.
- Applicants must be available to take a 10 day trip to Australia in the company of other Award recipients at a time determined by the organisers.
- Applicants must be current passport holders.
- Successful Award recipients may be required to conduct a minimal amount of Australian wine tastings and/or reporting upon return, at the discretion of the Australian Wine and Brandy Corporation, and in consultation with the Award recipient.

## **Submission:**

Applicants are required to submit the following by **Wednesday 31<sup>st</sup> December:**

- Signed application form to be completed in English
- Curriculum Vitae in English only

Applications will not be accepted under any circumstances beyond this date.

All applications are to be emailed electronically to: [china@wineaustralia.com](mailto:china@wineaustralia.com). Please include in the email subject heading the following "Wine Australia Awards".

## **Finalists:**

Finalists will be contacted in the first week of January 2010.

Selected finalists will be required to attend an interview which will be predominantly held in English. Depending upon where the finalist is located, finalists may be required to travel to an Austrade office in early January 2010. Austrade have 12 offices located in mainland China. Please refer to this link for office locations: <http://www.austrade.gov.au/Austrade-s-offices-in-China/default.aspx>

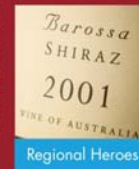
The judging panel will consist of government representatives from the Australian Wine and Brandy Corporation – the statutory authority for the Australian wine industry, and Austrade China.

## **Judging Criteria:**

During the finalist interviews, the judging panel require Applicants to address the following areas:

- Representation of wine in business
- Representation of Australian wine in business
- Comparative sales data demonstrating positive growth of the wine category and/or Australian wine.
- Number of new listings of wine and/or Australian wine.
- Average customer spend per bottle.
- Desired wine portfolio mix.
- Wine related initiatives undertaken to promote wine and/or Australian wine.
- Wine related initiatives undertaken to educate students, staff and/or consumers about wine and/or Australian wine.





- Initiatives undertaken to improve personal or business understanding of wine and/or Australian wine.

Please note - some questions may not be relevant for all applicants, and reference checks may be requested. All information will be regarded as strictly confidential by the judging panel. Additional questions may be asked during the interview.

Successful Award recipients will be required to attend an Awards Ceremony on the 26<sup>th</sup> January 2010 in Beijing. Travel costs will be sponsored by Wine Australia. Successful recipients of the Awards will travel to Australia in 2010 at a date to be pre-determined by Wine Australia.

## **Terms and Conditions:**

- The judges' decision on the Wine Australia Award winners is final and no correspondence will be entered into.
- In the event of a business, brand or company – as opposed to an individual being recognised by an Award, the judging panel reserves the right to be involved with the business in determining who the individual recipient of the Wine Australia Award will be. This is likely to be the most senior position in the company that is directly related to the buying, selling, or communicating of wine.
- Four Wine Australia Awards will be provided for applicants' in the People's Republic of China excluding Hong Kong, Taiwan and Macau.
- The Wine Australia Award is not exchangeable, non-transferable and is not redeemable for cash.
- This educational trip is to be taken singularly and no partners/spouses, family or friends are permitted to attend.
- Each submission must be declared entirely the original work of the applicant.
- Submissions will remain the property of the AWBC.

