



12th Annual 2011 Advantage SA, Regional Awards Entry Kit

Promoting regional successes for twelve years. Nominate online at www.advantagesa.com.au

Supported By Program Partner Program Sponsors



Region

- Hills and Coasts
- Barossa
- Whyalla and Eyre Peninsula
- Far North
- Limestone Coast
- Yorke and Mid North
- Murraylands and Riverland

Award Category

- The **Sony Centre** Arts Award
- The **Elders** Community Group Award
- The **Elders** Community Individual Award
- The **Westpac** Small Business Award
- The **Westpac** Large Business Award
- The **Dept. of Trade & Economic Development** Innovation Award
- The **Viterra** Sports Award
- The **Hames Sharley** Sustainability Award
- The **StatewideSuper** Tourism Award
- The **Adelaide Event & Exhibition Centre** Youth Award

Details

Full name of main contact:
(All correspondence will be addressed to this person) _____

Street Address _____

Postcode _____

Postal Address
(If different from above) _____

Postcode _____

Phone _____ Mobile _____

Email _____

Have you been an entrant previously? Yes No

Have you won a Regional Award in previous years? Yes No

If yes, what year(s) have you won and in what category? _____

Declaration

I verify the statements in the following entry are true and correct as at (date): _____

Full Name _____

Signature _____

Please note: Any entrant under the age of 18 years must have a parent or guardian sign the entry form on their behalf. Otherwise entries will not be accepted.

12th Annual 2011 Advantage SA Regional Awards



*Message from the Hon Gail Gago MLC
Minister for Regional Development*

Since its inception in 2000, the Advantage SA Regional Awards program has celebrated the very best of our regional success stories. The annual awards showcase the achievements of businesses, groups and individuals that have demonstrated excellence throughout regional South Australia.

I'm encouraged by the support that the 2011 Regional Awards program has already been receiving across the State. It's pleasing to see nominations being put forward recognising those that put in the time and hard work towards the development and promotion of our regions.

I urge you to submit your entry into the 2011 Advantage SA Regional Awards by Friday, 12 August to ensure that your own achievements or those of your colleagues, friends or associates are rewarded.

Submitting an entry for these Awards is a step towards recognition of your success, not only in your region, but also throughout the State.

I hope you can attend the awards presentation ceremony later this year and thank you for your support in celebrating and promoting excellence in regional South Australia.

A handwritten signature in black ink that reads "Gail Gago". The signature is stylized and cursive.

*Hon Gail Gago MLC
Minister for Regional Development*

IMPORTANT DATES

Monday 4 April 2011 Nominations open

Friday 3 June 2011 Nominations close

Monday 6 June 2011 Entries open

Friday 12 August 2011 Entries close

October – November 2011
Awards Presentation Functions

Awards Categories

The Sony Centre Arts Award

The Arts Award aims to celebrate the spirit of creativity exhibited by regional South Australian artists. The Arts Award is for arts related projects or events, individual artists or groups of artists or arts projects.

The Elders Community Group Award

The Community Group Award aims to acknowledge the outstanding contributions of not for profit organisations, volunteer groups and community groups who work towards community based projects and events.

The Elders Community Individual Award

The Community Individual Award aims to acknowledge individuals of any age, who have made outstanding contributions and are seen as inspirational role models for their local community.

The Westpac Large Business Award

The Large Business Award recognises the success stories of large regional businesses and enterprises, with over ten full time employees.

The Westpac Small Business Award

The Small Business Award recognises the success stories of small regional businesses and enterprises, with less than ten full time employees.

The Dept. of Trade and Economic Development Innovation Award

The Innovation Awards aims to recognise individuals, businesses, organisations and community groups who have introduced new or significantly improved goods or services and/or implemented new or significantly improved processes.

The Viterra Sports Award

The Sports Awards Award celebrates dedicated South Australians who have a strong spirit of competition and a love of the game. The Sports Award seeks to applaud the talents of sporting individuals, groups, teams, clubs, coaches, trainers or volunteers who have significantly raised the profile of a particular sport or impacting sport in regional South Australia.

The Hames Sharley Sustainability Award

The Sustainability Award aims to recognise the outstanding achievements of regional South Australians for their adoption of sustainable measures and minimising their environmental footprint.

