

# Emerging Australian Wine Advocator

## What does this award recognise?

This category recognises an individual who has been working in the wine sector in China for between two and five years, whose efforts are making an outstanding contribution to the growth of Australian wine in China. In relation to Australian wine, the recipient will have demonstrated:

- Significant return-on-investment to their employer
- Outstanding delivery of value to their clients or customers
- Skills appropriate for a future sector leader
- Vision, forward-thinking and a strategic approach to support the growth of Australian wine in China

## Who can enter this award?

Open to individuals only who:

- Have worked in the wine sector for more than two years and less than five years as of 30 August 2019, the awards closing date.
- Have an employment role in China in either importing, distribution, education, training, restaurants, hotel hospitality, sommelier, wine marketing or some other wine-related commercial capacity.

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 any relevant supporting documents

## Compulsory supporting documents

Uploads x 3: Three customer testimonials that prove that the nominee has delivered exemplary service and good value in relation to Australian wines. Ensure that each testimonial has enough detail to allow judges to score it. A PDF of each testimonial on the customer's letterhead is recommended.

The judges will consider the level to which each customer has embraced Australian wines, their level of praise for the nominee, the stated impact that Australian wine has had on the customer / customer business, and the role that good value has played in satisfying the customer. (This question is worth 15%.)

### Optional supporting documents

You may upload professional references, proof of qualifications and training, and excerpts of any significant document you created (such as a business or marketing plan) that has helped improve your customers' or clients' knowledge of Australian wine.

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### Award submission questions

**Question 1:** Briefly outline the nominee's career history, qualifications and the role they currently hold. (Maximum 300 Chinese characters or 200 English words. This question is worth 0%. This question is NOT scored, but it will provide judges with important background information.)

**Question 2:** How is the nominee helping their employer's business to grow in relation to Australian wine? Your answer could relate to increases in revenue, profits, brand awareness, customer loyalty, customer satisfaction, distribution or any other factor that has a positive impact on the employer organisation. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

**Question 3:** In support of your response, outline the three most outstanding achievements or initiatives from the past two years for which the nominee was personally responsible. Include the lasting impact of each achievement on the employer and on Australian wine in China. These achievements could include, but are not limited to, a specific wine project, training initiatives, wine promotions and / or innovations. (Maximum 400 Chinese characters or 250 English words per achievement. This question is worth 30%.)

**Question 4:** Outline what the nominee has done over the past two years to ensure they delivered good value to customers or clients in relation to Australian wine. Consider unusual and / or surprising actions the nominee took to ensure customers were aware of the value being offered. Good value could include, but is not limited to, the type, range and comparative price of Australian wines the nominee has promoted. (Maximum 400 Chinese characters or 250 English words. This question is worth 15%.)

**Question 5:** Outline the qualities and skills possessed by the nominee that is helping him or her to become a wine sector leader. This could include, but is not limited to, the ways in which the nominee wins the respect of colleagues, is a role model, motivates his or her team, demonstrates good management of duties and responsibilities, builds relationships, helps build organisational capacity, demonstrates an ability to influence, and helps others to accept change. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

**Question 6:** Outstanding leaders motivate others. Provide an example from the past two years where the nominee showed leadership by helping either his or her team, or a supplier meet a challenging goal in relation to Australian wine. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

**Question 7:** Outline an example from the past two years where the nominee instigated an innovative approach to their job, that supported the growth of Australian wine in China. Include any research or planning that the nominee undertook to ensure the innovation would be successful. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

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

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