

Outstanding Feature Story on Australian Wine (Trade Media)

What does this award recognise?

This category recognises outstanding reporting in online, print or broadcast (trade or consumer media) by a journalist, writer, producer or reporter with a focus on Australian wine that is:

- Entertaining
- Thought-provoking
- Provides the reader with new or original insights into the world of Australian wine

Who can enter this award?

Open to individuals or publishers who had a feature article, column, report or content piece relating to Australian wine published or aired in a trade or consumer print, digital, social or broadcast format between 1 July 2018 to 30 June 2019, accessible to individuals in Mainland China.

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

Ensure all uploads are of high enough resolution that it can be easily read/viewed.

Upload 1: A PDF copy of, or online video link to, the first of three pieces of content for assessment by the judges.

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, reporter or producer, content relevance to target audiences, depth of knowledge of Australian wine, entertainment factor, originality of content, and the level of creativity displayed. (Each piece of content 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 feature pieces, and what key messages did you want these audiences to remember? (Maximum 400 Chinese characters or 250 English words. This question is worth 5%.)

Question 3: In what ways does this piece 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 your target audience. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

Question 4. What was the reach and success of each of the features? Provide statistics on readership/audience reach, website figures, followers or critic reviews that support your answer. (Maximum 400 Chinese characters or 250 English words. This question is worth 10%.)

Question 5: What information is important in wine-only content that is not as important in food and wine or wine and tourism content? (Maximum 300 Chinese characters or 200 English words. This question is worth 5%.)

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