The Statewide Super Tourism Award

The Tourism Award is for tourism operators, businesses, groups, events or projects involved in profiling and promoting the local community with the overall goal of enhancing tourism and visitors to the region.

The Adelaide Event & Exhibition Centre Youth Award

The Youth Award aims to recognise and acknowledge young South Australians and youth groups/organisations who demonstrate outstanding leadership acting as young ambassadors for the local community, inspiring and supporting young people as well as facilitating outstanding youth projects or activities.

The Telstra Hall of Fame Award

The Hall of Fame Award recognises those who have won three or more Regional Awards, irrespective of year or category.

To enquire about sponsorship opportunities, please call Advantage SA on 08 8211 8111.

Awards Background Information

The Advantage SA Regional Awards are held annually to celebrate and showcase the achievements of individuals, groups and organisations that have made significant contributions to regional South Australia.

Aims

The Awards aim to:

- Recognise people, enterprises and initiatives that have made a significant contribution to their region and the State over a twelve month period
- Provide a benchmark for excellence within regional South Australia
- Publicly recognise and reward excellence
- Promote annual celebrations for regional South Australia and offer networking opportunities for nominees/entrants.

Why should I enter?

Entering the Advantage SA Regional Awards provides an opportunity for you to:

- Showcase your achievements to the region and the State
- Contribute to raising regional pride
- Accept recognition of excellence by your peers
- Highlight the profile and awareness of your business, group or enterprise
- Gain a potential marketing advantage and increased business profile to a broader market place.

Who chooses the Regional Award winners?

The judging is conducted by a panel of regional and industry representatives, including past winners, appointed by Advantage SA. Judges are selected based upon their knowledge and experience within the regions and for their readiness to commit time to the awards process. The judges are bound by strict confidentiality and are required to declare any conflict of interest regarding entries and will be asked to remove themselves from the judging process if so.

Judges decision

The decisions of the Advantage SA Regional Awards judging panels are final and no correspondence will be entered into. Any grievances should be forwarded to the attention of: Myri Timotheou, Awards Coordinator, Advantage SA, Aston House, Level 1, 15 Leigh Street, Adelaide SA 5000.

The site visit

The judging panel reserves the right to request a site visit or interview with a category finalist to verify entry details and to gather further information and clarification if needed. A representative of Advantage SA will arrange the site visit and/or interview and entrants will be notified accordingly.

Judges' Tips

Entries are judged based on excellence in the chosen category/categories with all stated activities and achievements occurring between July 2010 and June 2011.

Entry Tips

1. Ensure you address all the established category criteria accordingly
2. Answer each question in full. However, remember to keep comments concise and relevant
3. Use supporting documentation to your advantage. Supporting materials add credibility to your entry and help illustrate and substantiate claims
4. Emphasis should be on content not creative presentation.

Delivery

Please ensure that your entry is received by Advantage SA, Aston House, Level 1, 15 Leigh Street, Adelaide by 5pm on Friday 12 August 2011. Please get your entry in early! Entries received after Friday 12 August 2011 will not be accepted.

Privacy

All information submitted to Advantage SA is strictly confidential. All entries will remain the property of Advantage SA.

2011 Rules for Entry

1. You are encouraged to enter the category that best reflects the established criteria. If you are entering more than one category, then a separate and complete entry must be submitted for each category. Entrants may only submit two entries into the awards
2. Activities and achievements referred to in the entry must relate to the qualifying period 1 July 2010 – 30 June 2011. Entrants must have traded for the entire qualifying period
3. Each category has specific entry requirements (please refer to the category descriptor)
4. All questions must be answered under the headings provided (please refer to the category descriptor)
5. Entrants must be based or operate in regional South Australia. Each entrant must clearly state which region they are entering into
6. The judging panel reserves the right to redirect an entry if it is considered more suitable
7. Any logos, images and/or photos will be accepted on CD only, one copy per entry. Maximum of five images
8. Entries should be kept between one to five A4 pages maximum
9. Supporting material must not exceed three A4 pages
10. Please contact Advantage SA for guidance regarding compilation of the entry submissions
11. Please **DO NOT** bind or staple entries and supporting material
12. Entrants are encouraged to make themselves available for publicity opportunities as required both prior to and after the Awards Presentations
13. Entrants agree to allow the use of their entry for publicity purposes.

