Online Australian Wine Communicator of the Year

What does this award recognise?
This category recognises outstanding work by an online wine communicator with an interest in Australian wine using social media, website, or video content that demonstrates:
- Innovation
- A contemporary focus
- A clever use of multiple communication tools

Who can enter this award?
Open to individuals who published Australian wine-focused content in a predominantly digital format (including social media, live streaming, website, TV and video platforms) between 1 July 2018 and 30 June 2019, which is accessible to individuals in Mainland China. If the nomination includes website or blog content, 90% of that published work must be exclusively original digital or online content, rather than the duplication of printed content.

NOTE: You can either self-nominate for this award or an employer or sector peer can nominate someone worthy for this award. In each instance, the person making the nomination must provide a response to all questions for the nomination to be accepted and judged.

Background information
Please start your award submission with the following information:
- Name of nominee (individual)
- Employment role of nominee
- Name of contact person for this entry (if different to the nominee)
- Contact email address
- Contact phone number.

Nominator declaration
It is a condition of entry that all nominees must be aware that they are being nominated for this award. Please tick the box that is correct for your situation.
☐ I declare that I am the nominee.
☐ I declare that I have nominated the nominee and that the nominee is aware of the nomination I have made on their behalf.

Guidelines
- Provide an answer to each award submission question in the order in which the questions are asked
- A word limit has been assigned to each question – please do not go over that word limit
- Answers longer than the word limit will be penalised - 5 percent will be deducted from your overall score for each answer that exceeds the word limit
- Please upload the relevant compulsory supporting documents

Compulsory supporting documents
Upload 1: A PDF copy of, or online video link to, the first of three pieces of content for assessment by the judges. Ensure the PDF is of sufficiently high resolution that it can be easily read.
Upload 2: A PDF copy of, or online video link to, the second of three pieces of content for assessment by the judges.
Upload 3: A PDF copy of, or online video link to, the third of three pieces of content for assessment by the judges.

The judges will consider your technical skill as a writer / content producer, content relevance to target audiences, depth of Australian wine knowledge, entertainment factor, originality of content, and the level of creativity displayed. (Each content piece is worth 20%, in total 60%.)

Award submission questions

Question 1: Who are you? Tell the judges about yourself, focusing on your main career achievements. Include a brief career history, your involvement in wine writing, where you live and what else you write about. (Maximum 400 Chinese characters or 250 English words. This question is worth? 10%.)

Question 2: Who were your main target audiences for these three pieces of content, and what key messages did you want these audiences to remember? (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

Question 3: In what ways do these contents demonstrate your innovation, creativity and ability to think differently? This should include the specific strategies, techniques and tools you used to entertain and engage with the target markets of each piece of content. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

Question 4. What was the reach and success of each of these content pieces? Provide statistics on circulation (both inside and outside of China), website figures, followers or critic reviews that support your answer. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

[Click here to upload your Awards submission.](#)