

Outstanding Lifestyle Story on Australian Wine (featuring food and/or tourism)

What does this award recognise?

This category recognises outstanding writing in a published article in trade or consumer media that has content which 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 featuring food and/or tourism published or aired in a trade or consumer print, digital, social or broadcast format between 1 July 2018 to 30 June 2019, accessible by 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. Minimum one, maximum three pieces to be uploaded. Can include up to one syndication of a piece.

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. (How many percentage points is this worth? 20% per content piece = total 45%.)

Award submission questions

Question 1: Who are you? Tell the judges a bit about you as an individual or as a publisher. Include a brief history, your involvement in wine writing, number of employees (if relevant) and location. (Maximum 500 Chinese characters or 350 English words. This question is worth 0%. This question is NOT scored, but it will provide judges with important background information.)

Question 2: What was the purpose of this story? Include details about your brief, the specific trade or consumer audience you wanted to educate, and the key messages you wanted the audience to remember. What information is important to incorporate in the story and to what degree is it included? (Maximum 500 Chinese characters or 350 English words. This question is worth 25%.)

Question 3: With reference to China, what steps did you take to ensure that the finished article was relevant and insightful to your audience, whilst ensuring it was an accurate reflection of the Australian wine industry? (Maximum 500 Chinese characters or 350 English words. This question is worth 15%.)

Question 4: What information is important in wine and food and/or tourism storytelling that is not as important in wine-only content? (Maximum 300 Chinese characters or 200 English words. This question is worth 15%.)

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