To ensure consistency and fairness in judging, the Rules of Entry must be strictly met.

Entry Checklist

- ✓ A signed entry form (form provided)
- ✓ One hard copy of the entry. Refer to the Rules for Entry for specific criteria
- ✓ The cover page of the submission should be clearly marked with:
 1. The name of the entrant
 2. The category entered
 3. The region entered
- ✓ Enclosed additional support material (maximum three A4 pages)
- ✓ One high quality photograph or logo illustrating the entrant should accompany each submission in each category entered.

Please mark all image CDs with your entry details i.e. name, category and region in which you are entering.

Telstra Hall of Fame

Congratulations to the Telstra Hall of Fame inductees for 2011:

Arid Recovery

Far North

John Webb & Associates Yorke Peninsula Art Exhibition

Yorke & Mid North

District Council of Yorke Peninsula

Yorke and Mid North

Monarto Zoological Park

Murray and Mallee

Allan & Carol Miell

Adelaide Hills, Fleurieu & Kangaroo Island

Sealink Travel Group

Adelaide Hills, Fleurieu & Kangaroo Island

Banrock Station Wine & Wetland Centre

Murray & Mallee

ASICS Victor Harbor Triathlons and Fun Run-Walk

Adelaide Hills, Fleurieu & Kangaroo Island

Barossa Valley Hire

Barossa

Tarac Technologies

Barossa

Organisations or individuals that are awarded on three different occasions irrespective of year and category are automatically inducted into the Telstra Hall of Fame.

In 2010 the Hall Of Fame conditions of entry were revised. Previously, winners who were inducted into the Hall of Fame were ineligible to nominate in future Regional Awards. However, Advantage SA altered the rule slightly to ensure that regional excellence is celebrated accordingly. Once admitted into the Telstra Hall of Fame inductees are able to nominate for future Regional Awards after a period of only three years.

2011 Entry Guidelines

The Sony Centre Arts Award

The Arts award aims to celebrate the spirit of creativity exhibited by regional South Australian artists. The Arts Award is for arts related projects or events, individual artists or groups of artists or arts projects.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as individual, business, organisation, event or project.

For example:

- What is the nature of your art. Give examples of your creativity and professional standards
- Who are your target markets and how do you identify them
- Give examples of your services and/or facilities and the arts experiences offered
- How long have you been an individual artist or a business, organisation, event or project in the arts.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- List any prizes and awards local, national and international, achieved in the past 12 months
- Give examples of any performance and/or exhibition achievements
- Give examples of any new art concepts developed.

Question 3. How do you believe you (individual) or your organisation/event/project/business has contributed to your region?

For example:

- Give examples of your commitment to regional development in the arts
- Explain how your art benefits local and regional community values and culture
- Give examples of how you promote your art to attract people to the region
- Give examples of how your art contributed to the economy of the region.

Question 4. Is there anything else that you would like to include to support your entry?

- Samples of work and awards etc.

The Elders Community Group Award

The Community Group award aims to acknowledge the outstanding contributions of not for profit organisations, volunteer groups and community groups who work towards community based projects and events.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as a business, organisation, event or project.

For example:

- Explain what you do as an organisation, volunteer group or community group, event or project
- Give examples of your function within the community
- Length of service as an organisation or group within the community
- Give examples of the number of people who you have involved
- Give examples of any community challenge and response.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Explain the focus of your group during the past 12 months
- Give examples of what has been contributed to your community in the past 12 months
- Give examples of any barriers and how you have overcome them
- Give examples of short and long term projects and/or community objectives
- List examples of any source of funding raised for the community

Question 3. How do you believe your organisation/event/project/business has contributed to your region?

For example:

- Explain how and who has benefited from your community involvement
- Give examples of how your service benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy.

Question 4. Is there anything else that you would like to include to support your entry?

- What you hope to achieve in the future with your business, organisation, group, event or project.

The Elders Community Individual Award

The Community Individual award aims to acknowledge individuals of any age, who have made outstanding contributions and are seen as inspirational role models for their local community.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as an individual.

