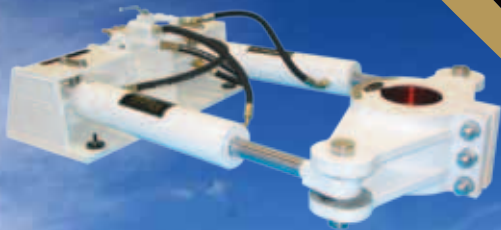




# 2011 Australian Marine Industry Export Awards



# Invitation to apply...

## Major sponsors:

- Department of Innovation, Industry, Science & Research (DIISR)
- Club Marine
- FGI
- Sanctuary Cove International Boat Show

The Australian Marine Industry Export Awards are presented annually to reward the outstanding achievements of Australian marine industry exporters. The Awards are organised by the Australian International Marine Export Group (AIMEX).

## Supporting sponsors:

- Marine Business
- Musto
- Sandman Public Relations

## Eligibility:

Applications are invited from any organisation or firm that exports marine goods and services of Australian origin and that meet the awards criteria (outlined below).

To be eligible to apply an applicant must:

- Earn foreign exchange
- Indicate that the product/service is predominantly of Australian content
- Have Australia as the principle place of business
- Export sales are defined as invoiced sales in the period 1 Jan – 31 Dec 2010
- Hold a registered ABN
- Be a BIA or AIMEX member

## Applications:

Application forms for the 2011 Club Marine Australian Marine Industry Export Awards can be downloaded from the AIMEX website at [www.aimex.asn.au](http://www.aimex.asn.au). You can also request a copy by emailing [marketing@aimex.asn.au](mailto:marketing@aimex.asn.au) or calling (03) 9867 6625.

## Submitting your application:

All applications must be submitted to the Australian International Marine Export Group (AIMEX) by email to [marketing@aimex.asn.au](mailto:marketing@aimex.asn.au) by the closing date Friday 6th May, 2011 by 5pm.

Please note: All entries must be completed on the AIMEX application form and submitted in the electronic

format. AIMEX will not accept applications that are hard copy or not on the AIMEX application form.

You must supply 2 – 4 photographs which best displays your organisation, products or service in high resolution jpeg format for use in pre and post competition publications.

You must supply your company logo in high resolution jpeg format.

## Closing date for applications:

Completed applications must have been received by AIMEX no later than 5pm on Friday 6th May 2011. Applications or further entry material will not be accepted after that date.

## Award prizes:

- Categories 1,2,3,4 & 5 Winner receives: cash prize (\$500), trophy & plaque
- Category 6 Winner receives: cash prize (\$1000), trophy & plaque
- Categories 1,2,3,4 & 5 Highly Commended receives: plaque

All applicants receive framed certificate of application.

## Awards presentation venue:

The Awards presentation will take place at the AIMEX Networking Function held on the evening of Thursday 28th July 2011 at Sydney Convention & Exhibition Centre, Sydney (first night of the Sydney International Boat Show).

## Confidentiality:

Information provided on the applications will be used for judging only, and will be treated as commercial-in-confidence by the organisers of the Australian Marine Industry Export Awards. No information contained therein will be published without the express permission of the applicant.

## Judges:

The judging panel will comprise five members, being a representative from Austrade, a representative from The Australian Institute of Export and three senior marine industry identities.

## Judging criteria:

The judges' decision is final and no correspondence will be entered into. Judging will be based on information supplied and its capacity to meet the specified criteria.

## Award categories:

### 1. Most Innovative Marine Industry Exported Product or Service

*This award recognises the innovation in your products and services.*

#### Criteria:

- Describe your marine industry export product/service and why you believe it to be the most innovative and with the greatest export potential within the marine industry.
- Explain how your product or service is at the forefront of innovation and how did you come up with this innovation?
- How has it been introduced to the global market and how has it been accepted?
- Was there a gap in the market that you filled with this innovation?
- Has the culture within your business supported this innovation and how important is innovation to the success of your business?

### 2. Marine Industry Export Champion

*This is an award which recognises an individuals efforts in the marine industry and how they have contributed to the success of the marine industry.*

#### Criteria:

- Have you been successful in other awards?
- What are your most outstanding achievements in the marine industry?
- What roles/positions have you held within the industry?
- What are your export aspirations and strategies?
- How have you promoted the Australian Marine sector internationally?

### 3. Marine Industry Young Achiever

*This is an award which gives organizations an opportunity to nominate an employee for their individual efforts within the organisation they work and their contribution to the marine industry. Applicants for this award must be between the age 14 – 30.*

#### Criteria:

- How long have they worked for your organisation?
- What are the employees education and training qualifications?
- What are the individuals outstanding achievements in the marine industry and/or organisation & how have they contributed to your export drive?
- What roles/positions have they held within the organisation and previously?
- What are the key traits and skills of the employee?
- What is the key value this employee adds to your business?

### 4. (a) Best Marine Industry Export Performance (Small Exporter)

*This award recognises your marine export success in terms of dollars. To qualify for this category your invoiced export sales over the period 1 Jan – 31 Dec 2010 must have been less than \$500K.*

### (b) Best Marine Industry Export Performance (Medium Exporter)

*This award recognises your marine export success in terms of dollars. To qualify for this category your invoiced export sales over the period 1 Jan – 31 Dec 2010 must have been between \$500K - \$2mil.*

### (c) Best Marine Industry Export Performance (Large Exporter)

*This award recognises your marine export success in terms of dollars. To qualify for this category your invoiced export sales over the period 1 Jan - 31 Dec 2010 must have been more than \$2mil.*

#### Criteria:

- Explain your export business performance from Jan – Dec 2010 in terms of dollars.
- By what percentage did your export sales grow in the 2010 calendar year?
- Explain how your business has broken into the overseas market effectively. How many countries do you export to and what percentage of your total sales do your export sales represent?
- How have you continued successful trading during turbulent economic times?
- What is your International competitive advantage?
- What are the key success factors for Exporters?
- How many employees did you have in 2009 and how many in 2010 that were involved in your export effort?

### 5. Best Marine Industry Export Marketing Strategy

*This award recognises the success of your export marketing strategy and how this strategy has increased your export markets.*

#### Criteria:

- Describe the export marketing strategy for a specific product or product group or for a specific market and why you consider it most capable of generating export sales for your company.
- What strategies have you pursued to promote, enhance and sustain awareness of your brand(s) in overseas markets?
- Highlight your business' strengths and how your marketing strategy has been successful and effective.
- How did your strategy have a point of difference compared to other competitors in the market?
- How did your marketing strategy positively enhance your business?
- Did your marketing strategy promote new client or new sales in a new and innovative way? And if so how?

### 6. 2011 Marine Industry Exporter of the Year

*One company will receive the 2011 Australian Marine Industry Exporter of the Year Award. This award is based on the accumulated scores from categories 4 and 5 only.*



Suite 611, 1 Queens Road, Melbourne VIC 3004

Tel: 03 9867 6625 Fax: 03 9867 6590

Email: [marketing@aimex.asn.au](mailto:marketing@aimex.asn.au)

[www.aimex.asn.au](http://www.aimex.asn.au)

AWARD SPONSORS:



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