For example:

- Describe what you do as an individual in the community
- Give examples of your leadership within the community
- Give examples of how you are a role model for South Australia
- Length of service within an organisation or group within the community (if applicable)
- Outline any community challenge and response

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Give examples of what has been contributed to your community in the past 12 months
- Give examples of the nature of your individual leadership in the community
- Give examples of any barriers and how you have overcome them
- List your short and long term projects and/or community objectives
- List examples of any sources of funding raised for the community.

Question 3. How do you believe you have contributed to your region?

For example:

- Explain how and who has benefited from your community involvement
- Give examples of how your service benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy.

Question 4. Is there anything else that you would like to include to support your entry?

- What you hope to achieve in the future.

The Westpac Large Business Award

The Large Business award recognises the success stories of large regional businesses and enterprises, with over ten full time employees.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as an individual, business, organisation, event or project.

For example:

- Give an overview of your business
- Give examples of your services and facilities
- Length of service in business
- Give examples of your target markets
- Give examples of how you achieve and maintain customer service throughout your organisation.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Give examples of any financial growth over the past 12 months
- Give examples of outcomes of successful marketing strategies
- Give examples of any risks in operating your business and how you have overcome them
- Describe short and long term goals and/or community objectives.

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of how your business benefits local and regional community values and culture
- Give examples of your business' contribution to the development of regional community and/or economy
- Do you employ individuals from your local community and/or region
- Give examples of contributions made to community-orientated groups, events or projects.

Question 4. Is there anything else that you would like to include to support your entry?

- Plans for future growth and expansion
- What would winning an award mean to your business.

The Westpac Small Business Award

The Small Business award recognises the success stories of small regional businesses and enterprises, with less than ten full time employees.

Important reminders:

- *Entrants must ensure that their answers refer specifically to the product and category they are entering*
- *Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.*

Question 1. Please provide a general overview of the nature and history of what you do as an individual, business, organisation, event or project.

For example:

- *Give an overview of your business*
- *Give examples of your services and facilities*
- *Length of service in business*
- *Give examples your target markets*
- *Give examples of how you achieve and maintain customer service throughout your organisation.*

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- *Give examples of any financial growth over the past 12 months*
- *Give examples of the outcomes of successful marketing strategies*
- *Give examples of any risks associated with operating your business and how you have overcome them*
- *Give examples of short and long term goals and/or community objectives.*

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- *Give examples of how your business benefits local and regional community values and culture*
- *Give examples of your business' contribution to the development of regional community and/or economy*
- *Do you employ individuals from your local community and/or region*
- *Give examples of contributions made to community-orientated groups, events or projects.*

Question 4. Is there anything else that you would like to include to support your entry?

- *Plans for future growth and expansion*
- *What would winning an award mean to your business.*



The Department of Trade and Economic Development Innovation Award

The Innovation award aims to recognise individuals, businesses, organisations and community groups who have introduced new or significantly improved goods or services and/or implemented new or significantly improved processes.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as an individual, business, organisation, event or project.

For example:

- Give an overview of yourself and/or your business, group, organisation, event or project
- Length of service in business
- Give details about your innovation
- Give examples of how the innovation is unique within the market place.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Explain what type of innovation has been developed within the past 12 months
- Explain how the innovation was developed and what resources were used in its development and implementation
- Demonstrate potential for innovation in local and/or overseas markets (if applicable)
- Give examples of your short and long term goals and/or community objectives.

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of how your innovation benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy
- Give examples of any community support of your innovation's success
- Have any new standards set by you or your organisation been adopted elsewhere.

Question 4. Is there anything else that you would like to include to support your entry?

- Plans for future growth and expansion.

The Viterra Sports Award

The Sports Award celebrates dedicated South Australians who have a strong spirit of competition and a love of the game. The Sports Award seeks to applaud the talents of sporting individuals, groups, teams, clubs, coaches, trainers or volunteers who have significantly raised the profile of a particular sport or impacting sport in regional South Australia.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as a sporting individual or as a sporting organisation.

For example:

- Describe your chosen individual sport or sporting group
- Length of participation in chosen sport
- Give examples of your performance goals within your chosen sport and/or sporting group
- Give examples of your motivation, commitment, sacrifices, competitiveness and ability to achieve goals.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Give examples of your involvement in, and contribution to, the sporting industry in your region in the past 12 months
- Give examples of your sporting achievements on a local, national and international scale
- Discuss any barriers and how you have overcome them.

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of the impact your sporting achievements have had on regional pride
- Give examples of any community sporting clinics you have attended as a participant and/or a leader
- Give examples of how you have acted a positive sporting role model to your region
- Give examples of how your promotion of the sport and associated groups benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy.

Question 4. Is there anything else that you would like to include to support your entry?

- What you hope to achieve in the future.

The Hames Sharley Sustainability Award

The Sustainability Award aims to recognise the outstanding achievements of regional South Australians for their adoption of sustainable measures and minimizing their environmental footprint.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as an individual, business, organisation, event or project.

For example:

- Give an overview of yourself and/or your business, group, organisation, event or project
- Give examples of your commitment to human and environmental sustainability
- Give examples of the types of sustainability you are involved in.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Give examples of sustainable principles implemented in the past 12 months
- Illustrate results of your sustainability initiatives over the past 12 months
- Give examples of outcomes from the sustainability measures implemented
- Give examples of any short and long term goals and/or community objectives.

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of how your sustainability measures benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy
- What involvement have you had in partnering with the community in relation to sustainability
- Give examples of how you have promoted sustainability to your region.

Question 4. Is there anything else that you would like to include to support your entry?

- Plans for future growth and expansion.

The StatewideSuper Tourism Category

The Tourism Award is for tourism operators, businesses, groups, events or projects involved in profiling and promoting the local community with the overall goal of enhancing tourism and visitors to the region.

Important reminders:

- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as a tourism operator, business, group, event or project.

For example:

- Give examples of your services and facilities
- Give examples of what tourism experiences you offer
- Describe why the business, groups, event or project was established and when
- Give examples of how you achieve and maintain quality customer service
- State the number of people working the business, group, event or project.

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 - 30 June 2011)

For example:

- Give examples of your involvement in, and contribution to, the tourism industry in your region in the past 12 months
- Give examples of the key features of growth within your organisation or business in the past 12 months
- Give examples of any prizes and/or awards received locally, nationally or internationally
- Give examples of any barriers and how you have overcome them
- Give examples of short and long term projects and/or community objectives.

Question 3. How do you believe you or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of the marketing strategies used to attract tourism trade to the region
- Give examples of how and who has benefited from your community involvement
- Give examples of how your service benefits local and regional community values and culture
- Give examples of your contribution to the development of regional community and/or economy.

Question 4. Is there anything else that you would like to include to support your entry?

- What you hope to achieve in the future .

The Adelaide Event and Exhibition Centre Youth Award

The Youth Award aims to recognise and acknowledge those young South Australians and youth groups/organisations who demonstrate outstanding leadership acting as young ambassadors for the local community, inspiring and supporting young people as well as facilitating outstanding youth projects or activities.

Important reminders:

- Entrants must be 26 years of age and under to be eligible for this award
- Entrants must ensure that their answers refer specifically to the product and category they are entering
- Please remember to address the guidelines below in direct relation to your entry as an individual, business, organisation, event or project.

Question 1. Please provide a general overview of the nature and history of what you do as an individual, business, organisation, event or project.

For example:

- Give examples of what you do as an individual and/or a business, group, organisation, event or project in the community
- Give examples of how you are a role model for young South Australians and how your role as a peer leader has benefitted your community
- Length of service within an organisation or group within the community (if applicable).

Question 2. What have been your significant achievements or initiatives in the past 12 months? (1 July 2010 – 30 June 2011)

For example:

- Give examples of your contribution to the regional community over the past 12 months
- Give examples of how you show leadership within the community
- Give examples of any prizes, awards and/or accreditations you have received over the past 12 months
- Discuss any barriers and how you have overcome them
- Give examples of short and long term youth projects and/or community youth objectives
- Give examples of any sources of funding raised for the community.

Question 3. How do you believe you (individual) or your organisation, business, group, event or project has contributed to your region?

For example:

- Give examples of who has benefited from your community involvement and how
- Give examples of how you play a key role in encouraging others, including young people, towards a brighter future and a more community minded way of life
- Give examples of how your service benefits local and regional community values and culture
- Give examples of contribution to the development of regional community and/or economy.

Question 4. Please state your full date of birth (day/month/year)

Question 5. Is there anything else that you would like to include to support your entry?

- Plans for your future.